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HKTB Thanks the Government for Earmarking Resources All-Round Efforts in Driving Tourism Development with 4 Key Strategies

Hong Kong Tourism Board (HKTB) Chairman Dr Pang Yiu-kai today (28 February) thanked the Government for the announcement of earmarking HK\$665 million to support the work of the HKTB in the 2024/25 fiscal year, alongside the resources reserved in the subsequent fiscal years of 2025/26 and 2026/27, which ensure the continued support for the HKTB's initiatives.

Dr Pang said, "The Hong Kong tourism industry has exceptional prospects. The HKTB will continue to closely monitor the evolving situations in various markets and react nimbly. We will make the best possible use of the resources allocated by the Government to maximise the contribution of the tourism industry to Hong Kong's economy. We will adopt four key strategies to reinforce the city's status as one of the world's top visitor destinations," Dr Pang explained. "First, we will continue to develop diverse tourism experiences. Secondly, we will organise and support mega events throughout the year. Thirdly, we will step up promotions in visitor source markets. And finally, we will continue to join hands with the industry to enhance the capacity to receive visitors, to launch a new promotional campaign to encourage the trade and the public to be good hosts, and to enhance service qualities so that we offer every visitor the best possible experience."

The Budget allocated a total of HK\$971 million for the HKTB to develop tourism over the three years 2024/25, 2025/26 and 2026/27, HK\$665 million of which is earmarked for 2024/25. The four strategic focuses of the HKTB in the coming years are set out below:

- 1. Developing diversified tourism experiences (HK\$389 million), including:**
 - HK\$354 million for the revamping of *A Symphony of Lights* in the coming three years (HK\$115 million for 2024/25);
 - ongoing promotions of "Hong Kong Neighbourhoods", city walks, great outdoors, outlying island tours and other immersive experiences
- 2. Staging and supporting large-scale international events (HK\$304 million), including:**
 - HK\$100 million for the coordination group to support and promote mega events in the coming three years (HK\$33 million for 2024/25)
 - staging of HKTB events and support for large-scale international events in the city
- 3. Developing diverse visitor source markets and stepping up promotions (HK\$176 million), including:**
 - ongoing promotions in various visitor source markets and their enhancement;
 - the launch of promotions in cities recently added to the Individual Visit Scheme, namely Xi'an and Qingdao

4. **Enhancing service quality and providing continuous support for the travel trade (HK\$102 million)**, including:
- the launch of new promotional initiatives to encourage the travel trade and members of the public to be excellent hosts
 - enhancing products and services for potential visitor cohorts such as the Muslim segment

Full details about the strategic focuses will be announced shortly. Besides, The HKTB is currently preparing for the monthly pyrotechnics and drone shows references in the Budget speech. The initial concept is to showcase the characteristics of Hong Kong with different themes and designs that will be regularly updated. Further details will be announced in due course.

The HKTB will continue to work closely with stakeholders in the tourism industry and related sectors to strengthen promotional and marketing efforts, so as to attract more visitors to the city and consolidate Hong Kong's status as a world-class tourism destination.

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

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