

The Year in Review 2004/05 回顧



An irresistible **invitation** to
discover Hong Kong
誠邀探索 精彩香港



During 2004/05, the HKTB once again created a promotional framework targeting the travel trade and consumers, and supporting a range of corporate initiatives to facilitate the growth of inbound tourism into Hong Kong. Together, these activities help to ensure that consumers are not only attracted to visit Hong Kong, but that they are also motivated to plan a return visit, and that they strongly recommend the destination to friends, family and colleagues.

The HKTB began the year with its annual overview of plans, strategies and targets to the travel industry and the media. On the assumption that outbound market conditions worldwide would remain stable, a key forecast was that visitor arrivals would exceed 20 million in 2004, and the year's end would see recovery across all markets. This forecast of a 31.8% increase in visitors was optimistic enough, as few would have dared guess at the start of 2004 that total arrivals to Hong Kong would actually rise by more than 40%.

The HKTB maintained its strategy of drawing visitors from a balanced portfolio of geographic markets. This ensures Hong Kong is building tourism from a broad and diverse international base without undue over-dependence on any particular market or region. The overall success, as always, reflected the cumulative efforts and initiatives of the many different sectors that constitute Hong Kong's travel trade – such as travel agents, airlines, hotels and Hong Kong International Airport. The combination of the HKTB working closely with the travel trade as a whole continues to bring synergy and value to Hong Kong's tourism sector.

Trade promotions

The HKTB strengthened relations with the travel trade in all key markets and regions with a range of initiatives. The successful programme of Contract Hong Kong meetings, to take one example, continued throughout the year, bringing overseas travel buyers together with Hong Kong-based tour and hotel operators, and other travel-trade service providers. The HKTB also attended seven important travel trade shows, arranged six travel missions to target markets, hosted overseas travel trade delegates in its continuing visitation programme, and provided training on Hong Kong's attractions to wholesalers and travel agents.

In September, Hong Kong had the distinction of hosting a key trade event in the form of the 74th American Society of Travel Agents (ASTA) World Travel Congress. A major annual gathering for the global travel industry, this event attracted approximately 2,000 travel agents and other industry delegates. The event provided a valuable platform for raising the profile of Hong Kong among a substantial number of travel-trade

在2004/05年度，旅發局繼續以旅遊業界及消費者為對象，制訂有效的市場推廣策略，並配合一系列企業拓展工作，務求帶動訪港旅客的增長。這些工作不單吸引消費者來港觀光，亦鼓勵旅客再次來訪，甚至向親友或同事推介香港。

2004年伊始，旅發局向旅遊業界及傳媒簡介其全年業務計劃、策略及工作目標。基於全球外遊市場穩定，旅發局預期2004年的訪港旅客將超越2,000萬，而所有市場的業績則會在年底全面復甦。以當時環境而言，預計訪港旅客攀升31.8%可說已是相當樂觀，至於全年訪港旅客最終能錄得超過四成的強勁增長，更實在令人喜出望外。

年內，旅發局繼續維持均衡市場組合的策略，致力吸引各地旅客來訪，以確保客源遍及全球各地，避免過份倚重單一市場或地區。一如以往，旅遊業能取得佳績，是業內各個不同界別齊心協力、各展所長的成果，當中包括所有旅行代理商、航空公司、酒店及香港國際機場等。旅發局與業界同仁合作無間，亦繼續營造出強大的協同效應，為本港旅遊業增值。

業界推廣

旅發局在各主要市場及地區進行多項工作，加強與當地旅遊業界的聯繫，例如全年舉辦旅業訪港考察活動，邀請外地旅遊業買家與本港旅遊經營商、酒店營運商及其他相關服務供應商會面，洽談業務商機。旅發局又參與七項大型旅遊業展覽，安排六個旅遊業訪問團前赴不同市場。此外，又繼續舉辦考察活動，接待到訪的旅遊業界，並為旅遊批發商及旅行代理商提供培訓，介紹本港的旅遊特色。

2004年9月，國際旅遊業每年一度的盛事 – 第74屆「美國旅行社協會世界年會」在港舉行，吸引約2,000位旅行代理商及相關行業的代表出席。美國是本港其中一個高效益的客源市場，這次盛事正好提供極佳的平台，向大批來自美國的旅遊業翹楚推廣香港，同時亦讓美國旅行代理商，親身體驗香港的旅遊吸引力。期間，旅發局為與會代表安排各種觀光行程，展示香



▲ The 74th ASTA World Travel Congress not only brings key agents from the US (left), but also provides them with up-to-date destination information (right)
第74屆「美國旅行社協會世界年會」吸引美國旅遊業翹楚出席(左)，讓他們獲得香港最新的旅遊資訊(右)



professionals in the United States, one of the HKTB's highest-yield markets. The congress provided an opportunity for US travel agents to personally experience what Hong Kong has to offer. A variety of sightseeing tours were hosted by the HKTB to showcase Hong Kong's diversity and sophistication, so that delegates become more adept at selling the destination. In particular, the HKTB vigorously promoted Hong Kong's strengths in the MICE sector. It also marked the first official presentation by leaders from tourism bureaux from the Pan-Pearl River Delta (PPRD), including Hong Kong, on the potential for tourism business between this region and the US.

Consumer promotions

Launched in September 2003, the Hong Kong – Live it, Love it! global brand marketing campaign continued as the HKTB's marketing platform throughout 2004. A number of advertisements were developed under the theme and these were shown throughout the year on television in our key source markets.

As part of the Hong Kong – Live it, Love it! branding platform, in March 2005, the HKTB also launched the *Hong Kong Experiences* video. This was broadcast around the world and continues to be shown at promotional events. The video gives a personal view of Hong Kong through the eyes of four groups of visitors – a family from Mainland China with a young child, an American businessman, a young couple from Japan, and a middle-aged married couple from the UK – reflecting some of the key markets and segments on which the HKTB focuses.

The HKTB was successful in promoting Hong Kong through partnership with the entertainment industry. It played a highly supportive role in producing the *Hong Kong – Through the Eyes of Celebrities* TV series, which was broadcast throughout Mainland China in late 2005, and had another opportunity to support an Asian TV production when it assisted the South Korean team producing the *Hong Kong Express* mini-series drama on South Korea's SBS TV.

港多元化的旅遊樂趣，以便他們日後推廣香港時，更加得心應手。旅發局又致力突顯香港在會議、展覽及獎勵旅遊方面的優勢。而這次盛事更讓包括香港在內的泛珠三角旅遊局要員，首度與美國業界商討加強合作，拓展兩地之間的旅遊業務。

消費者推廣

旅發局在2003年9月推出的「香港 – 樂在此，愛在此！」全球宣傳活動，在2004年繼續成為重點的推廣平台。旅發局環繞這個主題製作了一系列廣告，全年不同時間在各主要客源市場的電視播放。

2005年3月，旅發局在「香港 – 樂在此，愛在此！」的推廣平台上，推出名為「香港體驗 全情觸動」的短片，在全球各地及不同的推廣活動中播放。短片透過四組旅客的個人體驗，介紹他們眼中的香港。這四組旅客均代表旅發局的目標市場或客群，他們分別為：包括一個帶同小孩訪港的內地家庭、一位美國商人、一對日本年輕情侶，以及一對來自英國的中年夫婦。

旅發局繼續與演藝界緊密合作，攜手推廣香港。年內，旅發局積極支持電視專題片「星星細語香港情」的製作，這齣專題片其後於2005年底在內地全國各地播放。此外，亦支持另一齣亞洲區的電視節目 — 南韓SBS電視台的迷你電視劇「香港特急」，在港取景。

- Supported by the HKTb, the *Hong Kong Express* drama series enthralls TV audiences in South Korea and around Asia
旅發局協助南韓拍攝電視劇「香港特急」，備受南韓及亞洲其他地區電視觀眾歡迎



Creating business platforms through Mega Events

The HKTb built on the strong achievements of the Mega Events programme by organising an array of events in 2004/05. The programme began in June with the 2004 Hong Kong Shopping Festival, supported by the 2004 Hong Kong Shopper of the Year contest and the annual lucky draw. This was followed by the Best of the Best Culinary Awards in October and 2004 Hong Kong WinterFest, which commenced in November and lasted until early January. The 2005 International Chinese New Year Night Parade in February rounded off the programme.

The Mega Events have immense value in their ability to create additional packaging opportunities for travel-trade partners worldwide, while also enabling local merchants to enjoy further business. From a consumer perspective, HKTb surveys revealed high satisfaction rates of 8.3 points out of 10 among visitors who participated in these events. Some 92% of visitors interviewed indicated that they would recommend similar activities to friends or relatives, while 87% said they would return to Hong Kong.

Marketing accolades

The HKTb earned worldwide recognition for its Hong Kong – Live it, Love it! global advertising campaign and the Mega Events programme. The Hong Kong – Live it, Love it! branding appeared as television, radio, print, online and outdoor advertising in 16 key markets worldwide. The campaign has been highly effective in building awareness of Hong Kong's destination appeal. It has successfully differentiated Hong Kong from competing destinations and influenced the travel intentions of visitors. Indeed, Mega Events have helped cement Hong Kong's reputation as the Events Capital of Asia and play a key role in encouraging visitors to either re-visit the city or to recommend it to friends and relatives.

大型活動創業務平台

承接大型活動的成功基礎，旅發局在2004/05年度繼續舉辦各式各樣的精彩節目。首項大型活動「2004香港購物節」於6月舉行，期間並舉辦「2004香港購物通」比賽，以及幸運大抽獎。「美食之最大賞」則緊接於10月舉行，至於「2004香港繽紛冬日節」則於同年11月舉行，直至翌年1月初。在2004/05年度，旅發局的壓軸大型活動為「2005新春國際匯演之夜」，於2月隆重舉行。

這些大型活動不單提供機會，讓各地旅遊業界包裝配套行程，並為本港商界帶來業務良機，與此同時，旅客亦從中受惠。據旅發局的調查，曾經參與的旅客對這類活動滿意程度甚高，以10分為滿分的話，他們的評分達8.3分。而大約92%的受訪旅客則表示，會向親友推介這類節目，至於87%受訪者則表示會重臨香港。

屢獲殊榮

旅發局的「香港 – 樂在此，愛在此！」全球宣傳活動及多項大型活動，喜獲國際認同。「香港 – 樂在此，愛在此！」的品牌宣傳，在全球16個主要市場，分別透過電視、電台、刊物、互聯網及戶外廣告推出。這項宣傳活動成功地提升各市場對香港的認識，亦突顯出香港比其他競爭對手優勝之處，帶動旅客來港觀光的意欲。至於各項大型活動則有助鞏固香港作為「亞洲盛事之都」的地位，同時亦鼓勵旅客再次來訪，並向親友推介香港。



▲ Opened in 2004, the Avenue of Stars builds on the strong synergies between tourism and showbusiness
2004年開幕的「星光大道」是本港旅遊業及電影業發揮協同效應的成果

By the end of the year, the HKTB had received 15 prestigious awards from influential organisations in the US, Italy, Germany and Hong Kong. Advertising for the Hong Kong – Live it, Love it! platform, for example, won two Galaxy 2003 Gold Awards and a Golden Compass Award in the Prix ITB 2004. The HKTB also received awards from the 29th Festival Internazionale del Film Turistico, the Quester 2004 Awards and the Cable & Satellite Broadcasting Association of Asia (CASBAA). The HKTB's Mega Events programme was a two-time Silver Winner in the Galaxy 2003 Awards, while the Lantern Wonderland, the anchor attraction of the 2003 Mid-Autumn Lantern Celebration, received four different awards alone.

Leveraging on new attractions

Hong Kong is not a static destination and the HKTB, along with the wider travel trade, recognises the need for new sights and attractions. Early 2004 saw two welcome steps forward in this regard in the form of *A Symphony of Lights* and the Avenue of Stars.

Launched by the Government's Tourism Commission in January 2004 to showcase Hong Kong's spectacular night harbour views, *A Symphony of Lights* is a multi-media show that initially used harbourfront buildings between Central and Wan Chai, and has since been extended to both sides of the harbour. The lighting on these buildings is synchronised with special sound effects to tell the story of Hong Kong in sound and light. The nightly show has proved a big hit with visitors from all markets and special pyrotechnic effects have been added by the HKTB to enhance the experience at peak tourism periods. It subsequently won the attention of Guinness World Records, who have declared it the world's "Largest Permanent Light and Sound Show".

Another runaway success with both local and overseas visitors is the Avenue of Stars, which opened on the Tsim Sha Tsui waterfront at the end of April, and is an ideal viewing point for *A Symphony of Lights*. Originating in an HKTB study into potential new attractions, the Avenue of Stars was taken forward by the New World Group with support from

截至2004年底，旅發局獲得美國、意大利、德國及本港多家具影響力機構頒發共15項殊榮。其中，「香港 – 樂在此，愛在此！」廣告便奪得 Galaxy 2003兩項金獎及2004年柏林國際旅遊展覽金指南針獎。旅發局又獲第29屆國際旅遊業電影節、Quester 2004 Awards，以及亞洲有線與衛星電視廣播協會頒發獎項。大型活動方面，除了兩度贏得 Galaxy 2003 Awards銀獎外，單是2003年「中秋綵燈慶全城」的焦點項目「綵燈大觀園」，便勇奪了四項大獎。

把握新景點落成

香港是個活力充沛的旅遊勝地，旅發局與旅遊業界均明白，本港需要不斷引入新的景點和旅遊特色，因此，2004年初兩項新旅遊項目 – 「幻彩詠香江」及「星光大道」相繼推出，均令業界同仁雀躍。

「幻彩詠香江」多媒體燈光音樂匯演由政府旅遊事務署於2004年1月推出，目的是展示香港的迷人海港夜色。最初，參與匯演的包括中環至灣仔沿岸的大廈，後來更伸延至維港兩岸的多幢建築物。匯演期間，互動的燈光及音樂效果此起彼落，訴說著香港的動人故事。這項每晚舉行的匯演，成功吸引各地旅客；在一些旅遊旺季和特別日子，旅發局更安排煙火表演。最近，「幻彩詠香江」更獲《健力士世界紀錄大全》確認為全球最大型定期燈光音樂匯演。

位於尖沙咀海濱長廊的「星光大道」在2004年4月底開幕後，亦廣受本地市民及旅客歡迎，也是觀賞「幻彩詠香江」的最佳地點。「星光大道」的概念源自旅發局一項有關新旅遊景點的研究，其後在政府、油尖旺區議會及香港電影金像獎協會支持下，由新世界集團推行。這項新

► Hong Kong is promoted as a romantic honeymoon destination for Mainland visitors
旅發局向內地旅客推廣香港為溫馨浪漫的蜜月勝地



the Government, Yau Tsim Mong District Council and the Hong Kong Film Awards Association. Designed to cater to visitors' interest in Hong Kong movies, which have an especially strong appeal not just in Asia but also more recently in Hollywood, the Avenue of Stars honours the contribution the industry's leading players have made to the cinematic arts in Hong Kong and around the world. Visitors can see handprint plaques of well-known movie personalities past and present, as well as sculptures and videos.

Jackie Chan visited Shanghai in March to start a series of overseas consumer promotions of the Avenue of Stars. The promotion continued in May, when he visited the attraction in Hong Kong, accompanied by some 40 media guests from Canada, Germany, Mainland China, Taiwan, Singapore, Malaysia, Thailand, the Philippines, Indonesia and South Korea. The HKTB has prepared a *Hong Kong Movie Odyssey Guide* to help visitors explore the city's movie-related heritage.

The Avenue of Stars also provided a compelling location for an HKTB initiative to promote Hong Kong as a romantic honeymoon destination for Mainland visitors. This took the form of a Rose Wedding Ceremony held in Hong Kong in October. A total of 62 couples from Hangzhou participated in this colourful event, part of a larger "romance tour" to Hong Kong.

Business and MICE initiatives

Hong Kong's business visitors are a high-yield segment spending considerably more than the average visitor. Furthermore, approximately one-third of business arrivals to Hong Kong are travelling for meetings, incentives, conventions and exhibitions (MICE). The HKTB maintains a strong focus on this high-yield segment and is encouraging visitors to extend their stay or to bring their spouse or family with them. The *Hong Kong Leisure Guide for Business Travellers*, a new publication launched in a print edition and on the HKTB's DiscoverHongKong.com web site in mid-2004, emphasises how easy it is to fit leisure time into a busy business schedule.

景點是因應旅客對香港電影的濃厚興趣而設。香港電影不單極受亞洲人士喜愛，近年更揚威荷里活，對各地旅客均具有一定吸引力。而設立「星光大道」的目的，就是表揚曾為本港以至國際電影業作出貢獻的人士，旅客在此可欣賞到現今及已故影星的掌印、雕塑和錄影片段。

為配合「星光大道」開幕，影壇巨星成龍先生於開幕前一個月，即3月遠赴上海，開展一連串消費者推廣活動。這些推廣活動持續至5月，成龍並親臨「星光大道」，與來自加拿大、德國、內地、台灣、新加坡、馬來西亞、泰國、菲律賓、印尼及韓國約40位傳媒代表會面。旅發局又特別印製《香港 星、影、情》電影地圖，讓旅客按圖索驥，到著名電影的取景場地瀏覽，藉此探索本港地道風貌。

「星光大道」亦提供一個極佳場地，有助向內地旅客推廣香港為浪漫的蜜月勝地。旅發局曾舉辦大型的溫馨香港旅程，其中，62對來自杭州的夫婦便曾在10月份來港，參與「西湖情·情繫香港·2004玫瑰婚典」活動。

商務、會議展覽及獎勵旅遊

商務旅客屬於高效益客群，消費顯著較一般旅客多。而來港的商務旅客之中，約有三分之一均是出席會議、展覽及獎勵旅遊活動。因此，旅發局繼續重點開拓這個高效益客群，鼓勵他們延長留港，或攜同伴侶或家人同行。2004年中，旅發局推出全新編印的《商務旅客樂優游 香港導覽手冊》，並上載於網站 DiscoverHongKong.com，鼓勵商務旅客在公餘時間，參與各種消閒活動。



▲ The HKTb participates in important trade fairs to reach out to agents from around the world
旅發局參與重要的旅遊展銷會，向世界各地的業界推廣香港



▲ The HKTb organises regular briefings for local industry partners
旅發局定期為本地旅遊業界舉辦簡介活動

The HKTb is always ready to work with a variety of partners to secure world-class MICE events for Hong Kong. An excellent example of what can be achieved was the announcement in June that Hong Kong would host 2006 ITU TELECOM WORLD, one of the world's largest and most prestigious international events, which is to be held outside Geneva for the first time ever. Winning the hosting rights in competition against several major cities, including Geneva itself, was the result of 18 months of hard work by a broad-based team that included Government departments, partners from the tourism and exhibition industries, and the HKTb. This is a major success and the HKTb welcomed the news for the stimulus it will provide to the MICE sector in Hong Kong's business travel market, noting that the ITU's decision provides powerful recognition of Hong Kong's ability to stage major, world-class events. Lasting eight days, 2006 ITU TELECOM WORLD is expected to bring 100,000 overseas visitors from around the world, securing valuable business for Hong Kong's hotel, retail, catering, transport and leisure sectors.

Broadening quality tourism

Two important initiatives that support the quality of Hong Kong's tourism offering and enhance the overall experience of our visitors are the Quality Tourism Services (QTS) scheme and the Tourism Orientation Programme (TOP).

Launched in 1999 to provide a system for assessing, monitoring and evaluating the service quality with the aim of accrediting qualified retail outlets and restaurants, and to handle any complaints when required, the QTS has progressed well. More stringent requirements were put in place during the year, along with an enhanced complaints-handling mechanism, to further raise the industry's service standards and assure visitors' confidence.

旅發局一直與不同界別緊密聯繫和合作，攜手吸引大型會議展覽來港舉行，當中包括於6月宣佈在港舉行的「國際電信聯盟2006年世界電信展」。這項展覽乃全球最具規模及知名的國際盛事之一，亦將會首次在日內瓦以外的地方舉行。香港特區政府多個部門、旅遊及展覽業界，加上旅發局所組成的跨界別團隊，經過18個月努力爭取，最終擊敗包括日內瓦在內的多個主要城市，贏得主辦權。這項盛事將進一步推動本港的商務旅遊，以及會議、展覽及獎勵旅遊業務。而國際電信聯盟選擇在港舉行活動，亦證明香港舉辦國際盛事的能力得到認同。這項為期八天的大型展覽，預期會吸引10萬位國際旅客來港，為本港酒店、零售、餐飲、運輸及消閒業界，帶來可觀的商機。

拓展優質服務

年內，旅發局繼續透過「優質旅遊服務」計劃及「旅業英才實習計劃」，致力提升香港的旅遊服務質素，更豐富旅客在港的體驗。

「優質旅遊服務」計劃早於1999年推出，為達至既定水平的零售商舖及食肆提供認證，藉此評估、監察和量度業內的優質旅遊服務質素，並在有需要時，處理旅客的投訴。年內，「優質旅遊服務」計劃進展良好，並收緊了參與計劃的基本要求，同時又強化投訴處理機制，以進一步提升業界的服務水準，令旅客在港旅遊消費更具信心。



▲ Surpassing the 20 million mark in December, total arrivals in 2004 eventually soar to 21.81 million
2004年12月訪港旅客在年內突破2,000萬人次，全年旅客更刷新2,181萬的新紀錄



▲ The HKTb begins preparations for the 2006 Discover Hong Kong Year campaign in early 2005
旅發局於2005年初開始籌備「2006精采香港旅遊年」推廣計劃

Likewise, TOP aims to develop a cadre of well-trained tourism professionals through work experience, providing another method of improving service standards and enhancing visitors' overall experience of Hong Kong. The Government provided funding to the HKTb to launch TOP in 2002 and the 124 Tourism Host graduates produced in 2004 underlined the continued health of this initiative. Surveys by the HKTb showed that 97% of visitors are satisfied or very satisfied with the service provided by Tourism Hosts.

Ending a successful year

Hong Kong began to celebrate a successful year in December with a formal welcome for its 20 millionth visitor for 2004 – a new record. The HKTb's Chairman, The Hon Mrs Selina Chow, made a personal appearance at Hong Kong International Airport to congratulate the lucky visitor – a woman from the Netherlands. This, and the eventual year's tally of 21.81 million visitors, was just one of several records broken during the year, which also included the first-ever half-year arrivals total of more than 10 million visitors, and the highest total for a single month in August, when visitor numbers passed the two million mark for the first time.

The 2004/05 financial year closed with the HKTb's announcement on 17 March that it would launch the 2006 Discover Hong Kong Year campaign. The campaign capitalises on Hong Kong's new attractions opening in late 2005 and into 2006, as well as the strong interest in Asia and China in the global tourism market. The HKTb's major short-term objective is to drive incremental visitor arrivals and spending, making Hong Kong the hottest, "must-visit" destination on any itinerary in China or elsewhere in Asia. For the long term, the HKTb wants to reinforce Hong Kong's leading position in the international travel market, making it a timeless, continuously rejuvenating destination. The HKTb strongly believes these forthcoming promotions in 2005 and 2006 will help to take the tourism industry's performance to new heights.

另一方面，「旅業英才實習計劃」則透過提供實習機會，培訓一批旅業專才，藉此提升服務水平和旅客在港的體驗。這項計劃於2002年由政府撥款資助，並由旅發局統籌推出。2004年，124位「旅業英才」修畢課程。旅發局進行的調查顯示，97%的受訪旅客均滿意甚至非常滿意「旅業英才」所提供的服務。

豐盛的一年

2004年12月，訪港旅客首次在年內突破2,000萬人次，為香港旅遊業奠定新里程。旅發局主席周梁淑怡議員親臨香港國際機場迎接年內第2,000萬位訪港旅客，幸運兒是一位來自荷蘭的女士。至於全年旅客則刷新2,181萬人次的新紀錄。除此之外，年內，旅遊業還創下其他佳績，包括：訪港旅客首次在半年內突破1,000萬，8月份的訪港旅客刷新歷年單月最高紀錄，並首次打破200萬大關。

在2004/05財政年度結束之前，旅發局於2005年3月17日宣佈推出「2006精采香港旅遊年」。這項推廣計劃目的是把握2005年底及2006年多項新景點落成的時機，並配合全球市場對亞洲及內地的濃厚興趣，在短期內令香港成為亞洲和內地行程中「必到」和最熱門的目的地；長遠而言，則進一步鞏固香港在國際旅遊市場的領導地位，令香港成為一個歷久常新和變化萬千的旅遊勝地。相信在2005年及2006年分別進行的推廣活動，將有助推動香港旅遊業，攀上另一高峰。