

**Legislative Council Panel on Economic Development
Hong Kong Tourism Board
Work Plan for 2020-21**

Supplementary Information

The 2020-21 Budget, as delivered on 26 February 2020, has announced that the Government will allocate an additional provision of \$791 million for the Hong Kong Tourism Board to step up promotion and revive the tourism industry when the epidemic subsides. The additional resources and related measures are set out in the Annex for Members' reference.

**Tourism Commission
Commerce and Economic Development Bureau
March 2020**

**Additional Funding provided by the Government to
the Hong Kong Tourism Board in 2020-21 and related initiatives**

The Government has provided additional funding of HK\$791 million to the Hong Kong Tourism Board (HKTB) in 2020-21. The following outlines the initial plan in four strategic directions:

1. Launching a global tourism brand campaign to rebuild Hong Kong's tourism image;
2. Strengthening support for the travel trade to open up business opportunities and recover visitors' momentum;
3. Stepping up promotions in source markets, cultivating new source markets, and driving Meetings, Incentives, Conventions, Exhibitions (MICE) tourism; and
4. Enriching and developing diversified tourism offerings by promoting event tourism and thematic tourism.

Initiatives	Amount (HK\$ million)
<p>1. Launching a global tourism brand campaign to rebuild Hong Kong's tourism image</p> <ul style="list-style-type: none"> • Launching a new tourism brand campaign, with most of the resources used to conduct promotions in partnership with influential international media and digital platforms to draw attention of international consumers and stand out from regional competitors. 	226
<p>2. Strengthening support for the travel trade to open up business opportunities and recover visitors' momentum</p> <ul style="list-style-type: none"> • Subsidising the travel trade's promotions in source markets. Apart from waiving their participation fees for joining trade activities organised by the HKTB in different markets and offering subsidies for air tickets and hotel accommodations for such trips, the HKTB will organise travel missions to conduct roadshows in key markets as well as organising more trade activities in visitor source markets. • Increasing the HKTB's contribution to the matching fund scheme to support the travel trade's marketing promotions. • Supporting merchants in the Quality Tourism Services Scheme by waiving the renewal fee for accredited merchants and offering a 50% reduction on the application fee for new joiners; and strengthening the promotion of the Scheme. 	117

Initiatives	Amount (HK\$ million)
<p>3. Stepping up promotions in source markets, cultivating new source markets and driving MICE tourism</p> <ul style="list-style-type: none"> • Intensifying promotions in source markets and for multi-destination travel, as well as striving to open up new source markets. • Strengthening trade support and promotion in the area of MICE tourism to attract the return of MICE events and bid for new international conventions. 	171
<p>4. Enriching and developing diversified tourism offerings by promoting event tourism and thematic tourism</p> <ul style="list-style-type: none"> • Enhancing the existing mega events and inviting more international events to Hong Kong to boost the city's tourism attractiveness. 	277
Total	791

2. In respect of these strategic directions, the HKTb will further deliberate with stakeholders and devise a detailed plan for submission to the Board for approval. The HKTb will also closely monitor the latest development of epidemic in Hong Kong and different parts of the world, and make adjustment to the plan and budget in light of actual market situation where necessary to ensure optimal use of the funding.

Hong Kong Tourism Board
March 2020