

## Executive Director's Report

### 總幹事報告



Over the past year, Hong Kong's tourism industry has steadily developed post-pandemic, we are thankful that the Hong Kong Tourism Industry Development Blueprint 2.0 was launched by the Culture, Sports and Tourism Bureau of the HKSAR Government last year, which has provided clear strategic guidance for the long-term development of the tourism industry and promoted its sustainable development. Under the leadership of the new chairman, the TIC actively complements government policies to promote industry innovation and enhance its overall competitiveness.

Following the collaboration with Leisure and Cultural Services Department, the TIC has partnered with various art groups to offer pre-booking discounts of cultural and performing arts programs to travel agencies operating inbound tours through the [GreaterGo] B2B online platform in order to promote the integration of culture and tourism. Programs like "Frozen Live in Concert" by the Hong Kong Philharmonic Orchestra Film with Live Orchestra, "Thousand Reeds in Harmony Marathon" by the Hong Kong Chinese Orchestra and family concerts in summer have been well-received by the industry and have been added to the travel itineraries in Hong Kong.

The Hong Kong SAR Government has announced nine projects to be implemented by Working Group on Developing Tourist Hotspots in May, among which the "Hong Kong Industrial Brand Tourism" project aims to embody Hong Kong's industrial stories and Lion Rock's indomitable spirit through unique tours designed and organized by the tourism industry, and to allow tourists to experience the stories of "Made in Hong Kong" in person. The Tourism Commission of the Culture, Sports and Tourism Bureau of the HKSAR Government has commissioned the TIC to establish a mechanism to handle inbound tour group booking arrangements so that travelers can have unique and in-depth experiences in Hong Kong.

The TIC continued to assist the Exhibitions Group Limited in organizing the "Hong Kong Holiday & Travel Expo" at the Hong Kong Convention and Exhibition Centre in February and September this year. The four-day expo in February attracted more than 250,000 visitors. Although the "Hong Kong Holiday & Travel Expo 2025 Autumn" in September was affected by Super Typhoon Ragasa, and the original four-day event was condensed into three days, the expo still attracted strong crowds of more than 220,000 visitors, representing a growth of over 10% as compared to the same period last year. The venue was bustling with people, the atmosphere was lively, and exhibitors were busy with business discussion, which fully demonstrated the public's strong demand for tourism products and services.

For the first time, the TIC was also entrusted by the Department of Culture and Tourism of Guizhou Province with promoting Guizhou's cultural and tourism resources and Guizhou tour products through "Hong Kong Holiday & Travel Expo 2025 Autumn". The TIC participated in the expo on behalf of the Department of Culture and Tourism of Guizhou Province, and collaborated with several tour operators to offer limited-time offers of Guizhou tour packages, and the results was significant.



The TIC is truly grateful to the Tourism Commission of the Culture, Sports and Tourism Bureau of the HKSAR Government for its funding and full support, which allowed us to organize three trade delegations this year to visit Harbin in Heilongjiang Province, Taiyuan in Shanxi Province, and Xi'an in Shaanxi Province in February, June, and October respectively, to understand the latest developments in these areas, visit distinctive scenic spots, and conduct business exchanges with representatives of local cultural & tourism departments and industry associations, so as to help the industry to attract investment and go global.

The TIC also received support and sponsorship from industry partners to lead industry representatives to Da Nang, Vietnam, and Yiwu of Jinhua City, Zhejiang Province, and visit local tourism departments and exchange ideas with local industry representatives, which helped further expand market opportunities and promote two-way tourism exchanges.

The Policy Address stated that the HKSAR Government will actively explore the Middle Eastern tourist market. To support this policy direction, the TIC collaborated with the School of Hotel and Tourism Management of Hong Kong Polytechnic University and arranged a three-week internship and exchange program for 13 tourism related students from Saudi Arabia and placed them in various organizations. The TIC arranged visits to the Tourism Commission of the Culture, Sports and Tourism Bureau of the HKSAR Government, the Hong Kong Tourism Board, and the Legislative Council for students to gain a deeper understanding of the key stakeholders in Hong Kong's tourism industry and the TIC's function as a general chamber of commerce of the industry; invited industry representatives to share insights on the development of cruise ships, MICE (Meetings, Incentives, Conferences, and Exhibitions), and online tourism with the students. The students were also taken to the Peak to explore Hong Kong's unique and vibrant coastline, and to experience Hong Kong's unique blend of Chinese and Western cultures and the development of Muslim culture in person by the authorized persons of travel agents.

In addition, the TIC and the students had discussed ways to improve Hong Kong's Muslim tourism infrastructure in order to make Hong Kong a friendly travel destination for Middle Eastern and ASEAN tourists, including halal-certified restaurants, prayer facilities, and culturally friendly services. The TIC looks forward to further deepening exchanges with the Middle East and attracting more Middle Eastern visitors to Hong Kong.

We sincerely thank all our members, partners, and the HKSAR government for their support and trust. We will continue to work together to create a brighter future for Hong Kong's tourism industry. Finally, I am grateful for the hard work and dedication of every colleague in the TIC for making the TIC what it is today!

**Fanny Yeung**