

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

**Factsheet: Work of Hong Kong Tourism Board on Driving Night-Time  
Economy  
(6 December 2023)**

**Background**

As the HKSAR Government launches a series of activities under “Night Vibes Hong Kong”, the Hong Kong Tourism Board (HKTB) has adopted a multi-pronged approach to promote Hong Kong’s lively and vibrant night-time ambience to attract the visitors and local public alike. This paper introduces to Members the work of HKTB in supporting night-time economy and updates Members on the latest situation and pace of tourism recovery.

**Elevating the vibrant night-time ambience in Hong Kong**

2. HKTB strives to elevate the city’s vibrant ambience in the nighttime through two strategies to enrich the nightlife experience of the visitors and local public, and offers information of nighttime activities and spending deals available in the city on HKTB’s one-stop platform ([www.discoverhongkong.com](http://www.discoverhongkong.com)) for the convenience of the public and visitors and maximising the promotion effect.

**Strategy 1: Boosting joyous ambience with waves of festival celebrations and mega events**

3. Hong Kong celebrates both Chinese and western festivals. Starting from Mid-Autumn Festival in September and Halloween in October to Christmas and New Year’s Eve in December, HKTB has been rolling out a line-up of mega events and festive promotions.

Step up promotions of festivals & establish Hong Kong as Asia’s most festive city

4. HKTB fully supported the restage of the Tai Hang Dragon Dance after four years and promoted the event to the Mainland and overseas source markets. HKTB

arranged various media from around the world to cover the unique traditional festive celebration. The HKTB Youth Academy also invited about 70 non-local university students from the Mainland and 29 countries to experience the folk custom of dragon dance in person and watch the dance in Tai Hang, promoting Hong Kong's festive events to their family and friends in their home markets.

5. HKTB also seized the opportunity of Halloween to roll out “Hallo” Hong Kong Halloween in October, adorning the city with playful and creative Halloween-themed decorations at HKTB's Visitor Centres, MTR stations, open-top sightseeing buses, Star Ferries, Dukling sightseeing junk, Central Piers and other tourist spots to invite visitors to take a photo in the city, enjoy Hong Kong's Halloween vibes and demonstrate the city's unique festive appeal to the world.

“Hong Kong Wine & Dine Festival” Restaged at Central Harbourfront  
Celebrating Christmas with Giant Christmas Tree & Winter Harbourfront  
Pyrotechnics

6. The “Hong Kong Wine & Dine Festival” returned to the Central Harbourfront Event Space after five years with about 300 booths of wines from 36 countries and regions and snacks from 17 countries and regions. The four-day event (26 to 29 October 2023) attracted about 140 000 participants, including visitors from 20 countries and regions such as Mainland, US, Canada, UK, Australia, Japan, South Korea and Singapore.

7. HKTB also presents “Hong Kong Wine & Dine Festival – Taste Around Town” jointly with 400 restaurants and bars in November. Among the programmes, 60 specialty bars across Hong Kong curate 60 cocktails with Hong Kong as the theme. Various Chinese Master chefs provide exclusive menus and more than 250 popular restaurants also offer special deals for the programme.

8. Hong Kong is one of Asia's most festive cities in winter. Starting from 24 November to 1 January 2024, HKTB is presenting the “Hong Kong WinterFest” annual Christmas gala. In addition to the returning 20-metre giant Christmas tree in the West Kowloon Cultural District, this year's edition will feature for the first time a Winter Harbourfront Pyrotechnics display for the first time to strengthen the city's

festive tourism appeal and extend the joyous ambience across the city, hence encouraging the visitors and the public to enjoy the festivals in Hong Kong with their friends and family.

9. The Hong Kong New Year Countdown Celebrations will be held on New Year's Eve with a firework display over Victoria Harbour, followed by the International Chinese New Year Night Parade on the first day of the Chinese New Year to mark the arrival of the new year of Dragon with the amusing parade. Details of the event will be announced in due course.

### **Strategy 2: Giveaway of 1 Million “Hong Kong Night Treats” Visitor Dining Vouchers**

10. To extend the joyous nighttime ambience, HKTb gives out 1 million “Hong Kong Night Treats” Visitor Dining Vouchers from November onwards, each of a HK\$100 value, to encourage visitors to enjoy Hong Kong's gastronomic experiences while spending at night. After collecting the voucher, visitors can enjoy a HK\$100 discount as they spend in any of the 60 participating bars and 1 100-plus restaurants under the “Quality Tourism Services Scheme” after 6pm.

11. Meanwhile, from November to January next year, visitors can enjoy a night tour of Hong Kong on three designated open-top sightseeing bus routes after 6:30pm for just HK\$20, taking them on a relaxing journey through Hong Kong Island and Kowloon's famous attractions and landmarks while enjoying Hong Kong's fascinating night scenery.

### **Tourism updates**

#### Hong Kong's tourism industry steadily recovering Whole-year arrival expected to reach 30 million

12. Hong Kong's tourism industry is recovering steadily. The number of visitor arrivals from January to October this year was about 26.8 million, which exceeded HKTb's estimate of about 25.8 million visitor arrivals in January this year, with more than half of these arrivals being overnight visitors.

13. Among the visitor arrivals, the Southeast Asian markets have recovered the fastest, with the number of arrivals from Thailand and the Philippines having returned to the pre-pandemic level, followed by the Mainland market, which has recovered by about 70%.

14. Since travel resumed, visitor arrivals have been rising gradually and in an orderly manner. The current recovery is in line with expectations and comparable to other Asian markets. HKTB is confident that visitor arrivals for year 2023 will reach 30 million.

15. It is expected that Hong Kong's tourism industry will continue to recover steadily, but it will still face many challenges:

- The global economy has led to more cautious spending among consumers
- Foreign currency exchange rates
- Insufficient aviation capacity and manpower

## **Conclusion**

16. HKTB believes that the above all-rounded promotional efforts, together with the many exciting events and activities in town that echo "Night Vibes Hong Kong", will attract visitors and the public to experience the vibrancy and charm of nightlife in Hong Kong.

17. HKTB will continue to step up its promotions and marketing efforts to attract more visitors. We believe that HKTB will be able to provide travellers with a more diverse experience than ever before with the concerted efforts of all sectors, upholding Hong Kong as an international tourism destination.

## **Advice Sought**

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