

**For discussion  
on 4 February 2025**

**Legislative Council Panel on Economic Development**

**Development Blueprint for Hong Kong's Tourism Industry 2.0**

**Purpose**

The paper briefs Members on the Development Blueprint for Hong Kong's Tourism Industry 2.0 ("Blueprint 2.0") promulgated by the Culture, Sports and Tourism Bureau ("CSTB") on 30 December 2024.

**Background**

2. The Tourism Commission promulgated the Development Blueprint for Hong Kong's Tourism Industry ("Blueprint 1.0") in 2017, proposing 72 measures to promote tourism development. Although the city's cross-boundary/border tourism was hit hard in the following few years and even underwent standstill during the pandemic, the Government and the travel trade still implemented and completed all the targets and initiatives proposed in Blueprint 1.0 proactively and progressively.

3. Visitors' travel and consumption patterns have changed after the pandemic. Hong Kong's tourism industry needs to change and innovate to better meet the needs of the market. In the Policy Address 2023, the Chief Executive instructed CSTB to publish Blueprint 2.0 in 2024 to outline the long-term development for Hong Kong's tourism industry.

4. After about two months of trade consultation, CSTB received more than 1 000 suggestions from over 110 industry-related organisations through

27 physical consultation sessions and written submissions. Together with the research team, we analysed the strengths, development limitations, challenges and opportunities of Hong Kong's tourism industry and the tourism planning in neighbouring regions. After collating the relevant information and consulting the relevant bureaux and executing organisations on the various initiatives, CSTB completed the compilation and published Blueprint 2.0 on 30 December 2024.

## **Blueprint 2.0**

5. Blueprint 2.0 outlines in a forward-looking manner the core principles, development strategies and pathways for the future development of Hong Kong's tourism industry in the long term, and sets out the overall working direction of the tourism development in the coming five years. Our vision and mission are to consolidate Hong Kong's position as a world-class premier tourism destination, to implement "tourism is everywhere", and to further advocate the healthy and sustainable development of tourism-related industries, thereby promoting economic development through tourism.

6. Blueprint 2.0 has three key messages. Firstly, Hong Kong is an international tourist city with the advantage of being backed by the motherland. We must make good use of the Central Government's policies that benefit Hong Kong to promote the all-round development of Hong Kong's tourism industry. Secondly, everyone can contribute to promoting development of tourism in Hong Kong. Apart from the Government's policy support and drive, all sectors must keep abreast of market trends and opportunities, and to "identify, respond to and steer changes". All Hong Kong citizens shall work together to provide visitors with quality hospitality and services so that they will indulge in pleasure staying in Hong Kong and come back time and again. Thirdly, the traditional tourism edges of Hong Kong are obvious, including world-class tourist attractions, cuisine, urban management, transport systems, etc. We must continue to strengthen these advantages and optimise hardware facilities. At the same time, we must also

explore new tourism resources, including injecting momentum and freshness into the city through soft power such as mega and festive events, so as to enhance the ambience of the tourist city to attract tourists from all over the world and create a home-away-from-home travel experience for them.

7. With the above three key messages as the framework, Blueprint 2.0 proposes four positioning, four development strategies and 133 measures. The four positioning and four development strategies are as follows:

#### Four tourism positioning

8. Blueprint 2.0 sets out four tourism positioning for Hong Kong, clearly demonstrating Hong Kong's uniqueness and attractiveness, which include:

- (i) reinforcing the role of an international tourism hub and a core demonstration zone for multi-destination tourism;
- (ii) highlighting the unique elements of Hong Kong's local cultural characteristics that are irreplaceable and unrepeatable and making good use of its positioning as the East-meets-West centre for international cultural exchange, with a view to achieving "shaping tourism with cultural activities and promoting culture through tourism";
- (iii) upholding Hong Kong's positioning as a city with high-quality tourism experiences; and
- (iv) stressing the importance of quality over quantity in development to build Hong Kong into a demonstration point for sustainable tourism.

#### Four development strategies

9. Based on the above four tourism positioning for Hong Kong, Blueprint 2.0 proposes four development strategies to promote prosperous and healthy

development of Hong Kong's tourism industry. The four development strategies include:

Strategy 1: Nurture and develop tourism products (to nurture and develop tourism products and initiatives with local and international characteristics). Four "+Tourism" directions, namely culture, sports, ecology and mega events, will be pressed ahead. Blueprint 2.0 recommends the in-depth integration of tourism and Hong Kong's world-class resources that have yet to be fully presented to global visitors, and the crafting of a series of distinctive and attractive tourism products and projects to attract global visitors to explore Hong Kong's rich and diversified unique tourism resources in an in-depth manner, and to enhance Hong Kong's attractiveness as a world-class premier tourism destination;

Strategy 2: Visitors from all parts of the world gather in Hong Kong (to develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors). This strategy has two key dimensions including developing potential source markets while consolidating existing core markets, and rolling out promotions targeting the characteristics of specific segments to encourage more meetings, incentives, conventions and exhibitions visitors and cruise passengers to visit Hong Kong. It also aims to expand silver-haired, family, study tour and youth source markets for attracting high-value added visitors;

Strategy 3: Intelligent and convenient travel to Hong Kong (to promote smart tourism). Directions include facilitating and enhancing visitors' experiences and improving the competitiveness of the industry. Through the use of modern information technology such as electronic platforms, big data and artificial intelligence, Hong Kong will further enhance the smart level of tourism services and add smart elements to tourist attractions to provide visitors with a more convenient, efficient and user-friendly travel experience; and



Strategy 4: Quality services for visitors (to enhance the service quality and support of the tourism industry on all fronts and to cultivate talent). Hong Kong has positioned itself as a destination providing high-quality tourism experiences. Quality service is essential in welcoming visitors. This strategy aims to attract talent, nurture professionals, enhance service quality and improve hardware support.

10. The full text of Blueprint 2.0 has been uploaded to the website of CSTB and enclosed at **Annex** for Member's reference.

## **Way Forward**

11. Blueprint 2.0 aims to set out the overall working direction and strategy for Hong Kong's tourism development in the coming five years. Under the planning framework of Blueprint 2.0, CSTB will support and drive the industry to keep abreast of market trends and opportunities, and to "identify, respond to and steer changes" at all times. We also encourage stakeholders to make new attempts and proposals based on Blueprint 2.0 in response to the ever-changing travel preferences and consumption patterns of visitors, so as to continuously inject impetus into Blueprint 2.0 and revitalise Hong Kong's tourism industry.

12. The tourism industry involves various service sectors, and the all-round development of the industry depends on the support and participation of the entire community. As the policy bureau responsible for promoting the development of cultural, sports and tourism, CSTB will continue to work closely with other bureaux and departments, as well as various stakeholders such as the Hong Kong Tourism Board, the Travel Industry Authority and the Travel Industry Council of Hong Kong to strengthen co-operation with all sectors, and to fully implement the positioning and development strategies as well as the relevant measures set out in Blueprint 2.0, with a view to further capitalising Hong Kong's strengths and jointly promoting the innovation,

transformation and sustainable development of the tourism industry.

### **Advice Sought**

13. Members are invited to note the content of the paper.

**Culture, Sports and Tourism Bureau**  
**Tourism Commission**  
**January 2025**



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# Foreword

Tourism is a bridge connecting people to people. Through tourism, people from different places get to know each other better and enhance understanding of their respective cultures. Our country's development direction of "shaping tourism with cultural activities and promoting culture through tourism" brings culture and tourism into cohesive development, thereby strengthening the synergy effect.

Hong Kong's tourism industry started to develop as early as the 1950s and is one of the economic pillars of Hong Kong. Apart from the tourism and hotel industries, transportation, catering and retail industries also provide direct services to visitors, and the prosperous development of the tourism industry has also added value to these industries, while convention and exhibition, cultural and creative industries, and other related industries along the industrial chain of the overall tourism economy also play a mutually reinforcing role with the tourism industry, thus bringing both direct and indirect benefits to Hong Kong's economy. The development of tourism industry requires active participation, aspiration and determination of all parties, including Government bureaux and departments, trade organisations and relevant stakeholders, in order to form a sustainable and vibrant ecosystem of the tourism economy, thereby injecting an unceasing impetus into Hong Kong's economy.

In 2017, the Tourism Commission promulgated the landmark Development Blueprint for Hong Kong's Tourism Industry ("Blueprint 1.0") setting out a clear vision and mission for the future of Hong Kong's tourism development with four development strategies, 13 implementation directions and 72 initiatives covering short-, medium- to long-term. Although the city's cross-boundary tourism was hit hard in the following few years, and even underwent standstill during the pandemic, the Government and the industry continued to proactively and progressively implement and achieve all

the targets and initiatives set out in Blueprint 1.0. In 2024, more than one year of resuming normal travel after the pandemic, Hong Kong ranked fourth globally in terms of visitor arrivals. This not only demonstrated Hong Kong strong competitive edges in the global tourism market, but also laid a solid foundation for resumption of travel, thanks to Blueprint 1.0.

Visitors' behavioural patterns have changed after the pandemic. Hong Kong's tourism industry needs to transform and seek changes to better meet global visitors' needs. Therefore, in the Policy Address 2023, the Chief Executive instructed the Culture, Sports and Tourism Bureau ("CSTB") to publish the Development Blueprint for Hong Kong's Tourism Industry 2.0 ("Blueprint 2.0") in 2024 to outline a visionary plan, and consolidate the efforts of the trade and society in joining hands to burnish the sterling reputation of Hong Kong's tourism industry.

Blueprint 2.0 focuses on "Grasping the Present, and Planning for the Future", proposing working directions and measures which will be implemented with full spirit and resources in the coming five years, so as to help enhance the competitiveness of Hong Kong's tourism industry in the long run. Through establishing the concept of "tourism is everywhere" in Hong Kong, and reaching new heights on the path to continuous innovation, it will enable Hong Kong to strengthen people-to-people exchanges through promoting tourism, and telling the good stories of China and Hong Kong while injecting new momentum into the development of ecosystem of Hong Kong's tourism economy.

## Reform for Change and Excellence

Throughout the decades, Hong Kong's tourism industry has made remarkable achievements that have captured the world's attention. At the same time, we have gradually developed into the business-oriented economy, which has laid a solid foundation for future development. Below are some of the key milestones in the institutional development of Hong Kong's tourism industry:

1957

The Hong Kong Tourist Association was established under the Hong Kong Tourist Association Ordinance with the objective of promoting Hong Kong to overseas and attracting visitors to visit Hong Kong, so as to promote the development of the tourism industry.

1978

The Travel Industry Council of Hong Kong ("TIC") was established to protect the interests of travel agents and to be responsible for the self-regulation of the industry.



1999

The Tourism Commission was established by the Government to formulate the Government's policies and strategies for the development of the tourism industry, and to co-ordinate liaison with the industry and enhance co-ordination in promoting the development of the tourism industry.

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The Government set up the Tourism Strategy Group to advise the Government on tourism development from a strategic perspective.

2001

The Hong Kong Tourist Association was renamed as the Hong Kong Tourism Board ("HKTB") with operation funded by the Government.

2011

The Government conducted a public consultation on the "Review of the Operation and Regulatory Framework of Hong Kong's Tourism Sector" and announced in the same year the proposal to set up an independent statutory body, the Travel Industry Authority ("TIA"), to take over the role of TIC as the industry's self-regulatory body, and to be responsible for the overall regulation of the travel industry.

2020

The Government established TIA in accordance with the Travel Industry Ordinance (Cap. 634), which was passed in 2018, to implement the new regulatory regime of the travel industry and promote the sustainable development of the industry.

2022

CSTB was established to consolidate matters relating to culture, sports and tourism in Hong Kong and to promote more effectively the long-term development of the culture, sports, tourism and creative industries through collaboration among them.

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The new regulatory regime for the travel industry was fully implemented, marking an important milestone in the development of Hong Kong's tourism industry.

2024

The Government established the Tourism Strategy Committee, chaired by the Secretary for Culture, Sports and Tourism, to replace the Tourism Strategy Group. It is tasked to provide the Government with strategic advice and foster collaboration among different stakeholders in the tourism and related sectors, with a view to further promoting the long-term and sustainable development of Hong Kong's tourism industry.

## Working Together for the Future

At present, organisations promoting the development of tourism industry in Hong Kong include -



中華人民共和國  
香港特別行政區政府  
文化體育及旅遊局



The Tourism Commission of CSTB, which is responsible for formulating policies and strategies, co-ordinating liaison with the trade, as well as leading and co-ordinating the implementation of policies and initiatives by Government bureaux and departments to promote the development of the tourism industry.



旅遊業監管局  
Travel Industry Authority

TIA, a statutory body responsible for regulating and issuing licenses to travel agents, tour escorts and tourist guides who receive outbound and inbound visitors respectively, and promoting the healthy development of the tourism industry.



HONG KONG  
TOURISM BOARD  
香港旅遊發展局

HKTB, a statutory body responsible for promoting and marketing Hong Kong as a tourist destination worldwide, and actively enhancing the experience of inbound visitors in Hong Kong. HKTB also plans and organises a wide range of tourism promotions to raise Hong Kong's profile and attractiveness as an international tourist destination.



The tourism industry-related organisations, including travel agents, hotels, transportation, catering and retail. They strive to promote industry development and professionalisation, in order to improve the service quality of the tourism industry.





In the area of high-level stewardship -

- The Government set up a high-level Tourism Strategy Committee chaired by the Secretary for Culture, Sports and Tourism in January 2024 to formulate strategies for promoting cross-sectoral collaboration to further enhance the long-term and sustainable development of the tourism industry. The committee, comprising prominent figures and key leaders in the tourism sector, as well as members from tourism-related sectors such as culture, sports, retail and catering, aims at gathering strategic advice to enhance the speed and quality of the development of Hong Kong's tourism industry and to foster integrated development of tourism and other related sectors.
- The Government set up an inter-departmental Mega Events Coordination Unit in March 2024, headed by the Deputy Financial Secretary and underpinned by the Secretary for Culture, Sports and Tourism and comprising representatives from the relevant bureaux, departments, HKTb and other statutory bodies, with a view to strengthening the coordination of mega events, boosting the mega events economy, ensuring that mega events are given adequate inter-departmental support, and proactively bidding for the holding of large-scale mega events in Hong Kong, so as to adopt a multi-pronged approach to boost the mega events economy and boost the tourism industry.
- The Chief Secretary for Administration chaired the first meeting of the Inter-departmental Working Group on Festive Arrangements in September 2024 to oversee and steer the overall co-ordination among Government departments in welcoming visitors to Hong Kong during the festive season, ensure that each department is well-prepared for receiving visitors to Hong Kong during the festive season, proactively co-ordinate the supportive measures for the border control points, traffic and public transport, respond promptly to various contingencies, and enhance the dissemination of information to provide a quality experience for the public and visitors to Hong Kong.
- The Government set up the Working Group on Developing Tourist Hotspots, led by the Deputy Chief Secretary for Administration in November 2024 to strengthen inter-departmental coordination and integrate community efforts in identifying and building popular and attractive tourism hotspots at the district level. The objective is to promote the concept of "tourism is everywhere" in Hong Kong through high-level steering and dedicated co-ordination of projects that require inter-departmental, trade and community collaboration, and to explore and develop new district tourist hotspots with innovative ideas.

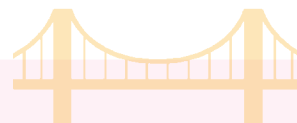
Apart from the above mentioned high-level stewardship, CSTB, HKTB and TIA maintain close liaison with the tourism trade and stakeholders to keep abreast of the situation and trend of tourism activities in Hong Kong, and to collaborate with them to optimise the direction of tourism development. Such system and structure are similar to those adopted by many of the world's most popular tourist destinations in promoting tourism development, and have been borrowed and emulated by tourist cities at different stages of development.

## **Identify, Respond to and Steer Changes**

Hong Kong is endowed with comprehensive cross-boundary transportation network and unique tourism resources ranging from heritage, iconic landmarks, arts and culture, natural landscapes, sporting events, conventions and exhibitions to cruise travel experiences – covering almost all aspects of tourism. These resources not only provide visitors with a diverse and vibrant tourism experience but also provide infinite potential for the long-term development of Hong Kong's tourism industry. Hong Kong needs to establish the concept of "tourism is everywhere", reinvent ideas and adopt fresh policies, fully explore and utilise Hong Kong's rich tourism resources, promote the in-depth integration of tourism with other industries, and realise the development of all-for-one tourism.

After the pandemic, the visitors' travelling habits and preferences have changed in many aspects, including:

### 1 More short-haul travel



Following the ever-improving cross-boundary transportation networks, Hong Kong begins to welcome more short-haul visitors who explore Hong Kong in depth with multiple visits in the form of day trips and weekend trips. These short-haul visitors may decide or change their itineraries based on factors like weather at the last minute and they are generally interested in the latest trendy hotspots, mega-events and city-walks, and therefore prefer spending on experiential activities to accommodation and shopping.

### 2 Preference for in-depth experiences



There is a gradual shift from sightseeing tours galloping through attractions to pursuing in-depth experiences and cultural immersion. In terms of travel patterns, the proportion of independent travel is rising. Visitors tend to pursue personalised and in-depth travelling experiences, shifting from traditional shopping tours to explorations on diverse experiences. High-end customised tours and multi-destination itineraries are also gaining popularity. Such trends reflect an increasing demand for quality and meaningful experiences in visitors' journeys.

### 3 Rise of bleisure travel



Bleisure travel is emerging as a new trend in business travel. Business visitors are increasingly combining leisure time with their business trips, often by adding a few extra days to their itineraries before or after their engagements. This approach allows them to explore their business destinations, alleviating the fatigue associated with long-distance travel.

### 4 Sustainability



Visitors are attaching increasing importance to sustainable tourism. This concept extends beyond environmental protection to encompass socio-cultural and economic sustainability, such that both the natural environment and local communities can benefit economically and culturally from the development of the tourism industry.

As an international city and a tourism hub, Hong Kong must embrace these changes and optimise its tourism products and services, and strike a balance between visitor growth and local reception capacity by abandoning the mindset of blindly pursuing growth in visitor arrivals, and lead the industry to identify, respond to and steer changes. In 2022, the current-term Government has established CSTB to coordinate culture, sports and tourism portfolio. In addition to strengthening the stewardship and promotion of the development of these three sectors, it is even more important to foster mutual support among the three areas and enhancing the synergy. We aim to attract visitors through the cultural and sports content, while stimulating the culture and sports industries through tourism and expanding the audience for cultural and sports activities in Hong Kong. We also hope that when visitors participate in cultural and sports events, they can experience the tradition and profound foundation of the Chinese culture, thereby telling the good stories of China and Hong Kong. The establishment of CSTB has brought about a better integration of the policies on culture, sports and tourism, which is conducive to promoting the national development direction of “shaping tourism with cultural activities and promoting culture through tourism”, and laying a good foundation for the development of tourism in Hong Kong.

### **Backed by the Motherland and Established a Foothold in the World**

Our country has attached great importance to the development of the tourism industry. A series of important policy documents and white papers were released since 2018, including Guideline on the Promoting of the Development of All-area Tourism and the “14th Five-Year” Tourism Development Plan. Moreover, in 2020, the Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area was specifically formulated to drive the coordinated development of the cultural and tourism industries in the Guangdong-Hong Kong-Macao Greater Bay Area (“GBA”). The plan emphasised the regional development strategy of multi-destination tourism and encouraged consolidation and complementarity of tourism resources among cities in the region. As one of the core cities of GBA, Hong Kong has been positioned as an international tourism hub and a core demonstration zone for multi-destination tourism. The relevant guiding directions of the relevant national planning documents are in line with Blueprint 1.0 launched by the HKSAR Government in 2017.

In 2024, our country further optimised the policies, bringing multiple benefits to Hong Kong’s tourism industry and people exchanges.

March  
and May

Added 10 more Individual Visit Scheme (“IVS”) cities, which expanded convenient access for Mainland residents travelling to Hong Kong.

June

The launch of direct sleeper trains from Hong Kong to Beijing and Shanghai provided more travelling options for Mainland visitors visiting Hong Kong.

July and  
August

Our country increased the duty-free allowance for luggage articles brought into the Mainland from Hong Kong by visitors who are Mainland residents from RMB5,000 to RMB12,000, while retaining the measure of allowing for additional duty-free goods at the value of RMB3,000 purchased at port entry duty-free stores, bringing the total amount of allowance to RMB15,000. This initiative aims to facilitate Mainland residents’ consumption in Hong Kong and bring a richer experience to Mainland visitors visiting Hong Kong.

September

The smooth arrival of the two precious giant pandas gifted by the Central Government fully demonstrated the Central Government’s care and support for Hong Kong, while the birth of two giant panda cubs delivered by the our resident giant panda “Ying Ying” in August further added to the joy. Hong Kong will continue to seize the opportunities brought by the giant pandas and actively promote panda tourism to further enhance its appeal as a world-class tourist destination.

October

The signing of the Second Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) Agreement on Trade in Services (Amendment Agreement II) between the Ministry of Commerce and Hong Kong, thereby expanding the stay areas under the 144-hour visa-exemption policy to the whole of Guangdong Province, providing facilitation for Mainland travel agents when receiving group tours at West Kowloon Station of the High Speed Rail; and allowing Mainland visitors to travel to Hong Kong in transit to join international cruise itineraries involving port-of-call in Mainland cruise ports.

December

The Central Government resumed the multiple-entry permits for the residents of Shenzhen to travel to Hong Kong, and expanded the measure to holders of residence permits, allowing them to visit Hong Kong more freely and conveniently. The expanded scheme further refuels the industries in Hong Kong such as tourism, catering and retail industry.





## From Strength to Strength

The Government formulated Blueprint 2.0 this year to further capitalise on Hong Kong's strengths in promoting innovation, transformation and sustainable development of the tourism industry. In April 2024, the Tourism Commission commissioned the Our Hong Kong Foundation as the research team for Blueprint 2.0. A total of 27 industry consultation sessions concerning formulation of Blueprint 2.0 were completed for in-depth exchanges with more than 110 organisations from the tourism industry, culture and sports sectors, as well as Legislative Council members and political parties. More than 1 000 ideas and suggestions were received. The enthusiastic response and positive feedback from various sectors have provided deeper insights into the current situation and potential of Hong Kong's tourism industry, laying solid foundations for the formulation of Blueprint 2.0.

Blueprint 2.0 serves as a strategic document that consolidates the collective wisdom of various sectors and reflects stakeholders' earnest expectations. In the ensuing paragraphs, we will outline in a comprehensive and forward-looking manner the strategies and pathways for the long-term development of Hong Kong's tourism industry.

Hong Kong's tourism industry has always been flexible and dynamic. By giving it a clear positioning in the new era, the trade will be able to grasp the opportunities and realise the concept of "tourism is everywhere" in Hong Kong. With their endeavour to embark on innovation, Hong Kong's tourism industry will be able to carry forward the cause and forge ahead into the future.

**Culture, Sports and Tourism Bureau**  
**December 2024**





# Executive Summary

Hong Kong, an international city and a tourism hub with diverse culture, has long been one of the most popular tourist destinations in the world.

Premising on the strong support of our country, Hong Kong's tourism industry demonstrated strong competitiveness and resilience after the pandemic. As visitors' behavioural patterns and preference evolve, Hong Kong will strive to embrace these changes and further capitalise on its unique advantages to plan for the direction of future development.

In December 2024, CSTB promulgated Blueprint 2.0. It outlines in a forward-looking manner the core principles, development strategies and pathways for the future development of Hong Kong's tourism industry in the long term. Our vision and mission are to consolidate Hong Kong's position as a world-class premier tourist destination. At the same time, we further advocate the healthy and sustainable development of tourism-related industries, and to promote economic development through tourism.

Blueprint 2.0 proposes four-pronged positioning for tourism development: including reinforcing the role of an international tourism hub and a core demonstration zone for multi-destination tourism; highlighting the unique elements of Hong Kong's local cultural characteristics which are irreplaceable and unrepeatable and making good use of the positioning of the East-meets-West Centre for International Cultural Exchange, with a view to achieving "shaping tourism with cultural activities and promoting culture through tourism"; upholding Hong Kong's positioning as a city with high-quality tourism experiences; and stressing the importance of quality over quantity in development to build Hong Kong into a demonstration point for sustainable tourism, thereby further polishing the charisma of Hong Kong as an iconic tourist city.

Blueprint 2.0 also proposes four development strategies, 16 implementation directions, 59 action plans and 133 measures.



## Strategy 1

### Nurture and develop tourism products

To nurture and develop tourism products and initiatives with local and international characteristics

Covering 46 measures in four directions which focuses on pressing ahead in-depth integration of tourism with four areas, namely culture, sports, ecology and mega events, in which Hong Kong possesses world-class resources but have yet been fully presented to global visitors, and crafting a series of distinctive and attractive tourism products and projects to attract global visitors to explore in depth Hong Kong's rich and diversified unique tourism resources, with a view to enhancing Hong Kong's attractiveness as a world-class premier tourism destination.



## Strategy 2

### Visitors from all parts of the world gather in Hong Kong

To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors

Covering 37 measures in six directions. The strategy has two key dimensions which include developing potential source markets while consolidating the existing core markets, and rolling out promotions targeting the characteristics of specific segments to encourage more meetings, incentives, conventions and exhibitions ("MICE") and cruise visitors to come to Hong Kong, and expanding the silver-haired, family, study tour and youth source markets for attracting high-value added visitors at the same time.





### Intelligent and convenient travel to Hong Kong

#### To promote smart tourism

Covering 19 measures in two directions, including facilitating and enhancing visitors' experience, and improving the competitiveness of the industry. Through the use of modern information technology such as electronic platforms, big data and artificial intelligence, we will further enhance the smart level of tourism services and add smart elements to tourist attractions, so as to provide visitors with a more convenient, efficient and user-friendly travel experience.

## Strategy 3



### Quality services for visitors

To enhance the service quality and support of the tourism industry on all fronts, and to cultivate talents

Covering 31 measures in four directions. Hong Kong has positioned itself as a destination providing high-quality tourism experiences. Quality service is indispensable in welcoming visitors. This strategy aims to attract talents, nurture professionals, enhance service quality and improve hardware support.

## Strategy 4

Blueprint 2.0 has consolidated the wisdom of stakeholders and has set out a clear direction for the sustainable development of Hong Kong's tourism industry.

With Hong Kong's reputation as a flourishing iconic and charismatic tourist city and the realisation of "tourism is everywhere", the development of tourism can further enhance people-to-people exchanges and tell good stories of China and Hong Kong.

Tourism development requires the support and participation of all sectors in the community. We hope that all of you will join hands to spread the positive energy and image of Hong Kong, showcase the spirit of hospitality, and work together to create a harmonious, accommodating and vibrant tourism atmosphere to welcome every visitor.



# Overview of Hong Kong Tourism



## Definitions

The United Nations World Tourism Organization (“UNWTO”) defines tourism as activities that involve “the movement of people to countries or places outside their usual environment, for less than a year”, until the visitor returns to his/her place of origin. Whether it is inbound travel made by foreign residents to Hong Kong or outbound travel made by Hong Kong residents to other places, both fall under the domain of tourism. Conceptually, the term tourism has a broad definition, encompassing travel activities undertaken by both foreign visitors and local residents but normally does not cover leisure activities undertaken by local residents. However, apart from visiting tourist attractions, many visitors nowadays like to explore destinations that are popular with the locals so as to understand the local culture and development.

Unlike other industries, the boundaries of the “tourism industry” are not defined by specific products or services. Instead, it encompasses all businesses that directly provide products and services to inbound visitors and outbound local residents. UNWTO states that the economic contributions generated by the tourism industry should encompass all amounts paid by visitors for travel and during their travels, including payments made to businesses of various sectors such as hotels, airlines, transportation, catering, retail, and travel agents, in order to purchase travel-related products and services. To comprehensively cover the range of economic activities generated by tourism, unless otherwise specified, the term “tourism industry” refers to all sectors that provide products and services directly to visitors and the figures are cited from HKTB or TIA.

## Analysis of Inbound Visitors

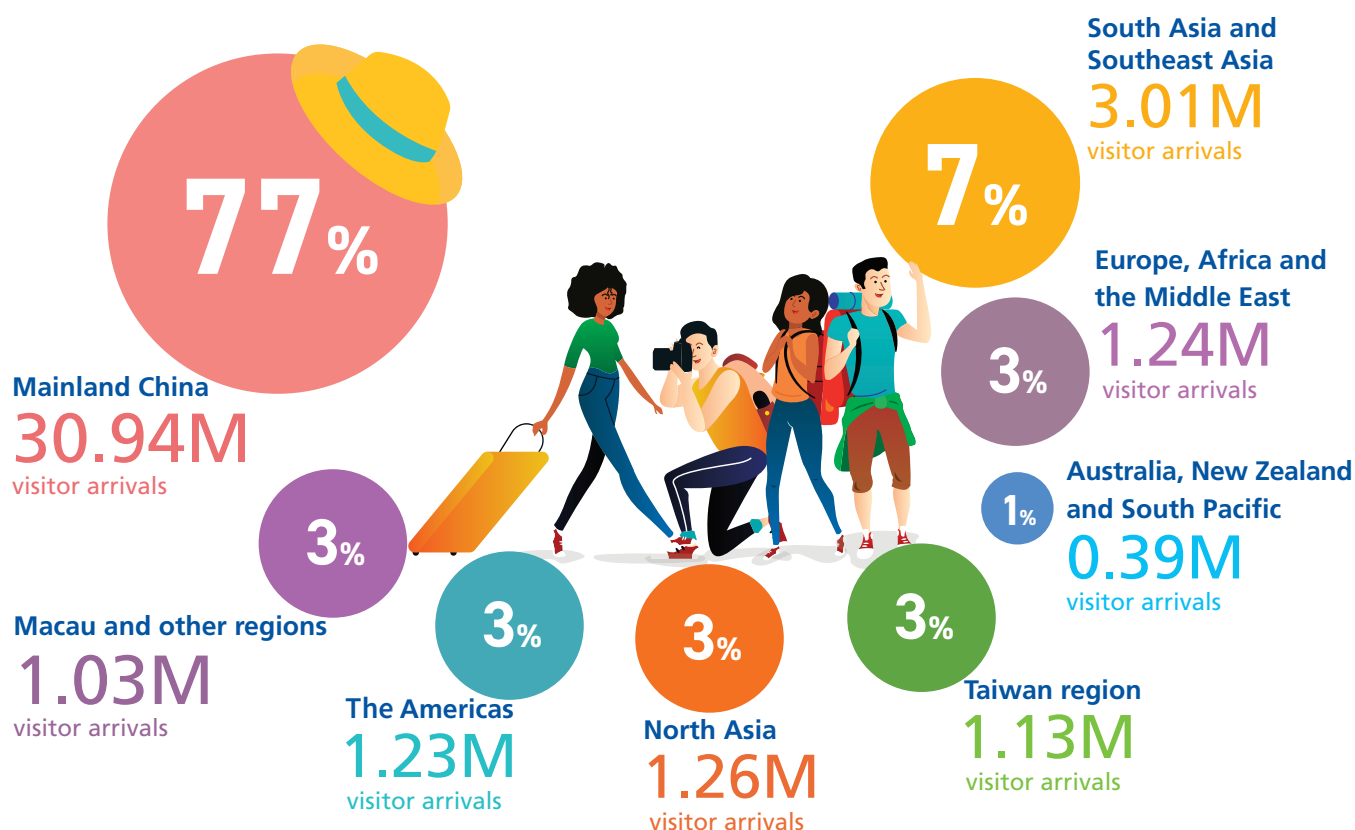
### Inbound Visitor Arrivals

The Top 100 City Destinations Index 2024 published by Euromonitor, a research institute, ranks Hong Kong as the 4th largest tourism destination globally in terms of the number of inbound visitors. In 2023, there were nearly 34 million inbound visitor arrivals. From January to November 2024, inbound visitor arrivals were approximately 40.2 million. It is estimated that the figure can reach 45 million for the full year of 2024, which is in line with the estimation made in early 2024.



## Major Visitor Source Markets

In terms of visitor arrivals in the first 11 months of 2024, the largest source markets are in the order of Mainland China, South Asia and Southeast Asia, North Asia, Europe, Africa and the Middle East, the Americas, Taiwan region, Macau and other regions, and Australia, New Zealand and South Pacific.



## Visitor Duration of Stay and Spending

### Proportion of Overnight Visitors

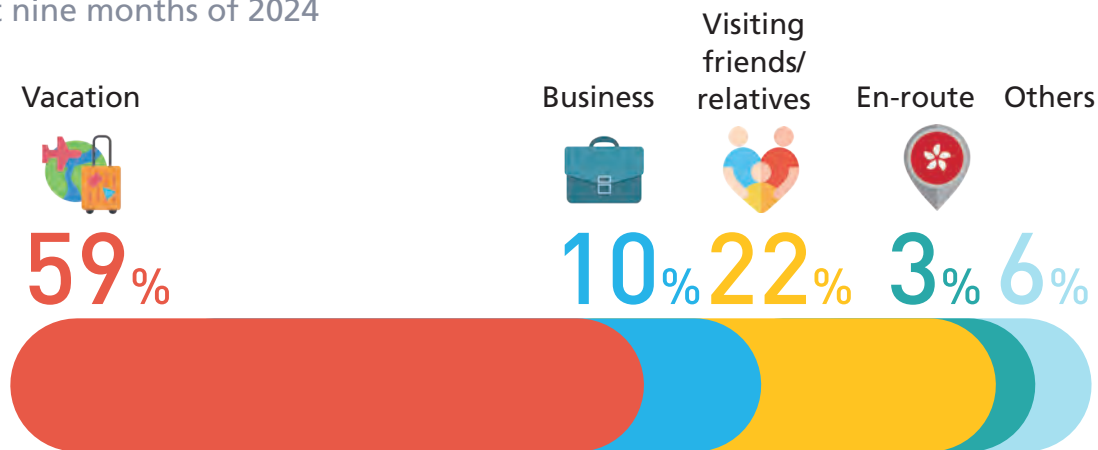
First 11 months of 2024





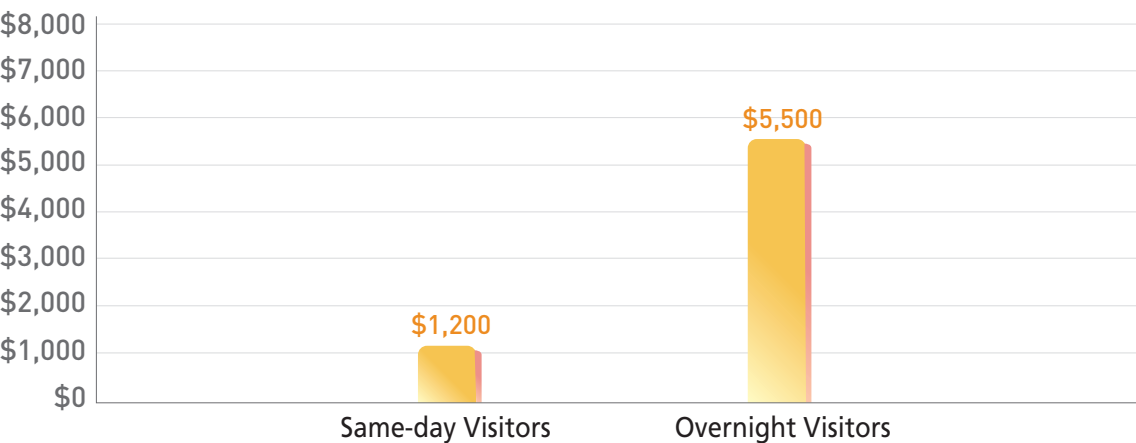
### Main Purpose of Visit among Overnight Visitors

First nine months of 2024



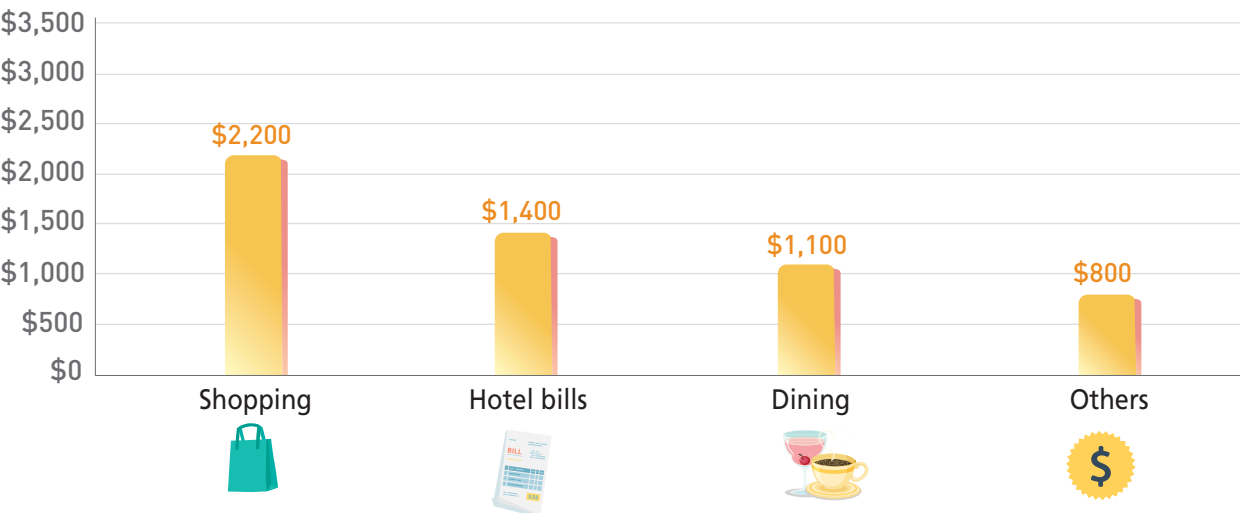
### Per Capita Spending of Inbound Visitors (Hong Kong Dollar)

First nine months of 2024



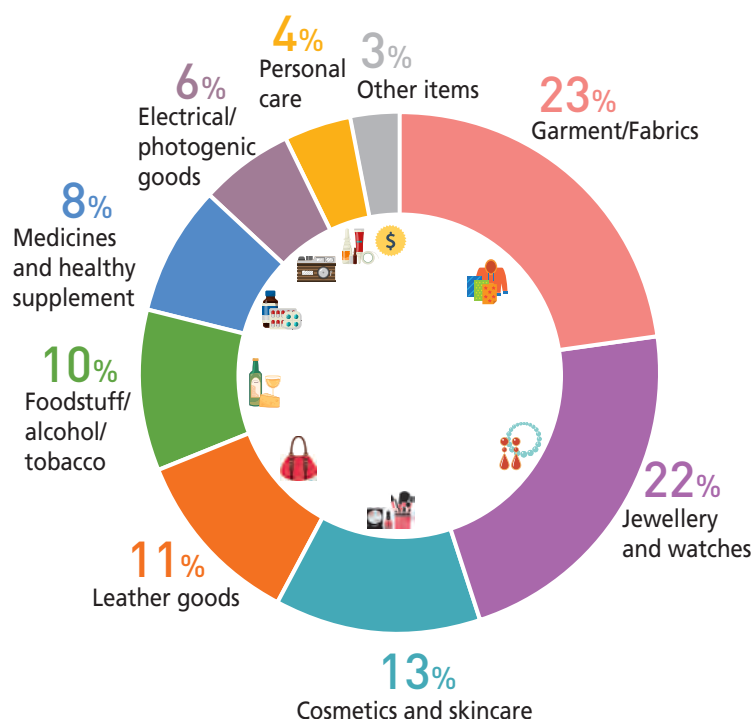
### Per Capita Spending on Major Spending Categories of Overnight Visitors

First nine months of 2024



## Proportion of Spending on Shopping Categories of Overnight Visitors

First nine months of 2024



## Popular Attractions and Visitor Satisfaction

Apart from traditional attractions such as Tsim Sha Tsui, Ladies' Market/Temple Street, the Peak, the Hong Kong Disneyland Resort ("HKDL") and the Ocean Park, the West Kowloon Cultural District and the Hong Kong Museum of Art are also added as popular attractions.

Visitors have expressed positive feedback about shopping, hotels, dining, entertainment, and sightseeing experiences in Hong Kong.

### The 10 places most visited among overnight visitors

First six months of 2024





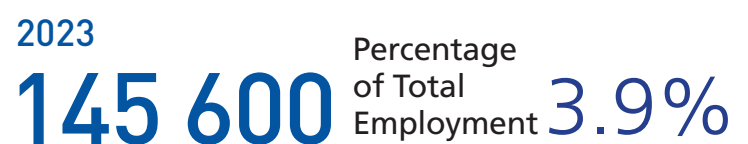
## Economic Contribution of the Tourism Industry

In 2023, the tourism industry's share of value added in Hong Kong's Gross Domestic Product ("GDP") reached 2.6%, providing close to 150 000 employment opportunities. Visitor spending accounted for around 18% of total retail sales value and 24% of total restaurant receipts in 2023.

### Tourism Industry's Share of Value Added in Hong Kong's GDP



### Employment of Tourism Industry





## Tourism-related Licenses and Accommodation Figures

Licenses Issued by TIA  
(as at November 2024)



1 626

Travel Agent  
Licenses



5 313

Tourist Guide  
Licenses



11 475

Tour Escort  
Licenses



Accommodations  
(as at October 2024)



	Quantity	Number of Rooms
Hotels	330	91 961
Guesthouses	1 263	10 937

Hotel Category  
(Percentage of All Hotels) (as at October 2024)



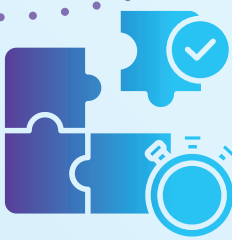
18%

46%



36%





# Strengths, Development Limitations, Challenges and Opportunities



## Strengths of Hong Kong's Tourism Industry

### Advantage as a tourism hub

Located strategically in terms of geographical position at the heart of Asia, Hong Kong is connected to the Mainland China and the world via its developed and diversified transport network. Nearly half of the world's population can arrive at Hong Kong within a five-hour flight. Moreover, Hong Kong is connected with the world's largest high-speed rail network, making it a gateway to the Mainland China, and enjoys the advantage as a core city in GBA.



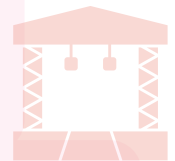
### A city of diversity

As an inclusive and open cosmopolitan city, Hong Kong offers diverse experiences despite being a small city. It is a city where Chinese traditions and Western culture meet, where lifestyles are in harmony with one another, where street food and luxury cuisine abound, where the old and the new are intertwined, and where the colourful skyline and the lush greenery of the natural environment are in perfect harmony.



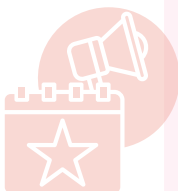
### Rich tourism resources

Hong Kong has a wealth of quality tourism resources with large development potential, including Chinese and Western arts, contemporary culture, wine and dine, countryside excursions, island sceneries, historical monuments, etc. As visitors' preferences have changed after the pandemic, the purpose of their visits has become more diversified with new modes such as immersive in-depth tours gaining popularity.



### Hub of international mega-events

Over the years, Hong Kong has accumulated experience in organising events of different types and scales, and is well-positioned to hold successful events. Various mega events and exciting activities such as arts and cultural performances, sports competitions, conference and exhibitions, and festive celebrations, are held all year round in Hong Kong, offering unique experiences for visitors while building mega event economy.



### Safe and convenient

Hong Kong is one of the world's safest cities, with a developed economy, free flow of information, good law and order, and an exceedingly low crime rate. According to the 2023 Global Safety/Crime Index ranking released by the database website Numbeo, Hong Kong ranked sixth in the safety index among 142 countries and regions in the world. With safe and clean streets, efficient public transportation network, sophisticated infrastructure, and relatively stable weather and environment with the least risk of earthquake, visitors can enjoy their time in a highly secure public transport network and convenient travel environment.



Coupled with the abovementioned strengths, the tourism industry can capitalise on multiple favourable factors to forge a quality tourism brand for Hong Kong, as well as consolidate and enhance its status as an international tourism hub.





## Development Limitations Faced by Hong Kong's Tourism Industry

Same as other cities, Hong Kong's tourism industry development has its limitations:

### Limited capacity to receive visitors

In recent years, Hong Kong has seen many new facilities introduced in tourist attractions, the completion and revamp of many cultural landmarks, and an increase in the number of hotel and guesthouse rooms. Nevertheless, Hong Kong's city area is still limited. To ensure sustainable development of the tourism industry, proactive management is needed to balance visitor experience and resident livelihood.



### Tight supply of venues

While the opening and commissioning of the Kai Tak Sports Park ("KTSP") will effectively alleviate the demand for entertainment and other large-scale activity venues, Hong Kong is still facing a shortfall in venues for events such as conventions and exhibitions, outdoor performances, and sporting competitions. To meet the demand for different scales and types of events, Hong Kong needs more effective utilisation and management of its existing venues resources.



### Relatively high business costs

Tourism-related activities and mega events can attract visitors from different parts of the world. However, not only Hong Kong's price levels are relatively more expensive than its neighbouring regions, but factors like inflation and material costs have also increased, which further add to the cost of organising tourism-related activities and mega events. Instead of attracting visitors by offering low prices, Hong Kong must create quality experiences with high value for money so that participants will feel satisfied.



### Stretched manpower supply

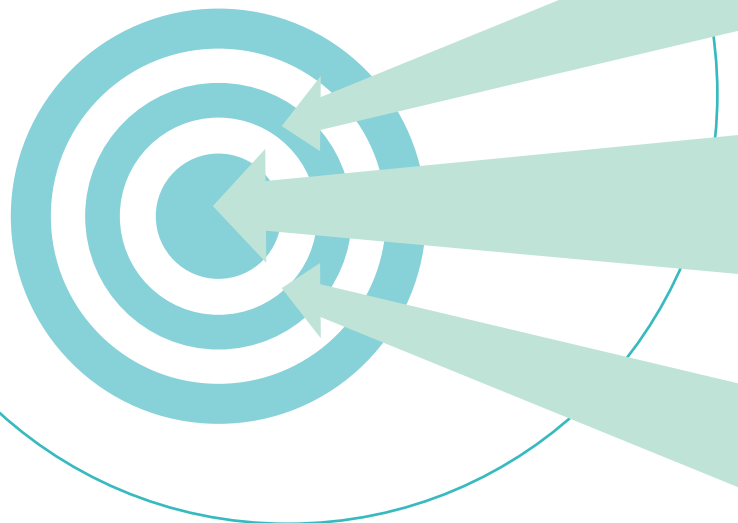
Hong Kong's tourism and hospitality-related industries experienced high staff turnover during the pandemic, leading to stretched manpower in travel agents, airlines, hotels, etc. The manpower shortage issue has become more evident after the pandemic. Although the Government has enhanced measures to import labour, it still takes time to secure sufficient manpower. The manpower shortage inevitably affects the city's capacity to receive visitors and service quality.





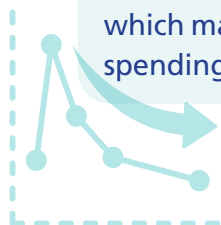
## Challenges Faced by Hong Kong's Tourism Industry

In addition, in the face of global and local economic fluctuations, the tourism industry is inevitably impacted. This calls for the Government and the industry to join hands and further enhance competitiveness in light of the new changes.



### Global economic slowdown

Consumer and investor confidence is weak in the face of slowing growth, uncertainties and factors that restrict the development of global macroeconomic trends. As the Hong Kong dollar exchange rate is pegged to the US dollar, resulting in higher cost of travelling to Hong Kong, which may discourage visitors from coming to Hong Kong and affect their spending in Hong Kong.



### Regional tourism competition

To revitalise the local tourism industry, many of Hong Kong's neighbouring countries and regions have launched various tourism themes and new products targeting different source markets. Promotion of new attractions and tourism facilities completed in recent years has also been stepped up to bring novelty to visitors. Moreover, visitors have more choices of destination as some countries have expanded the scope of visa-free countries/regions, extended the visa period and introduced special visas.

### Changing travel patterns

The travel and consumption habits of visitors have changed. The proportion of visitors coming to Hong Kong mainly for shopping is decreasing while more visitors are seeking travel experiences other than shopping, including in-depth local cultural tours. Hong Kong needs to be flexible and proactively respond to changes in visitors' preferences by diversifying its offerings in the direction of high value-added tourism, and providing attractive tourism products with highlights to prolong visitors' length of stay in Hong Kong, which brings challenges to the whole tourism industry and practitioners.



### Geopolitical factor

Individual countries abuse and politicize their travel advisory system irresponsibly to create the illusion that all inbound visitors to Hong Kong will be perceived as threats to national security, in order to disrupt normal people-to-people exchanges.



Despite the abovementioned development limitations and challenges, Hong Kong's tourism development is still full of opportunities. As a world-renowned tourist city, Hong Kong still possesses a myriad of unique attractiveness that makes it a popular tourist destination.



## Opportunities for Hong Kong's Tourism Industry



### National policy support

The Central Government has clearly supported Hong Kong to develop into an East-meets-West centre for international cultural exchange, an international tourism hub, and a core demonstration zone for multi-destination tourism at both the national and GBA planning levels. The rollout of various measures benefitting Hong Kong injected new impetus into our tourism, retail, catering, and hospitality industries, and has been of greater significance in promoting perspective development.



### Regional tourism cooperation

Increasing movement of people is anticipated with the full commissioning of the three-runway system at the Hong Kong International Airport ("HKIA") and the multiple airports in GBA undergoing capacity expansion. As connectivity further improves within GBA, it will drive the development of more multi-destination tourism services and products, while realising the coordinated development of world-class airport and city clusters in GBA.



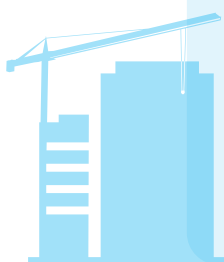
### Emerging market potential

Nearly 80% of Hong Kong's visitor source markets is made up of Mainland visitors, with the remaining 20% being non-Mainland visitors. In recent years, emerging markets such as Southeast Asia and the Middle East are developing rapidly. It is estimated that by 2028, there will be 250 million Muslim visitors worldwide and tourism receipts will reach US\$225 billion. Hong Kong must seize the opportunity to develop new source markets, including Muslim visitors.



### Upcoming infrastructure projects

In the coming years starting from 2024, new hardware facilities and attractions related to culture, sports, and tourism will be completed and commissioned, including KTSP, SKYCITY, the East Kowloon Cultural Centre, the Lyric Theatre Complex in the West Kowloon Cultural District, the new Adventure Zone at Ocean Park, a new themed area based on "Marvel" at HKDL, and Ma Wan Park Phase Two. These hardware facilities will facilitate Hong Kong's bid to host more world-class events, while creating synergy with existing events to attract more visitors to Hong Kong.





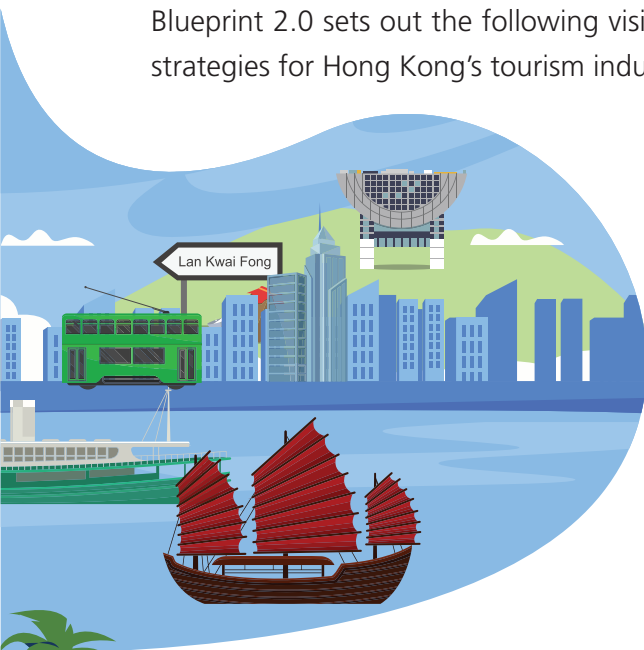
# Vision, Mission, Positioning and Strategies



# Vision, Mission, Positioning and Strategies

In 2017, the Government published Blueprint 1.0 which set out the vision of developing Hong Kong into a world-class premier tourism destination, and has been implementing the initiatives under Blueprint 1.0 through optimising existing measures and projects, and introducing new ones in a timely manner. Nowadays, although we are facing new changes in the post-pandemic era, the travel trade and stakeholders in general agreed during the consultation period of Blueprint 2.0 that the objectives and strategies in Blueprint 1.0 still largely meet the development needs of Hong Kong's tourism industry. Therefore, Blueprint 2.0 has based on the strategies set out in Blueprint 1.0 in planning for future development.

Blueprint 2.0 sets out the following vision, mission, positioning and strategies for Hong Kong's tourism industry.



## Vision

**To consolidate Hong Kong's position as a world-class premier tourism destination**



## Mission

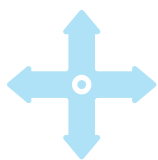
**To implement "tourism is everywhere", and to further advocate the healthy and sustainable development of tourism-related industries, thereby promoting economic development through tourism**

## Four Positioning

Hong Kong has long been one of Asia's most popular tourist destinations. Nevertheless, given the abovementioned development limitations and challenges, if Hong Kong is to stand out from the competition, it must capitalise on its strengths and clearly articulate its unique tourism positioning, so that visitors from all over the world will have a vivid impression of Hong Kong's city characteristics, and the tourism industry will have a clear direction to develop quality products and services with international appeal.

Through consolidating the views received during the consultation period and in-depth research of neighbouring regions, Blueprint 2.0 introduces four positioning of Hong Kong's tourism development to better showcase Hong Kong's reputation as an iconic and charismatic tourist city to the rest of the world, thereby attracting visitors from all over the world to revisit Hong Kong time and again.





1

### **An international tourism hub and a core demonstration zone for multi-destination tourism**

Hong Kong is an internationalised hub city with the distinctive advantages of enjoying strong support of the motherland and being closely connected to the world, as well as world-class cross-boundary transportation infrastructure and network. According to the Culture and Tourism Development Plan for GBA published by our country in 2020, Hong Kong has been positioned as an international tourism hub and a core demonstration zone for multi-destination tourism. The first positioning of Hong Kong's tourism development as set out in Blueprint 2.0 is to strengthen the role of Hong Kong as an international tourism hub and a core demonstration zone for multi-destination tourism, maintain its international edge, play a leading role in promoting regional tourism development, thereby fostering cultural exchanges, economic cooperation and synergistic development of the city through tourism services, and enhancing Hong Kong's overall attractiveness to global visitors.



2



### **An East-meets-West Centre for International Cultural Exchange with Hong Kong's local cultural characteristics**

The second positioning of Hong Kong's tourism development in Blueprint 2.0 is to highlight the unique elements of Hong Kong's local cultural characteristics which are irreplaceable and unrepeatable and make good use of the positioning of the East-meets-West centre for international cultural exchange, with a view to achieving "shaping tourism with cultural activities and promoting culture through tourism". This enriches tourism products with rich cultural substance and support on the one hand, and fosters further cultural dissemination and development on the other hand, which together constitute an organic framework for the integrated development of culture and tourism.

3

### The tourist city offering quality travel experiences

The third positioning of Hong Kong's tourism development in Blueprint 2.0 is to uphold Hong Kong's positioning as a city with high-quality tourism experiences and to provide visitors with an all-round and multi-dimensional quality travel experience, covering all aspects of tourism such as service quality, safety, environmental hygiene and more.

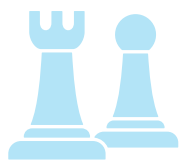


4

### The demonstration point for sustainable tourism development

The concept of sustainable tourism is to maintain an appropriate balance between environmental, economic and socio-cultural aspects in the development of tourism and to play an important role in the conservation of biodiversity. As times have changed, sustainable tourism development has emerged as a critical component of a city's development metrics. While addressing the current needs of visitors and local communities, it is essential for the tourism industry to embrace technological advances and thereby grasping opportunities for future tourism growth. Achieving a balance among environmental protection, socio-cultural considerations, and economic benefits is crucial for ensuring the stable development of the tourism industry in the long term. The forth positioning of Hong Kong's tourism development in Blueprint 2.0 is to stress the development direction of quality over quantity in building Hong Kong into a demonstration point for sustainable tourism development.





# Development Strategies

To achieve the above mission, we will focus on the following four long-term development strategies:

1

## Nurture and develop tourism products

(To nurture and develop tourism products and initiatives with local and international characteristics)

Focuses on pressing ahead in-depth integration of tourism with four areas, namely culture, sports, ecology and mega events, in which Hong Kong possesses world-class resources but have yet been fully presented to global visitors, and crafting a series of distinctive and attractive tourism products and projects, so as to attract global visitors to explore in-depth Hong Kong's rich and diversified unique tourism resources such as nature, culture and festivals, so as to fulfil the diversified needs of visitors and to enhance Hong Kong's competitiveness as a world-class premier tourism destination.



2

## Visitors from all parts of the world gather in Hong Kong

(To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors)

Focuses on attracting high value-added overnight visitors and actively explore potential source markets through targeted investment of resources to boost tourism spending.



3

## Intelligent and convenient travel to Hong Kong

(To promote smart tourism)

Leverages modern information technology, such as electronic platforms, big data, and artificial intelligence to further enhance the smart level of tourism services. More smart elements will also be added to tourist attractions to provide visitors with a more convenient, efficient and user-friendly travel experience.



4

## Quality services for visitors

(To enhance the service quality and support of the tourism industry on all fronts, and to cultivate talents)

Accelerates the provision of tourism infrastructure and boost receiving capacity. At the same time, professional training for tourism industry practitioners will be continuously strengthened to ensure improvement in service quality, so as to provide a solid talent pool for the sustainable development of Hong Kong's tourism industry.





# Recommended actions and measures

Based on the vision, mission, positioning and the four strategies set out in Blueprint 2.0, we propose 133 specific actions and measures to further promote tourism development. The aim is to stimulate the vitality of the tourism market through diversified strategies, enrich the quality and content of tourism products and services, and mobilise different industries to jointly promote the development of Hong Kong's tourism industry.

# Strategy 1

## Nurture and develop tourism products

To nurture and develop tourism products and initiatives with local and international characteristics

**(covering four directions, 18 action plans and 46 measures)**

As an international metropolis where Eastern and Western cultures converge, Hong Kong possesses world-class tourism resources. From the stunning natural landscapes of its picturesque islands to the rich heritage that blends ancient and modern cultures; from verdant hiking trails to the illuminated harbourfront; from unique urban explorations to world-renowned theme parks; and from celebrated cinematic arts to top-tier sporting events. Benefiting from such a rich natural and human heritage, Hong Kong has in recent years successfully planned and organised iconic cultural tourism events such as the Art March, the Art@Harbour, the Sai Kung Hoi Arts Festival and the Design District Hong Kong (“#ddHK”), showcasing not only the breathtaking beauty of its coastal scenery but also the harmonious coexistence of art and nature. Furthermore, on the front of city pop culture, the Hong Kong Pop Culture Festival has emerged as a key platform for showcasing local pop culture and fostering

## Mission

To implement “tourism is everywhere”, and to further advocate the healthy and sustainable development of tourism-related industries, thereby promoting economic development through tourism





international exchange. Meanwhile, HKTb has also launched various in-depth city walk itineraries since 2017, such as the Old Town Central, the Sham Shui Po Street Walk, and the Creating Modern Traditions – West Kowloon, to present the city's rich history and vibrant local culture to the world.

Visitors from different origins often have different preferences for travel experiences, which are influenced by their different cultural backgrounds. As an international tourist city welcoming global visitors, to cater various visitors' needs, Hong Kong needs to nurture and develop tourism products and initiatives with local and international characteristics, enhance supporting facilities and services, and launch promotion that cater different visitor segments. In addition, the Government will reinforce Hong Kong's position as the world's events capital by enhancing visitors' experience at popular attractions and actively nurturing new tourist attractions and projects so as to enable visitors to fully experience the city's distinctive allure and diverse vibrancy and pursue the concept of "tourism is everywhere" in Hong Kong.

## Direction 1 | Promote the Four "+Tourism" Directions

" +Tourism" generally means the combination of tourism elements and other industries or fields which creates new tourism products or services. This combination aims to broaden and deepen travelling experiences to satisfy visitors' diverse needs.

Following changes in visitors' travelling patterns, the Government will actively promote Culture+Tourism, Sports+Tourism, Ecology+Tourism, and Mega events+Tourism, the four areas in which Hong Kong possesses world-class resources but have yet been fully presented to global visitors, as its long-term development strategy for crafting unique tourism products and projects and implements "tourism is everywhere".

Pressing ahead the four key "+Tourism" areas will be able to complement the Government's direction of further integrating the development of cultural, sports and tourism sectors. This will help nurture unique tourism products, experiences and events that brings visitors a different side of Hong Kong, allowing them to dive into the city's vibrant local colour.



**Hong Kong — Destination for Cultural Diversity, 2024 GO TRAVEL Hotel & Travel Awards**

## Culture+Tourism

1

### Create a brand of diverse cultural tourism offerings



In 2024, the Government triumphed on a series of events under the Art March brand that links together the Art Basel Hong Kong, the ComplexCon Hong Kong, the Hong Kong Arts Festival, and the Hong Kong International Film and Television Market, and the Art@Harbour, etc., pulling the participation of a large number of citizens and visitors, which demonstrates the image of Hong Kong as a hub of pop culture and art. The Government will promote the integration of culture and tourism by bringing together traditional elements, pop culture, performing arts, cultural festivals, and innovative experiences. The West Kowloon Cultural District (“WKCD”) Authority will brand WKCD as a must-visit landmark for cultural and creative tourism by rolling out more special experience activities, and stepping up worldwide promotion in collaboration with HKTb to bring in more visitors, making WKCD as the top destination for global visitors to explore Chinese and foreign culture. In addition, HKTb will draw up a gourmet guide covering the 18 districts, organise gastronomic events, and promote gourmet food in different districts. HKTb will also encourage the trade to develop tourism products featuring local unique architecture and the elements of Made in Hong Kong industries, allowing visitors to understand Hong Kong’s culture and lifestyle thoroughly.

2

### Nurture signature cultural and performing arts tourism products



Enhancing Hong Kong’s cultural soft power and attracting more visitors to Hong Kong to experience activities with unique local cultural connotations are of great significance in promoting the development of Hong Kong’s cultural and tourism industries at the same time. Nurturing signature cultural and performing arts tourism products does not only help adding value to the Hong Kong’s brand of culture and arts performance, but also strengthens the city’s regional cultural influence. Launched by CSTB, the Signature Performing Arts Programme Scheme aims to support large-scale local performing arts productions to be staged as long-run performances for cultivating visitors’ deeper appreciation of Hong Kong’s cultural ambience. Furthermore, CSTB will regularly host a series of innovative cultural mega events, such as the Hong Kong Pop Culture Festival and the Chinese Culture Festival, to highlight Hong Kong’s rich blend of local and international cultures and enhance the range of artistic and cultural experiences available to visitors. In terms of promotion, HKTb will conduct extensive marketing for various arts and cultural mega events and activities. HKTb will also encourage the industry to develop tourism products related to these cultural and arts activities to showcase Hong Kong’s vibrant arts ecosystem and promote the integration of culture and tourism.

3

### Cultivate sports tourism products



The Hong Kong Rugby Sevens hosted every year attracts hundreds of thousands of visitors to Hong Kong. In 2024, Hong Kong hosted the LIV Golf Professional Tour, the World Triathlon Cup, the World Lacrosse Women's U20 Championship, and the Fencing World Cup – Hong Kong for the very first time, which laid a solid foundation for the development of sports tourism. CSTB will strive to import high-level and high-profile sports competitions, support the invitation of star athletes to join major sports events in Hong Kong to share the excitement with global audience, and promote tourism by attracting visitors to participate in major sports events, such as long-distance running, and combining them with other itineraries in Hong Kong.



4

### Effective utilisation of KTSP



KTSP, sets to open in the first quarter of 2025, will be the largest sports infrastructure in Hong Kong's history. The opening of KTSP will completely unleash the strengths and potentials of Hong Kong in hosting high-graded mega sports events in hosting high-graded mega sports events and entertainment programmes. CSTB will capitalise on the modern and multifunctional recreational and sports facilities at KTSP, and promote it as the preferred destination for major local and international sports and entertainment events.



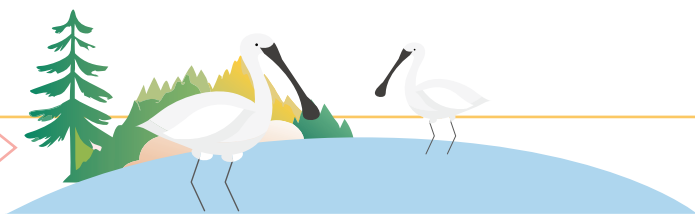
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### Sports collaboration in GBA



In 2025, the National Games will be jointly hosted by the Guangdong Province, the Hong Kong Special Administrative Region, and the Macao Special Administrative Region, marking a solid step forward in regional sports collaboration. During the Games, eight events will take place at six venues in Hong Kong. Looking ahead, CSTB will strengthen collaboration with GBA in sports development, explore sharing of venue resources, complement each other's strengths, and create a quality competition environment with advanced facilities to enable the joint hosting of more impactful multi-sports events in a larger scale setting, thereby driving the long-term development of sports tourism.





### Develop and promote island tourism

In the past, the Government mainly developed eco-guided tour activities from the perspective of conservation, with emphasis on the protection of natural resources and ecological environment, which in fact put Hong Kong's treasure-like ecological resources in an unpretentious jewellery box. Lucid waters and lush mountains are invaluable assets. Hong Kong's precious ecological resources have enormous potentials. While protecting the environment, we should also appropriately unveil these treasures to the world, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city.

The Government will actively explore large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island and coastal resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will proactively assist and facilitate private organisations and Government departments to seriously study and pursue the development of various island-related tourism facilities. The Development Bureau ("DEVB") will also expedite the development of the South Lantau Eco-recreation Corridor, and develop the ex-Lamma Quarry site into an area for resort and outdoor recreational uses.

In the meantime, CSTB will, together with the relevant trade, identify the distinctive features and tourism potentials of different islands, and having regard to the cultural and natural resources of individual islands, explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, such as reviewing the modes and direction of the Sai Kung Hoi Arts Festival.

DEVB will promote yacht tourism in the expansion area of Aberdeen Typhoon Shelter, the ex-Lamma Quarry area and the waterfront site in the vicinity of the Hung Hom Station by inviting the private organisations to explore the construction and operation of yacht berthing facilities, and also continue to take forward the Pier Improvement Programme, under which public piers are modified or reconstructed to enhance their facilities, as well as to improve the marine traffic to and from remote areas in the New Territories and outlying islands and the accessibility of these locations, thereby facilitating visitations by tourists and the development of island tourism. HKTB will actively promote island tourism through various channels, introduce to visitors the characteristics of the islands, as well as encourage the trade to develop more thematic in-depth tours and tourism products related to island tourism.

## Enhance green tourism routes



The Government will continue to promote green tourism under the principles of nature conservation and sustainability. CSTB has been studying with relevant departments to explore the development of green attractions with tourism potential. In addition, the Round-the-Island Trail that is under construction on Hong Kong Island of about 60 kilometres will provide more coherent green tourism routes. The Government will promote the improvement of supporting facilities at green attractions, such as directional signs, mapboards, interpretation panels, public toilets facilities, water filling stations and check-in spots. The Agriculture, Fisheries and Conservation Department (“AFCD”) will enrich the content on hiking trails and green attractions in country parks on its Enjoy Hiking website to facilitate both locals and visitors to enjoy the pleasure of countryside. At the same time, HKTB will strengthen the promotion of green tourism products under the themes of hiking, island hopping, etc., through its year-round promotional platform Hong Kong Great Outdoors.



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## Mega events+Tourism



8



### Stepping up the development of horse racing tourism

Hong Kong is the top horse racing destination in the Asia-Pacific Region. The Government will collaborate with the Hong Kong Jockey Club (“HKJC”) to further promote horse racing tourism, and drive the related cultural and catering packages, so as to create an immersive sports tourism experience for visitors. This can attract both short- and long-haul visitors to visit Hong Kong repeatedly according to international race schedules, for upcoming performances and themed racing days to take part in race tourism events. HKTb will work with HKJC to leverage multiple platforms to promote more visitor-friendly arrangements. In addition, HKTb will drive the trade to incorporate horse racing activities in MICE and cruise itineraries, and encourage the trade to design quality tourism packages that include horse racing experiences, thereby allowing high value-added visitors to engage in Hong Kong’s rich culture of horse racing while offering them more entertainment and recreational options.

9



### Introduce and cultivate international events

The award ceremony of Asia’s 50 Best Bars was held in Hong Kong for two consecutive years (2023 and 2024), at which bars from Hong Kong claimed the first place for the fourth consecutive year. Accordingly, HKTb has developed a map of local’s bars to provide visitors with up-to-date information on Hong Kong’s nightlife. In 2024, HKTb sealed a three-year partnership with 50 Best to host more gastronomy-related 50 Best award ceremonies in the future. The Mega Events Coordination Group, led by the Deputy Financial Secretary, will continue to take a proactive role in attracting different mega events to Hong Kong with emphasis on quality and quantity and providing targeted and one-stop support to the organisers via HKTb to remove restrictions and facilitate smooth event execution, all of which will boost the retail and hotel industries. In addition, WKCD Authority will strengthen the promotion of WKCD as a prime destination for major international cultural, creative and commercial events, and step up efforts to host more major international cultural, creative and commercial events to attract more inbound visitors. Furthermore, the Cultural and Creative Industries Development Agency (“CCIDA”) will make the new flagship Hong Kong Fashion Fest an annual signature event to develop Hong Kong into a fashion design hub in Asia. HKTb will also optimise resource allocation to focus on supporting and promoting mega events in Hong Kong.



## Engage the business community in event promotion

In terms of cultural events, Art Basel has based in Hong Kong as a hub in Asia, laying a solid foundation for the global promotion of Hong Kong as a cultural events capital. At the same time, HKTb has also established a three-year strategic global partnership with Art Basel, under which four annual Art Basel shows from 2024 to 2027 will feature immersive experiences with Hong Kong's culture, thereby strengthening Hong Kong's connections with the global art scene. Local businesses have been supporting the development of Hong Kong's tourism industry and actively participated in quality marketing campaigns such as Hello Hong Kong and Hong Kong Goodies with considerable success. The Government will continue to update the calendar of mega events in Hong Kong so that the tourism industries could seize the business opportunity brought by mega events. The Government will also continue to liaise and co-ordinate with key sectors such as retail, catering and hotel industries, to encourage and support their participation in the planning and execution of mega events, which will facilitate their successful organisation and the subsequent consumption drive.



## Direction 2 | Enrich district tourism resources

Hong Kong is renowned for its diverse and captivating tourism resources including the fusion of cultural landscape, diversified travel experiences, an East-meets-West environment, and an advantageous position as an international transportation hub. The aim of taking forward the concept of “tourism is everywhere” is to showcase Hong Kong’s charm and reinforce its global standing as a well-renowned tourist destination. Hong Kong also stands to offer a rich array of quality tourism products and experiences tailored to diverse interests through exploring and revitalising tourism resources.



11

### Develop tourism products and experiences with Hong Kong characteristics

The Working Group on Developing Tourist Hotspots, led by the Deputy Chief Secretary for Administration, was established in November 2024 to strengthen inter-departmental coordination and integrate community efforts in identifying and building popular and attractive tourism hotspots at the district level. The Working Group is collecting suggestions about tourist hotspots at districts through the 18 District Offices for choosing appropriate development projects. The Government will continue to encourage the trade to develop tourism products with unique elements in local characteristics which are irreplaceable and unrepeatable, in order to impress the visitors with the city’s brand image. To enhance the popularity of cultural tourism, the Government will encourage the trade to create innovative experience model, such as integrating cultural programmes like Xiqu into travel itineraries, so that visitors can engage with and appreciate the charms of Chinese culture with local characteristics during their visits.





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## Enrich city walk routes

Hong Kong has lots of advantages in developing city walk routes. Various communities have high accessibility, convenient transports and serried featured streets, and also visitors can go out safe day and night. HKTB will continue to promote the Hong Kong Neighbourhoods, highlighting the unique characteristics of various districts. Different promotion strategies will be adopted, such as using movie travel guides to attract visitors to explore filming locations and engage with local culture. The Government will strengthen cooperation with organisations to strive to open up a series of unique venues to visitors, and facilitate the trade's access to these resources. In addition, under the premise of not affecting religious activities, the Government will engage with religious groups to explore opening up religious venues as tourist attractions on a limited scale, thereby enriching Hong Kong's tourism offerings and promote diversified development of religious tourism. Besides, to create a more cohesive travel experience, the Government will identify and enhance popular and appropriate tourist hotspots at district level, improve the coordinated planning of check-in spots, strengthen the unified planning of nearby attractions to tie in with the sale of related cultural and creative products for enhancing economic benefits. We will continue to utilise archaeological resources and historical buildings to facilitate both residents and visitors in exploring our cultural artefacts and understanding relevant Hong Kong's history. These include exhibitions such as the Treasures from Sacred Hill at the MTR Sung Wong Toi Station, GBA Education Heritage Trail (Hong Kong Section), and the HKU Heritage Sights and Sites heritage trail. In addition, we are also actively carrying out excavation and scientific research of dinosaur fossils. We plan to launch a variety of projects, including exhibitions at the Hong Kong Heritage Discovery Centre and other suitable venues, where we will showcase dinosaur fossils and organise creative workshops. Furthermore, we aim to collaborate with GBA to host dinosaur exhibitions to attract more visitors.

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## Develop cultural and creative products for tourism

To further enhance Hong Kong's appeal as a shopping destination and promote its unique cultural characteristics, CSTB will promote the development of Hong Kong's special handicrafts and souvenirs by encouraging industry participation and fostering a creative atmosphere in the community. These products should not only reflect Hong Kong's unique cultural heritage but will also align with visitor preferences, allowing them to easily find and purchase the souvenirs of their choice.



## Direction 3 | Upgrade iconic tourist attractions

Hong Kong's iconic attractions include the beautiful Victoria Harbour and fun-filled theme parks, providing unique experiences that impress and compel visitors to return time and again. HKDL will celebrate its 20th anniversary in 2025. As one of the most popular themed resorts in Asia, HKDL will continue to attract visitors to Hong Kong and drive the development of the tourism industry and the overall economy through targeted promotions in different source markets and developing new facilities and highlights. It will also strive to promote the integration of culture, entertainment, sports and tourism. On the other hand, Ocean Park will, as announced in 2021, be transformed into a resort destination which focuses on conservation and education, grounded in nature and complemented by adventure and leisure elements to enhance visitors' experience. Ocean Park is committed to enhancing its overall attractiveness and hospitality on various fronts, helping consolidate Hong Kong's position as The Best Tourism Destination. Moreover, as Hong Kong's natural treasure, the beautiful Victoria Harbour and the harbourfront have always been a popular leisure spot for visitors and the general public.

To maintain and enhance the attractiveness of these attractions, the Government will continue to review the planning of HKDL, Ocean Park and harbourfront spaces with a view to launching new facilities and activities in a timely manner, and incorporating more innovating elements and entertaining experiences with a view to bringing refreshing experience for visitors.





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## Reinforce the appeal of existing iconic attractions

HKDL and Ocean Park are iconic tourist attractions of Hong Kong, each with distinctive features and unique facilities and entertainment offerings. HKDL is actively pursuing its multi-year Expansion and Development Plan (“Expansion Plan”), with new facilities rolled out from 2018 to 2023, including the Castle of Magical Dreams and its daytime and nighttime shows, as well as the new themed area World of Frozen opened in 2023. CSTB will continue to work with The Walt Disney Company (“TWDC”) to roll out the remaining projects under the Expansion Plan, including the new Marvel-themed area, as well as explore future plans, with a view to enhancing the appeal of HKDL to visitors from the region, ensuring business synergy, and consolidating HKDL’s position as an iconic and landmark tourist attraction in Hong Kong.



In recent years, Ocean Park has continued to strengthen its conservation and education efforts both inside and outside Ocean Park, and actively extended its programmes and activities to cover more schools, families, corporate clients and visitors of all ages, which have earned recognition from various sectors of the community. With the gifting of two giant pandas once again from the Central Government to Hong Kong in 2024 and the birth of two giant panda cubs in August 2024, the total number of giant pandas under the care of Ocean Park has increased to six, making it home to the largest number of giant pandas outside the Mainland. The giant pandas under Ocean Park’s care have broken several world records. The Government and Ocean Park are actively collaborating with various sectors of the community to organise giant panda-related promotional activities and launch a variety of merchandise, cultural products and tourism products to promote the development of panda tourism in Hong Kong. In addition, Ocean Park announced in October 2024 that the development and operation of a new Adventure Zone with a wide range of exciting and fun offerings in the upper park area of Ocean Park after reaching an agreement with a private company to fund and design the new attraction. Development of the Adventure Zone will be completed in 2028 tentatively. Through synergising with other attractions in the vicinity of the Southern District, Ocean Park will drive tourism development in Hong Kong and the Southern District. CSTB will oversee and facilitate the development and completion of the project.

Strategy 1

Strategy 2

Strategy 3

Strategy 4





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## Better use of harbourfront resources

As an island city, Hong Kong is endowed with a wealth of exceptional coastal resources, with the bustling Victoria Harbour standing out as one of the city's most iconic tourist attractions. To add vibrancy and dynamism to the night sky of Victoria Harbour, HKTb has organised pyrotechnic and drone shows featuring different festivals and cultural IPs. To enhance ancillary facilities, DEVB will continue to develop quality harbourfront spaces with a target to extend the promenades along both sides of the Victoria Harbour to a total length of 34 kilometres. In addition, DEVB is in the process of selecting suitable locations along the Victoria Harbour to gradually introduce commercial facilities, such as food and beverages, retail and entertainment, on a pilot basis. These additional elements will not only offer greater convenience to visitors but will also enrich the overall sightseeing experience, transforming the Victoria Harbour waterfront into a more comprehensive and captivating tourist spot. The Government will also foster better use of the continuous harbourfront promenades and water bodies to create more events and tourism experiences. The Government will take forward the topside development of the Exhibition Station in Wan Chai North, as well as the waterfront and pier sites in the vicinity of the Hung Hom Station, into new landmarks providing additional event venues. Meanwhile, CSTB, together with HKTb, will launch a new edition of A Symphony of Lights light and sound show to showcase the specular views of Victoria Harbour through novel audio-visual effects.



## Direction 4 | Integration of tourism elements into large-scale projects

The Government will integrate tourism elements into large-scale projects, with particular focus on key areas such as Lantau Island, East Kowloon and the Kai Tak Development Area, as well as the Blue and Green Recreation, Tourism and Conservation Circle in the Northern Metropolis. By leveraging the natural ecology, cultural heritage and transport connectivity in these areas, it is aimed to unleash their potential as tourist hotspots. Through enhancing leisure facilities and developing innovative tourism experiences, the Government will transform these areas into attractive destinations for visitors. In addition, CSTB will continue to review the diverse resources across various districts and encourage the trade to design and launch tourism products that align with market demands, thereby injecting sustainable development momentum into Hong Kong's tourism industry.



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## Lantau Island as a “Tourism Island”

The Government will intensify the development of Lantau Island as a “Tourism Island”, linking up the leisure and recreational elements of North Lantau with the eco-tourism elements of South Lantau, and developing green island tourism by leveraging the rich and precious natural resources and profound historical and cultural resources of South Lantau to provide ecology-based leisure and recreational facilities that complement the natural environment of the area. Looking forward, the Government will develop South Lantau into a popular vacation destination through the provision of leisure and recreational facilities which not only blend in local characteristics but are also suitable for use and enjoyment in all seasons. Visitors can wander around South Lantau for one to a few days, and according to their preferences participate in nature-based sustainable recreational and educational programmes and activities, and use relevant facilities, thereby experiencing the nature and distinguished features of different attractions, enjoying a diverse range of leisure and recreational experiences, enhancing their understanding of the natural resources, history and culture of South Lantau, raising their awareness on conservation and promoting the local economy.



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## East Kowloon and Kai Tak Development Area

The Smart and Green Mass Transit Systems in East Kowloon and Kai Tak will significantly strengthen the connectivity among tourism, cultural, leisure, and community facilities there. The Government will study how to link up and integrate the existing and future cultural, sports, tourism and leisure infrastructure and elements in East Kowloon and the Kai Tak Development area, including KTSP, Kai Tak Cruise Terminal (“KTCT”), East Kowloon Cultural Centre, the enhanced Lei Yue Mun waterfront and the Lung Tsun Stone Bridge Preservation Corridor. The Government also envisions to revitalise the harbourfront, through making use of water bodies and enhancing water-land interfaces.





#### Action Plan on Sha Tau Kok Cultural Tourism Zone

## The Blue and Green Recreation, Tourism and Conservation Circle of the Northern Metropolis (“the Blue and Green Circle”)

The Blue and Green Circle, comprising Sha Tau Kok (“STK”), Yan Chau Tong, coastal villages and the outlying islands, Robin’s Nest and Lin Ma Hang, etc., has the potential for recreation and tourism development given its abundant natural resources including country parks, marine parks and the Hong Kong UNESCO Global Geopark (“Hong Kong Geopark”), etc., as well as a number of traditional rural villages and townships. For Yan Chau Tong, its coastal villages and outlying islands, the focus of developing eco-tourism is on rural conservation, whereas Robin’s Nest and Lin Ma Hang focus on ecology, natural landscapes and cultural heritage as their tourism theme. With the gradual opening of the STK Frontier Closed Area (“FCA”), STK could effectively link up the Blue and Green Circle, serving as a departure point for visitors travelling by ferry to the surrounding islands and areas, such as Lai Chi Wo, Kat O and Ap Chau, and in light of its proximity to the Robin’s Nest Country Park. In the future, CSTB will foster the development of cultural tourism in STK under the principle of “low density, high quality”, and promote cultural and eco-tourism itineraries and products in STK. For more details, please refer to the **Thematic Plan (1)**. The Security Bureau (“SB”) will also increase the daily visitor quota under the STK Opening-up Plan to 3 000 by the end of 2024. Facial recognition technology has been adopted to enable people living or working at Chung Ying Street to enter and leave the street unimpededly via a contactless mode on a pilot basis. SB will also explore the application of relevant technology to complement the future opening up of Chung Ying Street for tourism development. The Government will critically examine the diverse tourism resources and potential in the Northern Metropolis, such as cultural heritage, blue-green ecology, local village history and national history, and promote various tourism products and initiatives in a timely and appropriate manner.





# Strategy 2

## Visitors from all parts of the world gather in Hong Kong

To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors **(covering six directions, 20 action plans and 37 measures)**

Hong Kong has long been a popular tourist destination for visitors from both Mainland China and abroad, with visitor arrivals consistently ranking among the top in the world. Among the 34 million inbound visitors in 2023, nearly 80% (26.76 million) came from Mainland China, with the rest coming from South Asia, Southeast Asia, Macau, and various parts of the world. Hong Kong is also the world's meeting place and Asia's cruise hub, not only making it a top MICE destination in the region, but also showcasing its capability in receiving international cruise ships, thereby attracting numerous business and leisure visitors.

To deepen the reach of visitors, the Government and HKTb will put up more promotions by targeting the source markets, stepping up efforts to develop source markets outside the Mainland, and attracting more high value-added high-end visitors to further boost the development of the tourism industry. The Government will enhance the effectiveness of the promotional efforts and boost the performance of the tourism industry by combining the efforts of the community on two major fronts, namely the source markets and the visitor segments markets.

In terms of source markets, short-haul and long-haul visitors have different needs in terms of budget, travel pattern and experience. It is necessary to deploy targeted promotions to cater for different markets, so as to deepen and consolidate the core markets on the one hand, and develop new source markets on the other. Short-haul visitors recovered faster

### Mission

To implement "tourism is everywhere", and to further advocate the healthy and sustainable development of tourism-related industries, thereby promoting economic development through tourism



after the pandemic, but with the resumption of flight capacity, Hong Kong will step up its efforts to attract long-haul visitors to make Hong Kong their preferred destination. HKTb will implement targeted and refined marketing strategies in different key source markets to achieve a balanced portfolio of visitors. While traditional source markets, such as the Mainland, bring stable visitor arrivals to Hong Kong, Hong Kong needs to continue to innovate in order to keep visitors fresh, attract repeat visits and stimulate their consumption desires. In respect of new source markets, when the aviation capacity will be completely recovered in the next year, HKTb will enhance its promotional efforts in the long-haul markets, especially in the Middle East and the Association of Southeast Asian Nations (“ASEAN”), to attract more high-end visitors.

Furthermore, for different market segments, HKTb will strive to create travel demand across various groups, including encouraging more MICE and cruise visitors to visit, as well as expanding the tourism market for silver-haired, family, study tour groups, and youth visitor segment.

## Direction 1 | Develop potential source markets

The Middle East and ASEAN countries enjoy strong economic growth prospects and will be one of the major growth drivers for Hong Kong’s tourism industry. The six Gulf Cooperation Council member states (including Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates) are among the world’s most affluent countries by GDP per capita. At the same time, their nascent outbound tourism industry presents the potential to become a major source of high-spending visitors. Exploring these markets can also drive economic and trade cooperation which will further stimulate Hong Kong economy.

Meanwhile, ASEAN member states (including Brunei Darussalam (Brunei), Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam) have a combined population of over 600 million. As these countries undergo rapid economic development, their middle class is steadily increasing in size and income levels. Moreover, owing to their geographical proximity to Hong Kong, ASEAN countries have maintained close ties with Hong Kong in economic, trade, and people exchanges, making it easier for Hong Kong’s tourism industry to capitalise on the fruits of their economic growth.

In 2023, visitors from South Asia and Southeast Asia, as well as the Middle East accounted for only 7% and less than 1% of Hong Kong’s total visitor arrivals respectively. This indicates that there is still considerable room for developing these source markets, with ample opportunities to explore. To this end, the Government will step up efforts from multiple aspects, including:



## Develop sources of visitors from the Middle East and ASEAN



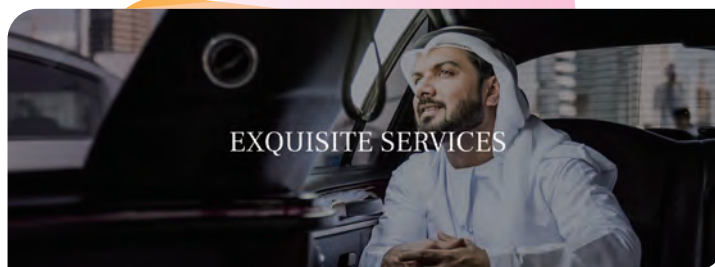
The Middle East and ASEAN markets have a large Muslim population. The Government is actively driving various sectors of the community to enhance Muslim-friendly tourism facilities and create a visitor-friendly environment. For instance, the Airport Authority Hong Kong (“AAHK”) will provide information at the airport in Arabic; the Transport and Logistics Bureau (“TLB”) will encourage taxi fleets to offer service information in Arabic; HKTB will promote the accreditation of restaurants, hotels, attractions, convention and exhibition venues, as well as educating and motivating the trade to participate in the accreditation process; and will also compile a list of restaurants serving halal food, as well as consolidating hotel accommodations, prayer facilities, local cultures and activities suitable for Muslim visitors. The Government will encourage more commercial premises to provide suitable facilities (such as providing prayer rooms in hotels), strengthen personnel training to deepen their understanding of hosting visitors from different culture backgrounds, while critically examining the unique attractiveness of Hong Kong to Muslim visitor sources and continue to proactively launch targeted marketing campaigns to attract more Muslim visitors to Hong Kong.

## Increase direct flights to potential source markets



In 2024, AAHK has launched the Airport Network Development Programme to encourage airlines to establish new routes and increase flight frequency. To support the trade in developing potential source markets and enhance Hong Kong’s international flight connections, TLB will continue to support AAHK in engaging with different airlines to discuss plans to increase direct flight routes between Hong Kong and potential source markets, including the Middle East, as well as fully utilizing the advantages brought about by the three-runway system to expand the transit market.





## Conduct in-depth research on the high-end tourism market

As many visitors from the Middle East prefer high-end tourism experiences and specially curated itineraries, HKTB launched in May 2024 the new premium travel guide Travel in Luxe · Hong Kong, featuring a wide range of the city's distinctive lifestyle travel experiences. HKTB will continue to explore the high-end tourism markets in the Middle East, ASEAN, and South Asia, and formulate corresponding market development strategies, with a view to attracting more high value-added overnight visitors to Hong Kong. At the same time, HKTB will maintain close contact with the travel trade and provide them with periodic updates on the latest market developments.

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## Facilitate immigration arrangements for foreign visitors

To promote personnel, economic, and trade exchanges between Hong Kong and other places (including various emerging markets), SB has been reviewing immigration arrangements for visitors of different nationalities and introducing enhancement measures. These include lifting of the requirement for visitors to furnish an arrival or departure card starting from 16 October 2024, thus facilitating a faster and more convenient immigration clearance. To foster closer people ties with ASEAN countries, the Government has relaxed the criteria for nationals of Cambodia, Laos and Myanmar applying for multiple-entry visas for travel and business, and extended the validity period of multiple-entry visas for these countries from two years to three years. The arrangement also applies to Vietnamese nationals, who have benefitted from the relaxation of the visa policy since 2023. The Immigration Department ("ImmD") will establish a fast-track arrangement to expedite the processing of visa applications from group visitors of ASEAN countries submitted via local travel agents. In addition, ImmD will provide self-service immigration clearance for invited persons participating in business, development and related activities from the 10 ASEAN countries, and facilitate one-stop processing for their self-service clearance and visa applications through a dedicated desk. Furthermore, personnel from the six Gulf Cooperation Council countries already enjoy visa-free access to Hong Kong. To open up Hong Kong's tourism market and explore new visitor sources, the Government will actively consider introducing further improvements in visitor immigration arrangements, especially visa arrangements for visitors from potential source markets.

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## Direction 2 Reinforce existing core markets

As the single largest source market for inbound tourism in Hong Kong, Mainland China holds unparalleled importance for Hong Kong's tourism industry. Hence, while the Government endeavours to explore new markets, it will continue to reinforce the Mainland visitor source market by strengthening collaboration with the Central and various Provincial and Municipal Governments, developing multi-destination tourism as well as making good use of the concessionary measures of multiple-entry policy for the benefit of Hong Kong. In addition, the Government will explore with the Mainland authorities to facilitate international visitors entering the Mainland through Hong Kong, with a view to reinforcing Hong Kong's role as the international gateway to our country.



### Enhance cooperation with the Central, Provincial and Municipal Governments

To facilitate more Mainland visitors to visit Hong Kong, the Government will fully leverage the Central Government's measures of expanding IVS and optimise IVS in an orderly manner in response to the growing trend of independent visits. In addition, to promote bilateral tourism, CSTB will enhance its cooperation with the Ministry of Culture and Tourism and its functional office in Hong Kong, the Asia Tourism Exchange Center, to encourage cross-boundary travel and cultural exchanges among residents of the two places. At the same time, CSTB will also negotiate and sign more tourism exchange and cooperation agreements with Mainland provinces and municipalities to strengthen collaborative relationships. On top of that, the Government will continue to reach out to more provinces and municipalities to promote Hong Kong's culture and tourism to a wide range of visitors from different provinces and cities in the Mainland.

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## Continue to develop multi-destination tourism

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Strategy 1

To expand Hong Kong's role as an international tourism hub and promote multi-destination tourism, CSTB and HKTB will continue to collaborate with GBA cities and travel trade to promote more multi-destination thematic itineraries and tourism products, such as forming the West Guangdong Route itinerary with Zhuhai and Jiangmen, or the Shenzhen-Zhongshan Link itinerary with Shenzhen and Zhongshan. In addition, HKTB will promote GBA multi-destination tourism products in more overseas markets, attracting more international visitors to come to Hong Kong as a stopover to explore GBA.



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## Continue to liaise with the Mainland on facilitating international visitors' entry arrangements to Mainland China via Hong Kong

Apart from being an international tourist destination, Hong Kong is also the southern gateway for international visitors travelling to Mainland China. In 2023, 27% of inbound visitors stopped over in Hong Kong while en route to other destinations, with the majority heading to Guangdong Province and the Macao Special Administrative Region. The Second Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement Agreement on Trade in Services (Amendment Agreement II) signed in October 2024 has provided further liberalisation measures, including enhancing the implementation of the 144-hour visa-exemption policy for foreign group tours entering Guangdong from Hong Kong through increasing the number of inbound control points and expanding the stay areas, and to provide facilitation for Mainland travel agents when receiving group tours at the West Kowloon Station of the High Speed Rail. The Government will continue discussions with the Mainland to facilitate international visitors' entry into the Mainland via Hong Kong. For instance, CSTB will continue to advocate further deepening of the 144-hour Convenient Visa to Guangdong Province policy to attract more international visitors to use Hong Kong as the first stop or transit point on their multi-destination journey. The Government will continue to work in such directions to consolidate Hong Kong's position as a bridge connecting people between China and the rest of the world.



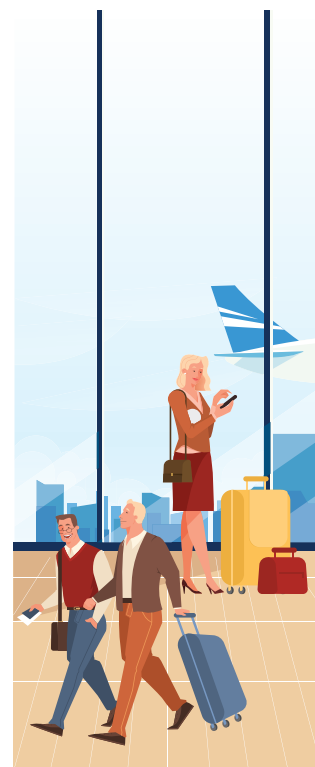
Strategy 2

Strategy 3

Strategy 4

## Direction 3 | Attracting MICE visitors

As an international financial and trade centre, many well-known international organisations and businesses have chosen to host MICE events in Hong Kong. In 2023, Hong Kong attracted 1.3 million overnight MICE visitors, which is one of the fastest recovering visitor segment after the pandemic. They usually come from specific industries or professions and set high standard in accommodation and hospitality. At the same time, they have higher purchasing power and their per capita spending exceeds that of the overall visitors by 30%. Not only does MICE tourism bring in high-spending visitors, it also demonstrates Hong Kong's role in gathering international talent, capital, and knowledge, thereby reinforcing Hong Kong's international position and fostering the development of the eight centres, namely the international financial centre, the international innovation and technology centre, the East-meets-West centre for international cultural exchange, the international trade centre, the international shipping centre, the international aviation hub, the centre for international legal and dispute resolution services in the Asia-Pacific region as well as the regional intellectual property trading centre at the same time.



The Government will continue to support the trade to develop MICE tourism market to attract more high value-added visitors to Hong Kong. The Government has allocated an additional funding of about \$200 million to HKTB to secure more MICE events of various scales and types to be held in Hong Kong in the year of 2023-24 and 2024-25. Since the resumption of Hong Kong tourism in February 2023, HKTB has successfully bid, assisted in successful bidding, or subsidised over 1 700 international MICE events, which are expected to attract approximately 530 000 MICE visitors to Hong Kong, bringing in promising tourism benefits.

## Strengthen MICE tourism

Riding on the robust recovery of Hong Kong's MICE events, HKTb will fully utilise the Government's funding, and keep reviewing and further enhancing the current support for MICE events of various scales and types, with a view to attracting more MICE events to Hong Kong. At the same time, HKTb will step up efforts in enhancing the travel experience of business visitors in Hong Kong, so as to further strengthen Hong Kong's position as an international MICE capital. HKTb will also further promote the Hong Kong Convention Ambassador Programme, utilising the strengths and networks of distinguished leaders of business and professional bodies while providing them with timely assistance, with a view to promoting Hong Kong as the premier MICE destination. They will also lobby potential organisers to consider Hong Kong as the host city for future MICE events, as well as bid or assist represented organisations in bidding the hosting rights of MICE events in Hong Kong.



**Hong Kong — 2023 Top 5 MICE Tourism Destination, National Tourism Quality Awards**





## Direction 4 Attracting cruise visitors

Hong Kong's position as an international aviation hub and a world-class premier tourist destination provides advantages for the development of "fly-cruise" homeport itineraries. The convergence of Chinese and Western cultures, as well as the robust development of the arts and cultural industries over the years, have also brought different elements to cruise visitors while they are onshore in Hong Kong as well as onboard on Hong Kong-based voyages, thus adding to the uniqueness of Hong Kong's cruise tourism. On the other hand, KTCT provides the necessary infrastructure for the future development of Hong Kong's cruise industry, and with the development of the Kai Tak Development Area and East Kowloon, the space thereat can be further utilised as an important venue for conventions and exhibitions, as well as cultural and creative events.

The Cruise Lines International Association projects that global cruise visitors will increase from 32 million in 2023 to 40 million in 2027. Moreover, the Mainland cruise industry is anticipated to enter its second golden decade of development by 2026. The number of cruise visitors in Hong Kong is also recovering, with a 50% year-on-year increase in the number of non-local cruise passenger trips expected in 2024. To consolidate Hong Kong's role as an Asian cruise hub, the Government has drawn up an Action Plan on Development of Cruise Tourism, which comprises five strategies and 17 initiatives. For details, please refer to the relevant **Thematic Plan (2)**.

Action Plan on  
Development of  
Cruise Tourism

### Drive more ship deployment to Hong Kong through a multi-pronged approach

CSTB has earmarked funding for HKTB to attract more cruise vessels to Hong Kong; capitalise on the new opportunities brought by the new cruise-related policies of the Mainland to develop more new cruise itineraries and to give full play to Hong Kong's role as the core demonstration zone for multi-destination tourism; actively develop visitor source markets and create demand; deepen strategic partnership with Mainland ports and facilitate cruise lines' operation in Hong Kong; and explore off-shore berthing at green spots in Hong Kong for the increasingly popular expedition cruise ships.

### Enhance cruise visitors experience in Hong Kong

CSTB will continue to work closely with relevant Government departments to further streamline customs, immigration and quarantine procedures; enhance the uniqueness of shore excursion programmes and tourism offerings; and work with the Marine Department ("MD") to relax the arrangement for cruise vessels of KTCT to sail through the Central Fairway.

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## Enhance the function of KTCT as a cruise terminal for all

CSTB will collaborate with the Transport Department (“TD”) and the terminal operator to continuously improve the transport arrangements of KTCT; optimise the services and facilities for cruise visitors; fully utilise KTCT as a venue for the purpose of conventions, exhibitions and activities, and synergise with the newly completed projects such as the adjacent KTSP; and also critically examine and refine the operational requirements for the terminal operator in future when it is re-tendered.

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## Develop Hong Kong as a green cruise port

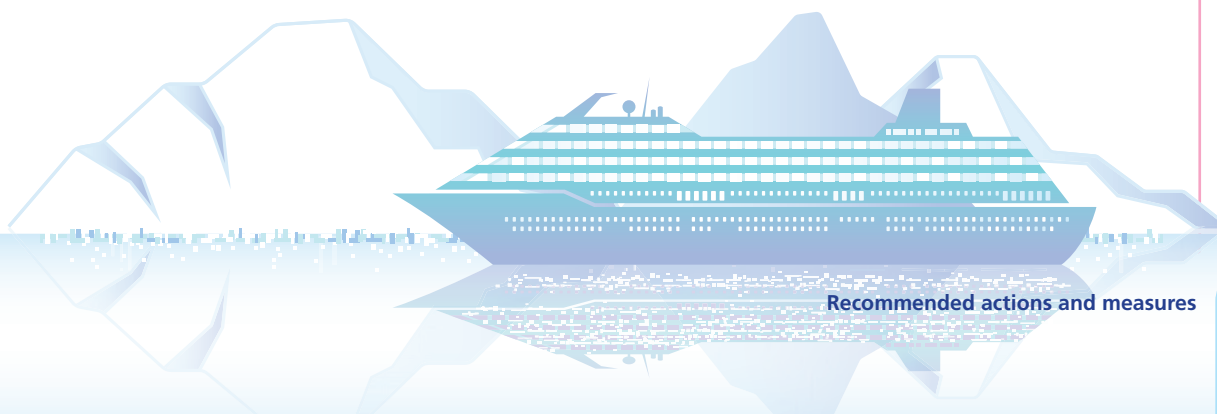
CSTB will join hands with the Environment and Ecology Bureau (“EEB”) and TLB/MD to actively promote the implementation of various green measures at KTCT.

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## Nurture more cruise tourism specialists of different positions

CSTB, together with HKTB and the terminal operator, will introduce additional measures for the cruise trade on top of the talent nurturing initiatives in Blueprint 2.0.



## Direction 5

### Expand the silver-haired, family, study tour, and youth visitor segments

With growing numbers of silver-haired, family, study tour, and youth visitor segments, the Government is carefully examining their travel needs, developing and promoting tailored travel itineraries, accommodations and supporting facilities, while formulating policies to support the related industries.



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#### Strengthen Hong Kong's status as the premier tourism destination for silver-haired and family visitors

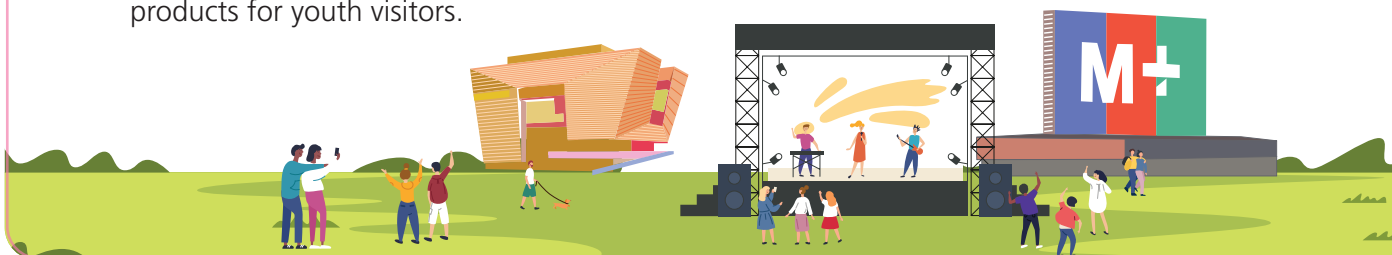
The Government will step up the development and promotion of travel itineraries, accommodations and supporting facilities designed for silver-haired and family visitor segments who have specific needs in travelling. For instance, silver-haired visitors attach great importance to barrier-free facilities, and Hong Kong has a clear policy objective and implementation mechanism for enhancement of barrier-free facilities. As for family visitors, they usually seek for family-friendly accommodations, catering options, and restroom facilities. The Government will introduce corresponding policies and measures based on the specific needs of these groups and encourage the trade to offer suitable tourism products and solutions.

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#### Promote Hong Kong as the premier tourism destination for youth and study tour visitors

Developing study tour tourism is a major trend. The Government will step up the development and promotion of travel itineraries, accommodations and supporting facilities tailored for the youth segment and study tours, while also enhancing marketing efforts targeted at young visitors. In addition, the Government will work with the trade to develop products related to study tours and improve facilities and create more competitive products for youth visitors.





## Direction 6

# Strengthening publicity and promotion by combining cross-sectoral efforts

The above five major directions set out the Government's strategies and policy objectives for creating a high-quality and diverse visitor source portfolio, as well as attracting high value-added visitors. Admittedly, the future of the tourism industry relies not only on the perseverance and efforts of the travel trade and the Government's support and policies, but also on the collaboration of various stakeholders in the community. In this connection, the Government is committed to mobilising various sectors in the society to play a more proactive role in the development of the tourism industry. At the same time, HKTb will formulate and implement more refined promotional strategies, continue to execute diversified marketing efforts, unleash the trade's potential, and lead the trade in exploring source markets to enhance the effectiveness of promotional activities.



**Hong Kong — Destination Most-Loved by Users - Highflyer of the Year, Xiaohongshu's annual award ceremony**

Strategy 1

Strategy 2

Strategy 3

Strategy 4

### 34 Expand partnership horizons

The Government will mobilise various sectors in the society, strengthen interdepartmental and cross-sectoral collaboration to promote tourism development, such as motivating relevant departments and organisations to enhance the promotion of Hong Kong's tourism at the border control points. Furthermore, promoting Hong Kong tourism does not only support the development of the tourism industry but also contributes to revitalising the economy and improving the business environment. Many enterprises and chambers in Hong Kong have access to a wide range of marketing channels and business networks both locally and abroad, which can play a greater role in promoting Hong Kong's tourism. Therefore, the Government will explore collaboration with relevant organisations and make good use of their overseas networks to enhance external publicity and promotion.



### Develop refined promotion strategies

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Based on the level of economic development, residents' income levels, and consumption patterns of various regions in the Mainland, HKTb will strengthen its research function to forecast and identify tourism demand, thereby allocating resources to target specific visitor segments. This aims to create more refined marketing strategies and continuously enhance the effectiveness of promotion efforts. For example, HKTb will strengthen its in-depth research and big data analysis on target visitor segments in different provinces and municipalities in the Mainland, particularly focusing on youth, families, and first-time visitors to Hong Kong to create a higher-quality visitor portfolio.



### 36 Engage in diversified promotion efforts

HKTB will further orientate itself to local and overseas visitors and engage in extensive and diverse promotion efforts both locally and globally, with a view to promulgating the unique characteristics of Hong Kong tourism to every part of the globe. By utilising effective promotion channels, it will seek to resonate with visitors from various regions and present them the authentic side of Hong Kong.



### 37 Unleash the travel trade's potential

The travel trade in Hong Kong has been acting as a bridge with the overseas travel trade. HKTB will assist the travel trade to understand market demands, including participating in major overseas travel trade shows and organising business seminars and familiarisation visits for the travel trade, encourage them to develop more distinctive local tourism products, provide better services and attractive products, step up promotions in the Mainland and overseas, support training needs of practitioners of the tourism industry, and launch the new outstanding services award scheme, so as to further revitalise the potential of Hong Kong's tourism industry.



### 38 Leading travel trade missions

To help the travel trade tap into the Middle East market, HKTB will continue to lead and assist Hong Kong's travel trades in exploring various visitor source markets. On top of leading the largest-ever industry delegation to the Middle East in 2024, HKTB will strengthen the organisation of trade to participate in the Arabian Travel Market, which is the largest annual international travel trade show in the Middle East, and set up a Hong Kong pavilion to showcase the city's unique experiences and offerings, help the trade to engage in in-depth exchanges with their local counterparts and explore potential collaboration opportunities. CSTB attaches great importance to travel agents and will support the development of travel agents, and will make good use of TIC's role as the federation of trade associations to organise and mobilise the travel trade to conduct visits and exchanges on a continuous basis, so as to open up source markets and enhance promotion through trade-to-trade contacts.



# Strategy 3

## Intelligent and convenient travel to Hong Kong

To develop smart tourism

**(covering two directions, 10 action plans and 19 measures)**

The advancement of information technology has significantly changed the way visitors plan their itineraries and travel, leading to the development of numerous smart tools designed to meet tourism-related demands and the creation of a smart tourism system. From smart check-in kiosks at the airport, e-Channel services by ImmD, commonly used electronic payment instruments, to augmented reality ("AR") technology adopted in numerous attractions, these are smart tourism applications that provide convenience for locals and visitors. In fact, smart tourism hinges on the collaboration of various sectors. To promote digital transformation in the trade, the Government has rolled out various schemes in recent years, including the Information Technology Development Matching Fund Scheme for Travel Agents, the Technology Voucher Programme, and the Digital Transformation Support Pilot Programme, supporting local enterprises and organisations (especially small- and medium-sized enterprises) to use innovative technology to enhance services or improve operational efficiency. The Government has also set up an Inter-departmental Working Group on Smart Tourism, chaired by the Secretary for Culture, Sports and Tourism, to co-ordinate and drive the use of smart technology in various bureaux and departments, and to formulate and implement measures and initiatives that facilitate the development of smart tourism.

The Government will continue to strive to incorporate smart elements at various touchpoints throughout the visitor journey and enhance the capability of Hong Kong's tourism industry in utilising innovative technologies. These serve to enhance the travel experience and provide greater convenience for visitors, covering areas such as travel information, transportation, internet access services, and payment services. Furthermore, to support the development of the

travel trade, the Government will establish a digital tourism industry management system, which includes using smart technology to strengthen the management of inbound tour groups.



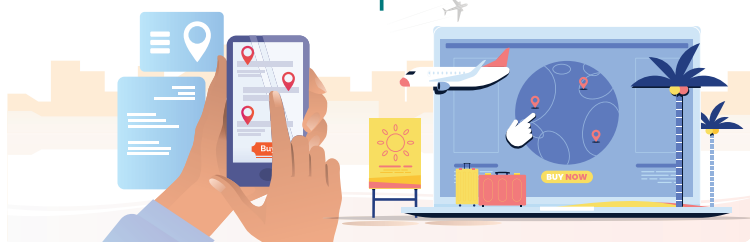
### Mission

To implement "tourism is everywhere", and to further advocate the healthy and sustainable development of tourism-related industries, thereby promoting economic development through tourism



## Direction 1

# To facilitate and enhance visitors' experience

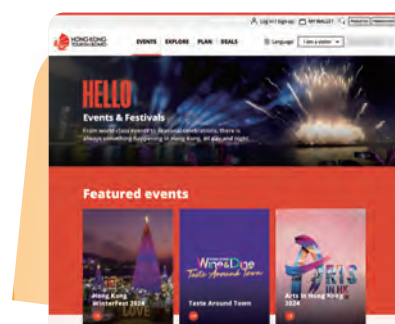


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## Enhance information dissemination and online services platform



To facilitate the public and visitors, apart from continuing to drive tourist attractions and event organisers to provide ticketing and booking services via their online platforms, the Government also encourages them to actively collaborate with online tourism products platforms to offer more package deals and explore partnerships with the upcoming Smart Itinerary Planner featured in the Discover Hong Kong. CSTB will also consider introducing new arrangements to facilitate visitors who have arrived Hong Kong to purchase same-day tickets for performing arts and cultural performance programmes more conveniently. On the dissemination of information, HKTb will enhance the Discover Hong Kong one-stop travel information platform to provide visitors with more comprehensive, reliable, and up-to-date travel information, citywide offerings, such as improving the dissemination of museum information, as well as key travel-related websites and applications. It aims to offer visitors a seamless digital experience throughout their journey from itinerary planning and visiting Hong Kong, to returning to their place of residence. Meanwhile, the trade can also make use of this one-stop platform for creating more business opportunities or conducting promotions. In addition, to bring visitors a unique travel experience, HKTb will develop the Live Travel Map and the Smart Itinerary Planner features on Discover Hong Kong, which will provide visitors with real-time recommendations of nearby attractions, activities, and offers, as well as personalised itinerary suggestions to cater for their interests and preferences.



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## Promote e-payments in the community

To facilitate visitors to travel in Hong Kong conveniently, the Government will continue to drive the acceptance of e-payment tools commonly used by visitors by more sectors such as retail and catering. For taxis, with the taxi fleet coming into operation by July 2025, about 3 500 taxis in the fleet will be provided with e-payment in accordance with their fleet licence conditions. This will provide passengers with more choices in fare payment. In addition, the Government proposes requiring all taxi drivers in Hong Kong to provide electronic payment through legislation to further facilitate the public and visitors.





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## Improve network infrastructure



The Government will provide fast and stable free Wi-Fi services at Government facilities located in major tourist hotspots and will encourage more public and private organisations to provide free Wi-Fi services under the Wi-Fi.HK banner in these hotspots. Apart from facilitating visitors' access to free public Wi-Fi service, the Office of the Communications Authority ("OFCA") will proactively co-ordinate with mobile network operators to enhance the coverage, connectivity, and stability of the 5G network at venues hosting large-sale events and activities. This will facilitate a seamless, secure, and efficient communication service and meet the demand for simultaneous internet access by a high volume of users. Moreover, OFCA has collected views from the industry regarding the Subsidy Scheme to Extend 5G Coverage in Rural and Remote Areas and is finalising the specific arrangements for implementing the scheme. It will further strengthen mobile network infrastructure and coverage in rural and remote areas, which is also expected to cover country parks and outlying islands which are popular among visitors.



Strategy 1

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## Increase smart elements in tourist attractions



The Government will continue to promote the use of technology at tourist attractions, such as QR codes, AR, virtual reality ("VR"), and interactive experiences, to improve facilities and information dissemination while providing visitors with a more diverse and enriching travel experience. In addition, to provide more convenience for visitors, the Government will promote the provision of multilingual electronic guides in languages other than Cantonese, English and Putonghua at tourist attractions and facilities.

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## Facilitate immigration clearance for visitors



ImmD has been making effective use of innovative technology to improve immigration clearance services, including e-Channel service for frequent visitors, the use of automated immigration clearance services on a mutual basis with different countries/territories, Smart Departure electronic services for visa application and the e-Visa arrangements, as well as the cancellation of the requirement for visitors to furnish an arrival or departure card. ImmD will continue to enhance the application of innovative technology in immigration clearance to facilitate convenient clearance for visitors.

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## Develop a smart airport



AAHK will further enhance the operational efficiency of HKIA through the effective use of innovative technology, including fully adopting the new smart security screening system and expanding the autonomous vehicle fleet, to provide visitors with a more convenient and efficient immigration experience.



Strategy 2

Strategy 3

Strategy 4

## Direction 2

## To enhance the travel trade's competitiveness

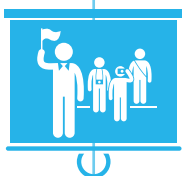


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### Enhance tourism data sharing and analysis

To support the trade in designing products tailored for visitor needs, HKTB will strengthen its data and market analysis, including exploring pilot partnerships with payment platforms, service providers, and travel websites to collect and consolidate more tourism-related data and big data information. HKTB will also share the latest data with the trade in a dynamic and readily understandable manner, such as in the form of charts and interactive dashboards, which will enable them to grasp the latest tourism trends for developing effective business strategies.

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### Strengthen the management of inbound tour groups

One of the key initiatives in Blueprint 1.0 completed during the pandemic was the establishment of TIA to take over the management of inbound tour groups. Since the full operation of TIA on 1 September 2022, the management of inbound tour groups has improved significantly compared with the past. In particular, the nuisance used to be caused by tourist activities that seriously affected the normal daily life of the residents in the



Kowloon City area have been greatly relieved with the intervention of TIA. To continuously strike a balance between the impact of tourist activities and the livelihood of local communities, TIA will proactively liaise with travel agents and relevant stakeholders to take co-ordinated measures, with a view to diverting visitors to different attractions or restaurants at the same time, thereby enhancing the service quality. To this end, TIA has established an electronic itinerary registration system in 2024, which will be further utilised for Mainland inbound tour groups to register their itinerary details, including the restaurants that they plan to dine at, the stores and places they will visit, as well as their expected arrival and departure times.

### Promote digitalisation of the tourism sector

The scope of Digital Transformation Support Pilot Programme by the Hong Kong Cyberport Management Company Limited will be expanded from the retail and food and beverage sectors to cover industries such as tourism and personal services, subsidising small- and medium-sized enterprises for digital transformation on a one-to-one matching basis.

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### Continue to drive innovation in the trade

The Government will establish exchange platforms and co-organise activities in partnership with flagship incubators such as the Hong Kong Science and Technology Parks Corporation and the Hong Kong Cyberport Management Company Limited. Start-up companies will be invited to showcase artificial intelligence solutions suitable for tourism and associated industries, thus facilitating exchanges and business matching. This would enable tourism and related industries to make better use of tourism data analysis, develop new product proposals and business solutions, and provide visitors with better and more unique travel experiences.

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# Strategy 4

## Quality services for visitors

To enhance the service quality and support of the tourism industry on all fronts, and to cultivate talents  
**(covering four directions, 11 action plans and 31 measures)**

Apart from the world-renowned attractions, the services experienced by visitors during their stay in Hong Kong often form an important part of their impression of the city. The heartfelt care provided by service staff will not only leave an unforgettable experience in the minds of visitors, but also have a positive and long-term impact on Hong Kong's tourism reputation. To consolidate Hong Kong's position as a world-class premier tourism destination, the Government has been working closely with stakeholders in the tourism industry and consistently enhancing the relevant infrastructure and improving service quality for Hong Kong's tourism industry. Since the promulgation of Blueprint 1.0 in 2017, several tourism-related infrastructure projects have been completed, including the third runway at the airport, various facilities in WKCD, as well as new facilities and hotels at the two theme parks. In addition, major infrastructure projects, including KTSP, are about to be completed and commissioned. The Government will continue to invest in tourism-related infrastructure and continuously improve the experiences of both visitors and the public.

The Government will enhance the service standard of the tourism industry in four areas, namely attracting talent, cultivating professional talents, enhancing service quality, and improving hardware facilities, such that visitors can feel Hong Kong's zealous hospitality, thereby shaping a more attractive tourism brand.

## Mission

To implement "tourism is everywhere", and to further advocate the healthy and sustainable development of tourism-related industries, thereby promoting economic development through tourism







## Direction 1 | Attract talents

The development of the tourism industry requires talents from different fields, ranging from management, professional and technical staff, to non-technical staff. In respect of management personnel, Hong Kong has put in place a number of policies and measures to attract talents, bringing together top talents from around the world for employment and development. Local tertiary institutions have also provided hotel and tourism-related programmes to nurture new blood. As for professional and technical staff and non-technical staff, the supply of labour from outside Hong Kong and the training courses offered by the Vocational Training Council will help meet the demand for talents in Hong Kong's tourism industry.

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### **Comprehensive review of manpower needs in the tourism industry**

The tourism industry has experienced significant changes in the business environment during the pandemic. In addition, in response to the new trend of international tourism in recent years, employers are demanding higher levels of digital skills, cross-cultural communication skills, innovative thinking and even sustainability awareness from their staff. According to the Manpower Projection Report of the Labour and Welfare Bureau, Hong Kong's manpower demand for the tourism industry is growing steadily and is projected to increase to 215 400 in 2028, and the manpower shortage of the industry by then (i.e. 2028) is estimated to be around 9 000 to 14 000. TIA will conduct more detailed and comprehensive manpower studies in the light of the latest industry trends so as to assist the Government in adjusting its manpower and training related policy to meet the needs of Hong Kong's tourism development. Also, the Labour Department ("LD") will review the Enhanced Supplementary Labour Scheme, including the scope and requirements for the trade to apply for importation of labour.

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## Attract youth to join the tourism industry

The tourism industry needs the entry of vibrant and active youth to support the industry's growth in the long-term. The Government will make good use of various tourism volunteer and youth ambassador programmes organised by various Government departments and trade organisations, such as CSTB, HKTB and TIC, to nurture more aspiring individuals to join the tourist guide profession. In the meantime, HKTB Youth Academy will launch programmes to enhance youth's understanding of and interest in the tourism industry, thereby encouraging them to join the industry. Moreover, TIA will continue to engage different youth groups and organisations to promote the licensing examination of tourist guides and related job opportunities, while encouraging youth to obtain tourist guide qualifications. Based on developments in the subject and the industry, together with students' learning needs, the Education Bureau ("EDB") will review the curriculum in the Tourism and Hospitality Studies of the Hong Kong Diploma of Secondary Education in a timely manner. To keep abreast of the times and increase the applicability of the subject content, EDB will formulate enhancement measures to update the learning and teaching resources, and provide teachers with professional training activities regarding the latest developments in the tourism industry. CSTB will continue to work with the relevant bureaux to explore further expansion of the Vocational Professionals Admission Scheme to cover hotel management, tourism and hospitality related programmes.





## Enhance cooperation with tertiary institutions

CSTB will continue to maintain close communications with the tertiary institutions that provide hotel- and tourism-related curriculum, support their continued nurturing of quality professionals for the tourism industry, and encourage collaboration among tertiary institutions and the trade in organising career expos and seminars to enhance young people's understanding of the development prospects of the tourism industry. By strengthening the application of the qualifications framework in the tourism industry, the Government will enhance the labour quality in the tourism industry, which will in turn improve the recognition of employee qualifications, thereby aligning the relevant units of competency with vocational skills. In addition, to expand the potential talent pool for Hong Kong's tourism industry, the Government will promote further exchange and collaboration between Hong Kong and Guangdong Province regarding professional qualifications and training in the tourism industry. In addition, TIA will reach out directly to tertiary institutions and organise seminars for tourist guides and tour escorts to attract students from tertiary institutions to join the ranks of tourist guides and tour escorts. In addition, to meet the needs of visitors from different countries, TIA will strengthen cooperation with faculties of foreign languages in tertiary institutions to increase the supply of tourist guides who speak languages other than Chinese and English. TIA will also consider launching a subsidy scheme to support students from tertiary institutions in obtaining tourist guide licenses and enriching the talent pool by actively promoting job opportunities in the tourism industry.



## Direction 2 Cultivate professional talents

### 52 Cultivate quality professionals

Tourist guide service is conducive to enriching visitors' experience. To enhance the professionalism of tourist guides, it is important to continuously optimise their language proficiency and cultivate knowledge in professional areas such as culture and natural landscape. TIA will launch a docent-to-tourist guide bridging programme and a specialised tourist guide licensing programme. The former allows those who are already serving as docents in tourist attractions, museums and education and training institutions or have already obtained a professional docent qualification to become tourist guides through a simplified process covering various areas of specialisation, including history and culture, geology and ecology, as well as intangible cultural heritage and arts, while the latter targets to issue specialised licences to tourist guides on individual areas.

The relevant measures can greatly increase the supply of professional tourist guides in the market. In addition, TIA will launch a tourist guide commendation scheme to recognise tourist guides with professionalism and excellent service attitudes. The awardees will engage in the overseas promotion of Hong Kong as honorary ambassadors, thus establishing a more professional and positive image for the industry and boosting the profession's attractiveness. TIA and TIC will also engage in a strategic partnership with regard to placements opportunity and talents matching to improve talent supply and demand in the industry, including a tourist guide mentorship programme that allows less experienced tourist guides to shadow senior tourist guides on tours, thus helping freshmen accumulate valuable practical experience.



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## Review the contents and requirements for licensing

In order to meet industry development needs, TIA will review the course hours and applicability of contents in the pre-examination training courses for tourist guides. It will also explore the feasibility of further streamlining and updating the course curriculum and examination content so as to better attract new blood to enroll in the courses and tie in with the development trend of the tourism industry, in a bid to break through the current development limitations.



Strategy 1

Strategy 2

Strategy 3

Strategy 4

## Direction 3 Enhance service quality



**Hong Kong — Sustainable Travel Destination, The Voyage Awards**

### Advocate quality service

Positive and warm hospitality is a key component of high-quality tourism development, and quality service can elevate visitor's experience from an average to excellent level. Hospitality is not only about providing accommodation and dining services, but also about creating a rich, colourful, warm and enjoyable atmosphere and experience for visitors, placing the guest at top priority, treating the guest with sincerity, and making visitors feel comfortable and at home. In order to motivate society to offer quality services, HKTB launched the Hospitality Campaign in 2024 with various Government departments, the tourism and related sectors, the education sector and district representatives. Through advertising and other promotion efforts, it aimed to encourage the trade and all walks of life in Hong Kong to go the extra mile in promoting the spirit of hospitality at all levels within the community. Moreover, HKTB will continue to organise the Outstanding Quality Tourism Services Merchant and Service Staff Awards under the Quality Tourism Services Scheme which aims to recognise the outstanding performance of supervisors and frontline staff of accredited merchants under the scheme, and to launch new award scheme with a view to consolidating the promotion of the hospitality spirit and encouraging continuous innovation in the trade to provide visitors with quality experiences.

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## Provide comprehensive travel information

To facilitate visitors' in-depth exploration in Hong Kong, the Government and the trade must deliver rich information to visitors through various channels. HKTB will continue to review the number and services of visitor centres in order to provide visitors with more comprehensive and useful travel information and assist them in planning their itineraries. The Government will also encourage hotels to distribute visitor information guides designed by local organisations, so as to assist visitors in obtaining information for in-depth exploration of the local communities. Moreover, the Government will study the installation of information kiosks at green and island tourist attractions in remote areas, with useful travel information such as maps, transportation routes, and attraction information. AFCD will continue to provide travel information at the Story Rooms and Geoheritage Centres of the six Geoparks, while the Countryside Conservation Office ("CCO") under EEB will establish a dedicated website to offer travel information for remote rural areas to visitors, and set up two smart countryside conservation trails located in Lai Chi Wo/Mui Tsz Lam and Kuk Po.



## Direction 4 Improve hardware facilities

### Upgrade tourist ancillary facilities



Improving ancillary facilities for visitors to travel comfortably is a development direction that different tourist cities are focusing on. At present, baggage delivery services are already available at HKIA and KTCT, etc. The Government will continue to explore with the industry possible options for enhancing baggage storage and delivery services to facilitate visitors, especially those who travel on multi-destination itineraries, thus enabling more visitors to experience the convenience of hands-free travel. The Government will also select popular tourist attractions and other suitable locations and encourage operators to install ancillary facilities such as storage lockers for visitors and the public to temporarily store their personal belongings during their outings. Meanwhile, in respect of southbound travel for Guangdong vehicles, AAHK is constructing automated carparks on the Hong Kong Port Island of the Hong Kong-Zhuhai-Macao Bridge ("HZMB") for non-commercial self-drive private cars from Guangdong and Macao to come to Hong Kong via HZMB, so that visitors can transfer at HKIA or visit Hong Kong under the arrangement of non-entry of vehicles. In addition, the Government is actively examining the regulatory framework for ride-hailing platforms to protect passengers' interests and provide more diversified point-to-point transportation services for visitors and the public.

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## Strengthen co-ordination with works departments

Improvement of ancillary facilities requires public works co-ordination. CSTB will strengthen overall co-ordination with works departments with a view to prioritising the ongoing tourism-related minor works projects being undertaken under various subheads of the existing block vote allocations.

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## Review the demand for large-scale convention and exhibition venues, as well as related tourism facilities

The Government announced earlier the release of the site of the North Lantau Hospital Hong Kong Infection Control Centre for AAHK to commence the Phase 2 expansion works of AsiaWorld-Expo ("AWE") as soon as possible. Upon completion, the project will provide a multi-purpose indoor venue with a capacity of 20 000. Phase 2 of AWE will synergise with the accommodation, shopping, dining, and entertainment facilities within SKYCITY, creating an Airport City that integrates elements of tourism, exhibition and leisure. The Chief Executive has stated in the Policy Address 2024 that the Government, in collaboration with AAHK, will plan to expand the size of the Airport City by more than double in the bay between the Airport Island, the artificial island of the Hong Kong Port Island of HZMB, and Tung Chung East New Town to create a new and world-leading landmark. Apart from building AWE Phase 2, new projects also include creating an ecosystem for the arts industry, developing a yacht bay with ancillary facilities, opening a food market for imported fresh food and providing more public spaces, with a view to promoting high-end business, tourism and leisure activities. Furthermore, the Government will expedite the expansion of large-scale convention and exhibition venues and continue to take forward the relevant projects. The Government will also continue to take forward the Wan Chai North Redevelopment project to provide additional large-scale convention and exhibition space. In addition, the Government will continue to maintain close ties with the trade to assist them in identifying more venues suitable for MICE activities, such as M+, the Palace Museum, and other venues of cultural and artistic significance, as well as KTCT, so as to optimize the use of existing venues through efficient use and innovative thinking to provide a more diverse range of venue options.



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## Review accommodation facilities

Sufficient hotel supply is a key component in driving sustainable development of the tourism industry. The Government will continue to closely monitor the supply of hotels in the market, and regularly release relevant statistics for reference of the industry, including developers so as to assist their formulation of appropriate business plans. Meanwhile, relevant bureaux/departments such as DEVB and the Planning Department will provide appropriate planning advice on the proposed ancillary accommodation facilities, and provide greater flexibility in land use as necessary to facilitate the relevant projects.





# Action Overview, Implementation Schedule and Executing Organisations

# Action Overview, Implementation Schedule and Executing Organisations

(Remarks: Short-term (within 3 years), mid-term (3-6 years), long-term (over 6 years))

## Strategy 1 Nurture and develop tourism products

To nurture and develop tourism products and initiatives with local and international characteristics

(covering four directions, 18 action plans and 46 measures)

Action plans	Corresponding measures	Implementation schedule
<b>Direction 1: Promote the Four “+Tourism” Directions</b>		
<b>1. Culture+Tourism</b>		
<b>1</b> <b>Create a brand of diverse cultural tourism offerings</b>	1. WKCD Authority will roll out more special experience activities and step up worldwide promotion in collaboration with HKTB to brand WKCD as a must-visit landmark for cultural and creative tourism.	Ongoing
	2. HKTB will draw up a gourmet guide covering the 18 districts, organise gastronomic events, promote gourmet food in different districts and encourage the trade to develop tourism products featuring local unique architecture and the elements of Made in Hong Kong industries.	Short-term
<b>2</b> <b>Nurture signature cultural and performing arts tourism products</b>	3. CSTB launched the Signature Performing Arts Programme Scheme to support large-scale local performing arts productions to be staged as long-run performance, and will regularly host a series of innovative cultural mega events, such as the Hong Kong Pop Culture Festival and the Chinese Culture Festival.	Ongoing
	4. HKTB will conduct extensive marketing for various arts and cultural mega events and activities and will encourage the industry to develop tourism products related to these cultural and arts activities to promote the integration of culture and tourism.	Ongoing

Action plans	Corresponding measures	Implementation schedule
<b>2. Sports+Tourism</b>		
<b>3</b> <b>Cultivate sports tourism products</b>	5. CSTB will strive to import high-level and high-profile sports competitions and support the invitation of star athletes to join major sports events in Hong Kong.	Ongoing
	6. CSTB will actively collaborate with the travel trade to promote the integration of sports and tourism and provide corresponding tourism services and facilities.	Ongoing
<b>4</b> <b>Effective utilisation of KTSP</b>	7. CSTB will capitalise on the modern and multifunctional recreational and sports facilities at KTSP, and promote it as the preferred destination for major local and international sports and entertainment events.	Ongoing
<b>5</b> <b>Sports collaboration in GBA</b>	8. CSTB will strengthen collaboration with GBA in sports development, explore sharing of venue resources and complement each other's strengths.	Ongoing

Action plans	Corresponding measures	Implementation schedule
<b>3. Ecology+Tourism</b>		
<b>6</b> <b>Develop and promote island tourism</b>	9. The Government will actively explore large-scale integrated resort projects focusing on environmental protection and eco-tourism. CSTB will proactively assist and facilitate private organisations and Government departments to seriously study and pursue the development of various island-related tourism facilities. DEVB will also expedite the development of the South Lantau Eco-recreation Corridor, and develop the ex-Lamma Quarry site into an area for resort and outdoor recreational uses, etc.	Short-to mid-term
	10. Having regard to the cultural and natural resources of individual islands, the Government will explore and promote more countryside and island tourism itineraries with characteristics as well as enhance the amenities.	Short-term
	11. CSTB will review the modes and direction of the Sai Kung Hoi Arts Festival.	Short-term
	12. DEVB will promote yacht tourism in the expansion area of Aberdeen Typhoon Shelter, the ex-Lamma Quarry area and the waterfront site in the vicinity of the Hung Hom Station by inviting private organisations to explore the construction and operation of yacht berthing facilities.	Short-term
	13. DEVB will continue to take forward the Pier Improvement Programme.	Ongoing
	14. HKTB will actively promote island tourism through various channels.	Ongoing

Action plans	Corresponding measures	Implementation schedule
<b>7</b> <b>Enhance green tourism routes</b>	15. CSTB has been studying with relevant departments to explore the development of green attractions with tourism potential.	Ongoing
	16. The Government is developing a Round-the-Island Trail on Hong Kong Island to provide more coherent green tourism routes.	Mid- to long-term
	17. The Government will promote the improvement of supporting facilities at green attractions.	Short- to mid-term
	18. AFCD will enrich the content on hiking trails and sites attractions in country park on its Enjoy Hiking website.	Short-term
	19. HKTB will strengthen the promotion of green tourism products through its year-round promotional platform Hong Kong Great Outdoors.	Ongoing
<b>4. Mega events+Tourism</b>		
<b>8</b> <b>Stepping up the development of horse racing tourism</b>	20. The Government will collaborate with HKJC to further promote horse racing tourism.	Short-term
	21. HKTB will work with HKJC to leverage multiple platforms to promote more visitor-friendly arrangements.	Short-term
	22. HKTB will drive the trade to incorporate horse racing activities into the programmes of MICE and cruise visitors, and encourage the trade to design quality tourism packages that include horse racing experiences.	Short-term

Action plans	Corresponding measures	Implementation schedule
<b>9</b> <b>Introduce and cultivate international events</b>	23. The Mega Events Coordination Group, led by the Deputy Financial Secretary, will continue to take a proactive role in attracting different mega events to Hong Kong with emphasis on quality and quantity to boost the retail and hotel industries.	Ongoing
	24. WKCD Authority will strengthen the promotion of WKCD as a prime destination for major international cultural, creative and commercial events, and step up efforts to host more major international cultural, creative and commercial events to attract more inbound visitors.	Ongoing
	25. CCIDA will make the new flagship Hong Kong Fashion Fest an annual signature event to develop Hong Kong into a fashion design hub in Asia.	Ongoing
	26. HKTB will optimise resource allocation to focus on supporting and promoting mega events in Hong Kong.	Ongoing
<b>10</b> <b>Engage the business community in event promotion</b>	27. The Government will continue to update the calendar of mega events in Hong Kong so that the tourism industries could seize the business opportunity brought by mega events.	Ongoing
	28. The Government will continue to liaise and co-ordinate with key sectors such as retail, catering and hotel industries, to encourage and support their participation in the planning and execution of mega events.	Ongoing



Action plans	Corresponding measures	Implementation schedule
<b>Direction 2: Enrich district tourism resources</b>		
<b>11</b> <b>Develop tourism products and experiences with Hong Kong characteristics</b>	29. The Working Group on Developing Tourist Hotspots led by the Deputy Chief Secretary is collecting suggestions about tourist hotspots at districts through the 18 District Offices for choosing appropriate development projects.	Short-term
	30. CSTB will continue to encourage the trade to develop tourism products with unique elements in local characteristics which are irreplaceable and unrepeatable.	Ongoing
	31. The Government will encourage the trade to create innovative the experience model, such as integrating cultural programmes like Xiqu into travel itineraries.	Short-term
<b>12</b> <b>Enrich city-walk routes</b>	32. HKTB will continue to promote the Hong Kong Neighbourhoods, showcasing the characteristics of in-depth tour of various districts in Hong Kong. Different promotion strategies will be adopted, such as using movie travel guides to attract visitors to explore filming locations and engage with local culture.	Ongoing
	33. The Government will strengthen cooperation with organisations to open up a series of unique venues to visitors, and facilitate the trade's access to these resources.	Short-term
	34. The Government will engage with religious groups to explore opening up religious venues as tourist attractions on a limited scale.	Short-term
	35. The Government will identify and enhance popular and appropriate tourist hotspots at district level, improve the coordinated planning of check-in spots, strengthen the unified planning of nearby attractions to tie in with the sale of related cultural and creative products for enhancing economic benefits.	Short-term

Action plans	Corresponding measures	Implementation schedule
<b>13</b> <b>Develop cultural and creative products for tourism</b>	36. CSTB will promote the development of Hong Kong's special handicrafts and souvenirs by encouraging industry participation and fostering a creative atmosphere in the community.	Short-term
<b>Direction 3: Upgrade iconic tourist attractions</b>		
<b>14</b> <b>Reinforce the appeal of existing iconic attractions</b>	37. CSTB will continue to work with TWDC to roll out the remaining projects under the Expansion Plan, including the new Marvel-themed area, as well as explore future plans.	Mid- to long-term
	38. CSTB will continue to actively promote panda tourism and oversee the implementation of the development strategy announced by Ocean Park in 2021, including the construction and completion of a new Adventure Zone in the upper park area of Ocean Park.	Short- to mid-term

Action plans	Corresponding measures	Implementation schedule
<b>15</b> <b>Better use of harbourfront resources</b>	39. DEVB will develop quality harbourfront spaces, enhance ancillary facilities and extend the promenades along both sides of the Victoria Harbour to a total length of 34 kilometres.	Ongoing
	40. DEVB is in the process of selecting suitable locations along Victoria Harbour to gradually introduce commercial facilities, such as food and beverages, retail and entertainment, on a pilot basis.	Ongoing
	41. The Government will also foster better use of the continuous harbourfront promenades and water bodies and take forward the topside development of the Exhibition Station in Wan Chai North, as well as the waterfront and pier sites in the vicinity of the Hung Hom Station, into new landmarks providing additional event venues.	Ongoing
	42. CSTB, in collaboration with HKTb, will launch a new edition of A Symphony of Lights light and sound show, to bring new experience to visitors.	Short-term

Action plans	Corresponding measures	Implementation schedule
<b>Direction 4: Integration of tourism elements into large-scale projects</b>		
<b>16</b> <b>Lantau Island as a “Tourism Island”</b>	43. The Government will intensify the development of Lantau Island as a “Tourism Island”, linking up the leisure and recreational elements of North Lantau with the eco-tourism elements of South Lantau.	Ongoing
	44. The Government will leverage the rich and precious natural resources and profound historical and cultural resources of South Lantau to provide ecology-based leisure and recreational facilities that complement the natural environment of the area to develop green island tourism.	Ongoing
<b>17</b> <b>East Kowloon and Kai Tak Development Area</b>	45. The Government will study how to link up and integrate the existing and future cultural, sports, tourism and leisure infrastructure and elements in East Kowloon and the Kai Tak Development area.	Ongoing
<b>18</b> <b>The Blue and Green Circle</b>	46. CSTB will foster the development of cultural tourism in STK under the principle of “low density, high quality”.	Ongoing

## Strategy 2 Visitors from all parts of the world gather in Hong Kong

To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors (covering six directions, 20 action plans and 37 measures)

Action plans	Corresponding measures	Implementation schedule
<b>Direction 1: Develop potential source markets</b>		
<b>19</b> <b>Develop sources of visitors from the Middle East and ASEAN</b>	47. AAHK will provide information at the airport in Arabic.	Ongoing
	48. TLB will encourage taxi fleets to offer service information in Arabic.	Short-term
	49. HKTB will promote the accreditation of restaurants, hotels, attractions, convention and exhibition venues, as well as educating and motivating the trade to participate in the accreditation process; and will also compile a list of restaurants serving halal food, as well as consolidating hotel accommodations, prayer facilities, local cultures and activities suitable for Muslim visitors.	Ongoing
	50. The Government will encourage more commercial organisations to provide suitable facilities and strengthen personnel training.	Ongoing
<b>20</b> <b>Increase direct flights to potential source markets</b>	51. TLB will support AAHK in engaging with different airlines to discuss plans to increase direct flight routes between Hong Kong and potential source markets, including the Middle East, as well as fully utilizing the advantages brought about by the three-runway system to expand the transit market.	Ongoing
<b>21</b> <b>Conduct in-depth research on the high-end tourism market</b>	52. HKTB will continue to conduct in-depth research on the high-end tourism markets in the Middle East, ASEAN, and South Asia, and formulate corresponding market development strategies.	Ongoing

Action plans	Corresponding measures	Implementation schedule
<b>22</b> <b>Facilitate immigration arrangements for foreign visitors</b>	53. The Government has cancelled the requirement for visitors to furnish an arrival or departure card.	Ongoing
	54. The Government has relaxed the criteria for nationals of Cambodia, Laos, Myanmar and Vietnam applying for multiple-entry visas for travel and business, and extended the validity period of multiple-entry visas for these countries from two years to three years.	Ongoing
	55. ImmD will establish a fast-track arrangement to expedite the processing of visa applications from group visitors of ASEAN countries submitted via local travel agents.	Ongoing
	56. ImmD will provide self-service immigration clearance for invited persons participating in business, development and related activities from the 10 ASEAN countries, and facilitate one-stop processing for their self-service clearance and visa applications through a dedicated desk.	Short-term
<b>Direction 2: Reinforce existing core markets</b>		
<b>23</b> <b>Enhance cooperation with the Central, Provincial and Municipal Governments</b>	57. The Government will optimise IVS in an orderly manner.	Ongoing
	58. CSTB will enhance its cooperation with the Ministry of Culture and Tourism and the Asia Tourism Exchange Center to drive mutual tourism promotion.	Short-term
	59. CSTB will negotiate and sign more tourism exchange and cooperation agreements with Mainland provinces and municipalities.	Ongoing



Action plans	Corresponding measures	Implementation schedule
<b>24</b> <b>Continue to develop multi-destination tourism</b>	60. CSTB and HKTB will continue to collaborate with GBA cities and travel trade to promote more multi-destination thematic itineraries and tourism products.	Ongoing
	61. HKTB will promote GBA multi-destination tourism products in more overseas markets.	Ongoing
<b>25</b> <b>Continue to liaise with the Mainland on facilitating international visitors' entry arrangements to Mainland China via Hong Kong</b>	62. CSTB will continue to advocate further deepening of the 144-hour Convenient Visa to Guangdong Province policy.	Ongoing
<b>Direction 3: Attracting MICE visitors</b>		
<b>26</b> <b>Strengthen MICE Tourism</b>	63. HKTB will make better use of the Government's funding, and regularly review and further optimise the current supportive measures targeting MICE events of various scales and types, with a view to attracting more MICE events to be held in Hong Kong.	Ongoing
	64. HKTB will put extra effort to enhance the travel experience of business visitors in Hong Kong, so as to further strengthen Hong Kong's position as an international MICE capital.	Ongoing
	65. HKTB will further promote the Hong Kong Convention Ambassador Programme.	Ongoing

Action plans	Corresponding measures	Implementation schedule
<b>Direction 4: Attracting cruise visitors</b>		
<b>27</b> <b>Drive more ship deployment to Hong Kong through a multi-pronged approach</b>	66. CSTB will enhance its services and support to attract more cruise vessels to Hong Kong and capitalise on the new opportunities brought by the new cruise-related policies of the Mainland to develop more new cruise itineraries; deepen strategic partnership with Mainland ports and continue to collaborate with ports in the region together with the industry to closely liaise with cruise companies to provide timely and appropriate support.	Ongoing
	67. CSTB will explore off-shore berthing at green spots in Hong Kong for the expedition cruises.	Short-term
<b>28</b> <b>Enhance cruise visitors experience in Hong Kong</b>	68. CSTB will continue to work closely with relevant Government departments to further streamline customs, immigration and quarantine procedures.	Ongoing
	69. CSTB will enhance the uniqueness of shore excursion programmes and tourism offerings; and work with MD to relax the arrangement for cruise vessels of KTCT to sail through the Central Fairway and consider regularisation in the long run.	Short-term

Action plans	Corresponding measures	Implementation schedule
<b>29</b> <b>Enhance the function of KTCT as a cruise terminal for all</b>	70. CSTB will collaborate with TD and the terminal operator to continuously improve the transport arrangements of KTCT and optimise the services and facilities for cruise visitors.	Short- to mid-term
	71. CSTB will fully utilise KTCT as a venue for purpose of conventions and exhibitions, cultural, creative, and community leisure activities, and synergise with the newly completed projects such as the adjacent KTSP.	Short- to mid-term
	72. CSTB will critically review and refine the operational requirements for the terminal operator in future when it is re-tendered in 2025.	Short-term
<b>30</b> <b>Develop Hong Kong as a green cruise port</b>	73. CSTB will join hands with EEB and TLB/MD to actively promote the support for the use of on-shore power and green marine fuels by cruise vessels.	Short-term
	74. CSTB will join hands with EEB and the terminal operator to actively promote the implementation of various green measures at KTCT.	Ongoing
<b>31</b> <b>Nurture more cruise tourism specialists of different positions</b>	75. CSTB, together with HKTB and the terminal operator, will introduce additional measures for the cruise trade.	Ongoing
<b>Direction 5: Expand the silver-haired, family, study tour, and youth visitor segments</b>		
<b>32</b> <b>Strengthen Hong Kong's status as the premier tourism destination for silver-haired and family visitors</b>	76. The Government will step up the development and promotion of travel itineraries, accommodations and supporting facilities designed for silver-haired and family visitor segments.	Ongoing

Action plans	Corresponding measures	Implementation schedule
<b>33</b> <b>Promote Hong Kong as the premier tourism destination for youth and study tour visitors</b>	77. The Government will step up the development and promotion of travel itineraries, accommodations and supporting facilities tailored for the youth segment and study tours.	Ongoing
<b>Direction 6: Strengthening publicity and promotion by combining cross-sectoral efforts</b>		
<b>34</b> <b>Expand partnership horizons</b>	78. The Government will mobilise relevant departments and organisations to enhance to promotion of Hong Kong's tourism at the border control points and explore potential collaborations with enterprises and chambers to make good use of their overseas networks to enhance external publicity and promotion.	Ongoing
<b>35</b> <b>Develop refined promotion strategies</b>	79. HKTB will strengthen its research function for allocating resources to target specific visitor segments in order to enhance the effectiveness of promotion efforts continuously.	Ongoing
<b>36</b> <b>Engage in diversified promotion efforts</b>	80. HKTB will engage in extensive and diverse promotion efforts both globally and locally.	Ongoing
<b>37</b> <b>Unleash the travel trade's potential</b>	81. HKTB will encourage the travel trade to develop more distinctive local tourism products and step up promotions in the Mainland and overseas.	Ongoing
<b>38</b> <b>Leading travel trade missions</b>	82. HKTB will lead and assist travel trades in exploring visitor source markets.	Ongoing
	83. CSTB attaches great importance to and will support the development of travel agents through making good use of TIC's role as the federation of trade associations to organise and mobilise the travel trade to conduct visits and exchanges on a continuous basis.	Ongoing

## Strategy 3 Intelligent and convenient travel to Hong Kong

To promote smart tourism

(covering two directions, 10 action plans and 19 measures)

Action plans	Corresponding measures	Implementation schedule
<b>Direction 1: To facilitate and enhance visitors' experience</b>		
<b>39</b> <b>Enhance information dissemination and online services platform</b>	84. The Government encourages tourist attractions and event organisers to actively collaborate with online tourism products platforms to offer more package deals and explore partnerships with the upcoming Smart Itinerary Planner featured in the Discover Hong Kong.	Short-term
	85. CSTB will consider introducing new arrangements to facilitate visitors who have arrived Hong Kong to purchase same-day tickets for performing arts and cultural performance programmes more conveniently.	Short-term
	86. HKTB will enhance the Discover Hong Kong one-stop travel information platform to provide visitors with more comprehensive, reliable, and up-to-date travel information, citywide offerings, as well as key travel-related websites and applications.	Short-term
	87. HKTB will develop the Live Travel Map and Smart Itinerary Planner features on Discover Hong Kong, which will provide visitors with real-time recommendations of nearby attractions, activities, and offers, as well as personalised itinerary suggestions	Short-term
<b>40</b> <b>Promote e-payments in the community</b>	88. The Government will continue to drive the acceptance of e-payment tools commonly used by visitors by more sectors such as retail and catering.	Ongoing
	89. The Government proposes requiring all taxi drivers in Hong Kong to provide electronic payment through legislation.	Short-term

Action plans	Corresponding measures	Implementation schedule
<b>41</b> <b>Improve network infrastructure</b>	90. The Government will provide fast and stable free Wi-Fi services at Government facilities located in major tourist hotspots.	Ongoing
	91. The Government will encourage more public and private organisations to provide free Wi-Fi services under the Wi-Fi.HK banner in major tourist hotspots.	Ongoing
	92. OFCA will enhance the coverage, connectivity, and stability of the 5G network at venues hosting large-sale events and activities.	Short-term
	93. OFCA is finalising the specific arrangements for implementing the Subsidy Scheme to Extend 5G Coverage in Rural and Remote Areas to further strengthen mobile network infrastructure and coverage in rural and remote areas.	Mid-term
<b>42</b> <b>Increase smart elements in tourist attractions</b>	94. The Government will promote the use of technology at tourist attractions, such as QR codes, AR, VR, and interactive experiences, so as to improve facilities and information dissemination while providing visitors with a more diverse and enriching travel experience.	Short-term
	95. The Government will promote the provision of multilingual electronic guides other than Cantonese, English and Putonghua at tourist attractions and facilities.	Short- to mid-term
<b>43</b> <b>Facilitate immigration clearance for visitors</b>	96. ImmD will continue to enhance the application of innovative technology in immigration clearance to facilitate convenient clearance for visitors.	Ongoing
<b>44</b> <b>Develop a smart airport</b>	97. AAHK will further enhance the operational efficiency of HKIA through the effective use of innovative technology to provide visitors with a more convenient and efficient immigration experience.	Ongoing



Action plans	Corresponding measures	Implementation schedule
<b>Direction 2: To enhance the travel trade's competitiveness</b>		
<b>45</b> <b>Enhance tourism data sharing and analysis</b>	98. HKTB will strengthen its data and market analysis, including exploring pilot partnerships with payment platforms, service providers, and travel websites to collect and consolidate more tourism-related data and big data information.	Short-term
	99. HKTB will share the latest data with the trade in a dynamic and readily understandable manner, such as in the form of charts and interactive dashboards, which will enable them to grasp the latest tourism trends for developing effective business strategies.	Short-term
<b>46</b> <b>Strengthen the management of inbound tour groups</b>	100. TIA will further utilise the electronic itinerary registration system and proactively liaise with travel agents and relevant stakeholders to take co-ordinated measures for diverting visitors and enhancing service quality.	Short-term
<b>47</b> <b>Promote digitalisation of the tourism sector</b>	101. Innovation, Technology and Industry Bureau ("ITIB") will expand the scope of Digital Transformation Support Pilot Programme by the Hong Kong Cyberport Management Company Limited from the retail and food and beverage sectors to cover industries such as tourism and personal services, subsidising small- and medium-sized enterprises for digital transformation on a one-to-one matching basis.	Short-term
<b>48</b> <b>Continue to drive innovation in the trade</b>	102. The Government will establish exchange platforms and co-organise activities in partnership with flagship incubators such as the Hong Kong Science and Technology Parks Corporation and the Hong Kong Cyberport Management Company Limited to facilitate exchanges and business matching between tourism and related industries and start-up companies.	Short-term

## Strategy 4 Quality services for visitors

To enhance the service quality and support of the tourism industry on all fronts, and to cultivate talents

(covering four directions, 11 action plans and 31 measures)

Action plans	Corresponding measures	Implementation schedule
<b>Direction 1: Attract talents</b>		
<b>49</b> <b>Comprehensive review of manpower needs in the tourism industry</b>	103. TIA will conduct a study on manpower needs and formulate a more detailed and comprehensive manpower strategy in the light of the latest industry trends.	Short-term
	104. LD will review the Enhanced Supplementary Labour Scheme, including the scope and requirements for the trade to apply for importation of labour.	Short-term
<b>50</b> <b>Attract youth to join the tourism industry</b>	105. The Government will make good use of various tourism volunteer and youth ambassador programmes to nurture more aspiring youth to join the tourist guide profession.	Short-term
	106. HKTB Youth Academy will launch programmes to enhance youth's understanding of and interest in the tourism industry.	Short-term
	107. TIA will continue to engage different youth groups and organisations to promote the licensing examination of tourist guides and related job opportunities, while encouraging youth to obtain tourist guide qualifications.	Ongoing
	108. EDB will review the curriculum in the Tourism and Hospitality Studies of the Hong Kong Diploma of Secondary Education in a timely manner.	Short- to mid-term
	109. CSTB will continue to work with the relevant bureaux to explore further expansion of the Vocational Professionals Admission Scheme to cover hotel management, tourism and hospitality related programmes.	Ongoing

Action plans	Corresponding measures	Implementation schedule
<b>51</b> <b>Enhance cooperation with tertiary institutions</b>	110. CSTB will continue to maintain close communications with the tertiary institutions that provide hotel- and tourism-related curriculum and encourage them to collaborate with the trade in organising career expos and seminars to enhance young people's understanding of the development prospects of the tourism industry.	Ongoing
	111. The Government will strengthen the application of the qualifications framework to enhance labour quality in the tourism industry.	Ongoing
	112. The Government will promote further exchange and collaboration between Hong Kong and Guangdong Province regarding professional qualifications and training in the tourism industry.	Ongoing
	113. TIA will strengthen cooperation with faculties of foreign languages in tertiary institutions to increase the supply of foreign-language speaking tourist guides.	Short-term
	114. TIA will consider launching a subsidy scheme to support students from tertiary institutions in obtaining tourist guide licenses.	Short-term

Action plans	Corresponding measures	Implementation schedule
<b>Direction 2: Cultivate professional talents</b>		
<b>52</b> <b>Cultivate quality professionals</b>	115. TIA will launch a docent-to-tourist guide bridging programme so that those who are already serving in places such as tourist attractions or have acquired professional docent qualifications can become tourist guides through a simplified process.	Short-term
	116. TIA will launch a specialised tourist guide licensing programme to issue specialised licences to tourist guides on individual areas.	Short-term
	117. TIA will launch a tourist guide commendation scheme to recognise tourist guides with professionalism and excellent service attitudes. The awardees will engage in the overseas promotion of Hong Kong as honorary ambassador.	Short-term
	118. TIA and TIC will also engage in a strategic partnership with regard to placements opportunity and talents matching to improve talent supply and demand in the industry.	Short-term
<b>53</b> <b>Review the contents and requirements for licensing</b>	119. TIA will review the course hours and the contents in the pre-examination training courses for tourist guides.	Short-term
	120. TIA will explore the feasibility of further streamlining and updating the course curriculum and examination content.	Short-term
<b>Direction 3: Enhance service quality</b>		
<b>54</b> <b>Advocate quality service</b>	121. HKTB will continue to organise the Outstanding Quality Tourism Services Merchant and Service Staff Awards under the Quality Tourism Services Scheme and to launch new award scheme in collaboration with the trade.	Short-term

Action plans	Corresponding measures	Implementation schedule
<b>55</b> <b>Provide comprehensive travel information</b>	122. HKTB will continue to review the number and services of visitor centres.	Ongoing
	123. The Government will encourage hotels to distribute localised visitor information guides designed by local organisations.	Short-term
	124. The Government will study the installation of information kiosks at green and island tourist attractions in remote areas, with useful travel information such as maps, transportation routes, and attraction information.	Short-term
<b>Direction 4: Improve hardware facilities</b>		
<b>56</b> <b>Upgrade tourist ancillary facilities</b>	125. The Government will explore with the trade possible options for enhancing baggage storage and delivery services to facilitate visitors.	Short-term
	126. The Government will select popular tourist attractions and other suitable locations to encourage operators to install ancillary facilities such as storage lockers.	Short-term
	127. AAHK is constructing automated carparks on the Hong Kong Port Island of HZMB for non-commercial self-drive private cars from Guangdong and Macao to come to Hong Kong via HZMB without going through immigration clearance, so that visitors can transfer at HKIA or visit Hong Kong.	Short-term
	128. The Government is actively examining the regulatory framework for ride-hailing platforms.	Mid-term

Action plans	Corresponding measures	Implementation schedule
<b>57</b> <b>Strengthen co-ordination with works departments</b>	129. CSTB will strengthen co-ordination with works departments with a view to prioritising the ongoing tourism-related minor works projects being undertaken under various subheads of the existing block vote allocations.	Short-term
<b>58</b> <b>Review the demand for large-scale convention and exhibition venues, as well as related tourism facilities</b>	130. The Government will, in collaboration with AAHK, plan to expand the size of the Airport City between the Airport Island, the artificial island of the Hong Kong Port Island of the HZMB, and Tung Chung East New Town.	Mid- to long-term
	131. The Government will expedite the expansion of large-scale convention and exhibition venues.	Long-term
	132. The Government will continue to maintain close ties with the trade to assist them in identifying more venues suitable for MICE activities.	Ongoing
<b>59</b> <b>Review accommodation facilities</b>	133. The Government will continue to closely monitor the supply of hotels in the market, and regularly release relevant statistics for reference of the industry, including developers so as to assist their formulation of appropriate business plans.	Ongoing



# Conclusion

Hong Kong's tourism industry has evolved over the years and its ecosystem has reached a certain scale, while at the same time continue to transform in response to the changing times.

Tourism is a fast-changing industry. Blueprint 2.0 aims to set out the overall working direction and strategy for Hong Kong's tourism development in the next five years. Even with the planning framework in place, the most important task for the Government and the industry is to keep abreast of the market trends and opportunities, and to “identify, respond to and steer changes” at all times. Visitors' travel preferences and consumption concept and patterns are constantly changing. We encourage stakeholders to adopt Blueprint 2.0 as the main development concept, and at the same time uphold the spirit of reform and innovation for which Hong Kong has always been renowned, and get prepared to make new attempts and put forward new proposals based on Blueprint 2.0, so as to continuously inject impetus into Blueprint 2.0, and to proactively promote the positive interactions between planning and change, so as to revitalize Hong Kong's tourism industry in the post-pandemic era and restore the Pearl of the Orient to its glory.

With the concerted efforts of all sectors, we expect that in five years' time (i.e. 2029), the value added of the tourism industry will reach \$120 billion (\$75.3 billion in 2023) and employment will increase to about 210 000 (145 600 in 2023).

The healthy and prosperous development of the tourism industry requires the full support and participation of the entire community. Therefore, we advocate the concept of “Everyone is a Tourism Ambassador”, and urge all members of the public to welcome every visitor with a warm and friendly attitude, so as to spread the positive energy and vibrant image of Hong Kong as a metropolis. At the same time, we encourage the community, schools, enterprises and other sectors to actively participate in tourism promotion activities, and together create a harmonious, inclusive and vibrant tourism atmosphere.

We firmly believe that with the concerted efforts of the tourism industry and all sectors of the community, Hong Kong will become a model of international tourist destination that connects the world and leads the way, thereby writing a brand-new chapter in the history of Hong Kong's tourism industry.





# Annex



## Annex 1

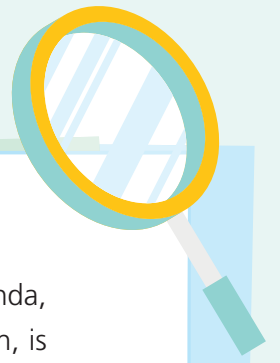
# Thematic Plan 1

## Action Plan on Sha Tau Kok Cultural Tourism Zone

### Background

Located in the northeastern most part of Hong Kong adjacent to the Mainland, STK has been a FCA for decades. STK Town is currently the only township within FCA in Hong Kong. In particular, Chung Ying Street bears great historical significance and attributes with boundary stones, rather than boundary control facilities, used to demarcate the boundary between Hong Kong and Shenzhen. The town's traditional Hakka and fisherfolk cultures also offer unique tourism appeal for the public to discover.

The Government is progressively opening up STK FCA for sightseeing. The first phase STK Pier Opening Up Scheme was launched in June 2022, allowing designated tour groups to take waterborne transport at STK Pier to neighbouring areas for sightseeing on Saturdays, Sundays and public holidays, while the second phase of the STK Opening-up Plan, rolled out in January 2024, has expanded the scope of the opening up to cover the entire STK FCA except Chung Ying Street.



The Government published in October 2023 the Northern Metropolis Action Agenda, under which the easternmost part of the Northern Metropolis, where STK FCA lies within, is positioned as the Blue and Green Circle and as one of the four major zones with an aim to creating opportunities for tourism and conservation. Visitors who set off from STK Pier can take waterborne transport to get to Lai Chi Wo, Kat O, Ap Chau and etc., located within Hong Kong Geopark, while those who start their journey from the west of STK can walk to the Robin's Nest Country Park, which is the 25th country park in Hong Kong. They can also visit the Hong Kong STK Anti-war Memorial Hall in the vicinity. As such, STK is well-placed to become the starting point for tours in the Blue and Green Circle, unleashing the potentials to develop island-hopping tours, eco-tours and historical and cultural tours in its surrounding areas, particularly in autumn and winter.

### **Overall Development Principle and Policy Objectives**

The Government has decided to continue the promotion of tourism development in STK under the overall principle of “low density, high quality” and through enriching its historical and cultural elements. This is to showcase the characteristics of the rural township as well as the history and stories of its people, and to minimise the impact on the original lifestyle of the 4 000-odd local residents when bringing in new economic activities that would provide convenience to and create business opportunities for them.

### **Specific Measures**

The Government will consolidate and enhance the existing tourism resources in STK and keep on exploring more possibilities in a bid to tell the good tourism stories of STK. Specifically, the Government will focus on the following six aspects of work:

## Thematic Plan **1**

### **1** Strengthen STK's linkage with nearby attractions for enriching its tourism experience

#### Island Tourism

Develop routes plying between STK, Lai Chi Wo, Ap Chau and Kat O in a proactive manner

CSTB

EEB (AFCD and CCO)

TLB (TD)

- AFCD has set up tour routes and visitor centres at geological attractions in the Hong Kong Geopark including Lai Chi Wo, Kat O and Ap Chau, etc., and launched the first section of the Hing Chun Alliance Heritage Trail linking Lai Chi Wo, Mui Tsz Lam and Kop Tong. Moreover, circular kaito ferry routes to outlying islands plying between STK Pier and nearby Hong Kong Geopark attractions have already been introduced and their operating hours have been adjusted to complement with the land transport services to and from STK.
- CCO will continue to fund non-profit-making organisations to carry out diversified and innovative rural conservation and rehabilitation projects in rural villages including Lai Chi Wo, Mui Tsz Lam, Kop Tong, Kuk Po, Kat O and etc., to protect natural ecology while showcasing to the public their unique and valuable cultural heritage, thereby enhancing the appeal of the countryside as a tourist hotspot. Besides, it will continue its plan to set up smart rural conservation trails in Lai Chi Wo, Mui Tsz Lam and Kuk Po, improve public facilities in these areas through minor works, and review the licensing mechanisms and procedures on guesthouse and catering business in rural areas to facilitate application for guesthouse and restaurant licences by interested villagers.
- AFCD will launch the second section of the Hing Chun Alliance Heritage Trail, which will connect Sam A and Siu Tan. CCO will promote Kuk Po in STK in January 2025 as a pilot site for new in-depth eco-tour experience under the theme of Sound-Sight-Taste by integrating cultural characteristics of countryside villages. This will enhance public awareness of nature conservation, generate economic benefits and facilitate urban-rural symbiosis.

## 1 Strengthen STK's linkage with nearby attractions for enriching its tourism experience

### Eco-tourism

#### EEB(AFCD)

Eco-tourism in the vicinity of STK will be developed in a proactive manner. Occupying an area of about 530 hectares at STK, Robin's Nest Country Park was officially established on 1 March 2024 as the 25th country park in Hong Kong. At present, two hiking trails, namely Robin's Nest Country Trail and Lin Ma Hang Country Trail, are open for use. AFCD has launched a hiking challenge and relevant promotional programmes on the theme of Discovering Robin's Nest Country Park between November 2024 and February 2025. It has also carried out revitalisation works at Lin Ma Hang Lead Mine to turn it into an open museum for showcasing to the public the mining history, wartime relics and bat ecology in Hong Kong, and feature the unique cultural landscape of the mine, thereby enhancing tourists' experiences.

### Historical and cultural tourism

#### CSTB

The Chinese Culture Promotion Office under the Leisure and Cultural Services Department ("LCSD") and the Hong Kong Museum of the War of Resistance and Coastal Defence join forces to organise field visits by making use of the historic sites in association with the War of Resistance. These include the Hong Kong STK Anti-War Memorial Hall (Law Uk) and the Cenotaph for Martyrs in Wu Kau Tang.





## Thematic Plan 1

### 2 Enhance tourism elements in STK District

CSTB

SB

Home Affairs Department

Having regard to the gradual opening up of STK FCA, various Government departments have completed a series of environmental enhancement works. These include the construction of Chung Ying Street Garden (with a viewing deck overlooking Chung Ying Street and a replica of an old railway station in Hong Kong as well as an actual-size locomotive model) next to Chung Ying Street Checkpoint; the upgrading of the STK Promenade Sitting-out Area into the Fish Lantern Square, where scenes of the national intangible cultural heritage “STK fish-lantern dance” are displayed; the refurbishment of the old STK fire station; as well as the enhancement of the open space near the Cape of STK to provide photo-taking spots with the characteristics of North District.



CSTB

#ddHK, a creative tourism project organised by CSTB, extends to STK from December 2024 to February 2025. It brings creative elements into STK-specific culture, heritage and natural beauty on an experimental basis through place-making, community involvement and cross-sector collaboration. This enhances visitor experience and provides reference for future tourism activities in STK. During the two-month project period, there are interactive cultural and art installations showcasing authentic characteristics, weekend markets blending local features with Hong Kong's cultures and creativity for boosting the local economy, workshops organised in collaboration with local residents, a waterfront reading area that promotes the integration of culture and tourism, and activities aimed at gradually enhancing the tourism appeal of San Lau Street in STK. CSTB will explore future model and direction based on the experience and feedback gained from the project.



### 3 Develop more itineraries and tourism products

CSTB

CSTB will continue its collaboration with TIC and encourage the tourism industry to develop more signature itineraries and tourism products by making good use of the tourism resources in STK. Moreover, CSTB will work with HKTB and TIC to sustain their promotion on the award-winning routes selected from the Deeper into Hong Kong: Creative Itinerary Design Competition. These include two award-winning routes relating to the tourism resources in STK under the design themes of Great Green Escapes and Journey Through National History respectively.

### 4 Facilitate tourist visits to STK

SB

TLB(TD)

Hong Kong Police Force has launched an online application platform to enable the public and tourists to apply for electronic Closed Area Permits free of charge more conveniently. TD has also improved transportation services in STK, including the launch of express franchised bus services connecting Fanling and Sheung Shui stations, trial operation of green minibus ("GMB") service travelling to and from Heung Yuen Wai Control Point, and strengthening of existing franchised bus and GMB services.

SB

TLB(TD)

The Government will keep under review the visitor quotas to make timely adjustments, and step up the existing public transportation services subject to demand. On the other hand, the Vehicle Holding Area at the temporarily closed STK Boundary Control Point has been designated as a short-term tenancy car park to provide at least 100 spaces for private cars and 14 spaces for coaches for visitors entering STK, which would concurrently promotes self-drive tourism and enhances the capacity to receive tour groups.

## Thematic Plan 1

### 4 Facilitate tourist visits to STK

SB

CSTB

The Government will also continue its communication with the Shenzhen Municipal People's Government on the development of cultural tourism in STK on the Hong Kong side and Shatoujiao on the Shenzhen side. They will together explore the feasible option of allowing Hong Kong tour groups to enter Chung Ying Street via the Chung Ying Street Checkpoint on a "group in, group out" basis.

### 5 Step up publicity and promotion

HKTB

HKTB has set up a one-stop thematic portal on STK tourism, which consolidates the top 10 attractions, top 10 delicacies and top 10 cultural experiences in STK, to provide visitors with suitable travel information. Also, it has been creating greater publicity impact through posts on social media platforms and hosting tours for the travel trade and media practitioners.

CSTB

HKTB

CSTB collaborates with Yantian District People's Government of Shenzhen in organising a familiarisation tour for Mainland travel agencies, providing important reference for future publicity, product design and support services. HKTB will also continue to promote special events in STK as well as nearby islands and areas. Moreover, different departments will conduct cross-promotion for events with tourism appeal to create a multiplier effect.



## 6 Medium-to long-term plans

SB

DEVB (Northern Metropolis Co-ordination Office)

DEVB and SB are currently conducting the engineering feasibility study for the STK Control Point redevelopment project, which is expected to be completed within 2025. The study will cover how the future redevelopment project can support the opening up of STK FCA for tourism, including the prospect of providing additional public parking spaces and enhancing the accessibility to the control point and STK FCA, and so on. In the long term, depending on the progress and timetable of the relevant work and the preference of local residents, the role of STK FCA in supporting port economy and the opportunities it brings will also be explored.

EEB (AFCD)

TLB (MD)

Subject to the progress of opening up STK FCA, visitors' feedback and the development of relevant policies, the Government will further explore the prospect of launching more activities for visitors to enjoy in Starling Inlet, such as recreational fishing and water sports.

## Closing Remarks

The Government will continue to work closely with various stakeholders, including relevant Mainland authorities, local communities and the travel trade, and keep in view the market demands, with a view to utilising the valuable tourism resources in STK and the surrounding areas.





## Annex 2

# Thematic Plan 2

## Action Plan on Development of Cruise Tourism

### Chapter 1 Foreword

Hong Kong, with its strategic location and a deep-water port, has all along been a maritime hub to serve as a transit or turnaround port for many ocean-going vessels. Thanks to these advantages, Hong Kong has been developed into an important cruise port in the region over the past decades. In the early years of the development of Hong Kong's cruise tourism, international tourists constituted the vast majority of cruise visitors. Appreciating the iconic Victoria Harbour on board was an extraordinary experience for them.

Cruise tourism contributes to Hong Kong's economy through various associated activities. In addition to on-shore expenses of cruise visitors, there are also operating expenses of the cruise ships during their berthing in Hong Kong (such as expenses for arranging shore excursions or transportation services for passengers, reprovisioning, berthing and hiring ground handlers), on-shore spending of crew members, and so on.

There are two cruise terminals in Hong Kong, namely the Ocean Terminal ("OT") in Tsim Sha Tsui and KTCT. The development and functions of the two terminals are not entirely the same, but they have been complementing each other. OT, which was completed in 1966 with a floor area primarily used for commercial purposes, can accommodate small- to medium-sized cruise ships with a gross tonnage of about 90 000 or below and a smaller passenger capacity. KTCT, which was commissioned in 2013, is an infrastructure specifically built for berthing of mega-sized cruise ships and can accommodate simultaneously two such cruise ships with gross tonnage of up to 220 000 each. The completion of KTCT has not only timely enhanced Hong Kong's capability and efficiency in receiving cruise ships, but also maintained our competitive edge in the international source markets by fostering regional co-operation. In addition, KTCT







has enabled Hong Kong to capture the growing Mainland and Hong Kong's source markets and transform its cruise tourism from being mainly an inbound tourism product that was mainly for attracting tourists to also becoming an outbound tourism product that serves Hong Kong residents. This has led to a substantial annual growth in Hong Kong's cruise tourism in terms of ship calls and passenger throughput. The proportions of Hong Kong, Mainland and overseas cruise visitors for 2018 were 40%, 25% and 35% respectively.

The epidemic has adversely affected the global cruise tourism. International cruise itineraries resumed in Hong Kong in January 2023 after a hiatus of almost three years since February 2020. As Asia being the last region and Hong Kong being one of the last few Asian ports to fully resume international cruise travel, challenges remain in the recovery of our cruise tourism. Specifically, international cruise lines usually plan for their itineraries and put tickets on sale two or three years in advance. Regions reopened for cruise tourism earlier, such as North America and Europe, have gained the first mover advantage in attracting cruise deployment and seen stronger performance in terms of occupancy and revenue. This has deterred cruise lines from substantially increasing their deployment to Asia including Hong Kong in the near future. As a result, the overall cruise capacity at present for 2025 in the region has yet to revert to the pre-epidemic levels, with a reduction from 15.1% of the world's cruise capacity in 2018 to 8.9% in 2024<sup>1</sup>. In terms of ship calls, the recovery rate of Hong Kong is around 73%, as compared to the recovery rate of around 20-82% of nearby major homeports in the region (such as Singapore, Shanghai and Nansha).

Hong Kong's cruise tourism is one of the priorities of the Government in driving the recovery of the tourism industry in full steam. In this regard, following an extensive consultation with relevant stakeholders in the local and international cruise trade, CSTB has specifically devised this Action Plan, which is released together with Blueprint 2.0, for complementary purpose to promote Hong Kong's tourism industry and foster the overall development of cruise industry in Asia.

Our vision and missions on cruise tourism are set out as follows –



## Vision

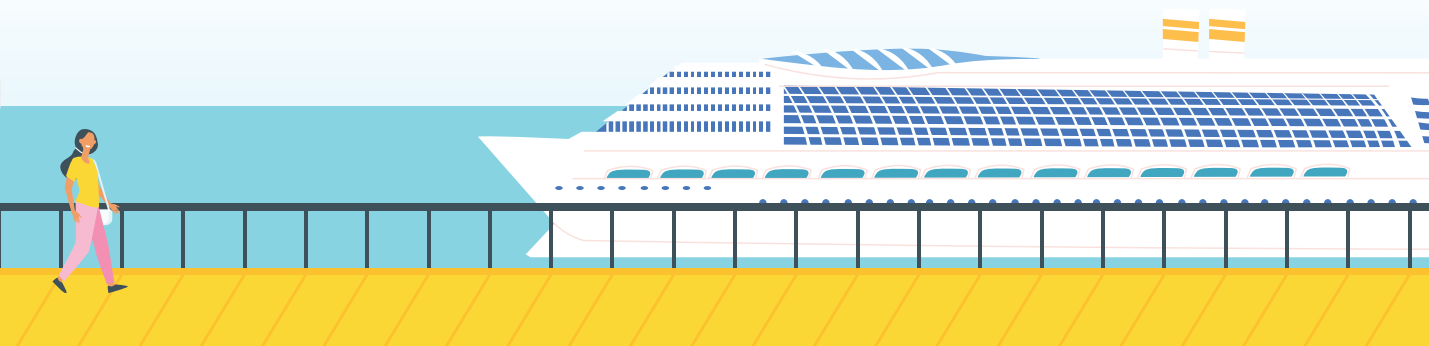
**Establish Hong Kong as Asia's  
Hub for International Cruise**

## Mission



**Consolidate Hong Kong's position as –**

- **a marquee port for cruise itineraries in both Northeast and Southeast Asia**
- **a world-class port on both passenger services and cruise operation**
- **a leading port in driving regional cooperation to foster Asia's cruise development**



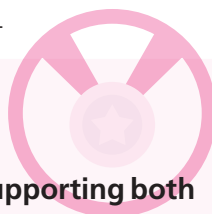
<sup>1</sup> Data extracted from The 2024 Cruise Industry News Annual Report.



### Chapter 2 Strengths, Development Limitations, Challenges and Opportunities Analysis

During the consultation, we have extensively engaged with the global cruise trade, the Advisory Committee on Cruise Industry of Hong Kong, frontline practitioners and different parties providing support in reception of cruise ships, as well as various Government bureaux and departments involved in cruise operation. With due regard to the latest trends in the international cruise market, an analysis on the strengths, development limitations, challenges and opportunities on the development of cruise tourism in Hong Kong has been conducted and the results are as follows –

#### Strengths



- **A strategic geographical location supporting both Northeast and Southeast Asian cruise itineraries** with diverse itineraries of different durations
- **An international aviation hub** serving more than half the world's population within a five-hour flight, bolstered by the Third Runway System for further development of "fly-cruise" business model
- **Convenient cross-boundary transport connectivity** with Mainland China with the **well-established High-Speed Rail ("HSR") and highway networks**, offering huge potential for market development
- **Two world-class cruise terminals at the city centre**
- **A great variety of unique and attractive on-shore tourism offerings in Hong Kong**
- **Abundant international hotel brands** (including those based in Hong Kong) with professional services
- **Visa-free entry for nationals of about 170 countries and territories, highly efficient immigration and customs clearance processes** taking the lead in the region, as well as free-port policy to facilitate reprovisioning and sea crew changes
- **Favourable Chinese-English bilingual environment for business with a broad and deep pool of cruise industry professionals**

#### Development Limitations

- **Insufficient local population** to support long-term homeport<sup>2</sup> operations undoubtedly leads to a reliance on inbound tourists
- Limited choices of ports-of-call for short-haul itineraries of five nights or fewer for Hong Kong's homeporting sailings result in the need to **focus more on experiences in Hong Kong and on-board to attract passengers**
- **Hong Kong's exposure to typhoon threats in summer makes it a low season for cruise travel**



<sup>2</sup> The use of Hong Kong as a port where passengers begin or end their cruise journeys.



## Challenges

- **Geopolitical tensions and uncertainties in the Middle East** adversely affecting cruise lines' deployment from Europe to Asia
- **The completion of multiple homeports across Asia in recent years** prompting cruise lines to consider reducing year-round deployment in one single homeport due to operational risk concerns
- **Intense regional competition among various continents** and no apparent advantages for Asian itineraries in terms of passenger throughput and revenue
- The occurrence of typhoons or rainstorms in non-summer season induced by **extreme weather in recent years** heightening uncertainties for ships berthing at Hong Kong and posing certain risks to cruise lines. On the other hand, Singapore is virtually unaffected by typhoons



## Opportunities

- **A series of facilitation measures for participating in cruise tourism announced by the Mainland authorities in 2024** creating favourable conditions for cruise ports along Mainland's coastline to serve as ports-of-call for Hong Kong's outbound sailings and enriching the selection of cruise itineraries
- **Blueprint 2.0** helping enhance Hong Kong's tourism appeal in a holistic manner
- **The launch of a number of new cruise ships in the coming years** leading to an anticipated increase in the number of cruise ships in Asia
- **Joint effort of ports across Asia to promote cruise tourism**
- **Accelerated development of Hong Kong as a green shipping hub** to dovetail with the directions of the global cruise trade

## Thematic Plan 2

### Chapter 3 Strategies and Action Measures

In order to fulfil our vision and missions, we have taken into account the latest strengths, development limitations, challenges and opportunities analysis and devised five new strategies for cruise development, namely –



A total of 17 action measures have been formulated under the five strategies and details are as follows –

#### **Strategy 1 — Drive More Ship Deployment to Hong Kong through a Multi-pronged Approach**

##### **1** Enhance our services and support to attract cruise lines' deployment of ships to Hong Kong

**CSTB and HKTB**

- CSTB has earmarked additional funding in the 2023-24 Budget for HKTB to strengthen services and supports in attracting more cruise ships to Hong Kong in the next few years with priorities on driving cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and leverage Hong Kong as the homeport. We will review from time to time the funding items based on their outcomes and feedbacks from cruise lines. For instance, since the second half of 2024, we have been attracting tourists to join cruise tourism in Hong Kong by offering incentives to outbound travel agents in source markets, as well as by supporting to ships calls with relatively more Mainland passengers through arranging coaches connecting boundary control points and KTCT.



## 2 Diversify and launch more new itineraries, giving full play to our role as a core demonstration zone for multi-destination tourism

CSTB and HKTB

- CSTB will seize the opportunities brought by the new cruise-related policies in the Mainland, including the full implementation of a visa-free entry policy for foreign tourist groups aboard cruise ships at coastal provinces in the country announced in May 2024, and the new initiative to allow Mainland visitors to travel to Hong Kong in transit to join international cruise itineraries involving port-of-call in Mainland cruise ports<sup>3</sup> contained in the Second Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement Agreement on Trade in Services (Amendment Agreement II) signed in October 2024. CSTB will work with HKTB in attracting cruise lines to launch more itineraries covering Hong Kong and Mainland ports.
- CSTB will actively develop itineraries departing from neighbouring Asian regions to Hong Kong with a view to encouraging more tourists in those regions to visit Hong Kong by way of cruise travel. For instance, there will be cruise itineraries departing from the Mainland, Japan, Korea, Malaysia, the Philippines, Taiwan and Thailand to Hong Kong in the coming months.
- CSTB will also continue to encourage cruise lines to leverage Hong Kong as the homeport to develop more long-haul itineraries to Northeast and Southeast Asia.

## 3 Develop source markets and create demand

HKTB

- HKTB will step up promotion and publicity efforts in major source markets, and create brand effect of Hong Kong's cruise tourism by leveraging the presence of its worldwide offices and collaborating with cruise lines as well as local travel agents, media and Key Opinion Leaders in source markets.
- HKTB will boost the demand in conventional source markets (i.e. North America, Europe, and Australasia) more vigorously and develop other source markets with potentials, including GBA, Southern and Southwestern China, Southeast Asia and India.
- Given Hong Kong's position as an international aviation hub and the growing popularity of HSR travel, HKTB will drive the development of "fly-cruise" and "rail-cruise" packages bundling with accommodation, attractions, sightseeing tours and other experiences before or after cruise voyages, consolidating our advantage as a homeport. HKTB will also arrange more familiarisation visits for travel agents in source markets to Hong Kong to facilitate product designs and promotions.
- HKTB will continue to enhance the public awareness of cruise tourism, as well as knowledge and interest in the diverse cruise products offered locally through its promotion and publicity efforts.

## 4 Deepen strategic partnership with Mainland ports and sustain regional collaboration with ports in Asia

CSTB and HKTB

- Subsequent to the partnership with Hainan and Xiamen, CSTB and HKTB will step up its cooperation with more Mainland ports to jointly promote cruise tourism development of both Hong Kong and the Mainland.
- CSTB and HKTB, together with the cruise industry, will continue to actively participate in major global and regional cruise conferences and exhibitions, and collaborate with Mainland and Asian ports on joint promotion to cruise lines and media, thereby enhancing the visibility of Asia's cruise tourism.
- CSTB and HKTB will join hands with neighbouring ports to invite and arrange cruise lines for familiarisation visits to various ports in the region.

<sup>3</sup> Refer to the Mainland cruise ports as intermediate stops.

## Thematic Plan 2



### 5 Maintain close communication with cruise lines together with the trade, and provide cruise lines with timely and necessary support, thereby facilitating their operation in Hong Kong

CSTB and HKTB

- CSTB and HKTB will step up efforts in communicating with international, regional and local offices of cruise lines to promote Hong Kong's cruise tourism industry, with a view to exploring business opportunities in the region.
- HKTB will enhance its functions and become the first point of contact of cruise lines. It will adopt a solution-based approach and provide necessary support, follow-ups and referrals in respect of a wide array of issues pertaining to cruise lines' smooth operation<sup>4</sup> in Hong Kong and Asia. It will also foster communication and information exchanges among the local cruise sector to provide coordinated and quality services to cruise lines.

### 6 Explore the off-shore berthing of expedition cruise ships

CSTB and TLB (MD)



- Some cruise lines are exploring the operation of small expedition cruise ships in Asia, which previously operated mainly in polar areas and eco-destinations. To help facilitate the arrangement, CSTB will explore with relevant departments the feasibility of providing an off-shore berthing space for such cruise ships, which enables better access of cruise visitors to Hong Kong's iconic green attractions.



## Strategy 2 — Enhance visitors Experiences in Hong Kong

### 7 Further streamline customs, immigration and quarantine procedures

CSTB, SB (Hong Kong Customs and Excise Department and ImmD) and Health Bureau ("HKB") (Department of Health ("DH"))

- Starting from August 2024, on-board and on-shore security checks for transit calls have been combined and streamlined. Also, the requirement for visitors to furnish an arrival or departure card has been cancelled since October 2024. CSTB will continue its close collaboration with relevant Government departments including the Hong Kong Customs and Excise Department, ImmD and DH, etc., and listen to views of cruise lines and passengers in order to further streamline customs, immigration and quarantine procedures. Meanwhile, we will encourage cruise lines to make good use of "Clearance on Board" arrangements.



<sup>4</sup> For instance, market intelligence, itinerary planning, port operations, destination information, on-shore experience, guest enquiries and feedback.

## 8 Enhance uniqueness of shore excursion programmes and tourism offerings

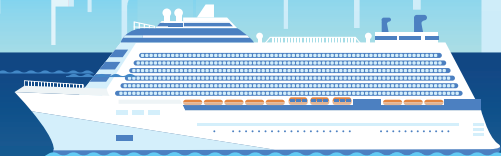
CSTB and HKTB

- Blueprint 2.0 nurtures and expands tourism offerings and programmes with local and international characteristics, and supports the industry to develop new and distinctive shore excursion programmes and special activities, including participation in mega events (e.g. Hong Kong Wine & Dine Festival), cultural and art programmes, historical and cultural activities (e.g. intangible cultural heritage workshops), sports activities and eco-tourism, etc. This helps attract cruise visitors and enhances Hong Kong's appeal.
- An array of exclusive guest services will be offered in HKIA to serve "fly-cruise" visitors a better personalised experience.

## 9 Relax the arrangement of transiting Central Fairway for cruise ships berthing at KTCT and consider the regularisation in the long run

CSTB and TLB (MD)

- CSTB and MD will keep under review the relaxation of arrangement of transiting Central Fairway for cruise ships, and will regularise the arrangement subject to its smooth implementation. With the support of MD, CSTB launched a two-year trial scheme in March 2024 to allow cruise ships berthing at KTCT to choose to transit through the central part of the Victoria Harbour from 7pm to 10pm every day. The arrangement is aimed to boost the development of cruise tourism by leveraging the iconic scenery of Victoria Harbour and the Symphony of Lights show. Citizens and tourists on both sides of Victoria Harbour will also be able to appreciate the international cruise ships sailing through the harbour, thereby enhancing the image of Victoria Harbour. After reviewing the existing arrangement, MD adjusted the transit window to 6pm to 6am the next day in November 2024 with an aim to attract more cruise ships to visit Hong Kong.





## Thematic Plan 2



### Strategy 3 — Elevate the Function of KTCT as a Cruise Terminal for All

10

Provide a wide array of transportation options for both cruise and terminal visitors

CSTB, TLB (TD) and the terminal operator

- The terminal operator of KTCT must make proper transport planning including liaison with cruise lines for preparation of “tailor-made” transport arrangement for every ship call, so as to ensure the smooth embarkation and debarkation of cruise visitors.
- On special feeder transport services, having regard to the nature and demand of individual ship calls, the terminal operator will coordinate the work of cruise lines or local transport operators to provide additional coach services from KTCT to HKIA, West Kowloon HSR Station, land boundary points connecting Hong Kong and Mainland China, cross-boundary ferry terminals and/or major tourist attractions.
- TD will introduce two new franchised bus routes, including express route travelling direct to Hung Hom and Tsim Sha Tsui (Route 20X) and service to MTR Kai Tak Station via MTR Sung Wong Toi Station (Route 22S), thereby providing the public and cruise visitors with convenient transport.
- On taxi services, since taxi fleet operators will commence operation progressively from 2025, the overall quality of taxi services is expected to be enhanced and stable supply of taxis will be maintained. The terminal operator will discuss with taxi fleet operators the relevant arrangement so as to bring a better riding experience to cruise visitors.
- The Central Kowloon Route, which is expected to be completed by end-2025, will significantly shorten the journey time from KTCT to West Kowloon. CSTB will further explore with TD whether new and more direct public transport services connecting tourist attractions, hotel areas and transport nodes, etc., should be provided.
- TD will closely monitor the changes in the demand from residents and tourists and discuss with the operators to strengthen the current ferry services or the introduction of water taxi services connecting to Kai Tak as appropriate.
- The terminal operator will continue to explore possible partnership with shopping malls/hotels/popular destinations, etc., in improving transport services for cruise visitors.
- In the longer run, the Government will take forward the Smart and Green Mass Transit System in Kai Tak connecting KTCT to MTR Kai Tak Station. In addition, relevant Government departments will continue to implement the “multi-modal” Environmentally Friendly Linkage System.

## 11 Enhance services and amenities for cruise visitors

CSTB, HKTB and the terminal operator

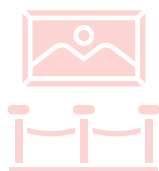
- CSTB, with the support of the Architectural Services Department, has commenced environmental and functional upgrading works by phases since the second half of 2024 to enhance cruise visitors experience at KTCT. The works include provision of a prayer room, enhancement and improvement of elderly-friendly and accessible designs, upgrading and addition of toilet facilities as well as enhancement of the wayfinding system, etc.
- Following the launch of baggage transfer services between KTCT and HKIA in late 2023 at selected homeporting ship calls, CSTB will roll out baggage transfer services between KTCT and West Kowloon HSR Station and firm up the introduction of flight baggage check-in service at KTCT with AAHK.
- CSTB will continue to explore and introduce smart elements to service cruise visitors and other users of KTCT, such as the AI Ambassador System to be introduced in 2025 to commensurate with the services of HKTB's visitor centre, and the ongoing promotion of acceptance of cashless payments by vendors and transport service providers of KTCT.



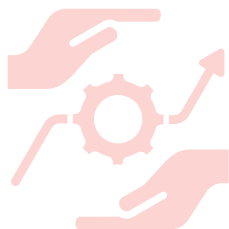
## 12 Further utilise KTCT for other commercial purposes, including conventions, exhibitions and activities

CSTB and the terminal operator

- CSTB will continue to explore with the terminal operator the use of KTCT for holding different kinds of non-cruise events/commercial activities to attract people flow. We, together with relevant bureaux and departments as well as local stakeholders, will also seize the opportunities brought by the gradual intake of nearby residential developments, and the construction of the "Youth Post" hostel and spaces for cultural and arts exchanges for youth, to bring in more community activities to KTCT. Such arrangements include –
  - (a) **MICE:** HKTB will strengthen the promotion of KTCT as a venue for MICE events. The current terminal operator has updated KTCT's MICE brochure to facilitate promotion and marketing, and will step up its efforts in attracting MICE events to KTCT.
  - (b) **Leisure and Events:** CSTB will convert the South Podium Garden with a large lawn on the second floor of KTCT into a pet-friendly zone and promote it through the pet community. The open-air planter area of the North Podium Garden on the second floor will also be converted into a new event space of about 1 600m<sup>2</sup> in 2025 for outdoor events such as fairs, performances and art exhibitions.
  - (c) **Community:** CSTB will continue to encourage relevant bureaux and departments as well as local stakeholders to hold more community activities at KTCT, as well as step up the promotion of KTCT tours for schools and non-governmental organisations.
  - (d) **Revitalising the ancillary commercial area:** CSTB will invite expression of interest for the whole ancillary commercial area of about 5 600m<sup>2</sup> and rooftop garden of KTCT shortly. Interested vendors and organisations are welcomed to submit feasible proposals including the use for conventional retail or other purposes to utilise and revitalise the spaces.



## Thematic Plan 2



### 13 Create synergies with nearby new developments

CSTB, DEVB and Home and Youth Affairs Bureau ("HYAB")

- CSTB will engage managers or operators of culture, sports, recreation, retail and dining facilities in the vicinity of KTCT to explore ways to provide greater convenience and enhanced experience to cruise visitors, boost business opportunities of KTCT, and attract citizens and visitors to the area. Specifically –
  - with the opening of two large retail facilities near MTR Kai Tak Station within the Kai Tak Development Area, as well as the commissioning of KTSP, which provides over 700 000 square feet of retail and catering facilities and host a wide range of large-scale sports, culture or entertainment events, in the first quarter of 2025, cruise visitors will be offered with greater convenience and more options for shopping and sightseeing, while patrons will be attracted to the area.
  - a continuous harbourfront promenade will be constructed connecting KTSP and KTCT. The promenade will not only provide a panoramic view of Victoria Harbour, but also clusters of retail and dining outlets. These facilities are expected to be completed from end-2024 to 2027 in phases.
- The Government will continue to monitor the market development and dispose of the remaining planned commercial sites adjacent to KTCT at an appropriate juncture, and explore their interim uses (including the construction of the "Youth Post" hostel and spaces for cultural and arts exchanges for youth in the Kai Tak Community Isolation Facility) as necessary. Under the planning regime, these commercial sites can be used for various purposes such as office, retail, hotel and this allows the flexibility for the Government to formulate market-led initiatives with a view to supporting the vibrant development of the area.

### 14 Critically examine and refine the operational requirements for KTCT operator in future

CSTB



- The existing tenancy agreement with the terminal operator will end in May 2028. CSTB will commence a new tender exercise in 2025 and review the terms and conditions of the tenancy agreement, with a view to maintaining and enhancing the attractiveness and competitiveness of KTCT.



## Strategy 4 — Develop Hong Kong as a Green Cruise Port

### 15 Support the adoption of shore power and green maritime fuels for cruise ships

CSTB, EEB, TLB and MD

- CSTB and EEB will complete a technical review on the installation of shore power system facilities in the first half of 2025.
- TLB and EEB have commenced a feasibility study on providing green maritime fuel (including liquefied natural gas) bunkering for both local and ocean-going vessels, and promulgated an action plan in November 2024. Meanwhile, TLB and MD are pursuing amendments to marine legislation on green maritime fuel bunkering. Green fuel bunkering for cruise ships have been covered by the relevant work.



### 16 Sustain various green and environmentally-friendly measures at KTCT

CSTB, EEB and the terminal operator

- The green and sustainable design of KTCT is recognised and awarded the Platinum BEAM Plus rating by the Hong Kong Green Building Council. The terminal operator will continue to adopt locally and internationally recognised green measures in its day-to-day operation, and support the operation of green public transport services at KTCT by providing relevant facilities or support for electric buses, hydrogen fuel cell buses and electric taxis, etc.



## Thematic Plan 2



### Strategy 5 — Nurture more cruise tourism specialists of different positions

#### 17 Roll out additional measures for nurturing talents for cruise industry

**CSTB, HKTB and the terminal operator**

- Blueprint 2.0 proposes a series of measures to enhance the service quality and support of the tourism industry on all fronts, and cultivate talents. In addition, CSTB will roll out the following measures targeted at the cruise industry to –
  - support the terminal operator of KTCT in continuing to organise workshops/seminars/programmes with TIC and the Cruise Lines International Association, so as to enhance the local travel trade's professional knowledge of cruise tourism, such as the development trends of cruise tourism industry and the latest cruise tourism products.
  - enhance the community's involvement in receiving cruise ships by leveraging the volunteer network (in particular those recruited through the "Hong Kong Pals" Volunteer Programme of HKTB and the Hong Kong Young Ambassadors Scheme co-organised by CSTB and the Hong Kong Federations of Youth Groups) to recruit dedicated and enthusiastic volunteers to offer assistance.
  - work with the terminal operator of KTCT to further encourage schools and community groups to visit KTCT, and continue to help arrange tours on board cruise ships during their berthing at the terminal, so as to increase the community's engagement on cruise operation.





## Chapter 4 Closing Remarks

Upon promulgation of the Action Plan, CSTB will coordinate with relevant Government bureaux and departments as well as HKTB to put in place the action measures and actively monitor the implementation. We will also closely oversee the operation of KTCT and continue to join hands with HKTB and stakeholders of Hong Kong's cruise industry in maintaining close communication with the global, regional and local offices of cruise lines, with a view to driving cruise deployment to Hong Kong and ensuring smooth operation. Moreover, CSTB will keep a close watch on the fast-changing developments in the international cruise market and flexibly adjust the strategies and action measures, so as to maintain balanced and steady development of Hong Kong's cruise industry.

With the dedicated and concerted efforts of Hong Kong's cruise industry, Hong Kong will continue to make significant contribution to cruise development in Asia, thereby creating some of the best holidays for many more tourists from around the world.





## Annex 3

# Indicators for Specified Tasks of Policy Bureaux

## Strategy 1 Nurture and develop tourism products

To nurture and develop tourism products and initiatives with local and international characteristics

### Direction 1: Promote the Four “+Tourism” Directions

#### (1) Culture + Tourism

##### Create a brand of diverse cultural tourism offerings

- WKCD Authority will organise no less than 1 200 programs in 2024-2025, including exhibitions, performing arts, and different forms of activities in the Arts Park. (CSTB)
- HKTB continues to organise annually Wine & Dine Festival and Taste Around Town to promote Hong Kong tourism through the use of culinary delights, and will launch the gourmet guide covering the 18 districts in 2025. (CSTB)

##### Nurture signature cultural and performing arts tourism products

- LCSD organises the Chinese Culture Festival annually presenting a series of performances in different art forms, film screening and exhibition, etc. It is expected that the number of audience of more than 100 events will reach 100 000. (CSTB)
- LCSD organises the Asia+ Festival annually presenting a wide variety of performing arts programmes, outdoor carnivals, film screening and exhibitions, etc. It is expected that the number of audience of some 50 events will reach 60 000. (CSTB)
- LCSD organises the Hong Kong Pop Culture Festival annually presenting over 20 programmes, which are expected to attract over 300 000 participants. (CSTB)

#### (2) Sports + Tourism

##### Effective utilisation of KTSP

- CSTB will oversee the operation of KTSP Limited to ensure that the operation of KTSP is in line with the Government's policy direction and meets the contractual requirements to achieve key performance indicators, such as ensuring the utilisation rate of major facilities, so as to ensure that the park delivers the optimal benefits and attracts visitors while promoting the development of sports, leisure and entertainment. (CSTB)

##### Sports collaboration in GBA

- The Government will explore collaboration with the sports departments/units in GBA for competitions, training and sports exchange in sports venues in GBA. (CSTB)

### **(3) Ecology + Tourism**

#### Develop and promote island tourism

- To launch the Hing Chun Alliance Heritage Trail in North East New Territories in phases from 2024 to 2027 to enrich green tourism resources. (EEB)
- To explore private organisations' interests in constructing and operating yacht berthing facilities in the expansion area of Aberdeen Typhoon Shelter, the ex-Lamma Quarry area and the waterfront site in the vicinity of the Hung Hom Station through various means by mid-2025. (DEVB)
- To complete improvement works for eight piers, including Lai Chi Chong Pier, Yi O Pier, Ma Wan Chung Pier, Ma Liu Shui Ferry Pier, Sham Chung Pier, High Island Ferry Pier, Sam Mun Tsai Tsuen Pier, and Shek Tsai Wan Pier, by the end of 2025. (DEVB)
- To complete improvement works for five piers between 2026 and 2027, including Yung Shue Wan Public Pier, Cheung Chau Sai Wan Pier, Tai O Public Pier, Ma Nam Wat Pier, and Yung Shue O Ferry Pier. (DEVB)

#### Enhance green tourism routes

- To complete the improvement works for 10 hiking trails in country parks under the Hiking Trails Phase II Improvement Programme in early 2026. (CSTB, EEB)
- To complete construction of two new viewing platforms (Sai Kung East and Aberdeen Country Parks) and outdoor free exploration playground at the Lions Nature Education Centre in phases from 2025 to 2027. (EEB)
- To complete in phases from 2025 to 2028 projects to install new and redeveloped public toilets at 11 popular country park sites. (EEB)
- To complete the upgrading of the exhibition and visitor facilities of the Hong Kong Wetland Park in 2026. (CSTB)
- To continuously update and enrich the Enjoy Hiking webpage with new information on hiking trail routes and attractions, and optimize the existing content. (EEB)

### **(4) Mega events + Tourism**

#### Stepping up the development of horse racing tourism

- HKTB will, in collaboration with HKJC, further promote horse racing tourism, in particular major international races and races with local characteristics. (CSTB)
- HKTB will continue to promote the horse racing experience in Hong Kong through various media channels, Key Opinion Leaders partnership and the Discover Hong Kong travel information platform. (CSTB)
- HKTB will arrange MICE familiarisation trips to experience horse racing activities first-hand; help the travel trade incorporate horse racing activities into the programmes of MICE through the Hong Kong Incentive Playbook online platform; collaborate with HKJC to offer special privileges to MICE visitors; and share relevant information with cruise lines/local travel agents. (CSTB)

#### Engage the business community in event promotion

- To continuously update the calendar of mega events in Hong Kong at least once every six months. (CSTB)

## Direction 2: Enrich district tourism resources

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### Develop tourism products and experiences with Hong Kong characteristics

- The Working Group on Developing Tourist Hotspots led by the Deputy Chief Secretary will collect suggestions on tourist hotspots in the districts through the 18 District Offices with a view to identifying suitable development projects, which are expected to be formulated for implementation in the first half of 2025. (CSTB)

### Enrich city walk routes

- District Councils and CSTB will explore collaboration in 2025 to promote the characteristic of attractions in different districts, for example, by incorporating the recommendations of local attractions into travel guide. (CSTB, HYAB)
- To continue to promote the Hong Kong Neighbourhoods in response to market trends and enhance in-depth tour in Hong Kong. (CSTB)

## Direction 3: Upgrade iconic tourist attractions

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### Reinforce the appeal of existing iconic attractions

- HKDL is actively pursuing its Expansion Plan, including the new Marvel-themed area. (CSTB)
- Ocean Park will launch at least 160 conservation and education projects from July 2024 to June 2025. (CSTB)
- Adventure Zone in the upper part area of Ocean Park will be completed and open in 2028-2029. (CSTB)

### Better use of harbourfront resources

- The harbour promenades will be extended to 34 km in 2028. (DEVB)
- A new edition of A Symphony of Lights will be launched in 2025. (CSTB)

## Direction 4: Integration of tourism elements into large-scale projects

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### Lantau Island as a "Tourism Island"

- To explore the market's interest in developing the coastal area in South Lantau for eco-recreational tourism in the first quarter of 2025. (DEVB)

### The Blue and Green Circle

- To implement the measures listed in the Action Plan on Sha Tau Kok Cultural Tourism Zone. (CSTB, SB, DEVB, EEB, TLB, HYAB)

## **Strategy 2** Visitors from all parts of the world gather in Hong Kong

To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors

### **Direction 1: Develop potential source markets**

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#### Develop sources of visitors from the Middle East and ASEAN

- Following the commencement of taxi fleet operation, five taxi fleet operators will provide service information in Arabic through their websites or mobile apps. (TLB)
- HKTB will maintain liaison with the Incorporated Trustees of the Islamic Community Fund of Hong Kong to update the list of restaurants on a regular basis. (CSTB)

#### Facilitate immigration arrangements for foreign visitors

- To announce in the first half of 2025 the details of the provision of self-service immigration clearance for invited persons of the 10 ASEAN countries and one-stop processing of their self-service immigration clearance and visa applications through dedicated desk. (SB)

### **Direction 2: Reinforce existing core markets**

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#### Continue to develop multi-destination tourism

- To maintain contacts with the Department of Culture and Tourism of Guangdong Province and the Macau Government Tourism Office, and push forward the promotion and development of multi-destination tourism products alongside the travel trade in GBA and overseas. (CSTB)
- HKTB will promote GBA multi-destination tourism in overseas tourism exhibitions and roadshow promotional events. (CSTB)

### **Direction 3: Attracting MICE visitors**

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#### Strengthen MICE tourism

- HKTB will regularly review the funding programmes for small- and medium-sized MICE events to help enhance the competitiveness of the industry. (CSTB)
- HKTB will continue to develop and promote unique local experiences and year-round thematic events suitable for MICE events to MICE organisers, and encourage and arrange MICE visitors to participate in these events. (CSTB)
- HKTB will regularly review and invite prominent leaders from the business and professional sectors in the Mainland and Hong Kong to join them in making Hong Kong the preferred destination for hosting international conventions and exhibitions. (CSTB)

#### Direction 4: Attracting cruise visitors

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- To implement the measures listed in the Action Plan on Development of Cruise Tourism. (CSTB, TLB, SB, HHB, DEVB, HYAB, EEB)

#### Direction 5: Expand the silver-haired, family, study tour, and youth visitor segments

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##### Strengthen Hong Kong's status as the premier tourism destination for silver-haired and family visitors

- HKTB will work with the travel trade to identify suitable promotional programmes and tourism products, and promote them in the short- and long-haul markets in a timely manner. (CSTB)

##### Promote Hong Kong as the premier tourism destination for youth and study tour visitors

- Targeting the needs of the youth and study tour segments, HKTB will work with the travel trade to identify suitable promotional programmes and tourism products, and promote them in the short- and long-haul markets in a timely manner. (CSTB)

#### Direction 6: Strengthening publicity and promotion by combining cross-sectoral efforts

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##### Develop refined promotion strategies

- HKTB will conduct directional studies based on different regions and markets, visitor segments, seasons and travel trends so as to formulate timely and precise promotion plans (e.g. Golden Week offer), including products, itineraries, contents, etc. (CSTB)

##### Engage in diversified promotion efforts

- HKTB will continue to enhance the promotion of Hong Kong's tourism brand through collaboration with different media and platforms, including the use of e-platforms to launch promotions. (CSTB)

##### Unleash the travel trade's potential

- HKTB will work with the local travel trade to explore new products and promotion modes, and invite stakeholders from the Mainland and overseas markets to come to Hong Kong to experience the latest itineraries and enhance market awareness of the products. (CSTB)

##### Leading travel trade missions

- HKTB will regularly organise familiarisation trips to markets with development potential and lead trade representatives to conduct business seminars and participate in travel trade shows. (CSTB)

## Strategy 3 Intelligent and convenient travel to Hong Kong

To promote smart tourism

### Direction 1: To facilitate and enhance visitors' experience

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#### Enhance information dissemination and online services platform

- In the second quarter of 2025, HKTB will launch the newly designed Discover Hong Kong one-stop travel information platform, which will be gradually expanded to cover more languages, while continuing to refine its content and enhance its functions. (CSTB)
- HKTB will promulgate the Live Travel Map and Smart Itinerary Planner for use by visitors and local citizens in phases from 2025 onwards, and will continue to update and enhance the relevant contents and functions of the system after its promulgation. (CSTB)

#### Promote e-payments in the community

- It is targeted to strive for 3 500 taxis in the taxi fleet to provide e-payment after the taxi fleet come into operation. (TLB)

#### Improve network infrastructure

- To complete the installation works of 5G radio base stations at Central Harbourfront Event Space, Hong Kong Coliseum and KTSP and activate them by the end of 2024. (Commerce and Economic Development Bureau ("CEDB"))
- To launch the Subsidy Scheme to Extend 5G Coverage in Rural and Remote Areas in phases in 2025 with base stations installed at eight sites in country parks, and completed and commissioned within four years after the launch of the scheme. (CEDB, EEB)

#### Facilitate immigration clearance for visitors

- On immigration clearance, the clearance mode of collaborative inspection and joint clearance will be implemented when the Huanggang Port reopens after redevelopment to enhance the efficiency of visitors' immigration clearance. (SB)
- To study the further enhancement of the application of innovative technologies (e.g. face recognition technology) in the mode of immigration clearance so as to provide visitors with a more convenient clearance experience. (SB)

#### Develop a smart airport

- To expand the Flight Token service to 80% of departing visitors in 2026, allowing them to pass through different checkpoints in the airport with facial identification. (TLB)



## Direction 2: To enhance the travel trade's competitiveness

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### Enhance tourism data sharing and analysis

- HKTB will explore and assess the feasibility of the pilot co-operation programme with payment platforms, service providers, travel websites, etc., in phases from 2025 onwards and launch the co-operation programme to consolidate the relevant data for the study. (CSTB)
- HKTB will launch an enhanced version of PartnerNet - Research & Statistics section in phases from 2025 onwards to share tourism statistics in a more user-friendly manner. (CSTB)

### Strengthen the management of inbound tour groups

- TIA will further enhance the Mainland inbound tour registration system in 2025-2027 to strengthen the management of tour groups in tourist attractions. (CSTB)

### Promote digitalisation of the tourism sector

- To expand the scope of the Digital Transformation Support Pilot Programme by the Hong Kong Cyberport Management Company Limited with at least 8 000 eligible small- to medium-sized enterprises expected to benefit from it. (ITIB)

## Strategy 4 Quality services for visitors

To enhance the service quality and support of the tourism industry on all fronts, and to cultivate talents

### Direction 1: Attract talents

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#### Comprehensive review of manpower needs in the tourism industry

- TIA will collaborate with tertiary institutions/consultancies/industry organisations to compile a research report on the latest industry trends and development in phases from 2025 onwards, and organise seminars to brief stakeholders on future strategies. (CSTB)
- LD will review the Enhanced Supplementary Labour Scheme by September 2025. (LWB)

#### Attract youth to join the tourism industry

- HKTB will co-organise with the Curriculum Development Institute of EDB the Hong Kong Tourism Industry Student Summit every year, inviting different industry practitioners to share the latest development of the tourism industry and organising a tourism-themed creative competition to enhance Tourism and Hospitality Studies students' understanding of the local tourism industry. (CSTB)
- To update the learning and teaching resources in the Tourism and Hospitality Studies curriculum in a timely manner to cope with the changes in the local and global tourism industry in the post-pandemic period from 2025 to 2027, with a view to keeping abreast of the times to enhance the applicability of the subject content. (EDB)
- To formulate enhancement measures to cater for student diversity and reduce student stress in the Tourism and Hospitality Studies from 2027 to 2030, having regard to the development of the discipline and the industry as well as the learning needs of students, and to provide appropriate professional training activities for teachers in the light of the latest developments of the tourism industry. (EDB)

#### Enhance cooperation with tertiary institutions

- TIA organises/co-organises six seminars each year to introduce the work of tourist guides to tertiary and university students (including overseas students studying in Hong Kong) and encourage them to join the industry. (CSTB)
- TIA will join hands with relevant organisations and institutions to launch intensive vacation (summer) courses to encourage students/fresh graduates with a degree of not more than three years to enroll in and sit for tourist guide courses and examinations, and it is expected that three sets of intensive courses will be held each year. (CSTB)

## Direction 2: Cultivate professional talents

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### Cultivate quality professionals

- It is estimated that 100 people will obtain the specified tourist guide licences in a simplified manner through the docent-to-tourist guide bridging programme each year. (CSTB)
- TIA will organise quarterly tourist guide commendation scheme and sharing sessions, and will collaborate with HKTb to promote the scheme to the media. (CSTB)
- TIA will launch an internship programme in 2025, with an estimated 100 internship places available for current students/fresh graduates/transitional candidates. (CSTB)

### Review the contents and requirements for licensing

- TIA will collect proposals from course providers/trade/examination bodies within 2025 to consider splitting the tourist guide courses into modules and exempting holders of the relevant qualifications from taking some of the modules. (CSTB)

## Direction 3: Enhance service quality

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### Advocate quality service

- HKTb will continue to organise the Outstanding Quality Merchant and Staff Service Awards in every two years and will promulgate the new award scheme in 2025. (CSTB)

### Provide comprehensive travel information

- CCO will establish a dedicated website to provide visitor with travel information in remote rural areas, and set up two smart countryside conservation trails in Lai Chi Wo/Mui Tsz Lam and Kuk Po. (EEB)
- HKTb will continue to optimize its online live chat service with the use of artificial intelligence, and will gradually roll out new self-service kiosks at visitor centres to provide visitors with convenient access to up-to-date travel information round-the-clock. (CSTB)

## Direction 4: Improve hardware facilities

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### Upgrade tourist ancillary facilities

- To complete the first-phase construction of automated carparks on the Hong Kong Port Island of HZMB by the end of 2024. (TLB)

### Review the demand for large-scale convention and exhibition venues, as well as related tourism facilities

- To continue to take forward the Wan Chai North Redevelopment project for expansion of convention and exhibition facilities, and to commence AWE Phase 2 within 2025. (CEDB)



## **Culture, Sports and Tourism Bureau**

The Government of the  
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