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**HKTB Chairman welcomes the announcement of the in-principle agreement to establish bilateral Hong Kong-Singapore Air Travel Bubble
HKTB gears up across the board to welcome visitors back**

Dr YK Pang, Chairman of the Hong Kong Tourism Board (HKTB) welcomes the HKSAR Government’s announcement of the in-principle agreement to establish bilateral Air Travel Bubble between Hong Kong and Singapore.

Earlier in July, the HKTB’s Singapore Office has launched the “100 Reasons to Miss Hong Kong” promotional campaign locally to recommence the promotions targeting Singaporean consumers. The initiative has successfully reached an audience of 3.5 million, measuring up to half of Singapore’s population. Riding on this campaign, the HKTB has launched a second round of promotion this month to further increase Hong Kong’s exposure in Singapore. Also, when the launch date of the Air Travel Bubble is confirmed, the “Open House Hong Kong” promotional campaign will be immediately rolled out. Supported by trade partners in various sectors, “Open House Hong Kong” encompasses a collection of competitive tactical offers in airfares and accommodations with a view to attract inbound visitors to Hong Kong. Singapore is one of the major source markets of Hong Kong’s tourism industry, in 2019, visitor arrivals from the market recorded more than 450,000.

Dr Pang said, “The HKSAR Government’s announcement matches well with the HKTB’s launch of a standardised hygiene protocol for tourism-related sectors with the Hong Kong Quality Assurance Agency, which was launched last week. The protocol prepares the tourism-related sectors to welcome visitors back while bolstering visitors’ confidence in travelling to Hong Kong.”

– Ends –

Members of the media can download the press release from the link below:

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

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