

We chose the *Hong Kong Experiences* theme for this year's Hong Kong Tourism Board (HKTB) Annual Report 2004/05, as few destinations can match the multi-dimensional appeal of this unique city. Indeed, as our award-winning video – also called *Hong Kong Experiences* – so perfectly encapsulates, there is so much to see and do in Hong Kong.

The HKTB's marketing and promotional activities underline this remarkable combination of strengths, which create deep and satisfying experiences. We package and promote our attractions through events that emphasise the many facets of Hong Kong. We deepen visitors' understanding of our unique lifestyle by giving them a chance to rub shoulders with locals. We are committed to continuously elevating standards of service as a means of enhancing the quality of a stay in Hong Kong. We highlight the latest attractions to ensure there is always something new to discover and, above all, encourage the community to participate in the development of tourism.

As everyone in Hong Kong plays a part in creating meaningful memories for visitors, we hope you enjoy reading the latest HKTB Annual Report and also invite you to join us in making 2006 Discover Hong Kong Year our most memorable ever.

香港擁有多元化的旅遊吸引力，全球很少旅遊目的地能夠媲美，因此，香港旅遊發展局（旅發局）特別以「香港體驗」作為2004/05年報的主題。事實上，正如我們在名為「香港體驗 全情觸動」的得獎宣傳短片所介紹，香港有各式各樣的景點和活動供旅客遊覽及參與，實在令人目不暇給。

而旅發局的市場及推廣活動，就是要突顯香港如此多元化的旅遊優勢，令旅客留下深刻印象，並獲得稱心滿意的體驗。我們透過不同類型的活動，包裝及推廣各項旅遊特色，盡顯香港多層面的吸引力；又鼓勵旅客參與這些活動，領略香港人的生活情趣。此外，我們積極提升服務水準，令旅客在港享受到更優質的旅程，又重點推介嶄新的旅遊特色，確保旅客獲得最精彩的體驗。當然，最重要是鼓勵本港社會，鼎力支持旅遊業的發展。

作為香港的一分子，每位市民都可以出一分力，為旅客帶來美好而難忘的回憶。在閣下閱覽旅發局年報之餘，謹此誠邀閣下支持和參與，令每位在「2006 精采香港旅遊年」到訪的旅客，均得到最愉快難忘的體驗。