

Hong Kong Tourism Overview 2024

Trade Activities 2024/25

South Korea

	2024								2025			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Trade Show												
<ul style="list-style-type: none"> Seoul Bar & Spirit Show <ul style="list-style-type: none"> Seoul, 3 - 5 May 24 Promote Asia Best 50 Bars, Hong Kong Wine & Dine Festival and Hong Kong's new attractions and enhancements Hong Kong trade is welcome to participate 												
<ul style="list-style-type: none"> Busan International Travel Fair (BITF) <ul style="list-style-type: none"> Busan, 26 - 29 Sep 24 Promote Great Outdoors Hong Kong, Hong Kong WinterFest and Hong Kong's new attractions and enhancements Hong Kong trade is welcome to participate 												
Trade Familiarisation												
<ul style="list-style-type: none"> Travel Agents FAM <ul style="list-style-type: none"> Nov 24 Invite product development/marketing managers from 10 major travel agents in Seoul Showcase Hong Kong as Asia's best interesting city to explore Hong Kong trade is welcome to sponsor 												
MICE & Cruise												
<ul style="list-style-type: none"> Mega MICE Agents FAM <ul style="list-style-type: none"> Apr 24 Inviting key MICE agents that performed well in 2023 Introducing Hong Kong's new MICE products Networking session with Hong Kong trade partners Hong Kong trade is welcome to sponsor 												
<ul style="list-style-type: none"> Corporate FAM for Insurance Companies <ul style="list-style-type: none"> May 24 Inviting insurance companies with high potential Introducing Hong Kong's new MICE products Hong Kong trade is welcome to sponsor 												
<ul style="list-style-type: none"> Corporate FAM Coop with Travel Agent <ul style="list-style-type: none"> Feb 25 Inviting corporate clients from diverse industries in co-op with a key travel agent Introducing Hong Kong's new products Hong Kong trade is welcome to sponsor 												

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Trade Promotion															
<ul style="list-style-type: none"> Hong Kong Travel Mission to Korea <ul style="list-style-type: none"> Seoul and Busan, 11 & 13 Jun 24 Buyers-meet-Sellers sessions with over 100 travel agents from Seoul and over 70 travel agents from Busan Hong Kong trade is welcome to participate 															
Consumer Promotion															
<ul style="list-style-type: none"> Hong Kong Summer / Winter Holiday Promotion <ul style="list-style-type: none"> Jul, Aug & Dec 24 and Jan - Feb 25 Promote Hong Kong for summer/winter peak season Tactical co-op with Korean trade Hong Kong trade is welcome to support Hong Kong Great Outdoor Promotion <ul style="list-style-type: none"> Oct - Nov 24 Cooperating with outdoor brands, OTAs & TAs to develop GO products Offer deals from hotels, airlines, and attractions Hong Kong trade is welcome to support 															

Details of the above activities are subject to change. Please visit PartnerNet.hktb.com for the latest update.