

Overview of Hong Kong Economy and Recovery of Travel Industry

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Invest**HK**

Hello!

Corporate
Travelers at
CTC
Hong Kong
Corporate
Travel
Summit
23 May 2023!



#HongKong goes mask-off!

@Brand_HK



People across the city enjoyed their first mask-free day since Mar 1! The end of the last social distancing measure marks a giant step in the city's return to normalcy.

In April, we recorded 2.89 million of tourists, **57%** of the same period before COVID

Hello
Hong Kong

Messages from Chamber Representatives:
"Hong Kong now stands ready with open arms with new opportunities and excitement awaiting. The city will bounce back stronger!"

Hong Kong Tourism Board

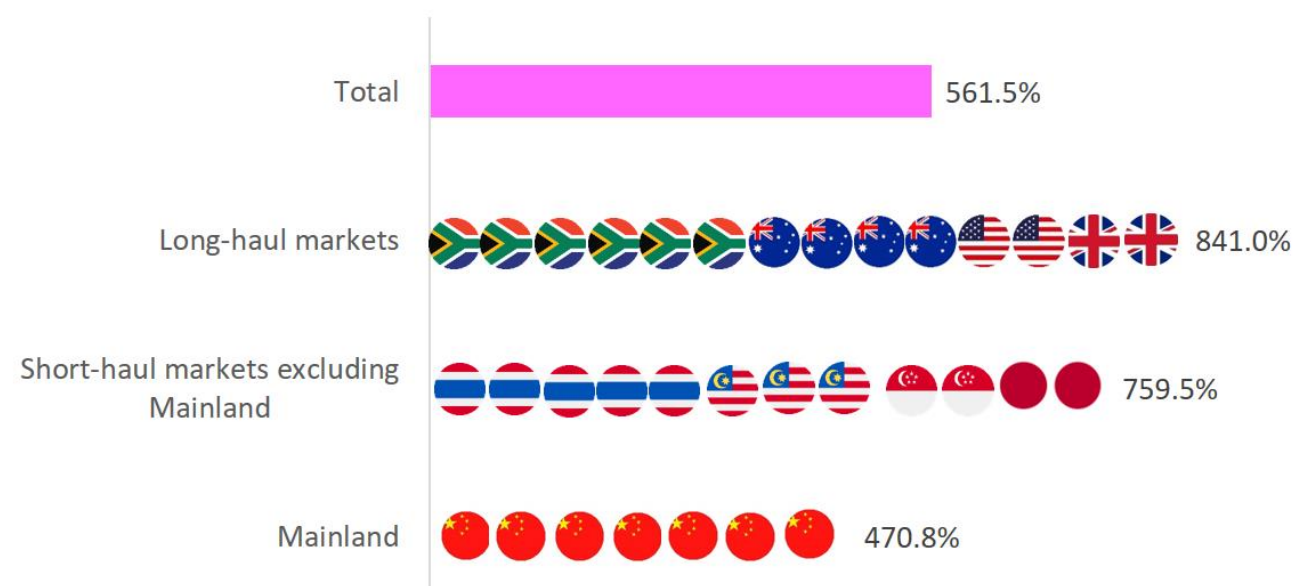


Welcome Back!



Our **Tourist Arrivals** in 2022

- A sharp overall rise of 561.5%
- Long-haul markets overshoot short-haul intra-regional markets
- South Africa and Thailand top the two markets
- Chinese travelers grow steadily



The Standard

Hong Kong is giving away 500,000 air tickets and
over a million Hong Kong Goodies visitor
consumption vouchers — we can't wait to
welcome you!



Artnet.com



Hong Kong Tourism Board

Event Capital of Asia

Art Basel returns with its largest show in Hong Kong since 2019 with 177 of the world's leading galleries and the return of all special sectors. It is the busiest show of all time.



TUI Cruises returns to Hong Kong with the *Mein Schiff 5*, first time after a three-year break



Cruise Industry News



Regent Hong Kong
website

Regent Hong Kong re-emerges on famed Victoria Harbour following the most extensive transformation in its history and returning to its Regent heritage. Aesthetic by Hong Kong-born design visionary Chi Wing Lo

Hong Kong is a Gourmet Mecca





sustainable business travel

Travel, Tourism and Sustainability

- A greener flight / hotel
- Low carbon travel products / solutions
- Sustainable Hotel Initiative

Sustainable Food Systems

- Eat green
- Zero waste - **Municipal Waste Charging Scheme in 2023**
- No plastic - **Ban on single use plastics in Q4**
- Circular food system
- Tech for food

Asian startups push Japan's tourism sector into digital age

Online sales platforms replace paper tickets and handwritten reservations



Nikkei Asia

Digital Travel

- Advance at a CAGR of 15% from US\$400 bn in 2022 to US\$1,618 bn in 2032 (Future Market Insights)
- Young travellers are driving the recovery across Asia, and their behaviour is already reshaping the industry



Paris Metro to accept WeChat Pay

Cultural and Heritage Sites Local Tour Incentive Scheme



Citizens were allowed to visit Bishop Hill Reservoir, after the Water Supplies Department finished reinforcement works on site. The Standard

Tourism Talents

The HK\$1.26 bn scheme covers

- HK\$600 mn on promotion
- HK\$60 mn on the training of tourism practitioners for three years
- HK\$600 mn to support implementation of the Culture and Tourism Development Plan for the Greater Bay Area

VTC and Cathay Pacific Group sign MoU to jointly nurture a new generation of aviation talents



About InvestHK

InvestHK is to attract foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. We provide **free and customised services for overseas and Mainland companies.**



Planning

- Advice on business opportunities in Hong Kong
- Advice on working and living in Hong Kong



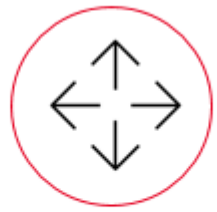
Set-Up

- Provide sector-specific information
- Support with visa and license applications and liaison with relevant government departments



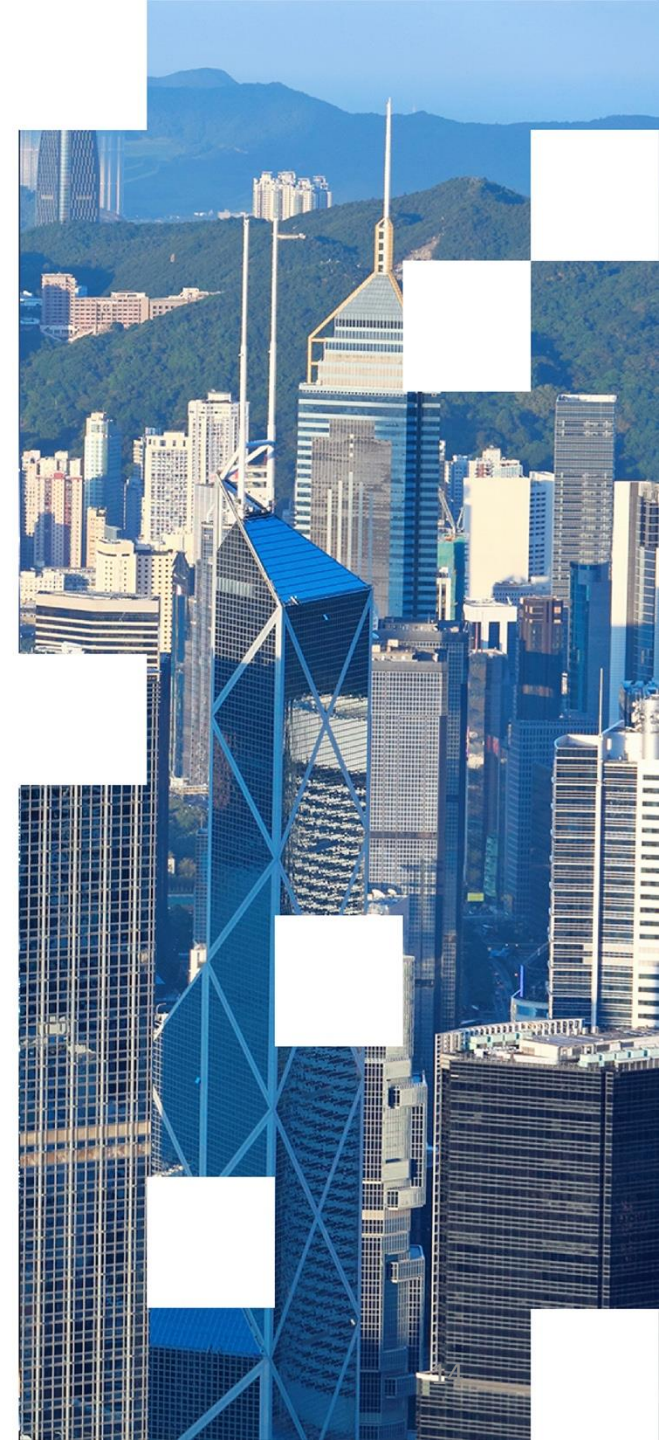
Launch

- Introduction to service providers and business contacts
- Provide marketing and PR support services



Aftercare / Expansion

- Support in identifying growth opportunities
- Provide networking opportunities



Japanese Restaurant Mission (Apr 2023)



InvestHK has hosted a 4D3N business matching programme for 19 incoming Japanese restaurant groups

- 20 local restaurant chains joined incl. Tai Hing, King Parrot, Kabu, Happiness, Luxtek, Café Deco, Dream Team, Next Step, Fulum, Taste of Asia, etc.
- Physical mission jointly organized with HK Economic Trade Office in Tokyo
- 19 Japan based restaurant groups showcased their businesses
- 2-day case studies, presentations and tour in HK to tell a better HK story
- 2-day One-on-One Business Matching sessions with local F&B Groups

Testimonies from participants:

"Very satisfied with food and I am stuffed."

"I was able to experience a new and constantly evolving HK."

"A little more free time will be nice."

"It would be nice to have some free time for me to interact with participants in the group as well."

"I met with a few potential partners and could see the real situation in HK."





**Welcome dinner at
ADD+ @M+**



**Local F&B groups and related
Japanese organizations
sharing sessions**



**19 Japanese restaurant groups
business matching meetings**



**Over 20 local F&B operators and
stakeholders attended networking
dinner at KIN Food Halls**

InvestHK's exciting events in Q4 will bring over 20,000 overseas delegations and individual travelers to Hong Kong



2023
HONG KONG
FINTECH
WEEK

Unveiling:
Hong Kong
FinTech Week 2023
30 Oct - 5 Nov 2023

GET YOUR TICKET



STARTMEUPHK
FESTIVAL

8-17 November 2023
WELCOME TO A
FUTURE UNLIMITED

SAVE 
THE DATE!

Inform

Organiser

Invest**HK** Fintech**HK**

Appointed Event Organiser

WHub

Festival Organiser:



Invest**HK**

*Enjoy Your Stay.
See You!*



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