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## **HKTb Thanks the Government for Funding to Support Tourism Development**

Dr Pang Yiu-kai, Chairman of the Hong Kong Tourism Board (HKTb), thanks the Government for earmarking a total of HK\$1.235 billion inclusive of recurrent and additional fundings to support HKTb's global promotional initiatives and daily operations in the 2025-26 Budget.

Dr Pang said, "Investing in tourism promotion is crucial as it not only boosts the economy and creates job opportunities but also promotes Hong Kong's culture and tells its good stories to the world. HKTb is grateful for the Government's subvention to support tourism development under fiscal constraints. Adhering to the long-standing practice, HKTb will prudently deploy Government resources and formulate precise promotional strategies to maximise the effectiveness."

HKTb will make every effort to realise the concept of "tourism is everywhere" and implement the initiatives outlined in the Development Blueprint for Hong Kong's Tourism Industry 2.0. We will step up our promotional efforts to encourage visitors to return time and again. At the same time, HKTb will capitalise on the Central Government's policies that benefit Hong Kong, including the expansion of the multiple-entry Individual Visit Scheme for Shenzhen residents, to attract more visitors. We will also fully utilise Hong Kong's role as a "super-connector" between the Mainland and overseas to attract visitors to come to Hong Kong for multi-destination trips, encouraging them to explore the Greater Bay Area and other Mainland cities via Hong Kong.

In addition, HKTb will use the funding to actively promote the development of meetings, incentives, conventions and exhibitions (MICE) and cruise tourism. We will also step up efforts in attracting visitors from the Middle East and ASEAN markets and strengthening Hong Kong's appeal as a Muslim-friendly destination. HKTb will also collaborate with international brands to showcase Hong Kong's appeal, while creating a vibrant year-round experience for visitors by bundling mega events and tourism elements with local characteristics. In terms of smart tourism, HKTb will enhance the one-stop travel information platform, Discover Hong Kong, and provide a "Live Travel Map" to create a seamless travel experience for visitors.

Details of HKTb's work plan for the coming year will be announced in due course.

– 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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