

# 2022 Risk Radar: Leisure and Tourism Sectors

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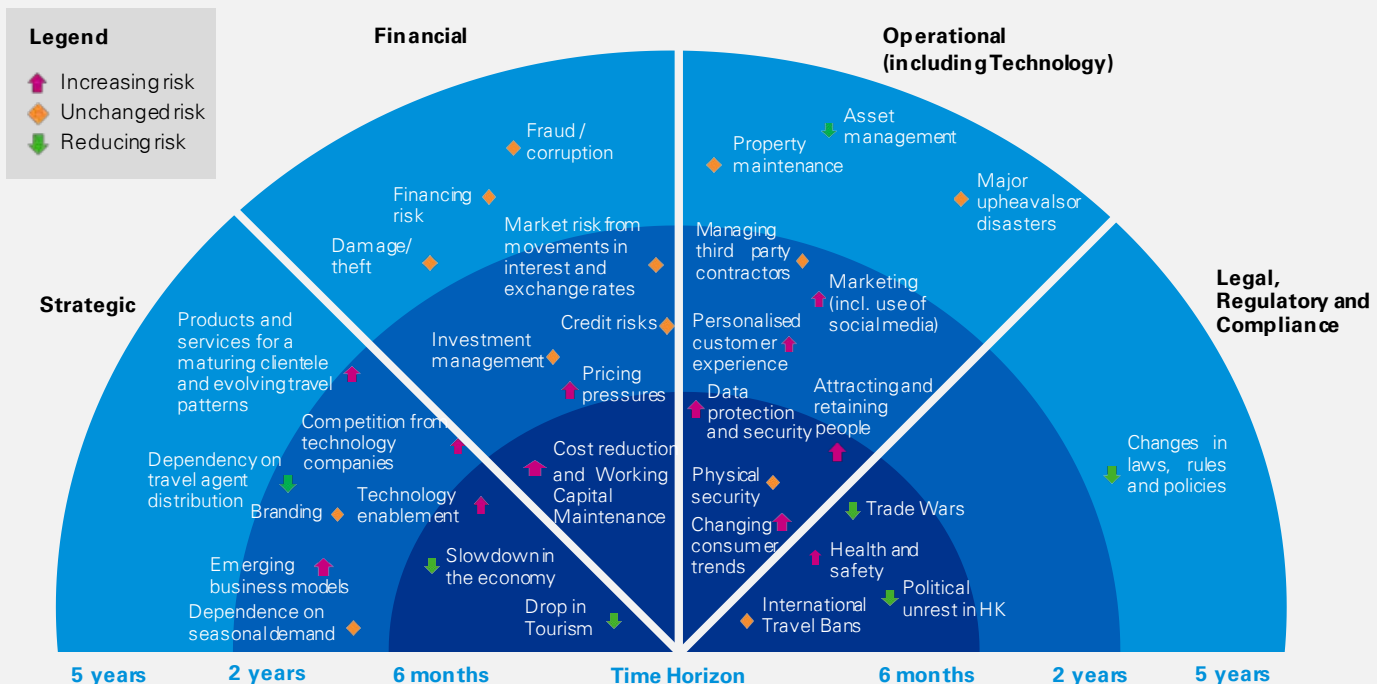
The economy in Hong Kong SAR and the rest of the Greater China region is recovering, however the recovery remains uneven, with improving sector performance on retail and exports while inbound tourism remaining severely hindered due to the ongoing COVID-19 pandemic border restrictions and quarantine measures imposed by various countries.

The success of vaccination programmes and the prospect of participating in the international travel bubbles are important for the long term survival of these industries. It is essential for organisations to prepare for the return of tourists upon the resumption of cross-border travels.



## Key trends observed in the market impacting the industry in the Greater China region:

- Accelerated local consumption including domestic travels and staycations as opposed to international travels when the COVID-19 pandemic is stabilised;
- Development of virtual tourism using technology to provide virtual experiences to guests who are physically unable to travel due to the current border restrictions; and
- Implementation of stringent cost management measures by organisations and/or government subsidies to mitigate the impact of the pandemic.



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