

## 1. Exciting Events & Experience

Mega events not only showcase Hong Kong's appeal and competitive edges but also create more exciting experiences for visitors from around the world, thereby contributing to the economic receipts of travel, hotel, food & beverage, retail and other tourism-related sectors while elevating Hong Kong's international image.

Upholding Hong Kong as the "Events Capital of Asia", HKTb continuously organises, supports and promotes mega events, and acts as the "first point of contact" in coordinating with the Government on bringing in and staging mega events, with a view to driving the economy.

In addition, HKTb also continuously creates and enhances visitors' experience in-town with various offers, leveraging the city's unique elements of arts and culture, gastronomy, outdoor resources.



### A. Seven flagship HKTb events

#### Sealing Hong Kong's name as "Events Capital of Asia"

With the support of the Government, HKTb staged seven flagship events in 2022/23, including events of sports, culture, festivity, gastronomy and other diverse experiences. The flagship events were greatly enjoyed by both locals and visitors.



In addition to fostering a positive overall city ambience, the events also stimulated the economy and reinforced the city as the "Events Capital of Asia".



### (1) Hong Kong International Dragon Boat Races



#### Offering cash prize for the first-time to hype up the game

The Hong Kong International Dragon Boat Races returned to Victoria Harbour in mid-June after four years, adding boundless vibrancy to traditional culture while showcasing Hong Kong's unique festivity. For the first time, the 2-day Races offered cash prize to winners of five major games to hype up the game, which attracted more than 4,000 athletes from 10 countries and regions to participate.

The event also erected a series of festival-limited, photo-worthy thematic cartoon installations along the Avenue of Stars for the first time. Restaurants in East Tsim Sha Tsui also offered various discounts and deals to the locals and visitors, kicking off the happy summer with joy and celebrations.

#### First international mega sports event since travel resumption

The Hong Kong International Dragon Boat Races was the first international mega sports event organised by HKTb since Hong Kong fully reopened its tourism doors. To attract Mainland travellers to visit Hong Kong first and experience Hong Kong's summer vibes, HKTb partnered with Mainland travel agency, Tuniu to launch thematic travel products featuring the Races with Early Bird Special Offers, leveraging Tuniu's extensive member database to launch comprehensive promotions.





In addition, HKTb partnered with the online platform of Mainland media *People's Daily* to produce videos for publishing on Weibo, Douyin and other Mainland social platforms to promote the "Guangdong-Hong Kong-Macao Greater Bay Area Championship" and the "Hong Kong-Macao Trophy", a brand-new race jointly organised by Hong Kong and Macao, to introduce these exciting highlights of the event to Mainland audiences.

### *Drum up pre-race excitement with insider interviews*

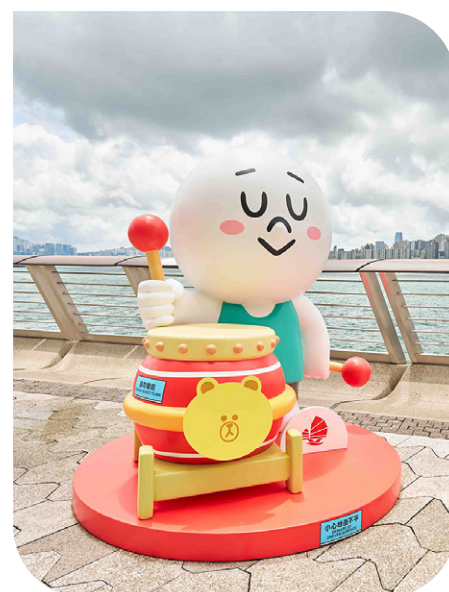


A spectator area was set up at the Tsim Sha Tsui waterfront to share the excitement with the public. To attract locals to watch the game on site, HKTb arranged various publicity before the races with local media, interviewing local dragon boat team members on how they prepared for the races and sharing rarely known fun facts about dragon boat racing to pique the public's interest. The 2-day races attracted about 120,000 spectators, enlivening the event excitement.

### *New cartoon elements to expand the audience segment*



In addition to the traditional dragon boat races, the popular and fun-filled "Fancy Dress Competition" returned to add a light-hearted touch to the intense championship. Moreover, this year, HKTb also erected a series of LINE FRIENDS Hello Hong Kong installations around the Avenue of Stars during event period to attract family segments, expanding the target segments from traditional dragon boat racing lovers.



## (2) HarbouChill Carnival



### *A novel experience of Victoria Harbour*

Victoria Harbour is not only the treasure of the locals but also a popular tourist spot. Following the commission of various optimisation projects along the Harbour and to showcase the new façade of Victoria Harbour, HKTb launched a new event "Harbour Chill Carnival" to show the locals and visitors a brand new harbour experience.

Being one of the Government's initiatives under "Happy Hong Kong", the Harbour Chill Carnival is the first large-scale sea-and-land carnival in the Wan Chai harbourfront. The carnival was held throughout five consecutive weekends in July and August and spanned across 30,000 square metres with the scenic Victoria Harbour as backdrop. The carnival presented a series of exciting experiences including street performances, music shows in the harbour and adrenaline-pumping X-game performances.

### *Harbourfront Concert against Evening Skyline for More Joyful Ambience*

Among the programmes, the Music Shows in the Harbour featured 40 performing groups from Hong Kong and various Asia markets, offering diverse music experiences in pop, rock, electronic dance music and more. The HKTb distributed the music show tickets for free in phases to the public, and all tickets were claimed soon after the release. The Music Show attracted crowds of audience on-site, including visitors.

The X-game performances invited BMX athletes and skateboarders from the Mainland, Hong Kong and Japan to showcase their challenging skills and amazed the crowds with their technical stunts.

A food and beverage area was set up next to the X-game arcade. Participants enjoyed chilled beers and various award-winning local tastes in the alfresco area, soaking up the summer vibes in the Victoria Harbour sunset.





### Waterfront pyrotechnic display; 200,000 joined the summer carnival



In the evening of each event day, HKTb staged a special edition of A Symphony of Lights with special waterfront pyrotechnic display. Many viewers secured their spot in advance to enjoy the visual extravaganza. According to HKTb's survey, the Hong Kong Harbour Chill Carnival received great responses and attracted about 200,000 participants.

HKTb also promoted the Carnival on its official website, social media platforms and worldwide offices, including inviting media from visitor source markets to join the Carnival in person. HKTb also partnered with influencers and distributed tickets to travel trade partners to encourage them to offer event-related tourism products to showcase Hong Kong's summer vibrancy and maximised the publicity effect of the event to visitors.

### (3) Hong Kong Cyclothon

#### Time-limited urban cycling experience; International UCI Road Race back in town

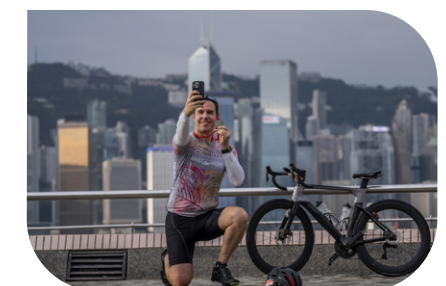
As an annual mega event of the local cycling scene, the Hong Kong Cyclothon returned in October 2023 with seven rides and races, including the world-class UCI1.1 Road Race, attracting about 5,000 professional athletes and cycling aficionados to experience the time-limited experience of dashing across Hong Kong's urban cityscape.



#### Sports tourism with unique three-bridge, three-tunnel route

This year's event was full of international elements. The non-competitive 50-kilometre route travelled through six districts and across three tunnels and three bridges, allowing locals and visiting cyclists to enjoy Hong Kong's stunning scenery while travelling through sports. Moreover, the international UCI 1.1 Road Race attracted nearly 100 professional riders from 15 cycling teams from Australia, Italy, Malaysia, Thailand, the Mainland, Hong Kong and more to take part in a world-class race in the urban city.

Prior to the race, HKTb also interviewed a local former e-sport rider to share her stories of how she made it to the international level starting as an e-sport cyclist, while promoting Hong Kong's sports tourism experience.



#### Collaboration with young idols for promotion in source markets

To better promote Hong Kong's sports tourism, HKTb invited two young idols from the Mainland to participate in the event. Zeng Mengxue, a cycling enthusiast, took part in the 30-kilometre category to share her experiences with Hong Kong's unique cycling landscape. Another young actor, Fei Qiming, not only live-streamed the event, but also made a short video sharing his experiences of surfing in Sai Kung and jogging on the Peak, demonstrating Hong Kong's rich outdoor sports resources from an all-round perspective.





#### (4) Hong Kong Wine & Dine Festival

First post-pandemic edition in Central Harbourfront with 140,000 participants



After five years, the Hong Kong Wine & Dine Festival returns to the Central harbourfront at the end of October, bringing a colourful atmosphere to Hong Kong's nightlife.



#### Greater Bay Area elements for promoting East-West cultural exchange

The Wine & Dine Festival this year featured around 300 wine and food stalls, showcasing the finest wines from 36 countries and regions, including Bordeaux and Burgundy, France, and Italy, as well as global cuisines from 17 countries and regions. The highlights of the event included a Chinese winery whose produce once hosted the President of France, and delicacies from the Greater Bay Area, which attracted substantial media coverage.

HKTb also invited a number of renowned chefs and food experts from the Greater Bay Area to visit Hong Kong during the Wine & Dine Festival, and arranged for them to explore different cuisines in Hong Kong. The guests shared their travel experiences on social media platforms and successfully reached out to 49 million users.

As the event coincided with the western celebration of Halloween, HKTb encouraged attendees to dress up in spooky costumes, driving cultural exchange with gastronomy as a platform.



#### Tasting pass giveaway in partnership with local media to boost local ambience

As the first physical edition after the pandemic, many local food and wine lovers keenly anticipated for the return of the event. As such, HKTb collaborated with major local media organisations to give away the Tasting Passes. The media organisations promote the event with a simple quiz game to arouse the public's interest towards the event and encourage them to participate in the evening gastronomic celebration. Through encouraging local participation, HKTb hoped to enhance the night-time ambience in the city while stimulating consumption.

#### Solidifying status as "City of Gastronomy"

The four-day event attracted about 140,000 participants, including visitors from nearly 20 countries and regions, including the Mainland, the United States, Canada, the United Kingdom, Australia, Japan, South Korea and Singapore, and many of them visited Hong Kong and stayed overnight specifically for the event. The Wine & Dine Festival received extensive media coverage and generated HK\$114 million in global publicity, while participating locals and tourists alike have commented that the event added fun and vibrancy to Hong Kong's nightlife.



#### Extending the Wine & Dine culture to the city with Taste Around Town

To extend the gastronomic culture across the city, HKTb teamed up with 400 restaurants and bars and rolled out "Taste Around Town" in November, offering a wide spectrum of wine and dine experiences to consumers. A whole new programme "Hong Kong Bar Show" enlisted about 60 bars in town to offer unique cocktails with a Hong Kong touch paired with snacks made





with local ingredients. Participating bars include award winners of Asia's 50 Best Bars to encourage the public to explore Hong Kong's bar scene. In addition, the popular "Chinese Master Chefs' Curation" made a comeback with a stronger line-up of more celebrity chefs. Together with a series of thematic promotions such as "Chill E.A.T." and "Sip & Savour in LKF", the "Taste Around Town" promotion encouraged both locals and visitors to fully immerse themselves in Hong Kong's city-wide gastronomic experience.

## (5) Hong Kong WinterFest

### Showcasing Hong Kong as Asia's Most Festive Destination in Christmas

Hong Kong has always been the Asian city with the best Christmas ambience. Starting from mid-November, HKTb organised the Hong Kong WinterFest in the West Kowloon Cultural District (WKCD). In addition to a 20-metre Christmas tree and Christmas town, HKTb also incorporated Pyrotechnics display in the Harbour to the WinterFest for the first time. For three consecutive weekends and during the Christmas holidays, Victoria Harbour was lit up with a number of festive pyrotechnics patterns, adding sparkle to the glamorous night sky. The event attracted a total of 1.2 million visitors, making it one of the highlights of Hong Kong in winter.



### Social networks spread festive warmth Unique itineraries attract Mainland travellers

Many travellers from the Mainland came to Hong Kong to experience the winter festivity. HKTb co-operated with the Mainland social media, Douyin and invited different photography and travel Key Opinion Leaders (KOLs) to create engaging contents to share their experiences on Hong Kong's festive winter appeal on the platform. Douyin also launched a user-generated content challenge to encourage Mainlanders to visit Hong Kong for Christmas. At the same time, HKTb also invited different KOLs on Weibo and Xiaohongshu to co-create social media content to stimulate netizens' interest in visiting Hong Kong.

Teaming up with Mainland trade partners, HKTb worked with Mainland online travel agent Yaochufa for weekend promotions. Through its e-commerce website, Yaochufa timely launched different specially curated winter tourism products before the peak travel time of weekends to draw its members' attention to Hong Kong with new products every week as promotion. In addition to the publicity driven by KOLs on Douyin, HKTb also rolled out online-offline parallel promotions in cinemas in Guangzhou and Shenzhen to attract young and family visitors in the Greater Bay Area to Hong Kong through on-site promotional booths, souvenir giveaway and photo booths. HKTb also collaborated with travel agents from Beijing, Tianjin, Zhengzhou, Shenyang, Dalian, Harbin, Changsha, Wuhan, Chengdu and Chongqing to promote the event, with a view to attracting more overnight visitors from the Mainland.



### Sharing Christmas blessings with Po Leung Kuk beneficiaries

On the first day of the winter pyrotechnics display, HKTb hosted an early Christmas celebration for about 30 children who are beneficiaries of Po Leung Kuk. The kids visited the Christmas Town to admire the giant Christmas tree, met and greeted with Santa Claus, and enjoyed a Christmas feast together. The children also received Christmas presents, including a colouring postcard set with the Victoria Harbour skyline. They shared the feelings on the postcard and worked their creativity. The children also enjoyed pyrotechnics display at the waterfront, with many commenting that the day made a wonderful memory.





## (6) Hong Kong New Year Countdown Celebrations



### *Largest and longest countdown celebrations ever*

HKTB brought back the first New Year Countdown Firework performance on 31 December since travel resumed in Hong Kong, making it the largest and longest countdown firework display in scale and duration. Themed “New Year New Legend”, the extravaganza presented elements of the four season to guide the audiences through a vibrant, lively journey.

This sensorial feast attracted about 480,000 viewers along the coasts of Victoria Harbour. A total of 227,000 arrivals to Hong Kong were recorded on the New Year’s Eve, which was the highest single-day arrival in 2023.



### *Synchronised celebration online*

The countdown and the firework performance were also livestreamed on HKTB’s website, Weibo account, WeChat channel and Douyin page with interactive chat rooms to allow friends of Hong Kong in source markets to share the same countdown experience and welcome the arrival of the new year together. In addition, HKTB also launched a year-end review video featuring a wide range of Hong Kong’s attractions and highlights, which was viewed more than 7 million times, further reinforcing Hong Kong’s image as an eventful city among the Mainland audience.



This year, HKTB collaborated again with major media outlets around the world to offer live broadcast of the spectacular views of Victoria Harbour and the highlights of the show via satellite; with the celebration covered by a various local and overseas media to promote Hong Kong’s unique New Year vibrancy.

### *A lifetime experience of welcoming the new year on board*

On New Year’s Eve, German cruise ship *AIDAbella* made an overnight berthing in Hong Kong. More than 2,000 passengers from Germany, Italy, the Netherlands, Austria and Bulgaria experienced Hong Kong’s New Year countdown and admired the fireworks display from a close distance. To make the experience a memory of a lifetime, the HKTB organised a Hong Kong-themed party showcasing traditional Chinese arts and crafts and cultural performances for the passengers.



## (7) International Chinese New Year Night Parade

### *Strongest lineup of visiting performers on CNY night*



Hong Kong’s most anticipated Chinese New Year celebration, the International Chinese New Year Night Parade, returned to the streets of Tsim Sha Tsui after five years. With the Year of Dragon as the theme, the event featured glamorous floats, together with the largest number of visiting performing teams that any Chinese New Year Night Parade has ever seen, transforming the traditional celebration into an international event that attracted a large number of locals and visitors. Auditorium tickets were instantly sold out when the event was first announced.

The Parade featured 9 floats, 13 local performing teams and 16 international performing teams. Most of the floats are decorated with elements of dragons to send auspicious blessings of improvement and joy to Hong Kong. Local attractions such as Hong Kong Disneyland and Ocean Park Hong Kong also presented the city’s appeal with their floats and performances; a lovely float with cartoon characters from the series Mr. Men and Little Miss, which is popular among children, captured the hearts of both adults and children.



### *Culturally diverse acts from worldwide performers to boost the CNY spirits*

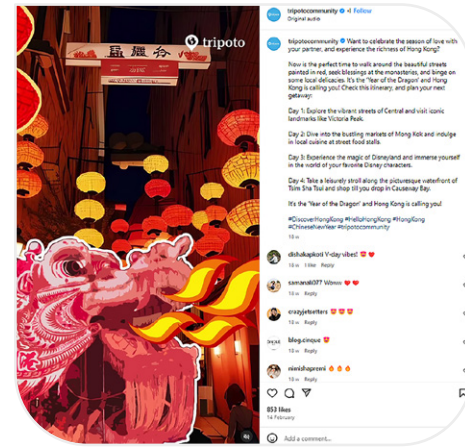
As for the performing teams, a total of 16 Mainland and international teams from 12 countries and regions joined the parade, making the Parade this year the one with the most teams of visiting performers. These included viral Japanese female dance troupe Avantgardey, professional cheerleaders from the United States, Light Dancers from Spain, the Universe of Lights from Germany, ethnic performers from Guangxi Zhuang Autonomous Region and Chamdo, Tibet Autonomous Region, offering a diversified cultural showcase and highlighting Hong Kong’s role as a melting pot of cultures from around the world.





### CNY as a motivation for visiting Hong Kong

To celebrate the Chinese New Year together with the Hong Kong public and the world, HKTB arranged live broadcast on local TV stations, satellite live shows in mainland and overseas markets, as well as live streaming and replay of the selected highlights on its official platforms. Media from the Mainland, Taiwan, Singapore, Malaysia, Thailand, the Philippines and Indonesia, as well as long-haul markets such as the United Kingdom, the United States, Canada, France and India also covered the event. More than 600 positive media reports were generated in Mainland, connecting the world through the festival. The Chinese New Year Night Parade won the Bronze Prize in “Best Event Production” at the Marketing Events Awards 2024.



For overseas promotions, HKTB introduced the Chinese New Year in the Indian market, sharing fun facts of the festival such as customs and rituals. HKTB also partnered with Tripoto, the most popular travel platform for in India, to blast contents on different Chinese New Year celebrations in Hong Kong on its social media channels, and successfully reached out to 8.2 million users.



### B. Supporting citywide happenings

As the “Events Capital of Asia”, Hong Kong hosted a wide range of activities and events throughout the year. To enhance the publicity of these events and enrich the experience of visitors and participants in Hong Kong, HKTB supports various events and happenings by different organisers in town. Apart from support during the planning stage, HKTB also works with the organisers to step up publicity and promotions.

### Infusing international sports events with local elements

Hong Kong’s sports sector has been booming in recent years, attracting many international sports events to stage in Hong Kong. In 2023/24, HKTB enhanced the experience of international sports events by incorporating local elements into the programme of these events, such as dragon and lion dances in the opening ceremonies of the Hong Kong Tennis Opens 2024, Chinese New Year Cup for soccer, and the LIV Golf Hong Kong 2024, which was held in town for the first time. International tennis players were also invited to enjoy the New Year Countdown Celebrations, to allow athletes to experience Hong Kong’s multifaceted appeal alongside the tournaments.



### Elevating Cultural Event Experiences

Apart from sports programmes, HKTB also elevated the experience of cultural events in Hong Kong. For instance, in this year’s Clockenflap, a large-scale international outdoor music and arts festival, popular among locals and visitors, HKTB set up a dedicated lounge at the venue to provide participants with an exclusive space to relax and recharge in between performances, thereby enhancing their experiences.



In addition, the Tai Hang Resident’s Welfare Association revived the Tai Hang Fire Dragon Dance, which is a national intangible cultural heritage, during Mid-Autumn Festival in September. As an important traditional cultural and tourism asset in Hong Kong, the HKTB Youth Academy arranged for more than 70 non-local university students from the Mainland and 29 countries and regions to experience the traditional fire dragon dance. The visiting students learnt about the making of the Fire Dragon and techniques of the dance, and tried to recreate a simulated fire dragon dance. Nikolas Bradbury Reed, a Spanish student who danced with a simulated fire dragon, exclaimed, “It’s unbelievable!” He found Hong Kong’s unique culture, such as traditional festivals, very attractive to tourists; some Mainland students who came to Hong Kong to participate in the event were also eager to share the experience with their friends on WeChat and Xiaohongshu, inviting them to come to Hong Kong to watch the fire dragon dance during the Mid-Autumn Festival. In addition, as HKTB also helped promoted the event in various visitor source markets such as Taiwan and the Mainland, news in these markets also covered the event to raise global audience’s awareness to the traditional culture.







C. Bringing in high-yield visitors with MICE events

In addition to leisure events, business events such as Meetings, Incentive Travels, Conventions and Exhibitions (MICE) events are also an important part of Hong Kong’s event experience and economy. World-class MICE events bring high-yield visitors to Hong Kong and drive multi-sector advancement. While bidding for more large-scale international MICE events to be hosted in Hong Kong and reinforce Hong Kong as the “World’s Meeting Place”; in 2023/24, the HKTB also strived to enhance the MICE visitor experience in Hong Kong, which hopes to encourage them to return to Hong Kong

in the future, and thereby laying the foundation to help maximise the direct and indirect benefits of the mega events economy.

According to the 2023 figures, the per-capita spending of overnight MICE visitors was around HK\$8,900, about 30% more than the average overnight visitors. Their average length of stay was 3.7 nights. Mainland visitors account for slightly more than half of the total, while those from the short-haul and long-haul markets account for about 30% and 20% respectively.

In addition, HKTB continued to leverage Hong Kong’s role as the MICE hub of the Greater Bay Area to actively bid for international MICE events which are from the Mainland or targeting the Mainland market to be hosted in Hong Kong, facilitating Mainland organisers’ understanding of Hong Kong’s latest developments in the MICE sector through multiple strategies. HKTB also continued to encourage small and medium-sized MICE events to come to Hong Kong through a series of support and funding schemes, with a view to diversifying the clientele of the local MICE industry.

Hong Kong – Where You Can Achieve More

To continue to showcase the city’s unrivalled opportunities and excitements, the HKTB has rolled out a MICE thematic campaign “Hong Kong – Where You Can Achieve More” to step up the promotion reinforcing Hong Kong as the World’s Meeting Place in order to attract more MICE events to be staged in Hong Kong. At the same time, HKTB also strengthened support for MICE event organisers to help attract events and support the local MICE sector by expanding the existing market. For instance, HKTB relaunched the Special Funding Support for Small-sized Corporate Meeting and Convention Groups in 2023/24 to incentivise operators and service providers to attract more diversified MICE events to Hong Kong, thereby opening up opportunities for other MICE-related sectors.

In addition to financial support, HKTB continued to work closely with MICE event organisers and provides them with one-stop professional and comprehensive support. These included accommodation and venue support, promotional strategies, hospitality arrangements and a wide range of professional advice.



Year-round MICE events drive high-yield segment recovery

In 2023, a total of about 140 major MICE events were held in Hong Kong, many of which are leading events in their respective industries internationally or organised by influential media moguls, covering a wide range of industry in which Hong Kong has a unique special professional edge. These events included Fortune Innovation Forum 2023, The Economist Technology for Change Asia 2023 organised by the leading magazine The Economist, and other top-notch returned trade shows such as Asia Fruit Logistica 2023, Jewellery & Gems WORLD Hong Kong 2023, Cosmoprof Hong Kong 2023. Some first-ever events of their respective sectors such as innovative technology, medical science and finance, also made debut in Hong Kong with our strength in these areas. These included EDGE Global Artificial Intelligence & Web 3 Investment Summit 2023, Asia-Oceania Conference on Obesity 2023, 2023 Congress of the Asian Society of Transplantation and International Congress of Asian Academy of Preventive Dentistry 2023.



Besides MICE events in sectors that highlight Hong Kong’s core strength, HKTB precisely targeted strategies relating to the eight central roles of Hong Kong as stipulated in the “National 14th Five-Year Plan” to further develop MICE tourism. Leveraging our pivotal roles of various professional hubs, HKTB successfully bid for and facilitated the staging of about 70 major international MICE events between January 2023 and March 2024, attracting an estimated 230,000 high-yield visitors to Hong Kong.

These events included SmartCon 2024 and Coindesk Consensus Hong Kong 2025 for the technology sector, Super Terminal Expo 2024 and Routes World 2025 for the aviation sector, and International Society of Radiographers and Radiological Technologists World Congress 2024 and World Congress in Sport Psychology 2025 in the medical sector, 2026 Worldwide Chinese Life Insurance Congress & International Dragon Award in the insurance sector, for instance. These leading, world-class conferences in their respective industries reinforced Hong Kong’s role as a preferred destination of MICE events and proved Hong Kong’s world-class status in the related industries.





### Enhancing business tourism experience

To enrich the business travel experience of MICE visitors in Hong Kong, with reference to the schedule of mega events, HKTb arranged various activities for them to enjoy outside of their business itineraries, adding value to their trips with a favourable impression of Hong Kong and thereby promoting the local characteristics. For instance, HKTb offered a special tour to about 100 participants of the 17th Asian Financial Forum, which was held in Hong Kong for the first time. The delegates joined an in-depth sea and land night tour on the traditional Chinese junk *Aqua Luna*, party tram, open-top bus, exploring Victoria Harbour and various landmarks in Hong Kong. During the staging of WOW Summit Hong Kong 2024 and Fortune Innovation Forum 2024 in March, which coincided with the promotional period of “Arts in Hong Kong”, HKTb arranged for the guests of the two events an immersive experiences of the “Arts in Hong Kong Harbour Tour” and complimentary museum tickets for them to enjoy an enhanced overall destination experience in Hong Kong in addition to their business itinerary.



For Mainland association convention planners who wish to capture more international exposure and collaborations, and leverage Hong Kong as a springboard to reaching out to international markets, “Meet Hong Kong • Meet the World” was curated to promote how Hong Kong acts as a gateway to the world, strengthening Hong Kong’s role as a MICE hub bilaterally.

### Enhanced mobile apps to engage trade partners in Mainland online

To attract more MICE visitors to Hong Kong, HKTb upgraded its MICE travel digital application in the first quarter of 2024 for Mainland markets with upgrading HKTb’s original WeChat applet to a perpetual digital platform. This enabled HKTb to reach out to more MICE trade partners in the Mainland and promote new thematic experiences through trade partners’ business networks.

The search engine function on the platform was also upgraded to facilitate users to receive timely information and search for the information they need. HKTb also added more content, including information of 266 Hong Kong hotels, MICE venues and experiences, to provide trade partners with the latest MICE information.



### Mobilising Mainland networks to recruit MICE events

The year 2023/24 marks the second term of the Hong Kong Convention Ambassador (HKCA) programme, which assembled a powerhouse of over 110 Hong Kong Convention Ambassadors, and for the first time, HKTb extended its arm to appoint over 20 members from eight industry sectors across Mainland China. In November, HKTb hosted the first-ever exchange session for the Convention Ambassadors in Hong Kong and in the Mainland. The Convention Ambassadors exchanged views on the latest developments in the convention and exhibition industry in the two markets and explored how to capitalise on the strong growth momentum of the MICE segment to create more business opportunities. With a robust itinerary and insightful exchanges, it has fostered close collaboration and showcased how Mainland association conventions can capture the growth momentum of Hong Kong and achieve greater success by staging their business events in the city.

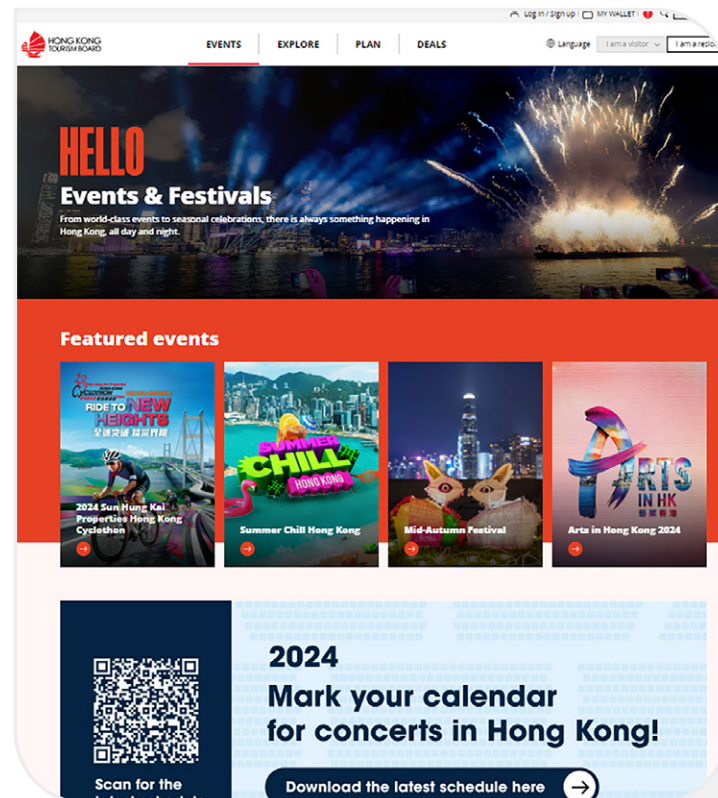
With the collaborative efforts of the HKTb and over 140 HKCAs, about 70 events had chosen Hong Kong as the meeting destination to drive the recovery of tourism and multi-sector growth since programme inception.

### Multi-pronged approach to strengthen Hong Kong as GBA’s MICE hub

In addition to securing major international MICE events in Hong Kong, HKTb further promoted Hong Kong’s role as the “Super-connector” between the Mainland and the rest of the world by stepping up communication of the “Meet Hong Kong • Meet GBA”. The programme encouraged overseas organisers to leverage Hong Kong as a gateway to connect with, and open the doors to, Mainland markets, while attracting Mainland exhibitors who wish to leverage Hong Kong as a springboard to reach international markets, strengthening Hong Kong’s role as a MICE hub bilaterally.







## D. 擔當「第一站聯絡窗口」

政府於2024年初成立一個跨部門的盛事統籌協調組，由財政司副司長出任組長，文化體育及旅遊局局長出任副組長，成員包括相關政策局、部門和法定機構的代表，確保在香港舉辦的盛事得到充足的跨部門支援，發揮盛事經濟的效益。

為配合政府的工作，旅發局於3月已成立「盛事拓展專組」，擔負起「第一站聯絡窗口」的角色，與盛事的主辦機構聯繫，就活動落戶香港的所需安排進行溝通、評估等，再向政府提交建議，與有關政府部門及機構協調合作以及提供宣傳推廣等支援，同時亦會物色有潛力的國際盛事來港舉行。

## E. 豐富城中多元體驗

在支持盛事經濟、舉辦和支持各項活動以外，旅發局繼續利用香港一直以來深受旅客喜愛的旅遊體驗，配合旅客的新口味、新習慣，致力豐富城中多元體驗，讓旅客充分感受香港各種旅遊魅力。

甫在旅遊重啟初期，旅發局透過「香港有禮」旅客消費優惠券為首批到訪旅客送上小小心意，展現香港親切歡迎旅客的一面，期望他們感到賓至如歸；同時加強藝術文化、自然風光、健康旅遊、郵輪等體驗；此外，為鼓勵市民及旅客共同享受香港夜間體驗，旅發局年內推出了一系列特提升夜間氛圍的項目，包括與業界合作推出一系列優惠及全新廟街宣傳推廣，合力營造「香港夜繽紛」全城氣氛。



## (1) 香港有禮

攜手全城逾3,800商舖向旅客送禮

為熱切歡迎全球旅客重臨香港，旅發局為旅客呈獻一連串精彩獎賞。打響頭炮的「香港有禮」旅客消費優惠券由旅發局連同全港逾400個品牌、合共超過3800間商舖合作，送出約100萬份旅客消費優惠券，每份價值至少港幣100元。訪港旅客憑券可以免費在參與的酒吧、餐廳和酒店享用迎賓飲品，或於交通工具、餐飲、零售、商戶及景點兌換獎賞，向旅客表達心意，盡顯香港好客精神。活動反應熱烈，於2023年7月加推第二輪100萬份獎賞，領取「香港有禮」更成為內地旅客訪港其中一項必做之事。



## (2) 推動夜間氣氛

為鼓勵本地市民享受本地體驗，延續熱鬧氣氛到晚上，習慣外出遊玩及享受晚間體驗，旅發局積極配合政府「香港夜繽紛」計劃，陸續推出一系列活動及優惠，利用香港多姿多采的夜遊好去處，包括舉辦多項在晚間舉行的旗艦盛事、加強宣傳攻勢，多管齊下推動香港熱鬧、充滿活力的夜間氛圍，吸引市民和旅客一同參與；同時帶旺社區人流，將「人氣變財氣」，創造經濟效益。





### 為廟街注入全新動力

香港夜生活五光十色，不乏新潮熱點，亦有醉人美景。而較為外地旅客所認識的廟街夜市，匯聚熱鬧氣氛，加上美食、購物與地道文化，是香港獨有的夜遊景點。旅發局由2023年12月中起，聯同廟街商戶，推出為期1年的宣傳活動，為傳統廟街之旅注入新動力，除增設富廟街風味的美食攤檔，亦設置多個主題打卡位，匯聚廟街特色並激發新鮮感，以提升旅客與本地市民到訪的興趣。

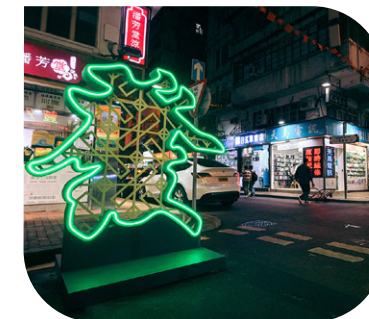


### 藝綴廟街 設多個主題打卡位



旅發局同時邀請本地藝術家沿廟街多個地點設置具有老香港及廟街元素的發光打卡藝術裝置、特色路標及投影裝飾等，營造五光十色的感覺，讓晚上的廟街更顯璀璨，提升市民及旅客夜間探索的樂趣。至2024年3月初，廟街夜繽紛項目估計已吸引超過120萬名旅客及市民到訪。

旅發局其後推出第二階段宣傳，邀請有「廟街歌王」之稱的歌手尹光重新製作經典歌曲《廟街》音樂短片，以其獨特唱腔，演繹廟街好風光。影片中，尹光除了帶領外國遊客在大排檔一邊嘆啤酒，一邊品嚐東風螺、避風塘炒蟹等地道美食，又到夜市攤檔「掃街」，邀請旅客與市民重新探索廟街夜市，嚐盡街頭美食滋味。



### 推「香港夜饗樂」刺激消費

為延續夜間熱鬧氛圍，旅發局2023年11月起向訪港旅客送出全新 100 萬份「香港夜饗樂」旅客餐飲消費券，以鼓勵旅客夜間外出消費，體驗香港美酒佳餚。旅客憑券於傍晚6時起，可陸續在全港逾1,200間餐廳及酒吧，享用即減港幣100元的餐飲消費優惠。

因應活動深受旅客歡迎，旅發局其後趁聖誕及新年旺季，將活動擴大至本地市民，分兩批向香港市民送出合共20萬份「香港夜饗樂」本地市民版餐飲消費券，總值港幣2,000萬元，增加本地夜間消費的吸引力，持續為餐飲業締造商機。



### 食聚廟街 街頭美食嘉年華

旅發局聚焦其獨有特色，結合美食與藝術兩大元素打造特色活動，藉以提升熱鬧的氛圍。旅發局新設22個特色美食攤位及10個懷舊小食流動攤檔，提供地道小吃、風味美食，讓訪客能一站式淺嚐各種風味，促進美食商戶的生意，支持夜經濟。



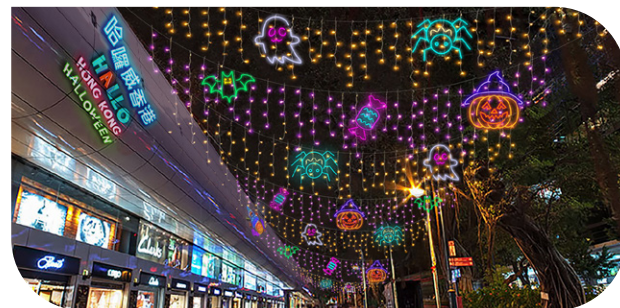




哈囉威香港 旅客諮詢中心大玩 Trick or Treat

香港是亞洲其中一個最有萬聖節氣氛的城市，因此旅發局特意推出「哈囉威香港」（“Hallo” Hong Kong Halloween）推廣，分別在港鐵車站、觀光交通工具及全城多個熱點，添上玩味十足、極具創意，又富有本地特色的萬聖節主題裝飾，進一步推高萬聖節的節日氣氛。

旅發局位於香港國際機場、高鐵西九龍站及尖沙咀天星碼頭的旅客諮詢中心，亦首次「淘氣變身」，加入全新萬聖節主題海報、裝飾等，旅客除可在中心拍照打卡，亦可大玩 Trick or Treat，獲贈美味糖果；旅發局同事更為旅客量身訂制個人化的萬聖節行程，並在萬聖夜前夕向旅客送出限量節日飾物，讓大家全情投入節日氣氛。



開篷觀光巴士 夜遊港九地標景點

為推廣城市的夜間魅力及豐富遊客的體驗，旅發局與巴士公司合作推出三條特別設計的夜間觀光開蓬巴士路線，為期3個月。這些巴士在晚上經過港島和九龍多個著名景點及地標，旅客可於包括旅發局九龍旅客諮詢中心等，以特惠價格港幣20元，便可乘坐其中一條夜間巴士，欣賞迷人夜色。不少旅客事後亦有在小紅書等社交媒體分享有關巴士夜遊的難忘體驗。



向不同市場展現香港夜間魅力

趁着香港迪士尼樂園全新園區《魔雪奇緣世界》開幕的熱潮，旅發局在東南亞共邀請60位網紅來港，除了率先到訪樂園的新設施，又安排他們同時體驗各種香港夜間體驗，包括參與美酒佳餚巡禮及登上中式帆船張保仔號欣賞「幻彩詠香江」燈光匯演。有關宣傳活動在東南亞市場的社交媒體上掀起熱潮，吸引用戶發表公1,200篇社交媒體帖文，接觸達5,100萬用戶。

在台灣市場，旅發局同樣邀請50名網紅到港預覽迪士尼樂園，舉辦媒體考察、與網紅及旅行社等合作，進行香港夜繽紛促銷活動，透過媒體宣傳、用戶生成內容、巴士站廣告等途徑，全方位介紹香港夜遊、夜飲、夜食好去處，當中更包括廟街、多項年度盛事及「香港夜饗樂」旅客優惠等資訊，以創造香港夜間的動感氛圍，吸引遊客到來感受香港多姿多采的夜生活。

針對內地市場，旅發局在官方平台上開展社交宣傳，並與中國移動的應用程式「無憂行」合作，突顯城市的夜生活，並通過旅發局的微信小程序分發「香港夜饗樂」旅客優惠券，同時進行媒體推廣。旅發局又與美團的「住著玩」和「住著吃」合作，推廣香港的夜生活和活動，針對吸引年輕客群，及新客源地區的旅客來港。



### (3) 藝聚香港

#### 展示中西交匯文化藝術

相對以往旅客集中「食、買、玩」的消費模式，旅發局注意到，疫情後全球旅客對於深度體驗的需求越趨殷切，旅客對於目的地的特色比以往更感興趣，當中包括富有本地特色的藝術文化，更在現今旅客的旅遊行程中佔據不少時間。因此，旅發局數年前開始推出「藝聚香港」全年藝文活動推廣平台，積極宣傳及支持各項藝術文化盛事，包括巴塞爾藝術節香港展會（Art Basel Hong Kong）、Art Central、藝聚維港遊、藝術三月、法國五月藝術節、Affordable Art Fair等，吸引熱愛藝術文化體驗的旅客趁藝術活動舉行期間訪港，並方便他們計畫行程；並且透過文旅融合，鞏固香港「中外文化交流中心」的角色，將香港打造成文化旅遊首選目的地。



#### 地道文化巧妙融入當代藝術展

其中，在2023年，旅發局與法國五月藝術節合作，邀請本地藝術家將法國藝文殿堂凡爾賽宮呈現於香港電車車身，藉電車作為「流動畫板」，將這個全方位感官和互動之旅帶進香港社區。之後，旅發局亦持續透過平台，宣傳全城不同的藝文活動，包括：Affordable Art Fair Hong Kong、大型海上公共藝術展覽《橡皮鴨二重唱》，及一系列由文化體育及旅遊局主辦的活動，如香港流行文化節、西貢海藝術節等，持續將香港打造成藝文旅遊目的地。

#### 地道美食 X 社區情懷 X 當代藝術 豐富觀展體驗

除了在社區中加強宣傳各大藝術活動，旅發局亦與藝術家及當代藝術展合作，在展會內加入香港特色，豐富市民及旅客的觀展體驗，呈現香港地道文化富藝術性的一面。當中在巴塞爾藝術展香港展會中，旅發局於場內特設象徵港式情懷的「茶餐廳」，提供如菠蘿包、蛋撻、瑞士雞翼及港式奶茶等融合中西文化特色的小食。此外，旅發局在發跡香港的Art Central展會設立以舊式報紙檔為靈感的「藝聚香港」報攤，展出來自大灣區九十後剪紙藝術家陳粉丸充滿地道色彩的立體剪紙藝術，包括繽紛的香港招牌、紙皮石地磚等，在攤檔派發手繪風藝遊香港路線地圖，鼓勵觀眾遊覽香港社區中的藝文體驗。旅發局又邀請6位本地藝術家以香港的多元文化特色創作一系列作品，利用這些世界級展會向來自世界各地的觀眾展現香港的獨特魅力。





## 全新角度藝遊海濱

旅發局乘2024年藝術活動高峰期，特別加入全新的期間限定藝遊海濱體驗「藝聚維港遊」，向旅客市民宣傳以維港為中心，乘坐特色帆船「鴨靈號」，從早到晚沿維港兩岸探索「teamLab:光漣」、「梵高·樂印」等多項精彩藝文活動，以全新角度藝遊海濱，感受濃厚藝術氣氛。



**肝鹿遊玩季2024香港站**

HONG KONG TOURISM BOARD 香港旅遊發展局 | 肝鹿旅遊 CHARM DEER

**西九藝文賞不盡 (以西九藝術...)**  
入住頂級酒店 (瑰麗或半島)  
禮遇 贈送雙早、100美金消費折扣額度、視房...  
贈送門票  
¥18999 起

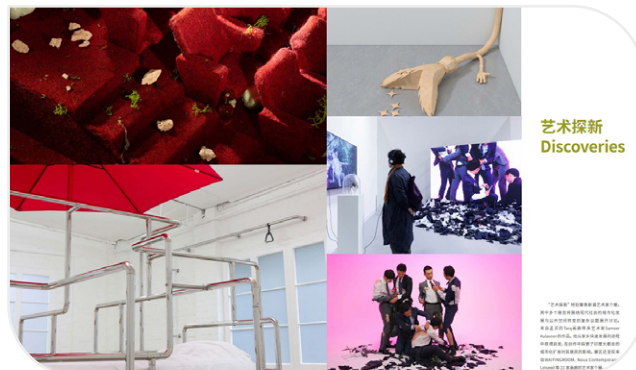
**中環藝文賞不盡不停 (以中環...)**  
入住豪華酒店 (文華東方或四季酒店)  
禮遇 贈送雙早、100美金消費折扣額度、視房...  
贈送門票  
¥16999 起

**香港瑰麗酒店**  
禮遇 贈送雙早、提前入住、歡迎禮遇、延遲退...  
豪華套房 | 住3付2 85折 | 住4付3  
¥850 起

## 活用「旅遊+」推奢華酒店高端套餐遊 力吸高增值過夜旅客

為推動香港成為全球藝術界焦點，並把握藝術盛事期間的旅遊吸引力，旅發局除了邀請不同國家及地區的媒體來港外，亦在不同市場加強宣傳。因應熱愛藝術的客群中，不少屬高增值旅客，旅發局亦有作針對性宣傳。

以台灣市場為例，旅發局與時尚雜誌Vogue及當地網紅李瑜合作，邀請他們分享他們對巴塞爾藝術展和Art Central的見解，提升香港作為亞洲藝術中心的聲譽；在內地市場，旅發局除了與鳳凰藝術頻道、iWeekly等藝術媒體合作，又邀請7家國家級媒體來港，親身體驗一系列藝術和文化活動外，旅發局更與內地有影響力的奢華旅行社合作，針對富裕階層，同時推廣香港藝術和相關活動及推出「奢華酒店+」高端套餐遊，推動過夜旅遊，增加在港消費。



## (4) 自然風光及健康旅遊 身心靈工作坊、城市體驗、郊遊結合為一

香港綠色自然旅遊資源豐富，近在咫尺，在疫情前郊遊、海上活動等健康旅遊已經深受遊客歡迎；而旅遊重啟後，不少旅客更加熱衷於探索自然及身心靈體驗，因此，旅發局亦透過不同合作，與業界一同打造更多綠色旅遊體驗及產品，善用香港天然資源創造旅遊商機。

旅發局於2024年3月與線上旅行社Klook、航空公司、酒店等合作，在南韓市場首推「HK Great Outdoors Festival」香港旅行團，鎖定熱愛在網絡分享生活的Z世代及千禧世代（Gen Z and Millennials），將香港的身心靈健康工作坊、城市體驗、郊遊結合為一，行程涵蓋瑜伽、夜跑、遠足等不同運動課程，既有專業戶外攝影打卡套餐，亦有韓國運動好手及星級KOL導師帶領，沿中環海濱夜跑，於尖沙咀海運大廈頂層觀景台「海運觀點」，邊做運動，邊欣賞香港壯麗天際線日與夜的景色變化。

活動吸引逾200名年輕南韓旅客參加，所有工作坊均爆滿，反映新的健康體驗旅遊產品深受當地旅客喜愛，市場潛力持續增長，更重要是成功建立香港作為戶外活動旅遊目的地的形象。





## (5) 郵輪旅遊開展全新行程



為推廣香港的多元化旅遊體驗及吸引郵輪訪港吸引不同市場旅客，旅發局與政府繼續積極爭取不同的國際郵輪到訪香港。2023年共有164個航次訪港，旅客吞吐量達48萬，2024年預計會迎接17艘首次訪港的郵輪，反映香港作為其中一個亞太區郵輪目的地，一直廣受全球各地旅客歡迎。

### 提供額外資源予郵輪公司部署來港

在2023/24年度，旅發局積極與各郵輪公司接洽，除了提供額外資源以支持郵輪公司在港部署，又向郵輪公司推廣香港的多元旅遊體驗，將香港定位為重要的母港及掛靠港，以提升郵輪公司調配船隻來港的意欲。



### 提升消費者對香港郵輪旅遊興趣

同時，為提升消費者對香港郵輪旅遊的需求和興趣，旅發局與皇家加勒比國際郵輪、名勝世界郵輪等多間主要郵輪公司及旅行社合作，通過網上宣傳、廣告、舉辦業界及消費者展覽等，宣傳主題郵輪、飛航郵輪、岸上行程等各種郵輪產品，在內地、台灣、澳洲、印度、馬來西亞及越南等市場推廣香港的郵輪旅遊體驗。



### 強化業界合作與培訓

此外，旅發局除了與郵輪公司合作，亦安排業界和媒體來港考察，了解香港最新郵輪配套設施。為了加強不同客源市場的前線從業員對香港郵輪旅遊產品的專業認識，旅發局與名人郵輪公司在澳洲合作培訓員工，讓他們向消費者介紹郵輪產品時，提升香港郵輪旅遊的吸引之處，為香港帶來更多旅客。



### 積極合作 提升岸上行程吸引力

旅發局會繼續與郵輪公司、業界夥伴合作，探討利用香港最新的旅遊設施及產品，如在特別場地舉辦晚宴或貴賓體驗，以增強岸上行程的賣點，從而提升香港作為主要郵輪目的地的吸引力，並鼓勵郵輪公司將香港納入其郵輪行程，進一步推動香港郵輪業的增長。