

NORTH AMERICA

James LaValle

Senior Manager, Trade Marketing
Los Angeles

Yuen Fan Wong

Senior Manager, Trade Marketing
Toronto

**HKT
B**

TOURISM

OVERVIEW 2025



MARKET PERFORMANCE

Total North America Arrivals

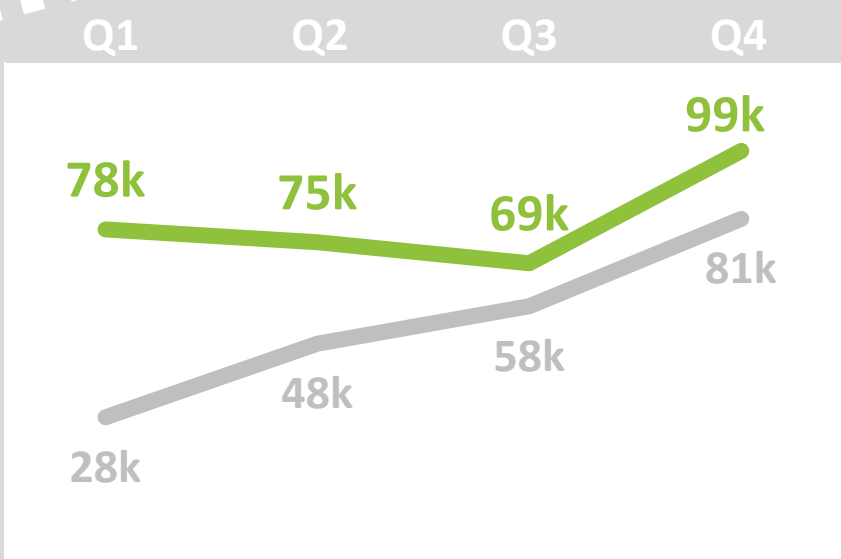
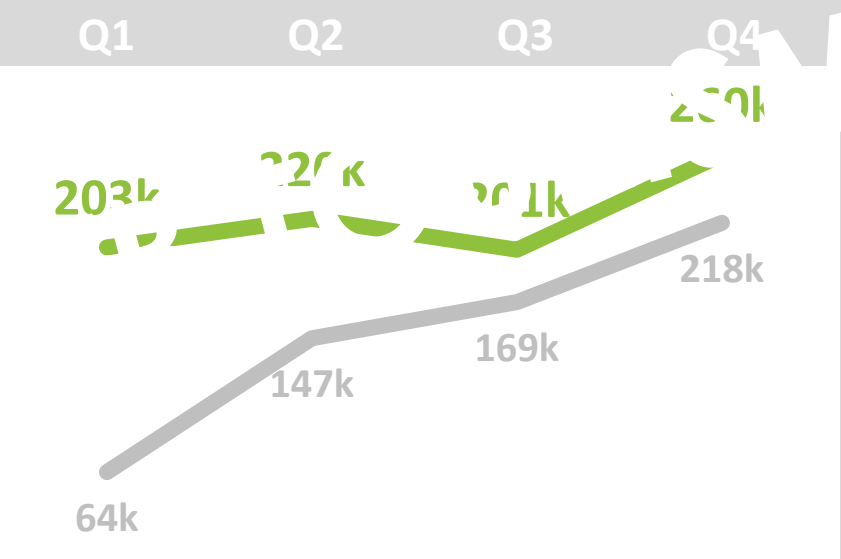
1.2M (+48% vs 2023)

USA
884K


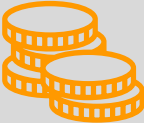


+48%
vs 2023

CANADA
321K

+49%
vs 2023

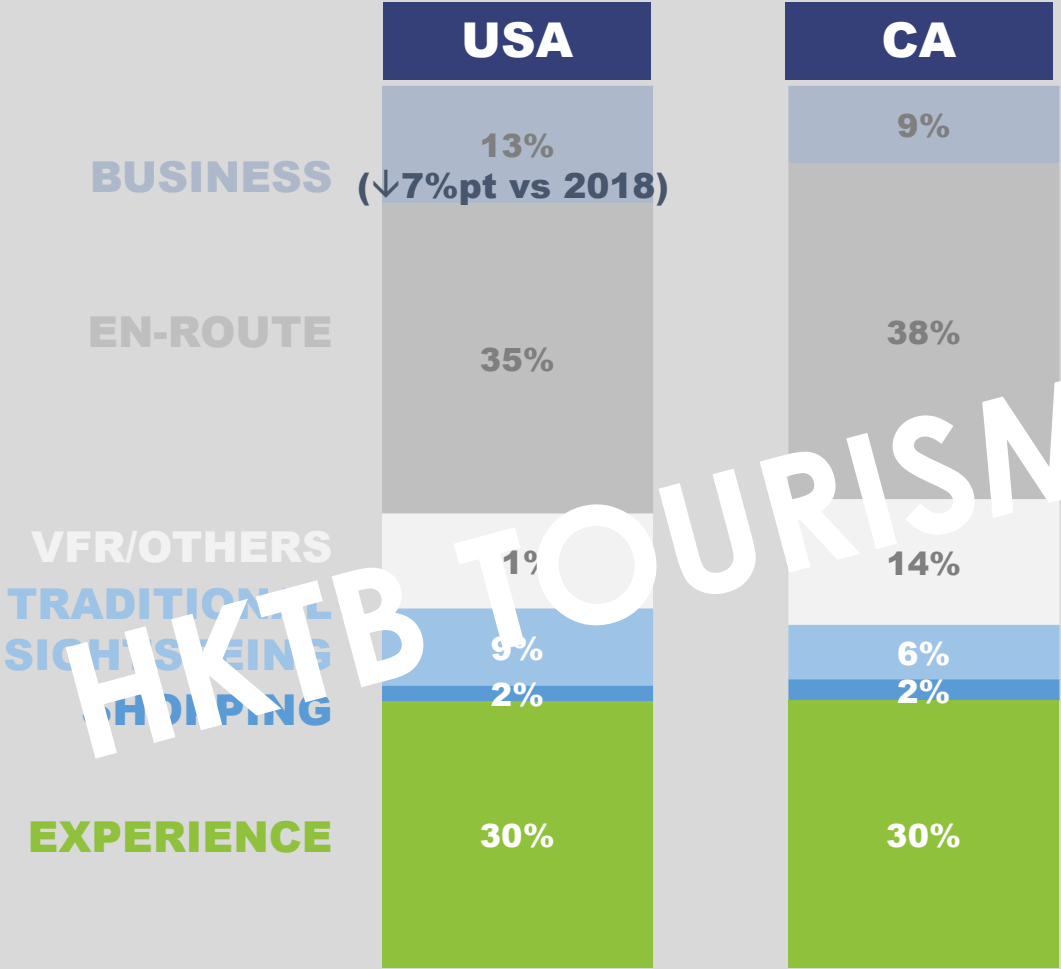


KEY PERFORMANCE INDICATOR

FY2024 vs 2018	USA	CANADA
<div>Length of Stay</div> <div>Number of nights</div> <div></div>	<div>3.8</div> <div>+0.2</div>	<div>4.6</div> <div>+0.2</div>
<div>Per-Capita Spending</div> <div>Overnight visitors</div> <div></div>	<div>\$7.5K</div> <div>+\$1.1K</div>	<div>\$7.3K</div> <div>+\$1.9K</div>
<div> Shopping</div>	<div>\$2.0K</div> <div>↑125%</div>	<div>\$2.0K</div> <div>↑81%</div>
<div> Dining</div>	<div>\$1.6K</div> <div>↑30%</div>	<div>\$1.8K</div> <div>↑59%</div>

TRAVEL BEHAVIOUR

VISIT HK FOR...



Fewer business visitors from US

27% CITY EXPLORATION



OPEN-AIR MARKETS

Ladies' Market,
Temple Street



ARTS & CULTURE

West Kowloon
Cultural District,
Old Town Central



MULTI-DESTINATION

85% MULTI-DESTINATION FOR US/ CA VISITORS

GATEWAY TO
TRAVEL TO MAINLAND

HK +
MAINLAND

~50%

(vs 2018 ~36-42%)

HK +
GRA CITIES
(MAINLAND)

33%

(vs 2018 27-33%)

CONTINUE TO BE THE HUB FOR
ASIA DESTINATIONS

HK +
SEA (TH, VN)

~35%

(vs 2018 56-59%)

HK +
JP, TW, KR

*Competition intensified due to more direct air connections
between US/CA to key Asia destinations*

MARKET OUTLOOK

North
Americans
still
prioritizing
Travel



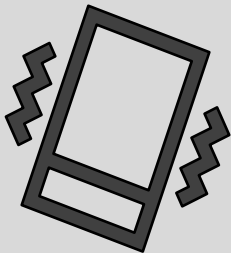
ECONOMIC



	US	CA
GDP	+2.3%*	+1.5%
Jobless Rate	4%	6.6%
Inflation	3%	1.9%

MEDIA

- Layoff-cutting continues
- Shrinking media landscape



CONSUMER TREND



Age is Just a Number

To prioritise spending on luxury travel



"Set-jetting"

Inspired from movies & TV programme



Cultural Curiosity

To seek authentic immersion & 'real' experiences



The Rise of Solo Travel

To tailor an itinerary to treat themselves



Spontaneous & Passion Travel

For a once-in-a-lifetime travel experiences



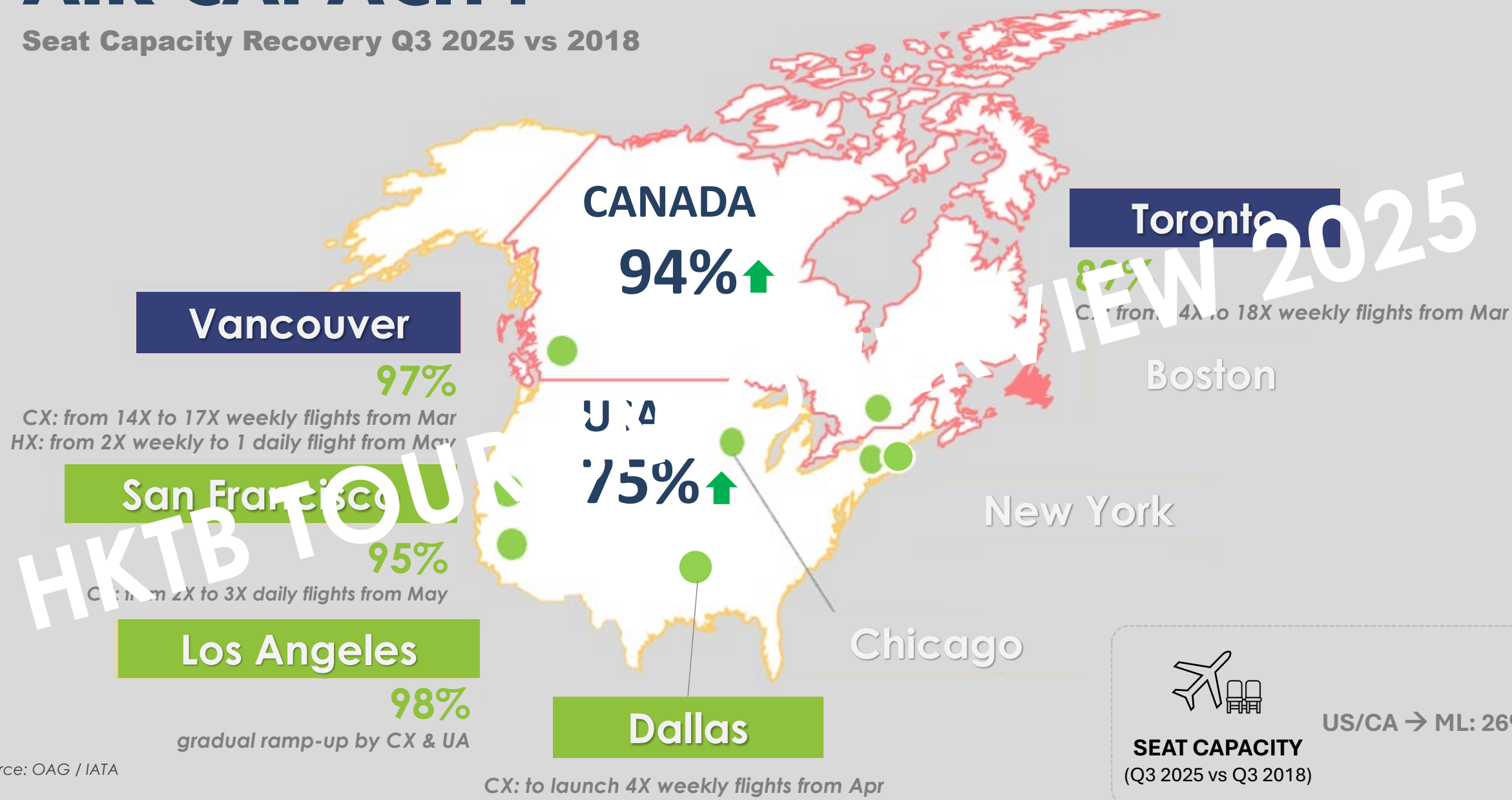
Focus on Well-being

To be 'one with nature'

HKTb TOURISM OVERVIEW 2025

AIR CAPACITY

Seat Capacity Recovery Q3 2025 vs 2018



STRATEGIC FOCUS

01

Amplify

Unique Hong Kong experiences to motivate travel (arts, culture, culinary & great outdoors)



03

Capitalize

On the growing popularity of Asian destinations in the development of multi-destination itineraries



02

Target

Bizcation, affluent and adventurous North American travellers to maximise PCS & LOS

HKTB TOURISM OVERVIEW 2025

PROGRAMMES

Partnerships & Collaborations

To tell compelling Hong Kong stories

Integrated Campaigns

To maximize reach & conversions

Multi-Destination

To target all travellers to Asia

B2B

To support the travel trade in enhancing sales

HKTB TOURISM OVERVIEW 2025

THE AMAZING RACE (US)

HKTB helped facilitate the production of *The Amazing Race* in Hong Kong, showcasing the city's most iconic landmarks and hidden gems



THE AMAZING RACE (US)

TRADE



HONG KONG TOURISM BOARD

Something Amazing Is Happening

The Amazing Race Season 37 started their journey in Hong Kong, and it's the perfect excuse to plan your own adventure. Lush modern life, Hong Kong offers something for every kind of traveler: spend your days wandering through art-filled neighborhoods, sampling world-famous dumplings or taking in sweeping harbor views from the city's highest peaks. Whether you're into exploring hidden temples, hopping between local markets or simply soaking in the energy of vibrant festivals, Hong Kong has it all.

Start Your Adventure from \$2,499 per Person



ALEXANDER+ROBERTS

800-221-2216

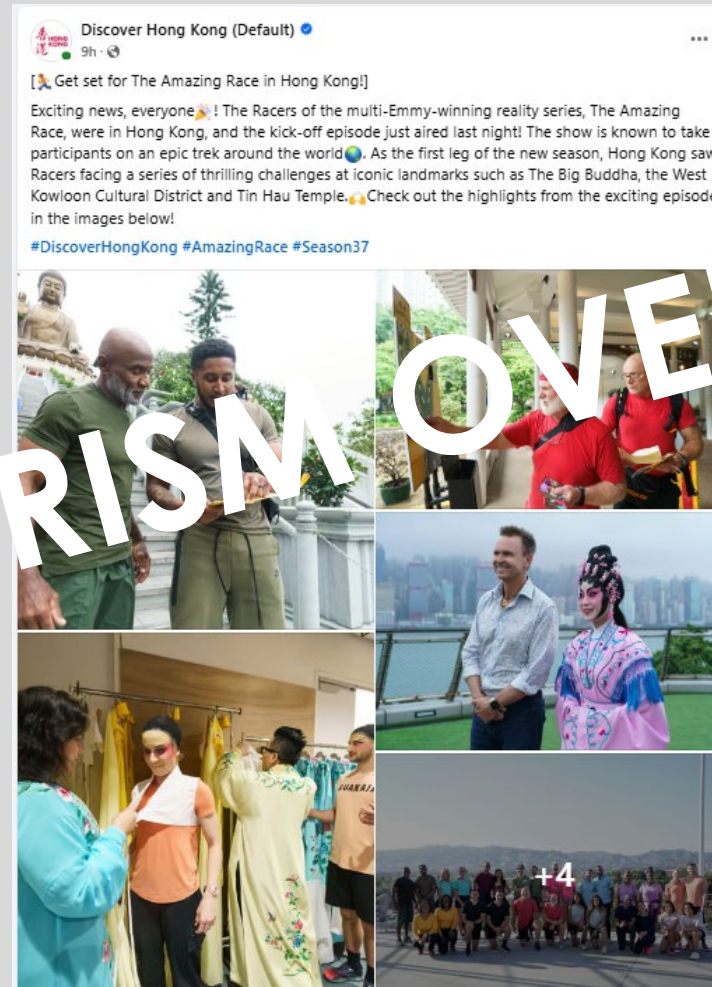
Travel Advisor Login

Brochure Request

Email Offers

Amazing Hong Kong

SOCIAL MEDIA



Discover Hong Kong (Default)

9h · 🌐

[📸] Get set for The Amazing Race in Hong Kong!

Exciting news, everyone! 🎉 The Racers of the multi-E Emmy-winning reality series, The Amazing Race, were in Hong Kong, and the kick-off episode just aired last night! The show is known to take participants on an epic trek around the world 🌐. As the first leg of the new season, Hong Kong saw Racers facing a series of thrilling challenges at iconic landmarks such as The Big Buddha, the West Kowloon Cultural District and Tin Hau Temple. 📸 Check out the highlights from the exciting episode in the images below!

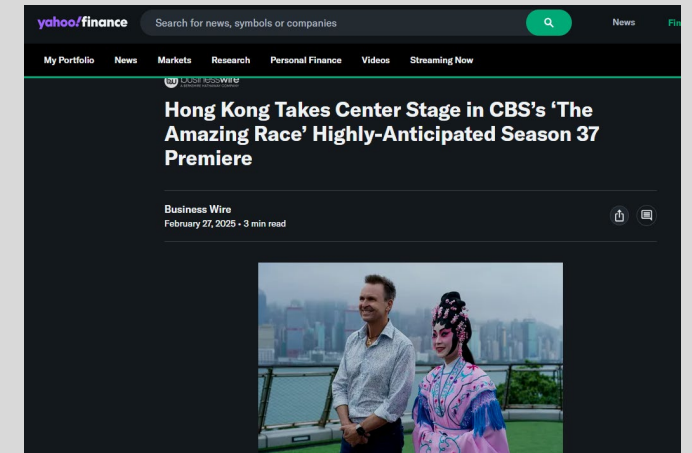
#DiscoverHongKong #AmazingRace #Season37

Images showing racers in Hong Kong, including a group photo and a racer in traditional Chinese attire.

TARGETED MARKETING



PUBLICITY



yahoo!finance

Search for news, symbols or companies

News

My Portfolio News Markets Research Personal Finance Videos Streaming Now

Hong Kong Takes Center Stage in CBS's 'The Amazing Race' Highly-Anticipated Season 37 Premiere

Business Wire

February 27, 2025 · 3 min read

Images showing racers in Hong Kong, including a group photo and a racer in traditional Chinese attire.

PARTNERSHIP & COLLABORATION

Los
Angeles
Times



EVENT ACTIVATIONS



DIGITAL MARKETING



Campaign Impressions
700m +

PUBLICITY

SOCIAL MEDIA



PARTNERSHIP & COLLABORATION





WIN A TRIP TO
HONG KONG

Scan the QR code for more information and to enter the contest during Summerlicious!



Wine & Dine Festival

OVERVIEW

LEAD GENERATION



2025

EXPERIENTIAL


HOMES | GTA | CANADA | POLITICS | WORLD | OPINION | LIFE | SPORTS | REAL ESTATE | ENTERTAINMENT | BUSINESS | PODCASTS | INVESTIGATIONS | Newsletter

DISCOVER HONG KONG SPONSORED

Savour gastronomical wonders at the Hong Kong Wine & Dine Festival


The festival is only part of the culinary story waiting for you to discover in the world-class food city.

July 26, 2024 | 3 min read



MEDIA

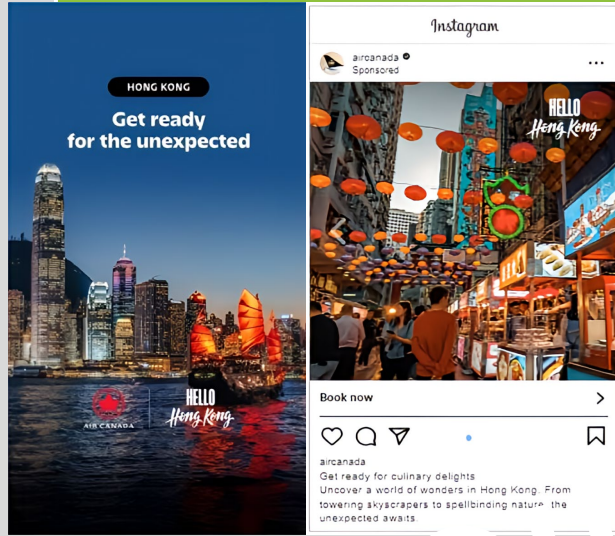
[LINK IN BIO] Summerlicious is back for another year of culinary experiences – and this time, they're dishing out someth...



Dine at Summerlicious for a chance to win a trip

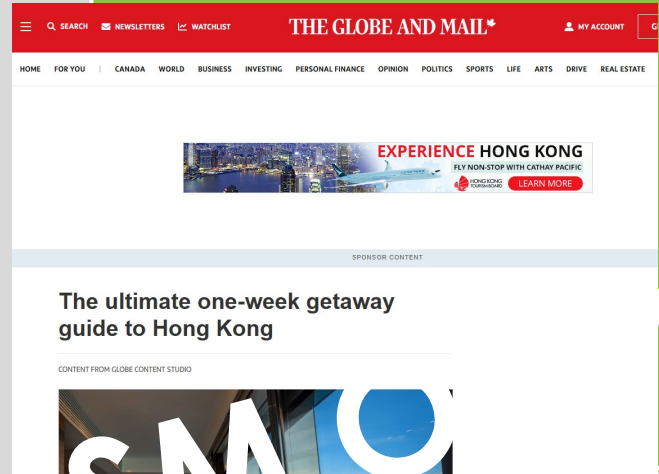
SOCIAL

AIRLINE COLLABORATIONS – NON-STOP



Air Canada

- Multi-city
- Air Canada/United Airlines Hong Kong Race
- BuzzFeed Campaign
- TV Broadcast
- Experiential Marketing



Cathay Pacific

- DFW Launch
- Stopover Deals
- Co-branded Marketing
- Consumer Events
- Bizcation



Hong Kong Airlines/ United Airlines

- Consumer Events
- Bizcation



AIRLINE COLLABORATIONS – ONE-STOP/MULTI



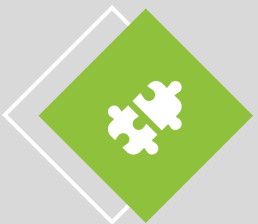
Opportunities



New Multi-destination
Product Launches



Tactical Campaigns



Integrated Theme Promotions
(Epicurean, Great Outdoors)



Special Events Promotions

MULTI-DESTINATION: MAINLAND CHINA



5-city North America Road Show
15 – 30 September 2025



China + Hong Kong Fair Trip
15 – 25 October 2025



Tactical Campaigns with TOs

240 -Hour Visa-Free Transit

Intertrips USTOA Active Member

10-Day Grand China Odyssey: Beijing, Macao, Hong Kong And Shanghai

- 4 unique modern historic cities of China - Beijing, Macao, Hong Kong & Shenzhen
- at least 4 UNESCO World Heritage Sites in China including The Great Wall, the Forbidden City, Ruins of Summer Palace
- Deluxe hotel accommodation with daily breakfasts
- Domestic transfers between city to city and the domestic flight included
- Choice of sightseeing, entertainment and culinary add-ons for enhanced experiences

25MV-GB8D Greater Bay Area - Pearl River Gourmet 8-day Tour (Wednesday arrival, minimum of 3 pax)

From: **\$1,209** /Per Person

Tour Code: 25MV-GB8D
Trip Duration: 8 天
Departure Date: 03/26/2025, 04/02/2025 ...More

Trip Characteristics:

1. Wednesday arrival, minimum of 3 pax, valid period: 02Jan-30Jun, 2025 (Invalid period: China Spring Festival on Jan28-Feb04, Qingming Festival on Apr04-06 & Canton fair: 15th Apr-5th May, 2025)
2. Minimum of 3 pax, If 2pax would like to join in the tour, surcharge USD206 per person
3. You can choose the options (on last date)

13 Days Highlights of **CHINA & HONG KONG**
As seen on **TRAVELZOO**

2025

CHINA VISA-FREE

60% OFF

FROM USD **\$1,499** WITH AIR ~~\$3,748~~

Discover **Mainland China & Hong Kong**



China National Tourist Office, Toronto

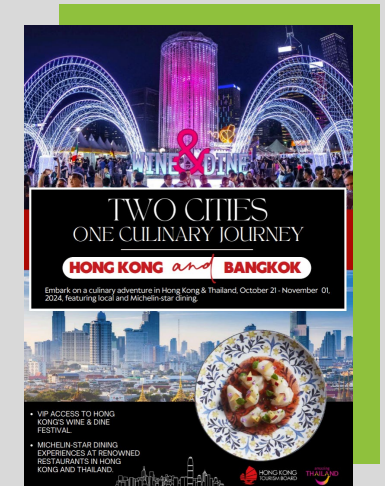


HONG KONG TOURISM BOARD

MULTI-DESTINATION: NON-MAINLAND

Leveraging popularity of Japan, Korea, Thailand & Vietnam

Partnerships with NTOs, airlines & TOs



CONVERSION-DRIVEN OTA & GDS CAMPAIGNS

TRAVELZOO



Hong Kong

Expect the extraordinary

HELLO HONG KONG | DINING | ARTS & CULTURE | OUTDOORS

As seen on

TRAVELZOO


60% OFF ~~\$4,998~~
Air+Land From **\$1,999 CAD**

CHINA VISA-FREE

A journey beyond expectations





Travelzoo



Fuse Tradition & Modernity in Hong Kong

HELLO Hong Kong

HOTEL GROUP	DISCOUNTS	GROUP CODE	GROUP TYPE
 Hotel	10% off (applicable for non-refundable reservations. A 5 days in advance reservation is needed) Discount Valid: Until Mar. 31 2025	HKGHKG	27711
 Gateway Hotel	Book now and get 10% off (applicable for non-refundable reservations. A 5 days in advance reservation is needed) Discount Valid: Until Mar. 31 2025	HKGHKG	27714

Amadeus

VISIT FLORIDA

Save up to 40% off Florida hotels with Express Deals. Use code FLORIDA15 to take an EXTRA 15% OFF. T&C apply. [Learn More](#)

priceline

Hotels Cars Flights Bundle + Save Cruises Experiences

Pinny Help Find My Trip Sign In JOIN VIP

Save big on your next hotel

Hotels Flights Bundle + Save Cars Cruises

Where to?


Check in: 03/03/2025 - 03/04/2025

1 Room

Find Your Hotel!

Hotel with free cancellation & flexibility

Book all of your stays at once and save up to \$625



hopper

Stays Flights

My Trips Sign In

Where: Search destination


Dates: Add dates

Guests: 2 guests

Sign in, save money

Save 10% on select properties with Rewards

Sign in or register



Other OTAs

MARKET ACHIEVEMENT VIDEO HIGHLIGHTS



THANK YOU

JAMES LAVALLÉE

SENIOR MANAGER, TRADE MARKETING
LOS ANGELES

YUEN KAN WONG

SENIOR MANAGER, TRADE MARKETING
TORONTO

HKTb TOURISM OVERVIEW 2025