

Voluntary Report – Voluntary - Public Distribution

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Report Name: Latest Tourism Blueprint to Enhance Food and Beverage Experience for Hong Kong Visitors

Country: Hong Kong

Post: Hong Kong

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Report Highlights:

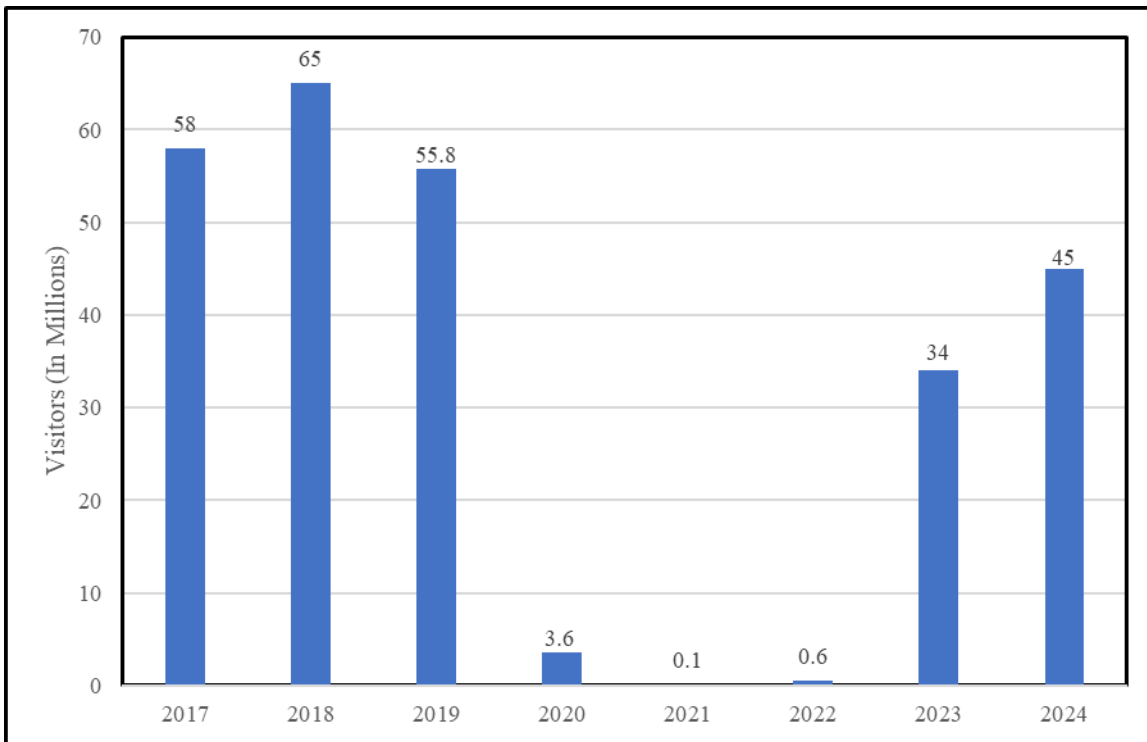
As part of efforts to attract visitors to the region, the Hong Kong Special Administrative Region (HKSAR) government released the “Development Blueprint for Hong Kong’s Tourism Industry 2.0,” a five-year plan to enhance competitiveness in the tourism industry. Comprised of four strategy pillars, the plan includes initiatives to promote food events, food retail, and restaurant and hotel food service. This report provides an overview of the plan and highlights key strategies that may impact demand for imported U.S. food and agricultural products.

Summary:

Building on a 2017 version of a similar plan, the Hong Kong government (HKG) released the [“Development Blueprint for Hong Kong’s Tourism Industry 2.0,”](#) a five-year plan to enhance competitiveness in the region’s tourism industry. Tourism is an integral part of Hong Kong’s economy, with annual visitors peaking in 2018 at 65 million. Following several years of COVID-related restrictions, tourists began to return to the region in 2023, though at numbers well below pre-pandemic levels (see Chart 1).

The plan rests on four strategy pillars focused on nurturing and developing tourism products, attracting global visitors to the city – particularly high valued added overnight visitors, intelligent and convenient travel to Hong Kong, and enhancing service quality. The HKG expects that by 2029 the value added by Hong Kong’s tourism industry will reach \$15.4 billion, up from \$9.7 billion in 2023.

Chart 1. Hong Kong: Tourist Visits



Source: Census and Statistics Department, HKSAR

Food and Beverage Related Strategies

The plan outlines initiatives within each of the four strategy pillars to promote food and beverages across Hong Kong retail, restaurant, and hotel sectors. Key aspects of the blueprint likely to impact food and agricultural demand and trade include:

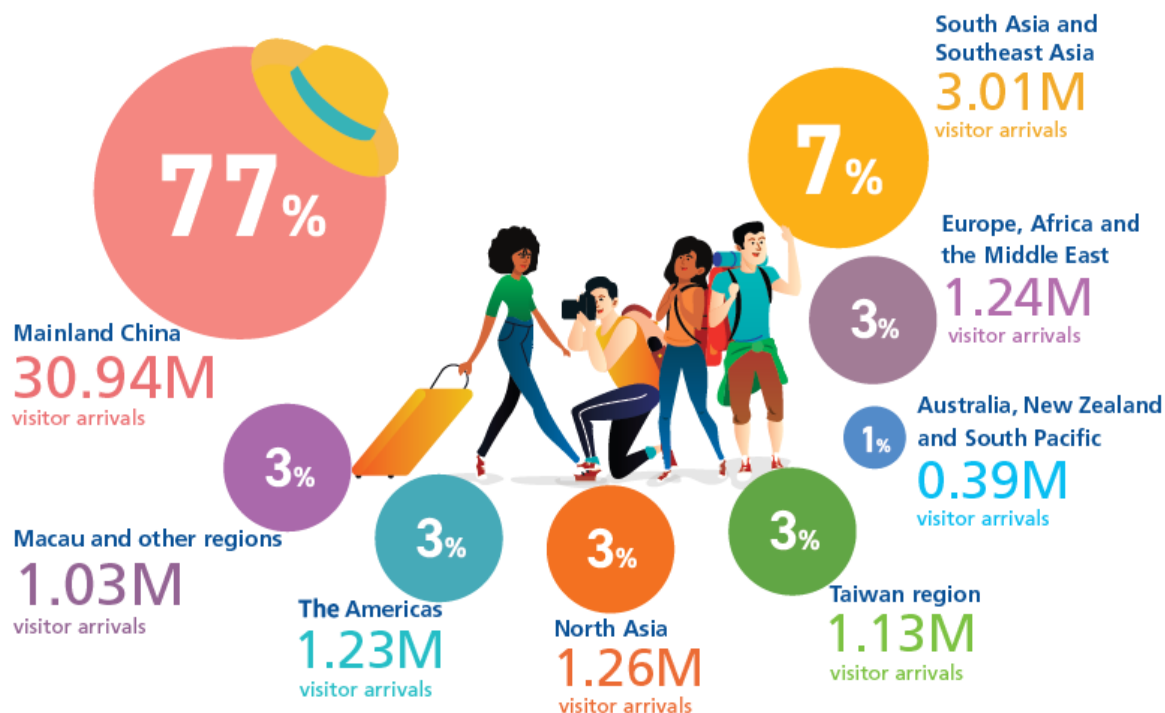
Nurture and Develop Tourism Products

- Through the Hong Kong Tourism Board (HKTB), prepare a gourmet guide covering 18 districts in Hong Kong and organize events to promote gourmet foods.
- Liaise with key sectors such as retail, catering, and hotel industries to encourage their participation in the planning and execution of mega events.
- Cultivation of sports tourism including collaboration with the Hong Kong Jockey Club for horse racing events.
- Make Hong Kong Fashion Fest the new flagship annual event and support the revival of the city's textile and fashion-related industries.

Attract Visitors from all Parts of World in Hong Kong

- Promote the accreditation of restaurants, hotels, attractions, conventions, and exhibition venues, including a list of restaurants serving Halal food.
- Continue to promote programs such as the 144-hour Convenient Visa for travelers from Guangdong Province to visit Hong Kong.

Chart 2. Hong Kong: Major Visitor Source Market for Hong Kong in the First 11 Months of 2024



Source: Development Blueprint for Hong Kong's Tourism Industry 2.0

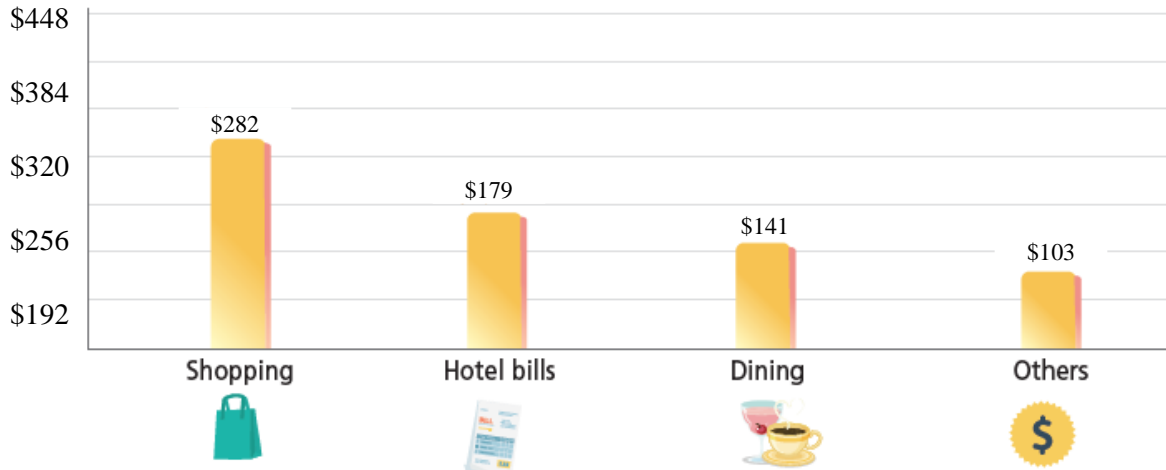
Intelligent and Convenient Travel to Hong Kong

- Expand the acceptance of e-payment tools commonly used by visitors across more sectors, including retail, hotels, and restaurants.

Quality Service for Visitors

- Expand Asia World-Expo by developing a yacht bay and opening a food market for imported fresh food to promote high-end business, tourism and leisure activities.

Chart 3. Hong Kong: Per Capita Spending of Visitors in the First 9 Months of 2024



Source: *Development Blueprint for Hong Kong's Tourism Industry 2.0*

As Hong Kong implements its blueprint over the next five years, U.S. food and beverage companies interested in exporting to Hong Kong may find additional opportunities for a variety of products servicing retail, catering, restaurants and hotels. For additional information on these sectors and strategies for entering the market, please see the Hong Kong [Retail Foods Annual Report](#), [Food Service – Hotel Restaurant Institutional \(HRI\) Annual Report](#), and [Exporter Guide](#). For additional information on exporting U.S. food and agricultural products to Hong Kong, please contact the USDA Agricultural Trade Office at the U.S. Consulate General Hong Kong and Macau at ATOHongKong@state.gov.

Attachments:

No Attachments.