



About Time for Hong Kong's Curated Leisure Resource

Time Out Group set up its Asia headquarters in Hong Kong to build a strong presence in the region.

Time Out was established in 1968 with a mission to help people discover what its hometown, London, had to offer. Through the insights of professional journalists, unique content has since been curated to inspire and enable readers to explore and enjoy the best of London - including its wealth of dining options, live shows, retail boutiques, outdoor activities, cultural events or bucket list travel destinations. Though Time Out's mission has remained unchanged in the past half century, it has evolved to encompass websites, social media, magazines and live events across 315 cities. And now it is also bringing to life its curation of the best of the city with Time Out Market, a food and cultural market, in Lisbon, Miami and New York, and with new sites set to open in Boston, Chicago, Montreal, Dubai, London and Prague.

Time Out Hong Kong operated for nine years under a franchise prior to Time Out Group taking over its ownership and management in 2017. The Hong Kong office is now Time Out Group's Asia Pacific regional headquarters. The time was ripe for the transition, according to Tim Webb, Managing Director, Asia. "When Time Out Group added Time Out Hong Kong to its owned and operated network, it also acquired its Australia franchise partner," he noted. "This provided Time Out Group with a strong presence in Asia Pacific. Regionally, we assumed direct control of our brand also in Singapore and Seoul - also previous franchise partners of Time Out Group - and we are also working very closely with our franchise partners in Mainland China, Japan, Malaysia and Thailand."

No Two Days are the Same

Webb feels that despite strong local competition, Time Out Hong Kong offers its readers distinct advantages that help them astutely navigate the city's dining, culture and entertainment scene. "Hong Kong is undoubtedly one of the most fast-paced and exciting cities in the world," he stated. "The dynamic business scene and vibrant lifestyle in the city perfectly match what Time Out offers. We are all about helping people go out better in the world's greatest cities. Our audience are typically adventurous, confident people with a

passion for getting out and experiencing the best of the city."

As Hong Kong is a city that is continuously reinventing itself, Webb often finds himself thinking outside the box. "The talent in Hong Kong is largely very good, but finding the best individuals can be challenging at times," he admitted. "We are constantly looking for staff that are 'ahead of the pack'. Hong Kong is a place of contrast and, as a consequence, no two days are the same in business or leisure - and there's a need to constantly adapt."

Webb has appreciated InvestHK's support over the past two years, whether it is provision of market information, publicity, networking events or introductions to potential suppliers. "The InvestHK team has been a constant source of good guidance and insight, while providing a forum to promote our business and networking opportunities," he says.

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Managing Director
Time Out Asia

Time Out Hong Kong

- London based with the Hong Kong office established in 2017 as the group's Asia Pacific regional headquarters
- Listed on London's AIM stock exchange since 2016, Time Out attracts a monthly global audience of 144 million across all of its platforms

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