

The tourism industry is one of the traditional pillar industries of Hong Kong. In 2024, it contributed to 2.8% of Hong Kong's GDP and employed around 159 700 persons, accounting for 4.3% of total employment.

Visitor arrivals: In 2025, there were 49.9 million visitor arrivals, representing a year-on-year increase of 12%. This included 37.8 million visitors from Chinese Mainland and 12.1 million non-Chinese Mainland visitors.

Accommodation for visitors: By the end of December 2025, there were 333 hotels in Hong Kong, providing about 93 500 rooms. In 2024, the average hotel room occupancy rate was 85%, 3 percentage points higher than that in 2023. For 2025 as a whole, the average hotel room occupancy rate was 87%, up by 2 percentage points year-on-year.

Accessing Hong Kong: The Government continues to enhance Hong Kong's accessibility by visitors. Nationals from about 170 countries and territories may visit Hong Kong visa free for periods ranging from seven to 180 days.

As for Chinese Mainland visitors to Hong Kong, the Individual Visit Scheme (IVS), allowing residents of designated Chinese Mainland cities to visit Hong Kong as independent visitors without joining group tours, has been gradually extended since its introduction in July 2003. The IVS is currently implemented in 59 cities in Chinese Mainland, covering all provincial capitals in our country. For 2025 as a whole, 57% of all Mainland arrivals were IVS arrivals.

Tourism Commission (TC): The TC was established in May 1999 and is under the Culture, Sports and Tourism Bureau since July 2022. It is responsible for formulating policies and strategies, co-ordinating within the government various tourism development efforts and providing policy leadership and support on tourism in Hong Kong.

Hong Kong Tourism Board (HKTB): The HKTB is a statutory body set up to promote Hong Kong globally as a world-class tourist destination and maximise the contribution of tourism to Hong Kong. In addition to its head office in Hong Kong, the HKTB has 21 worldwide offices and representative offices around the world.

Travel Industry Authority (TIA): The Travel Industry Ordinance (Cap. 634) (TIO) was implemented in full on September 1, 2022. TIA is a statutory regulatory body established in accordance with the TIO, mainly responsible for the licensing and regulation of travel agents, tourist guides, and tour escorts, as well as functions such as supporting the sustainable development of the industry, strengthening and enhancing the professional standards and service quality of

the tourism industry, replacing the previous industry self-regulatory regime.

The Government maintains a close working relationship with the trade through the HKTB, TIA, the Travel Industry Council of Hong Kong, amongst others, as well as advisory bodies such as the Tourism Strategy Committee and the Advisory Committee on Cruise Industry.

Tourism Development Blueprint: In December 2024, the Government released the "Development Blueprint for Hong Kong's Tourism Industry 2.0" (Blueprint 2.0). The Blueprint 2.0 proposes a forward-looking and pragmatic vision and mission for Hong Kong's tourism industry, as well as four development strategies and 133 measures to press ahead culture, sports, ecology and mega events "+ Tourism", crafting a series of distinctive and attractive tourism products and projects to attract global visitors to explore Hong Kong's rich and diversified tourism resources in an in-depth manner, thereby consolidating Hong Kong's position as a world-class premier tourism destination and implementing "tourism is everywhere".

Culture + Tourism: The HKTB's "Arts in Hong Kong" one-stop platform promotes the diverse art and cultural happenings in the city, including French May, Art Basel, and Art Central. The HKTB also works with the trade to promote traditional Chinese customs and festivals, such as Cheung Chau Bun Festival, Ap Lei Chau Hung Shing Culture Festival and many more. Besides, the Government has been spearheading the development of themed tourism in different districts to enrich tourists' experience. The HKTB launched the "Hong Kong Neighbourhoods" promotions on "Old Town Central", "Sham Shui Po" and "West Kowloon" to encourage visitors to experience Hong Kong's local characteristics in depth from different perspectives.

Major art destinations such as the Hong Kong Museum of Art and the West Kowloon Cultural District further highlight the city's vibrant cultural scene, with world-class performance and exhibition venues anchoring its growing reputation as a centre for arts and creativity.

Sports + Tourism: With its official commissioning on March 1, 2025, the Kai Tak Sports Park (KTSP) becomes a new hub for hosting major sports and entertainment events, creating favourable conditions for further promoting the mega-event economy. The HKTB organises sports-themed flagship events and steps up promotions in Chinese Mainland and overseas markets to attract both local and tourist participants. The HKTB also supports and promotes large-scale international sports events in Hong Kong, especially those popular among locals and visitors, such as Hong Kong Sevens, Hong Kong Tennis Opens, Hong Kong Football Festival, etc.

Mega events + Tourism: Hong Kong has long been recognised as Asia's events capital. Over the years, Hong Kong has accumulated experience in organising events of different types and scales, and is well-positioned to hold large-scale events. Various mega events and exciting activities such as arts and cultural performances, sports competitions, conference and exhibitions, and festive celebrations, are held all year round in Hong Kong, offering unique experiences for visitors while building mega event economy. The HKTB also organises flagship events, including Hong Kong International Dragon Boat Races, Hong Kong Cyclothon, Hong Kong Wine & Dine Festival, Hong Kong WinterFest, Hong Kong New Year Countdown Celebrations and International Chinese New Year Night Parade.

Theme parks: The Government has been developing and enhancing various tourist attractions, including the two theme parks, to strengthen Hong Kong's overall attractiveness as a premier tourist destination.

Ocean Park is a major resort and leisure destination in Hong Kong featuring a diverse selection of animal exhibits, thrill rides, shows and an all-weather indoor and outdoor Water World. The Government and the Ocean Park Corporation have been actively implementing various initiatives under the development strategy as announced in 2021 to transform the Park into a destination which focuses on conservation and education, grounded in nature and complemented by adventure and leisure elements to enhance visitors' experience. This includes reinforcing Ocean Park's conservation and education endeavours both inside and outside the Park, trying out activities of different nature in the Park, and developing a new adventure zone in the upper park, featuring thrilling new experiences such as bungee jumping and ziplining, combined with educational and conservation elements. The new adventure zone is expected to open in 2028.

Hong Kong Disneyland Resort has been taking forward its multi-year expansion and development plan, and rolling out new attractions progressively, including the world's first and largest "World of Frozen" in 2023. It also celebrated its 20th anniversary in 2025 with the largest parade ever in scale and a special edition of nighttime spectacular. Other new offerings, including the all-new Pixar-themed entertainment experience and a "Marvel-themed" area will be launched in the years to come.

Other attractions: Hong Kong also offers a diverse range of attractions that exemplify the city's unique integration of urban vibrancy and nature. The historic Peak Tram provides a scenic journey to Victoria Peak, and the Hong Kong Observation Wheel provides comfortable gondola rides, both offering panoramic views of the city skyline and the Victoria Harbour from day and night. Ngong Ping 360 features a spectacular cable car ride to Lantau Island, providing visitors with the opportunity to experience the island's natural beauty, and iconic landmarks such as the Big Buddha and the Po Lin Monastery.

Panda tourism: With the first locally-born giant panda twins "Jia Jia" and "De De", the giant pandas "An An", "Ke Ke" gifted by the Central Government in 2024 and our resident giant pandas "Ying Ying" and "Le Le", Ocean Park is home to six giant pandas and has become the facility outside Chinese Mainland that houses the largest number of giant pandas. The Government will continue to lead Ocean Park and the HKTB in rolling out more themed events and products to sustain the craze for giant pandas by seizing the opportunities brought by the six giant pandas.

Horse racing tourism: Hong Kong is the top horse racing destination in the Asia-Pacific Region. The Government has been collaborating with the Hong Kong Jockey Club to further promote horse racing tourism, and drive the related cultural and catering packages, so as to create an immersive entertainment and recreational experience for Meetings, Incentives, Conventions and Exhibitions (MICE), cruise and other visitors.

Eco-tourism: Leveraging Hong Kong's ecological richness and diversity, the TC has been promoting green tourism across the territory, having regard to the principles of nature conservation and sustainable development. The HKTB introduces and promotes Hong Kong's unique natural scenery and countryside experiences through its year-round promotional platform "Hong Kong Great Outdoors" and various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations. In particular, the Hong Kong Wetland Park is a world-class conservation, education and tourism facility. It consists of a 60-hectare outdoor wetland reserve, as well as a visitor centre of 10 000 square metres with five exhibition galleries therein. Upgrading works of the exhibition and visitor facilities continued in 2025 to enhance the park's appeal as an eco-tourism attraction.

Island tourism: Hong Kong has 263 islands and 1 180 km of coastline. The Government, in collaboration with the HKTB, has been promoting island-hopping tours, and encouraging the travel trade to develop more island tours which enable visitors from around the world to experience Hong Kong's world-class natural wonders in the vicinity of the urban areas while preserving the respect for nature.

MICE tourism: The Government is committed to enhancing the appeal of Hong Kong as an ideal MICE destination in Asia. The dedicated office entitled Meetings and Exhibitions Hong Kong under the HKTB strengthens its efforts in securing the staging of more MICE events in Hong Kong, with a view to attracting more high value-added overnight visitors and consolidating Hong Kong's position as the premier MICE destination in the region. Hong Kong's main venues for MICE events include the AsiaWorld-Expo near the airport, the Hong Kong Convention and Exhibition Centre in the heart of the city, as well as various hotels and event spaces to cater for MICE events of different sizes.

Cruise tourism: With its central location, global connectivity and attractive tourism offerings, Hong Kong has been a leading regional cruise hub providing a plethora of itineraries to visitors in Asia. Located at the former Kai Tak runway, the Kai Tak Cruise Terminal has come into operation since June 2013 and is capable of accommodating two mega cruise ships simultaneously. It, together with the Ocean Terminal in Tsim Sha Tsui, provides the necessary infrastructure to reinforce Hong Kong's position on cruise tourism.

Developing visitor source markets: The Government and the HKTB have been developing sources of visitors from the Middle East and Association of Southeast Asian Nations (ASEAN) and striving to consolidate and elevate Hong Kong's status as a Muslim-friendly destination through a three-pronged strategy: accreditation, education and promotion. In the Global Muslim Travel Index 2025, Hong Kong ranked third in the category of "Muslim-friendly Destinations (non-Organisation of Islamic Cooperation)" and was also named the "Most Promising Muslim-friendly Destination of the Year", testifying Hong Kong's efforts in promoting Muslim-friendly tourism. To create a tourist-friendly environment, we have been actively encouraging various sectors of the community to enhance relevant measures, including compiling a list of restaurants offering halal food; encouraging more commercial establishments to provide appropriate facilities, such as worship facilities in hotels; and stepping up staff training to strengthen their knowledge on receiving visitors from different cultural backgrounds. The HKTB has also launched the Hong Kong Restaurants Halal Certification Funding Scheme to encourage more restaurants to apply for halal-certification and enhance Muslim visitor experience.

Smart tourism: The Government aims to make use of smart technology to enhance visitors' experience, and encourage the industry to make good use of innovative technology to strengthen their competitiveness.

The HKTB has been enhancing its website "Discover Hong Kong" as a one-stop digital platform for visitors to access comprehensive tourism information and services. A Live Travel Map and AI Itinerary Planner being developed by the HKTB will also be rolled out and tested respectively in 2026.

The TC joins hands with relevant government departments to explore the provision of more free Wi-Fi hotspots in tourist attractions as well as enhancement on the connection speed and stability of the services to facilitate visitors' use of free public Wi-Fi services. The Government has been incorporating smart elements in different tourism projects. For example, the City in Time project has made use of augmented reality and arts of creative media to unfold historical panoramas at designated locations in Hong Kong.

Enhancing service quality: The HKTB has been promoting the Quality Tourism Services (QTS) Scheme, which aims to encourage retail shops, restaurants and visitor accommodations to offer good service. As at December 2025, 1 181 establishments with 8 155 outlets and 228 rooms had earned QTS accreditation. The HKTB also implements a new

"Outstanding Services Award Scheme", covering various tourism service industries, to commend merchants and industry practitioners for their outstanding products and services, and promote the hospitable culture through mass media.

Trade regulation: By the end of December 2025, there were about 1 570 licensed travel agents, as well as about 5 170 licensed tourist guides and 11 760 licensed tour escorts. The Government has been maintaining close co-operation with TIA to ensure the orderly implementation of the new regulatory regime and provide a solid foundation for the healthy development of the industry. Under the new regulatory regime, some malpractice in the past, such as coerced shopping and abandoning tourists, have been criminalised. Besides, TIA issued the Directives for Licensees to require Hong Kong travel agents to register itineraries for all Chinese Mainland inbound tour groups with TIA, including shopping trips, meal arrangements, for TIA's inspections; and tourist guides must distribute the itinerary to each tour group participant upon their arrival in Hong Kong which should specify details on the fees of all self-paid activities, service charges and any other charges.

Attracting and cultivating talents: The TC launched the Hong Kong Young Ambassador Scheme in 2001 to inspire young people with a sense of courtesy and helpfulness to visitors, as well as to promote a hospitality culture in schools and the community. The HKTB also launched the HKTB Youth Academy to connect Hong Kong's younger generation with the tourism industry through a series of educational and creative engagement activities to kindle their interests in tourism in Hong Kong.

The TC also maintains liaison and co-operation with the travel and related trades, as well as culture and tourism authorities in Chinese Mainland, to encourage exchange among frontline practitioners and further enhance service quality.

Seizing opportunities arising from Belt and Road Initiative and Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development: The Government is progressively taking forward the "Agreement on Further Enhancement of Tourism Co-operation between Chinese Mainland and Hong Kong" signed with the national Ministry of Culture and Tourism. Efforts include promoting Belt and Road countries/regions and GBA cities to jointly develop "multi-destination" tourism products and itineraries with Hong Kong.

Both the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area and the Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area give a fresh impetus to the development of the tourism industry within the GBA. With the platform of the Tourism Federation of Cities in the Greater Bay Area, the TC has been actively fostering co-operation with the tourism authorities of the Macao Special Administrative Region and the nine Chinese Mainland cities in the GBA in developing more "multi-destination" tourism products.