



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 around a table at a night festival, toasting with glasses of beer. 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 overall atmosphere is festive and social.

「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



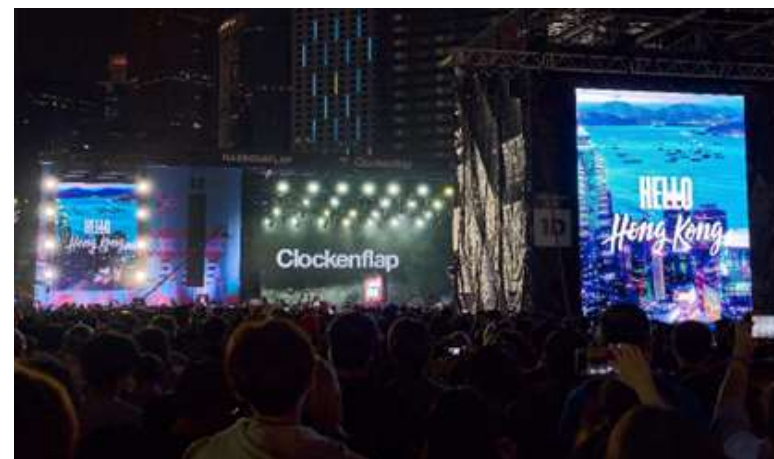
法國藝術節



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



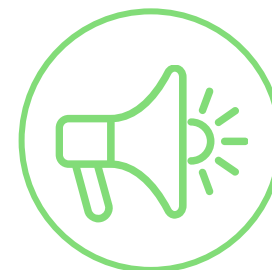
物色場地



場地考察



活動計劃及建議



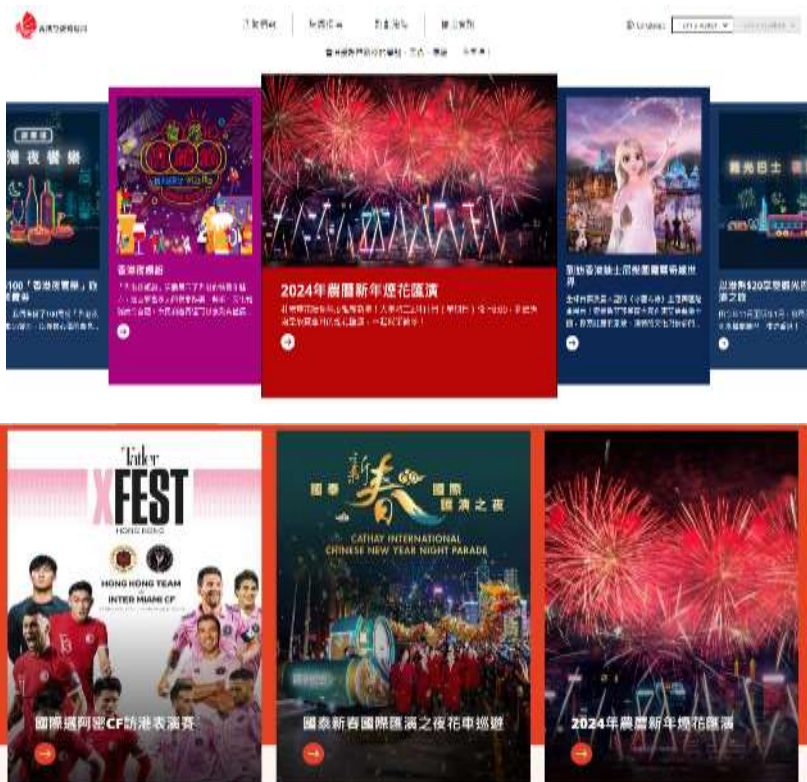
宣傳



「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 background is filled with string lights and festival stalls, creating a lively and festive atmosphere. The text "Events Capital of Asia & The World's Meeting Place" is overlaid in the center of the image.

**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

A large crowd of people is gathered at night, many holding up their phones to take pictures of a massive fireworks display over a city skyline. The fireworks are bright and colorful, filling the sky. The city lights are visible in the background.

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



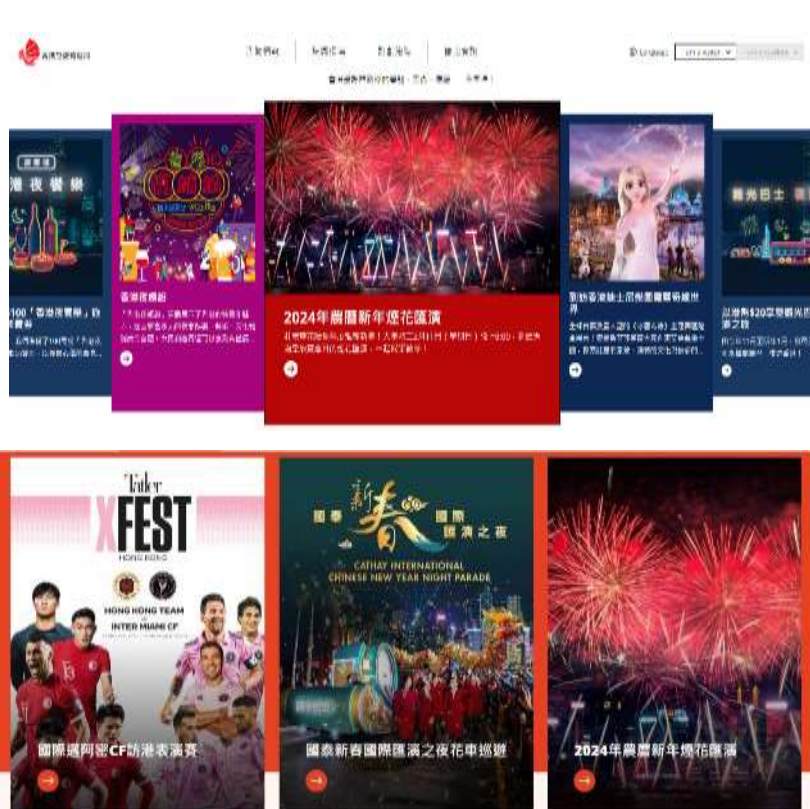
Promotion



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





HONG KONG
TOURISM BOARD
香港旅遊發展局



Thank You