

# SCST attends high-level meeting on tourism in Xi'an (with photos)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, attended the 14th China-US Tourism Leadership Summit held in Xi'an today (May 22) and spoke in the thematic seminar session at the invitation of the Ministry of Culture and Tourism.

"Hong Kong is Asia's world city and an international aviation hub. It has been one of the important gateways for visitors from the United States to travel to Mainland China and Asia for years. Hong Kong is a cultural melting pot of East and West, where we have a rich Chinese heritage while being heavily influenced by the Western culture. The attractive scenery and the diverse culinary offerings that blend Eastern and Western flavours hold great appeal for international visitors. In addition, with our country's staunch support, Hong Kong has been actively developing into an East-meets-West centre for international cultural exchange, staging more and more international cultural, arts and trending events, among which Art Basel has become an annual mega event in Hong Kong, while the United States' largest pop-culture carnival, ComplexCon, also landed in Asia and Hong Kong for the first time this year. Traditional cultural and festive events, including the Dragon Boat Festival races and Christmas celebrations, have also transformed into appealing tourism experiences for both Chinese and foreign visitors. Such developments have provided Hong Kong with mature conditions to combine cultural and artistic activities, sports competitions, and other mega events, thus enhancing Hong Kong's attractiveness to international visitors, including visitors from the United States. Since Hong Kong resumed cross-boundary tourism in February 2023, we have attracted around 800 000 visitors from the United States. We are confident that more visitors from the United States will come to visit Hong Kong this year," Mr Yeung said at the thematic seminar session.

Mr Yeung will return to Hong Kong tonight.



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