

**Business Facilitation Advisory Committee  
Wholesale and Retail Task Force**

***Factsheet: Work Plan of Hong Kong Tourism Board  
(8 September 2023)***

**Background**

As travel fully resumes early this year, the tourism industry is recovering steadily in an orderly manner. This paper introduces Members on the work of the Hong Kong Tourism Board (HKTB) in driving tourism recovery, the latest recovery pace and progress of tourism, and the HKTB's strategic focus for the future.

**“Hello Hong Kong” global promotional campaign**

2. “Hello Hong Kong” global promotional campaign was launched in February. HKTB gradually launched a series of promotional activities in response to the actual situation of various markets, and has been rendering full support on promotion of the tickets giveaway campaign launched by Airport Authority Hong Kong and airlines to maximise the impact.

3. The campaign has demonstrated the message of Hong Kong's full return to normalcy and return to the world stage and has received a lot of positive feedback. The key focuses include:

Extending greatest welcome to the world

4. The HKTB has invited travel trade partners, celebrities and KOLs to produce more than 330 videos featuring Hong Kong's new attractions, dining experiences, arts and cultural attractions, urban oasis and other travel experiences to be broadcast on different media platforms around the world.

5. Since February, the HKTB has been handing out 1 million sets of “Hong Kong Goodies” visitor consumption voucher, with another 1 million sets from July, which can be used in more than 3 700 outlets city-wide.

#### Seeing is Believing

6. The HKTB has invited over 1 000 mainland and overseas media, trade partners, celebrities and KOLs to visit Hong Kong in person and create positive word-of-mouth for their experiences in Hong Kong.

#### Reaching out to the world

7. The HKTB has been reaching out to the world by participating in large-scale travel fairs and Meetings, Incentives, Conventions and Exhibitions (MICE) tourism-related missions in Mainland and overseas to showcase Hong Kong’s appeal and provide assistance to trade in exploring business opportunities.

#### Creating excitement through mega events

8. Mega tourism events not only create a local ambience that showcases Hong Kong’s unique charm, but also enrich and diversify visitors’ experience, reinforcing Hong Kong’s status as the Event Capital of Asia.

### **Tourism performances in first half of 2023**

9. As travel resumes in Hong Kong, the tourism industry is recovering steadily in an orderly manner. Cumulatively, about 13 million visitor arrivals were recorded for the first half of the year (January – June).

10. The HKTB expects that the pace of recovery of Hong Kong's tourism industry in the second half of the year will be steady, but will still be affected by various factors, including:

- Changes in foreign currency exchange rates increase the cost of visiting Hong Kong
- Limited air capacity and staff shortage in aviation industry
- Global economy situation makes travellers more prudent

## Upcoming strategic focuses

### Series of mega events

11. The Hong Kong International Dragon Boat Races and Harbour Chill Carnival, one of the “Happy Hong Kong” initiatives, were held from June to August. In the coming months, mega events will be the focus of the HKTB’s publicity and promotion of Hong Kong.

<b>Mega event</b>	<b>Event date</b>	<b>Experience</b>
Hong Kong Cyclothon	22 Oct 2023	Sports
Hong Kong Wine & Dine Festival	26-29 Oct 2023	Gastronomy
Hong Kong WinterFest	24 Nov 2023 – 1 Jan 2024	Festivity
Hong Kong New Year Countdown Celebrations	31 Dec 2023	
Hong Kong Chinese New Year Celebrations	10 Feb 2024	

### Seeing is Believing: Invite Mainland bloggers and influencers for first-hand in-person experience

12. Since end-2022, the HKTB has been inviting representatives from the travel trade, media and KOLs to visit Hong Kong and keep them abreast of the latest travel information. In particular, the HKTB has invited bloggers and content providers with a large number of fans on social media platforms such as Xiaohongshu, Douyin, Weibo and bilibili to come to Hong Kong to experience Hong Kong for themselves, so as to generate positive word-of-mouth.

### Step up promotions in arts and cultural tourism

13. In response to visitors' pursuit of an immersive cultural tourism experience, and as the National 14<sup>th</sup> Five-Year Plan announced by Mainland has clearly supported the development of Hong Kong into an East-meets-West centre for international cultural exchange, the HKTB will proactively promote culture and tourism integration, to enrich tourism assets with unique features of arts and culture while telling the good stories of Hong Kong through tourism.

### Encourage the travel-related sectors to provide professional quality tourism services

14. The HKTB also initiated the “Professional Quality Tourism Services Pledge” (the pledge) to encourage tourism-related sectors to continue to strive for excellence and continuously enhance their professionalism and service quality. The pledge listed “professional knowledge”, “integrity and reliability”, “quality”, “efficiency” and “communications” as the five key areas and call for actions from all sectors to put these pledges into practice, so that visitors can always enjoy a good experience across their journey.

### **Conclusion**

15. Hong Kong's tourism is on the road to recovery. The HKTB believes that with the concerted efforts of all sectors, travellers will be able to experience tourism better than ever before, reinforcing and strengthening Hong Kong's position as a world-class international travel destination.

### **Advice Sought**

16. Members are invited to note the content of the paper.

**Hong Kong Tourism Board**  
**August 2023**