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## **Belarus presented marketing strategies to increase tourism exchange with China at Hong Kong Tourism Summit**

On April 14th-17th, a delegation from Belarus took part in the tourism summit, themed – Innovative City Branding to Elevate Tourism Excellence in Hong Kong – where they discussed issues of increasing tourist flows between Belarus and China during bilateral meetings, the National Tourism Agency reports



“Director of the National Tourism Agency Dmitry Morozov and Head of the Brest Regional Executive Committee’s Tourism Department Ylena Kosmach presented reports on the development of inbound tourism in Belarus, urban branding projects and marketing strategies aimed at increasing tourist exchanges between Belarus and China at the Hong Kong Tourism Summit. During the summit, bilateral meetings were held to discuss the participation of Belarus with a national stand at the International Travel Expo (ITE) in Hong Kong (scheduled for June 12th-15th) and a B2B workshop between Belarusian and Chinese travel companies from Hong Kong, Macau and the Guangdong Province on June 13th,” the National Tourism Agency informed.

In addition, the event announced the holding of the Leisure-2026 International Exhibition and Fair of Tourism Services in Belarus in the new Minsk International Exhibition Centre (tentatively April 9th-11th, 2026).

“Despite the increase in the number of direct flights between Belarus and China and the growth of mutual tourist flows, representatives of the Belarusian delegation noted the need to intensify marketing activities, especially in the southern provinces of China,” the agency said. “In these regions, there is a lack of awareness of Belarusian tourism products among both industry professionals and the population, while the southern provinces of China have a high potential for outbound tourism.”

The Innovative City Branding to Elevate Tourism Excellence tourism summit was organised by the World Tourism Cities Federation (WTCF) and the Culture, Sports and Tourism Bureau of the Hong Kong Government. The event included the Mayors’ Forum, a tourism research presentation session, a forum on city branding and inbound tourism development, a forum on Hong Kong tourism development, the Beijing-Hong Kong Tourism Workshop and a conference on promoting inbound tourism policies and resources in Beijing. More than 100 buyers and sellers from Beijing and Hong Kong attended the events, and more than 570 tourism negotiations were held on the sidelines of the forum. The event became a platform for communication and co-operation between representatives of the tourism industry from more than 60 cities in 43 countries.



SB news: <https://www.sb.by/en/belarus-presented-marketing-strategies-to-increase-tourism-exchange-with-china-at-hong-kong-tourism-.html>