



HONG KONG  
TOURISM BOARD  
香港旅遊發展局



## 旅發局支持推動盛事經濟

2024 年 1 月 26 日

A group of people are gathered at a night festival, toasting with drinks. The scene is illuminated by warm string lights and the glow of the festival. In the background, there are white tents and a sign that reads "LOVE FOOD". The people are smiling and laughing, creating a festive atmosphere. The text "「亞洲盛事之都」及「國際會展之都」" is overlaid in red on the image.

**「亞洲盛事之都」及「國際會展之都」**

# 旅發局主辦的大型盛事



香港美酒佳餚巡禮

香港繽紛冬日巡禮

香港跨年倒數

# 旅發局主辦的大型盛事



新春國際匯演之夜



香港國際龍舟邀請賽



香港單車節



# 旅發局支持、贊助及推廣的部分大型盛事 (體育)



香港國際七人欖球賽



香港網球公開賽



TransLantau UTMB 越野跑賽事



Tatler XFEST –  
香港隊 vs 國際邁阿密CF



賀歲盃2024



「香港100」野外長跑賽事

# 旅發局支持、贊助及推廣的部分大型盛事（文化藝術及美食）



巴塞爾藝術展香港展會



Art Central



法國藝術節



大坑舞火龍



「亞洲 50 最佳酒吧」頒獎禮



Clockenflap 音樂及藝術節

# 本地特色旅遊活動先導計劃的部分活動（由非牟利機構舉辦）



鴨脷洲洪聖傳統文化節



盂蘭文化節



香港龍獅節



香港街馬



香港鼓樂節

# 會議、展覽及獎勵旅遊

## 會議及獎勵活動



## 展覽活動



## 高端會議



**2023年成功競投及促成近60個大型國際會展活動，於年內及未來數年在港舉行  
預計總參與人數約33萬，當中包括約21萬訪港旅客**



FirstRand  
(Financial Services, Incentive)



Vinexpo  
Hong Kong



Economist Tech  
for Change Asia 2024



LCI Orient &  
Southeast Asian Lions  
(OSEAL) Forum 2026





# 宣傳和支持工作

# 挑選活動的準則

三大因素進行**評估**和**挑選**



**1.** 吸引市民及旅客參與



**2.** 在全球營造正面曝光



**3.** 展示香港的策略地位

# 支持活動的5大措施

## 全方位支援及宣傳



檢視及評估方案



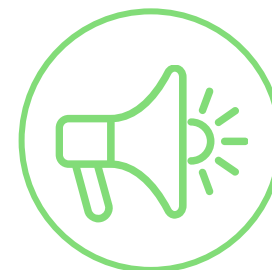
物色場地



場地考察



活動計劃及建議



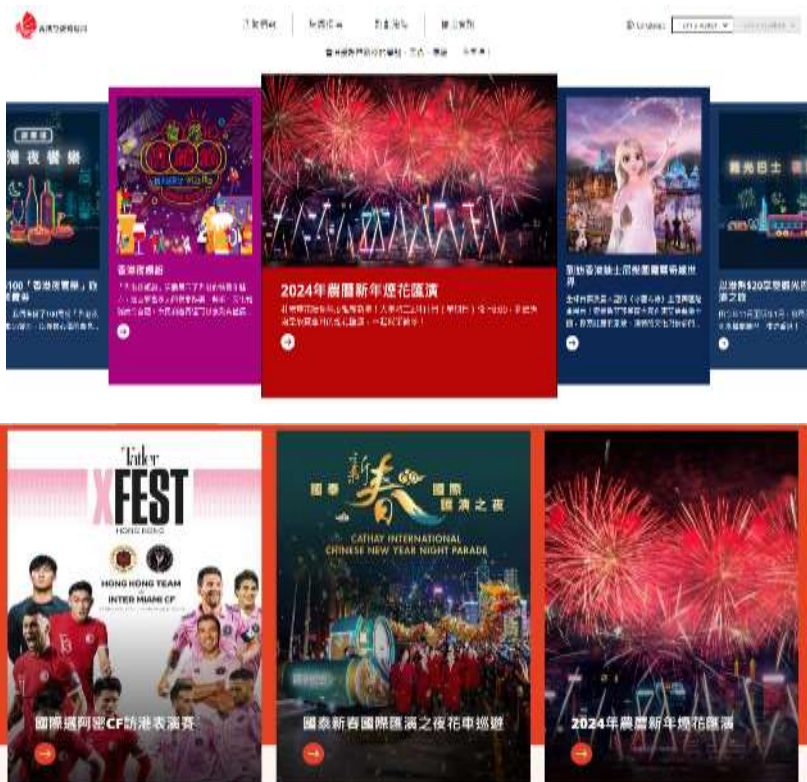
宣傳



「亞洲盛事之都」及「國際會展之都」

# 運用全球網絡宣傳

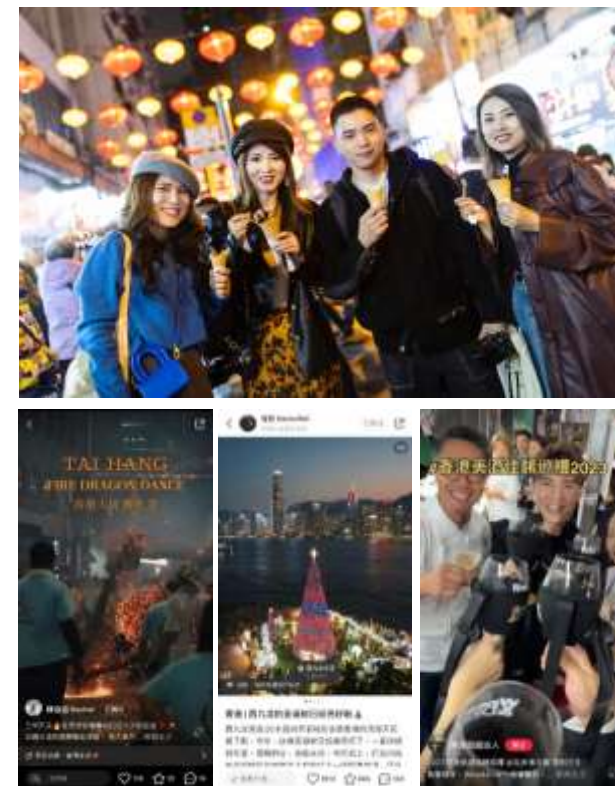
## 網頁



## 社交媒體



## 邀請業界和KOL 親身參與



YouTube



抖音



微信



微博



小红书

# 巴塞爾藝術展香港展會2023

運用「藝聚香港」平台，  
加強向全球宣傳

營造全城藝術氛圍

邀請媒體和KOL



# 香港國際七人欖球賽

## 為活動增添嶄新元素

## 邀請KOL



邀請YouTuber 來港參與，製造正面口碑

# 支持會展活動

檢視及評估  
方案

統籌競投  
策略

物色場地

場地考察

活動計劃及  
建議

活動宣傳

款待服務





HONG KONG  
TOURISM BOARD  
香港旅遊發展局



謝謝





HONG KONG  
TOURISM BOARD  
香港旅遊發展局



# HKTB Supports Mega Event Economy

26 Jan 2024

A group of people, including men and women, are gathered around a table at a night festival. They are holding up glasses of various beverages, including beer and wine, in a toast. The scene is illuminated by warm, string lights hanging from the ceiling. In the background, there are white tents and a sign that reads "LOVE FOOD". The overall atmosphere is festive and social.

**Events Capital of Asia &  
The World's Meeting Place**

# Mega Events Staged by HKTb



**Hong Kong Wine & Dine Festival**

**Hong Kong WinterFest**

**Hong Kong New Year  
Countdown Celebrations**

# Mega Events Staged by HKTb



International Chinese New Year  
Night Parade



Hong Kong International Dragon  
Boat Races



Hong Kong Cyclothon



# Key Events Supported, Sponsored & Promoted by HKTB (Sports)



**Hong Kong Sevens**



**Hong Kong Tennis Open**



**TransLantau UTMB**



**Tatler XFEST – Hong Kong Team  
vs Inter Miami CF**



**Chinese New Year Cup**



**Hong Kong 100**

# Key Events Supported, Sponsored & Promoted by HKTB (Arts & Culture, Culinary)



**Art Basel Hong Kong**



**Art Central**



**French May**



**Tai Hang Fire Dragon Dance**



**Asia's 50 Best Bars 2023**



**Clockenflap**

# Key Events supported by Pilot Scheme for Characteristic Local Tourism Events (Organised by NGOs)



**Ap Lei Chau Hung Shing Culture Festival**



**Yu Lan Cultural Festival**



**Hong Kong Dragon and Lion Dance Extravaganza**



**Hong Kong Streetathon**



**Hong Kong Drum Festival**

# Meetings, Incentives, Conferencing & Exhibitions (MICE) tourism

## Meeting & Incentives



## Exhibitions



## Conference



**Won & retained about 60 major events which will be held in forthcoming years with total attendance of about 330,000 (210,000 non-locals)**



**FirstRand**  
(Financial Services, Incentive)



**Vinexpo**  
Hong Kong



**Economist Tech**  
for Change Asia 2024



**LCI Orient & Southeast Asian Lions (OSEAL) Forum 2026**





# Promotion & Support

# Assessment Principles of Events

## Three Key Considerations for **Assessment** and **Selection**



**1.** Attractiveness for public and visitor participation



**2.** Ability to Generate Positive Global Publicity



**3.** Demonstration of Hong Kong's Strategic Positions

# 5 Key Measures to Support Events

## All-round Support & Promotion



Proposal Review  
& Assessment



Venue Search



Site Inspection



Events Planning  
& Advice



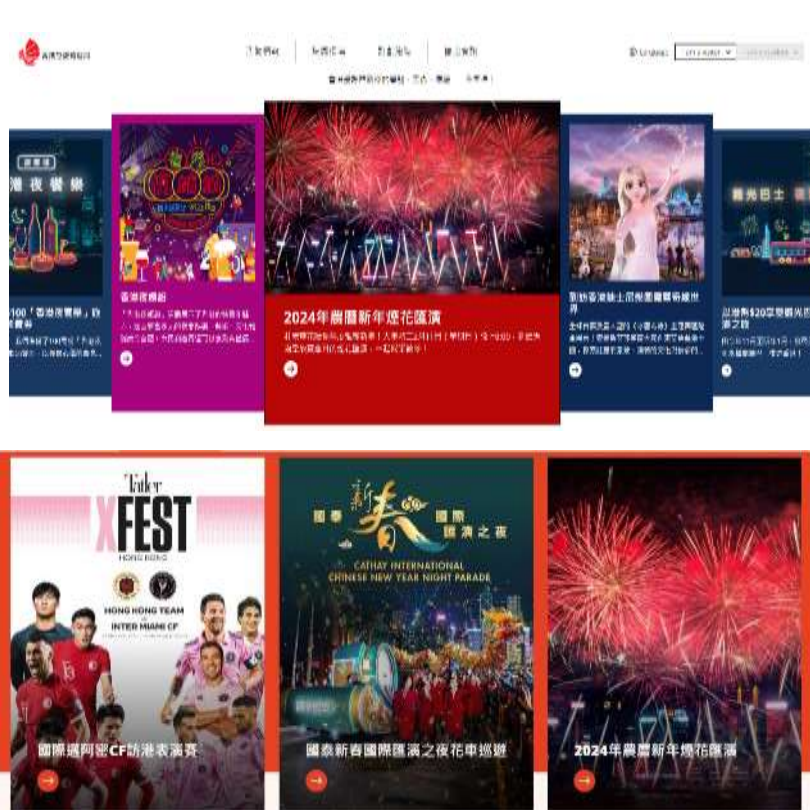
Promotion



**Events Capital of Asia & The World's Meeting Place**

# Global Promotional Networks

## Website



## Social Media Platforms



## First-hand Experience by Trade Partners & KOLs



# Art Basel Hong Kong 2023

Step up global promotions through "Arts in Hong Kong" platform

Build city-wide art & cultural ambience

Invite media & KOLs



# Hong Kong Sevens

Enhance the event with new elements

Invite global KOLs



Invite Travel YouTuber to join the event in person for generating positive word-of-mouth in source market

# Supporting MICE Events

Proposal  
Review  
& Assessment

Bid Materials  
Coordination

Venue Proposals  
Solicitation

Site  
Inspection

Events Planning  
& Advice

Promotion

In-town  
Hospitality  
Services





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香港旅遊發展局



**Thank You**