**Annex III**

**Report on the External Promotion Work on Hong Kong by**

**Culture, Sports and Tourism Bureau**

This note reports the work of the Culture, Sports and Tourism Bureau on promotion of Hong Kong as a premier tourism destination and telling positive stories of Hong Kong.

***Tourism***

1. The Government promulgated the Development Blueprint for Hong Kong’s Tourism Industry (Blueprint) in 2017 which sets out four major long-term development strategies, namely (i) to develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors; (ii) to nurture and develop tourism products and initiatives with local and international characteristics, including cultural tourism, heritage tourism, green tourism and creative tourism, and to consolidate and enhance Hong Kong’s status as a travel destination for Meetings, Incentive Travels, Conventions and Exhibitions (“MICE”) tourism, regional cruise hub, and Events Capital of Asia; (iii) to develop smart tourism; and (iv) to upgrade the service quality of tourism industry and encourage the trade in adopting good trade practices. In the past years, the Government and the tourism sector have implemented various projects and initiatives as per the strategies set out in the Blueprint.
2. Tourism Commision (“TC”), established under the Culture, Sports and Tourism Bureau (“CSTB”), is mainly responsible for formulating and co-ordinating implementation of policies, strategies and plans for tourism development. At the same time, it leads and coordinates the work of other Government bureaux and departments on policies and initiatives which have an impact on tourism development.
3. TC works closely with Hong Kong Tourism Board [[1]](#footnote-1) (“HKTB”) to promote the development of tourism of Hong Kong. In this regard, HKTB has been launching a series of promotions covering global visitor source markets in 2023-24 along the following focuses:
4. Driving strong recovery of tourism;
5. Strengthening Hong Kong’s position as “Event Capital of Asia”;
6. Developing multi-destination tourism and enhancing visitors’ experience; and
7. Continuing support to the travel trade.

***(i) Driving strong recovery of tourism***

**“Hello Hong Kong” campaign**

1. Upon the Government’s launch of the “Hello Hong Kong” global promotional campaign in February 2023 following the resumption of normal travel, HKTB has rolled out a series of promotional activities to drive speedy recovery of the tourism industry.

Biggest Welcome to the World

1. HKTB has invited the trade, celebrities and key opinion leaders (KOLs) to take part in the production of video clips featuring Hong Kong’s new attractions, local delicacies, arts and cultural attractions, urban oases and other travel experiences to keep spreading the welcome message to the world and invited KOLs around the world who are fans of Hong Kong to say hello to Hong Kong through their social media platforms. So far more than 330 videos have been produced for broadcast on over 3 000 different media platforms worldwide. HKTB has also leveraged popular social media platforms on the Mainland, such as WeChat (微信), Douyin (抖音) and Weibo (微博), to convey messages of Hong Kong’s warm welcome to visitors. Among those, HKTB collaborated with Douyin to launch a dance challenge involving celebrities and KOLs with many fans in Mainland markets.
2. To extend our warm welcome and say hello to our visitors, HKTB has distributed around 2 million sets of “Hong Kong Goodies” visitors consumption vouchers for visitors to redeem welcome drinks at selected bars, restaurants and hotels, or $100 discount offers at various attractions, retail and dining outlets. In addition, HKTB has fully supported the promotion of the 500 000 air tickets giveaway campaign launched by the Airport Authority Hong Kong and airlines.

Seeing is Believing

1. HKTB has invited over 1 400 trade and media representatives, celebrities and KOLs from the Mainland, Southeast Asia and Europe to visit Hong Kong for “seeing is believing” to generate more positive word-of-mouth and tell good stories of Hong Kong. For instance, HKTB invited several internationally renowned chefs as well as 12 representatives from famous international food and beverage media from Canada, Germany, Japan, Singapore, South Korea, Spain, Thailand, the United Arab Emirates, and the United Kingdom to visit Hong Kong in June 2023 to promote Hong Kong’s unique fusion of Chinese and Western culinary cultures. Recently, HKTB invited Hollywood A-list actor Henry Golding, Japanese actor Takeru Satoh (佐藤健) and Korean actor Jung Hae-in (丁海寅) to visit Hong Kong to experience in person various popular attractions and hidden gems, and filmed travel videos for sharing with visitors around the world via social media platforms. HKTB also invited Malaysian pop star, Lin Min-chen (林明禎), to compile “Minchen’s choice Hong Kong tour”, covering Hong Kong people’s best picks in foodie pleasures, city checkpoints and her personal recommendations in Hong Kong, and shoot videos to promote Hong Kong to visitors.
2. At the same time, in collaboration with Mainland online platform Xiaohongshu (小紅書), HKTB launched “Hong Kong Travel Time Machine” (香港旅行時光機) and “Art Travel to Hong Kong” (藝起遊香港) programmes in the first half of this year, which generated more than 200 million total exposure for Hong Kong’s tourism. HKTB also collaborated with Xiaohongshu to launch the “Hong Kong Citywalk Guide” (香港漫步指南) in September, introducing five distinctive Hong Kong itineraries for Mainland visitors, covering popular tourist attractions in Hong Kong as well as introducing major festivals and events, such as the Mid-Autumn Fire Dragon in Tai Hang at the end of September, the National Day Fireworks Display which returned for the first time in five years, and the Halloween atmosphere which was kicked off in October.

Reaching out to the World

1. HKTB has been proactively leading the local travel trade in reaching out to the world. In 2023, HKTB has so far arranged for representatives from over 100 companies to participate in more than 20 large-scale industry events on tourism trade and MICE trade shows in the Mainland and overseas markets to showcase the city’s tourism appeals, and assist the trade in exploring more business opportunities. For example, HKTB participated in IT & CM Asia, CITIE (Guangdong), JATA Tourism Expo in Osaka, IMEX America, CIIE (Shanghai), CITM (Kuming) and IBTM World in Spain.
2. HKTB will continue to enhance and deepen promotion efforts of “Hello Hong Kong” campaign in different visitor source markets to promote Hong Kong’s in-depth and diverse travel experiences to visitors and attract them to visit Hong Kong. HKTB has been launching large-scale publicity campaigns in the Mainland, Southeast Asia and other Asian regions in anticipation of a faster return of visitors from these short-haul markets. With the effort of its worldwide and representative offices, HKTB continues to roll out worldwide marketing and promotion of Hong Kong as a world-class tourist destination.

**Stepping up efforts in securing the staging of MICE events in Hong Kong**

1. To further diversify Hong Kong’s portfolio of visitor source markets and attract high value-added overnight visitors, HKTB is deploying additional resources of around $200 million allocated under the 2023-24 Budget to secure in 2023-24 and 2024-25 the staging of more MICE events of various scales and types in Hong Kong with the target of drawing at least 460 000 MICE visitors in total through these events. Between April and September 2023, HKTB had successfully bid or subsidised the staging of over 370 international MICE events in Hong Kong, involving around 290 000 MICE visitors and showcasing Hong Kong’s strengths and appeal as an international MICE capital. These events include high-end international conferences hosted by internationally renowned business media and attended by A-list speakers from around the world, namely Tatler Gen. T Asia Summit[[2]](#footnote-2), Technology for Change Asia[[3]](#footnote-3), and Fortune Innovation Forum[[4]](#footnote-4), as well as 39 large-scale international MICE events such as the Jewellery & Gem WORLD Hong Kong held in September 2023, the upcoming Insurtech Insights Asia 2023 to be held in December 2023 and the 63rd Orient & Southeast Asian Lions Forum to be held in 2026.

**Cruise tourism**

1. With the additional funding of $90 milliion for four years from FY2023-24 to FY2026-27 allocated to HKTB under the 23-24 Budget to provide greater incentive to attract visits of international cruise, HKTB has been offering support and concessions to cruise lines to encourage them to increase the number of sailings, make overnight calls and make Hong Kong a departing / ending port. HKTB has also worked with cruise lines and travel agents in conducting promotion and marketing campaigns in various source markets (e.g. Australia, Germany, India and Taiwan etc.) to boost consumer demand. Furthermore, TC and HKTB have resumed participating in major trade events at home and abroad to maintain the exposure of Hong Kong, paid visits to global or regional offices of international cruise lines, and supported travel trade’s familiarisation visits to Hong Kong. Most recently, HKTB successfully pitched and hosted Seatrade Cruise Asia Pacific, the most significant cruise conference in Asia, to take place in Hong Kong from 24 to 26 October 2023 after a four-year hiatus. The event attracted the attendance of over 300 people from the international cruise trade, including senior executives from 20 cruise lines, successfully raising our international profile.

***(ii) Strengthening Hong Kong's position as “Event Capital of Asia”***

1. To consolidate Hong Kong’s position as the Events Capital of Asia, HKTB has organised a series of flagship events thoughout the year. These include the “Fortune Around Hong Kong” in January to celebrate Chinese New Year, “Hong Kong International Dragon Boat Races” in June with thousands of dragon boat athletes from around the world competed in Victoria Harbour, the five-weekend large-scale summer carnival “Harbour Chill Carnival” along Wan Chai Promenade, Halloween-themed decorations at various tourist hotspots from mid to end October to offer visitors an immersive experience in Halloween ambience and demonstrate to the world Hong Kong’s unparalleled festive charm; the Hong Kong Cyclothon held on 22 October with the return of the Union Cycliste Internationale Class 1.1 Road Race; the Hong Kong Wine & Dine Festival in late October together with the one-month long Taste Around Town programme in November; and the upcoming Hong Kong Winterfest as well as the Hong Kong New Year Countdown Celebrations in end-2023, etc. In addition, HKTB has all along supported the promotion of various international events, including Art Basel Hong Kong, Art Central and Hong Kong Sevens, etc.
2. Riding on the Government’s launch of the “Night Vibes Hong Kong” campaign, HKTB fully supported and promoted the Fire Dragon Dance in Tai Hang during the Mid-Autumn Festival. HKTB also launched the “Hallo” Hong Kong Halloween promotion. Whimsical and creative Halloween-themed decor decorated HKTB visitor centres, MTR stations, sight-seeing transport facilities and various hot spots across the city, to highlight the intense Halloween vibes and Hong Kong’s unparalleled funloving festive charm and to create photo taking opportunities for visitors and locals.
3. HKTB is also distributing free “Hong Kong Night Treats” dining vouchers and launching a special offer for an open-top bus night tour to visitors to Hong Kong. In addition, HKTB will install festive street decoration and feature street food in Temple Street to revitalise its night market.
4. Meanwhile, we are in active discussion with various event organisers for supporting their staging of mega events with visitor appeal and significant tourism promotional effect in Hong Kong. Apart from providing financial support to the relevant events by deploying the $100 million funding earmarked under the 2023-24 Budget, we would provide the respective organisers with targeted one-stop support which includes, among others, liaison and coordination with different government departments so as to facilitate the successful staging of those events in Hong Kong.

***(iii) Developing multi-destination tourism and enhancing visitors’ experience***

1. HKTB has been collaborating with Greater Bay Area (GBA) cities proactively to promote mega events in the region, and has been incorporating GBA-related elements into existing mega events, such as organising GBA-themed races and inviting participation of GBA cities in the Hong Kong International Dragon Boat Race, Hong Kong Cyclothon and inviting GBA-themed booths in the Hong Kong Wine & Dine Festival. HKTB has also been showcasing the unique art and cultural characteristics of the region and tell a good story of GBA through various promotion and publicity work.
2. Jointly with the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office, HKTB also launched a new promotion on GBA tourism brand. The campaign was kicked off with the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand, in October, under the theme “Greater Bay Area – Connecting Great Experiences”. The Secretary for Culture, Sports and Tourism also met the GBA delegation in Bangkok on 20 October to show the Government's full support to the partnership between cities in GBA on outreach promotions of multi-destination tourism in the Area.

***(iv) Continuing support to the travel trade***

1. HKTB continues to arrange familiarisation trips for overseas trade with business matching sessions with local travel trade, support the local trade to participate in travel trade shows and help the tourism industry to explore business opportunities. HKTB also continues to support the travel trade and the “Quality Tourism Services Scheme” by assisting their promotion in overseas markets and their development of new tourism products, as well as waiving the participation fees of the trade shows.

***Arts and Culture***

1. Arts and Culture also helps promote Hong Kong and tell good stories of Hong Kong. The vibrant arts and culture landscape in Hong Kong is underlined by, among other things, the rich cultural infrastructure. West Kowloon Cultural District (“WKCD”), stretching across 40 hectares along Victoria Harbour, is an integrated arts and cultural district with world-class facilities. It aims to promote the development of arts and culture, meet the public’s growing cultural needs and strengthen Hong Kong’s position as an international arts and cultural metropolis. The key arts and cultural facilities in WKCD include two world-class museums, the M+ (a contemporary art museum) and the Hong Kong Palace Museum (which displays works from the Palace Museum in Beijing and focuses on the appreciation of Chinese arts and Culture). Together with another world-class museum, the Hong Kong Museum of Art (which houses an art collection representing the unique cultural legacy of Hong Kong blending the East and West) under the Leisure and Cultural Services Department (”LCSD”), as well as the various large-scale or international exhibitions staged in WKCD’s museums and LCSD’s museums, Hong Kong has much to offer as top-class cultural happenings as well as tourism products, bringing Hong Kong to the international stage while attracting more visitors to come.
2. CSTB also supports Economic and Trade Offices (“ETOs”) on the Mainland and overseas to promote Hong Kong through showcasing the artistic achievements of the Hong Kong’s artists and arts groups, as well as our unique and diversified East-meets-West cultural renderings. These include performances and exhibitions, many of which are infused with Chinese cultural elements that can represent Hong Kong. In his 2023 Policy Address, the Chief Executive announced measures to strengthen our work in promoting cultural exchange, including enhancing the annual recurrent provision for supporting cultural exchange by 40% to $70 million. With the enhanced funding support, ETOs may also increase their staffing support for the promotion of arts and culture, as a means to promote Hong Kong.
3. As mentioned above, Hong Kong is an Event Capital of Asia. The various events and festivals which take place in Hong Kong througthout the year, including the annual Pop Culture Festival newly launched by LCSD in 2023, the Jazz Festival by the WKCD, and other renderings by different cultural institutions, have proven themselves successful in attracting visitors to come and explore the various cultural facets of Hong Kong. In order to attract more international and large-scale arts and cultural events to be held in Hong Kong, CSTB set up the Mega Arts and Cultural Events Fund earlier this year. The Fund targets mega arts and cultural events mainly organized by the private sector, with a view to further consolidating Hong Kong as an arts and cultural metropolis, fostering Hong Kong’s development as an East-meets-West centre for international cultural exchange, and promoting Hong Kong in the international arena as an event capital and tourist destination. So far, 10 applications were approved and three events were completed, including international art fairs such as Art Basel Hong Kong 2023 and Art Central 2023. These two art fairs have become staples of the Art Month in Hong Kong, which drew a wealth of cultural happenings in Hong Kong including exhibtions in local and international galleries in March 2023 and are expected to do the same recurrently in March in the years ahead.

***Major Sports Events***

24. The Government is committed to developing Hong Kong into a centre for major international sports events and has been supporting local “national sports associations” (“NSAs”) to host such events by providing matching funds and direct grants through the “M” Mark System.

25. With a view to attracting more major international sports events to be held in Hong Kong, the Government has launched various measures on 1 April 2023 to enhance the “M” Mark System. The measures include increasing the funding ceiling for each event to $15 million, lifting the quota of “M” Mark events to be organised by the same applicant each year, and relaxing the eligibility of the applicants for “M” Mark events to cover events organised by NSAs as well as other private or non-governmental organisations.

26. Responses have been positive since the implementation of the enhancement measures. From April to October 2023, we received more than 20 applications. It is envisaged that over 15 major international sports events being awarded “M” Mark status will be held in Hong Kong in this financial year, which is the highest number ever. It represents an increase of three events (around 21%) as compared to a maximum of 14 events a year in the past. Among these events are the Aramco Team Series Hong Kong, Hong Kong-Zhuhai-Macao Bridge (Hong Kong Section) Half Marathon and Hong Kong Tennis Open (men’s tournament), which are staged in Hong Kong for the very first time.

***Way Forward***

27. We will continue our efforts to co-ordinate with the concerned sectors in creating new attractions with characteristics at suitable locations. We will also enhance efforts in promoting development of tourism and related industries, such as retail, catering and hotels, as well as promoting cultural exchanges and hosting major sports events.

**Culture, Sports and Tourism Bureau**

**November 2023**

1. A statutory body established in 2001 under the Hong Kong Tourism Board Ordinance (Cap. 302). Its core function is to promote Hong Kong globally as a leading international city in Asia and a world-class tourist destination. [↑](#footnote-ref-1)
2. Tatler Asia will stage three editions of the Tatler Gen. T Asia Summit in Hong Kong between 2023 and 2025 with the first edition taking place in November 2023. [↑](#footnote-ref-2)
3. The Economist will stage three editions of the Technology for Change Asia in Hong Kong between 2024 and 2026 with the first edition taking place in February 2024. [↑](#footnote-ref-3)
4. Fortune will stage the Fortune Innovation Forum in Hong Kong in March 2024. [↑](#footnote-ref-4)