

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

***Agenda Item 3(b) : Report on the work of the
Wholesale and Retail Task Force***

Purpose

This paper reports on the work of the Wholesale and Retail Task Force (WRTF) since the last Business Facilitation Advisory Committee meeting held on 22 September 2023.

Work progress of WRTF

Work of Hong Kong Tourism Board on Driving Night-Time Economy

2. At the WRTF meeting of 6 December 2023, the Hong Kong Tourism Board (HKTB) briefed the WRTF on its work in supporting night-time economy and provided an update on the latest situation and pace of tourism recovery. HKTB strives to elevate the city's vibrant ambience in the nighttime through two strategies: promotions of festival celebrations and mega events and the giveaway of "Hong Kong Night Treats" Visitor Dining Vouchers to enrich the nightlife experience of the visitors and local public.

3. The number of visitor arrivals from January to October 2023 was about 26.8 million, and that for the whole year is expected to reach 30 million, indicating that Hong Kong's tourism industry is recovering steadily. HKTB will continue to step up its promotions and marketing efforts to attract more visitors and uphold Hong Kong as an international tourism destination.

4. WRTF welcomed the HKTB's initiatives and efforts in driving tourism recovery, and believed that the initiatives would facilitate full recovery of the tourism industry.

Way forward

5. Members are invited to note the work progress of the WRTF. The WRTF will continue to monitor the development of the above initiatives.

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Efficiency Office
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