

Date: 15 September 2020

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**Hong Kong Tourism Board Resumes Market Promotions to Attract Visitors;
Seven Major MICE Events to be Hosted in Hong Kong, Boosting Confidence in Sector's
Recovery**

In response to recent positive progress in the Hong Kong SAR Government's discussions with other destinations on forming travel bubbles, the Hong Kong Tourism Board (HKTB) is gradually resuming promotions in the local and source markets, reviving tourism through a combination of short-term and long-term strategies. Locally, the HKTB is restarting promotions with the "Holiday at Home" campaign to create positive atmosphere in Hong Kong and encourage consumption.

HKTB Chairman Dr YK Pang said: "The HKTB is working diligently on the 'Open House Hong Kong' platform. It is anticipated that the Mainland, in particular the Greater Bay Area, and some short-haul markets will be open for travel relatively soon and the HKTB is planning promotions and tactical offers targeting these markets, which will be launched immediately once cross-boundary travel resumes. In the meantime, we will continue to maintain Hong Kong's presence in source markets through a variety of promotions and mega events."

Dr Pang continued: "Looking ahead, COVID-19 has transformed the global tourism landscape, resulting in a new normal for the industry. The HKTB will take the opportunity to review Hong Kong's tourism positioning and will continue to seek to attract high-yield visitors. Recently, seven major MICE events have been confirmed, boosting confidence in Hong Kong's ability to draw high-yield MICE visitors in future."

While the global pandemic remains volatile, the seven major international MICE events include first-time events for Hong Kong and the Greater China region, and the largest MICE event of its kind in Asia. The International Air Transport Association (IATA) World Cargo Symposium, the Asia Sports Technology Conference, the Congress of the Asian Society of Transplantation, and the China Millions Forum Elite Annual Meeting will be held in Hong Kong for the first time. Two other MICE events, rescheduled because of the pandemic, will be staged in Hong Kong following lobbying by the HKTB. Between them, the seven MICE events are expected to attract a total of around 20,000 participants (see Appendix).

The HKTB announced that provisional visitor arrivals in August were about 4,450, amounting to a year-on-year decrease of 99.9%.

Provisional visitor arrivals in Hong Kong in August 2020

Market	August (year-on-year change)	January to August (‘000) (year-on-year change)
Mainland	2,323 (-99.9%)	2,689 (-92.2%)
Non-Mainland*	2,126 (-99.7%)	852 (-90.7%)
Short-haul	795 (-99.8%)	355 (-92.8%)
Long-haul	837(-99.7%)	327 (-88.4%)
New markets	358 (-99.2%)	53 (-88.9%)
Total	4,449 (-99.9%)	3,541 (-91.9%)

Note: Owing to rounding-up, the total may differ from the sum of the individual figures.

** Includes visitor arrivals from long-haul, short-haul, and new markets, as well as the Macao SAR.
(Full details of August visitor arrivals will be released on 30 September.)*

– Ends –

Members of the media can download the press release from the HKTB website:

<https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

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Details of MICE events to be held in Hong Kong

Event	Features	Expected size	Event date (Provisional)
Asia Crypto Week 2021	The largest cryptocurrency and blockchain technology event in Asia	> 2,000	March 2021
Asia Sports Technology Conference 2021	The first B2B sports tech conference to be held in Hong Kong and the Greater China region	1,100	Q1 of 2021
China Millions Forum Elite Annual Meeting 2021	Held in Hong Kong for the first time	10,000	July 2021
Asia Funeral and Cemetery Expo & Conference 2021, 2023 & 2025	The largest trade show of its kind in Asia	6,400	2021, 2023 and 2025
International Air Transport Association (IATA) World Cargo Symposium 2022	The largest international air cargo convention, held in Hong Kong for the first time	1,200	March 2022
The Congress of Asian Society of Cardiovascular Imaging (ASCI) 2022	Returning to Hong Kong after 11 years. Hong Kong last hosted the event in 2011	700	June 2022
The Congress of the Asian Society of Transplantation (CAST) 2023	Asia's largest and longest-running medical convention on transplantation, held in Hong Kong for the first time	1,200	August 2023