

For Information

**Legislative Council Panel on Economic Development
Hong Kong Tourism Board
Work Plan for 2022-23**

Purpose

The paper at Annex sets out the Hong Kong Tourism Board (HKTB)'s work plan for the 2022-23 financial year for Members' information.

Background

2. HKTB is 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.

3. HKTB's activities are primarily funded by the Government. Each year, HKTB maps out its work plan for the year ahead, taking into account the tourism policy of the Government and the macro environment. The work plan has been submitted to the Secretary for Commerce and Economic Development for approval under Section 17B of the Hong Kong Tourism Board Ordinance. The subvention for HKTB will form part of the Appropriation Bill, the passage of which is subject to the Legislative Council's approval.

4. Members are invited to note the Annex.

**Tourism Commission
Commerce and Economic Development Bureau
March 2022**

HONG KONG TOURISM BOARD

WORK PLAN FOR 2022-23

Foreword

1. The COVID-19 pandemic has lasted for more than two years and has struck a heavy blow against the global tourism industry. The tourism sector of Hong Kong is no exception.
2. Although inbound travel has been suspended during the pandemic, HKTB has continued to adjust its strategy and work direction with a view to promoting local tourism and boosting consumption amidst the challenges posed by the pandemic. At the same time, HKTB has relaunched mega events and various promotional campaigns from new perspectives and in novel ways in order to provide the public with various choices of activities, sustain the city's exposure in the Mainland and overseas markets, and attract visitors worldwide to set Hong Kong as the priority travel destination after the pandemic.
3. It is expected that the volatile pandemic development will continue to bring uncertainties to the tourism industry. As such, when formulating the work plan for the coming year, HKTB has remained agile and flexible to cope with the changing circumstances. In the course of devising the work plan, HKTB has conducted series of consultations and invited stakeholders of the tourism industry, such as travel agents, airlines, hotels, retail and dining sectors, operators of tourist attractions and academics to provide their insights. The work plan has been approved by the Board.
4. In the 2022-23 financial year, the Government funding for HKTB amounts to \$1,350.9 million, of which \$600 million is additional resources allocated under the 2022-23 Budget for introducing various measures to promote the development of the tourism industry. In parallel, HKTB will deploy its reserve of \$100 million to render its full support to the relevant work.

2021 Total Visitor Arrivals

5. Over the past two years, the tourism industry has been continuously hit by the pandemic. Since the beginning of 2020, there were COVID-19 outbreaks in various parts of the world. Stringent immigration control and quarantine measures were implemented in Hong Kong to curb the import and spread of the disease. As a result, visitor arrivals dropped drastically. In 2021, Hong Kong recorded only 91 000 visitor arrivals, marking a 99% decrease compared with 55.9 million visitor arrivals of 2019 recorded before the pandemic. It also marked a 97% decrease when compared with that of 2020. Details are at [Appendix I](#). Of these inbound visitors, the majority visited Hong Kong for family reunions or out of essential reasons. The number of leisure visitors remained close to zero.

HKTB Key Initiatives in 2021

6. Under the continuous impact of the pandemic, travellers are unable to visit Hong Kong. HKTB thus continues to dedicate its resources to promoting local tourism and boosting consumption. HKTB has worked with the travel trade to launch various campaigns to open up business opportunities for travel agents and practitioners, and the dining, retail, hotel and other tourism-related sectors. HKTB has also resumed the staging of mega events to create local positive ambience, provided support to the local trade and maintained Hong Kong's international exposure.

Holiday at Home – Encouraging the public to be tourists in our own city

7. To encourage the public to be tourists in our own city, HKTB rolled out the “Holiday at Home” campaign, including a total of five rounds of Spend-to-Redeem “Free Tours” and “Staycation Delights” programmes offering 90 000 quotas in total. The programmes have provided tour operators and hotels with support in the amount of \$45 million, benefitting about 190 travel agents and 140 hotels. Upon spending \$800, participants can redeem their spending for a free quota in a local tour or discounts for hotel accommodation. The participants have, on average, spent 80% more than the minimum amount required for a free quota or discount, benefitting the dining and retail sectors with a multiplying effect.

Mega events – Relunched from new perspectives and in novel ways

8. On the premise of safeguarding public health and safety, HKTB has progressively resumed staging some popular campaigns and mega events to strengthen local tourism ambience. The events served as a platform for the travel and related sectors to develop business opportunities during the pandemic. The events were widely covered by worldwide media agencies, bringing Hong Kong's exciting festivities and energetic vibe to the Mainland and overseas audiences to attract them to visit Hong Kong in the future. These campaigns included:

(a) Hong Kong Neighbourhoods – West Kowloon

Riding on the commissioning of M+ and the Hong Kong Palace Museum in the West Kowloon Cultural District (WKCD), HKTB launched the “West

Kowloon” neighbourhood programme to offer an immersive visitor experience by blending the community’s unique cultural and humanity landscape and local culture with arts. This allowed the public to reconnect with and rediscover the neighbourhood while creating business opportunities for local shops. Large scale international art installations “FriendsWithYou” were set up in WKCD including dressing up the Hong Kong Space Museum as a “smiling pineapple bun” and a popular photo spot for the public. The neighbourhood programme has also invited the participation of teachers, students, local and community groups, academics as well as the travel trade to allow them to experience the cultural characteristics of the community.

(b) Hong Kong Wine & Dine Festival

HKTB continued to organise the Hong Kong Wine & Dine Festival in “online+offline” format, with a first-ever self-guided “City Wine Walk” tour to encourage the public to explore various gourmet neighbourhoods and try specially curated dishes and drinks with a “tasting pass”. More than 400 restaurants and bars participated in the Festival, providing various offers to encourage spending by the public and create business opportunities for the wine and dining trades. The online “Tasting On-air” live-stream events recorded a viewership of about 600 000.

(c) Hong Kong WinterFest

The event was held in WKCD. There were a gigantic Christmas tree which was the tallest in Hong Kong in 2021 and a Christmas Town with European festive ambience, attracting over 900 000 visitors.

(d) Hong Kong New Year Countdown Celebrations

HKTB organised a first-ever outdoor “Hong Kong New Year Countdown Concert” in the WKCD’s Art Park, together with an enhanced version of *A Symphony of Lights* with pyrotechnic effects across Victoria Harbour and a gigantic countdown clock on the façade of M+. The event was covered by many local, Mainland and overseas media, including CCTV, CNN (US), BBC (UK), and world-renowned media agencies, Reuters and Associated Press, reaching an estimated worldwide audience of over 2.4 billion.

Developing regional partnership to maintain Hong Kong’s international exposure

9. In the past year, HKTB continued to bring the appeal of Hong Kong to the world through various partnership and promotional campaigns to attract visitors back to Hong Kong for travel and spending soon after the pandemic. The initiatives included:

- (a)** HKTB signed a 3-year memorandum of understanding (MoU) with a leading Asian media group, CJ ENM. HKTB will facilitate CJ ENM to produce Korean dramas and variety shows by way of shooting in Hong Kong when travel resumes, with the hope of attracting K-pop fans to trace the stars’ footsteps in the city. HKTB is the world’s first tourism organisation to have signed a MoU of the same kind with CJ ENM.

- (b) HKTB produced a number of gourmet-themed TV shows in Hong Kong in partnership with international TV networks, like Discovery Channel in the production of *Kung Food! Hong Kong's Grandmasters of Cuisine*, which were aired in many Asian markets.
- (c) HKTB extended the “360 Hong Kong Moments” series to take visitors who are unable to come to Hong Kong in person on an immersive journey across the great outdoors of Hong Kong through videos.

Sustaining support for the travel trade

10. HKTB also continued to work closely with the travel trade and launched a series of helping measures:

- (a) HKTB continued to subsidise the application fees for the “Anti-Epidemic Hygiene Measures Certification Scheme”, jointly organised by HKTB and the Hong Kong Quality Assurance Agency, for eligible trade partners. As at end December 2021, about 2 800 merchants were certified by the scheme.
- (b) For Meetings, Incentives, Conventions and Exhibitions (MICE) tourism, HKTB, focusing on bidding to host international conferences, has secured the hosting of various types of conventions and exhibitions in Hong Kong for the coming few years, including the RISE tech conference, the Asia Amusement & Attractions Expo, and the Institute of Electrical and Electronics Engineers Region 10 Conference 2022, among others.
- (c) For cruise tourism, HKTB developed local “Seacation” experiences while promoting the hygiene measures and anti-epidemic protocols being adopted by the cruise sector to restore visitors’ confidence in cruise tourism.

Outlook for 2022

11. In light of the pandemic, HKTB has taken into account the following factors in formulating its work plan for the coming year, with a view to developing comprehensive and flexible strategies.

Pandemic developments

12. The spread of COVID-19 variants has brought about uncertainties in the development of the global pandemic. A full recovery of cross-boundary/ border travel is hard to realise in the near future. In the short term, HKTB will continue to focus on driving local positive ambience and stimulating consumption.

Visitor sources

13. With the support of the Central Government, the HKSAR Government has done a lot of preparation for the resumption of quarantine-free travel. Subject to the development of the pandemic, the resumption is expected to be gradual, orderly and with quota. At the initial stage of travel resumption, inbound visitors to Hong Kong will be mainly for businesses, family reunions or essential travel. Leisure visitors are expected to return at a later stage. When leisure travel starts to resume, it is expected that visitors will mainly come from the neighbouring Guangdong-Hong Kong-Macao Greater Bay Area (GBA), with a majority of them returning to Hong Kong to look for new travel and spending experiences.

Traveller behaviour

14. The pandemic has also changed travellers' behaviour. Public health and safety of travel destinations has become a top priority concern among travellers. They also expect the travel trade to adopt stringent hygiene and safety measures. Travellers are also concerned about the immigration control, vaccination requirements and quarantine procedures at their destinations. As many countries have adopted stringent anti-epidemic measures and changes are made from time to time, travellers tend to shorten their planning time and expect greater flexibility in booking travel products to avoid losses arising from changes in itineraries. At the same time, given the immigration control, it is expected that travellers will travel less frequently but stay longer on each trip. As technology advances, travellers are also seeking better digital support and experiences to access the latest real-time information.

Upcoming development

15. The Central Government's *National 14th Five-Year Plan and Development Plan for the Tourism Sector during the 14th Five-Year Plan Period* categorically stated its support for Hong Kong in developing into an East-meets-West Centre for international cultural exchange and an international aviation hub. Moreover, the *Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area* and the *Culture and Tourism Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area* support Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism while setting out the guiding direction for the development of Hong Kong's tourism industry. HKTB will render its full support to the overall planning and development of the Central Government

to help realise the principle of “shaping tourism with cultural activities and promoting culture through tourism”, enhance tourism experiences through arts and culture, and promote the development of culture and tourism integration by developing distinctive cultural and creative tourism projects.

16. As an international tourist destination, Hong Kong will continue to leverage the city’s inherent strength of an international centre in bridging the Mainland and cities around the world. When travel resumption arrangements and timing for Guangdong, Hong Kong and Macao become more certain, HKTB will actively strengthen tourism cooperation and exchanges in GBA and work with other partners in GBA to establish the GBA tourism brand, with a view to attracting more overseas and high value-added overnight visitors to embark on GBA multi-destination journeys via Hong Kong. This will help consolidate Hong Kong’s position as a core demonstration zone for multi-destination tourism and an international tourism hub.

Forecast for 2022 visitor arrivals

17. Based on the latest local and global pandemic development, HKTB expects more significant growth in visitor arrivals only in the second half of the year, with estimated 9.6 million arrivals in 2022, about 20% of that in 2019. However, as the pandemic remains volatile both locally and globally, the forecast is made primarily for the purpose of formulating the work plan. The actual number of visitor arrivals will depend to a large extent on the local and global pandemic development, changes in anti-epidemic policies, etc. It is difficult to make the forecast given the high uncertainty. The forecast will be subject to further adjustment.

2022-23 Work Plan

18. As discussed above, the global and local pandemic situation remains unpredictable. HKTB will continue to adjust its strategies to support the development of Hong Kong's tourism industry and sustain positive exposure in the Mainland and key overseas markets to maintain the city's competitiveness and attract visitors back to Hong Kong as soon as cross-boundary/ border travel resumes.

19. The three key strategies for HKTB's work in the coming year are:

- I. **Driving tourism recovery;**
- II. **Promoting integration of tourism and cultural activities and connection with GBA; and**
- III. **Launching mega events and celebrating the 25th Anniversary of the Establishment of the HKSAR to promote positive ambience.**

I. Driving tourism recovery

Boosting local ambience and consumption

20. As cross-boundary/ border travel has yet to be resumed and the pandemic development remains uncertain, HKTB will continue to focus on boosting local ambience and consumption in the short term. The "Holiday at Home" will have a facelift with new cultural, arts and neighbourhood elements to deliver unique experiences and value-for-money offerings to visitors. When the pandemic situation allows, HKTB will swiftly relaunch the popular Spend-to-Redeem "Free Tours" and "Staycation Delights" programmes, and put forth new Spend-to-Redeem "cruise-to-nowhere" itineraries (see paragraph 34 below) to provide the travel and related trades with business opportunities before cross-boundary/ border travel resumes.

Connecting with the youth and the community

21. In addition to providing more programmes and offerings to the public, HKTB will strengthen its connection with the youth and the community to leverage their energy and innovation to inject dynamics into promoting Hong Kong's tourism. HKTB will roll out a series of initiatives, such as inviting tertiary and secondary school students to take part in organising exhibitions or producing short films with their creativity to showcase local culture and arts. HKTB will also host seminars to foster students' understanding of the tourism sector.

Promotions for cross-boundary/ border travel resumption

22. HKTB has formulated a plan to prepare for the resumption of quarantine-free travel through phased promotional campaigns to attract visitors to return to Hong Kong as soon as possible.

23. Prior to travel resumption, HKTB will keep gearing up the local travel trade. HKTB will continue to provide a full subsidy to trade partners to participate in the Anti-Epidemic Hygiene Measures Certification Scheme to implement a standardised hygiene and anti-epidemic protocol and demonstrate Hong Kong's stringent anti-epidemic efforts. A new Quality Tourism Services (QTS) campaign will be launched to encourage the travel and related trades to showcase hospitality and make their customers feel at home.

24. At the initial stage of resumption of cross-boundary/ border travel, visitors to Hong Kong will mainly come from the neighbouring GBA and other Mainland cities. Therefore, HKTB will focus on the Mainland and launch a one-stop website on the "360 Hong Kong Moments" platform to provide visitors with travel tips when visiting Hong Kong, including the latest travel information and anti-epidemic measures. HKTB will also step up promotion of newly commissioned tourist attractions and facilities, and advertise special offers from tourist attractions to attract visitors.

25. When cross-boundary/ border travel is further relaxed, HKTB will launch the "Open House Hong Kong" campaign in the Mainland markets, offering visitors, especially those visiting Hong Kong under the Individual Visit Scheme, with exclusive activities, including theme park experiences, cultural workshops, bartending workshops, etc.

26. In addition, HKTB will organise mega familiarisation trips for Mainland trade partners, the press and social media influencers, as well as "Hong Kong Super Fans" to encourage them to feel Hong Kong's charisma in person. HKTB will also work with Mainland online travel agents to develop new tourism products, spread positive words of mouth for Hong Kong and generate more publicity on the Internet. HKTB will also lead trade delegations to Guangzhou and Shenzhen to exchange views with the Mainland trade on tourism promotion and discuss further collaboration.

Sustaining international exposure to spread positive words of mouth

27. HKTB will continue to sustain Hong Kong's exposure in other visitor source markets to keep Hong Kong as the priority travel destination among visitors and attract them to visit and spend in Hong Kong soon after travel resumption.

28. HKTB will launch "360 Hong Kong Everyday" and "360 Hong Kong LIVE Moments" on the existing "360 Hong Kong Moments" platform to invite global audiences to "explore Hong Kong with their eyes" and experience the many and varied faces and sights of the city by immersing themselves in the vivid footages and contents.

29. In addition, HKTB will leverage the massive social influence and follower network of more than 400 "Hong Kong Super Fans", especially those who specialise in arts,

culture and sports, for spreading positive stories about Hong Kong to the world and create positive words of mouth. HKTB will also work with regionally and internationally renowned media agencies in producing a series of new programmes on Hong Kong’s culinary, outdoor exploration, art and cultural experiences. Highlighted programmes will be relaunched on popular streaming platforms to recall travellers’ good impressions about Hong Kong.

Establishing a new tourism brand for Hong Kong

30. The pandemic has brought a new normal to the global tourism landscape. HKTB is thus reviewing the latest situation and establishing a tourism brand and positioning for Hong Kong.

31. HKTB conducted a series of research studies by analysing travel trends, types of visitors, new normal in the tourism industry, Hong Kong’s tourism advantages in promoting tourism, etc. and will formulate a new promotional plan, and, subject to the pace of travel resumption, promote the new tourism brand to attract visitors to return to Hong Kong as the priority travel destination soon after the pandemic.

Promoting MICE tourism and bidding for high-end conferences

32. To further uplift Hong Kong’s international image and attract high value-added visitors to visit Hong Kong, HKTB will continue to focus on bidding for high-end international conferences, while actively building long-term partnerships with event organisers to entice their interest in hosting events in Hong Kong. HKTB will also strengthen its support for international events and inject more international elements into the events organised by HKTB to increase Hong Kong’s international exposure.

33. On the other hand, HKTB will consolidate Hong Kong’s position as the world’s MICE hub and rebuild the confidence of event organisers. HKTB will capitalise on Hong Kong’s bridging role between the Mainland and international cities to develop Hong Kong as a MICE hub for GBA, roll out GBA-themed brand promotions and events, and open up more business opportunities.

Supporting recovery of cruise sector

34. HKTB will continue to provide support to cruise lines interested in operating “cruise-to-no-where” itineraries in Hong Kong by attracting the public to go on cruise trips through promotional campaigns. HKTB will deploy \$20 million from the Anti-Epidemic Fund, as approved by the Legislative Council Finance Committee, for starting a new Spend-to-Redeem programme “cruise-to-nowhere” itineraries¹ to drive the recovery of the cruise sector. The programme is expected to benefit about 40 000 cruise passengers, as well as cruise lines and travel agents with related products. In addition, upon the gradual resumption of cross-boundary/ border travel, HKTB will promote to GBA visitors cruise experiences at Hong Kong and collaborate with other ports within GBA to promote cruise itineraries in the region.

¹ Under the programme, a local passenger may enjoy a \$500 discount when booking his or her cruise-to-nowhere itinerary with spending at least \$800 in physical retail or dining outlets during a specified period. HKTB will announce the details in due course after consulting the related sectors.

Continuing trade support

35. The various campaigns mentioned above aimed at enhancing the competitiveness of the tourism industry and directly benefitting the travel trade. As it will take a considerable period of time for the tourism industry to fully recover, HKTB will continue to work closely with the travel trade and explore more business opportunities to help the trade to get through these challenging times.

36. Before visitors can return, HKTB will extend other existing support schemes. It will continue to fully subsidise the application fees for the “Anti-Epidemic Hygiene Measures Certification Scheme” for travel and related trades, and organise the “Outstanding QTS Merchant and Service Staff Awards” to promote hospitality and recognise trade partners’ outstanding performance in promoting quality tourism services.

37. When cross-boundary/ border travel resumes, HKTB will further strengthen its support to the travel trade, such as organising mega familiarisation trips to showcase Hong Kong’s new tourism facilities and attractions in visitor source markets, and collaborating with the travel trade to offer exclusive experiences and offerings to visitors through the “Open House Hong Kong” platform.

38. HKTB will continue to offer the travel trade with various funding schemes, such as the “Explore Hong Kong Tours” Scheme, and “Matching Fund for Overseas Tourism Promotion by Tourist Attractions”. HKTB will also assist the travel trade in carrying out promotional campaigns and developing new tourism products, waive participation fees for joining HKTB’s trade shows and continue to waive the fees required for QTS merchant renewals, and discount the application fees by 50% for newly-joined QTS merchants. To accelerate digital transformation, HKTB will enhance the PartnerNet by upgrading it to a one-stop information platform to help the travel trade promote their products and offerings.

II. Promoting integration of tourism and cultural activities and connection with GBA

39. Another key strategy of HKTB is to capitalise on new trends and inject more unique elements into the tourism industry, and seize the opportunities from the development of GBA and digital transformation to provide more exciting experiences for visitors.

Promoting the integrated development of culture, sports and tourism - “shaping tourism with cultural activities and promoting culture through tourism”

40. The Central Government’s *National 14th Five-Year Plan and Development Plan for the Tourism Sector during the 14th Five-Year Plan Period* have both stated its support for Hong Kong in developing into an East-meets-West centre for international cultural exchange. Hong Kong has its unique culture and history, which provides opportunities for the tourism industry. On one hand, Hong Kong can make use of its culture and arts to create new elements for travel experience. On the other, Hong Kong can capitalise on its inherent strength as an international travel hub to retell Hong Kong’s story and promote Chinese culture, and follow the guiding principle of “shaping tourism with cultural activities and promoting culture through

tourism” as stipulated in the *Culture and Tourism Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area* (see paragraphs 41 - 47 below).

41. Early in 2018, HKTB has identified the trends of immersive visitor experiences and launched the “Hong Kong Neighbourhoods” - “Old Town Central” promotion, followed by the “Sham Shui Po” and “West Kowloon” programmes, which highlighted local cultures as a major tourism appeal of Hong Kong. HKTB will continue to expand the “Hong Kong Neighbourhoods” campaign by injecting new elements into the existing programmes and extending it to other districts.

42. HKTB will also highlight Hong Kong’s world-class arts and cultural development and the unique local culture when promoting the city’s tourism activities and mega events. It will also promote Hong Kong and Chinese culture in the Mainland and international markets with a wide range of creative contents.

43. Following the commissioning of harbour front facilities, HKTB will repackage the harbour front experiences by partnering with various groups and organisations in the local community, including the Harbour Front Commission, the Avenue of Stars, and ferry and water taxi operators to develop more new tourism products.

44. Riding on the trend of the integrated development of culture, sports and tourism, HKTB will also develop Hong Kong into a hub of sports events. In addition to organising the Hong Kong Cyclothon, HKTB will also give marketing support to other large-scale sports events, such as the Hong Kong Sevens and the Hong Kong Marathon. HKTB will also recommend seasonal hiking trails on the “Wellness in Hong Kong” platform to promote Hong Kong’s unique natural landscape and outdoor experiences.

Deepening the linkage with GBA and developing multi-destination travel

45. As one of the core cities in GBA, Hong Kong plays the role of connecting the Mainland with cities worldwide. Riding on the opportunities arising from the rapid development of GBA, HKTB has set out a tourism development plan for GBA, which will be implemented in three stages.

46. In the first stage, GBA cities will become the major visitor source markets in the short term, which will help expedite the recovery of Hong Kong’s tourism. In the next stage, HKTB will focus on attracting visitors from other Mainland cities to visit GBA, including Hong Kong, on a multi-destination basis. Finally, HKTB will target at key international markets and promote intercity travel in GBA.

47. HKTB will roll out GBA-themed mega events, such as the Hong Kong Cyclothon and the Dragon Boat Carnival, to foster intercity collaboration and showcase GBA’s unique art and cultural characteristics. A GBA tourism brand will be created to promote multi-destination travel to visitor source markets.

Accelerating digital transformation and developing smart tourism

48. Another major travel trend is travellers' higher expectation on smart tourism. They expect to have all the information about their destinations in their mobiles. Therefore, HKTB is accelerating its digital transformation to enhance visitors' experiences while opening up new business opportunities for the travel trade.

49. HKTB will continue to develop its one-stop digital platform that encompasses city-wide offers from merchants and provides latest information and promotional offers to visitors. It will embed a new artificial intelligence platform to provide automatic, customised itinerary scheduling, real-time maps and enquiry services on a round-the-clock basis.

III. Launching mega events and celebrating the 25th Anniversary of the Establishment of the HKSAR to promote positive ambience

50. HKTB has organised the "Hong Kong New Year Countdown Concert", which marked the beginning for the celebration for the HKSAR's 25th anniversary. HKTB will subsequently include elements of the HKSAR's 25th anniversary in other mega events. Special discounts and offerings will also be jointly rolled out with partners in the travel and related sectors. In visitor source markets, HKTB will work with Hong Kong Economic and Trade Offices in Mainland and overseas markets to launch joint publicity.

51. Among all the promotional campaigns, HKTB plans to jointly present with the Tourism Commission in July a special edition of *A Symphony of Lights* for the public and visitors. HKTB also plans to host a physical Hong Kong Wine & Dine Festival and the Hong Kong Cyclothon on the Hong Kong-Zhuhai-Macao Bridge on the premise of safeguarding public health and safety at the time.

52. HKTB will also collaborate with renowned media organisations in the Mainland to produce a series of documentaries, variety shows and travel programmes about HKSAR's 25th anniversary to enhance Hong Kong's exposure in the Mainland. In addition, HKTB will partner with popular social media platforms to produce programmes targeted for the youth. HKTB will also team up with online travel agents to extend special offers to Mainland visitors, and will plan various celebratory events at overseas visitor source markets.

Budget

53. HKTB has been allocated with a funding of \$1,350.9 million from the Government in the 2022-23 financial year, of which \$600 million is additional resources allocated under the 2022-23 Budget. Besides, HKTB will deploy its reserve of \$100 million for its marketing work. The marketing budget for the 2022-23 financial year is \$1,075 million, covering work for the three strategic focuses as aforementioned – driving tourism recovery, promoting integration of tourism and cultural activities and connection with GBA, and launching mega events and celebrating HKSAR's 25th anniversary to promote positive ambience. The budget will also cover HKTB's on-going marketing and promotional efforts in visitor source markets. Relevant measures and resource allocation are at [Appendix II](#).

54. HKTB will continue to adopt a prudent approach in its resource deployment. The abovementioned budget allocation is made based on the pace of tourism recovery initially estimated. The actual deployment of resources is subject to adjustment based on various factors such as pandemic development and travel resumption. The remaining balance of unused funding will be returned to the Government according to established mechanism.

Conclusion

55. While it will take some time before full resumption of travel takes place, with various tourism infrastructure soon to be commissioned in town, including the Hong Kong Palace Museum, SKYCITY, Kai Tak Sports Park and the East Kowloon Cultural Centre under the Leisure and Cultural Services Department, Hong Kong's tourism industry will see a lot of opportunities and sustain a healthy and stable development.

2021 Visitor Arrivals (by Visitor Source Markets)

	2021	Year-on-year change
USA	1 365	-98.3%
Canada	845	-97.0%
Central & South Americas	360	-97.5%
Europe	6 558	-95.9%
UK	677	-98.5%
Netherlands	164	-97.5%
Nordic countries	297	-97.0%
Germany	318	-97.9%
France	289	-97.8%
Italy	216	-96.5%
Iberia	205	-97.3%
Russia	783	-96.1%
Europe Others	3 609	-89.8%
South Africa	26	-99.4%
Africa Others	422	-89.3%
Middle East	326	-97.0%
GCC	15	-99.1%
Non-GCC	311	-96.6%
Australia	569	-98.8%
New Zealand	175	-98.0%
South Pacific Others	66	-95.8%
Japan	346	-99.3%
South Korea	626	-98.4%
Southeast Asia	6 891	-95.6%
Indonesia	1 504	-94.2%
Malaysia	317	-98.5%
The Philippines	4 065	-93.5%
Singapore	701	-96.9%
Thailand	231	-99.0%
Vietnam	28	-97.6%
SEA Others	135	-92.1%
India	2 388	-90.3%
Other Asian & Indian Sub-continent	155	-98.1%
Taiwan	2 547	-97.6%
Macau SAR	1 922	-98.4%
Mainland China	65 721	-97.6%
Other provinces	N.A.	N.A.
Guangdong province	N.A.	N.A.
Total	91 398	-97.4%

Note: Owing to rounding, the total may differ from the sum of the individual figures.

Government Funding for the HKTB in 2022-23 and Relevant Measures

Strategic Focuses (\$)	Recurrent Funding	Additional Funding from Budget	HKTB Reserves	Total
	(Percentage of budget)	(Percentage of budget)	(Percentage of budget)	(Percentage of budget)
I. Driving tourism recovery <ul style="list-style-type: none"> • Boosting local ambience and consumption • Promotions for cross-boundary/ border travel resumption • Establishing a new tourism brand • Promoting MICE tourism and bidding for high-end events • Continuing trade support 	53 million (14%)	456 million (76%)	100 million (100%)	609 million (56%)
II. Promoting integration of tourism and cultural activities and connection with GBA <ul style="list-style-type: none"> • Promoting the integrated development of culture, sports and tourism - “shaping tourism with cultural activities and promoting culture through tourism” • Deepening linkage with GBA and developing multi-destination tourism • Accelerating digital transformation and developing smart tourism 	12 million (3%)	144 million (24%)	0 (0%)	156 million (14%)
III. Promotions in visitor source markets	135 million (36%)	0 (0%)	0 (0%)	135 million (13%)
IV. Launching mega events and celebrating the 25th Anniversary of the Establishment of the HKSAR to promote positive ambience	113 million ² (30%)	0 (0%)	0 (0%)	113 million (11%)
V. Ongoing promotions	62 million (17%)	0 (0%)	0 (0%)	62 million (6%)
Total	375 million	600 million	100 million	1,075 million

² The Commerce and Economic Development Bureau has in addition allocated a funding of \$54 million to HKTB from internal resources for HKTB to organise celebratory events of the HKSAR’s 25th anniversary in 2022-23, including a special edition of *A Symphony of Lights*, the Hong Kong Cyclothon and the Hong Kong New Year Countdown Celebrations.