

Opening Remarks by Dr Pang Yiu-kai, GBS, JP

Chairman, Hong Kong Tourism Board

Hong Kong Tourism Overview 2025

Secretary Law, Commissioner Cheung, Dr Lam, distinguished guests, ladies and gentlemen,

Good morning, and a very warm welcome to the Hong Kong Tourism Overview 2025. It gives me great pleasure to join so many esteemed industry partners today, as we reflect on our journey together and look confidently towards our shared future.

This year's event holds special significance for me personally, as April will mark the conclusion of my six-year tenure as Chairman of the Hong Kong Tourism Board. That said, I am delighted that Dr Peter Lam will once again return to lead the Hong Kong Tourism Board. Peter, thank you for joining us today—your presence sends a strong and encouraging message to the industry.

Over the past few years, it has been my privilege to witness our industry undergo very significant transformations — we had to endure the social unrest, we overcame the COVID pandemic, celebrated historic milestones, navigated unprecedented challenges, and now emerging stronger and more resilient than ever.

When I first joined the Board in 2019, Hong Kong's tourism industry welcomed a record-breaking 65 million visitors. Soon after, however, our city and the global tourism landscape faced the monumental disruption of the pandemic. Yet, even during these challenging times, the resilience, creativity, and determination of our industry shone brightly. Working closely together, we proactively launched targeted initiatives to support local businesses, sustain industry momentum, and gradually rebuild confidence.

Today's event theme — *Partnering for Success: Shaping the Future* — resonates deeply as I reflect on how the tourism industry collaboratively navigated the pandemic. Initiatives such as our Spend-to-Redeem “Local Tours” and “Staycation Delights” programmes

showcased the innovative spirit of our partners, encouraging residents to rediscover Hong Kong's rich cultural heritage and vibrant hospitality. Equally inspiring was the enthusiastic industry response to our "Professional Quality Tourism Services Pledge", which brought together nearly 100 representatives from various sectors in a shared commitment to excellence, professionalism, and warm hospitality.

The reopening of our borders at the very end of the first quarter of 2023 marked a major turning point. Tourism rebounded swiftly, reaffirming Hong Kong's enduring appeal as a world-class destination. Thanks to your dedication and hard work, visitor numbers surged, and our city once again buzzed with excitement and energy, creating a momentum clearly reflected in our encouraging visitor arrival figures from 2024 and January 2025.

Looking ahead, we must recognise that travellers' preferences and behaviours have permanently shifted following the pandemic. It is therefore crucial that our industry proactively adapts to these evolving demands and emerging trends. Equally important is our strategic

alignment with national tourism development initiatives, particularly those within the Greater Bay Area. By seizing these opportunities, we can offer richer, more diverse experiences that truly resonate with today's travellers. Embracing innovation, sustainability, and digital transformation will ensure Hong Kong remains not only relevant, but continues to lead and shape global tourism into the future.

As I approach the conclusion of my 6 year term as Chairman of the Hong Kong Tourism Board, I wish to emphasise the extraordinary value of collaboration and adaptability. If there is one lesson that my experience has reinforced, it is captured succinctly in the proverb: "If you want to walk fast, walk alone. But if you want to walk far, walk together". I encourage our industry partners to continue working hand-in-hand, staying agile, be open-minded, and be united. This collaborative spirit will empower us to seize future opportunities together and overcome new challenges along the way.

In closing, please allow me to express my heartfelt gratitude to all of you here today, and to the HKTB Team. It has been an immense honour

to serve as Chairman of the Hong Kong Tourism Board during these transformative years. I am proud of what we have achieved together, and I have every confidence that, through your continued dedication and collective efforts, Hong Kong's tourism industry will rise to even greater heights.

Thank you very much.