

Date: 14 December 2022

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**First Mega Familiarisation Trip for SEA Travel Trade
Since Amber Code Arrangement Lifted
HKTB to Launch Global Promotions to Attract Visitors with Three Strategies**

The Hong Kong Tourism Board (HKTB) organised a mega familiarisation trip for about 60 Southeast Asia (SEA) travel trade representatives from Thailand, Malaysia, Indonesia, the Philippines and Singapore to allow them to experience in person Hong Kong's new tourism appeals and winter festivity. As the Government lifted the amber code, the SEA delegate is the first inbound visitor group to fully enjoy Hong Kong's dearly-missed cuisines and diverse experiences.

Mr Dane Cheng, HKTB Executive Director said, "It is glad to see the lifting of amber code arrangement for inbound visitors. It marks the opening of tourism doors of Hong Kong. Seizing this opportunity, HKTB presents Hong Kong's brand new experiences to our overseas travel trade partners, whom we haven't seen in a while, hoping that they will introduce brand new tourism products and share Hong Kong's tourism appeal to visitors in their respective markets and bring them back to Hong Kong as soon as possible. The familiarisation trip today marks the milestone first step to our continuous efforts in inviting travel trade partners and media organisations in other visitor source markets to Hong Kong. We will also roll out a global promotional campaign with a view to teaming up with various sectors across the city to drive the full revival of Hong Kong's tourism together."

HKTB's three strategies for bringing back visitors

1. Rolling out global promotional campaign "Hello Hong Kong"

- HKTB will launch a global promotional campaign "Hello Hong Kong" to showcase Hong Kong's iconic tourism appeals and new experiences, sending out the message that different sectors in the city stand together to warmly welcome visitors to Hong Kong.
- HKTB will invite hundreds of industry representatives, travel trade media, KOLs and Hong Kong Super Fans from around the world to visit the city in person and experience the city for themselves. For example, a group of directors from Southeast Asia will be invited to Hong Kong to make microfilms to showcase Hong Kong's charms.
- HKTB will join hands with the travel trade to participate in overseas trade shows to tell the good Hong Kong stories through tourism.

2. Showering visitors with hospitality treats and wide range of offers

- A series of hospitality treats, such as special welcome drinks will be provided to visitors arriving in Hong Kong in the first month of the campaign. About 100 restaurant and bar partners are expected to participate. Other hospitality treats will also be available.
- HKTB will partner with various sectors including airlines, tour operators, hotels to offer various treats to continuously drum up visitors' intention to come to Hong Kong.
- Support the Airport Authority and airlines, especially in overseas promotions, in free air tickets giveaway.

3. Staging and supporting an exciting line-up of mega events

- HKTB will continue to organise an exciting line-up of mega events, including events that are specially designed for visitors, to showcase Hong Kong’s return to the international stage, generate positive word-of-mouth for Hong Kong and strengthen the city’s visibility around the world.
- More than 200 events and happenings are confirmed to be staged in Hong Kong in 2023.
- Over 100 large-scale MICE events will also be staged in town in 2023.

HKTB Brought Back Mega Trade Familiarisation Trip for SEA Trade Partners

SEA has long been Hong Kong’s important visitor source market with great potential. Recent visitor arrival figures reveal that SEA are the first group of travellers to return to Hong Kong.

The 5-day-4-night familiarisation trip will take the trade delegate to check out newest attractions including M+ and Hong Kong Palace Museum in West Kowloon Cultural District; voyage through religious site in “Hong Kong Neighbourhood – West Kowloon” to experience Hong Kong’s authentic local culture; experience new rides and performances in theme parks. The delegate also left their footprints at the the Christmas town of HKTB’s “Hong Kong WinterFest” and make a wish at the tallest outdoor Christmas tree in town.

HKTB also made every effort to assist the SEA trade delegate in liaising with the local travel trade, arranging meetings with both sides to explore future cooperation and open up business opportunities.

HKTB presents Hong Kong’s brand new experiences to our overseas travel trade partners, whom we haven’t seen in a while, hoping that they will introduce brand new tourism products and share Hong Kong’s tourism appeal to visitors in their respective markets and bring them back to Hong Kong as soon as possible. HKTB will also continue to roll out various promotional campaigns to actively showcase Hong Kong’s to global visitors, tell the Hong Kong good stories and drive the rapid recovery of the tourism industry.

Photo captions

Photos 1 to 2



The Southeast Asian trade delegate visited the Christmas town of HKTB's "Hong Kong WinterFest". Mr Dane Cheng, HKTB Executive Director and Ms Becky Ip, HKTB Deputy Executive Director welcomed the group at the Christmas town. The delegate made their wishes at the tallest outdoor Christmas tree in town and immersed themselves in the unique winter festivity of Hong Kong.

Photos 3 to 6



The SEA trade delegate voyaged through the Hong Kong Neighbourhood – West Kowloon, checking out the century-old soy bean product shop Liu Ma Kee and Tin Hau Temple at Yau Ma Tei, which is a declared monument.

Photos 7 to 8



The SEA trade delegate went to Hong Kong Palace Museum, which is newly commissioned this year.

Photos 9 to 10



The SEA trade delegate enjoy themselves with Hong Kong's local cuisines.

Also, HKTb announced that the provisional visitor arrivals for November were about 113,000, a 41% increase from the numbers in October and a 10 times year-on-year increase. Cumulatively, more than 440,000 visitors have visited Hong Kong from January to November.

Provisional Visitor Arrivals of November 2022

Markets	October	November	January to November
Mainland	47,607	58,699	307,891
Non-mainland*	32,917	55,064	136,095
Short-haul	14,368	24,733	63,101
Long-haul	14,651	25,272	61,800
New markets	2,931	5,059	11,194
Total	80,524	113,763	443,986

Note: Because of rounding, the total may differ from the sum of the individual figures.

**Includes figures from long-haul, short-haul, and new markets, as well as the Macao SAR.*

(Full details of November visitor arrivals will be released on 30 December.)

Members of the media can download the press release, photos and videos from the link below:

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

Photos & Videos: <https://assetlibrary.hktb.com/assetbank->

[hktb/action/browseItems?categoryId=948&categoryTypeId=2&cachedCriteria=1](https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=948&categoryTypeId=2&cachedCriteria=1)

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