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HKTB Encourages Local Consumption through “Hong Kong Night Treats for Locals” with a total of HK\$20 Million

Christmas and the New Year are just around the corner! In response to the government’s call to encourage local consumption by various sectors, the Hong Kong Tourism Board (HKTB) announced a new promotion “**Hong Kong Night Treats for Locals**” dining vouchers (<https://www.discoverhongkong.com/hk-eng/deals/night-treats.html>) for the local public, which will be available in two batches from next Wednesday (20 December). A total of **200,000 HK\$100 vouchers** will be given away to the local public, with a total value of **HK\$20 million** to drive local consumption and continuously create business opportunities for the F&B sector.

Mr Dane Cheng, HKTB Executive Director, said, “Since the start of the give-away of ‘Hong Kong Night Treats’ visitor dining vouchers in November, the campaign has been well-received. Therefore, the HKTB will ride on the Christmas and New Year festivities to extend the campaign to locals to share the joy with the public as a joint gift from the HKTB and the trade and encourage the public to enjoy the holidays with their friends and family in town while supporting local businesses.”

Two Batches of Offers from Over 1,000 Bars and Restaurants

The **HK\$100 “Hong Kong Night Treats for Locals” dining vouchers** will be up for grabs in two batches on **20 December 2023 (Wednesday)** and **10 January 2024 (Wednesday)**, with 100,000 vouchers in each batch. Upon acquiring their selected offers, members of the public can redeem each voucher for a HK\$100 discount off their dine-in spending at an outlet of their choice from the over 1,100 Quality Tourism Service Scheme-certified restaurants and around 100 bars after 6pm daily. A minimum spending of HK\$100 were required to redeem the offer. See the **Appendix** for details.

Members of the public can now sign up on the e-platform of the **Discover Hong Kong** website in advance (<https://www.discoverhongkong.com/hk-eng/index.html>) for a chance to get a voucher in the first batch on the e-platform from 10am, 20 December onwards free of charge. All offers are available on a first-come, first-served basis.

Meanwhile, the **HKTB’s one-stop platform** continues to consolidate the city’s newest and trendiest offers and special deals for the public to find spending offers easily. For instance, consumers can redeem their spending for electronic vouchers for supermarkets or for use in the

mall upon a minimum spending at a newly opened large-scale shopping mall. Some other shopping plazas offer dining coupons and winter lucky draws for patrons.

Whole-Year Visitor Arrivals Exceed 30 Million

The HKTB announced that the provisional visitor arrivals for November stood at about 3.29 million. Visitors from short-haul markets increased by more than 20% from last month, showing a more significant increase. Cumulatively, Hong Kong received a total of 30.07 million visitors from January to November this year.

Provisional visitor arrivals for November 2023

Markets	November	January to November
Mainland	2,429,531	23,817,878
Non-Mainland*	859,384	6,251,796
Short-haul	469,096	3,140,812
Long-haul	249,131	1,713,263
New markets	49,809	313,778
Total	3,288,915	30,069,674

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 2023 visitor arrivals will be released on 29 December.)

- 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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“Hong Kong Night Treats for Locals” dining vouchers	
Quota	200,000
Value	HK\$100 each (Total: HK\$20 million)
Offers	HK\$100 off any dine-in spendings at participating bars/restaurants upon spending HK\$100 or more after 6pm daily
No. of Merchants	<ul style="list-style-type: none"> • 1,100+ Quality Tourism Services Scheme-certified restaurants • Around 100 bars
Dates	<ul style="list-style-type: none"> • 10am, 20 December 2023 (Wednesday) • 10am, 10 January 2024 (Wednesday)
Distribution	<ul style="list-style-type: none"> • E-platform on the Discover Hong Kong website • First come, first served
Website	https://www.discoverhongkong.com/hk-eng/deals/night-treats.html
Inquiries	Hotline: 8100 0299 Online form: https://www.discoverhongkong.com/hk-eng/contact-us.html