

**HKTB Around the World –  
Regional Reports 2002-2003**  
**香港旅遊發展局全球的工作 –  
地區工作報告2002-2003**

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**A**s in recent years, Mainland China continued its stellar growth as the leading source market of visitors to Hong Kong in 2002. Arrivals from the Mainland rose to 6.83 million, representing 41.2% of total arrivals and an increase of 53.4% on the previous year.

Even more encouraging was the fact that Mainland overnight visitors not only remained the highest total spenders among all markets, but their per capita spending also increased to HK\$5,639, a 9.1% increase on 2001. The average length of stay for overnight visitors from the Mainland also increased to 4.5 nights from 3.5 the previous year.

These across-the-board increases were stimulated by a number of key factors in 2002. They include the strong and continued economic growth in Mainland China; the increased number of tour groups following the abolition of the group quota; the further relaxation of travel restrictions for Mainland citizens; and the sustained impact of the HKTB's marketing and promotional activities, which focused on shopping, dining and family travel throughout the year.

available from the Mainland, and a synchronous rise in arrivals to the city. This proved a further spur to growth in both the number of arrivals and the length of stay.

## Marketing

The HKTB continues to target the more affluent groups among Mainland visitors. The primary visitor segment remains families with young children. Other priority segments include young couples, and the increasingly emerging sector of middle-aged couples. A fourth and currently small, but potentially valuable segment is young office ladies.

The overall market strategy for the Mainland has been rapidly to introduce a new and diversified range of tour products in collaboration with the vastly increased number of authorised travel agents. As far as the more sophisticated markets in Southern China are concerned, efforts are also being made to encourage repeat or weekend visits to Hong Kong.

## Trade promotions

In view of the expanded number of potential trade partners, an understanding and familiarity with the new trade conditions, distribution channels and players was especially desirable. A travel mission to Beijing, Shanghai, Jiangsu and Zhejiang provided the opportunity for the HKTB to present new products to the Mainland market and introduce Hong Kong trade partners to local agents at a mini-travel mart.

The HKTB also participated in key Mainland travel shows to generate greater knowledge of the destination and product awareness among local wholesale and retail agents. Invitations were given to selected newly authorised agents to join familiarisation trips to Hong Kong, in conjunction with airlines and hotels.

Records were broken at other times of the year than the traditional "Golden Week" holidays, which is a testimony to the HKTB's continuous efforts to promote non-peak season travel, in co-operation with the media and trade partners.



Travel mission to Beijing  
業界訪問團前往北京

Additionally, the increase in the number of travel agents authorised to conduct tours to Hong Kong – which had risen from four at the beginning of the year to 528 by October – led to vastly increased competition in the pricing and variety of packages



近年，中國內地旅客人次持續增長，已成為香港的主要客源市場。2002年內地旅客增至683萬人次，佔訪港旅客總數的41.2%，比2001年上升53.4%。

更令人鼓舞的是，在眾多市場之中，內地的過夜旅客的消費力仍然最高，人均消費亦較2001年上升9.1%，達5,639港元。此外，內地旅客的平均留港時間由2001年的3.5晚增至4.5晚。

2002年內地旅客人次全面增長由多項主要因素促成，包括內地經濟持續強勁發展、有關當局取消「香港遊」的配額限制令來港的旅行團數目大增、當局進一步放寬內地居民外遊的限制，以及旅發局在年內重點推廣本港在購物、美食和家庭旅遊的吸引力，取得持久的宣傳成效。

除了傳統的「黃金周」假期外，年內其他時間的內地旅客數字亦屢創紀錄，充分印證旅發局與傳媒及旅遊業界通力合作，不斷推動內地旅客在非旅遊旺季來港所作的努力。

此外，內地特許營辦「香港遊」的旅行代理商數目，年初只有4家，到10月上升至528家，令業內在價格及行程種類方面的競爭更加激烈，因而推動更多內地旅客來港旅遊，令內地旅客人次及留港時間均有增長。



Jiangsu "Hong Kong Week"  
「江蘇—香港周」蘇港旅遊業界交流會

## 市場推廣

旅發局繼續致力吸引內地較富裕的旅客來港，主要的目標客群仍然是育有年幼子女的家庭。其他首要的客群包括年輕夫婦，及另一個新興客群 — 中年夫婦。第四類是年輕白領麗人，雖然目前這客群人數尚少，但發展潛力非常優厚。

旅發局的整體市場推廣策略，是要與數目急升的「香港遊」旅行代理商合作，盡快推出多元化而嶄新的旅遊產品。而在發展日趨成熟的華南市場則鼓勵旅客再次或於周末來港。

## 業界推廣活動

由於具潛力的業界夥伴數目不斷增加，旅發局有必要對業內的新環境、分銷渠道及參與機構有更深入的了解和認識。旅發局先後組織業界訪問團前往北京、上海、江蘇和浙江，透過旅業展銷會向當地的旅行代理商介紹最新的旅遊產品，加強他們與香港業界夥伴的溝通和交流。

## Consumer promotions

The HKTB co-operated with travel and non-travel partners, as well as local media, to promote Hong Kong to targeted cities and demographic segments.

In Beijing, for example, Hong Kong WinterFest tour packages were organised in collaboration with China Travel Service, China International Travel Service and Sogo department store, to promote repeat travel, family weekend visits and shopping tours. These activities were reinforced by media visits, advertising campaigns and lucky draws. A Mega Hong Kong Sale roadshow at Shanghai's Times Square in June showcased Hong Kong's unrivalled reputation as a shopper's paradise, while later in the year a **City of Life: Hong Kong is it!**-themed display along the city's most popular shopping street highlighted the mega-events programme and family-oriented attractions.

Other activities in key cities during the year included advertising campaigns promoting the HSBC Mega Hong Kong Sale, Hong Kong WinterFest, supported by New World Development, and the Cathay Pacific International Chinese New Year Parade. Employing a range of advertising and publicity materials, these campaigns underscored Hong Kong's image of dynamism and diversity.

An SMS Quiz Game in selected cities, held in collaboration with CSL, China Mobile and China Unicom, reached 45 million mobile phone subscribers in nine provinces and cities, and generated 1.5 million responses. A joint tour promotion, positioning Hong Kong as a romantic destination for the young couples segment, was also held in collaboration with *Bridal Magazine* and Emperor Jewellery Shop.

In a further collaboration between the HKTB and local media, Shanghai TV transmitted a delayed live broadcast of the 2003 International Chinese New Year Parade to more than 1,200 television stations across the country, the third year in succession that it has screened the event.

## Future outlook

The HKTB conducted a China Market Survey in 2003 to identify key Mainland cities with market potential, enabling it to concentrate its focus, and maximise its effectiveness and efficiency. In addition to Beijing, Guangzhou and Shanghai, these cities include such regional hubs as Chengdu, Foshan, Fuzhou, Hangzhou, Nanjing and Shenyang. Other cities with growth potential are Wuxi, Ningbo and Dalian, and the provincial centres of Wuhan and Changsha.

Although Hong Kong remains a highly desirable destination, economic growth remains strong and travel restrictions continue to be relaxed, competition is increasing from around the region, especially with the introduction of visas on arrival for Mainland visitors to several countries. The HKTB will continue in its efforts to strengthen awareness of Hong Kong as a destination through direct marketing to the consumer, and co-operation with the trade.

Guided by the detailed results gleaned from its ongoing research, the HKTB will be able to tailor more effectively its messages and strategies when dealing with the vastly different levels of development, wealth and sophistication found across the Mainland's diverse yet hugely promising market.



In collaboration with the media, a tour promotion was conducted to position Hong Kong as a romantic destination 旅發局與傳媒合作推廣行程，把香港定位為富浪漫氣息的旅遊目的地

此外，旅發局亦參與內地的大型旅遊展覽會，藉此向當地的旅遊批發商和零售代理介紹香港，增進他們對香港這旅遊目的地和各項旅遊產品的認知。此外，旅發局與航空公司及酒店合作，邀請個別新近獲特許營辦「香港遊」的旅行代理商來港實地考察。

## 消費者推廣活動

旅發局與旅遊業界、相關行業的夥伴，以及當地的傳媒合作，向目標城市和客群推介香港這旅遊勝地，例如旅發局在北京分別與中國旅行社、中國國際旅行社及崇光百貨公司合作推出「香港繽紛冬日節」旅遊行程，並透過傳媒訪問、廣告宣傳及幸運大抽獎等活動，推介再次來港、家庭周末來港的行程及購物之旅。旅發局於6月在上海的時代廣場舉辦「香港新世紀勁買」巡迴展覽，展示香港作為「購物天堂」的形象和美譽，另外又在同年稍後時間於上海馳名的購物大道，舉辦以**「動感之都：就是香港！」**為主題的展覽，重點推介本港的大型活動和適合一家大小的旅遊節目。

旅發局又在多個主要內地城市舉辦推廣活動，包括推介「滙豐香港新世紀勁買」、由新世界發展全力支持的「香港繽紛冬日節」及「國泰航空國際匯演賀新禧」的宣傳攻勢。這些活動採用不同類型的廣告宣傳手法，突顯出香港的澎湃活力和多元化的旅遊特色。

其他推廣活動包括與CSL、中國移動及中國聯通合作，在特定城市舉辦流動電話短訊問答遊戲，在9個省份和城市接觸4,500萬個流動電話用戶，並收到150萬個回應。旅發局又與《新娘》雜誌及英皇珠寶店合辦推廣行程，主要以年輕夫婦為對象，把香港定位為富浪漫氣息的旅遊目的地。

旅發局繼續與當地的傳媒合作，協助上海電視台連續第三年向全國逾1,200個電視台轉播香港在2003年舉辦的「國際匯演賀新禧」盛況。

## 展望未來

旅發局在2003年進行了一項中國市場研究，界定最具發展潛力的主要內地城市，從而重點出擊，並盡量提升推廣效益和效率。除北京、廣州及上海外，還有其他區域的樞紐城市，如成都、佛山、福州、杭州、南京及瀋陽等。其他具發展潛力的城市包括無錫、寧波和大連，以及武漢和長沙這些省會。

雖然香港仍然是備受歡迎的旅遊勝地，內地經濟增長仍然強勁，有關當局繼續放寬外遊限制，但區內的競爭日趨激烈，而且多個國家已為內地旅客推出落地簽證安排，因此，旅發局會透過直接向消費者進行推廣，以及與旅遊業界緊密合作，繼續加強市場對香港這旅遊勝地的認知。

由於內地不同地區的發展水平、富裕和成熟程度參差，旅發局會不斷進行市場研究，並運用詳盡資料制訂更有效的推廣訊息和策略，務求全力開拓內地這個廣闊而潛力優厚的市場。



Hong Kong WinterFest tour packages were promoted at Sogo department store in Beijing  
 旅發局在北京與崇光百貨公司合作推出「香港繽紛冬日節」旅遊行程

A relatively soft economy in Taiwan, which saw modest growth of a little over 3.5% in 2002, a weak stock market and record high unemployment, was among the major factors responsible for the mild 0.4% increase in visitors to Hong Kong, the total of which was nearly 2.43 million.

Not only were consumers cautious about leisure spending, but many Taiwan residents also regard Hong Kong as a familiar destination, to which a visit can always be deferred until better times. On the other hand, Hong Kong continues to be regarded as the gateway to Mainland China by Taiwan visitors, especially those travelling on business.

shopping and dining. By extension, this change of viewpoint should gradually result in a better understanding among Taiwan consumers.

## Trade promotions

The HKTB continued to implement a wide range of trade-oriented activities. The Contract Hong Kong programme provided opportunities for dialogue with the local trade during 2002/03, while familiarisation trips were organised for Taiwan agents, with the aim of introducing trade partners to new optional tour products and packages, and to experience Hong Kong's diversity for themselves. Recent tour products, such as the Visit to the Wishing Tree, are a direct result of these activities, aided by public relations exposure and media coverage.

## Marketing

The HKTB focuses its marketing efforts on two demographic segments: young office ladies and middle-aged couples. The former grouping was targeted via a Shopping Festival TV special and the Hong Kong Shopper of the Year contest, which demonstrated Hong

A series of educational trade seminars was also held across the island, with the aim of recruiting and educating frontline agents as Hong Kong Specialists. These local agents are expected to be able to use their enhanced knowledge to sell and package the destination more professionally.

## Consumer promotions

The introduction of the iPermit on 12 April 2002 made travel to Hong Kong substantially easier for Taiwan residents. To capitalise on this major development, the HKTB co-operated with Cathay Pacific Airways, China Airlines, Dragonair and EVA Air on a major thematic advertising campaign, highlighting the ease of visiting Hong Kong and the city's various attractions.

To emphasise the ease of obtaining an iPermit, the HKTB co-operated with the United Daily News Group on a programme of promotions during May and June. This was launched with a press conference, celebrity participation, a familiarisation trip and widespread media coverage. A total of 78,000 entries were received to the various activities,

Kong's sophistication, diversity and cosmopolitan lifestyle, while a train-wrapping advertising campaign on Taipei's busiest MRT line conveyed the message to the latter segment that Hong Kong is a paradise for family groups and children. Most of the HKTB's activities were concentrated in Taiwan's two major population centres of Taipei and Kaohsiung.

The HKTB seeks radically to alter perceptions of Hong Kong among the local travel trade by demonstrating that the destination has far more to offer than the more traditional activities of



A train-wrapping advertising campaign on Taipei's busiest MRT line  
旅發局在台北最繁忙的捷運線，以廣告粉飾整部列車



# 台

灣經濟在2002年相對放緩，只輕微上升至超越3.5%的水平，加上股市疲弱、失業率創新高等的主要因素，致令台灣的訪港旅客僅輕微增長0.4%，接近243萬人次。

台灣消費者對於消閒活動的消費較為謹慎，加上他們覺得香港是個熟悉的地方，所以訪港旅遊並無迫切性。但另一方面，台灣旅客特別是商務人士，仍然視香港為前往內地的門戶城市。

## 市場推廣

旅發局在台灣的市場推廣工作主要集中在兩類客群：年輕白領麗人及中年夫婦。為吸引年輕白領麗人這個客群，旅發局透過購物節電視特輯及舉行「香港購物通」比賽，突顯香港的細緻深刻、多元化大都會生活特色；至於針對中年夫婦這個客群，旅發局則在台北最繁忙的捷運線，以廣告粉飾整部列車，傳達香港是家庭和兒童理想旅遊地點的訊息。推廣工作主要集中在台北和高雄兩個人口密集的城市。

旅發局致力展示香港在傳統的購物和美食活動以外，還有其他的旅遊特色，以改變台灣旅遊業界對香港的固有印象；透過不斷的推廣活動令他們對香港改觀，應可逐漸令當地消費者對香港有更深入的認識。

## 業界推廣活動

為達致這目標，旅發局繼續舉辦多項以業界為中心的推廣活動。在2002/03年度，旅發局舉辦赴港交流團活動，安排台灣業界訪港，與香港業界加強溝通和聯繫。旅發局又為台灣旅行代理商組織考察團，向他們介紹全新的旅遊產品和行程，讓他們親身體驗香港多元化的旅遊特色。現時舉辦的多項嶄新旅程，例如遊覽「許願樹」行程，正是舉辦這些推廣活動後所取得的直接成果，其中亦有賴公關活動及傳媒報道的協助。

此外，旅發局在台灣各地舉辦連串研討會，藉此招攬及教育旅行代理商的前線員工成為「香港嚮導」，幫助他們增加對香港的認識，以便能更專業地推介和重新包裝香港行程。

## 消費者推廣活動

自網上快證於2002年4月12日推出後，台灣居民來港更為簡便。為把握這項重要政策所帶來的商機，旅發局與國泰、中華、港龍及長榮等航空公司攜手，展開一項大型的主題廣告宣傳攻勢，重點推介來港旅遊的便捷安排，以及香港的多元化旅遊吸引力。



The Hong Kong Shopper of the Year contest  
「香港購物通」比賽

which included a lucky draw, an online promotion, a consumer auction and an essay-writing competition, with many participants in the key 20-39 age group.



Best of the Best Culinary Awards  
美食之最大賞

The HKTB continued to market its mega-events programme aggressively following the introduction of the iPermit. In co-operation with HSBC, attractive Mega Hong Kong Sale travel packages were offered to new cardholders with great success. Other activities highlighting the event included the Hong Kong Shopper of the Year contest, in collaboration with *Great News* newspaper and Taipei's Living Mall, which was attended by Hong Kong celebrity Karen Mok. An online Mega Hong Kong Sale game hosted by the local Eztravel.com web site was also visited by more than 10,000 Internet surfers.

A summer promotion involving Taiwan's major children's TV channel, Yo Yo TV, highlighted Hong Kong's attractions as a family destination. A further integrated campaign – including TV commercials, train-wrapping and painting on Taipei's Mass Transit Railway, an Internet promotion and tactical advertising in co-operation with Cathay Pacific Airways – carried a similar message during the winter months.

The HKTB also worked with Cathay Pacific Airways on a Best of the Best Culinary Awards promotion, in which award-winning chefs attended a press conference and gave cookery demonstrations on local TV. More than 4,000 Taiwan consumers took advantage of attractive tours packaged around this event.

A full programme of public relations activities supported all of the above activities.

### Future outlook

The HKTB aims to strengthen Hong Kong's position as an ideal short-break destination for Taiwan residents, and to revitalise and expand its appeal among target groups, particularly those in Taipei and Kaohsiung. This will require the support of the mass media and we look forward to co-operating with local TV stations to produce high-reach, high-impact, yet cost-effective programmes.

The success of the Visit to the Wishing Tree tour also suggests that Hong Kong has much more to offer Taiwan visitors than the more traditional attractions of shopping and dining, especially in the hitherto largely untapped areas of culture and heritage.

In pursuit of these aims, the HKTB in Taiwan will extend its promotional co-operation with airlines on various themes, and will motivate trade partners to develop longer-stay packages, as well as to market optional tours that introduce visitors to other aspects of the Hong Kong experience. This should not only increase the length of stay, but also cause a significant shift in perception regarding the city's diversity and sophistication, which can be leveraged in future promotions.

為推介申請網上快證的方便快捷服務，旅發局與「聯合報系」在5月及6月合辦一系列推廣活動，並舉行新聞簡報會啟動宣傳攻勢，同時邀請知名人士參與和推出考察行程，獲得廣泛的傳媒報道。各項推廣活動包括幸運大抽獎、網上宣傳、吸引消費者參與的拍賣以及徵文比賽，成功吸引78,000人次參加，其中不少屬於20至39歲這個主要的目標客群。

隨著網上快證的推出，旅發局繼續全力推廣在香港舉行的各項大型活動。旅發局與台灣的滙豐銀行合作，向新卡持有人推出富吸引力的「香港新世紀勁買」行程，取得顯著成績。其他精彩項目包括與《大成報》及台北的京華城大型購物商場合辦「香港購物通」比賽，演藝界知名人士莫文蔚亦為這活動宣傳。當地網站Eztravel.com又舉辦「香港新世紀勁買」網上遊戲，吸引超過10,000位互聯網使用者瀏覽。

在夏季，旅發局聯同台灣的主要兒童電視頻道「東森幼幼台」舉辦宣傳活動，展示香港是闔家旅遊的理想地點；又在冬季舉行另一個綜合推廣活動，包括播放電視廣告、粉飾台北地鐵列車，以及與國泰航空攜手進行網上宣傳，刊登促銷廣告等，以突顯相同的訊息。

此外，旅發局聯同國泰航空推廣「美食之最大賞」，安排得獎名廚出席新聞簡報會，在當地的電視台示範烹調得獎名菜，吸引超過4,000名消費者參與環繞這活動而推出的優惠旅遊行程。

旅發局又安排一系列公關活動，協助推廣以上各項活動。

## 展望未來

旅發局一直致力鞏固香港是台灣居民短途旅遊的理想地點這優勢，更要提升及擴闊香港在目標客群心目中的形象和吸引力，特別是台北及高雄的旅客。這工作極需要大眾傳媒的支持，旅發局計劃與當地電視台合作，製作觀眾層面廣泛、具震撼力和成本效益的電視節目。

遊覽「許願樹」行程的成功，證明香港除了傳統的購物和美食之外，更能為台灣旅客提供其他旅遊特色，特別是至今仍較少受人注意的文化及古蹟項目。

為此，旅發局的台灣辦事處會與航空公司進一步合作，進行不同主題的推廣活動，推動業界夥伴規劃較長的行程，並向旅客推介其他行程選擇，展現香港不同層面的旅遊體驗，這不但有助延長台灣旅客的留港時間，亦能藉著突顯香港多元化和細緻深刻旅遊特色改變旅客對香港的觀感，對日後的推廣工作大有助益。



Visit to the Wishing Tree tour  
遊覽「許願樹」行程



In spite of the fact that the Japanese market was slow to recover from the shock of the 11 September 2001 outrage, by the second half of 2002 arrivals to Hong Kong were already outstripping those in the previous year. Indeed, by the end of the year, arrivals to Hong Kong had reached a total of 1.40 million, a healthy 4.4% increase over 2001. This compares very favourably with the growth in Japanese travel globally, which increased by just 1.9% in the same period.

presented new marketing opportunities targeting Internet users; and the reduction of the working week to five days, which stimulated demand for weekend travel.

## Marketing

In view of the sluggish Japanese economy, consumer demand for travel was cautious and price-sensitive. Traditionally buoyant market segments, such as young office ladies, tended to defer travel because of job uncertainty, commitments to part-time employment, or because increased telecom expenditures competed for a share of the wallet. The HKTB thus aimed its marketing efforts at the cross-generation family segment, and middle-aged career women travelling with friends, promoting high-yield packages targeted at these segments in co-operation with its local trade partners.

Enhancements were made to the HKTB's e-magazine which was launched in 2001 to provide insider information of interest to potential visitors in both reach and content. The number of subscribers was increased from 700 to 11,000, creating a targeted marketing base as well as providing a valuable source of research. The e-magazine also served as a useful tool to cross-sell the HKTB's official DiscoverHongKong.com web site.

From Korea, the priority demographic segment was young office ladies, while families with young children comprised another primary market. Middle-aged couples and young office males were important secondary segments. Independent groups of more affluent families or friends were identified as segments with growth potential, although package tours still dominated among vacation arrivals to Hong Kong from Korea.

## Trade promotions

Representatives from the travel industry in Japan were introduced to the wide range of experiences

Equally remarkable was the fact that the rise in North Asian visitors coincided with the hosting by Japan and Korea of the FIFA World Cup in June, which acted as a brake on outbound travel from both markets. The weak yen, which averaged 125 to the US dollar, was a further dampener on foreign travel.

However, the HKTB was able to exert leverage in its marketing and promotional efforts on the widespread perception among Japanese visitors that Hong Kong remains a relatively safe destination, especially in the wake of 11 September and the Bali bombing the following year. A further spur to the growth in arrivals was the 30th anniversary of the resumption of diplomatic relations between China and Japan, which stimulated considerable media coverage of China and a wide range of promotional activities.

At the same time, the total number of Korean arrivals exceeded 457,000, a 7.4% increase over the previous year. This growth was encouraged by the launch of direct scheduled air links between Hong Kong and the southern city of Busan; a 122% increase in online air ticket sales that



Hong Kong Feature guidebook for the Japanese market  
為日本市場印製的「香港魅力」指南



9 11事件後，日本市場的復原速度較慢，但2002年下半年的訪港旅客人次已較2001年同期顯著回升。事實上，至年底，日本的訪港旅客總數達140萬人次，較2001年增長4.4%，這與同期日本旅客前往全球各地的人次僅增長1.9%相比，成績實在理想。

此外，日本及韓國在6月聯合舉辦FIFA世界盃賽事，影響了這兩個市場的出境旅遊業務；加上日圓疲弱，平均為125日圓兌1美元，進一步令日本的外遊市場放緩，北亞市場在這種情況下仍錄得增長，更是顯著的成績。

旅發局特別在911事件及2002年發生的峇里島炸彈襲擊之後，透過多項市場推廣和宣傳工作，成功在日本旅客間建立香港是相對安全的旅遊勝地這印象；中日恢復正常邦交30周年，吸引傳媒廣泛報道中國及有關的連串推廣活動，亦推動日本旅客訪港人次上升。

年內，韓國旅客總數超過457,000人次，較2001年上升7.4%。推動業績增長的因素包括：香港與南部城市釜山推出直航班次；網上銷售機票量增加122%，帶動以互聯網用戶為對象的全新推廣機會；以及每周工作日減至五天，進一步刺激周末旅遊的需求。

## 市場推廣

由於日本經濟停滯不前，消費者對外遊的需求較為審慎，對價格更為敏感。傳統上業績理想的客群，例如年輕白領麗人，因工作不穩定或須從事兼職而傾向推遲外遊計劃；又或因為增加在電訊服務方面的開支而影響消費力。因此，旅發局將市場推廣焦點投放在兩代同遊的家庭客群，或與友人同遊的中年職業女性，並與當地業界夥伴合作，發展迎合這些客群的高收益行程。

旅發局又特別強化電子雜誌的覆蓋網絡和內容，這份雜誌於2001年推出，為有意來港的旅客提供他們感興趣的最新資料。年內，訂閱人數由700人增加至11,000人，不但有助建立宣傳推廣網絡，也提供極寶貴的資料搜集來源；同時，這份電子雜誌亦是推廣旅發局DiscoverHongKong.com網站的另一項有用工具。

在韓國，主要的目標客群為年輕白領麗人，育有年幼子女的家庭亦是另一個主要類別；至於中年夫婦及年輕白領男性則是重要的二線客群。雖然韓國的渡假旅遊人士仍然以參加旅行團來港為主，但較富裕的家庭及與三數知己自行來港的客群亦具發展潛力。



Families with young children make up a priority segment for the Korean market  
育有年幼子女的家庭是韓國市場的目標客群之一

available in Hong Kong. The Kanjiru Hong Kong campaign entered its second phase during 2002, involving more than 160 travel agents and wholesalers who were asked to devise tours highlighting lesser-known aspects of Chinese culture found in the city. Later in the year, tactical tour campaigns in co-operation with trade partners were employed to promote other aspects of Hong Kong's core strengths, through the Mega Hong Kong Sale and the Hong Kong WinterFest.

A travel mission to secondary markets in Japan was organised in collaboration with Dragonair, in which Hong Kong delegates participated in travel marts, seminars and updates, as well as Best of the Best Culinary Awards dinner receptions in Hiroshima, Okayama, Sendai and Morioka. Aimed at the high-yield incentive, conference and meetings market, Hong Kong Value Plus attracted several group tours with its offer of special privileges.

Other activities aimed at the trade throughout the year included the Local City Trade Caravan series of update seminars, Hong Kong Planners Meetings

and the Hong Kong Tourism Forum. *The Hong Kong Bulletin* fax information service, received by more than 5,000 trade addressees, was also enhanced in terms of frequency and reach. More than 20 groups comprising top managers, product planners and sales staff of tour operators and travel agents were invited to Hong Kong for product familiarisation and updates.

Seminars for Korean trade partners in Seoul and Busan were held year-round, to acquaint travel

partners with updates on new product and promotions. A trade mission to Korea, aimed at strengthening contacts between Korean agents and their Hong Kong opposite numbers, also held one-day travel marts and dinner receptions in the country's two largest cities.

The Mega Hong Kong Sale was promoted through various newspapers in a co-operative advertisement with Hyundai Dream Tour, aimed at the young office ladies and family segments. The Design HK New Itinerary project encouraged wholesale and retail agents to develop new, high-quality tours. Other year-round activities directed towards the travel trade included advertising, Hong Kong Specialist seminars and a bi-monthly newsletter.

### Consumer promotions

The HKTB sustained its varied programme of consumer promotions throughout the year. Officiated by Hong Kong's Chief Secretary for Administration, The Hon Donald Tsang, the Hong Kong New Wave event was held in Tokyo's Shinagawa district in co-operation with the Shinagawa Prince Hotel and Saison credit cards. During this promotion, Best of the Best Culinary Award-winning chefs demonstrated their talents, while Hong Kong culture was introduced to Japanese consumers through movie screenings and concerts by visiting stars.

The films *Shaolin Soccer* and *SPY-N*, the latter starring actress Norika Fujiwara, were shown throughout Japan, while Hong Kong singers Aaron Kwok and Jackie Cheung both embarked on concert tours to key Japanese cities. The comic TV drama *See You in Kowloon*, filmed with assistance from the HKTB and starring some of Japan's most popular young actors, proved a useful vehicle for promoting Hong Kong to a more youthful generation of Japanese. Locations were selected to highlight Hong Kong's diversity, and



The Kanjiru Hong Kong Campaign Guidebook  
「感受香港」推廣活動指南

## 業界推廣活動

旅發局致力向日本旅遊業界代表推介香港的多元化旅遊體驗。「感受香港」推廣活動在2002年已進入第二階段，吸引超過160家旅行代理商及旅遊批發商參與，設計各式旅遊行程，以推介香港有趣而鮮為人知的傳統文化。同年稍後，旅發局又聯同業界夥伴促銷連串旅遊行程，並透過「香港新世紀勁買」及「香港繽紛冬日節」這類大型活動，展示香港多方面的旅遊核心優勢。

旅發局聯同港龍航空組織香港業界代表訪問日本的二線市場，先後到廣島、岡山、仙台及盛岡參與旅遊展銷會、研討會及簡介會，並出席「美食之最大賞」晚宴。針對高收益的獎勵旅遊、大型會議及企業會議市場，旅發局推出「香港物超所值」優惠計劃，送出多項特別優惠，吸引多個旅行團來港。

年內其他以業界為對象的活動包括連串的「城市旅隊」研討會，介紹香港的最新動態；舉辦「香港行程設計人員會議」及「香港旅遊業論壇」；以傳真發放《香港旅遊快訊》，把資料傳送予超過5,000位業界夥伴，年內更進一步增加發放次數和擴大傳送網絡。此外，又邀請超過20個團體，包括高級經理、旅遊經營商和旅行代理商的產品設計和前線銷售人員來港考察，了解香港的最新情況。

旅發局在漢城及釜山亦定期為韓國業界夥伴舉行研討會，介紹香港的最新旅遊產品和推廣活動。為加強香港和韓國旅行代理商的聯繫，旅發局更組織香港代表團前赴這兩個韓國最大的城市，舉行為期一天的旅遊展銷會及晚宴。

針對年輕白領麗人及家庭客群，旅發局聯同當地旅行代理商Hyundai Dream Tour在多份報章刊登廣告，宣傳「香港新世紀勁買」活動；又推出香港行程設計比賽，鼓勵旅遊批發商及零售代理商拓展高質素的新行程。其他在年內進行的業界推廣工作包括刊登廣告、舉辦「香港嚮導」研討會及出版旅業快訊雙月刊。

## 消費者推廣活動

旅發局在年內繼續進行多元化的消費者推廣活動。旅發局與品川太子酒店及Saison信用卡攜手在東京品川舉行「香港新浪潮」推廣活動，邀得特區政府政務司司長曾蔭權先生主禮。「美食之最大賞」的得獎名廚在活動中展示精湛廚藝，旅發局又安排放映香港電影及透過香港著名藝人在當地舉行的音樂會，向日本消費者推介香港文化。



Hong Kong New Wave event in Tokyo  
在東京舉行的「香港新浪潮」推廣活動



an increased volume of younger arrivals was recorded following the series' screening.

A Hong Kong ice-carving team participated in the 2003 Sapporo Snow Festival, winning the annual International Snow Statue Contest. The reigning Miss Hong Kong also visited Sapporo, meeting with the city mayor and promoting Hong Kong in media interviews. In addition to newspaper and magazine tie-ins, the HKTB collaborated with non-travel partners McDonald's and Tsutaya Rental Video, as well as the leading beauty-appliance maker Beautrec.

Cantonese opera performance, attracted more than 70,000 visitors. A Hong Kong Culture Week featuring similar attractions and highlighting the International Chinese New Year Parade was also held in participation with Lotte Department Store. Direct marketing materials were sent to some 680,000 Lotte.com members.

Other consumer events in the country were packaged around the opening of the hit Hong Kong film *Infernal Affairs*, as well as around a Hong Kong Arts Festival promotion, which featured a short tour by the Hong Kong Philharmonic Orchestra.

### Future outlook

The HKTB aims to re-position Hong Kong as a premier destination, whose diverse range of attractions is not simply confined to shopping and dining, via the **Hong Kong – Live it! Love it!** campaign. The mega-events programme will continue to showcase the city's unique fusion of East and West, targeting family groups and the growing cross-generation family segment. New initiatives will focus on promoting gourmet tours to local media, emphasising the Best of the Best Culinary Awards, while cultural and entertainment events will underscore the depth, breadth and diversity of the Hong Kong experience.

For the Korean market, the HKTB continues to target the trade through trade missions, themed familiarisation trips, seminars, tactical promotions with travel and non-travel partners, and the launch of the Hong Kong Specialists website.



The Hong Kong ice-carving team shared their awarding-winning excitement with the reigning Miss Hong Kong at the International Snow Statue Contest  
香港的冰雕隊與應屆香港小姐分享奪得國際冰雕比賽大獎興奮心情

Activities directed towards the Korean market included a July Hong Kong Festival Week, in conjunction with Hyundai Department Store, aimed at promoting the Mega Hong Kong Sale and encouraging interest in Hong Kong. The promotion, which included a *dim sum* cookery class, Hong Kong movie festival, *tai chi* class and



電影《少林足球》及由日本女星藤原紀香主演的《雷霆戰警》，在日本全國放映，而本港著名歌手郭富城及張學友，亦在日本多個大城市巡迴演唱。旅發局更協助漫畫《相約在九龍》的電視劇拍攝工作，這齣劇集由多位日本最受歡迎的年輕演員演出，證實是向日本年輕一代推廣香港的有效途徑，劇中選取的拍攝景點均能突顯香港的多元化特色。劇集播出後，年輕的旅客人次亦有所增加。

香港的冰雕隊參加2003年札幌雪節，奪得一年一度的國際冰雕比賽大獎，應屆香港小姐亦造訪札幌，與市長及傳媒會面推介香港。除報章雜誌配合報道外，旅發局與其他行業的合作夥伴，如麥當勞、Tsutaya 影碟及影帶租賃公司，以及在美容儀器製造業具領導地位的Beautrec合作宣傳香港。

在韓國，旅發局7月與Hyundai百貨公司合辦「香港周」，主力宣傳「香港新世紀勁買」及提高當地人士到香港旅遊的意欲。「香港周」的活動多姿多采，有點心班、香港電影節、太極班及粵劇表演等，吸引超過70,000位參觀者。旅發局亦聯同樂天百貨公司推出「香港文化周」活動，除安排類似節目外，更重點推介香港的農曆新年花車巡遊，並向68萬位Lotte.com會員寄發推廣資料。

旅發局更配合備受歡迎的香港電影《無間道》在當地首映，以及香港管弦樂團到當地宣傳「香港藝術節」的良機，舉行有關的消費者推廣活動。

## 展望未來

旅發局致力透過「香港 – 樂在此，愛在此！」宣傳活動，把香港重新定位為首選的旅遊目的地，推廣香港在購物及美食以外的多元化旅遊吸引力。此外，又會繼續透過在本港舉行的大型活動，針對家庭旅客和不斷增長的兩代同遊家庭客群，推介香港融匯中西文化的特質。全新的推廣工作，則會重點環繞「美食之最大賞」，集中向當地傳媒推廣美食團，並將繼續透過其他文化及娛樂盛事，向消費者強調香港多元化和多層面的旅遊體驗。

在韓國市場，旅發局會繼續透過組織旅業交流團、主題考察團、研討會等，與旅遊業界加強合作，更會與業界及其他行業的夥伴進行聯合促銷，以及推出「香港嚮導」網站。

South & Southeast Asian consumers adopted a more regional travel focus following the events of 11 September 2001. This trend was largely due to the widespread economic uncertainty, which affected consumer spending, and increased price sensitivity and selectivity. In the event, the effects of such concerns on Hong Kong were largely positive, with a 9.1% increase in the number of arrivals from the region in 2002 compared with the previous year, and a total of more than 1.91 million visitors.

Outstanding individual markets at this time included India, Malaysia and the Philippines, all of which registered double-digit growth. In addition to benefiting from the increased emphasis on intra-regional travel, Hong Kong profited from its role as the gateway to China.

## Marketing

The HKTB's major marketing focus throughout the region was on families with young children, and middle-aged couples. Travel promotions were targeted at families and also at maximising travel opportunities during school vacations. Young office ladies in the more affluent markets also remained an important segment. In view of the rapid increase in visitors from the country during 2002, India was identified as a regional market with particularly strong growth potential.

Tailored especially for visitors from the region, a special *Hong Kong Family Fun* guidebook was published in English, Simplified Chinese, Malay and Thai to increase awareness of the city's attractiveness as a family destination. A *Hong Kong Shopping Fun* kit also received a high level of publicity when it was launched via selected regional media, adding value and enhancing interest in the Mega Hong Kong Sale.

The Mega Hong Kong Sale and Hong Kong WinterFest were scheduled to coincide with the major holiday periods. Both events were supported by integrated marketing and publicity platforms, and more than 6,000 dedicated packages were sold in each case.

## Trade promotions

Meetings and update sessions were organised for local trade partners throughout the year, with the aim of reinforcing existing contacts, establishing new ones and acquainting them of new product and marketing platforms. A travel mission visited Indonesia, Malaysia, the Philippines, Singapore and Thailand during July 2002, bolstering confidence by emphasising the city's safety, developing trade liaison and bringing Hong Kong sellers face-to-face with local buyers in full-day trade marts designed to develop new products and packages.

Hong Kong Specialist training workshops were organised for frontline travel agents in six key cities around the region, each of which attracted attendances of between 80 and 120 people. Special-focus familiarisation trips were also organised, highlighting, for example, gourmet dining by leveraging on the Best of the Best Culinary Awards. In return, the agents from Singapore, Malaysia and Thailand promoted Hong Kong Best of the Best Culinary Awards packages, with coupons offering value-adds and/or discounts and a special guidebook from participating restaurants.

Participation in the Pacific Asia Travel Association (PATA) Travel Mart in Singapore in April 2002 provided a valuable platform to promote Hong Kong to buyers from Southeast Asia and other international markets. The HKTB heavily promoted the Mega Hong Kong Sale during the show. Elsewhere in the year, co-operative promotions were launched with trade partners to promote the Mega Hong Kong Sale and the Hong Kong WinterFest.



PATA Travel Mart 2002  
2002太平洋亞洲旅遊協會展銷會

2001年的911事件後，南亞及東南亞地區的消費者傾向在亞洲區內旅遊，這主要是由於經濟不明朗普遍影響旅客的消費力，他們對價格較為敏感，選擇亦更為審慎。然而，香港卻因這些因素而受惠，2002年來自這地區的旅客較2001年增長9.1%，總數超過191萬人次。

其中，印度、馬來西亞及菲律賓市場的升幅最顯著，全部錄得雙位數字的增長。旅遊業取得這理想成績，除因為旅客傾向在區內旅遊之外，香港作為進出中國內地的門戶城市亦是另一項重要因素。

## 市場推廣

旅發局在這地區的主要推廣對象是育有年幼子女的家庭以及中年夫婦。旅遊推廣活動亦集中於家庭旅遊，同時又致力拓展學校假期所帶來的旅遊契機。在較富裕的市場，年輕白領麗人仍然是極重要的目標客群。在2002年，印度訪港旅客快速增長，被視為區內其中一個具強大發展潛力的市場。

為增加區內人士認識香港作為闔家旅遊勝地的吸引力，旅發局特別編製《香港親子遊手冊》，備有英文、簡體中文、馬來文及泰文版本；另又印製《香港購物樂錦囊》，透過區內個別傳媒推出時得到廣泛報道，這份刊物不但為「香港新世紀勁買」活動增值，更刺激了消費者來港購物的意欲。

旅發局特別配合主要長假期舉辦「香港新世紀勁買」及「香港繽紛冬日節」。在綜合市場推廣活動和宣傳平台的支持下，兩項大型活動分別幫助業界促銷超過6,000個專項行程。

## 業界推廣活動

年內，旅發局為本地業界夥伴舉辦多項會議和最新旅遊資訊推介會，既為加強一貫的聯繫，亦讓參加者結識新的業界夥伴、認識新的產品和市場推廣平台。在2002年7月，旅發局組織業界訪問印尼、馬來西亞、菲律賓、新加坡及泰國，除強調香港是個安全的城市，加強業界對香港的信心、促進業務聯繫之外，更讓香港代表與當地業界面對面交流，在一整天的旅遊展銷會中洽談規劃全新的旅遊產品和行程。

旅發局在區內6個主要城市為旅行代理商的前線員工舉行「香港嚮導」培訓工作坊，每次均吸引80至120人參加。另外，又組織專題考察團，例如配合「美食之最大賞」的美食團，成功令新加坡、馬來西亞及泰國的旅行代理商推廣「美食之最大賞」行程，配合優惠及/或折扣券，連同一本參與食肆特備指南，令香港的美食更加吸引。

2002年4月，旅發局參加在新加坡舉行的太平洋亞洲旅遊協會展銷會，藉此寶貴平台向東南亞及世界各地其他市場的旅遊經營商推介香港，並大力推廣「香港新世紀勁買」。年內，又在世界各地與業界夥伴攜手推出合作計劃，推廣「香港新世紀勁買」及「香港繽紛冬日節」。



Hong Kong Travel Mission to Southeast Asia  
香港旅遊業東南亞交流會

## Consumer promotions

Participation in major consumer shows in India, Malaysia, the Philippines and Singapore enabled the HKTB to increase and sustain awareness of new and existing attractions and events in Hong Kong, to support trade partners and to entice potential visitors to purchase packages by offering incentives for on-the-spot bookings. In Singapore, for example, the HKTB brought in a waxwork statue of *kung fu* star Bruce Lee from Madame Tussaud's and Best of the Best Culinary Award-winning chefs to prepare *wonton* noodles at the NATAS Fair, which attracted some 50,000 visitors.

As shopping remains a prime attraction for visitors from South & Southeast Asia, the HKTB strongly leveraged on the annual Mega Hong Kong Sale, which was spearheaded by the Hong Kong Shopper of the Year contest.

*Hong Kong Shopping Fun* guidebooks were distributed to tie in with the Hong Kong Shopper of the Year contests, held at shopping malls in each market. Such activities were designed to attract the attention of consumers, who were then encouraged to visit Hong Kong by a range of packages built around the *Hong Kong Shopping Fun* kit, and complementary and added-value extras.

A broadly similar approach was followed to attract family visitors. The *Hong Kong Family Fun* guidebook was circulated to a wide audience in conjunction with several high-reach, family-oriented consumer publications around the region. Later in the year, countrywide contests were held to

leverage on the enhanced activities and attractions of the Hong Kong WinterFest, which also served as the vehicle for a number of popular packages.

In a move aimed specifically at attracting visitors from India, six leading Bollywood film producers and directors were invited to visit Hong Kong in early March 2003. The familiarisation trip, which highlighted the city's attractions as a possible location for future movies, was a long-term and cost-effective investment in generating maximum exposure for Hong Kong's key attractions in a fast-growing market with enormous potential.

## Future outlook

Research suggests that the trend towards regional travel among price-conscious consumers in the South & Southeast Asian region will persist. The HKTB will thus continue to tap the more affluent families that it has identified as a key demographic segment. With an eye to developing further opportunities, a regular trade e-newsletter for the region provides updates on Hong Kong attractions, products and promotions, particularly those with a family focus.

Understanding that it is critical to rely not only on Hong Kong's traditional strengths of shopping and dining, the HKTB aims to re-position the city's image as a destination with a diverse range of attractions to suit all ages. To this end, the new **Hong Kong – Live it, Love it!** marketing platform showcases the city's vibrancy and multi-faceted sophistication, while the mega-events programme continues to expand Hong Kong's appeal, gain maximum exposure for the destination, and create additional opportunities for co-operation with trade partners. Meanwhile, the HKTB remains committed to growing other potential high-yield sectors, such as incentive and business travel, in several markets around the region.



The HKTB prepares guidebooks aimed at South & Southeast Asian visitors

旅發局為東亞及東南亞旅客印製的旅遊手冊



## 消費者推廣活動

旅發局參加在印度、馬來西亞、菲律賓及新加坡舉行的大型消費者旅遊展銷會，有助提升香港嶄新和現有旅遊景點以至各項盛事的知名度，以及支援業界夥伴透過各種獨特優惠，吸引有意來港的旅客即場購買旅遊行程。例如旅發局帶同杜莎夫人蠟像館內的功夫巨星李小龍蠟像參與新加坡旅行社協會旅遊展銷會，並邀請「美食之最大賞」的得獎名廚在會場內炮製雲吞麵。參觀這項展銷會的觀眾約50,000人。

購物仍然是吸引南亞及東南亞旅客來港的重要賣點，旅發局把握「香港新世紀勁買」期間營造的宣傳效應，特別舉辦「香港購物通」比賽。這項比賽在各個客源市場的購物商場舉行，旅發局並配合有關比賽派發《香港購物樂指南》，目的是要吸引消費者留意香港，並透過一系列根據《香港購物樂錦囊》而安排的行程和多項配套和超值優惠，鼓勵消費者來港旅遊。

旅發局又以同類手法吸引家庭旅客來港，隨同區內多份讀者層面廣泛、以家庭為對象的消費者刊物，向廣大讀者派發《香港親子遊手冊》。同年稍後，又配合「香港繽紛冬日節」的精彩活動和節目舉行全國性的比賽，並以「香港繽紛冬日節」作為多個受歡迎旅遊行程的推廣工具。

為吸引更多印度旅客來港，旅發局邀請6位首屈一指的Bollywood電影製片人及導演，在2003年3月初來港考察。印度市場正迅速增長，發展潛力龐大，舉辦此考察行程不但能重點介紹香港各種旅遊特色，令當地人士認同香港是電影取景的理想地方，更能提升香港主要景點的知名度，是一項長遠而且具成本效益的投資。



The HKTb brought a waxwork statue of kung fu star Bruce Lee to the NATAS Fair  
旅發局將功夫巨星李小龍蠟像帶到新加坡旅行社協會旅遊展銷會

## 展望未來

研究顯示，南亞及東南亞旅客對價格敏感、傾向在區內旅遊這趨勢仍會持續，因此，旅發局會繼續拓展家庭旅遊這個較為富裕的主要客群。為進一步開拓發展機會，旅發局為區內業界定期出版網上旅遊快訊，介紹香港的最新旅遊資料、產品及推廣活動，特別重點介紹有關家庭旅遊的資訊和項目。

旅發局深明香港不能只依賴一向以來在購物和美食方面的優勢，因此銳意為香港的形象重新定位，積極推廣香港是一個適合不同年齡旅遊人士、具多元化特色的旅遊勝地。為此，嶄新的「香港 – 樂在此，愛在此！」宣傳平台，正是要展示香港的澎湃活力和細緻深刻的風貌，而各項大型活動亦能不斷提升香港的旅遊吸引力，為香港爭取最多的曝光機會，並為業界營造更多合作商機。與此同時，旅發局會繼續拓展其他具潛力的高收益客群，例如區內個別市場的獎勵及商務旅遊。









城市  
City 海港  
Harbour  
綠化 Green



The strength and resilience of the Australian economy in 2002 ensured that arrivals to Hong Kong from the region grew by a healthy 6.1% to more than 410,000. This increase was achieved in spite of the fact that capacity on air routes from Australia remained below pre-Ansett collapse levels, notwithstanding additional services by Cathay Pacific Airways and Qantas Airways. Hong Kong experienced only limited impact from the Bali bombing in October 2002, even though the total number of outbound departures from Australia was expected to decline.

### Marketing

Hong Kong remains a popular stopover point on air routes to and from Europe, although the city also attracts considerable numbers of single-destination visitors from the region. The unique and vibrant fusion of Eastern and Western cultures is a major attraction, but increased emphasis was given to Hong Kong's relative safety, especially in the wake of the Bali bombing.

These targeted segments are best reached by tactical co-operation and strengthened relationships with trade and non-trade partners, using customised offers and leveraging from partners' customer bases and distribution networks. In addition to maintaining awareness among trade and consumers of Hong Kong's position as the preferred destination in Asia, the HKTB is further developing the conventions and incentive segment via corporate presentations, direct marketing, participation in shows, trade and corporate familiarisation trips, and educational seminars. One direct mail campaign, conducted in co-operation with Cathay Pacific Airways, reached 3,000 corporate decision-makers and generated more than 60 leads for corporate meetings in Hong Kong.

### Trade promotions

The HKTB's tactical promotions were leveraged on the **City of Life: Hong Kong is it!** campaign and mega-events programme. For example, activities developed around the Mega Hong Kong Sale were pursued between April and September, in co-operation with key Australian wholesalers Qantas Holidays, Venture Holidays, Creative Holidays and Helen Wong's Tours. All produced a variety of attractive packages, which were especially well received.

More than 70 trade delegates from the region attended the Hong Kong Ambassador Conference in July. There was also an extensive nationwide roadshow for a series of retail training seminars. In August, 25 product managers and special interest agents attended Contract Hong Kong, with the result that the HKTB's Cultural Kaleidoscope programme was showcased in several tour brochures.

### Consumer promotions

While bus advertising campaigns brought Hong Kong's attractions to the attention of consumers

In its aim to build upon existing market strengths, and to exploit the potential for continued growth, the HKTB adopted a selective approach based on the yield potential and return of key market segments, tailoring its activities to achieve the desired demographic mix while also identifying appropriate niche-market opportunities. Among the key vacation market segments regarded as having the most growth potential are families with young children and senior citizens. Middle-aged couples are another priority demographic group.



Senior citizens are among the key vacation market segments regarded as having the most growth potential  
長者是最具發展潛力的渡假旅客客群之一



# 澳

洲經濟在2002年強勁回升，推動該區的訪港旅客人數穩健增長6.1%至超過41萬人次。儘管國泰航空及澳洲航空已增加航班服務，但來港的航班載客量仍然低於澳洲安捷航空倒閉前的水平，幸而這並未影響訪港旅客的增長。

2002年10月，峇里島發生炸彈襲擊事件，市場一度預期澳洲整體出境旅客人次下降，但香港的業務只輕微受影響。

## 市場推廣

香港仍然是旅客往來歐洲時的熱門中途站，同時亦吸引區內不少旅客以香港為單一目的地。這裡充滿活力的城市節拍及中西文化薈萃的特質，正是吸引旅客的主要賣點，而在發生峇里島炸彈襲擊事件之後，香港相對安全的旅遊環境，成為更重要的吸引旅客因素。

為把握現有的市場優勢，同時開拓持續發展的潛力，旅發局因應主要客群的收益潛力及回報率，採取合適的推廣手法，按實際情況設計不同類型的推廣活動，務求達致最理想的客群組合；同時不斷發掘合適的市場發展良機。旅發局界定的眾多渡假旅客客群中，最具發展潛力的是育有年幼子女的家庭及長者，而中年夫婦則是另一個優先發展的客群類別。

為吸引這些目標旅客，旅發局與旅遊業界及其他界別的夥伴加強聯繫，推出策略性合作項目，包括按他們的喜好設計特別優惠，並透過合作夥伴的客戶資料庫和分銷網絡加強宣傳。旅發局除致力在旅遊業界和消費者之中維持香港作為亞洲最受歡迎旅遊勝地的知名度之外，亦透過舉辦企業簡介活動、直銷推廣、參與旅業展銷、舉辦業界及企業考察活動和資訊研討會，進一步拓展會議及獎勵旅遊市場。其中一項與國泰航空公司合辦的直郵推廣活動，向3,000位企業決策者推介香港，促成60多項企業會議來港舉行。

## 業界推廣活動

旅發局把握**動感之都：就是香港！**大型旅遊推廣項目和其他大型盛事造就的良機，推出連串策略性宣傳攻勢，例如在2002年4月至9月間環繞「香港新世紀勁買」舉辦多項推廣活動，並與主要的澳洲旅遊批發商，包括Qantas Holidays、Venture Holidays、Creative Holidays及Helen Wong's Tours等，聯合推出各種具吸引力的行程，備受旅客歡迎。

超過70位業界代表出席在7月舉行的「香港大使會議」；旅發局更在全國舉辦大型巡迴展覽，配合連串特別為旅遊零售商而設的培訓研討會；8月，25位旅遊產品經理及舉辦特別興趣行程的旅行代理商參與旅發局的赴港交流團，成功爭取旅遊業界在多個旅遊行程的刊物內介紹「文化萬花筒」節目。



Contract Hong Kong 2002  
2002年赴港交流會

in Sydney, Melbourne, Brisbane and Perth during 2002, Sydney residents enjoyed an in-depth introduction to the Hong Kong experience with the launch of the HKTB's Cultural Kaleidoscope programme at the Museum of Contemporary Art at Sydney's Circular Quay on 22 August. Addressed by the Chief Secretary for Administration, The Hon Donald Tsang, on his first official visit to Australia, as well as by the HKTB's Executive Director, the event received wide and positive media coverage, increasing awareness of Hong Kong's culture and history, in addition to its core strengths as a destination.



Launch of the Cultural Kaleidoscope programme in Sydney  
「文化萬花筒」活動在悉尼正式啟動

In an effort to target high-yield frequent flyers, an extensive and integrated marketing promotion was conducted with Qantas Airways during April and May. The promotion was featured in in-flight video and magazines, and included e-newsletter offers and Qantas website promotions.

A nationwide promotion in co-operation with Dymocks bookstore throughout September offered the opportunity to win a trip to Hong Kong. In October, renowned Australian critic food and TV personality Elizabeth Chong became the

first international judge of the Best of the Best Culinary Awards.

### Future outlook

The HKTB's marketing objectives are to increase consumer demand to visit Hong Kong, and to facilitate information gathering and purchases by consumers in all target markets and segments. In order to meet these objectives, the integrated marketing mix will incorporate tactical advertising, direct marketing, public relations and media activities, consumer promotions, an online presence and brochure fulfilment.

The bulk of the HKTB's regional activities will concentrate on highlighting Hong Kong's diversity via the **Hong Kong – Live it, Love it!** campaign launched in late-2003 and the mega-events programme, which demonstrate that Hong Kong's strengths extend well beyond the traditional areas of shopping and dining. For example, the International Chinese New Year Parade, which showcases Hong Kong's unique fusion culture and heritage, was re-scheduled until after dark to capitalise on the spectacular backdrop of the night-time harbour view. All such mega-events are staged to maximise visitor interest and media coverage, stimulating travel, enabling wholesale partners to secure attractive air-ground deals, and promoting attractive tactical offers during low seasons.

The HKTB's regional marketing strategy also includes tactical co-operation with trade partners to drive incremental leisure traffic, and thematic campaigns, including an outdoor advertising campaign in major cities, to increase awareness of Hong Kong. Other events throughout the year will serve to highlight Hong Kong's cultural diversity and its varied attractions.

## 消費者推廣活動

年內，旅發局在悉尼、墨爾本、布里斯班及珀斯推出巴士廣告宣傳，藉此吸引當地消費者注意香港。8月22日，旅發局在悉尼環型碼頭(Circular Quay)現代藝術博物館啟動「文化萬花筒」活動，令悉尼市民得以更深入認識香港的旅遊特色。啟動儀式由首次官式訪問澳洲的政務司司長曾蔭權先生及旅發局總幹事主持，獲得當地傳媒廣泛及正面的報道，令當地人士更了解香港的歷史文化和旅遊優勢。

旅發局致力向經常乘坐航機的高收益客群推廣香港，在4月及5月聯同澳洲航空公司舉辦大型的綜合市場推廣活動，除了利用航班上的影片和雜誌協助宣傳外，又發出電子通訊介紹旅遊優惠，並在澳洲航空公司的網站進行推廣。

旅發局又與Dymocks書店合作，於9月在全國進行推廣活動，參加者有機會贏取免費訪港行程。10月，著名澳洲美食家及電視名人陳月意女士出任「美食之最大賞」的首位國際評判。

## 展望未來

旅發局的市場推廣目標，是要提升消費者訪港的意欲和需求，同時令各個目標市場及客群的消費者更易取得香港的旅遊資訊，吸引他們參與訪港行程。為達致以上目標，旅發局採取綜合的推廣手法，包括策略性廣告宣傳、直銷推廣、公關及傳媒活動、消費者推廣活動、網上宣傳及派發旅遊刊物。

旅發局會透過2003年底啟動的「香港 – 樂在此，愛在此！」宣傳活動和各項大型活動，在區內重點推廣香港萬象姿采的旅遊特色，展示香港在傳統的購物和美食之外，還有數之不盡的旅遊優勢。例如，旅發局特別把展現香港中西文化薈萃特質的「新春國際匯演之夜」改為晚上舉行，進一步發揮維港夜景的吸引力。旅發局舉辦這些大型活動，目的是要盡量提升旅客對香港旅程的興趣、爭取傳媒廣泛報道及刺激旅遊意欲，讓旅遊批發商把握平台促銷更具吸引力的航空及陸上行程，以及在旅遊淡季期間推廣富吸引力的特別優惠。

旅發局的另一項地區性推廣策略，是與業界夥伴緊密合作，刺激消閒旅遊業務，並推出不同主題的宣傳攻勢，包括在主要城市舉辦戶外廣告宣傳，以助提升香港的知名度。另外，年內亦會舉行其他活動，務求突顯香港萬象姿采的文化和旅遊特色。



Renowned Australian food critic and TV personality Elizabeth Chong became the first international judge of the Best of the Best Culinary Awards  
著名澳洲美食家及電視名人陳月意女士出任「美食之最大賞」的首位國際評判



Despite the continuing fallout from the events of 11 September 2001, recession, stock market declines and the increasing threat of war in the Middle East, arrivals from the Americas to Hong Kong posted a remarkable 7.0% increase in 2002, which represented almost 1.35 million visitors. This exceptional growth, which exceeded the record total of the year 2000, was achieved at a time when overall business and leisure travel had declined so steeply that several major airlines had been brought to the brink of bankruptcy.

Although per capita spending declined, largely because post-11 September promotions and packages attracted a different mix of visitors from the usual – including many leisure travellers from the western United States – The Americas remained Hong Kong's fourth-biggest overnight-stay region. Surveys also revealed a high level of satisfaction among visitors.

Cathay Pacific Airways' long-awaited code-share service with American Airlines greatly improved connections between North America and Hong Kong. However, an increase in direct flights to the US from Mainland cities meant that many passengers from Beijing and Shanghai were now able to by-pass Hong Kong completely.

## Marketing

As the senior market was more affected by negative political and economic conditions than other segments, the HKTB shifted its marketing focus to middle-aged couples, as well as towards the West Coast. The post-11 September marketing message was also fine-tuned to reflect such sentiments as deepening relationships, belonging, balance, authenticity and security.

While co-operating with trade partners in developing and marketing tactical packages, the HKTB also aimed to cultivate higher-yield segments in the longer term, such as corporate events and the cruise markets. Co-operation with operators to China and other Asian destinations also helped to expand growth, particularly among the senior group travel segment.

As a growing number of visitors from this region plan and book travel on the Internet, the HKTB embarked on e-marketing programmes in partnership with Travelocity, Travelzoo and other companies. A consumer database to market the mega-event programme also suggested themed vacation packages to individual consumers.

## Trade promotions

The **City of Life: Hong Kong is it!** campaign remained the HKTB's major marketing platform in The Americas, providing a positive "umbrella" to support tactical promotions. Meanwhile, in view of the marketing challenges, the HKTB stepped up its partnership activities with wholesalers, chains and consortia.

The HKTB extended its cooperation with non-direct trade and other partners to broaden its access to consumers and generate a higher return on investment. Integrated campaigns were run with the American Automobile Association, supported by TV (*Travel Café*), membership magazines and direct marketing; with American Express Travel-Related Services, supported by *Travel + Leisure* magazine and newsletters; and with Carlson, with direct marketing support and e-communications to leisure and cruise clients.

Zero commission introduced by major carriers offered the potential to stimulate the sale of leisure packages by travel agents. In co-operation with Hong Kong Masters in California, Chicago, Florida and Texas, the Hong Kong Satellite Reps



A television crew from E! Entertainment News International flew to Hong Kong to feature celebrity Nancy Kwan at a HKTB event  
E! Entertainment 派攝影隊到港拍攝名人關南施出席旅發局活動的情景

**在** 2002年，儘管911事件的陰霾未散、經濟衰退、股市下滑及中東戰事如箭在弦，年內美洲旅客仍顯著增長7.0%，總數接近135萬人次，特別是當整體商務旅遊和消閒旅遊的業務迅速下調，令多家主要航空公司瀕臨破產邊緣，香港仍取得這理想的成績，而且遠勝在2000年創下的紀錄，實在令人鼓舞。

雖然911事件後，業界推出特別宣傳活動和行程，吸引了與以往不同層面的旅客來港，包括來自美國西部地區的消閒旅客，導致旅客人均消費下調，但在過夜旅客之中，美洲仍然是本港第四大的客源市場。研究調查亦顯示，旅客對旅程的滿意程度維持高水平。

國泰航空公司與美國航空公司推出期待已久的「共享代碼」服務，大大改善香港與美國之間的聯繫。但航空公司增加中國內地城市與美國的直航班次，卻令許多由北京和上海啟程的旅客可以繞過香港直達美國。

## 市場推廣

由於長者旅客市場較其他客群更容易受負面的政治及經濟因素影響，旅發局將市場推廣的重點轉移至中年夫婦客群，並著力吸引西岸的旅客。911事件後市場推廣訊息亦稍作調整，例如強調更緊密的關係、歸屬感、平衡、真實可靠及安全感。

旅發局一方面與旅遊業界夥伴合作發展及推廣優惠行程，另一方面亦致力長遠發展高收益的市場，例如企業活動和郵輪旅遊市場。旅發局與旅遊經營商合作，推出前往內地及其他亞洲城市的行程，亦有助增加訪港旅客人次，特別是吸引更多長者參團來港。

由於這地區有越來越多的旅客利用互聯網計劃及預訂旅遊行程，旅發局與Travelocity、Travelzoo及其他公司攜手，開展網上市場推廣計劃，並透過消費者資料庫宣傳大型活動，及向個別的消費者推介主題渡假行程。

## 業界推廣活動

**動感之都：就是香港！**大型旅遊推廣項目仍然是旅發局在美洲推廣香港的主要宣傳平台，亦是支援各種策略性宣傳活動的綱領。與此同時，由於市場競爭愈趨激烈，旅發局亦加強與旅遊批發商、連鎖店及財團的夥伴合作關係。

旅發局拓展與旅遊業以外的界別及其他相關夥伴的合作，務求擴大與消費者接觸的層面，爭取最大的投資回報。因此，旅發局推出多項綜合宣傳計劃，包括與美國汽車商會合作，配合電視台節目《Travel Cafe》、多本會員雜誌及直銷活動進行宣傳攻勢；與美國運通旅遊服務合作，配合《旅遊及怡閒》雜誌及多份推廣快訊展開推廣活動；以及與Carlson合作，配合直銷宣傳和電子通訊，向消閒旅遊及郵輪旅遊的客戶進行推廣。



In Canada, the HKTB launched a quarterly trade newsletter in English and French  
旅發局在加拿大推出英文和法文版的旅遊業季刊

programme created a significant sales increase in these key markets. The HKTB's trade web site was upgraded to provide the latest information on mega-events, product updates and sales tools to support the tactical sales push, while a quarterly trade newsletter in English and French was launched in Canada.



### Consumer promotions

Sustained media coverage focusing on the city and its product strengths kept Hong Kong in the public eye throughout the year. Heading a variety of TV shows highlighting many facets of the city was *Hong Kong's Islands of Paradise*, which was shown on more than 200 PBS stations around the US and earned a Best Documentary in the 2002 DV Awards. Jackie Chan also enthralled viewers with his hour-long *My Hong Kong*, screened by the Travel Channel. Print-media coverage included a "Three Perfect Days in Hong Kong" feature in United Airlines' *Hemispheres* magazine, while a *New York Times* feature on hiking in Hong Kong revealed a novel aspect of the city to potential visitors.

Canadian consumers were introduced to Hong Kong via the premiere episode of a new *Valerie Pringle* travel show, aired by CTV and promoted in conjunction with an American Express Top 10 winter travel package. The city was also featured twice by *Reader's Digest* magazine in 2002, and

a web campaign introduced the Hong Kong Cultural Kaleidoscope, with a Chinese New Year horoscope and contest.

Promotional activities aimed at US consumers included an exclusive Uniworld travel package offered to eight million Chase Manhattan Bank cardholders around the country. The 2002 Mega Hong Kong Sale also received wide support from media and wholesalers, with a Travelocity sweepstake attracting 140,000 entries, while the US contestant became the winner of the worldwide Hong Kong Shopper of the Year contest.

Although the weak economy and corporate cost-cutting led to a decline in the high-yield corporate events sector, the HKTB worked hard with travel partners to cultivate this market for the future.

### Future outlook

As the fiscal year drew to a close, the US entered into war with Iraq and the first cases of Sars were being reported. What might have been an opportunity to redirect travel to the relatively safer Asia-Pacific region was thus thwarted. Nonetheless, the HKTB has heeded the lessons of 2001 and 2002, and remains responsive and flexible towards changing market conditions.

The new **Hong Kong – Live it! Love it!** campaign and the ongoing calendar of mega events provide a vehicle on which to expand the city's appeal beyond the traditional attractions of shopping and dining, while highlighting the sophistication that help to differentiate Hong Kong from Mainland destinations. In support of these promotional activities, the HKTB will continue to track consumer sentiment, drawing up plans and contingencies based on market environments and feedback, and reinforcing strategic partnerships to build rapidly and effectively on the recovery once it occurs.



多家主要航空公司推出免佣計劃，有助進一步刺激旅行代理商銷售消閒旅程。旅發局與加州、芝加哥、佛羅里達州及德薩斯州的Hong Kong Masters合作推出Hong Kong Satellite Reps計劃，大大提升旅遊行程在這些主要市場的銷量。旅發局又加強旅遊業網站的內容，加入大型活動、旅遊產品以及銷售輔助工具的最新資訊，以支援促銷活動，同時在加拿大推出英語及法語版的旅遊業季刊。

## 消費者推廣活動

年內，傳媒持續廣泛報道香港及有關的旅遊產品，令這旅遊勝地在當地市場維持曝光和知名度。在各種宣傳香港的電視節目中，《Hong Kong's Islands of Paradise》成功突顯香港多元化的旅遊特色，這節目在美國各地超過200個PBS電視台播放，更在2002年的DV Awards中贏得最佳紀錄片大獎。由成龍主演的一小時節目《My Hong Kong》在旅遊頻道播放，吸引大量觀眾收看。印刷媒介方面，包括有美國航空公司《Hemispheres》雜誌刊載的《Three Perfect Days in Hong Kong》特輯；《紐約時報》亦介紹香港遠足郊遊的好去處，展示香港都市的另一種面貌。

在加拿大，旅發局透過新的旅遊節目《Valerie Pringle》，在它的首集節目中向當地人士推介香港；該節目由加拿大電視台播放，並與美國運通贊助的十大冬季旅遊行程聯合推廣。《讀者文摘》在2002年亦兩次專題介紹香港。旅發局又配合農曆新年運程和比賽活動，在網上宣傳「文化萬花筒」。

其他以美國消費者為對象的推廣活動，包括全美800萬大通銀行信用卡用戶專享的Uniworld旅遊行程；另外，傳媒及旅遊批發商大力支持2002年的「香港新世紀勁買」活動，參加Travelocity幸運大抽獎的人士多達14萬，最後美國的參賽者脫穎而出，成為全球「香港購物通」優勝者。

儘管經濟疲弱，企業削減開支，令高收益的企業活動市場表現下調，旅發局仍然繼續與業界夥伴合作，為這個市場的未來發展打好基礎。

## 未來展望

在本財政年度結束前，美國已經拉開與伊拉克的戰幔，傳媒亦首次報道「沙士」疫情，旅發局原有機會把市場焦點轉向較安全的亞太區，然而，「沙士」事件令計劃未能實現，儘管如此，我們吸收了2001及2002年的經驗，會繼續保持靈活敏銳，因應市場情況而轉變。

旅發局嶄新的「香港 – 樂在此，愛在此！」宣傳計劃，以及在港舉行的各項大型活動，能展示香港在購物及美食之外的其他多元化旅遊吸引力，同時突顯香港能為旅客帶來細緻深刻的旅遊體驗，此特色令香港有別於中國內地其他城市。配合這些推廣活動，旅發局會繼續密切留意消費者的情緒，並按市場環境和反應擬定計劃和應變措施，同時加強與業界夥伴的策略聯繫，務求在復甦來臨的時候能快速而有效地掌握機遇。



*My Hong Kong featuring Hong Kong Tourism Ambassador Jackie Chan, was screened on the Travel Channel*

邀請得香港旅遊大使成龍作嘉賓的  
《My Hong Kong》節目在旅遊頻道播放

**T**ravel to Hong Kong from Europe, Africa and the Middle East grew strongly in 2002, the 7.8% increase in arrivals representing some 1.26 million visitors. This achievement was all the more remarkable for the fact that it came at a time when many countries in Western Europe and the euro-zone were hit hard by the global economic malaise.

Particularly strong growth was registered from the Middle East (17.5%), Italy (9.5%), France (7.2%) and the UK (5.4%), while the 17.9% increase from the Nordic countries was doubtless helped by the introduction of a direct air link between Hong Kong and Helsinki. Equally encouraging was the rise in per capita spending by overnight visitors from the region, which grew 4.8% during the period, and which was partly attributable to the strength of the euro against the Hong Kong dollar. Business recovered swiftly from the brief dip following the Bali bombing in October 2002, and continued well into 2003, although the negative effects of Sars began to show at the very end of the financial year.

of Hong Kong as a destination, following the onset of the Iraq war and the threat of Sars, although other inducements to travel included an increase in the availability of tactical price offers, with the support of airline and trade partners.

The majority of long-haul arrivals to Hong Kong are attracted to the city by its vibrancy and diversity, rather than to a specific event. The mega-events programme, however, serves an important marketing function by reinforcing perceptions that there is always something happening, and can be packaged with attractive deals to stimulate travel to Hong Kong. The city's unique culture and heritage also play a major role in advertising and public relations activities.

### Trade promotions

The HKTB continued its role of facilitating and expanding contacts between trade partners in Hong Kong and those around the region. In London, a Contact and Contract event in March put 27 Hong Kong hoteliers and 51 local tour operators together, while 60 European operators were hosted on a Hong Kong visit in May, where they attended a one-day mini-mart with the Hong Kong trade.

As 79% of visitors from this region are multi-destination travellers, the HKTB recognises that co-operation with neighbouring destinations is essential. In February and March, a major roadshow promoting complementary destinations was organised in conjunction with tour operator Asia Voyage, the national tourist organisations of Malaysia, Singapore and Thailand, and airline and hotel operators. It toured 13 French cities and brought the HKTB's message to more than 1,200 agents. In March, the Hong Kong Special Agent CD-ROM-based training programme was updated and re-launched to German agents at ITB in Berlin, stimulating a growth in membership to more than 2,500.

### Marketing

According to research gleaned in airport surveys, the priority segments from the region continue to be middle-aged couples and younger professionals without children. These groups are reached mainly via targeted media advertising and public relations activities, and through the selection of appropriate non-trade promotional partners.

Much of the HKTB's public relations focus was on reassuring potential visitors of the relative safety



The HKTB participated in ITB in Berlin  
旅發局參與在柏林舉行的國際旅遊展覽

**在** 2002年，從歐洲、非洲及中東地區訪港的旅客強勁增長7.8%，達126萬人次。在這期間，西歐及歐元地區多個國家受全球經濟放緩影響，這市場在這情況下仍錄得如此佳績實在突出。

增幅特別強勁的地區和國家包括中東(上升17.5%)、意大利(上升9.5%)、法國(上升7.2%)及英國(上升5.4%)，而北歐多國的訪港旅客上升17.9%，無疑是因香港與赫爾新基推出直航服務而受惠。同樣令人鼓舞的是，期間這地區的過夜旅客人均消費上升4.8%，部分原因是歐元兌港元保持強勁。2002年10月，峇里島的炸彈襲擊雖然令旅遊業一度下調，但業務迅速復原，並持續至2003年，直至本財政年度後期，「沙士」事件的影響才開始浮現。

### 市場推廣

根據旅發局在機場進行的訪問調查，這地區的主要推廣對象仍然是成熟的夫婦及年輕無子女的專業人士。旅發局主要透過鎖定目標的媒體廣告和公關活動，並選擇合適的合作夥伴，向這些客群進行宣傳推廣。

鑑於伊拉克可能爆發戰事，加上「沙士」事件，旅發局的公關工作集中向有意來港的旅客推介香港是個相對較安全的旅遊勝地，並繼續透過航空公司及業界夥伴的支持，以極優惠的價格促銷香港行程。

大部分長途市場旅客，都是被香港的澎湃活力及萬象姿采所吸引而來港旅遊，特別參與個別活動而訪港的旅客相對較少。然而，舉辦大型活動對於市場推廣工作極為重要，能在旅客心目中強化香港盛事源源不絕的印象，業界亦可藉此以極富吸引力的優惠，包裝和推廣這些節目，刺激旅客訪港的意欲。此外，香港文化及古蹟的獨特色彩，也是旅發局廣告及公關活動的重要賣點。

### 業界推廣活動

旅發局繼續發揮其促進和擴大香港以至各地旅遊業界之間溝通聯繫的作用。3月在倫敦舉行的「建關係、訂合同業務推廣活動」吸引了27家香港酒店經營商及51家當地的旅遊經營商共同參與。另一方面，60家歐洲旅遊經營商在5月獲邀來港，與香港的業界出席一整天的旅遊展銷會。

由於區內79%旅客均在同一旅程中前往多個旅遊目的地，旅發局認同與鄰近地區進行聯合推廣非常重要。在2月及3月，旅發局聯同旅遊經營商Asia Voyage、馬來西亞、新加坡及泰國的國家旅遊機構，以及航空公司和酒店經營商，舉辦推廣一程多站旅遊的大型巡迴展覽，拜訪了13個法國城市，向超過1,200家旅行代理商傳遞旅發局的訊息。3月，旅發局參與在柏林舉行的國際旅遊展覽，並向德國的旅行代理商推出以光碟為媒體、重新修訂的「香港嚮導」訓練計劃，經過旅發局的積極推介，參與計劃的代理已增至超過2,500人。



A strong focus was also trained on the incentive and conference market in Germany, following the appointment of a tele-marketing consultancy by the HKTB. Following a campaign of phone and sales calls, some 540 trade and corporate contacts asked to receive further information on a regular basis, enabling the creation of a much improved contact database. A similar campaign, using e-mail and fax, was also undertaken in Italy, with encouraging results.

### Consumer promotions

The HKTB participated in a month-long promotion in France in January and February, in partnership with the department store chain Galleries Lafayette and the China National Tourism

Organisation, with a major exhibition in the Paris flagship store and smaller exhibits in stores around the country. Special offers and packages put together by tour operator Asia Voyages were sold through Galleries Lafayette's in-store travel agents.

A promotion with Coca-Cola brought Hong Kong to a wider audience of consumers in Germany in October and November, through selective media advertising, a direct mail shot, flyers and point-

of-sale displays, a special offer package and the chance to win a holiday. The fast-growing Italian market was also targeted in a Hong Kong on the Road promotion, aimed at both consumers and the trade, in which a specially decorated bus toured 13 cities during May, parking in each city centre for one day, and selling to more than 5,000 consumers and 200 invited local agents. Backed by advertising, direct marketing, public relations and press coverage, the event was partnered by Cathay Pacific Airways and eight tour operators.

Throughout the year, 39 print media and 10 TV crews from the UK alone were hosted in Hong Kong. In one particularly successful familiarisation trip highlighting the Mega Hong Kong Sale and targeting the young professionals segment, socialite and celebrity Tamara Beckwith went on a shopping spree in conjunction with *OK* magazine. The upscale UK supermarket chain Waitrose took part in a Chinese New Year promotion in January and February 2003, in which customers were offered a special Hong Kong package and the chance to win a holiday.

### Future outlook

Although 2002 ended on a positive note, which continued into the final quarter of the financial year, the effects of Sars quickly put an end to this trend. In order to take fullest advantage of the subsequent recovery, the HKTB began widening its focus to highlight the diversity of attractions available in Hong Kong, and to maximise consumer awareness through the full range of public relations, media and related exposure.



The majority of long-haul visitors are attracted to Hong Kong by its vibrancy and diversity  
大部分長途市場旅客都是被香港的澎湃活力及萬象姿采所吸引

另一方面，旅發局委託一家電話市場推廣顧問，向德國的獎勵旅遊及會議市場進行重點推廣工作。經過電話促銷推介活動，約有540家旅遊業界及企業要求定期索取詳細的旅遊資訊，大大加強旅發局的聯繫網絡。此外，旅發局透過電郵及傳真，在意大利進行類似的推廣計劃，成績亦令人鼓舞。

## 消費者推廣活動

在1月及2月，旅發局與百貨連鎖店Galleries Lafayette及中國駐外旅遊辦事處合作，在法國參與一項為期9個月的推廣活動，其中包括在Galleries Lafayette的巴黎旗艦店舉行大型展覽，並在全國多家分店舉辦規模較小的同類展覽。旅遊經營商Asia Voyages推出的特別優惠和訪港行程亦透過Galleries Lafayette店內的旅行代理商銷售。

在10月及11月，旅發局與可口可樂公司合作，透過特定的傳媒廣告、直銷郵件、宣傳單張及在銷售點的展覽、特惠旅遊行程，以及免費香港旅程，廣泛向德國的消費者推介香港。旅發局亦在增長迅速的意大利市場，針對消費者和旅遊業界，利用一輛經過精心粉飾的巴士進行宣傳，在5月，這巴士訪遍意大利13個城市，在每個城市的市中心停留一天，向超過5,000名消費者及200家當地的旅行代理商推介香港。這項活動與國泰航空公司及8家旅遊經營商合作，配合廣告宣傳、直接推廣、公關活動及新聞採訪，成效顯著。

在英國方面，旅發局在年內共接待39家印刷傳媒及10支電視台攝製隊訪港，其中一項非常成功的考察活動，是針對年青專業人士客群，以「香港新世紀勁買」為主題的行程，當地的知名人士Tamara Beckwith與《OK》雜誌合作舉行購物推廣活動。此外，英國一家高級超級市場連鎖店Waitrose參與在2003年1月及2月舉行的農曆新年推廣活動，為消費者推介特惠香港行程，及贏取免費訪港旅程的機會。

## 展望未來

2002年的成績令人滿意，並維持至本財政年度的最後一季，但「沙士」的出現迅速令情況逆轉。為充分把握事件過後旅遊業迅速復甦帶來的機遇，旅發局不斷擴闊推廣重點，強調香港能提供多元化的旅遊特色，並透過公關、傳媒及其他曝光途徑，盡量加強消費者對香港的認識。



"Hong Kong on the Road" bus promotion  
Hong Kong on the Road巴士宣傳活動









# 購物 Shopping

