

**Fifty-sixth Meeting of  
the Business Facilitation Advisory Committee**

***Agenda Item 2: Development Blueprint for Hong Kong's Tourism  
Industry 2.0***

**Purpose**

The paper briefs Members on the Development Blueprint for Hong Kong's Tourism Industry 2.0 ("Blueprint 2.0") promulgated by the Culture, Sports and Tourism Bureau ("CSTB") on 30 December 2024.

**Background**

2. The Tourism Commission promulgated the Development Blueprint for Hong Kong's Tourism Industry ("Blueprint 1.0") in 2017, proposing 72 measures to promote tourism development. Although the city's cross-boundary/border tourism was hit hard in the following few years and even underwent standstill during the pandemic, the Government and the travel trade still implemented and completed all the targets and initiatives proposed in Blueprint 1.0 proactively and progressively.

3. Visitors' travel and consumption patterns have changed after the pandemic. Hong Kong's tourism industry needs to change and innovate to better meet the needs of the market. In the Policy Address 2023, the Chief Executive instructed CSTB to publish Blueprint 2.0 in 2024 to outline the long-term development for Hong Kong's tourism industry.

4. After about two months of trade consultation, CSTB received more than 1 000 suggestions from over 110 industry-related organisations through 27 physical consultation sessions and written submissions. Together with the research team, we analysed the strengths, development limitations, challenges and opportunities of Hong Kong's tourism industry and the tourism planning in neighbouring regions. After collating the relevant information and consulting the relevant bureaux and executing organisations on the various initiatives, CSTB completed the compilation and published Blueprint 2.0 on 30 December 2024.

## **Blueprint 2.0**

5. Blueprint 2.0 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 in the coming five years. Our vision and mission are to consolidate Hong Kong's position as a world-class premier tourism destination, to implement "tourism is everywhere", and to further advocate the healthy and sustainable development of tourism-related industries, thereby promoting economic development through tourism.

6. Blueprint 2.0 has three key messages. Firstly, Hong Kong is an international tourist city with the advantage of being backed by the motherland. We must make good use of the Central Government's policies that benefit Hong Kong to promote the all-round development of Hong Kong's tourism industry. Secondly, everyone can contribute to promoting development of tourism in Hong Kong. Apart from the Government's policy support and drive, all sectors must keep abreast of market trends and opportunities, and to "identify, respond to and steer changes". All Hong Kong citizens shall work together to provide visitors with quality hospitality and services so that they will indulge in pleasure staying in Hong Kong and come back time and again. Thirdly, the traditional tourism edges of Hong Kong are obvious, including world-class tourist attractions, cuisine, urban management, transport systems, etc. We must continue to strengthen these advantages and optimise hardware facilities. At the same time, we must also explore new tourism resources, including injecting momentum and freshness into the city through soft power such as mega and festive events, so as to enhance the ambience of the tourist city to attract tourists from all over the world and create a home-away-from-home travel experience for them.

7. With the above three key messages as the framework, Blueprint 2.0 proposes four positioning, four development strategies and 133 measures. The four positioning and four development strategies are as follows:

### Four tourism positioning

8. Blueprint 2.0 sets out four tourism positioning for Hong Kong, clearly demonstrating Hong Kong's uniqueness and attractiveness, which include:

- (i) reinforcing the role of an international tourism hub and a core demonstration zone for multi-destination tourism;

- (ii) highlighting the unique elements of Hong Kong's local cultural characteristics that are irreplaceable and unrepeatable and making good use of its positioning as the East-meets-West centre for international cultural exchange, with a view to achieving "shaping tourism with cultural activities and promoting culture through tourism";
- (iii) upholding Hong Kong's positioning as a city with high-quality tourism experiences; and
- (iv) stressing the importance of quality over quantity in development to build Hong Kong into a demonstration point for sustainable tourism.

#### Four development strategies

9. Based on the above four tourism positioning for Hong Kong, Blueprint 2.0 proposes four development strategies to promote prosperous and healthy development of Hong Kong's tourism industry. The four development strategies include:

Strategy 1: Nurture and develop tourism products (to nurture and develop tourism products and initiatives with local and international characteristics). Four "+Tourism" directions, namely culture, sports, ecology and mega events, will be pressed ahead. Blueprint 2.0 recommends the in-depth integration of tourism and Hong Kong's world-class resources that have yet to be fully presented to global visitors, and the crafting of a series of distinctive and attractive tourism products and projects to attract global visitors to explore Hong Kong's rich and diversified unique tourism resources in an in-depth manner, and to enhance Hong Kong's attractiveness as a world-class premier tourism destination;

Strategy 2: Visitors from all parts of the world gather in Hong Kong (to develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors). This strategy has two key dimensions including developing potential source markets while consolidating existing core markets, and rolling out promotions targeting the characteristics of specific segments to encourage more meetings, incentives, conventions and exhibitions visitors and cruise passengers to visit Hong Kong. It also aims to expand silver-haired, family, study tour and youth source markets for attracting high-value added visitors;

Strategy 3: Intelligent and convenient travel to Hong Kong (to promote smart tourism). Directions include facilitating and enhancing visitors' experiences and improving the competitiveness of the industry. Through the use of modern information technology such as electronic platforms, big data and artificial intelligence, Hong Kong will further enhance the smart level of tourism services and add smart elements to tourist attractions to provide visitors with a more convenient, efficient and user-friendly travel experience; and

Strategy 4: Quality services for visitors (to enhance the service quality and support of the tourism industry on all fronts and to cultivate talent). Hong Kong has positioned itself as a destination providing high-quality tourism experiences. Quality service is essential in welcoming visitors. This strategy aims to attract talent, nurture professionals, enhance service quality and improve hardware support.

10. The full text of Blueprint 2.0 has been uploaded to the website of CSTB ([www.cstb.gov.hk](http://www.cstb.gov.hk)) for public's reference.

## **Way Forward**

11. Blueprint 2.0 aims to set out the overall working direction and strategy for Hong Kong's tourism development in the coming five years. Under the planning framework of Blueprint 2.0, CSTB will support and drive the industry to keep abreast of market trends and opportunities, and to "identify, respond to and steer changes" at all times. We also encourage stakeholders to make new attempts and proposals based on Blueprint 2.0 in response to the ever-changing travel preferences and consumption patterns of visitors, so as to continuously inject impetus into Blueprint 2.0 and revitalise Hong Kong's tourism industry.

12. The tourism industry involves various service sectors, and the all-round development of the industry depends on the support and participation of the entire community. As the policy bureau responsible for promoting the development of cultural, sports and tourism, CSTB will continue to work closely with other bureaux and departments, as well as various stakeholders such as the Hong Kong Tourism Board, the Travel Industry Authority and the Travel Industry Council of Hong Kong to strengthen co-operation with all sectors, and to fully implement the positioning and development strategies as well as the relevant measures set out in Blueprint 2.0, with a view to further capitalising Hong Kong's strengths and jointly promoting the innovation, transformation and sustainable development of the tourism industry.

**Advice Sought**

13. Members are invited to note the content of the paper.

**Culture, Sports and Tourism Bureau  
Tourism Commission  
March 2025**