

## TKS holds Hong Kong Outbound Seminar in Tokyo

The event focused on the trend of inbound travel to Japan from Hong Kong

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**TKS revived its annual Hong Kong Outbound Seminar for the first time since the pandemic last 13th February.**

Centred on the trend of inbound travel from Japan into Hong Kong, the event was staged at the Tokyo International Forum.

The two-hour seminar organised by the firm behind ITE welcomed around 30 participants from 22 Japanese organisations and companies.

## Insightful talks

Among those speaking at the event were representatives of Hong Kong Tourism Board (HKTB) Japan Office, TKS, as well as Infinity Communications has brought its own Japan Exhibitors Group to ITE.

The HKTB highlighted Hong Kong's strengths as an international MICE destination and also a gateway to China's Greater Bay Area, an economic zone that earned a total gross domestic product (GDP) of US\$1.97 trillion in 2023.

TKS, on the other hand, shared Hong Kong outbound statistics, showing a quality recovery with spending recovered more than departures.

FIT was noted as the main recovery contributor, given how package tour recovery remains slow.

Also, with nearly half trade visitors from neighboring cities and areas and public visitors mainly premium FIT, TKS also presented how ITE can help exhibitors tap into the fastest recovering markets within the Greater Asian region.

For its part, Infinity explained how their existing and new services can smooth the way for Japanese exhibitors, enabling them to maintain focus on marketing and selling activities in ITE.



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