

Date: 19 October 2020

Total pages: 1

**The HKTB launches “360 Hong Kong Moments” globally  
Getting Hong Kong Ready for Tourism Recovery**

In conjunction with the in-principle agreement of the establishment of the Hong Kong-Singapore Air Travel Bubble, the Hong Kong Tourism Board (HKTB) launches “360 Hong Kong Moments” globally to remind the world of Hong Kong as a travel destination with a series of virtual-reality (VR) experiences to turn the international spotlight on the city’s renewed vibrancy and get ready for tourism recovery.

Dr YK Pang, Chairman of the HKTB, said, “On top of ramping up our promotional efforts in Singapore, the HKTB hopes the ongoing series of ‘360 Hong Kong Moments’ will keep our destination brand alive and ensure that our city stays top-of-mind for people around the world before other travel bubbles are formed.”

The first in the series of “360 Hong Kong Moments” is a 360-degree VR film, created for this year’s “Great Outdoors Hong Kong”. The VR adventure takes viewers on an immersive journey across Hong Kong’s surprisingly easy-to-access green territory, fully immersing viewers in the rhythm and sensations of the city’s green scenes. The HKTB also invited local photographer Andy Yeung, first-runner up in the 2017 National Geographic Travel Photographer of the Year ‘cities’ category, to create 360-degree photographs that showcase Hong Kong’s green scenes from a whole new perspective.

The HKTB announced that provisional visitor arrivals in September were about 9,132, amounting to a year-on-year decrease of 99.7%.

**Provisional visitor arrivals in Hong Kong in September 2020**

Market	September (year-on-year change)	January to September (’000) (year-on-year change)
Mainland	6,211 (-99.7%)	2,696 (-92.7%)
Non-Mainland*	2,921 (-99.6%)	855 (-91.3%)
Short-haul	1,393 (-99.6%)	356 (-93.2%)
Long-haul	965 (-99.6%)	328 (-89.3%)
New markets	473 (-98.9%)	53 (-89.6%)
<b>Total</b>	<b>9,132 (-99.7%)</b>	<b>3,550 (-92.4%)</b>

*Note: Owing to rounding, 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 September visitor arrivals will be released on 30 October.)

– Ends –

**Members of the media can view the video and download the press release and photos from HKTB’ website:**

Video: <https://youtu.be/6-jt4u4IhMY>

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

Photos: <https://hktb.filecamp.com/s/EmPDPhyMNSH9rZuh/fo>

**For media enquiries, please contact:**

Miss Alice Li,

Tel: 2807 6195, Email: [alice.li@hktb.com](mailto:alice.li@hktb.com)

**During non-office hours, please call 8200 7860.**