

International Business Committee

**Information Note on Development Blueprint for
Hong Kong's Tourism Industry 2.0**

Purpose

This note sets out the implementation progress of the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0).

Background

2. Blueprint 2.0, promulgated by the Culture, Sports and Tourism Bureau (CSTB) on 30 December 2024, outlines in a forward-looking manner the core principles, development strategies and pathways for the future development of Hong Kong's tourism industry in the long term, and sets out the overall working direction of the tourism development over the next five years. Blueprint 2.0 sets out four development strategies to promote prosperous and healthy development of Hong Kong's tourism industry, which include (i) to nurture and develop tourism products and initiatives with local and international characteristics; (ii) to develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors; (iii) to promote smart tourism; and (iv) to enhance the service quality and support of the tourism industry on all fronts, and to cultivate talent.

Overview of Hong Kong Tourism Development

3. The measures in Blueprint 2.0 are being implemented and have yielded positive results. Hong Kong's tourism industry has demonstrated robust growth over the past few years. In 2025, Hong Kong welcomed 49.9 million visitor arrivals, marking a 12% increase year-on-year.

This positive momentum has continued into 2026. In the first five months of 2026, Hong Kong received a total of about 23 million visitor arrivals, representing an increase of 14% year-on-year. Among them, arrivals from Chinese Mainland accounted for 17.67 million, while non-Mainland visitors totalled 5.32 million, representing year-on-year increases of 16% and 7% respectively. In particular, long-haul markets recorded marked growth of 20% year-on-year. In early 2026, we forecasted that the total visitor arrivals would reach 53.8 million for the whole year, an increase of about 8% over last year.

Diversifying tourism offerings

4. Following changes in visitors' travelling patterns and preferences, the Government has been actively promoting the "+Tourism" strategies, including "Mega Events + Tourism", "Culture + Tourism" and "Sports + Tourism", etc. Hong Kong is the Events Capital of Asia. Mega events not only serve as a key engine for development of culture, sports and tourism in Hong Kong, but also showcase Hong Kong's competitive edges and appeals. They help attract high-value overnight visitors, extend visitors' length of stay, and bring economic benefits across various sectors such as tourism, F&B and hotels.

5. The Government supported a wide variety of mega events in 2025 and the first-half of 2026, including the "Hong Kong Marathon", "LIV Golf Hong Kong", "Art Basel Hong Kong", "Art Central", "ComplexCon Hong Kong", "Hong Kong Sevens", "French May Arts Festival", concerts by local and non-local singers and groups, and "Water Parade at Victoria Harbour" featuring renowned IPs etc. The Government will sustain its efforts in bringing mega events to Hong Kong, thereby further consolidating our position as the Events Capital of Asia.

6. The Hong Kong Tourism Board (HKTB) also successfully organised various flagship events, including the "Hong Kong International Dragon Boat Races", "Hong Kong Wine & Dine Festival", "Hong Kong WinterFest", "Hong Kong New Year Countdown", and "International Chinese New Year Night Parade", which were all well-received by

participants and audiences. HKTB will continue to scale up its flagship events mentioned above and enhance event elements. In addition, HKTB will step up promotions around Chinese and Western festivities, such as the Mid-Autumn Festival and Halloween, creating new business opportunities for different sectors during festive periods.

7. In the first year since opening, the Kai Tak Sports Park (KTSP) successfully hosted various sports and cultural mega events as well as a strong line-up of concerts by global and Asian superstars. KTSP has already attained quite a number of recognitions/milestones: tickets sales for events at the Main Stadium ranked first in Asia and third globally; KTSP was selected by TIME as one of the 100 “World’s Greatest Places”; KTSP was awarded the “Venue of the Year” at the 2026 TheStadiumBusiness Awards; the Main Stadium was ranked eighth globally and first in Asia among 28 shortlisted venues in the “Stadium of the Year 2025” awards by StadiumDB. KTSP will further attract more event organisers to stage mega events in Hong Kong.

8. Another iconic and landmark tourist attraction in Hong Kong is the Hong Kong Disneyland Resort (HKDL). Following the successful conclusion of its year-long 20th anniversary celebration in June 2026, CSTB will continue to work with The Walt Disney Company to continuously enhancing the appeal of HKDL by taking forward the remaining projects under the multi-year Expansion and Development Plan, including the new Marvel-themed area, as well as supporting HKDL in launching new self-funded projects, including the new Pixar-themed entertainment experience.

9. Ocean Park is continuing with its journey of transforming into a destination which focuses on conservation and education, grounded in nature and complemented by adventure and leisure elements to enhance visitors’ experience. Ocean Park will further capitalise on Hong Kong’s advantage of being home to the largest number of giant pandas outside Chinese Mainland by launching more giant panda-themed activities and products to sustain the giant panda craze, further promote panda tourism, and attract visitors from around the world to visit the Park.

Developing emerging markets and new segments

10. In exploring emerging markets, the Government, in collaboration with HKTb, adopts a 3-pronged strategy of “accreditation, education and promotion” to consolidate and elevate Hong Kong’s status as a Muslim-friendly tourism destination. In the Global Muslim Travel Index 2025, Hong Kong ranked third in the “Muslim-friendly Destinations (non-Organisation of Islamic Cooperation)” category, marking our first-ever entry into the top 3, and was also named the “Most Promising Muslim-friendly Destination of the Year”. Hong Kong’s ranking has further advanced to the second place in the Global Muslim Travel Index 2026, and Ocean Park has been recognised as Muslim-Friendly Attraction of the Year while Kai Tak Cruise Terminal has received Muslim-friendly Transport Hub of the Year award. These achievements fully underscore Hong Kong’s success in promoting Muslim-friendly tourism. We will continue to enhance Hong Kong’s status as a Muslim-friendly tourism destination and proactively step up promotions in Muslim source markets, in particular the Middle East and the Association of Southeast Asian Nations. HKTb will also strengthen promotion resources in India, Russia and some European Union markets such as the Netherlands, Italy and Spain.

11. As demand for bespoke and luxury-oriented services continues to grow, HKTb launched a new luxury travel guide “Travel in Luxe · Hong Kong” in 2024, featuring curated travel recommendations with distinctive Hong Kong elements and lifestyle appeal in order to attract visitors who enjoy high-end travel experiences and specially curated itineraries. In the coming year, HKTb plans to work with the trade and various partner organisations to launch VIP concierge services dedicated to high-value visitors, offering tailor-made premium travel experiences to extend visitors’ stay in Hong Kong, increase their spending, and strengthen the city’s appeal as a top-tier tourism destination.

12. In terms of market segments, capitalising on the continued hosting of multiple large-scale conventions and exhibitions in Hong Kong in 2025, the city welcomed 2.5 million Meetings, Incentive travels, Conventions and Exhibitions (MICE) visitors in 2025, representing a 7% increase over 2024. Of these, 1.43 million were overnight visitors. Hong Kong’s cruise tourism also continues to thrive, with 189 ship calls in 2025, representing a 26% year-

on-year increase. HKTb will continue to promote MICE tourism and reinforce Hong Kong's image as "The World's Meeting Place". We will also continue to consolidate Hong Kong's position as "Asia's cruise hub" through strengthening support for and collaboration with cruise sector.

13. For yacht tourism, the Government sets out in the 2025 Policy Address the direction of enhancing amenities for the yacht industry and promoting high-end yacht tourism. The Development Bureau is pushing forward the development of yacht berths at three locations, namely the expansion area of Aberdeen Typhoon Shelter, the ex-Lamma Quarry area and the waterfront site in the vicinity of the Hung Hom Station. Moreover, the Airport Authority Hong Kong (AAHK) is advancing the construction of the Airport Bay Marina under its airport city project "SKYTOPIA". HKTb will seize the opportunity and promote yacht tourism to attract high value-added visitors, including collaborating with AAHK to launch a diversified range of yacht tourism products leveraging its completion of Hong Kong's largest yacht marina. In addition, HKTb will also dedicate resources to promote study tour tourism and medical tourism to capture the considerable business potential.

14. The Central Government's recent visa-free arrangements for various countries have created immense opportunities for in-depth tourism development, cultural exchanges, and business interactions, and we have seen many multi-destination travellers choose to enter other GBA cities via Hong Kong. We will continue to deepen regional cooperation with neighbouring cities in GBA and step up promotions of GBA tourism brand in Chinese Mainland and overseas markets, so as to further advance multi-destination tourism and highlight Hong Kong's status as the core demonstration zone for multi-destination tourism.

Promoting Smart Tourism

15. In light of evolving patterns in visitors' planning and travel behaviours, HKTb will leverage digital platforms, big data, artificial intelligence (AI) and other information technologies to deliver more convenient, efficient, and user-friendly visitor services. These include the enhancement of the "Hong Kong Travel Map" function, which integrate

information on attractions, events, dining, shopping, and offers in Hong Kong to help visitors grasp the latest recommendations quickly and plan their itineraries more easily. Similarly, an AI itinerary planning function will be launched on HKTB's one-stop travel platform Discover Hong Kong, providing personalised itinerary suggestions and interactive planning experience.

Enhancing Service Quality

16. Apart from tourism products, visitors' experiences in town are also vital. HKTB has been actively promoting a hospitality culture through the Quality Tourism Services Scheme. Last year, HKTB, by leveraging a series of media reports, commended frontline employees in tourism-related industries demonstrating the spirit of hospitality and shared their inspiring stories with both the industry and the public. In the coming year, HKTB will continue to promote the hospitality culture, encouraging the community to go the extra mile and work together to showcase Hong Kong's hospitality spirit.

17. The Government has been working closely with industry stakeholders to support the development of human resources in the tourism sector and nurture quality professionals through a multi-pronged approach. Specifically, the Travel Industry Authority (TIA) has launched the "Specialised Tourist Guide Licensing Programme" in 2026, under which specialised tourist guide licences, including the Geopark Tourist Guide Licence and the Reception Services Tourist Guide Licence, are issued to people who have specialized knowledge in the respective areas, thereby encouraging them to join the travel industry. Besides, TIA held the first "Tourist Guides & Tour Escorts Commendation Scheme" in 2025 to commend outstanding tourist guides and tour escorts, acknowledging their contribution to Hong Kong's travel industry and encouraging members of the trade to continue providing high quality services for visitors. To actively attract new talents and alleviate manpower shortage in meeting demand, TIA also introduced proactive measures, including the second phase of its Training Subsidy Scheme for Practitioners of the Travel Industry, as well as a special scheme for issuing short term licences to foreign language tourist guides, thereby helping to alleviate manpower gaps during the industry's

peak seasons.

Way Forward

18. Following the promulgation of the National 15th Five-Year Plan Outline, CSTB is now formulating the Hong Kong's Five Year Plan on culture, sports and tourism development to proactively align with the national development strategies and seize the significant opportunities presented under the strategies. We will continue to work closely with other bureaux and departments, HKTb, and various stakeholders such as the Travel Industry Council of Hong Kong to promote the integrated development of culture, sports and tourism, and to build a more distinctive, vibrant and appealing world city, thereby consolidating Hong Kong's position as a world-class premier tourism destination.

Culture, Sports and Tourism Bureau
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