

MICE

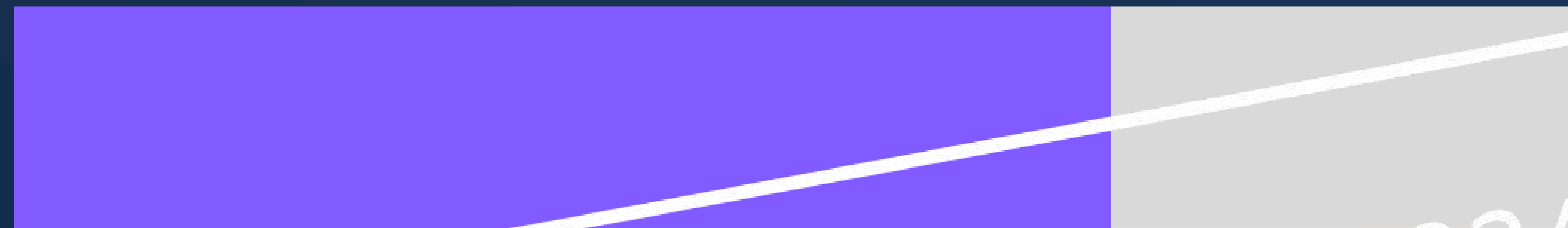
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2023 MICE RECOVERY MOMENTUM

1.3M

Overnight MICE Arrivals



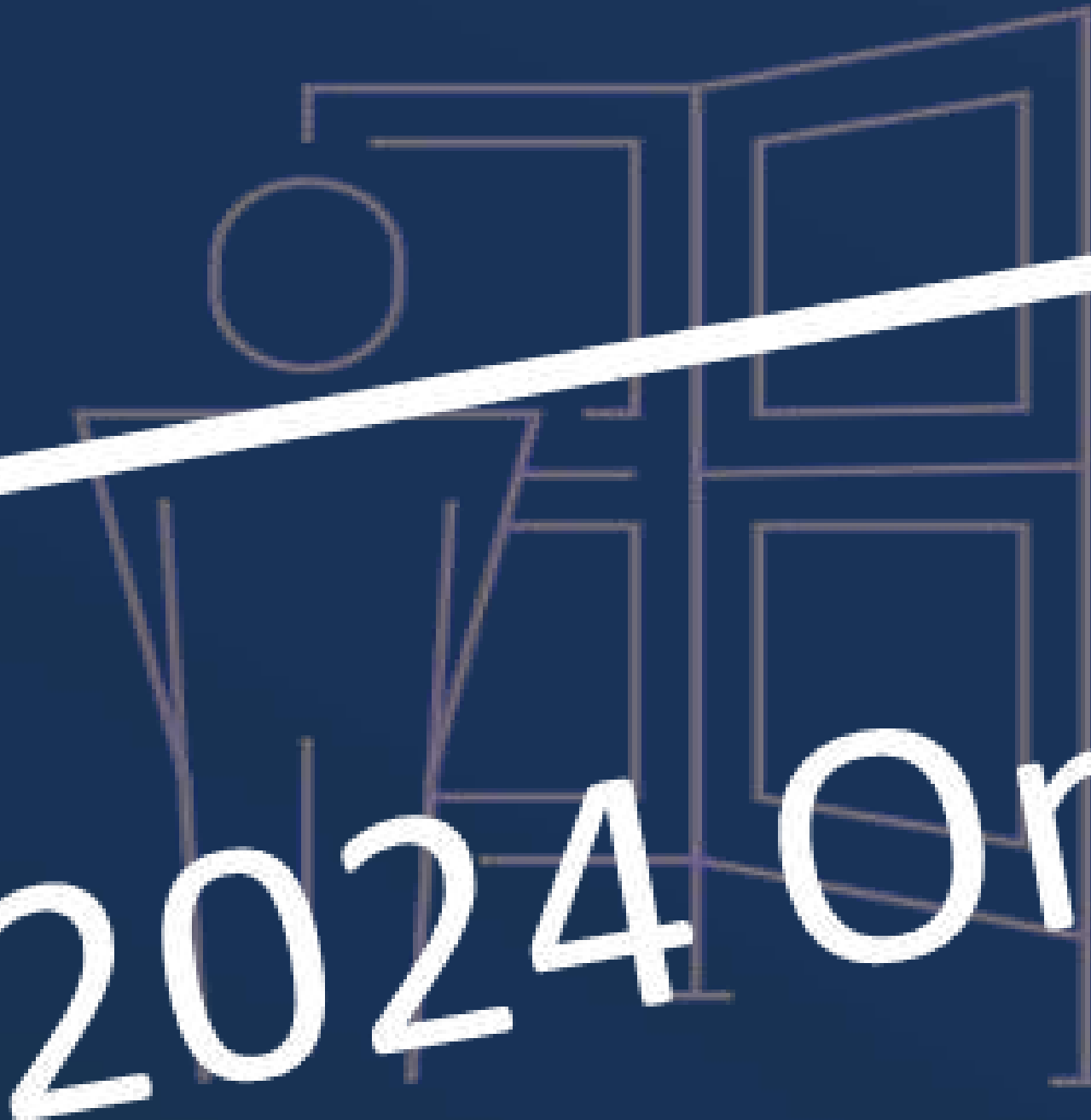
66%

Recovery VS 18

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SEGMENT SHARE



61%

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**Meeting &
Incentive**

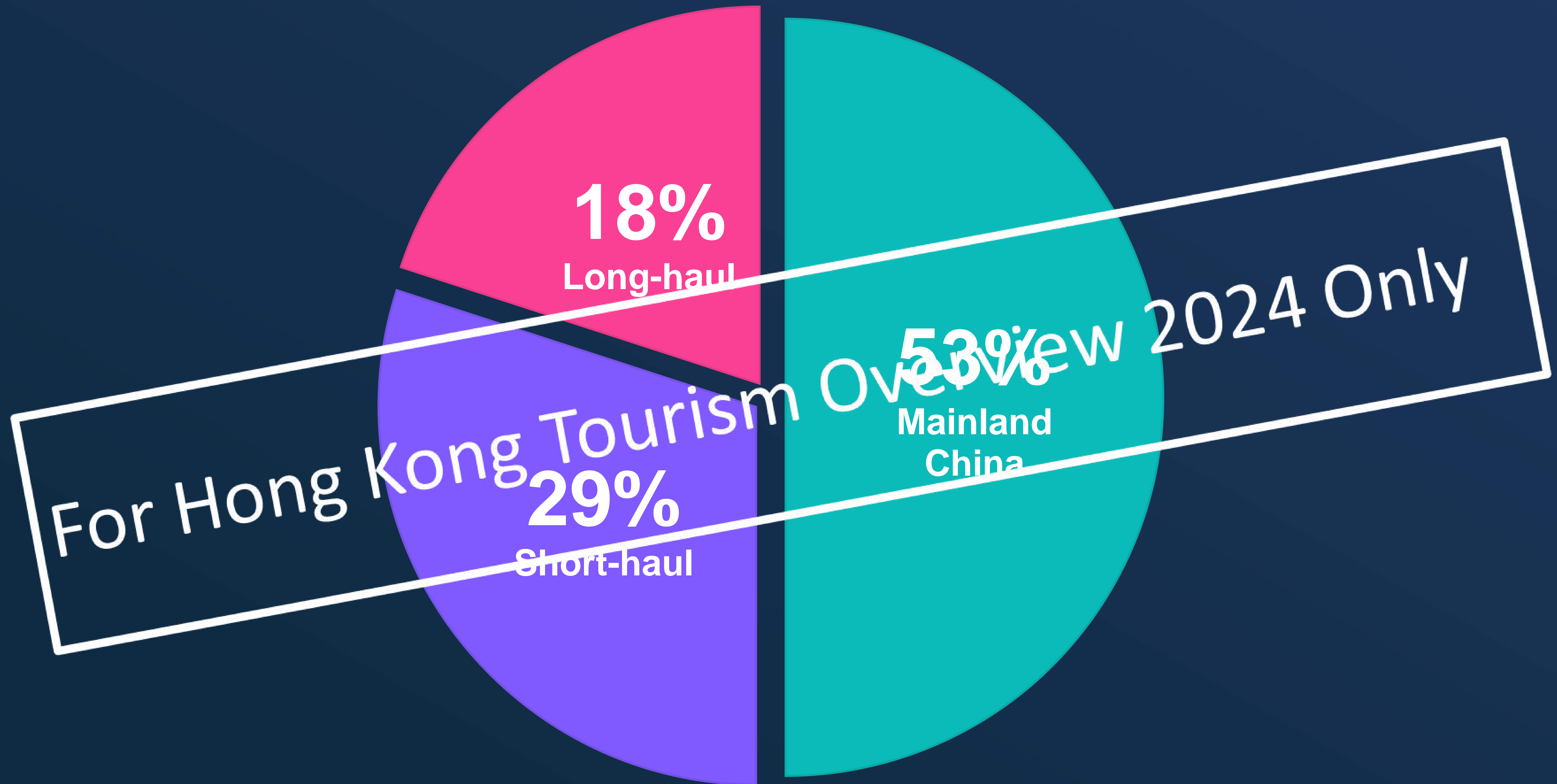
14%

Convention

25%

Exhibition

SOURCE MARKETS



KEY PARAMETERS



WARMEST WELCOME



Hello

Hello

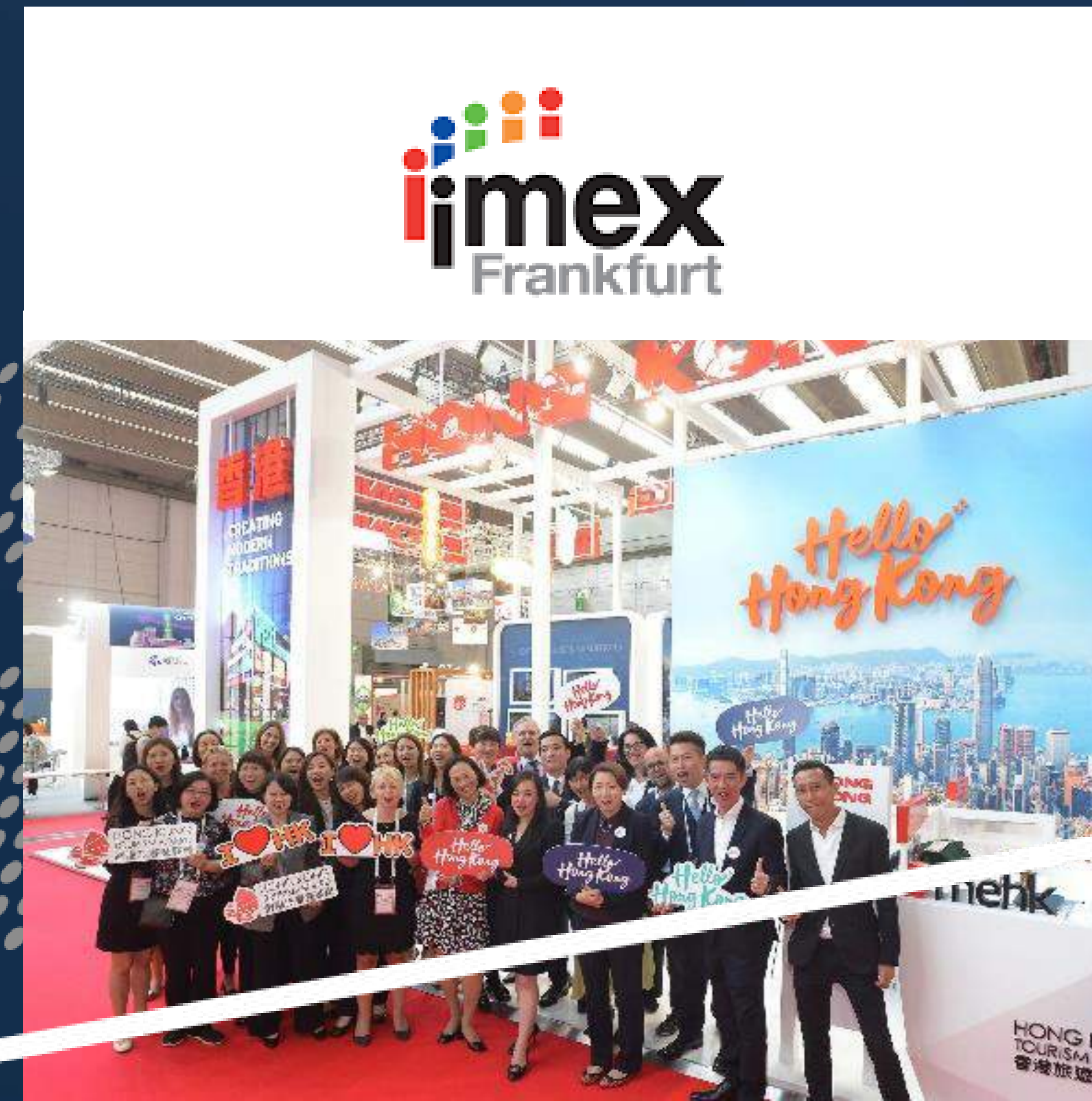
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For Hong Kong

Tourism Overview

M We Lr

OUTREACH TO THE WORLD



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Trade Shows - Industry Events - Trade Briefings

SHOWCASE HONG KONG

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MICE Agents,
Corporate and
Association Leaders

ADDITIONAL FUNDING SUPPORT

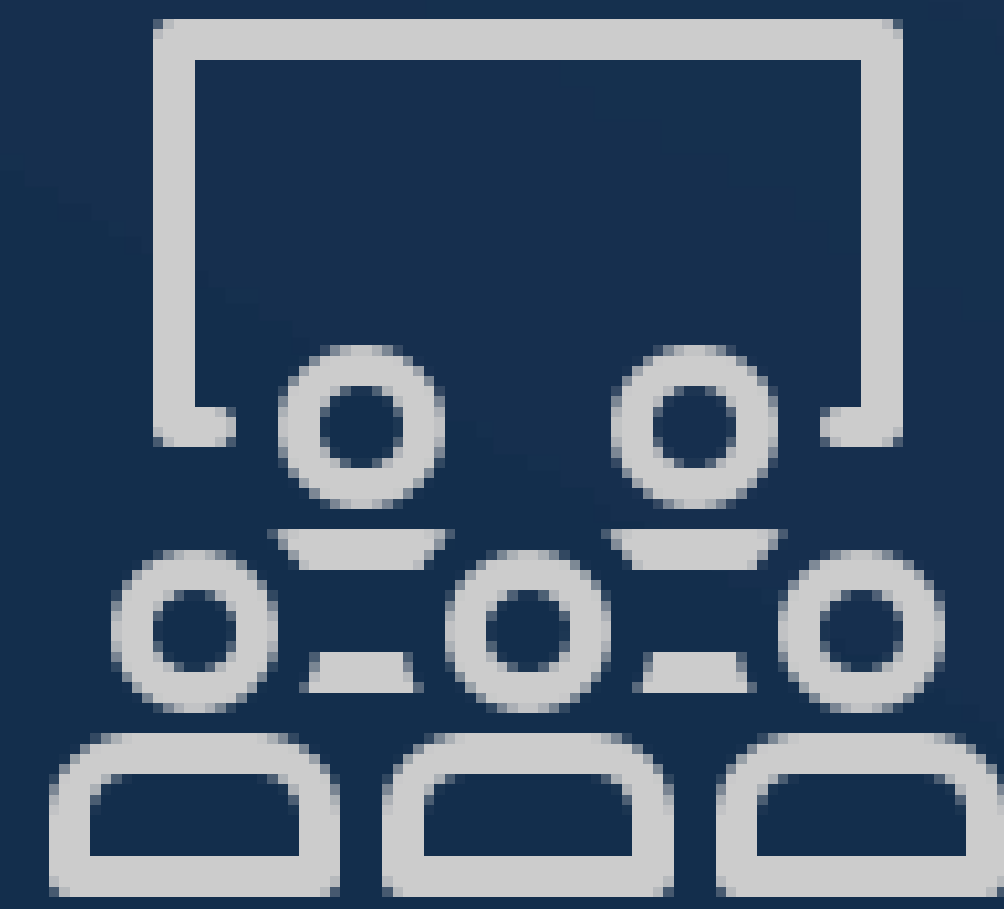


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ADDITIONAL FUNDING SUPPORT



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60

210K

**Won & Retained
Events**

**MICE
Visitors**

SPECIAL FUNDING SCHEMES



**Mainland and
Overseas
Agents**



DMCs



Hotels

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SPECIAL FUNDING SCHEMES



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540

42K

Small & Medium-sized Groups

MICE Visitors



SPECIAL FUNDING SCHEMES



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20

200K

Exhibitions

Exhibition Delegates



MEGA EVENT ECONOMY

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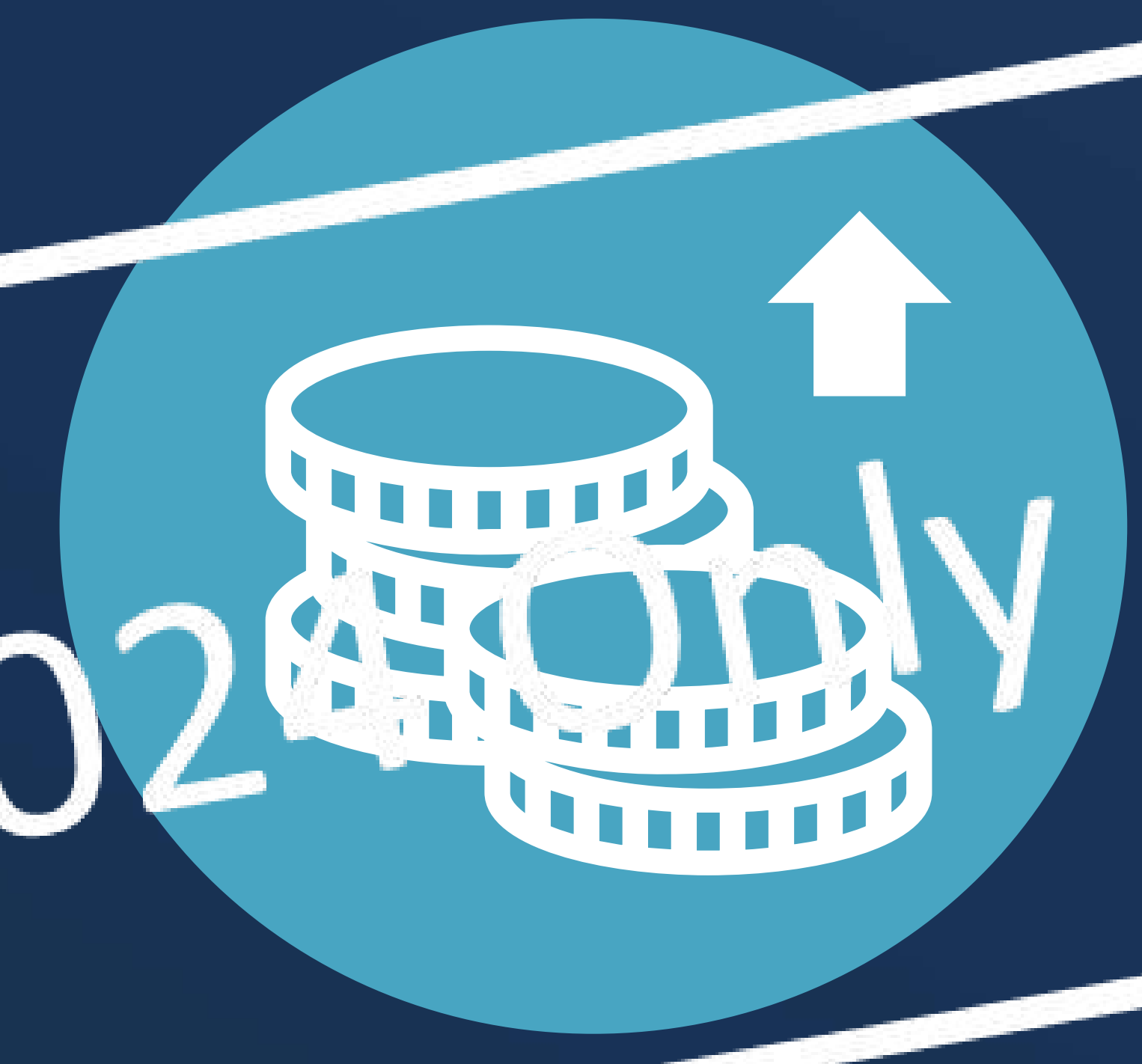
MEGA EVENT ECONOMY



Repeat Visits



Longer Stay



Higher Spending

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HONG KONG

THE WORLD'S MEETING PLACE

2024 Only

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Greater Bay Area
For Hong Kong Tourism

Build Hong Kong
as GBA's MICE Hub

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会一香港
会一世界

MEETHK
MEETGBA

EXTEND MICE TRADE SUPPORT



- **Trade Show Participation Fee Waiver**
- **Funding Schemes for Small & Medium-Sized Groups**
- **Special Funding Support for Recurrent Exhibitions & Conventions**

EIGHT FOCUS SECTORS

Finance



Transportation



Trading



Legal, Deal-making & Dispute Resolution



Regional Intellectual Property Trading



Aviation



I&T



East-meets-West for Cultural Exchange

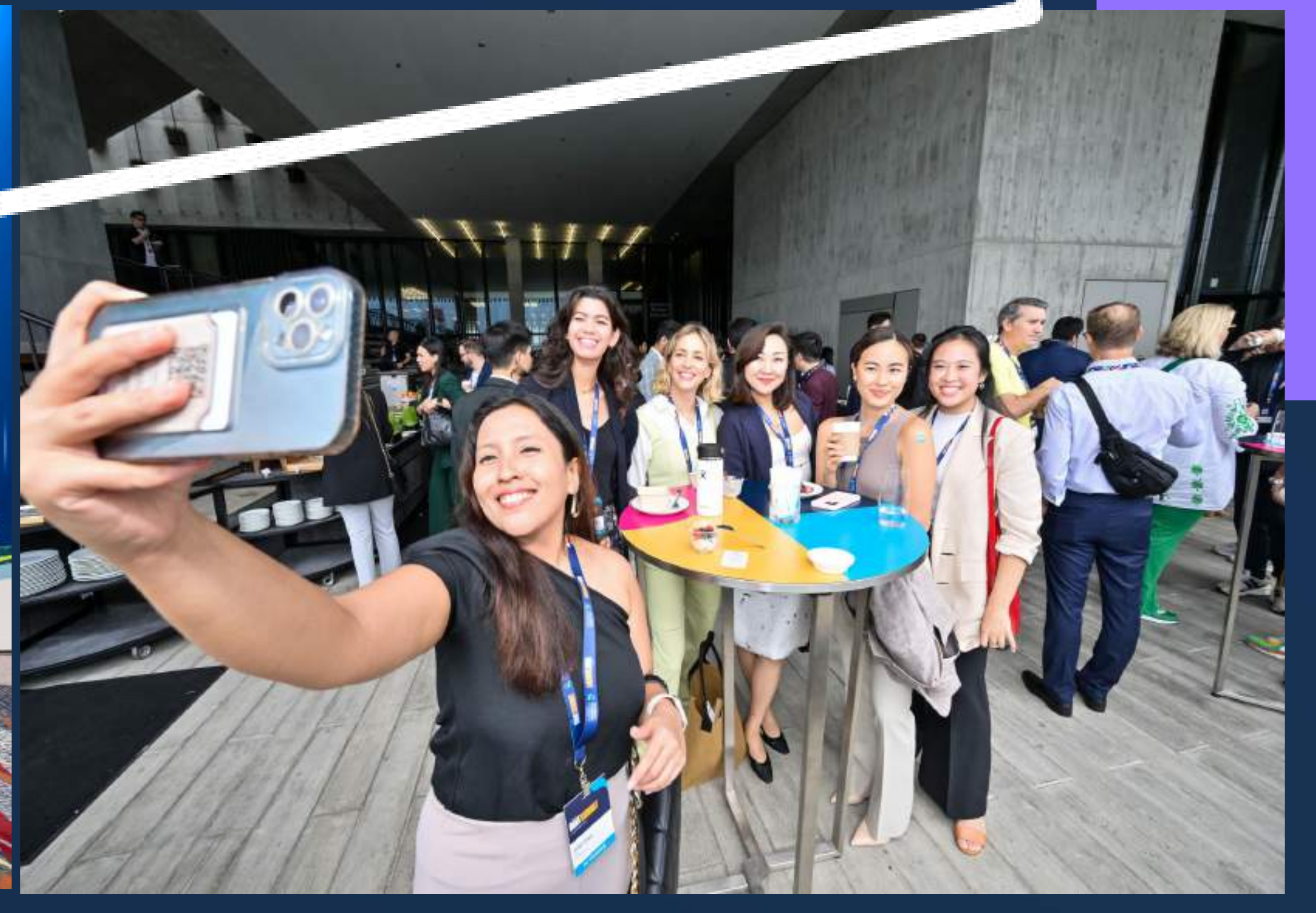


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Hong Kong as International Centre



Medical · Tourism · Education · Youth Development Tourism Overview 2024 Only





HONG KONG

Convention Overview 2024 Only

Tourism Ambassador

For Hong Kong



117

25

2024 Only

Hong Kong
Convention Ambassadors
For Hong Kong
Tourism
Mainland
Association Heads
Overview



60+ Wins/ Referrals from the Ambassadors

2024 East Asian
Insurance Congress



2024 International Society of
Radiographers and Radiological
Technologists World Congress



Hong Kong Radiographers and
Radiation Therapists Conference

2025 Routes World



2026 Lions Clubs
International Orient and
Southeast Asian Lions Forum



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INCENTIVE



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香港會獎全攻略

HONG KONG INCENTIVE

PLAYBOOK



Neighbourhoods



Wellness & Nature



Arts & Culture



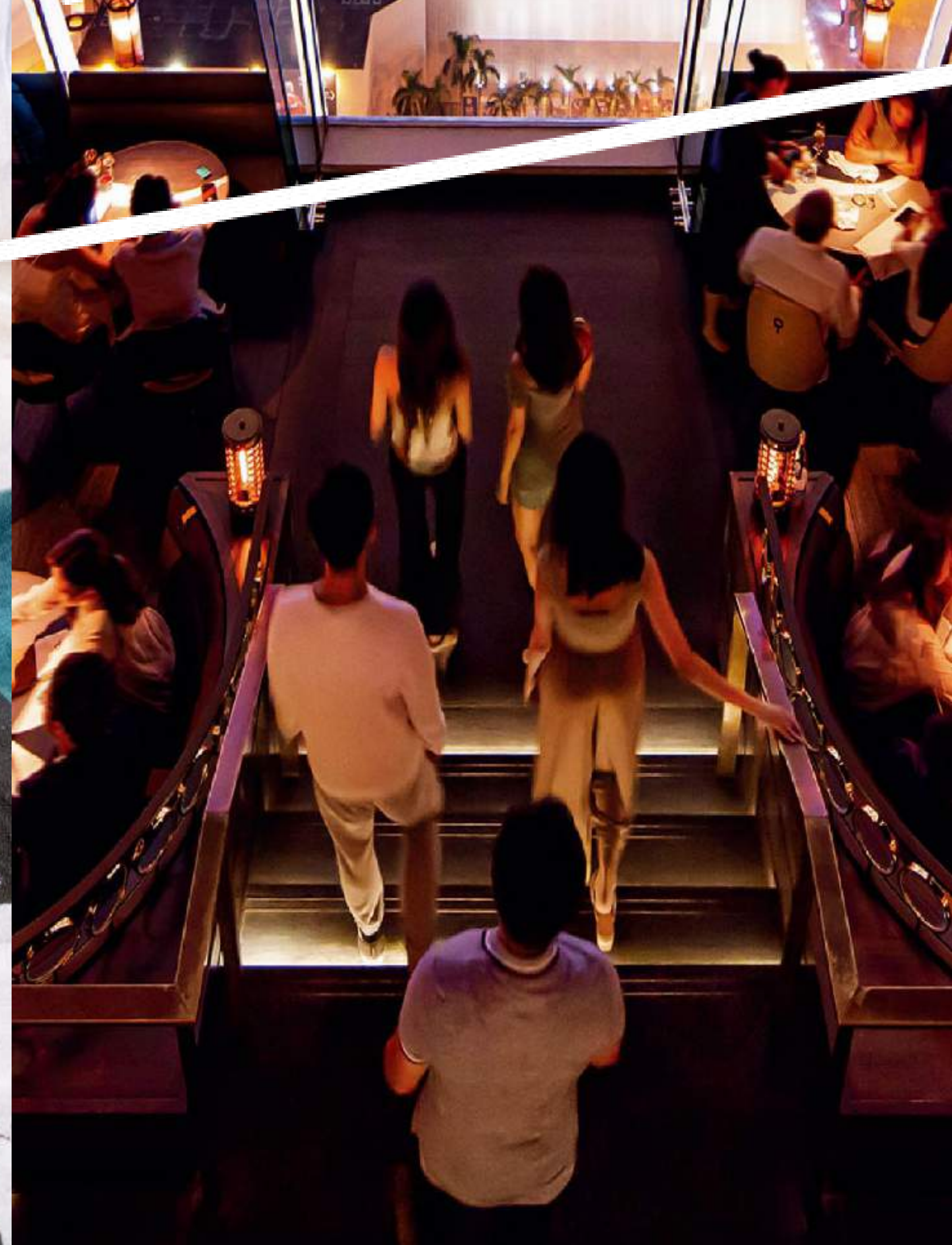
Nightlife & Parties



HK Signatures

FIVE THEMES

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100+ NEW & AUTHENTIC IDEAS



Lan Kwai Fong
蘭桂坊

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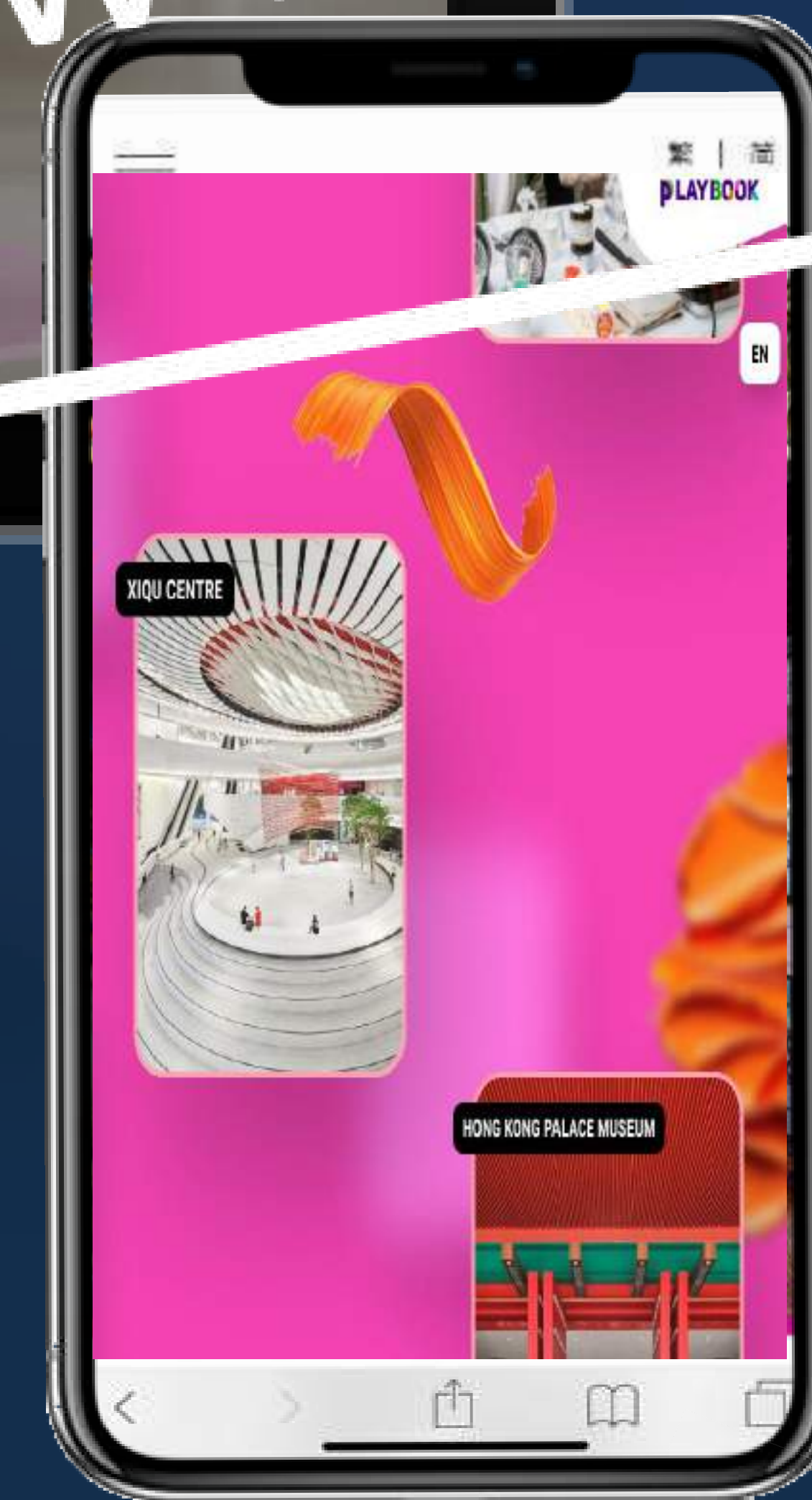
INTEGRATED CAMPAIGN



UP THE GAME FOR YOUR TEAM Overview 2024 Only



For Hong Kong



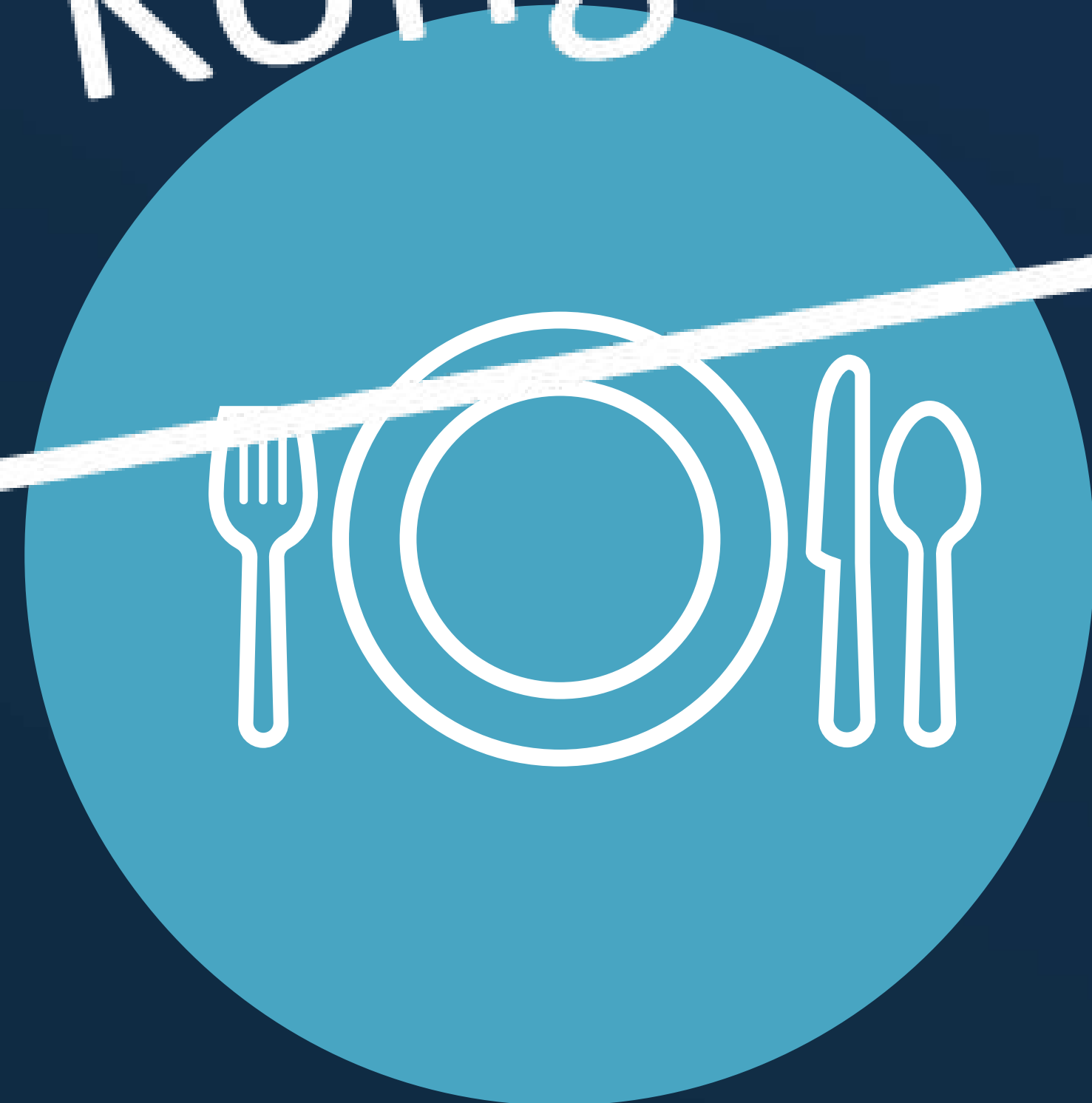
MUSLIM-FRIENDLY MICE OFFERINGS



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Hotels



Dining



Attractions



Mosques/ Prayer Rooms

EXHIBITION

FREE VENUE RENTAL

Incentive Scheme for Recurrent Exhibitions (ISRE)

HK\$1.4

Billion

3

Years

200

Recurrent Exhibitions

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STRONG EVENT LINE-UP



UFI Global Congress 2025



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More to come...



**New
Infrastructures**



**New
Attractions**



**New
Experiences**

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**GBA
Opportunities**



**Strong
Government
Support**

CRUISE

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ENCOURAGING RECOVERY



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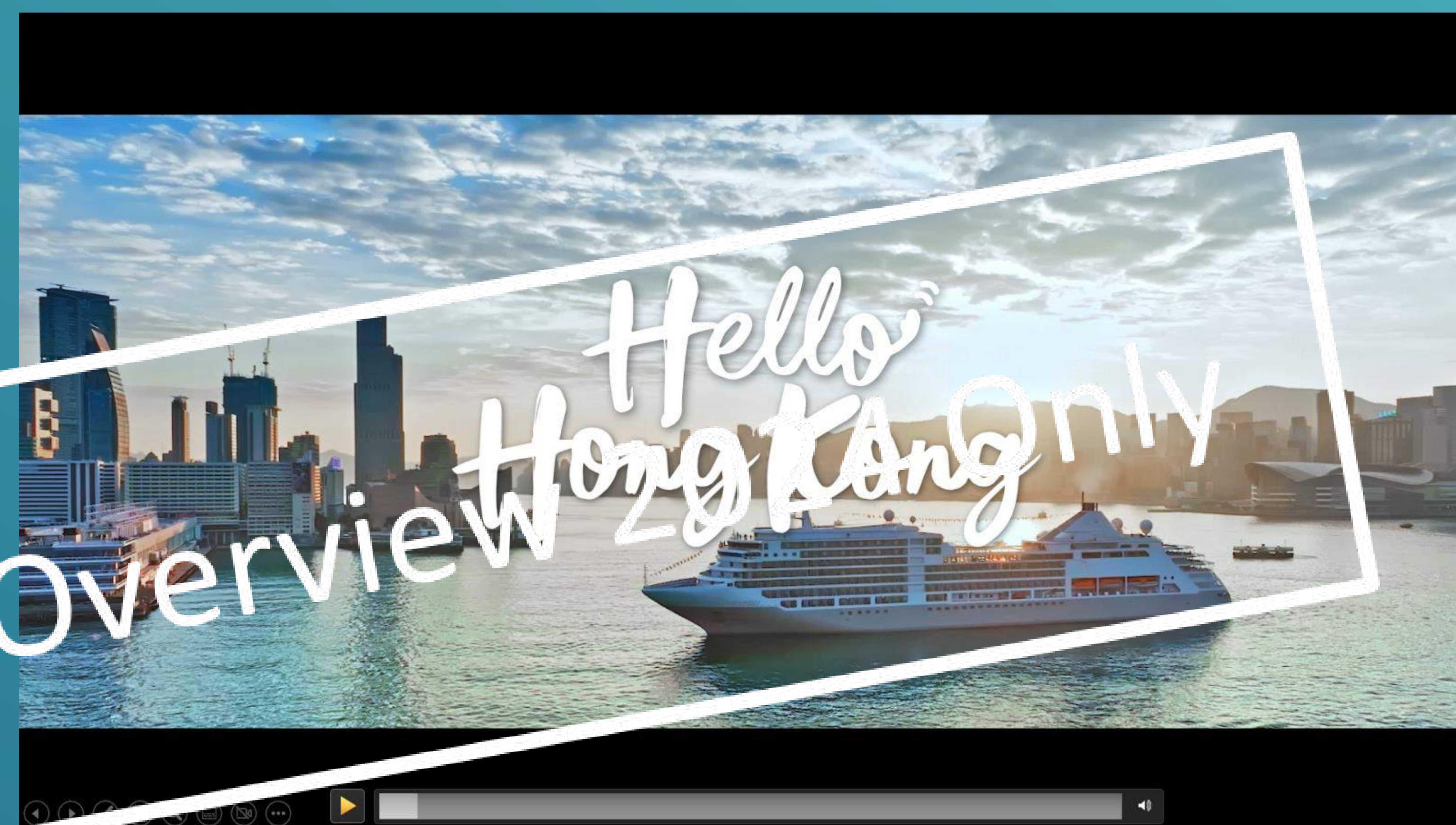
164

Ship Calls

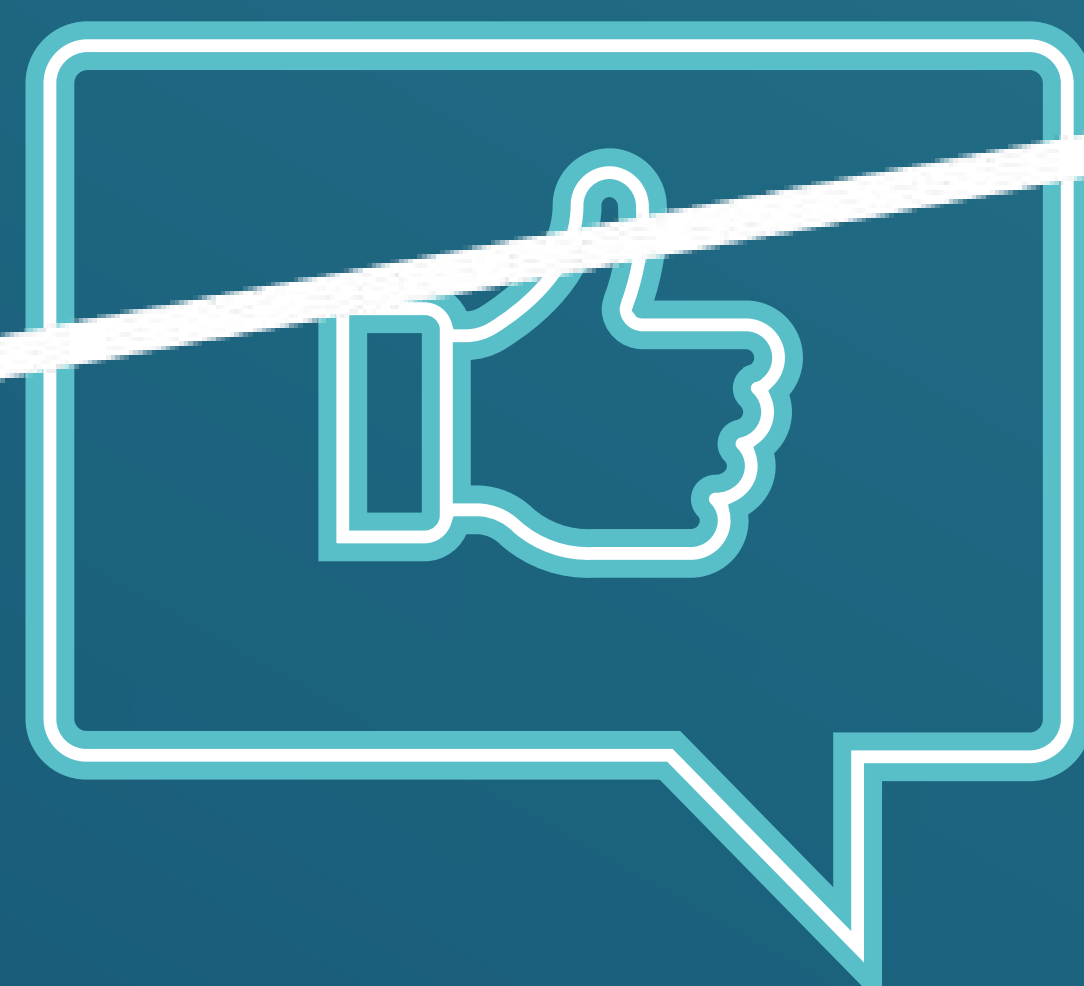
476K

Passenger Throughput

SEATRADE CRUISE GLOBAL 2023



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HONG KONG IS BACK



ATTENDED MAJOR CRUISE SHOWS



Cruise World Asia

2024 Only
Jeju Cruise Forum

China Cruise Summit

China Cruise Shipping

STAGED LARGEST CRUISE CONFERENCE IN ASIA



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300+
global
industry leaders

20
cruise brands

NEW CRUISE SUPPORT FUND

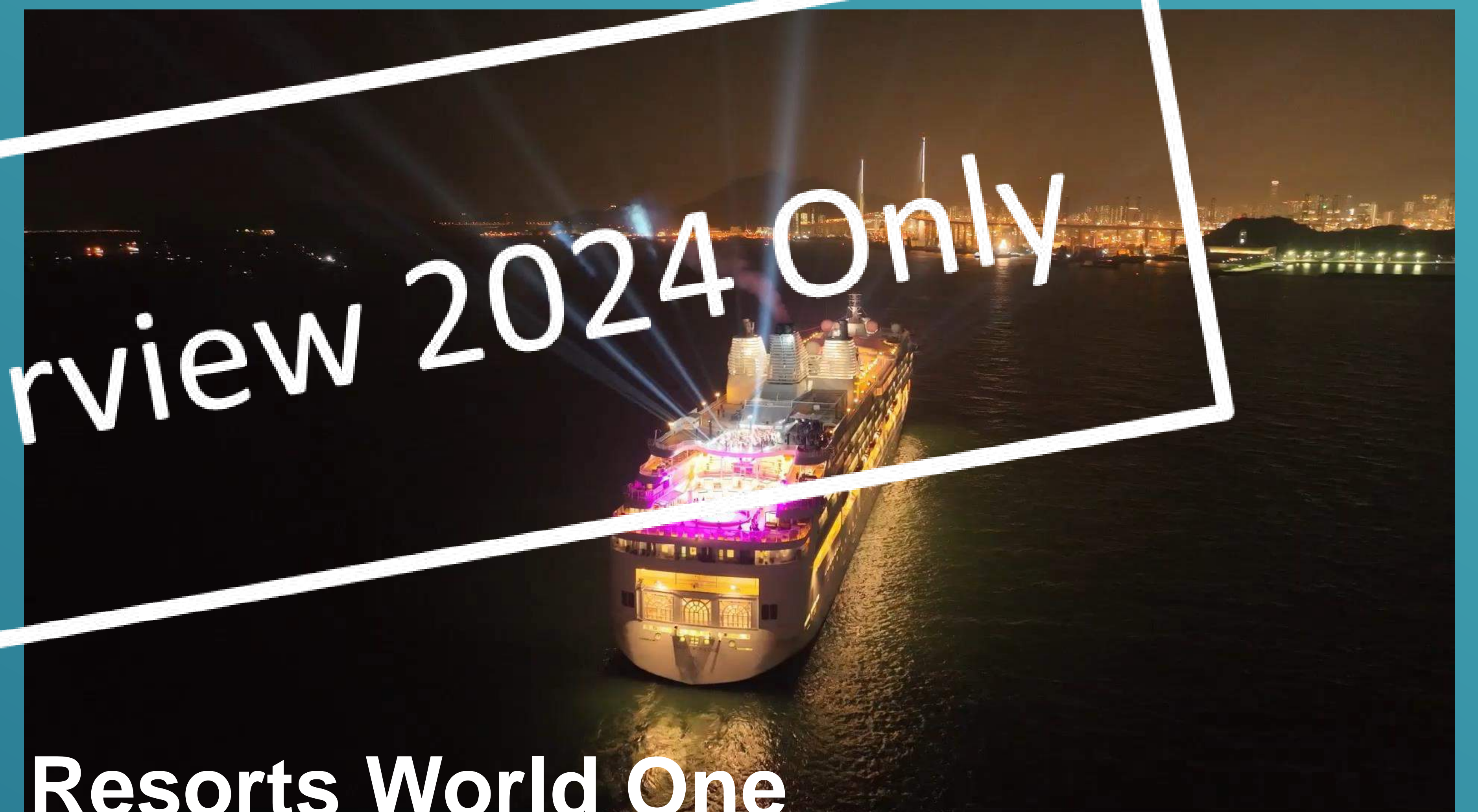


Secured **173 ship calls** for 2024

SPECTACULAR EXPERIENCES



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Resorts World One

AIDAbella

CHALLENGES



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Competition from Neighbouring Destinations

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Limited Capacity Supply in Asia

STRATEGIC FOCUSES

01

Attract
Deployment

02

Drives
Consumer
Demand

03

Facilitate
Product
Development

04

Enhance
Experiences

05

Promote
Regional
Cooperation

For Hong Kong

Tourism

Overview 2024

01

**Attract
Deployment**

Attract

Year-round & Seasonal Deployments

Drive

More Turnaround & Overnight Ship Calls

Pitch

Deployments from Mainland Cruise Lines

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02

Drive
Consumer
Demand
For Hong Kong Tourism

Strengthen partnership with
Cruise lines and agents
KOLs and media

HELLO Hong Kong

MAJESTIC DISCOVERY AUSTRALIA, PHILIPPINES & HONG KONG

DAZZLING CRUISE HOLIDAYS WITH HOTEL STAYS & \$3,000 BONUS VALUE

21 NIGHT FLY, STAY & CRUISE HOLIDAY WITH \$3000 BONUS VALUE

19 Night cruise from Sydney to Hong Kong onboard Cunard's BRAND-NEW Queen Anne

Onboard dining across a range of complimentary venues

Onboard entertainment including live music

Devote an indulgent hour to the Captain's signature onboard afternoon tea

Enjoy Cunard's classic white glove service onboard

Indulge in dance classes and onboard sporting activities

Enjoy a night stay onboard in Hong Kong

BONUS 2 Night hotel stay to explore Hong Kong at your leisure

BONUS Lantau Island, Big Buddha and Tai O Sightseeing tour

International flight from Hong Kong to Australia

EXCLUSIVE OFFER FROM \$1490 **\$4990**

CALL US 1300 924 585

MyCruises.com.au | 1300 924 585

EXCLUSIVE TO MyCruises holiday

2023 WINNER MOST OUTSTANDING HYBRID ONLINE TRAVEL AGENCY (NTA)

Full Page to appear in The Weekend Australian Magazine TWAM on Saturday 03 February 2024
Ad code: MF-2024-02-03-TWAM



03

**Facilitate
Product
Development**

For Hong Kong

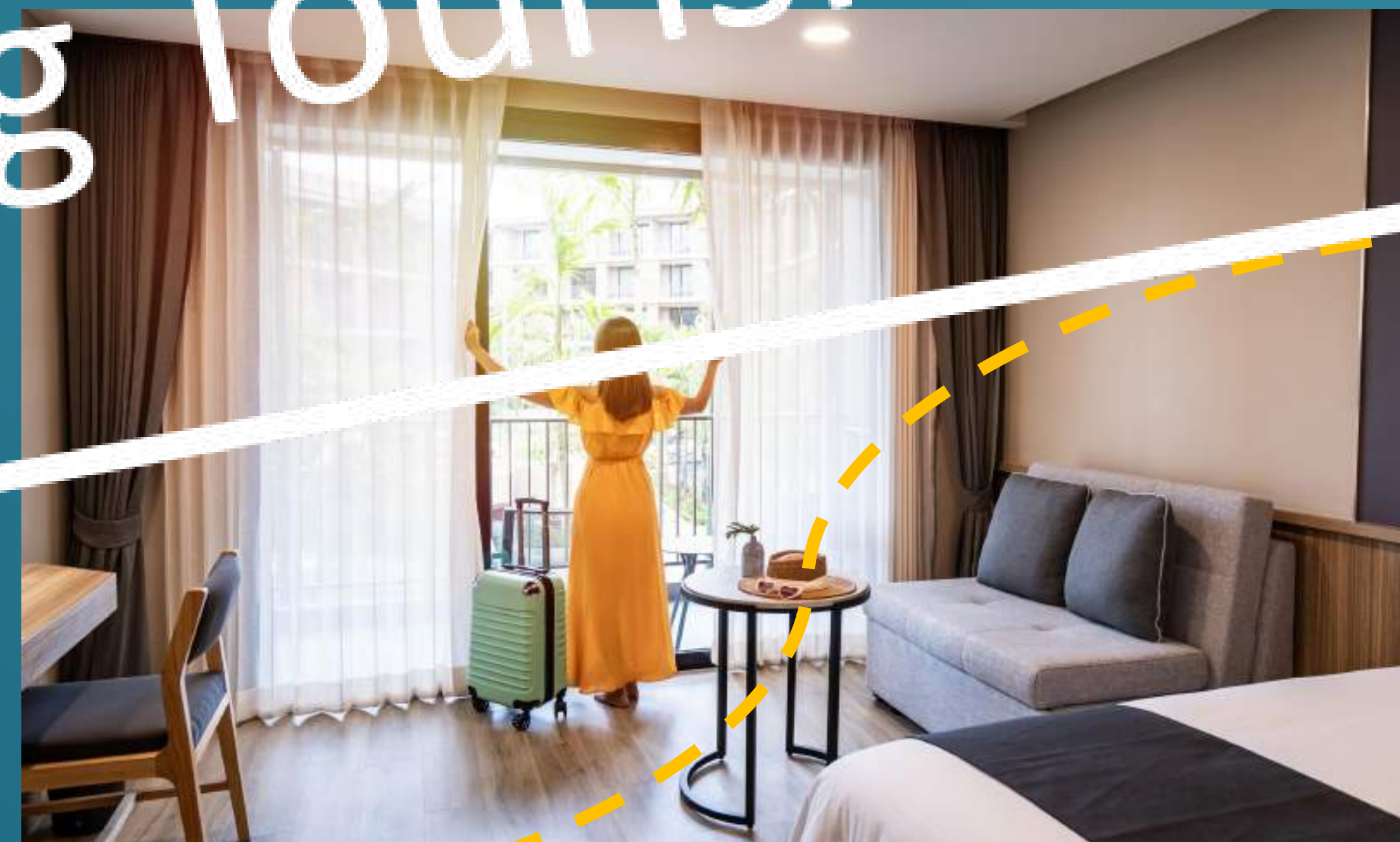


Fly-cruise



Rail-cruise

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**Pre-/Post-cruise
Packages**



04

Enhance Experiences

For Hong Kong

Tourism Overview 2024



Hospitality Programmes

Only



Connectivity to Attractions



Baggage Assistance Services

05
Promote
Regional
Cooperation

For Hong Kong



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A nighttime aerial view of Hong Kong's skyline, featuring numerous illuminated skyscrapers and a harbor with fireworks exploding in the sky. The scene is dark, with city lights providing the primary illumination.

DRIVING SUCCESS TOGETHER,

For Hong Kong Taxpayers **TAS ONE** Overview 2024 Only