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## “Driving Success Together, As One”

### HKTB Organises Annual Tourism Overview to Help the Trade Capture Opportunities



The HKTB's "Hong Kong Tourism Overview 2024" concludes in success today.



Trade representatives from various sectors support the event in person.

The Hong Kong Tourism Board (HKTB) held its annual large-scale trade seminar “**Tourism Overview 2024**” at the Hong Kong Convention and Exhibition Centre today (March 21), explaining the latest tourism trends and the Board’s work plan of the year to around 1,200 representatives of local travel agents, attractions, hotels, airlines, retailers, food and beverage enterprises, MICE sector partners and cruise lines, as well as teachers and students from the tourism schools of local tertiary institutions.

The Tourism Overview this year is themed “**Drive Success Together, As One**”. **Dr Pang Yiu-kai, HKTB Chairman**, said in his opening remarks, “Last year marked a milestone for Hong Kong as we reconnected with the world and laid a solid foundation for tourism. This year, HKTB will devote our full efforts into converting travellers’ interests into actual visits, so as to uphold Hong Kong’s role as an international metropolis, strengthen our role as a tourism hub and pursue quality growth. This relies on the active participation and support of the travel trade and tourism-related sectors, joining hands together, creating synergies and maximising the tourism industry’s contribution to the economy.”

Mr Dane Cheng, HKTB Executive Director, reviewed the tourism performances in 2023 and analysed the outlook of the industry for 2024. Mr Cheng also elaborated on HKTB’s work plan and the four key strategic focuses, including: staging and supporting world-class events, developing diverse and immersive experiences, stepping up promotions in visitor source markets, and enhancing service quality and supporting the trade.



Dr Pang Yiu-kai, Chairman of the Hong Kong Tourism Board, delivers opening remarks at the event.



Mr Dane Cheng, Executive Director of the Hong Kong Tourism Board, explains the Board’s four key strategic focuses in the work plan.

### Industry experts share insights to help the trade open up opportunities

The HKTB also invited **Mr Steve Saxon, Partner, McKinsey & Company** and **Mr Fazal Bahardeen, Founder and CEO, Crescent Rating**, to discuss **consumer trends for business advancement** and the **potential of Muslim travel** respectively. The sharing analysed various data on visitors’ travel patterns and deepens the audience’s understanding on the opportunities of Muslim markets with real case-study to help the travel trade to better grasp the latest tourism market development.

Mr Saxon said, “We continue to see the resurgence of the mainland China travel market, and Hong Kong remains at the top of many travellers’ lists. The travel industry should grasp the trends of the returning mainland traveller, and continue to win this important group.”

Mr Bahardeen said, “One of the significant growth segments within the travel sector is the Muslim travel market. Hong Kong has a unique geographical advantage. It can access over 30% of the world’s Muslim population within a 3- to 6-hour flight time. This advantage, coupled with its diverse tourism offerings, creates a huge opportunity for Hong Kong to tap into a significant portion of the Muslim outbound market. To fully capitalise on this opportunity, it is vital that the city launches targeted marketing campaigns to attract Muslim travelers.”



Mr Steve Saxon, Partner, McKinsey & Company shares his analysis on consumer trends for business advancement.



Mr Fazal Bahardeen, Founder and CEO, Crescent Rating explored the potential of Muslim travel with the audience.

### HKTB update the trade on MICE and cruise tourism and market development

In addition, Mr Kenneth Wong, HKTB General Manager, MICE & Cruise updated the trade on the latest development of the meetings, incentive travel, conventions and exhibitions sector and the key initiatives on cruise tourism development. Representatives from HKTB’s worldwide offices also touched base with the local trade partners and shared their analyses on the latest situation of each market.



Mr Kenneth Wong, General Manager, MICE & Cruise updates the trade on latest situation of MICE and cruise tourism in Hong Kong.



HKTB’s representatives from worldwide offices touch base with local travel trade partners.



HKTB sets up a booth to recap its joint efforts in driving tourism recovery with the travel trade last year.

- Ends -

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