

Trade Partnership

Joint efforts with the travel and related sectors are essential for the continuous development of Hong Kong tourism. In 2016/17, through various initiatives, we supported our industry partners to attract more visitors to Hong Kong and develop more business for local trade.

“Hong Kong Family Fun” and “Getaway to Hong Kong” promotions

Families and young visitors accounted for some 70% of overnight vacation arrivals from the Mainland and short-haul markets in 2016. In order to further realise the enormous potential of these segments, we partnered with travel agencies, airlines, local hotels and attractions to roll out the “Hong Kong Family Fun” and “Getaway to Hong Kong” campaigns. The two campaigns offered attractive travel products to attract families and young visitors by providing discounts on flights, hotel accommodation and tickets to attractions for children who come with their families, and offering young visitors flights and accommodation at special prices, as well as discounted tickets to attractions and mega events.



- The two campaigns were offered in collaboration with 67 overseas travel agencies and involved 34 rounds of promotions targeting 10 source markets (the Mainland, Taiwan, Japan, South Korea, Singapore, Malaysia, Thailand, the Philippines, Indonesia and India)
- The offers mainly covered 12 attractions, over 100 hotels and 22 airlines

Fostering trade exchanges to create business opportunities

In the face of increasingly intense competition, it is vital to strengthen our connections and exchanges with the overseas travel trade, and show them the diverse tourism appeal of Hong Kong.

This year we hosted a number of travel trade events and took part in various international travel exhibitions. We continued the fee waiver for local travel trade members to join these events to encourage participation.

At the 2016 Hong Kong International Travel Expo, our Hong Kong Pavilion attracted about 100,000 visitors from the public and the travel trade, and successfully established a business platform for our participating partners.

The HKTB arranged travel missions for the travel trade to visit key source markets, including Japan, South Korea, the US, UK, Australia and France, to foster closer connections with the overseas trade for new business development.



- In 2016/17, we held 34 trade events, which resulted in almost 4,000 business appointments for over 600 travel trade members
- In major consumer shows in Germany, Japan and the Philippines, the HKTB invited Michelin-recommended Hong Kong street food eatery “Mammy Pancakes” to make egg waffles for the participants, leaving them with a positive impression of Hong Kong

Strengthening trade support to encourage novelty in product offerings

In 2016/17, we continued to encourage the trade in developing creative travel products by providing subsidies on part of the promotion costs through two rounds of the “New Tour Product Development Scheme”. We also made use of our “Explore Hong Kong Tours” platform to help the travel trade promote their products. Among these, the “Hong Kong Movie Tour” and “The Most of Hong Kong” received the biggest response, with the number of tour participants exceeding the original target by 80% and 100%, respectively.

We used the additional funding allocated by the Government to roll out the “Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA) Scheme”. The Scheme subsidised 50% of the overseas marketing and promotion costs for each approved promotion to support local tourist attractions’ overseas promotional work.



- As of 2016/17, a total of 33 new tourism products were subsidised under the “New Tour Product Development Scheme”
- Between June 2016 and March 2017, the “MFTA Scheme” supported 161 promotions