

# CHINA

**ZOE LO**

Only

Regional Director, Mainland

For Hong Kong Tourism Overview



# ARRIVAL PERFORMANCE

Steady Arrival Recovery with Increased ON % & Length of Stay



**TOTAL  
ARRIVALS**

**26M**

**52%**



**OVERNIGHT  
ARRIVALS**

**46%**

**↑ 7%**



**LENGTH  
OF STAY**

**3.5 NIGHTS**

**↑ 0.5 NIGHTS**

# ARRIVAL BY SEGMENT

Family & MICE Segments Recover Fast & Increase of First-timer



**YOUNG**

**43%**



**FAMILY**

**58%**



**MICE**

**82%**



**FIRST  
TIMER**

**↑ 2% p.t.**

# ARRIVAL BY REGION

Increased HSR Promotion to Drive New Markets Growth

NORTH

63%

- 1 鄭州
- 2 天津
- 3 洛陽

EAST

65%

- 1 青島
- 2 合肥
- 3 杭州

SOUTH

NON-GD

79%

GUANG  
DONG

48%

- 1 廈門
- 2 泉州
- 3 珠海

CENTRAL &  
WEST

76%

- 1 長沙
- 2 成都
- 3 武漢

# SPENDING

Visitors Enjoyed HK's Culinary Experiences with Less Shopping Demand

SPENDING PER  
CAPITA (OVERNIGHT)

\$6,495

↓ 8%



DINING

↑ 42%



HOTEL

↑ 34%



SHOPPING

↓ 26%

# TOURISM OUTLOOK



## INBOUND TOURISM

Govt efforts in mutual visa exemption & increased flights



## OUTBOUND TRAVEL

Strong travel desire to SEA due to visa-free exemption



## HIGH-SPEED TRAIN

Penetrates lower-tier new source markets



## DOMESTIC TRIPS

In seek of unique cultural experiences with high CP value



## YOUNG SEGMENT

Remains as key growth engine and trendsetter



## EVENTS & SPORTS

A key driver to travel among young segment

For Hong Kong Tourism Overview 2024 Only

# CONSUMER TRENDS



For Hong Kong Tourism Overview 2024 Only

## 4C Travel

Culture | Concert  
Countryside | Citywalk

## CHECK-IN

As most desired activity  
when travelling

## TV TOURISM

Re-live TV moments &  
celebrities' footsteps

## MICRO VIDEOS

High engagement due to  
the fast-paced lifestyle

# STRATEGIC FOCUS

**2024 Year of Conversion**  
**Amplify Role of HK as China's International-Facing City & Events Capital**

01



**Narrate Brand Stories  
& Communicate  
Authentic Stories of HK**

02



**Build Awareness &  
Drive Visits with  
Events & Happenings**

03



**Nurture New Source  
Markets & Cultivate  
Potential Segments**



# STRATEGIC FOCUS

2024 Year of Conversion

Amplify Role of HK as China's International-Facing City & Events Capital

01



**Narrate Brand Stories  
& Communicate  
Authentic Stories of HK**

02



**Build Awareness &  
Drive Visits with  
Events & Happenings**

03



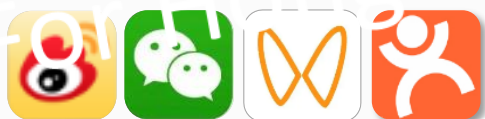
**Nurture New Source  
Markets & Cultivate  
Potential Segments**

Hong Kong Tourism Overview 2024 Only

# SOCIAL & DIGITAL

Uncover HK's Hidden Gems via Social Partnerships & User Engagement

## Social Platforms & KOLs Partnership



- Amplify “HK Citywalk” IP
- Bundled with mega events

## Immersive OOH Technology



- 3D naked eye promotion
- Immersive AR activation

## WeChat Mini Programme Enhancement



- Holistic visitor journey ft. OTAs to drive conversion

# MEDIA PARTNERSHIPS

Curate Content with Leading Platforms to Tell In-depth HK Stories and Drive Travel Desire

**CMG**  
CHINA MEDIA GROUP  
中央广播电视总台

**CCTV 4**  
中文国际

**iQIYI 爱奇艺**

**江苏卫视**

**腾讯视频**  
不负好时光

**芒果TV**



# XIAOMI PARTNERSHIPS

Reach out to Xiaomi Phone Users to Drive First Timers Across China

**220M** PHONE USERS IN MAINLAND




**52M** AMU XIAOMI FANS COMMUNITY

## Photography Competition

Affluent Segment



Invites Pro Photographers,  
KOLs & Xiaomi Users to Join

-  Drive arrival to participate
-  Leverage original UGC
-  Discover viral hidden gems

## Smart Assistant

Lower-Tier Cities



Provide Latest Trip  
Recommendations

- ✓ Ignite travel desire for first-timers
- ✓ Provide new ideas for repeaters

# STRATEGIC FOCUS

2024 Year of Conversion

Amplify Role of HK as China's International-Facing City & Events Capital

01



For Hong Kong

Narrate Brand Stories  
& Communicate  
Authentic Stories of HK

02



Build Awareness &  
Drive Visits with  
Events & Happenings



Nurture New Source  
Markets & Cultivate  
Potential Segments

Tourism Overview 2024 Only

# MEGA EVENTS CORE PILLARS

Strengthen HK's Status as the Events Capital and Attract Visitors

**1** ARTS & CULTURE

**2** SPORTS

**3** CULINARY

**4** NIGHTLIFE



For Hong Kong Tourism Overview 2024 Only

# SOCIAL PARTNERSHIP

Curate Micro Video Series to Promote HK Mega Events with Diverse Experiences  
微視香港 · 霎時心動

Jun - Jul

潮氣蓬勃  
CHIC & TRENDY



- Events & nightlife
- Fashion & lifestyle

Aug - Oct

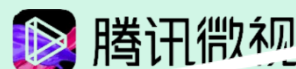
乘風破浪  
OUTDOOR



- Sports activities
- Urban oasis

Nov - Feb

中西交融  
EAST MEETS WEST



- Festivity celebrations
- Global gastronomy

Mar - May

藝氣風發  
ARTS & CULTURE



- Arts & culture
- Neighborhoods

Overview 2024 Only

For Hong Kong Tourism

# MEGA EVENTS CORE PILLARS

Collaborate with Trade Partners to Drive Event Visits Across Target Groups

ART 知艺  
ZHIYI 文化

知行

keep

途牛

Only

## ARTS & CULTURE



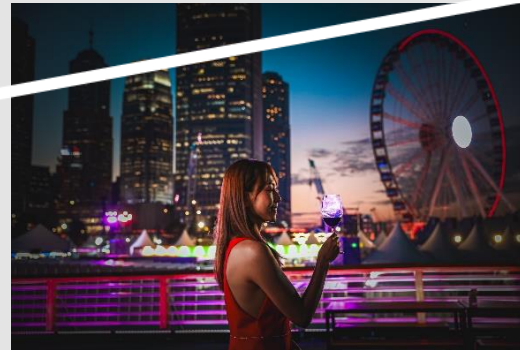
- Line up arts orgs & TAs to curate art tours

## SPORTS



- Invite participation from fitness app members

## CULINARY



- Tailor-made gourmet tours for private groups

## NIGHTLIFE



- Nightlife + hotel package to drive ON arrival



# STRATEGIC FOCUS

2024 Year of Conversion

Amplify Role of HK as China's International-Facing City & Events Capital

01



Narrate Brand Stories  
& Communicate  
Authentic Stories of HK

02



Build Awareness &  
Drive Visits with  
Events & Happenings

03



Nurture New Source  
Markets & Cultivate  
Potential Segments

For Hong Kong Tourism Overview 2024 Only

# GBA-FREQUENT TRAVELLERS

Encourage Repeated and Impulsive Visits with Timely Updates & Attractive Packages

## TV Programme



- Showcase hidden gems across HK districts on latest happenings

## Hotel + Tour Package



- Diverse themed itin. & hotel packages to drive conversion

## Dianping Partnership



- Roll out HK foodie map challenge with offers to boost consumption

# YOUNG SEGMENT

Promotion Aligned with HSR Market Expansion to Drive First-Timers & Overnight Stay

HSR Trade Co-op  
非凡香港—駛向世界之窗

同程旅行



Alipay Collab  
HSR & Travel Offers

支付宝 ALIPAY



C&W China Media &  
Trade Co-op

湖北综合 湖南广播电视台 Hunan Broadcasting System 贵州广播电视台



Trade Briefing  
Along 5hr HSR Cities

- 福建 湖南
- 廣西 湖北
- 江西 貴陽



# YOUNG SEGMENT

Drive Conversion Through Airline & OTA Trade Products & Offers



## AIRLINE CO-OP



HONGKONG AIRLINES  
香港航空



中國東方航空  
CHINA EASTERN

- Target airlines with wide coverage on emerging markets to drive conversion



## OTA CO-OP



- Curate attractive products via popular platforms among young segments

# FAMILY PROMOTION

Demonstrate HK's Family-Friendly Image & Edutainment Offerings  
to Drive Conversion

## PUBLICITY PROGRAMME



- Collab with top-rating national & regional TVs to showcase family attractions & edutainment offerings

## TRADE CO-OP



- Line up major OTA platforms to develop customised/ FIT edutainment products

# AFFLUENT SEGMENT

Drive Spending with Premium Product Offerings



## OTA & LUXURY TAs



- Extend reach to luxury segment & tailor-made products for high-spend consumers



## LOYALTY PROGRAMME



- Target frequent travellers & loyal members with tailor-made air + ground travel products

For Hong Kong Tourism

Overview 2024

# CRUISE

Target Affluent Seniors & Families in GBA and C&W China



“GRANDPARENTS”  
PROMOTION



TAILORED PRODUCTS  
Tourism 榮休之旅



EDUTAINMENT  
CRUISE PROGRAMME



Overview 2024 Only

# MICE

Co-op with Strategic Partners in GBA & 1st & 2nd Tier Cities to Drive Growth & Conversion

DIGITAL TRANSFORMATION

TRADE ENHANCEMENT

GBA Only DEVELOPMENT



Outreach wider market to enhance servicing ability



Leverage trade partners' networks to drive arrivals



Promote HK as MICE Hub of GBA to MICE buyers



# MICE: STRATEGIC PARTNERSHIP

Co-op with Strategic Partners in GBA & 1st & 2nd Tier Cities to Drive Growth & Conversion

STRATEGIC PARTNERSHIP

CORPORATE EXPANSION

CONVENTION ONLY ENLARGEMENT



Strategic Partnership to drive conversion

Expand corporate database & deepen engagement

Strengthen ML convention ambassadors' influence



# THANK YOU

**ZOE LO**

Only

Regional Director, Mainland

For Hong Kong Tourism Overview 2024