

STRATEGIC INITIATIVES

- 026 Overview
- 028 Exciting Events & Experiences
- 058 Maximising Global Visibility
- 076 Seeing is Believing
- 086 Closer Trade Partnership & Fostering Hospitality Culture
- 096 Enhancing Corporate Governance & ESG Implementation



Strategic Initiatives

As Hong Kong's tourism doors have been fully reopened in the beginning of 2023, in 2023/24, the Hong Kong Tourism Board (HKTB) strived to reconnect with the world by sending the warmest welcome to Mainland and overseas travellers, while spreading the message that Hong Kong has fully resumed normal.

Riding on the launch of the "Hello Hong Kong" campaign, the HKTB meticulously planned a series of publicity campaigns. At the same time, HKTB also implemented new promotional strategies after the pandemic in light of the changing travellers' preference and behaviour, which have amassed extensive positive receptions.

The HKTB envisioned the following five major strategies to promote Hong Kong in various visitor source markets and showcase the city's everlasting appeal, while enhancing visitors' experience in town:

1. Exciting Events and Experiences
2. Maximising Global Visibility
3. Seeing is Believing
4. Closer Trade Partnership & Fostering Hospitality Culture
5. Enhancing Corporate Governance & ESG Implementation

Let us greet "Hello" and explore the exciting Hong Kong stories!



Exciting Events and Experiences



Maximising Global Visibility



Seeing is Believing



Closer Trade Partnership & Fostering Hospitality Culture



Enhancing Corporate Governance & ESG Implementation