

For Information

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

Purpose

The paper at Annex sets out the Hong Kong Tourism Board (HKTB)'s work plan for 2020-21 for Members' information.

Background

2. The HKTB is a statutory body established in 2001 under the Hong Kong Tourism Board Ordinance (Cap. 302). Its core function is to promote Hong Kong globally as a leading international city in Asia and a world-class tourist destination.

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

4. Members are invited to note the Annex.

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

HONG KONG TOURISM BOARD WORK PLAN FOR 2020-21

Foreword

1. The social unrest has dealt a heavy blow to the tourism industry in Hong Kong last year. With a view to restoring the confidence of visitors, rebuilding Hong Kong's image as a world-class travel destination, and reviving the tourism industry, the Hong Kong Tourism Board (HKTb) devised the Work Plan for 2020-21 in January. The Plan was also approved by HKTb's Board in the same month.

2. This paper originally aimed to present the related Work Plan in detail. However, the spread of the novel coronavirus disease (COVID-19) has aggravated since January 2020 and has hard hit the tourism industry of Hong Kong and the world as a whole. The HKTb therefore has to adjust the Work Plan accordingly. In view of the evolving situation and uncertainty for further planning, the HKTb will present in this paper the strategic focuses of the original Plan, and the preliminary strategic direction for rebuilding tourism when the outbreak dies down. A detailed plan will be formulated when the epidemic situation stabilizes. The HKTb will make the announcement then.

OVERVIEW OF 2019 TOURISM PERFORMANCE

Total visitor arrivals

3. Sustaining the upward trend in 2018, total visitor arrivals recorded a 14% growth in the first half of 2019. However, the situation reversed in the second half of the year because of the social events, recording a drop of almost 40% in visitor arrivals. With the high base of comparison in the fourth quarter of 2018, a year-on-year decrease of even 50% was recorded, offsetting the growth in the first half of the year. Total visitor arrivals in 2019 amounted to about 55.91 million, a 14.2% drop from 2018. A breakdown of the figures is as follows:

('000)	Visitor Arrivals			
	2019	First half of 2019	Second half of 2019	2019 vs. 2018
Total	55,913	+13.9%	-39.1%	-14.2%
The Mainland	43,775	+16.4%	-40.8%	-14.2%
Non-Mainland markets*	12,138	+5.5%	-32.7%	-14.0%
Short-haul markets	7,557	+8.9%	-37.1%	-14.7%
Long-haul markets	3,941	-0.1%	-24.9%	-12.7%
New markets	639	-0.1%	-27.3%	-13.4%
Overnight visitor arrivals ('000)	23,752	+7.7%	-42.7%	-18.8%
Same-day visitor arrivals ('000)	32,160	+19.1%	-36.2%	-10.4%

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

*Non-Mainland markets include travellers from short-haul markets, long-haul markets, new markets and Macao

Arrivals from different source markets decreased in the second half of 2019

4. Visitor arrivals from various source markets were inevitably affected, registering a drop in 2019. Arrivals from the Mainland and short-haul markets decreased noticeably. For example, South Korea, recorded a 56% drop in the second half of the year. Those from long-haul markets were relatively less affected. The drop can be attributed to the social events which have reduced visitors' interests to travel to Hong Kong, and the competitive offers provided by other travel destinations in Asia which have successfully attracted a good number of visitors.

Markets	First half of 2019 (change in %)	Second half of 2019 (change in %)
South Korea	+1%	-56%
Singapore	+3%	-52%
Vietnam	+8%	-49%
Thailand	+11%	-49%
Malaysia	-0.1%	-44%
The Mainland	+16%	-41%
Japan	+9%	-40%
Taiwan	-3%	-37%
Gulf Cooperation Council (GCC) Markets	+10%	-34%
Australia	+6%	-31%
The United States (US)	+1%	-31%
Indonesia	+4%	-30%
India	+2%	-29%
Canada	-5%	-27%
Russia	-10%	-19%
The United Kingdom (UK)	-1%	-19%
France	-5%	-18%
The Philippines	+13%	-18%
The Netherlands	+1%	-17%
Germany	+10%	-17%

The markets in this table are listed according to the order of the year-on-year change in visitor arrivals in the second half of 2019.

Please refer to Attachment I for a detailed breakdown of visitor arrivals from respective source market in 2019.

Visitor spending and average length of stay

5. Visitor spending and the average length of stay by overnight visitors in 2019 are shown in the following table:

	2019	2018	2019 vs. 2018
Average length of stay by overnight visitors (nights)	3.3	3.1	+0.2
Per capita spending (PCS) by overnight visitors*(HK\$)	5,820	6,614	-12%
Total expenditure associated with inbound tourism (TEAIT) ¹ * (HK\$ billion)	259.81	328.19	-21%
Visitor satisfaction level* [^] (out of 10)	8.5	8.6	-0.1

* Projection made in January 2020

[^] Excluding same-day, in-town visitor arrivals

6. The average length of stay by overnight visitors in 2019 was 3.3 nights, an increase of 0.2 nights over that of 2018. This was mainly due to the reduction of visitors from the Mainland and short-haul markets arising from social events, who usually consider Hong Kong as a short-trip destination. Therefore, the proportion of visitors staying for one or two days became smaller, resulting in an increase in the proportion of visitors who stayed longer.

7. Visitor spending in Hong Kong has been on a downward trend in the past few years. The decrease in spending on shopping by overnight visitors, in particular, Mainland visitors is attributable to the depreciation of RMB and changes in spending patterns. The decline, which extended to the beginning of 2019, has further widened by a drop in hotel room rates in response to the falling demand in the second half of the year. The PCS of all overnight visitors in 2019 was HK\$5,820, a decline of 12% over that of 2018. Given the drop in both visitor arrivals and spending, Total

¹ The tourism expenditure figures were calculated according to methodology recommended by the United Nations World Tourism Organization (UNWTO). The two components of TEAIT are: (1) Total Destination Consumption Expenditure – the sum of all payments made by visitors for goods and services consumed in Hong Kong, including accommodation, shopping, meals and entertainment. This information is collected by the HKTb's Departing Visitors Survey; and (2) Passenger International Transportation Expenditure – receipts of Hong Kong-based carriers for cross-boundary transportation of non-resident passengers by air, sea or land. The data is provided by the Census and Statistics Department.

expenditure associated with inbound tourism (TEAIT) in 2019 has decreased by 21% year-on-year to HK\$259.8 billion.

Visitor Satisfaction

8. Visitor satisfaction was also affected, recording a drop of 0.1 points to 8.5 on a 10-point scale over that of 2018. The decrease was mainly because of the disruption to visitors' in-town itineraries. The rating of recommending Hong Kong to visitors and relatives decreased from 92% to 89%. It was mainly due to the concerns over the city's safety and stability.

Measures to support tourism industry

9. To alleviate the operating pressure of the travel trade, the HKTb rolled out a series of relief measures, including waiving participation fee for members of the travel trade to join trade fairs and travel missions organised by the HKTb in the Mainland and overseas, waiving renewal fees for accredited merchants under the HKTb's Quality Tourism Services Scheme for one year and offering a 50% reduction on the application fee for new applicants, as well as working with the Government and Travel Industry Council of Hong Kong to launch the Travel Agents Incentive Scheme to provide cash incentives for travel agents based on the number of inbound and outbound overnight travellers they serve.

10. On the other hand, due to the social events, part of the additional funding provided for the HKTb in 2019-20 remained unused as some mega events and promotions were cancelled or are put on hold. The HKTb will apply to the Government for rolling over the remaining funds to 2020-21.

WORK PLAN FOR 2020-21

Original plan:

11. The social events in 2019 has seriously damaged the image of Hong Kong as a tourist destination. In view of this, the HKTb devised its 2020-21 Work Plan in January with a view to restoring the confidence of travellers, rebuilding Hong Kong's image as a world-class travel destination, and reviving the tourism industry. The Work Plan was approved by the HKTb Board in January 2020. The outline of the Work Plan is detailed in paragraphs 19-30 for reference.

Latest developments (up to 17 February 2020):

12. As the social events began to show signs of abatement in early January, the HKTb was about to restart major promotions in a variety of source markets. Yet the plan was much disturbed by the sudden outbreak of the COVID-19. Outbound tourism from a number of regions has been seriously affected. On top of that, a number of airlines have suspended flights to Hong Kong and reduced services, while some cruise lines have cancelled itineraries to Hong Kong. In order to minimise the risk of spreading the virus to Hong Kong and within the community, the Government has implemented a series of measures to limit the flow of people between Hong Kong and the Mainland.

13. It is worth noting that the current epidemic outbreak and the outbreak of Severe Acute Respiratory Syndrome (SARS) in 2003 has posed different impact on Hong Kong tourism. In 2003, the SARS outbreak was mainly in Hong Kong. This year, the COVID-19 is not only spreading in the Mainland but has also been declared a "Public Health Emergency of International Concern". In addition to Hong Kong, the neighbouring countries and territories have also been affected, including Taiwan, Japan, Singapore, South Korea, the Philippines, and Thailand etc. It has become increasingly difficult to predict when the outbreak will end. It is also expected that when the outbreak dies down, the governments and tourism authorities in various countries will roll out measures to attract tourists with a view to rebuilding their tourism industries as soon as possible. Therefore, the Hong Kong tourism industry will face very keen competition. Since the COVID-19 is still developing, we can hardly make reliable projections on total visitor arrivals and other key tourism performance indicators for 2020.

Continued challenges:

14. Meanwhile, the Sino-US trade conflict and volatile geopolitical landscape are expected to continue to affect the global economy. With the likely depreciation of RMB, as well as the currencies of a number of short-haul markets, Hong Kong tourism industry may lose its attractiveness to visitors in the region in term of price level.

Preliminary strategic direction developed in response to the outbreak:

15. Considering the development of the outbreak and its further impact on the tourism industry including travel agencies, airlines, hotels, and cruise lines, the HKTb is adopting the following preliminary strategic direction:

(1) Phase 1 (current phase): Provide the most up-to-date information on Hong Kong for visitors and in source markets

16. The HKTb is constantly updating its official website (DiscoverHongKong.com) with the latest outbreak control measures implemented by the Government. A dedicated section has been created to provide visitors with travel tips including information about the status of attractions. The daily operating hours of the HKTb's Hotline Services have been extended to answer enquiries from visitors and trade partners, including hotels and shopping malls. In addition, the HKTb is regularly disseminating latest information to the travel trade in both Hong Kong and source markets.

(2) Phase 2: Strengthen trade support and work with trade partners on tactical promotions to attract visitors to Hong Kong

17. The HKTb will enhance its support for the travel trade with various measures to help them overcome the challenges, such as new funding schemes and sponsoring promotions to attract visitors. It plans to work with the travel trade to roll out tactical promotions to draw visitors, particularly price-sensitive segments, once the outbreak subsides. The HKTb will also closely monitor developments in different source markets and stay flexible in allocating additional resources to markets with faster recovery.

(3) Final phase: Launch a new branding campaign to rebuild the tourism image of Hong Kong

18. The final phase focuses on rebuilding the tourism image of Hong Kong. To this end, the HKTb is planning to launch a new branding campaign, supplemented by a range of promotions to rebuild the tourism industry. The work in this phase corresponds to the strategies in the original 2020-21 Work Plan (paragraphs 19-30). The rebuilding of Hong Kong's tourism image is of utmost importance to the industry's long-term development and worth investing more. The HKTb will therefore allocate additional resources to this end.

The above outline is the preliminary plan. The HKTb will closely monitor the latest development and gear up to ensure swift response to the market situation and roll out relevant promotions as soon as possible.

HKTb Work Plan 2020-21 Approved by the Board

19. The HKTb drew up its Work Plan 2020-21 in January 2020, with the ensuing five key strategic focuses with an aim to gradually restore visitor confidence, rebuild Hong Kong's image as a world-class travel destination and revive the tourism industry. However, the COVID-19 outbreak has posed much uncertainties which will affect the detailed planning of promotional work at a later stage.

Focus 1: Increase investment in non-Mainland markets to balance the visitor portfolio

20. The HKTb will continue to focus its marketing resources on 20 key source markets, which generate 96% of total visitor arrivals in Hong Kong. To maintain a diverse and balanced visitor portfolio and working on the assumption that short-haul markets will recover faster, hence the HKTb will reallocate more of its resources to non-Mainland markets, in particular short-haul markets. The HKTb will review the marketing resources. For this reason, the marketing resources as set out in **Appendix II**, which was approved by the Board in January 2020, is for reference only and is subject to adjustment at a later stage.

Focus 2: Review Hong Kong's tourism brand and rebuild the city's tourism image

21. The social events in the later part of last year may have somehow changed visitors' perception of Hong Kong. The HKTb will therefore conduct a review of Hong Kong's tourism brand and establish a more suitable positioning for the city's tourism industry in accordance with the latest travel trends and Hong Kong's unique strengths in tourism. The HKTb will formulate a new branding strategy and strengthen promotions on in-depth tourism in order to promote Hong Kong's attractive elements beyond its traditional tourism appeal. Examples include arts and culture, wellness activities, as well as sustainable tourism, which can entice visitors to rediscover Hong Kong and experience the city's diverse appeal, resulting in the extension of their stays and increase in their spending in Hong Kong in the long run.

22. To launch the new branding campaign, the HKTb will, at an opportune time, roll out public relations and marketing campaigns in a variety of source markets worldwide and invite celebrities from different sectors to film TV programmes to promote Hong Kong. The HKTb will also use international media events to increase Hong Kong's exposure. Partnerships with international and regional TV channels and programme production houses, such as Condé Nast, CNN, CNBC, the Daily Telegraph and the Guardian will also be continued to generate TV programmes covering Hong Kong's diverse tourism experiences and to convey a positive message about the city.

23. Meanwhile, the HKTb will launch hospitality campaigns and enhance its promotion of the Quality Tourism Services Scheme to encourage local retailers to continue to improve their service quality.

24. Besides, the HKTb will strengthen various forms of support for visitors. In addition to providing the latest information of Hong Kong to visitors through the HKTb website, visitor hotlines, and visitor centres, the HKTb will make use of different instant communication software to provide immediate responses to visitor enquiries.

Focus 3: Enhance support and collaboration with the travel trade

25. The HKTb will support the travel trade in the following three ways:

I. Enhance funding support:

- Explore ways to introduce new funding schemes to support the travel trade in order to strengthen promotions in source markets and enhance existing funding schemes, such as subsidising travel agents to roll out discounted offers.

II. Organise more trade activities and enhance support to open up more opportunities for the travel trade

- Organise more trade activities and join forces with attractions to organise roadshows or participate in consumer trade shows in various key source markets.
- Invite the travel trade from different source markets to conduct familiarisation tours to Hong Kong so that they can better grasp the latest situation in the city.
- Continue to waive the participation fees for the travel trade to join trade activities organised by the HKTb outside Hong Kong.
- Consider enhancing subsidies for the travel trade to roll out overseas promotions to encourage trade participation.
- Provide subsidies for trade associations to launch promotions in source markets to create synergy in maximising exposure of Hong Kong among travel trade and consumers there.

III. Attract new target segments and open up new platforms to sustain tourism development

- Work on the Muslim segment: Support the travel trade in enhancing their capacity to receive Muslim visitors, create a Muslim-friendly webpage on the HKTb website, and step up promotions in Southeast Asia and the GCC countries.
- Enhance multi-destination travel cooperation: Including working with Thailand and Vietnam to step up promotions in long-haul markets, such as the US and Canada, and roll out multi-destination tourism products covering Hong Kong and South Korea or Japan to test the market response.

Focus 4: Secure MICE and cruise business

26. According to the provisional statistics, MICE visitors maintained steady growth of 4.4% in the first seven months of 2019 but

fell by 30% in the period from August to December 2019. In 2020-21, the HKTb will work out promotional plans for different MICE segments to secure more visitors:

♦ **Meetings and Incentives**

- Focused promotions in the Mainland, India, Indonesia, Thailand, South Korea, and the US.
- The key target segments include the direct sales industry and MICE cruise visitors.

♦ **Conventions of Professional Sectors**

- Attract medical associations to host conventions in Hong Kong.
- Draw Asia-Pacific professional organisations and Mainland-Hong Kong alliances to organise conventions in Hong Kong.
- Step up efforts to attract organisations with strategic value, such as technology, start-up and international media organisations, to host conventions in Hong Kong.

♦ **Exhibitions**

- Organise travel missions to Belt & Road Initiative countries to attract buyers and exhibitors to participate in exhibitions held in Hong Kong.

27. In addition to Government's recurrent funding, the HKTb is applying for additional funding from the Government to attract MICE events of various scales in Hong Kong, and to roll out a new burgeoning MICE brand campaign to enhance Hong Kong's image and position as 'The World's Meeting Place'.

Cultivate new target segments and increase the number of ship calls

28. The HKTb will focus on the following areas to secure steady and sustainable development of the cruise business:

- ♦ Spotlight large-scale events to convey a positive message and arrange trade familiarisation tours to Hong Kong so that they can better grasp the latest developments in Hong Kong.

- ◆ Roll out public relations and celebrity endorsement promotions in Southeast Asia, Japan, South Korea, Taiwan, and India to raise consumer interest in taking a cruise holiday from Hong Kong.
- ◆ Actively persuade cruise lines to deploy more ships to Hong Kong to strengthen Hong Kong's position as Asia's cruise hub.
- ◆ Highlight cruise facilities on board to attract Muslim visitors; step up fly-cruise promotions in Taiwan; and strengthen promotions in the central and western regions of the Mainland to attract visitors to come to Hong Kong via air or rail to embark on cruise holidays.
- ◆ Continue to strengthen regional collaboration through Asia Cruise Cooperation to create synergy.

Focus 5: Leverage mega events to convey a positive message

29. The HKTb will organise and promote mega events to attract the international spotlight and convey a positive message to potential visitors from around the world, emphasising that Hong Kong remains the Events Capital of Asia and offers diverse tourism appeals to visitors. In addition to increasing resources to continue with the secured mega events, the HKTb will actively work to secure more world-class events for the city. The HKTb will also re-arrange the dates of mega events to coincide with other major happenings of a similar nature in the city to create synergy and maximise the mileage of promotion.

30. In addition to inviting the media to cover the HKTb's mega events, the HKTb will work with both Hong Kong and international event organisers to invite global media to experience Hong Kong and to convey a positive message about Hong Kong to visitors from around the world.

Conclusion

31. The HKTb will closely monitor the latest developments, such as signs of COVID-19 abating in Hong Kong and key source markets as well as the resumption of normal airline services between Hong Kong and other places, in order to swiftly respond to market situation and roll out promotions as soon as possible.

Attachment I

2019 Visitor Arrivals by Market

(‘000)	2019	2018	2019 vs. 2018
The US	1,107	1,304	-15.1%
Canada	318	378	-15.7%
Central and South Americas	175	190	-8.0%
Europe	1,728	1,938	-10.8%
The UK	518	573	-9.5%
The Netherlands	85	94	-9.2%
Nordic Countries	106	134	-20.8%
Germany	218	227	-4.0%
France	178	202	-11.9%
Italy	90	103	-12.6%
Iberia	88	93	-4.9%
Russia	139	162	-14.4%
Europe Others	307	351	-12.7%
South Africa	60	69	-12.9%
Africa Others	55	60	-8.4%
The Middle East	142	165	-14.2%
GCC Markets	33	39	-15.4%
Non-GCC Markets	109	126	-13.8%
Australia	505	580	-12.9%
New Zealand	92	110	-15.7%
South Pacific Others	15	14	+4.5%
Japan	1,079	1,288	-16.2%
South Korea	1,043	1,421	-26.7%
Southeast Asia (SEA)	2,651	3,133	-15.4%
Indonesia	376	427	-12.0%
Malaysia	393	511	-23.1%
The Philippines	876	895	-2.1%
Singapore	453	611	-25.8%
Thailand	467	572	-18.3%
Vietnam	44	57	-21.8%
SEA Others	42	62	-32.2%
India	338	387	-12.6%
Other Asian & Indian Subcontinent	52	52	-
Taiwan	1,539	1,925	-20.1%
Macao SAR	1,239	1,095	+13.1%
The Mainland	43,775	51,038	-14.2%
Non-Guangdong	8,983	10,957	-18.0%
Guangdong	34,792	40,082	-13.2%
Total	55,913	65,148	-14.2%

Remarks:

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

- Figure change is less than 0.05%

2019 overnight arrivals: 23.75 million

2019 same-day arrivals: 32.16 million

Attachment II

2020-21 Proposed Marketing Budget

(HK\$M)	2020-21 Proposed Budget (percentage of overall marketing budget)	2019-20 Revised Estimates (percentage of overall marketing budget)
<i>The Mainland</i>	<i>30.0 (19.8%)</i>	<i>43.4 (20.8%)</i>
South China	6.0 (4.0%)	12.1 (5.8%)
Non-Guangdong	3.6 (2.4%)	1.9 (0.9%)
Guangdong	2.4 (1.6%)	10.2 (4.9%)
Central China	9.0 (5.9%)	11.4 (5.4%)
East China	6.0 (4.0%)	10.4 (5.0%)
North China	9.0 (5.9%)	9.5 (4.6%)
<i>Short-haul Markets</i>	<i>71.0 (46.8%)</i>	<i>94.4 (45.3%)</i>
Japan	12.0 (7.9%)	20.5 (9.8%)
Taiwan	12.0 (7.9%)	13.3 (6.4%)
South Korea	12.0 (7.9%)	17.1 (8.2%)
Singapore	4.0 (2.6%)	5.7 (2.7%)
The Philippines	8.0 (5.3%)	9.8 (4.7%)
Malaysia	7.0 (4.6%)	8.1 (3.9%)
Indonesia	7.0 (4.6%)	8.7 (4.2%)
Thailand	9.0 (5.9%)	11.2 (5.4%)
<i>Long-haul Markets</i>	<i>39.0 (25.7%)</i>	<i>52.4 (25.1%)</i>
The US	12.0 (7.9%)	19.9 (9.5%)
Australia	8.0 (5.3%)	9.5 (4.6%)
The UK	8.0 (5.3%)	7.6 (3.6%)
Canada	4.0 (2.6%)	7.4 (3.5%)
Germany	4.5 (3.0%)	5.2 (2.5%)
France	2.5 (1.6%)	2.8 (1.3%)
<i>New Markets</i>	<i>11.7 (7.7%)</i>	<i>18.4 (8.8%)</i>
India	7.0 (4.6%)	10.6 (5.1%)
Russia	3.0 (2.0%)	5.4 (2.6%)
The GCC Markets	0.8 (0.5%)	1.1 (0.5%)
Vietnam	0.5 (0.3%)	0.9 (0.4%)
The Netherlands	0.4 (0.3%)	0.4 (0.2%)
Total Marketing Budget for Source Markets	151.7 (100.0%)	208.7 (100.0%)
Total Marketing Budget for Head Office	177.4	558.1
Total Proposed Marketing Budget	329.1#	766.8*

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

#This amount does not include the possible additional fund from the Policy Address and Budget for this fiscal year to be announced later.

*The revised estimates include the additional fund provided to the HKTB by the Government in the 2019-20 Budget announced in February last year.

Attachment III

2020-21 Proposed Marketing Budget

Strategic Focus (HK\$M)	Head Office (percentage of overall marketing budget)	Worldwide Offices (percentage of overall marketing budget)	Total (percentage of overall marketing budget)	2019-20 Revised Estimates (percentage of overall marketing budget)
Review Hong Kong's tourism brand and rebuild the city's tourism image	61.2 (34.5%)	82.4 (54.3%)	143.6 (43.6%)	308.7 (40.2%)
Enhance support and collaboration with the travel trade	33.6 (18.9%)	42.8 (28.2%)	76.4 (23.2%)	156.2 (20.4%)
Secure MICE and cruise business	36.7 (20.8%)	19.1 (12.6%)	55.8 (17.0%)	101.7 (13.3%)
Leverage mega events to convey a positive message	26.0 (14.7%)	0.0 (0.0%)	26.0 (7.9%)	170.2 (22.2%)
Uphold corporate governance (Includes resource management, financial management, application of information technology, visitor surveys and strategic planning, etc)	19.9 (11.2%)	7.4 (4.9%)	27.3 (8.3%)	30.0 (3.9%)
Grand Total	177.4 (100.0%)	151.7 (100.0%)	329.1# (100%)	766.8* (100.0%)

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

This amount does not include the possible additional fund from the Policy Address and Budget for this fiscal year to be announced later.

*The revised estimates included the additional fund provided to the HKTb by the Government in the 2019-20 Budget announced in February last year.

Awards Won by the HKTB in 2019

Destination – Hong Kong

- Asia's Leading Meetings & Conference Destination, World Travel Awards 2019
- The Best MICE Destination, Travel + Leisure India Best Awards 2019
- The Top 10 Best Cities for Meetings in Asia, Best in Travel Poll 2019, Smart Travel Asia magazine
- The Top 10 Holiday Destinations in Asia, Best in Travel Poll 2019, Smart Travel Asia magazine
- The Top Asia Cruise Destinations, Cruisers' Choice Destination Awards 2019

Hong Kong Tourism Board

1. Organisation

HKTB

- Client of the Year in the Special Awards, Kam Fan Awards 2019
- Silver Award in the “Special Projects: Holiday Event” category, Astrid Awards 2019
- The Best Digital Presence of International Tourism Board, Times Travel Awards 2019
- The Best of Bureaus in Asia Pacific, CEI Readers' Choice Awards 2018
- The MICE Travel Service Contribution Award, World Direct Selling Brand Festival 2019
- The Most Unique Booth Design, 26th Travel Tour Expo 2019

HKTB's Seoul Office

- The Best National Tourism Office, Korea Travel Times

HKTB Annual Report 2016/17

- Gold Award in the “Annual Reports – Overall Presentation: Tourism” category, Mercury Awards 2018/19
- Bronze Award in the “Annual Reports – Online: Interactive” category, Mercury Awards 2018/19

HKTB Annual Report 2017/18

- Grand Award in the “Annual Reports – Online” category, Astrid Awards 2019
- Gold Award in the “Annual Reports – Online: Non-Profit Organisations” category, Astrid Awards 2019
- Gold Award in the “Corporate Publications” category, PR Awards Asia 2019
- Gold Award in the “Innovation in Annual Reports” category, Asia-Pacific Stevie Awards 2019
- Gold Award in the “Non-Profit Organisation - Online Annual Report” category, ARC Awards 2019
- Bronze Award in the “Online Annual Reports – Tourism” category, iNova Awards 2019

- Honours Award in the “Annual Reports – Online – Tourism” category, Galaxy Awards 2019

2. HKTb’s Promotion Activities

2018 Greater Bay Area Showcase

- Grand Award in the “Promotion” category, Astrid Awards 2019
- Grand Award in the “Promotion: Event/Opening” category, Astrid Awards 2019
- Gold Award in the “Promotion” category, Astrid Awards 2019
- Gold Award in the “Promotion: Event/Opening” category, Astrid Awards 2019

ART THAT MOVES – HK’s First Mobile, Living Art Gallery

- Gold Award in the “Campaigns – Non-Profit Campaign” category, iNova Awards 2019
- Gold Award in the “Outdoors – Outdoors Campaign – Creative Use of Standard Outdoor Billboard Space” category, Kam Fan Awards 2019
- Silver Award in the “Campaigns – Outdoor” category, iNova Awards 2019
- Silver Award in the “Media – Media Single – Best Use of Outdoor” category, Kam Fan Awards 2019
- Bronze Award in the “Non-Profit Organisations” category, iNova Awards 2019
- Bronze Award in the “Promo & Activation – Promo & Activation Single – Use of Standard Outdoor Space” category, Kam Fan Awards 2019
- Merit Award in the “Culture & The Arts” category, 2019 Hong Kong Effie Awards
- Merit Award in the “Media Innovation” category, 2019 Hong Kong Effie Awards

Best in Hong Kong – A Traveller’s Guide

- Bronze Award in the “Custom Publications – General Audience: Tourism/Travel” category, Mercury Awards 2018/19

"Best of all, it's in Hong Kong" Booth Design

- Bronze Award in the “Trade Show Booth” category, Astrid Awards 2019

CNY 2018 “Good Fortune Everywhere”

- Grand Award in the “Advertising” category, Mercury Awards 2018/19
- Grand Award in the “Event Advertisements” category, Questar Awards 2019
- Grand Award in the “Video” category, Astrid Awards 2019
- Gold Award in the “Advertising” category, Mercury Awards 2018/19
- Gold Award in the “Advertisements/Commercials: Events” category, Questar Awards 2019
- Gold Award in the “Video – DVD, Online & USB: Tourism” category, Astrid Awards 2019
- Bronze Award in the “Advertisements” category, Astrid Awards 2019
- Bronze Award in the “Broadcast/Cable/Online: Arts/Culture” category, Questar Awards 2019
- Bronze Award in the “Film – TVC Film Single – Entertainment, Leisure & Travel” category, Kam Fan Awards 2019
- Bronze Award in the “Promotion” category, Astrid Awards 2019

“DiscoverHongKong” Facebook Page

- Gold Award in the “Marketing – Social Media Campaign” category, PATA Grand and Gold Awards 2019
- Honours Award in the “Self-Promotion” category, Astrid Awards 2019

Dominating Seatrade

- Gold Award in the “Asia - Overall Destinations-Business/Conference” category, Travel Weekly Magellan Awards 2019

Fire Dragon Bedtime Story

- Bronze Award in the “Animation” category, iNova Awards 2019

“Fire Dragon 2018” Event Timelapse Video

- Honours Award in the “Video – DVD/Online: Special Project” category, Mercury Awards 2018/19

Great Outdoors Express

- Gold Award in the “Non-Profit Organisations: Nature/Wildlife” category, Questar Awards 2019
- Silver Award in the “Promotion” category, Astrid Awards 2019
- Silver Award in the “Special Projects: Natural Wonders Campaign” category, Astrid Awards 2019

Great Outdoors Hong Kong

- Gold Award in the “Marketing – Adventure Travel” category, PATA Grand and Gold Awards 2019
- Bronze Award in the “Public Relations – Awareness Campaign” category, Galaxy Awards 2019

Great Outdoors Hong Kong (Airport Express)

- Silver Award in the “Best Idea – Out-Of-Home” category, MARKies Awards 2019

Hong Kong Arts Month

- Silver Award in the “Promotion – Special Project” category, Galaxy Awards 2019
- Bronze Award in the “Excellence in Innovation” category, Marketing Excellence Awards 2019
- Honors Award in the “Advertising – Outdoor” category, Galaxy Awards 2019

“Hong Kong Neighbourhoods” Campaign

- Silver Award in the “Non-Profit Organisations: Tourism” category, Astrid Awards 2019
- Silver Award in the “Stakeholder Engagement” category, Hong Kong Public Relations Awards 2018

- Silver Award in the “Websites/Mobile Media: Travel/Tourism” category, Mercury Awards 2018/19

Hong Kong Pavilion design

- Bronze Award in the “Graphic Design: Trade Show Booth” category, Astrid Awards 2019

Hong Kong Shingo Art – Leveraging the J-pop Influence

- Japan Tourism Awards in the “Field of Outbound Travel – Regional” category, Tourism EXPO Japan
- Gold Award in the “Innovation in the Use of Celebrities or Public Figures” category, Asia-Pacific Stevie Awards 2019
- Silver Award in the “Integrated Marketing Communications” category, Hong Kong Public Relations Awards 2018

“Hong Kong Summer Fun” Campaign Site

- Silver Award in the “Non-Profit Organisations: Website” category, Astrid Awards 2019

“Hong Kong Wine & Dine Festival 2017” Website

- Gold Award in the “Websites/Mobile Media: Event Site” category, Mercury Awards 2018/19
- Silver Award in the “Microsite” category, iNova Awards 2019
- Silver Award in the “Websites: Microsite” category, Astrid Awards 2019
- Honors Award in the “Websites – Travel / Tourism” category, Galaxy Awards 2019

Hong Kong Wine & Dine Festival 2018

- Bronze Award in the “Best Result-Driven Campaign” category, PR Awards 2019

“My Hong Kong Guide” Mobile App

- Merit Award in the “Public Sector” category, Asia Smart App Awards 2018/2019

“Old Town Central” Campaign

- Grand Award in the “Promotion” category, Mercury Awards 2018/19
- Gold Award in the “Promotion/Marketing: Branding/Re-branding” category, Mercury Awards 2018/19
- Bronze Award in the “Special Events” category, Mercury Awards 2018/19
- Merit Award in the “Sustained Success” category, 2019 Hong Kong Effie Awards

One Place, Two Perspectives

- Silver Award in the “Excellence in Content Marketing” category, Marketing Excellence Awards 2019

Reframing Hong Kong

- Grand Award in the “Campaigns” category, Astrid Awards 2019

- Grand Award in the “Direct Single - Co-Creation & User Generated Content” category, Kam Fan Awards 2019
- Gold Award in the “Campaigns” category, Astrid Awards 2019
- Gold Award in the “Direct – Direct Single – Co-Creation & User Generated Content” category, Kam Fan Awards 2019
- Gold Award in the “Media – Media Single – Best Use of Co-creation and User Generated Content” category, Kam Fan Awards 2019
- Gold Award in the “Media – Media Single – Best Use of Social Media” category, Kam Fan Awards 2019
- Silver Award in the “Brand Experience” category, 2019 Hong Kong Effie Awards
- Silver Award in the “Digital & Social Campaign – Best Digital Campaign” category, Kam Fan Awards 2019
- Silver Award in the “Digital & Social – Social Single – Co-Creation & User Generated Content” category, Kam Fan Awards 2019
- Silver Award in the “Direct – Direct Single – Use of Digital and Social Platforms” category, Kam Fan Awards 2019
- Silver Award in the “Excellence in Integrated Marketing” category, Marketing Excellence Awards 2019
- Silver Award in the “Integrated – Best Integrated Campaign” category, Kam Fan Awards 2019
- Silver Award in the “Promotion – Tourism” category, Galaxy Awards 2019
- Bronze Award in the “Digital & Social – Social Single – Innovative Use of Social or Community” category, Kam Fan Awards 2019
- Bronze Award in the “Mobile Media: Brand Promotion” category, Questar Awards 2019
- Bronze Award in the “Special Projects: Integrated Campaign” category, Astrid Awards 2019
- Bronze Award in the “Websites: Microsite” category, Astrid Awards 2019
- Merit Award in the “Digital & Social – Social Single – Hong Kong Culture & Context – Social Behaviour and Cultural Insight” category, Kam Fan Awards 2019
- Merit Award in the “Media – Media Campaign – Best Integrated Media Campaign” category, Kam Fan Awards 2019

Revamp of “My Hong Kong Guide” Mobile App

- Grand Award in the “Apps” category, Astrid Awards 2019
- Gold Award in the “Apps” category, Astrid Awards 2019
- Silver Award in the “Apps: Tourism category”, Mercury Awards 2018/19

Rock the Boat – HK Dragon Boat Carnival

- Gold Award in the “Promotion – Christmas/Holiday” category, Galaxy Awards 2019
- Bronze Award in the “Sports” category, iNova Awards 2019

Segmenting Consortia

- Silver Award in the “Destination Marketing - Campaign-Advertising/Marketing” category, Travel Weekly Magellan Awards 2019

“Sham Shui Po” Campaign

- Gold Award in the “Destinations - Overall-Social Media” category, Travel Weekly Magellan Awards 2019
- Silver Award in the “Advertising” category, Mercury Awards 2018/19
- Silver Award in the “Design: Tourist Experience” category, Mercury Awards 2018/19
- Silver Award in the “Promotion/Marketing: Tourism” category, Mercury Awards 2018/19
- Bronze Award in the “Brand Experience” category, 2019 Hong Kong Effie Awards
- Merit Award in the “Travel / Tourism / Recreational / Leisure Facilities” category, 2019 Hong Kong Effie Awards

Sham Shui Po – Every Bit Local

- Grand Award in the “Advertisements Campaign” category, Questar Awards 2019
- Gold Award in the “Advertisements/Commercials: Campaign” category, Questar Awards 2019
- Gold Award in the “Corporations: Travel/Tourism” category, Questar Awards 2019
- Gold Award in the “Promotion – Local Attractions” category, Galaxy Awards 2019
- Silver Award in the “Non-Profit Organisations: Tourism” category, Questar Awards 2019
- Silver Award in the “Promotion – Non-Profit Organisation” category, Galaxy Awards 2019
- Bronze Award in the “Campaigns” category, Astrid Awards 2019
- Bronze Award in the “Marketing” category, iNova Awards 2019
- Honours Award in the “Advertisements” category, Astrid Awards 2019
- Honours Award in the “Promotion” category, Astrid Awards 2019

Sham Shui Po – Every Bit of Local QR Code

- Gold Award in the “Best Idea – Design” category, MARKies Awards 2019
- Silver Award in the “Other/Miscellaneous – Creative Design” category, iNova Awards 2019
- Bronze Award in the “QR code” category, Astrid Awards 2019

Sham Shui Po – Treasures of the Heart

- Grand Award in the “Best of Scriptwriting” category, iNova Awards 2019
- Grand Award in the “Video” category, Galaxy Awards 2019
- Gold Award in the “Copy/Scriptwriting” category, iNova Awards 2019
- Gold Award in the “Videos - DVDS, URLs & USBs – Tourism” category, Galaxy Awards 2019
- Gold Award in the “Video – Tourism” category, iNova Awards 2019
- Silver in the “Excellence in Branded Content” category, Marketing Excellence Awards 2019
- Honours Award in the “Video – DVD, Online & USB: Tourism” category, Astrid Awards 2019
- Honors Award in the “Videos - DVDS, URLs & USBs – Video Storytelling” category, Galaxy Awards 2019

Skyscraper Integrated Promotion

- Gold Award in the “Destination Marketing – Campaign -Advertising/Marketing” category, Travel Weekly Magellan Awards 2019

Tai Hang Fire Dragon Dance

- Gold Award in the “Marketing – Young Travellers” category, PATA Grand and Gold Awards 2019

The Sounds of the Great Outdoors

- Gold Award in the “Video – Interview” category, iNova Awards 2019
- Silver Award in the “Campaigns” category, Astrid Awards 2019
- Silver Award in the “Campaigns – Online Marketing” category, iNova Awards 2019
- Silver Award in the “Videos - DVDS, URLs & USBs – Video Campaign” category, Galaxy Awards 2019
- Bronze Award in the “Best Use of Influencer” category, MARKies Awards 2019
- Bronze Award in the “Broadcast/Cable/Online: Tourism/Travel” category, Questar Awards 2019
- Bronze Award in the “Mobile Media: Video” category, Questar Awards 2019
- Honours Award in the “Special Projects: Content Marketing Campaign” category, Astrid Awards 2019

VR Time Travel – Step into Old Hong Kong

- Silver Award in the “Corporations: Special Project” category, Questar Awards 2019

Way of the Fire Dragon 2018

- Silver Award in the “Advertisements/Commercials: Events” category, Questar Awards 2019
- Bronze Award in the “Promotion/Marketing: Tourism” category, Mercury Awards 2018/19
- Bronze Award in the “Video – DVD, Online & USB: Tourism” category, Astrid Awards 2019

3. Visitor Services

2019 Certificate of Excellence

- 2019 Certificate of Excellence, TripAdvisor

Andrew Chan

- Individual Award, Hong Kong International Airport – Customer Service Excellence Programme 2019

Visitor Services Contact Centre

- Silver Award in the “Best in Class Digital Contact Centre” category, 2019 Customer Contact Week Asia Excellence Awards