Report of the Executive Director

Fanny Yeung

Hong Kong's tourism industry has embarked on a path of high-quality development over the past year. We are deeply grateful for the HKSAR Government's newly released Five-Year Plan and the Chief Executive's 2026 Policy Address. Both offer a definitive strategic framework for the industry to integrate into national development, diversify target markets, and cultivate distinctive tourism experiences. Under the leadership of the Chairman, the TIC has stayed closely aligned with the policy objectives and worked actively with the Government, the industry, and partners in the Mainland China to drive product innovation, market development and talent nurturing. These efforts have helped the industry consolidate its recovery and continue to raise Hong Kong's competitiveness as an international tourism destination.

Promoting Multi-Destination Travel

To deepen collaboration with the Mainland market and leverage Hong Kong's role as a two-way hub to "bring in" and "go global", with funding support from the Tourism Commission, the TIC organized trade delegations during the year to Shandong Province, Wuxi City, and Henan Province. The itineraries featured site visits of key cultural and tourism attractions and emerging cultural and tourism projects, as well as strategic exchanges with local authorities and trade associations to gain a deeper understanding of local cultural and tourism resources and market operating models. Through trade delegations, the TIC builds bridges of communication to foster close collaboration between Hong Kong and Mainland China. By jointly developing diversified cross-boundary tourism itineraries and vigorously promoting the 'multi-destination' tourism model, we aim to draw Mainland and overseas tourists to Hong Kong as a central hub that interfaces their journeys across the Greater Bay Area and other Mainland cities, thereby unleashing the market potential of synergistic tourism development.

Innovating "+Tourism" Projects

Meanwhile, the TIC has been fully committed to promoting various innovative "+Tourism" projects to attract high-value-added overnight visitors to Hong Kong, optimize their travel experiences, and encourage repeat visits. For "Industry + Tourism", the TIC continues to

take forward the Hong Kong Industrial Brand Tourism project, allowing visitors to tour, experience, and understand the profound cultural heritage of "Made in Hong Kong." For “Movie + Tourism”, the TIC actively establishes a group booking mechanism covering the “Kowloon Walled City: A Cinematic Journey” movie-set exhibition and the “Yau Ma Tei Police Station: A Cinematic Journey” exhibition. This mechanism assists inbound travel agents in incorporating two exhibitions —which blend classic movie scenes, historical architecture, and immersive light and shadow interpretations—into inbound tour itineraries, allowing visitors to immerse themselves in the unique charm of Hong Kong movies. In addition, the TIC continues to work with the Leisure and Cultural Services Department and the nine major performing arts groups to promote arts and cultural events, enabling visitors to look beyond traditional sightseeing and personally experience Hong Kong's vibrant artistic energy that seamlessly blends East and West.

Nurturing Talent

The sustainable development of the tourism industry relies heavily on continuous professional training and the influx of new talent. The TIC maintains close cooperation with the Travel Industry Authority (TIA) to jointly drive talent cultivation initiatives aligned with evolving industry needs. In addition to the already launched bridging courses for the Specialized Tourist Guide Licence, the TIC and the TIA are set to introduce the upcoming 'Tourism Professionals Development Programme.' These initiatives not only establish a structured career ladder for aspiring industry newcomers but also support existing practitioners in upgrading their skills, thereby injecting new momentum into the long-term growth of the tourism sector.

Creating Win-Win Outcomes

During the year, the TIC continued its collaboration with Exhibition Group Limited to co-organize the bi-annual Hong Kong Holiday and Travel Expo. As Hong Kong's leading travel sales platform, the Expo showcased diverse travel products and special offers, while its vibrant on-site consumption atmosphere—driven by eager public participation—successfully generated a win-win outcome of increased industry turnover and idealized consumer choices. Benefiting from sustained high attendance and widespread acclaim, the Expo has become a benchmark flagship event, fully reflecting the public’s robust appetite for travel products and tailored consumer experiences.

Sincere Acknowledgements

Looking back over the year, the smooth progress of all our work would not have been possible without the full support of the Culture, Sports and Tourism Bureau of the HKSAR Government, the Tourism Commission and all relevant government departments. My sincere thanks go to the Hon Perry Yiu and the Hon Vivian Kong for walking shoulder to shoulder with us, offering invaluable insights and assistance to strive for the industry's development. I am deeply grateful to our members and industry partners for their long-standing trust, active participation, and robust cooperation. Last but not least, I am thankful to all colleagues for their dedication and seamless teamwork. It is the collective effort that has brought each and every initiative to fruition.

Looking Ahead

Looking ahead, the TIC will continue to actively align with national development and the policy direction of the HKSAR Government. We remain committed to uniting the industry, guiding Hong Kong’s tourism industry steadily toward high-quality and sustainable development, and working collectively to forge a brighter and more brilliant future.