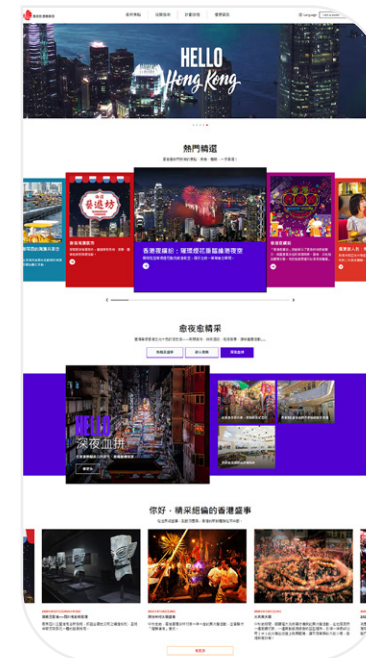


## 2. Maximising Global Visibility



With Hong Kong's doors to tourism fully reopened, HKTb has not only successfully conveyed the message that Hong Kong has fully returned to normalcy and welcomes visitors, but has also strived to enhance Hong Kong's positive exposure and stimulate global visitors' interest in the city through innovative, large-scale global promotional campaigns.

HKTb fully leverages Hong Kong's unique tourism appeal, ranging from arts and culture, movie and cuisine to in-depth experiences. Tailoring promotional strategies for different customer segments and markets, HKTb aimed to create more reasons for visitors to visit Hong Kong and to spread Hong Kong's tourism story more broadly and farther.



• "Hello Hong Kong" promotional website

### A. New Perspectives: Discovering an Exciting Hong Kong

This year, HKTb continued its large-scale global promotional campaign "Hello Hong Kong" to greet visitors worldwide. Capitalising on this momentum, HKTb promoted Hong Kong's diverse in-depth experiences, new attractions and unique features from fresh perspectives, encouraging visitors to rediscover Hong Kong from new angles.

The "Hello Hong Kong" campaign successfully attracted 7.7 million webpage views, with 100 million social media reach, demonstrating significant effectiveness.

### Wave after Wave of Promotional Campaigns in Source Markets

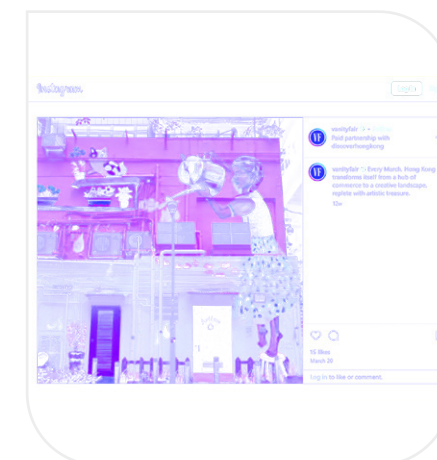
HKTb tailored different media promotional strategies for various source markets. For example, in the US market, HKTb intensified its "Hello Hong Kong" campaign in key cities and further promoted in-depth experiences through internationally renowned media such as *Conde Nast* and *Vanity Fair*.

In the French market, HKTb invited themed media including travel and sports websites, food and lifestyle magazines and cultural platforms to promote Hong Kong's diverse experiences, such as cuisine, arts and culture and countryside scenery, targeting audiences with different interests.

For the Mainland market, HKTb conducted year-round promotions through social media platforms like Weibo, Douyin, Xiaohongshu and WeChat. This was complemented by large-scale outdoor advertisements in high-traffic areas such as major metro stations in Shanghai and commercial centres in Guangzhou and Hangzhou. These online and offline multi-channel promotions successfully reached over 900 million people in the Mainland.



• French *Voyager* lifestyle magazine



• *Vanity Fair* promotion



• Outdoor advertisement in Shanghai metro stationsa



• Promotion in Douyin





• Australia's longest-running classic travel show "Getaway"



### Crafting Hong Kong Travel Programmes to Attract Global Attention

To capture global awareness, HKTb leveraged the advantages of traditional mainstream media, collaborating with international and regional television stations and news networks to create travel variety shows. HKTb partnered with CNN and BBC to highlight Hong Kong's vibrancy and authentic attractions following the reopening of tourism.

Through a strategic partnership with CNN from November 2023 to January 2024, a special newly produced travel program was broadcast on television across Asia, Europe, and North America. Along with a series of TV commercials, short films, and articles produced by the CNN team, the content was distributed on their website and various social platforms, successfully reaching audiences worldwide. Similarly, a BBC programme, aired from October to December 2023, introduced Hong Kong's natural scenery and local culture.

HKTb also maintained continuous cooperation with renowned regional television stations. HKTb assisted Japanese national and regional TV stations in producing a total of 30 episodes of TV programmes in travel and lifestyle to maximise Hong Kong's exposure in the market.

Additionally, HKTb helped create a Hong Kong special for Australia's longest-running classic travel show *Getaway*, and collaborated with Canada's The Weather Network to produce and broadcast Hong Kong travel shorts. These were aired nearly 2,000 times on television and online, reaching 15 million North American viewers.

These comprehensive, multi-layered promotional strategies successfully showcased Hong Kong's diverse tourism experiences following its full return to normalcy. They sparked visitors' interest in Hong Kong, encouraging early planning of visits to personally experience the city's unique charm and culture.



### B. Exploring Hong Kong's Unique Tourism Appeal

Hong Kong boasts a rich and diverse urban essence, featuring a culture that blends ancient and modern, East and West. It offers both luxurious and authentic cuisines, bustling cityscapes alongside natural landscapes. Hong Kong's movie and iconic locations have gained international recognition and attention, attracting numerous visitors throughout the year who come specifically to experience these famous sites. Moreover, with its unique strengths in luxury experiences and family-friendly attractions, HKTb continuously innovates and develops different source markets, striving to create memorable and exciting experiences for every visitor.

### (1) Attracting Tourists for Check-ins Through the Lens of Renowned Directors

In recent years, visitors love checking in at various city locations, including visits to film shooting locations. HKTb has also used movies to showcase Hong Kong's unique culture and exciting experiences to global audiences on the big screen. HKTb collaborated with renowned Asian directors (from South Korea, Thailand and the Philippines) to present the micro-film series *Hong Kong in the Lens by Asian Directors*. Through the directors' lenses, these films share stories set in Hong Kong, showcasing the city's captivating scenery. The micro-film series premiered in Hong Kong in November 2023, followed by premieres in Bangkok and Manila, receiving warm welcome from media and audiences.

HKTb also supported the filming in Hong Kong of the Asian romantic movie *Under Parallel Skies*, starring popular Thai actor Win Metawin and famous Filipino actress Janella Salvador. HKTb provided recommendations on filming locations and content, and incorporated Hong Kong cultural elements into the plot. Set against Hong Kong's backdrop of East-meets-West culture, the film features nostalgic neighbourhoods, scenic outlying islands and new attractions, encouraging visitors to explore Hong Kong's urban and rural beauty. The film had its global premiere during the 17<sup>th</sup> Asian Film Awards in March 2024 and has since been released in various Southeast Asian countries and Hong Kong.



• Poster of *Under Parallel Skies*



• South Korea



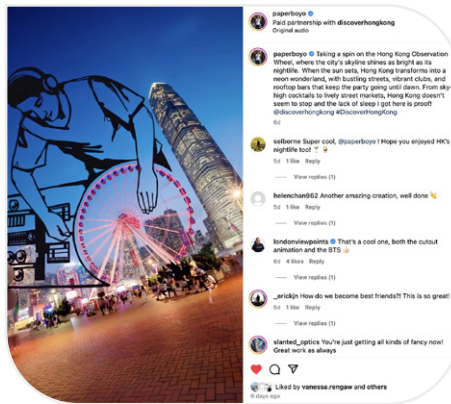
• Thailand



• The Philippines



## Creative Promotions Leave a Lasting Impression



• Paperboy Instagram post



• Promotion of Hong Kong culture in Thailand

HKTB has always been committed to promoting arts and culture, using various creative projects to help visitors gain a deeper understanding of Hong Kong's culture.

Targeting the Thailand market, HKTB launched the "Hello Good Fortune" promotional campaign from December 2023 to April 2024. As part of this, HKTB partnered with the LINE APP to introduce a mobile fortune-telling game, aimed at promoting Hong Kong's temples and traditional culture. The game was enthusiastically received, recording over 300,000 plays and reaching nearly 20 million people, becoming a hot topic of conversation.

In March 2024, HKTB invited British artist paperboy to create Instagram posts featuring unique paper-cut artworks. These vividly showcased the characteristics of cultural landmarks such as the M+ and Tai Kwun, successfully capturing visitors' attention and leaving a lasting impression.



## Inviting Celebrities and Stars to Promote Hong Kong Culture

Targeting different source markets, HKTB continues to use traditional media to provide in-depth introductions to art and cultural experiences. From April 2023 to March 2024, HKTB collaborated with various Mainland media outlets, leveraging the influence of celebrities and stars for promotion. For instance, Guo Jingjing, famous diving athletes, was invited to grace the cover of "InStyle" magazine, sharing her cultural journey in Hong Kong. Besides, HKTB partnered with Baidu, inviting the idol duo TWINS to introduce their beloved new cultural and artistic attractions in Hong Kong through a music reality show.

In Taiwan, a popular travel show hosted by famous travel influencer James Hong aired two special episodes in November 2023, providing detailed introductions to Hong Kong's cultural tourism highlights, including the West Kowloon Cultural District and authentic historical and cultural landmark, Tai Kwun. The show was broadcast on multiple television channels in Taiwan, further attracting tourists with Hong Kong's cultural charm.

HKTB will continue to leverage the cultural influence of films and variety shows, integrating Hong Kong's tourism elements to strengthen promotional efforts, with an aim to attract more visitors to Hong Kong to experience the city's unique blend of Eastern and Western cultures.



## (2) Savouring Global Cuisines: A Feast for the Taste Buds

Among Hong Kong's many attractions, delicious food is undoubtedly a crucial element in visitors' itineraries. In planning promotions, HKTB emphasises food as one of the central themes. Through various promotional channels, HKTB presented a diverse range of culinary experiences to global visitors, including authentic street snacks, traditional flavours, Michelin-starred dining and international cuisines.



## Tasting Hong Kong Flavours in France

Personal experience is the best way to promote cuisine. Therefore, HKTB brought Hong Kong's culinary delights abroad, with one of the most widely reported events being the "Think Business, Think Hong Kong" symposium organised by the Hong Kong Trade Development Council in September 2023 at the Carrousel du Louvre in Paris, France. At the venue, HKTB set up a "Hello Hong Kong" cafe, serving egg tarts, pineapple buns, dim sum and Hong Kong-style milk tea. This allowed industry professionals attending the event to experience the authentic taste of Hong Kong as if they were in a Hong Kong-style "Cha chaan teng".

In June 2023, HKTB once again participated in the street food festival in Lyon, France. As in previous years, the Hong Kong food stall was extremely popular. The four-day food festival attracted 45,000 participants, providing an excellent opportunity to directly engage with young consumers.

## Exploring Hong Kong Cuisine with Celebrity Chefs and Food Critics

Word of mouth has always been crucial in promoting cuisine. Today, many celebrity chefs, food critics, and culinary hosts have hundreds of thousands of followers on social media, wielding significant influence. HKTB recognised visitors' trust in their favourite food Key Opinion Leaders (KOLs) and strategically invited popular chefs or food critics from various source markets to collaborate, film programmes, or share Hong Kong food recommendations, guiding visitors to follow these culinary footsteps and explore Hong Kong's delicacies.



Southeast Asian visitors have a particular fondness for Hong Kong's street food. Building on the success of *Kung Food*, HKTB launched the second season of the show in July 2023. This season featured Vicky Cheng, head chef of the Michelin-starred restaurant VEA, and Ar Chan Chan, head chef of Ho Lee Fook, leading viewers on a "food crawl". The 45-minute programme was broadcast on multiple channels in Southeast Asia, including Discovery, achieving ratings 14% higher than the average viewership. Combined with social media promotions, it reached nearly 200 million people.





## Fall in Love with Hong Kong Food, Fall in Love with Hong Kong

*Axian Restaurant Trials*, hosted by the popular Malaysian food host Jason Yeoh, aired three consecutive episodes from January to March 2024. The show provided detailed introductions to unique delicacies like charcoal-roasted suckling pig, showcasing the deep culinary heritage and distinctive flavours of Hong Kong's local cuisine. *Field Trip with Curtis Stone*, hosted by celebrity chef Curtis Stone, is available on PBS and now on Create TV. The show has been airing since January 2024 and features various authentic dishes, such as wok-fried specialties, against the stunning backdrop of Victoria Harbour. It further solidifies Hong Kong's position as a City of Gastronomy.

Additionally, from October to November 2023, HKTb partnered with Melissa Leong, a former judge on *MasterChef Australia* and renowned food host, to share her Hong Kong hitlist recommendations in the authoritative travel media platform Escape. Her writing presented the diversity of Hong Kong's cuisine, ranging from egg waffles and wonton noodles to Michelin three-star dim sum.

Listening to these credible celebrity chefs and food critics share their genuine experiences and how they fell in love with Hong Kong through its food perfectly embodies the art of telling Hong Kong's story.

## Hong Kong Flavours: Filled with Human Touch

HKTb's Worldwide Offices also produced food programmes in different styles to cater to local audience preferences. The Korean reality variety show *Omniscient Interfering View* featured hosts visiting Chinese restaurants in Central to try traditional dishes, exploring convenience stores, and experiencing dim sum carts in old-style Chinese restaurant. These experiences sparked conversations among Korean viewers.

In the Mainland, Bilibili produced a documentary themed around local delicacies. Starting from early morning, it followed a congee shop owner through the market and visited master craftsman who hand-makes copper pots. The decades of emotion and the warmth of craftsmanship in these stories touched visitors, enhancing their positive feelings towards Hong Kong and successfully conveying the unique "Hong Kong flavour".



• Poster of Axian Restaurant Trials



## (3) City Walks: Immersive In-Depth Exploration

Eating while walking and deeply exploring a city's charm have become new modes of travel for visitors. HKTb has also recognised visitors' preference for in-depth cultural experience. It has adopted a multi-faceted approach to promote immersive, in-depth tours themed around "Citywalks", injecting fresh inspiration into visitors' Hong Kong itineraries.



• Xiaohongshu's "Hong Kong Guide to Citywalk"



• Xiaohongshu: Exploring the Museum

## Xiaohongshu's "Hong Kong Guide to Citywalk"

"Citywalks" have become a hot search topic online, particularly popular among young Mainland visitors. HKTb not only published promotional content on mainstream Mainland social media platforms such as Xiaohongshu, Douban and Weibo, but also collaborated with Xiaohongshu to launch the "Hong Kong Guide to Citywalk" just before the National Day Golden Week holiday.

This guide introduces five distinctive themed itineraries with Hong Kong characteristics, covering popular photo spots and major festive celebrations in town, to Mainland visitors. The promotion was further amplified by social media posts from several Hong Kong celebrities such as Bosco Wong and Fiona Sit, successfully reaching over 30 million views. HKTb aimed to build momentum before the Golden Week period of Mid-Autumn Festival and National Day, further stimulating Mainland travellers' desire to visit Hong Kong.

## Telling Stories from Multiple Angles

To satisfy visitors' love for in-depth experiences, HKTb not only launched guides to help visitors design their itineraries but also "soft-sold" Hong Kong's in-depth experiences from the unique stories of professionals in tourism-related industry. A short film was released in November 2023 through platforms such as the *People's Daily* website, Douyin and Weibo. In the film, the peak tram captain shared his busy workday, greeting tens of thousands of global visitors daily with courtesy, which was both enjoyable and challenging. The video provided visitors with a new perspective, offering a deeper understanding of the touching stories behind this world-famous Hong Kong Peak Tram journey.

Furthermore, HKTb has also attracted visitors of different age groups through creative promotional campaigns. In the South Korean travel variety show *Giant Peng in Hong Kong*, the lovable giant penguin Peng-soo acts as a tour guide, leading the hosts through food routes and hiking routes, casually eating while walking. After the show aired, coupled with multi-channel promotional efforts in the South Korean market, there was a significant increase in the number of South Korean visitors.

## Overwhelming response for Food-themed Travel Products

HKTb promotional strategy tactically transformed audience desire into action. In collaboration with Ctrip's culinary website in the Mainland, HKTb launched a series of Hong Kong food maps during the promotion of the Hong Kong Wine & Dine Festival. These maps introduced various themed food routes, including local time-honoured establishments and night-time Hong Kong experiences. Combined with influencer marketing campaigns, this initiative attracted over 130,000 visitors to purchase high-end travel products such as privileged private tours, travel and hotel packages for the Hong Kong Wine & Dine Festival. This was one of the successful examples of HKTb using food as a selling point to market travel products, further highlighting Hong Kong's unique advantages as a city of gastronomy.



• Promotion of HKTb's Hong Kong Wine and Dine Festival on Ctrip's culinary website "美食林"



• Giant Peng in Hong Kong



## C. Leveraging Hong Kong's Advantages to Develop New Markets and Attract Diverse Visitor Segments

In addition to showcasing Hong Kong's diverse travel experiences, HKTb also adapts its strategies according to new policies and trends, launching promotional efforts targeting different visitor segments.

### (1) New Individual Visit Scheme (IVS) cities promotions



• Large scale promotion in Xi'an and Qingdao



Following the Central Government's expansion of the Individual Visit Scheme (IVS) to more Mainland cities, including Xi'an, in Shaanxi province, and Qingdao, in Shandong province, from March 2024 onwards, the HKTb launched large-scale promotional campaigns, driving expansion in the western and northern markets of the Mainland.



#### Partnering with Government Departments to Engage with Industry in Xi'an and Qingdao

HKTb places great importance on the expansion of the IVS. From March 13 to 14, 2024, it actively organised two tourism industry briefings. Led by the Secretary for Culture, Sports and Tourism, the Commissioner for Tourism, and the Executive Director of HKTb, the delegation travelled to Xi'an and Qingdao to host tourism industry briefings. They engaged in in-depth exchanges with representatives from over a hundred local media outlets and industry players, promoting Hong Kong's cultural and tourism experiences.



• Briefings for trade members in Xi'an and Qingdao

#### Sincerely Welcoming IVS Visitors

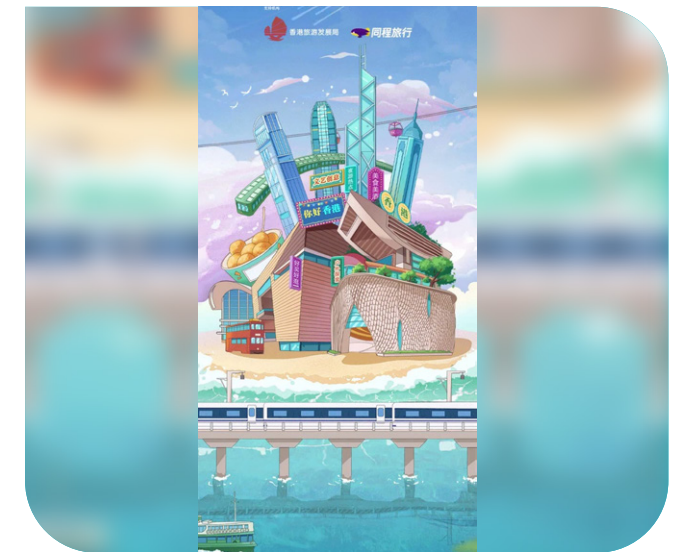
To strengthen Hong Kong's exposure in Xi'an and Qingdao, HKTb launched a comprehensive promotional campaign, broadcasting Hong Kong tourism videos at renowned local landmarks, conveying the heart-warming message of "Hong Kong Welcomes You". At the same time, HKTb collaborated with travel agencies and airlines to introduce various themed travel products and flight and dining offers, including "Travel + Concert", "Travel + Gourmet", in-depth art and cultural tours and family tours. These initiatives aim to capture the travel market while Hong Kong travel still maintains its fresh appeal to the visitors. HKTb will continue to release the latest travel information and launch multi-channel promotional campaigns in newly added individual travel cities, demonstrating Hong Kong's warm hospitality to Mainland visitors.

### High-Speed Rail Travel to Hong Kong: A New Trend in Convenient Tourism

On another front, high-speed rail travel is gradually becoming a new trend for Mainland visitors. HKTb has observed a continuous increase in the proportion of Mainland visitors arriving in Hong Kong by high-speed rail, with an even higher percentage during holiday periods such as the Labour Day Golden Week. Consequently, HKTb is focusing its promotion of high-speed rail travel to Hong Kong on six provinces and cities within the five-hour high-speed rail circle, including Hubei, Hunan, Jiangxi, Guangxi, Fujian and Guangdong. The campaign particularly targets young first-time visitors to Hong Kong, aiming to further promote interaction and exchange between residents of the Mainland and Hong Kong.

#### Stepping Up Promotion in Provinces and Cities Along the High-Speed Rail Route

HKTb is actively capitalising on new opportunities presented by high-speed rail travel. It has invited influential media and Douyin influencers from major cities along the high-speed rail route to visit Hong Kong. For example, HKTb has collaborated with various regional programmes in Hubei and Hunan. These collaborations aim to promote the convenience of direct high-speed rail travel to Hong Kong, showcasing the speed and efficiency of arriving at Hong Kong West Kowloon from central and western cities in Mainland in a matter of hours. This series of promotional activities continued from June 2023 to January 2024, drawing more Mainland visitors to Hong Kong.



#### Attracting Young First-Time Visitors

To further drawing the young visitors, HKTb collaborated with the renowned Mainland travel platform TongCheng from June 2023 to January 2024, launching a large-scale promotion which is focused on cities within Hong Kong's five-hour high-speed rail circle: Wuhan, Changsha, Nanchang, Nanning, Fuzhou, and Guangzhou. It specifically targeted young demographics, such as university students, through creative promotional efforts and offered exclusive discounts for students to stimulate interest in visiting Hong Kong among first-time visitors. This creative promotion reached 90 million views, with over 410,000 people purchasing related high-speed rail travel products, enabling them to conveniently and easily participate in Hong Kong's major events and experience local culture through this new mode of travel.

### (2) Developing "Multi-Destination" Travel to Strengthen Competitiveness Leveraging the Super Connector Role

Hong Kong has the distinctive advantages of enjoying strong support of the Motherland and being closely connected to the world. Leveraging this unique position, HKTb has been tireless in promoting tourism in the Greater Bay Area (GBA). It has been working closely with tourism bureaus of various cities in GBA to jointly showcase the region's tourism attractions to visitors from around the world and promote "multi-destination" travel within the region, further enhancing the overall tourism competitiveness and attractiveness of GBA.





### First Major Overseas Promotion of GBA After Return to Normalcy

On 19 October 2023, HKTB joined forces with the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office to host the first major overseas promotion event for GBA in Bangkok, Thailand, since the return to normalcy. At the event “Greater Bay Area – Connecting Great Experiences”, HKTB, in collaboration with tourism offices of Guangdong and Macao, presented the new GBA tourism brand to over 100 local industry professionals, media representatives, and KOLs. A new GBA tourism video was premiered and in-depth introductions to the region’s tourism experiences and latest developments were provided. The event was well-received by the media, generating nearly 100 positive media reports, marking it as a remarkable achievement.



• “Greater Bay Area – Connecting Great Experiences” in Bangkok

### New One-Stop Greater Bay Area Themed Tourism Website

To further enhance the convenience of travelling in the GBA, HKTB has launched a new one-stop GBA-themed tourism website ([www.discovergreaterbayarea.com](http://www.discovergreaterbayarea.com)). The site covers numerous attractions and diverse experiences in the “9+2” cities of GBA, providing a range of useful information. It allows visitors to explore the tourism charms of GBA by city location or by preferred themes. In conjunction with a series of promotions including large-scale outdoor advertising and travel programmes, HKTB aims to familiarise visitors with the “multi-destination” travel concept of the GBA, anticipating their visits to discover more.



• The new one-stop GBA-themed tourism website



### North American Industry Representatives Experience Nine Days and Eight Nights Itinerary

HKTB also places great importance on the development of tourism products, taking initiatives to assist the industry in designing exciting itineraries. From 9 to 17 September 2023, HKTB collaborated with the Ministry of Culture and Tourism of The People’s Republic of China, the Department of Culture and Tourism of Guangdong Province, and the Macao Government Tourism Office to invite North American travel industry representatives to visit Hong Kong, Macao, Guangzhou, and Jiangmen.



• Familiarisation trip for North American industry representatives

During this nine-day, eight-night familiarisation trip, the representatives explored unique attractions and activities in the four cities. Through first-hand experiences, the industry representatives, from their personal perspectives, carefully selected and pieced together travel routes that are highly appealing to North American visitors. The results of this familiarisation trip were significant, with the delegation successfully launching 10 tourism products that attracted over 1,000 North American visitors to embark on their journeys to explore the Greater Bay Area. Through the success of this North American industry familiarisation tour, HKTB further realised that tailoring tourism products for different target audiences is key to attracting visitors.

### (3) Attracting Family Travellers

Family travellers have always been one of the main target groups for Hong Kong’s tourism industry, especially for short-haul markets such as Southeast Asia, Japan, and Taiwan. Hong Kong’s theme parks, easily accessible countryside, and beaches have always been popular among family travellers.

This year, HKTB continues to promote new family-friendly attractions, as well as family-friendly facilities in major attractions and shopping malls. Through these measures, HKTB hopes to attract more family travellers to choose Hong Kong as their preferred travel destination and enjoy happy family time.





## Popular South Korean “The Return of Superman” Family Creates Best-Selling Travel Guide

Given the rising trend of family travel in the South Korean market, HKTB capitalised on the popularity of the Korean family reality show “The Return of Superman” to plan related promotional activities. From December 2023 to January 2024, HKTB invited famous Korean soccer star Joo-ho Park and his adorable mixed-race children, who appear on the show, to visit Hong Kong. Their itinerary and recommendations were produced into selected short videos and published as a Family Tour Guide Book for the market.

At the signing and launching event of the guide book, many fans came with their whole families to show support, creating a lively atmosphere. The guide even reached the 8th position on Kyobo Bookstore’s best-selling travel book list, while the four selected videos on Joo-ho Park’s YouTube channel recorded about 2 million views. This promotion successfully transformed the show’s popularity into travel motivation, injecting new vitality into Hong Kong’s family tourism market.



• Signing and launching event of the guide book



• Park Joo-ho and his children



## Travel Experiences for All Ages

For children, cartoons hold a special magic. A popular series featuring host Mai Ji on the Mainland cartoon channel Aniworld Satellite TV takes viewers on a colourful journey through Hong Kong’s Geopark and Wetland Park, to the Goldfish Street for photo opportunities, and on a tram ride around Hong Kong Island, offering a rich and diverse itinerary.

Meanwhile, HKTB cooperates with Taiwan EBC TV reality show *Having Fun Together*. The show features hosts enjoying kayaking in Sai Kung and meeting penguins at Ocean Park, filled with moments of laughter.

These programs highlight the exciting diversity of family travel in Hong Kong, ensuring that visitors can feel the joy of a Hong Kong trip. The positive word-of-mouth continues to spread across different source markets, helping Hong Kong attract more high-spending family travellers.

## (4) Deploying Strategies for High-Spending Travelers

HKTB is deploying promotional strategies targeting the high-end market, striving to attract high-spending visitors to Hong Kong while actively expanding the variety and depth of tourism products, with the aim of continuously enriching visitors’ experiences, extending their length of stay, and increasing their spending in the city.



• “PAVONE” Special Feature Story on Hong Kong



• “PAVONE” Special Feature Story on Hong Kong

## Showcasing Hong Kong’s Glamorous Experiences

HKTB deployed various promotional strategies to attract high-value overnight visitors to Hong Kong, utilising the high-spending reader networks of premium lifestyle platforms and other media to promote Hong Kong’s world-class luxury experiences. Notably the January 2024 issue of Japan’s high-end lifestyle quarterly magazine *PAVONE* featured a comprehensive 38-page special on Hong Kong, extensively introducing newly opened five-star hotels, Asia’s 50 Best Bars, and exclusive interviews with Michelin-starred chefs. These reports are rich in new content and strikingly glamorous in style, making this the largest magazine feature on Hong Kong in recent years. This helps attract visitors eager to experience Hong Kong’s luxury and prosperity first-hand.

## Leveraging Premium Platforms to Reach High-Value Overnight Visitors

Taking the high-end lifestyle platform “The Kit”, under Canada’s “Toronto Star”, as an example, its Hong Kong special page compiles diverse information such as Hong Kong’s luxury hotels, exquisite cuisine, unique shopping experiences and rich entertainment offerings, conveying Hong Kong’s extraordinary charm as an international metropolis in Asia. From December 2023 to February 2024, the webpage successfully reached over 6 million views, continuously enhancing Hong Kong’s exposure among high-end consumer groups in long-haul markets. This attracts overnight visitors who value high-quality experiences to Hong Kong, allowing them to enjoy premium experiences in various aspects such as dining, entertainment, shopping and accommodation, making Hong Kong the top choice destination for high-end visitors worldwide.

## (5) Continuously Exploring the Potential of Muslim Visitors

To attract more overnight visitors, HKTB continuously develops new markets and continues to invest in exploring the enormous potential of the Muslim visitor segment. In addition to tailoring detailed information specifically for Muslim visitors on the DiscoverHongKong.com website, HKTB is constantly using diverse channels to position Hong Kong as a “Muslim-friendly” travel destination.





• Familiarisation trips for Muslim tourism industry members

### *"Muslim-Friendly" Image Widely Promoted in Southeast Asia*

HKTB places particular emphasis on the Muslim segment in Southeast Asian markets, consistently collaborating with media and continuously spreading Hong Kong's "Muslim-friendly" image among Muslim visitors through public relations campaigns, consumer oriented marketing and industry events. For example, from February to April 2024, HKTB collaborated with the infotainment programme of Indonesia's major television station TRANS 7, arranging for hosts to explore Hong Kong's new attractions and interact with the Muslim community in Hong Kong. This allows viewers to gain a deeper understanding of Hong Kong's "Muslim-friendly" environment further solidifying its image.

Besides showcasing on TV, HKTB also organised the annual Buka Puasa (break fast) event on 27 March 2024, attended by 80 trade and media partners to further build the rapport with the Muslim segment. During the event, HKTB provided the latest update on attractions and experiences in Hong Kong and a well known Indonesian KOL was invited to share about her most recent family holiday to Hong Kong. The event garnered a total of 81 coverage across 50 media titles.

### *New Hong Kong Muslim Tourism Products Successfully Capture the Market*

HKTB has also organised multiple familiarisation trips for tourism industry representatives. In September 2023, HKTB invited a total of 17 representatives from Muslim tourism industry members in Indonesia, Malaysia and Singapore for a 5-day in-depth experience in Hong Kong. During this trip, the delegation experienced Muslim facilities at Hong Kong's major attractions, enjoyed Hong Kong-style dim sum and modern cuisine that met Muslim dietary requirements, and of course, visited mosques and Hong Kong's latest cultural landmarks such as the West Kowloon Cultural District. The information provided was both practical and trendy.

After the familiarisation trip, industry representatives not only strengthened their promotion of Hong Kong tourism information but also shared details of their Hong Kong trip on social media. Some travel agencies promptly launched new Muslim-friendly tourism products and organised 8 tour groups to visit Hong Kong within just a few months. This fully demonstrates that HKTB's collaboration with the industry has successfully attracted Muslim visitors to Hong Kong for consumption, jointly exploring new opportunities in the Muslim tourism market.



• Familiarisation trips for Muslim tourism industry members



Hong Kong tourism. HKTB maintains close communication with the industry, using various channels to keep the industry informed about Hong Kong's latest developments. It also assists the industry in designing attractive new products and collaborates to launch impactful offers, directly stimulating visitors' desire to come to Hong Kong.

### *D. Dazzling Offers That Can't Be Missed*

Hong Kong's tourism industry is experiencing a steady recovery, thanks to the unwavering support from all sectors of the city. The tourism industry has actively innovated, supporting Hong Kong's tourism development with creativity and sincerity. While HKTB actively conducts comprehensive global promotions, it also works hand in hand with industries in local and source markets to strengthen the competitiveness of

### *Collaborating with the Industry to Launch Eye-Catching Offers at the Optimal Time*

HKTB actively cooperates with tourism industry partners in various source markets, flexibly launching diverse products to attract visitors based on market preferences and needs. For example, capitalising on the visa-free policy for French visitors to the Mainland, HKTB immediately collaborated with over 100 French travel agencies to launch travel packages combining Hong Kong and Mainland cities. Through online promotions and strategic placement of promotional materials in major shopping malls and travel agencies, HKTB simultaneously increased Hong Kong's exposure both online and offline. Additionally, HKTB joined forces with travel agencies to launch incentive programs, encouraging the industry to more actively promote Hong Kong products.

In the Taiwan market, HKTB collaborated with airlines to launch promotions. An integrated marketing campaigns under the theme "Infinite reasons to visit Hong Kong" was launched to promote buy-one-get-one-free offers on round-trip air tickets.

In South Asia, HKTB supported over 40 local travel agencies in their promotion, encouraging travelers to explore Hong Kong together with their friends and relatives.

In the Indian market, HKTB seized the opportunity of new flight routes to strengthen promotion. HKTB took advantage of new routes between Hong Kong and Delhi launched by IndiGo and Vistara airlines, as well as Cathay Pacific's resumption of routes to South India. In response, HKTB supported industry representatives in visiting Hong Kong for familiarisation trips. These trips allowed them to experience new tourism elements first-hand, further enhancing Hong Kong's appeal in the Indian market.



• Promotions in shopping malls in France



• Infinite reasons to visit Hong Kong integrated marketing campaigns



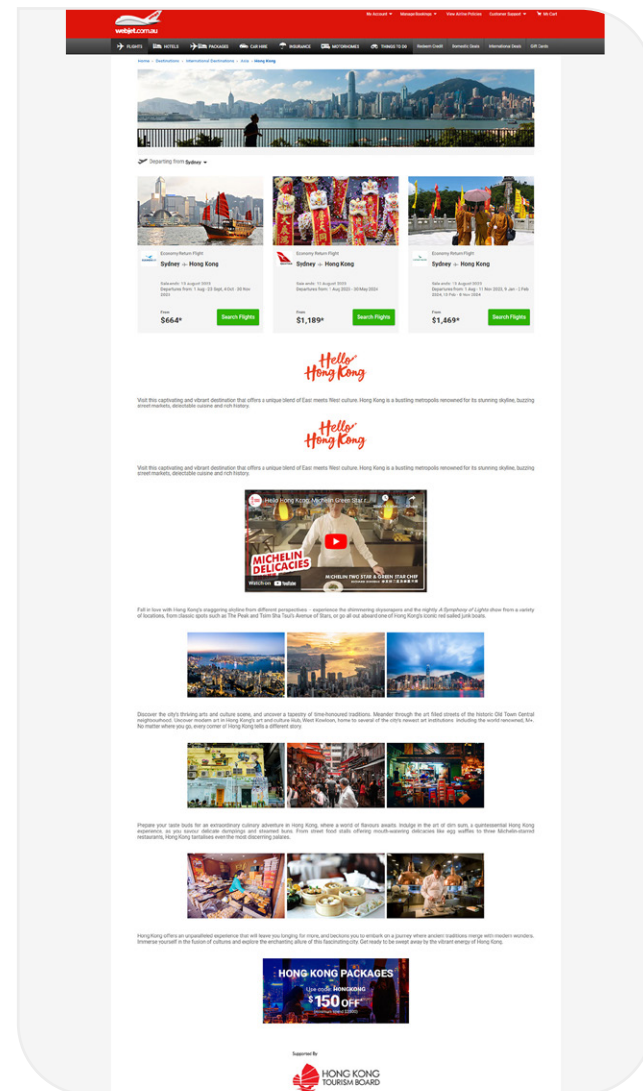
## Partnering with Mainstream Travel Platforms to Promote Hong Kong Tourism Products

HKTB has continuously utilised popular online platforms in key source markets and achieved significant results. In the North American market, HKTB's "Hello Hong Kong" promotion with Expedia attracted over 25,000 visitors to purchase travel products and sold more than 30,000 room nights.

In the Southeast Asian market, HKTB launched promotions with platforms such as Klook, Trip.com and Traveloka, attracting a total of over 450,000 bookings, selling 9,000 room nights and 7,300 attraction tickets, with the promotional campaign reaching over 32 million people. In the Mainland market, HKTB partnered with Tuniu to offer member-exclusive deals, with over 25,000 members enjoying these exclusive joint offers. In the Australian market, HKTB collaborated with Cathay Pacific to launch travel products and prominently featured Hong Kong packages and booking offers on the major online travel platform Webjet, encouraging visitors to include Hong Kong in their travel itineraries.



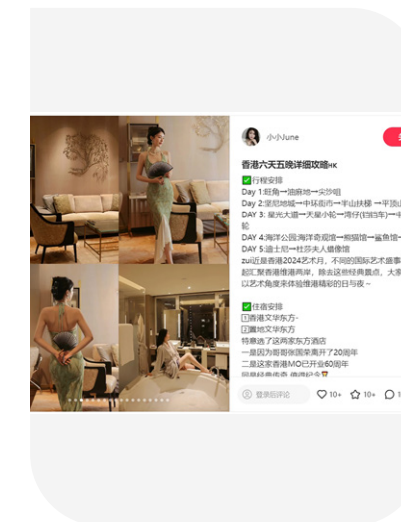
• Member-exclusive deals on Tuniu



• Online travel platform Webjet

## Creative Themed Products Showcase Hong Kong's Diverse Appeal

Tourism industry partners from various regions have marketed Hong Kong tourism products, injecting new vitality into the market. In Taiwan, industry partners diversified their marketing promotions. These included launching a "Appreciation Month" campaign for Mother's Day, offering luxurious EVA Airs packages featuring high-end hotels and gourmet experiences, and creating "Women's Day" themed travel products catering to female visitors' preferences. In the Mainland market, HKTB collaborated with several high-end travel agencies to launch luxury packages including premium hotels, attracting high-spending overnight visitors. In Dubai, HKTB participated in a Dragon Boat Carnival organised by the Hong Kong SAR Economic and Trade Office, promoting Hong Kong with industry partners and publicising Hong Kong through interactive elements such as a virtual Hong Kong photo booth. The two-day event attracted over 2,000 visitors.



• Luxury hotel packages



• Dragon Boat Carnival in Dubai



• "Appreciation Month" campaign for Mother's Day



• "Women's Day" travel product