

# DESTINATIONS OFFER FREE FLIGHTS AND HOTELS TO PROMOTE TOURISM



coronavirus pandemic period.

In the field of dream journeys, it is more common to dream of expensive destinations than of offers and discounts, although there is a small group of opportunities in which promotions are surprisingly attractive. There are several tourist destinations offering significant ticket discounts and even promotions including free flights and free hotel nights to lure tourists back after the

After a turbulent time like the one experienced during the pandemic, some countries are trying to encourage the return of tourists through various offers, since the sector is gradually recovering from the levels before the international health crisis.

**Sicily:** See Sicily is a program that offers discounts and promotions to visit Sicily in Italy. Visitors who book three nights at a hotel associated with the promotion will receive an extra night free, and **there is also a 50% discount on flights or ferry trips to the Italian island**, along with a free local excursion that may include a route underwater. The offer is valid for trips that depart before September 30th and must be booked through a local agency. The months of July and August are excluded from the offer.

**Taiwan:** Prime Minister Chen Chien-jen announced that they plan to give away \$165 to nearly half a million tourists visiting the island, and some 90,000 tour groups will receive \$658. In addition, there is a campaign that offers 2×1 train tickets on the high-speed line for international tourists. These offers will take effect from April 15.

**Hong Kong:** Hong Kong launched a free flights promotional campaign called 'Hello Hong Kong', in which **half a million free plane tickets will be offered to travelers from all over the world**, including a significant amount reserved for those from the United States. The airlines participating in the campaign are Hong Kong Express, Cathay Pacific and Hong Kong Airlines.

**Paris:** French President Emmanuel Macron and French Olympic and Sports Minister Amélie Oudéa-Castéra announced on April 5 that the French government will spend \$16 million to distribute 400,000 free tickets for the 2024 Paris Olympics starting on Aug. 2, 2024. The tickets will be distributed through the People's Ticket Office to youth and volunteers who contribute to the Games. 260,000 tickets are expected to go to primary, secondary, and high school students who wouldn't be able to afford to buy the tickets.

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