

TAT HK Presentation for Association of Thai Travel Agents



Hong Kong Covid 19 Situation Update

2019冠狀病毒病第5波數據

(2021年12月31日至2022年4月20日00:00)

Statistics on 5th Wave of COVID-19 (from 31 Dec 2021 up till 20 Apr 2022 00:00)

截至2022年4月20日 00:00 統計數字

Statistics are compiled based on data up to 20 Apr 2022 00:00

資料來源：衛生署衛生防護中心和醫院管理局

Source: Centre for Health Protection of the Department of Health; and the Hospital Authority



於過去24小時新呈報的個案數目 (經核酸檢測/快速抗原測試) Number of cases newly reported in last 24 hours (by nucleic acid tests / rapid antigen tests)	330 / 338
• 本地感染個案 (經核酸檢測/快速抗原測試) Local cases (by nucleic acid tests / rapid antigen tests)	320 / 335
• 輸入個案 (經核酸檢測/快速抗原測試) Imported cases (by nucleic acid tests / rapid antigen tests)	10 / 3
於過去24小時新呈報之死亡個案數目 [~] Number of deaths newly reported in last 24 hours [~]	10
目前住院個案數目 ^{*†} Current number of hospitalised cases ^{*†}	2,829
目前於深切治療部情況危殆的個案數目 [†] Current number hospitalised in ICU with critical condition [†]	17
累計呈報個案數目 (經核酸檢測/快速抗原測試) Cumulative number of reported cases (by nucleic acid tests / rapid antigen tests)	743,569 / 443,506
累計死亡個案數目 [~] Cumulative number of deaths [~]	8,973
已接種第一針的人口 [#] Population with 1 st vaccine dose [#]	6,589,650
已接種第二針的人口 [#] Population with 2 nd vaccine dose [#]	6,030,271
已接種第三針的人口 [#] Population with 3 rd vaccine dose [#]	3,084,052

[~] 新型冠狀病毒測試結果呈陽性的個案，如果在首次陽性樣本收集日期的28日內死亡，則會被列為2019冠狀病毒病的死亡個案。死者的死因可能與2019冠狀病毒病無關。COVID-19 death case is defined as a death in a person with positive SARS-CoV-2 result and died within 28 days of the first positive specimen collection day. The underlying cause of death may have been unrelated to COVID-19.

^{*} 包括對嚴重急性呼吸綜合症冠狀病毒2 (新型冠狀病毒) 檢測呈陽性或初步陽性，並於北大嶼山醫院香港感染控制中心、醫院管理局 (醫管局) 傳染病中心、亞洲國際博覽館社區治療設施及公立醫院接受治療的病人。Include patients who tested positive or preliminarily

Hong Kong Covid 19 Vaccine Situation Update

Total Doses Administered
15,726,744

Population with 1st Vaccine Dose: 6,250,590 (92.8%)*

Population with 2nd Vaccine Dose: 5,849,039 (86.9%)*

Population with 3rd Vaccine Dose: 3,093,826

**Aged 3-11
Population**

Population Aged 3-11 with 1st Vaccine Dose:
343,397(65.1%)

Population Aged 3-11 with 2nd Vaccine Dose:
189,892(36.0%)

* Population aged 3 to 11 is not included

Inbound Travelers

All places outside China

Persons applicable:

- a. Hong Kong residents
- b. Fully vaccinated
- c. Hold recognised vaccination record

Boarding requirement:

- a. Vaccination record;
- b. Negative result proof of a PCR-based nucleic acid test for COVID-19 within 48 hours
- c. Confirmation of room reservation for 7 nights

Inbound Travelers

All places outside China

Quarantine requirement
(Start from 01 April 2022)

- a. Basic requirement is to undergo compulsory quarantine for 14 days in a DQH;
- b. Undergo **daily rapid antigen tests** (RATs) during compulsory quarantine and **PCR-based nucleic acid tests** on the **5th** and **12th** days; and
If opting for early discharge from compulsory quarantine upon fulfilment of relevant conditions (must hold a 7-night DQH room reservation):
 - c. Can be discharged earlier from quarantine and must leave the DQH if **Fully vaccinated** and/or **being accompanied children aged 11 or below**, and the results of the PCR test conducted on the 5th day and the RATs conducted on the 6th and 7th days are all negative;
 - d. **Self-monitoring** for the subsequent 7 days;
 - e. Undergo compulsory **PCR-based nucleic acid testing** by professional swab sampling on the **12th day** of arrival at Hong Kong in a **Community Testing Centre (CTC)** or **mobile specimen collection stations** (for free), or at **recognised local medical testing institutions (self-paid)**
If not opting for early discharge from compulsory quarantine (must hold a 14-night DQH room reservation):
Can leave the DQH upon confirmation of negative results from the PCR-based nucleic acid test conducted on the 12th day and the RAT conducted on the 14th day

Flight Update

Airlines	Route	Frequency / Week	Seat / Flight	Seat Capacity	Flight Schedule
Emirates	HKG- BKK	7 F / W	250	7000	Daily
Thai Airways		3 F/ W	250	3000	Wed/Fri/Sun
Cathay Pacific		15/27/30 Apr 13/22/31 May	250	750	
Ethiopian Airlines		1 F / W	250	1000	Wed
Cathay Pacific	HKG-HKT	15/27 Apr 13/22/31 May	200	400	
Total				12,150	

Remark

Bangkok Airways is planning to resume flight (HKG-USM) in the end of this year

Greater Bay Airline also started to plan the HKG-BKK services from 3rd quarter of this year

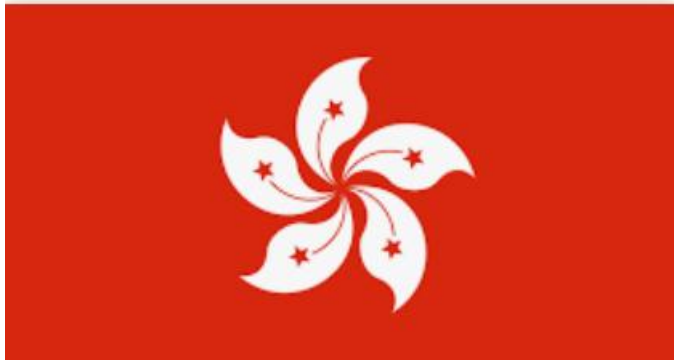
Hong Kong Express will resume the flight too

Number of HK travelers to Thailand (Jan-Mar 2022)

January : 249

February : 663

March: 1458



Test & Go Feedback

- ▶ From Customer side

- Language
- Complicated to apply
- The test & go package become more expensive
- Would like to stay over 30 days in Thailand

- ▶ From Travel Agent side

- Complicated to apply
- The test & go package become more expensive




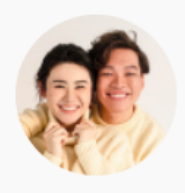


Hong Kong Travelers Travel Behavior

- ▶ Bedtime planner (usually between 11pm-1am)
- ▶ Influencers and social media more trusted than friends and family
 - Celebrities 63 %
 - Influencers 59%
 - Word of mouth from friends, family and colleagues 43%
- ▶ Reason for Travel
 - Rest & Relaxation 83 %
 - Seeking authentic cultural experiences 58 %
 - Explore new destinations 55 %
 - Self-fulfilment 41 %

Sources : Skyscanner Hong Kong Deep Dive

<https://wordpress-network.prod.aws.skyscnr.com/wp-content/uploads/2018/12/Skyscanner-APAC-Travel-Trends-2018-Hong-Kong-Deep-Dive-ENG.pdf>

Marketing Activities (Media Exposure)

	Partner	Story	Date	Destination	Viewership	Link
	Flyday	Thailand beyond COVID and the new entrance policy	3-4 Apr	Bangkok	747,245	https://www.facebook.com/flydayhk
	Hong Thai Travel	Thailand beyond COVID	21-24 Apr	Bangkok & Phuket	183,774	https://www.facebook.com/hongthaitravel
	Viu TV	Thailand beyond COVID, wellness new feature	4-19 Apr	Pattaya & Bangkok	4Million	https://viu.tv/
	Cherry & Kyle	Millennials "chilling" + IG hotspots in CNX & cultural activities	19-25 Apr	Bangkok & Chiang Mai	128,200	IG instagram.com/kylewkh & instagram.com/cherryluii Youtube: https://www.youtube.com/playlist?list=PLCzyYO_xqPFPbRw1hXVWRNEmQtq07WCv
	KOL Siu C	Chill and relax experiences in BKK and HKT	22 Apr - 4 May	Bangkok & Phuket	392,961	https://www.facebook.com/FlyForMiles
	Open TV	BKK beyond COVID	May (TBC)	TBC		http://www.hkotv.com/#/home

Marketing Activities (OTA Joint Promotion)

▶ KK Day Thai-cation Event

- To encourage KKday users to join Thailand virtual tour and Thai experiences in Hong Kong
- To drive sales for campaign products with a stunning cash deduction offer



▶ Kayak Joint Promotion

Drive Sales & Promote Phuket /Samui/Krabi/ Hua Hin in the below Kayak Channel

- Kayak Homepage
- Kayak EDM
- Kayak Facebook
-



Marketing Activities (Travel Agent Joint Promotion - Connexus Travel)

▶ Depart from HKG - Take a holiday break in Thailand

- Joint Promotion with Connexus Travel & After You Café Hong Kong
- Promote 'Holidays in Thailand' hotel + happy test' packages
- Promotion Channel: Connexus Travel FB /IG /EDM /Website



▶ Overseas to return to HKG with stopover in Bangkok

- One-stop shop Package: Promote stop over stay in Bangkok for a holiday, place for PCR test.
- To draw awareness of Hong Kong people in overseas of 'Return to Home stop over Bangkok Holiday Package' ! Enjoy a comfortable stay in Thailand, convenient and efficient PCR Test and return to HK
- Promotion Channel: Connexus Travel FB /IG /EDM /Website

Marketing Activities (Travel Agent Joint Promotion-Travelux)



▶ Test & Go To Campaign

-To promote oversea HK residents who are unable to fly back to HK because of flight suspension

-Destination: Bangkok /Phuket/Samui/ Hua Hin /Pattaya /Chiang Mai

▶ Relaxing Summer Test & Go to Thailand

-Promote Thailand Luxury tourism package

-Promotion Channel: Travelux EDM & Facebook

TAT New Promotion Channel - TATHK Website

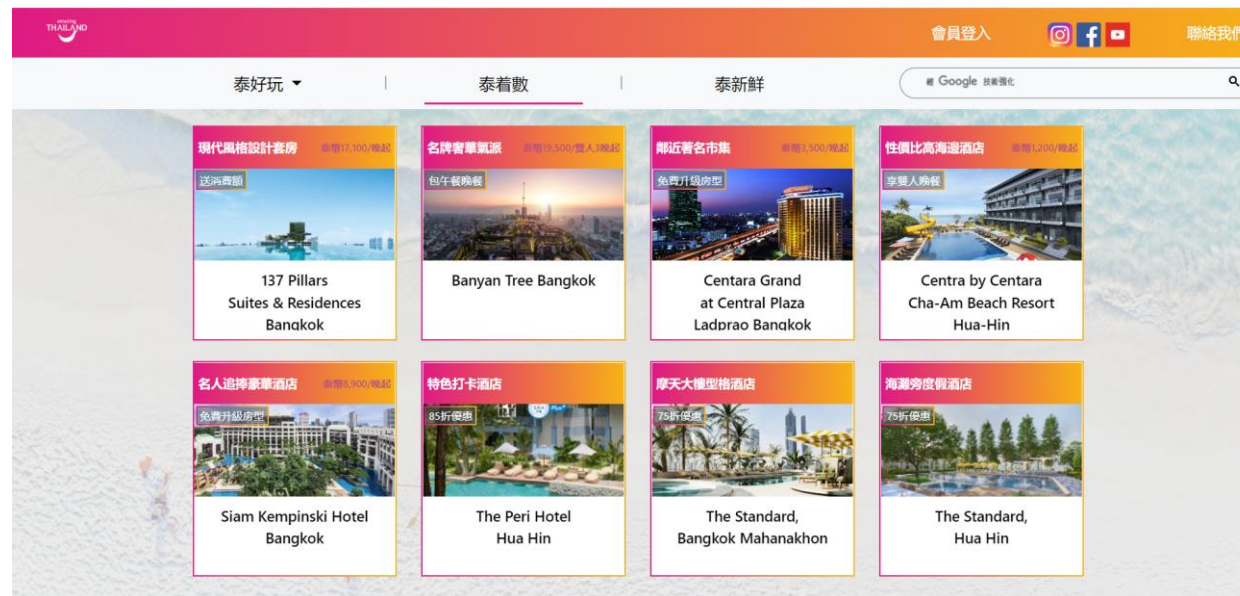
Website Link: <https://www.amazingthailand.hk/>

-Destination Update

-News Update (New Quarantine Policy/ TAT Event update)

-Website Monthly Mega Sales (Invite Airline / Hotel / Travel Agent to provide the special offer to Hong Kong travelers every month)

-Website Promotion Theme : May : Phuket / Jun : Krabi & Phang Nga / Jul : Samui / Aug : Bangkok



HONG KONG INTERNATIONAL TRAVEL EXPO

- ▶ Date :18-19 Aug 2022 (Trade Day) & 20-21 Aug 2022 (Public Day)
- ▶ Location : Hong Kong Convention and Exhibition Centre
- ▶ Partner can contact below email
tathkg@amazingthailand.org.hk

