



HKTB at Home 旅發局在港的工作

In 2006/07, the HKTB Head Office implemented a host of new initiatives to make the 2006 Discover Hong Kong Year as memorable and effective as possible.

Together on a Voyage of Discovery

The Hong Kong team made every effort to enhance visitors' experience during their stay in the city by launching a wide variety of new products and promotions, enriching existing events and products, offering innovative services, and upgrading quality. Partnership with the travel trade was also strengthened and different sectors of the community mobilised to join in a raft of initiatives, such as Mega Events and special offers. Together with its partners, the HKTB unveiled many hidden treasures of Hong Kong in 2006 Discover Hong Kong Year, thereby creating a total travel experience for visitors, increasing yield as well as the number of arrivals, and laying a solid foundation for the future sustainable development of Hong Kong's tourism.

Bringing New Sights and Sounds

The HKTB's programme of Mega Events continued to be a highly effective platform for enhancing Hong Kong's overall destination appeal while providing visitors with an opportunity to mix with local people. According to the HKTB's research, these Mega Events enrich visitors' experience and encourage them to revisit Hong Kong to take part in the events and to recommend Hong Kong to friends and relatives. At the same time, they provide an opportunity for the HKTB to attract more high-yield family and business visitors, and to create an ongoing business platform for travel-related sectors. Surveys conducted in conjunction with the Mega Events also allowed the HKTB to gauge visitors' satisfaction with each event and to plan for future programmes.

Culture & Heritage Celebration (20 April to 7 May)

Since Hong Kong's unique heritage and culture was a key element of 2006 Discover Hong Kong Year, the Culture & Heritage Celebration took place for the first time. The event focused on the festivities surrounding four major local festivals, namely the Birthdays of Tin Hau, the Lord Buddha and Tam Kung, as well as the famous Cheung Chau Bun Festival.

於 2006/07 年度，旅發局總辦事處推行了一連串嶄新的推廣工作，務求令旅客對「2006 精采香港旅遊年」留下美好回憶，提升活動的成效。

共同探索 精彩旅程

旅發局的香港辦事處竭盡所能，推出不同種類的全新旅遊項目和推廣活動，加強原有的盛事和旅遊產品，提供富創意及更高質素的服務，藉此提升旅客在港的體驗。旅發局又加強與旅遊業界的合作，並動員社會各界參與，例如出席大型活動，以及為旅客提供特別優惠等。同時，旅發局與合作夥伴攜手，在「2006 精采香港旅遊年」內推介香港的旅遊寶藏，為旅客帶來全方位的旅遊體驗，並致力提高旅遊效益和訪港旅客人次，為香港旅遊業的未來，奠定更穩固的基礎。

繽紛姿采 再獻新猷

旅發局的大型活動繼續提供有效的平台，提升香港的整體吸引力，並讓旅客與市民近距離接觸。旅發局的市場調查顯示，大型活動令旅客的旅程更為充實，鼓勵他們再次來港參與這些活動，並向親友推薦。這些活動又為旅發局提供機會，吸引更多高效益的家庭和商務旅客，並為與旅遊業相關的界別創造業務平台。而在大型活動中進行的調查，亦有助了解旅客對各項活動的滿意程度，並作為將來籌劃其他項目時的參考。

傳統節慶巡禮 (4月20日至5月7日)

香港獨特的文化傳統是「精采香港旅遊年」的主要元素，因此旅發局首辦了「傳統節慶巡禮」，內容圍繞天后誕、佛誕、譚公誕以及長洲太平清醮四個本地傳統節日。



Culture & Heritage Celebration featuring a Temple Fair in Central to showcase four local traditional festivals. 「傳統節慶巡禮」期間，中環設置廟會推介四個傳統節日。

An In-style Hong Kong Guide produced to promote Hong Kong Shopping Festival. 推廣「香港購物節」而印製的《女人·情迷香港購物》小冊子。

A Temple Fair was set up in Central to present the four festivals in miniature so as to give visitors a taste of the festivities and arouse their interest in travelling to the respective districts or outlying islands to experience the celebrations for themselves. The event received wholehearted support from the travel trade as well as district and religious organisations.

旅發局特別於中環設置廟會，推介這四個節日，並吸引他們前往相關地區或離島親身體驗。這項活動得到旅遊業界、地區組織及宗教團體的鼎力支持。

By highlighting various traditional festivals, the Culture & Heritage Celebration promoted our ancient Chinese heritage, and helped to support businesses in different districts. During the Mega Event period, the number of people visiting Po Lin Monastery was greater than last year. The Temple Fair re-created at the Central Ferry Piers also helped attract visitors with its festive decorations."

「『傳統節慶巡禮』對推廣中國傳統節慶有著明顯的幫助，為旅客及市民同一時間介紹多個節慶，推動不同地區的本土經濟。而今年在『傳統節慶巡禮』期間到訪寶蓮禪寺的旅客人數亦較去年同期多。另外，在中環碼頭舉辦的廟會極具創意，令該處變得更具節日氣氛，因此有著一定的吸引力。」

Ven Chi-wai, Abbot, Po Lin Monastery

寶蓮禪寺住持釋智慧和尚

2006 Hong Kong Shopping Festival (24 June to 31 August)

For the fifth consecutive year, the HKTB organised a mega summer shopping promotion, targeting visitors from both short- and long-haul markets. To tie in with the 2006 Discover Hong Kong Year, the festival carried the theme "Discover the Diverse Shopping Experience" and highlighted the city's all-round, multi-faceted shopping experiences as offered by participating malls and department stores, open-air markets, top brand flagship stores, Chinese authentic speciality store clusters, trendy boutiques and themed shopping streets.

2006 香港購物節 (6月24日至8月31日)

年內，旅發局以所有長、短途市場的旅客為對象，連續第五年舉辦夏季購物推廣活動。為配合「精采香港旅遊年」，今屆購物節以「時刻發現包羅萬象的購物體驗」為主題，透過「商場及百貨公司」、「露天市場」、「名牌旗艦店」、「傳統商品專區」、「流行時尚店」和「主題購物街」等六個層面，突顯香港式俱備、包羅萬有的購物體驗。

A record of more than 8,000 merchant outlets participated in the event, reflecting the HKTB's partnership with the local retail and dining sectors. Free world-class evening entertainment was on offer in the form of the Aqua Fantasia multimedia show, and for the first time the Festival provided a dedicated website to highlight the hottest deals and promotions. Almost 7.3 million lucky draw entries were registered, 21.7% more than in 2005. As an initiative to encourage consumption, the lucky draw helped stimulate HK\$2.34 billion of spending on shopping and dining, an increase of 27% over 2005.

Mid-Autumn Lantern Celebration (30 September to 15 October)

Among the new Mega Events the HKTB staged in Discover Hong Kong Year to target high-yield visitors was the Mid-Autumn Lantern Celebration in September and October, a time when significant number of business travellers arrive for the many large-scale conventions and exhibitions taking place in the city. The planning and arranging of this event reflected the HKTB's focus on partnership and collaboration with various local organisations, in this case the Hong Kong Designers Association and Hong Kong Institute of Architects. The event highlighted the Mid-Autumn Festival celebrations and attractions to be found in different parts of Hong Kong, including the Lantern Wonderland set up by the HKTB in Victoria Park and the Tai Hang Fire Dragon Dance, thereby showcasing Hong Kong's local culture, heritage and deep-rooted traditions to in-town visitors and enhancing their experiences. The number of local and overseas visitors to the Lantern Wonderland during the event period reached 347,000.

今屆購物節有超過8,000間商舖參與，反映本地零售及餐飲業界鼎力支持。旅發局安排了名為「光影水躍」的多媒體水幕匯演，為旅客帶來免費的晚間消閒娛樂。此外，今屆購物節更首次專設網站，向旅客推介熱賣情報和推廣優惠。而為鼓勵旅客消費而舉辦的幸運大抽獎，共錄得近730萬個抽獎機會，帶來23.4億港元的購物及飲食消費，較2005年分別上升21.7%及27%。

中秋綵燈慶全城 (9月30日至10月15日)

為吸引更多高效益旅客在「精采香港旅遊年」期間來港，旅發局特別在9月至10月增辦大型活動「中秋綵燈慶全城」，以配合商務旅客來港參與會議展覽的旺季。這項活動的籌劃和安排，再次展示出旅發局與本地團體的合作，而是次活動的合作夥伴，就有香港設計師協會及香港建築師學會。這項活動集中推介香港各區的中秋慶祝活動和景點，其中包括旅發局在維多利亞公園設置的「綵燈大觀園」，以及大坑舞火龍，藉此向旅客展示香港富地道特色又歷史悠久的傳統文化。在活動期間前往參觀「綵燈大觀園」的市民和旅客多達347,000人次。



Aqua Fantasia multi-media show to stimulate night shopping and spending during the Hong Kong Shopping Festival.

「光影水躍」多媒體水幕匯演有助刺激購物節期間的晚間購物和消費。



Lantern Wonderland featured as main attraction at Mid-Autumn Lantern Celebration.

「綵燈大觀園」是「中秋綵燈慶全城」的焦點項目。



Best of the Best Culinary Awards held for the sixth consecutive year.
「美食之最大賞」連續第六年舉行。



Local citizens eagerly cast their votes to identify the most sumptuous and classic Hong Kong dishes.
市民踴躍投票選出美味又有代表性的香港菜式。

2006 Hong Kong Culinary Delights (30 September to 15 October)

For every Mega Event, the HKTB bundles together special offers and privileges for visitors, and makes use of the opportunity to showcase Hong Kong's other core strengths. During the Mid-Autumn Lantern Celebration, the HKTB organised the Hong Kong Culinary Delights to encourage visitors to explore Hong Kong's dining culture. The event featured a series of themed activities, including the Seafood Festival, which for the first time brought the HKTB into partnership with the four popular seafood districts of Sai Kung, Lei Yue Mun, Cheung Chau and Lamma islands. The event also featured dining highlights in such food locations as Stanley, Hillwood Road and Knutsford Terrace.

2006 Best of the Best Culinary Awards (9 to 10 October)

In October, the Best of the Best Culinary Awards were held for the sixth consecutive year. This event provides an opportunity for the catering industry to showcase the finest examples of classic Chinese cuisine and highlight Hong Kong's gastronomic excellence and diversity.

Four new categories were created for the Awards: Stir-fried, Steamed, Sweet & Sour and Seafood and Vegetable. These attracted 436 entries, an increase of more than 30% over 2005, and the number of participating restaurants also grew by almost 10% to 161. The HKTB also organised the first-ever photo exhibition of the short-listed dishes to solicit local

2006 美食之最在香港 (9月30日至10月15日)

在每項大型活動期間，旅發局均會為旅客串連各種特別優惠，藉此突顯香港各種優勢。在「中秋綵燈慶全城」期間，旅發局舉辦了「美食之最在香港」活動，鼓勵旅客發掘香港的美食文化。這項活動包括一系列主題節目，其中的「海鮮節」是旅發局首次與西貢、鯉魚門、長洲和南丫島四個著名海鮮美食區合作。此外，這項活動亦特別介紹赤柱、山林道和諾士佛臺的特色美食。

2006 美食之最大賞 (10月9日至10日)

連續第六年舉辦的「美食之最大賞」於10月舉行。這項比賽為餐飲業界提供機會，展示他們精心炮製又具代表性的中菜，並突顯香港精彩和多元化的美食文化。

「美食之最大賞」所設的四個組別，分別為「炒」、「蒸」、「甜酸」和「河鮮／海鮮與蔬菜」菜式，吸引436道參賽菜式，較2005年增加超過三成，而參加的食肆數目亦上升近一成，共161間。旅發局更首次舉辦入圍菜色的圖片展覽，鼓勵市民在「精采香港旅遊年」

residents' support in identifying the most sumptuous and classic Hong Kong dishes in 2006 Discover Hong Kong Year. As in previous years, the Awards attracted extensive coverage both locally and overseas.

內，一同選出香港最美味又有代表性的菜式。一如往年，「美食之最大賞」吸引了本地及海外傳媒的廣泛報道。

“The attention to detail and stringent judging procedures showcase the importance the HKTB attaches to the competition and the respect they have for the chefs.”

「這項比賽一絲不苟，評審過程嚴謹，反映出旅發局對比賽的重視以及對廚師的尊重。」

Mr Moses Lim, celebrity gourmet from Singapore and international judge in the contest

獲邀擔任國際評判的新加坡著名食家林益民先生

2006 Hong Kong WinterFest (24 November to 1 January 2007)

As the finale event of 2006 Discover Hong Kong Year, the HKTB organised the Hong Kong WinterFest for the fifth consecutive year. This event was designed to showcase the enhanced portfolio of Hong Kong attractions and festivities, and to promote Hong Kong as the ideal family destination during the winter festive holidays. Carrying the theme of “Love and Care”, the WinterFest joined hands for the first time with four major attractions, namely Hong Kong Disneyland, Madame Tussauds Hong Kong, Ngong Ping 360 and Ocean Park Hong Kong, to present a spectacular array of family-friendly, fun-filled activities. The Statue Square in Central was transformed into a picturesque, European-style Santa's Town featuring a love motif and traditional Christmas elements, as well as a host of international and local performances.

2006 香港繽紛冬日節 (11月24日至2007年1月1日)

旅發局連續第五年舉辦「香港繽紛冬日節」，今屆更成為「2006 精采香港旅遊年」的壓軸活動。這項活動的目的，是突顯香港比以往更多元化的旅遊吸引力，以及濃厚的冬日節慶氣氛，並將香港推廣為家庭旅客歡渡冬日假期的勝地。今屆冬日節以「愛與關懷」為主題，首次聯同香港迪士尼樂園、香港杜莎夫人蠟像館、昂坪360和香港海洋公園四個主要景點，呈獻多項適合一家大小、充滿歡樂的節目。期間，中環皇后像廣場變身為充滿歐陸氣息及以愛為主題的「聖誕歡樂小鎮」，除結合傳統聖誕裝飾外，更安排了一連串國際及本地表演。



Hong Kong WinterFest featured as the grand finale of Discover Hong Kong Year. 「香港繽紛冬日節」為「精采香港旅遊年」的壓軸大型活動。



The 12th staging of the annual Chinese New Year Parade featuring more international and interactive elements.
第12屆賀歲花車巡遊注入更多國際及互動元素。

2007 Cathay Pacific International Chinese New Year Night Parade (18 February 2007)

The annual Chinese New Year Parade has become a highlight of Hong Kong's Lunar New Year celebrations since its inception in 1996. Along with other festivities in town, Hong Kong's Chinese New Year celebrations were ranked as the "Best Value Entertainment Around the World" in Lonely Planet's *Bluelist 2007*.

Adopting the theme "Celebrate World Party", the 12th staging of the mega event completed the cycle of the Chinese horoscope. This year's pageant, which was once more held in Tsim Sha Tsui, introduced even more international and interactive elements, transforming the event into a multi-cultural street party with 13 brightly illuminated floats, and 15 overseas and 14 local performing groups. Relayed via international and regional TV broadcasts, the Parade generated huge publicity for Hong Kong.

Support for Third-party Events

In addition to organising its own Mega Events, the HKTB co-operates with partners to support and promote arts and cultural events, sports programmes and local festivities that reflect Hong Kong's unique strengths, thereby reinforcing the city's position as the Events Capital of Asia. These events were supported and promoted to visitors through DiscoverHongKong.com, e-Zine, regular updates to travel trade partners, new channels such as the Hong Kong Mobile Host, as well as through PR initiatives.

2007 國泰航空新春國際匯演之夜 (2007年2月18日)

自1996年以來，一年一度的賀歲花車巡遊已成為香港農曆新年的焦點盛事，加上城中其他節慶活動，香港的農曆新年慶祝活動獲Lonely Planet出版的《Bluelist 2007》評為「全球最值得欣賞的娛樂盛事」。

賀歲花車巡遊已踏入第12屆，亦即完成全部12個生肖。今年的巡遊再次假尖沙咀舉行，以「歌舞鼓樂賀新禧」為主題，由13輛奪目的花車、15支國際及14支本地演出隊伍獻藝，注入更多國際及互動元素，成為富有多元文化特色的街頭派對。經多個國際及地區電視台直播，這項巡遊活動成功為香港帶來龐大的宣傳效應。

支持各界盛事

旅發局不但舉辦本身的大型活動，亦與其他夥伴緊密合作，協助舉辦或推廣能突顯香港獨特優勢的文化藝術盛事、體育活動，以及本地節慶，藉此鞏固香港作為「亞洲盛事之都」的地位。旅發局透過多個渠道支持和推廣這些活動，包括DiscoverHongKong.com、《香港電子雜誌》、定期向業界夥伴提供的最新資料、嶄新的「香港隨身旅遊大使」，以及各項公關活動等。

Introducing Innovative New Products

Leveraging on the many initiatives and attractions of Discover Hong Kong Year, the HKTB sought new ways to promote the diversity of Hong Kong's tourism appeal, to enhance the channels through which this diversity is communicated, and to offer new products and incentive packages to encourage repeat visits and higher spending.

Discover Hong Kong by Rail guidebook

Designed to promote the extraordinary depth and diversity of Hong Kong's culture and heritage in 2006 Discover Hong Kong Year, the *Discover Hong Kong by Rail* guidebook features six walks or itineraries recommended by Dr Patrick Hase, Honorary Adviser to the Hong Kong Museum of History. The guidebook encourages visitors to explore Hong Kong's hidden treasures in the comfort and convenience of Kowloon-Canton Railway trains.

Nature Kaleidoscope Programme

In September 2006, the Nature Kaleidoscope Programme was launched for a six-month trial period. The programme comprised an array of eco-oriented tours to showcase Hong Kong's lesser-known nature attractions and to offer visitors new experiences, particularly of green tourism in the Northeast New Territories.

無限創意 精益求精

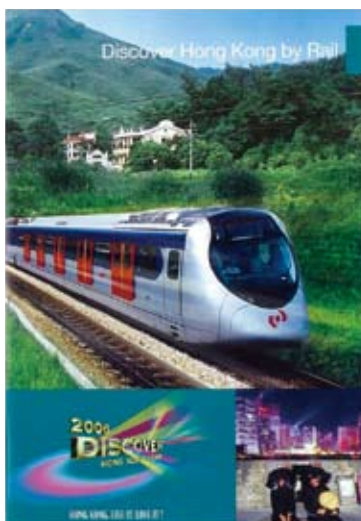
旅發局借助「精采香港旅遊年」內多個旅遊項目推出的時機，以嶄新的方式來推廣香港多元化的吸引力，加強旅遊資訊的發放，並串連推廣全新的產品和特惠，吸引旅客多次來港及增加消費。

《踏上精彩旅程—香港鐵路遊蹤》

為配合「精采香港旅遊年」宣揚多元化的香港文化傳統，旅發局出版《踏上精彩旅程—香港鐵路遊蹤》，介紹由香港歷史博物館榮譽顧問夏思義博士推薦的六條旅遊路線，鼓勵旅客乘搭九廣鐵路，探索香港的旅遊寶藏。

自然生態萬花筒

旅發局於2006年9月試辦為期六個月的「自然生態萬花筒」計劃，內容包括一系列生態旅遊路線，特別是新界東北面的生態之旅，以展示香港較鮮為人知的生態面貌。



Discover Hong Kong by Rail guidebook encouraging visitors to explore Hong Kong's hidden treasures by traveling on KCRC trains.

《踏上精彩旅程—香港鐵路遊蹤》鼓勵旅客乘搭鐵路探索旅遊寶藏。



Participants of Nature Kaleidoscope Programme are highly satisfied with the featured eco-oriented tours. 參加者均滿意介紹生態旅遊路線的「自然生態萬花筒」計劃。



Discover Hong Kong Nature guidebook featuring 16 walking trails and green spots in various parts of Hong Kong.
《Discover Hong Kong Nature》小冊子介紹 16 處漫步路線和景點。

Surveys by the HKTB showed that more than 85% of participants were satisfied with the programme, and close to 100% would recommend the tours to family and friends. The programme has also encouraged trade partners to re-package and introduce a range of eco-oriented tours. Towards the end of the year, following positive feedback from both visitors and the travel trade, preparations were underway to re-launch the programme.

據旅發局的調查顯示，超過85%的參加者對計劃表示滿意，接近100%受訪者更會向親友推薦。此外，這項計劃亦推動業界重新包裝及推出一系列生態旅遊路線。而在旅客和業界的支持下，旅發局在該年底已籌備再次推出此項計劃。

“The past is alive and very well in the untouched north-eastern shores of Hong Kong. Some small villages slumber on much as they did a half-century ago, yet with prosperity has come electricity and modern facilities. Visitors will find a surprising number of people speaking fluent English; some have lived 30 years overseas in the catering industry. And the village restaurants are a seafood-lover’s delight.”

「香港東北海岸未經人工開發，風光明媚依然。部分小村落雖然仍保留半世紀前的風貌，但已有電力供應和各種現代化設施。途中，旅客更可能遇上能操流利英語的村民，他們當中有些曾在海外從事飲食業長達30年。而喜愛海鮮的旅客，亦可在村內的餐館大快朵頤。」

Mr Kevin Sinclair, Hong Kong columnist

香港專欄作家 Kevin Sinclair

In November, a booklet entitled *Discover Hong Kong Nature* was published, featuring 16 walking trails and green spots in various parts of Hong Kong.

在11月，旅發局出版了一份名為《Discover Hong Kong Nature》的小冊子，介紹16處位於香港不同地區的漫步路線和自然景點。

To help ensure that Hong Kong offers enhanced experience to visitors, the HKTB continued to provide suggestions and advice with regard to a number of tourism development initiatives, such as Tsim Sha Tsui Promenade Beautification Project, Northeast New Territories facilities improvement programme, and Stanley Waterfront Improvement Project.

此外，為提升旅客的旅遊體驗，旅發局繼續就多個旅遊發展項目提供建議和意見，例如尖沙咀海濱長廊美化計劃、新界東北部基本設施改善工程及赤柱海濱改善工程。

New information dissemination platforms and enhanced visitor services

As part of the Discover Hong Kong Year platform, the HKTB launched a series of initiatives to deliver the most up-to-date and timely destination information to visitors so that they can take the maximum benefit from their stay.

Enhancement of the DiscoverHongKong.com website

The DiscoverHongKong.com website is available in 12 languages and 18 versions. The site attracts 12 million page views per month, with total page views in 2006 increasing by 60 million as compared to 2005. Furthermore, according to the HKTB's performance monitoring, the global content delivery network enhanced the website response time and overseas access by 40%.

In 2006, a multilingual Discover Hong Kong Year mini-site and an e-invite campaign were launched to entice travellers to visit Hong Kong. Over 10,000 e-invites were created by local residents to invite overseas friends and families to come to Hong Kong. The site attracted close to 300,000 page views.

During Mega Events such as the Shopping Festival and WinterFest, dedicated mini-sites were built to promote the events as well as to market special offers from shops, restaurants and hotels. Altogether, these mini-sites attracted over three million page views.



e-invites created by local residents to invite overseas friends and families to come to Hong Kong.

「e請卡」活動鼓勵市民邀請海外親友來港旅遊。

全新資訊平台 提升旅客服務

「2006精采香港旅遊年」推廣計劃的其中一部分，是進行一系列工作，向旅客提供最新的本地旅遊資訊，務求讓旅客盡享在港的旅程。

提升 DiscoverHongKong.com 網站

DiscoverHongKong.com 網站提供 12 種語言共 18 個版本，每月瀏覽頁次達 1,200 萬，2006 年的總瀏覽頁次，更比 2005 年增加了 6,000 萬。此外，根據旅發局進行的表現評估，採用全球內容傳遞網絡後，網站的回應速度，以及從海外瀏覽旅發局網站的速度，較以往快四成。

在 2006 年，旅發局亦推出備有多國語言的「精采香港旅遊年」專題網站，以及網上「e請卡」活動，吸引旅客來港。在這項活動中，本地市民共發出了超過一萬張「e請卡」，邀請海外親友來港旅遊，而有關網站更錄得近 30 萬瀏覽頁次。

在「香港購物節」及「香港繽紛冬日節」等大型活動期間，旅發局亦推出專題網站，推廣有關活動，以及由商舖、食肆及酒店提供的特惠。這些專題網站合共錄得超過 300 萬瀏覽頁次。



Mini-sites dedicated to promote Hong Kong Shopping Festival's events and special offers.

「香港購物節」專題網站推廣有關活動及各種優惠。



Online Interactive Itinerary Planner enabling visitors to create personalised itineraries before arriving in Hong Kong.
網上「互動行程計劃」讓旅客抵港前輕鬆設計訪港之旅。

Interactive Itinerary Planner

In 2007, the HKTB introduced an award-winning tri-lingual Interactive Itinerary Planner on DiscoverHongKong.com, a user-friendly online tool that enables visitors to create personalised itineraries before their arrival in Hong Kong. Visitors simply select their length of stay and preferences with a few clicks, and the planner will devise their tour itinerary. Visitors can change, add and mix and match activities, or choose among the five themed itineraries. They can also search and bookmark shopping and dining establishments. Furthermore, the planner provides point-to-point transportation information.

Hong Kong Mobile Host

The Hong Kong Mobile Host, a landmark collaboration between the city's tourism and telecommunications industries, was launched in July 2006. Conducted in several stages, the programme offered a platform for disseminating tourist information through various channels, such as mobile phones and portable MP3 players. The programme was designed to provide visitors with an in-depth appreciation of Hong Kong's multi-faceted attractions via their mobile devices – anytime, anywhere. Visitors can access up-to-date, tailor-made tourist information in a convenient and value-for-money manner. Information includes on-the-spot commentaries on key attractions, hot shopping offers, dining recommendations and major events.



Mobile Host providing visitors with in-depth appreciation of Hong Kong's attractions via their mobile devices.
「隨身旅遊大使」讓旅客透過手提裝置了解香港特色。

互動行程計劃

2007年，旅發局在DiscoverHongKong.com推出名為「互動行程計劃」的網上工具。這個獲獎的網上工具操作十分簡易，更備有繁、簡、英三種版本，讓旅客在抵港前預先設計訪港之旅。旅客只需透過簡單操作，選擇留港日數和喜好，工具就會為旅客編排行程。旅客可以更改、加入或混合不同的活動，或從五個專題行程任擇其一。旅客亦可搜尋商戶和食肆，並利用書籤功能儲存搜尋結果。此外，系統還提供景點之間的交通資訊。

香港隨身旅遊大使

「香港隨身旅遊大使」是本地旅遊業與電訊業首次攜手合作的計劃，於2006年7月起分數個階段推出，透過手提電話及手提MP3機等多種渠道，提供發放旅遊資訊的平台。這項計劃的目的是透過手提裝置，讓旅客隨時隨地深入了解香港多姿多采的特色。旅客可以方便而實惠的方式，獲得為他們度身設計的最新旅遊資訊，包括旅遊熱點的實地講解、最新購物情報、美食推介和盛事節目等。

Touching the Heart – Enhancing Quality Services and Nurturing a Hospitality Culture

Enhancing tourism service quality and fostering a hospitality culture remained a top priority for the HKTB in 2006/07, either through its own initiatives, such as the Quality Tourism Services scheme, or through support and participation in the activities of other organisations.

Quality Tourism Services (QTS) scheme

By the end of March 2007, around 6,400 outlets were accredited under the QTS scheme. Some 1,200 front-line supervisors from merchants of different sectors received training under the “train the trainer” Quality Ambassador Programme in 2006. As of March 2007, 466 junior front-line staff from more than 100 merchants had received training under the Quality Host programme since April 2006.

From November 2006 onwards, the scheme was extended to the visitor accommodation sector with the aim of helping visitors identify quality, budget tourist guesthouses in Hong Kong. Operators of guesthouses or accommodation facilities with valid tourist guesthouse licences were invited to apply for accreditation under the scheme. Similar to the existing scheme for retail and dining sectors, the QTS Visitor Accommodation Scheme has stringent accreditation, assessment and surveillance mechanisms to ensure high service standards.

優質服務 好客之道

在2006/07年度，提升旅遊服務質素和培養好客文化，繼續是旅發局的首要工作。旅發局除推行本身的「優質旅遊服務」計劃外，亦支持和參與其他機構的有關活動。

「優質旅遊服務」計劃

截至2007年3月底，獲「優質旅遊服務」計劃認證的商舖共約6,400間。在2006年，共有約1,200名來自不同行業的商戶前線主管人員，接受了「優質大使計劃」中的領袖培訓；而2006年4月至2007年3月期間，亦有來自超過100家商戶的466名初級前線職員在「優質之導」計劃中接受培訓。

自2006年11月起，「優質旅遊服務」計劃進一步延伸至旅客住宿設施，接受持有有效遊客賓館牌照的賓館或住宿設施申請認證，目的是幫助旅客在香港識別優質、實惠的遊客賓館。「優質旅客住宿服務」計劃與現時零售及食肆的「優質旅遊服務」計劃相同，設有嚴謹的認證、評估及監察機制，以確保服務質素。



Frontline supervisors from merchants of different sectors received training under the “train the trainer” Quality Ambassador Programme. 各行各業的商戶前線主管接受「優質大使計劃」的領袖培訓。



Quality Tourism Services (QTS) scheme extended to the visitor accommodation sector. 「優質旅遊服務」計劃延伸至旅客住宿界別。



Graduates of the final intake for Tourism Orientation Programme.
最後一屆「旅業英才」畢業。



Special meet-and-greet arrangements at entry points to Hong Kong during festivals and Mega Events.
每逢重要節慶或大型活動，各入境口岸均有歡迎旅客的特備安排。

Leveraging on the Discover Hong Kong Year platform, the HKTB also made vigorous efforts to publicise the QTS scheme in different overseas markets through advertising campaigns, spending stimulation programmes, direct marketing programmes with strategic partners, and travel-trade seminars in markets such as Mainland China, Korea and Japan.

Tourism Orientation Programme

The HKTB uses every possible channel to support activities that aim at fostering quality services and a hospitality culture. In November 2006, the graduation ceremony took place for the final intake of Tourism Hosts in the fifth consecutive year of the Government-funded Tourism Orientation Programme (TOP) organised by the HKTB. Since the programme was introduced in 2002, it has provided training for some 770 "Tourism Hosts", leading them to fulfilling and often fast-track careers in the tourism industry.

Special meet-and-greet arrangements

In addition to regular services provided through HKTB's Visitor Information & Services Centres, special meet-and-greet arrangements were introduced in 2006/07 at entry points to Hong Kong during festivals and Mega Events, such as Mid-Autumn Festival and Chinese New Year, to offer visitors immediate orientation and assistance, as well as to distribute the *Discover Hong Kong Year Bonus Guide* or welcome packs.

藉著「精采香港旅遊年」的機會，旅發局透過宣傳活動、刺激消費的活動、與策略夥伴合辦的直銷市務活動，以及在內地、南韓和日本等地舉辦的業界研討會，於不同的海外市場大力宣傳「優質旅遊服務」計劃。

旅業英才實習計劃

一直以來，旅發局均積極利用所有渠道，支持以培養優質服務和好客文化為目標的活動。獲政府資助的「旅業英才實習計劃」已連續第五年由旅發局舉辦，今屆最後一批學員的畢業典禮亦於2006年11月舉行。此計劃自2002年推出以來，已培訓約770名「旅業英才」，協助他們在旅遊業界發展事業。

特備迎迓安排

在2006/07年度，旅發局除透過旅客諮詢及服務中心提供日常服務外，亦在中秋節和農曆新年等節日及大型活動期間，於各入境口岸安排特備歡迎服務，即時為旅客提供旅遊資訊和協助，並派發《2006 精采香港旅遊年獻禮手冊》或歡迎禮包。

Tapping the High-yield Segments

One of the most important strategic initiatives of Discover Hong Kong Year was the emphasis placed on attracting high-yield overnight business visitors to Hong Kong. The HKTB continued to develop initiatives to enhance Hong Kong's position as one of the world's leading meeting, incentive, convention and exhibition (MICE) destinations.

The Board leveraged on its Discover Hong Kong Year campaign and Mega Events to induce extended stays by business travellers, encourage companion travel and revisits for leisure, and stimulate higher spending. It also continued to partner with airlines and to ride on business-related media and corporate databases to reach business travellers, while expanding distribution of the *Leisure Guide for Business Travellers*.

Achieving quantity and quality

Altogether, a total of 218 conventions and 78 exhibitions took place in Hong Kong in 2006, with visitor attendance reaching some 780,000, a 23% increase from 2005. This was the result of new exhibitions as well as expanding recurrent trade shows. One of the most significant exhibitions during the year was the ITU (International Telecommunications Union) TELECOM WORLD, which brought 60,000 elites of the industry to Hong Kong.

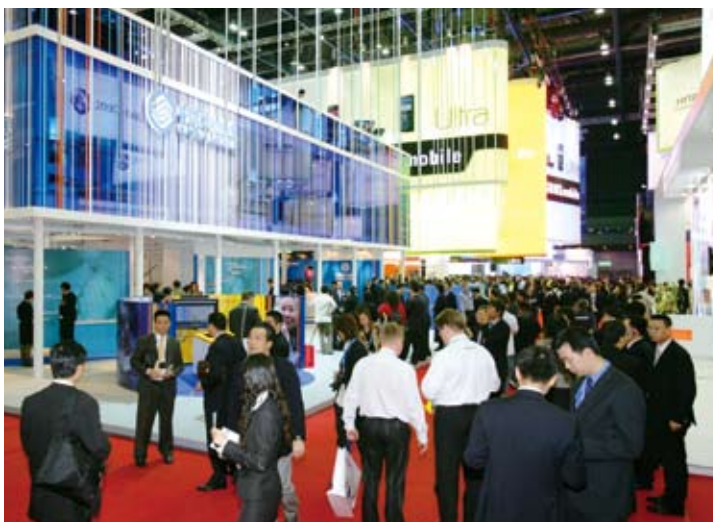
開拓高效益客群

「精采香港旅遊年」其中一項最重要的策略工作，是吸引高效益的過夜商務旅客來港。旅發局繼續透過不同的推廣工作，鞏固香港作為全球頂級會展及獎勵旅遊勝地的地位。

旅發局借助「精采香港旅遊年」的宣傳和其他大型活動，鼓勵商務旅客延長留港、鼓勵他們與伴同行、再次來港觀光及增加消費。旅發局亦繼續與航空公司、旅遊業界媒體和企業機構合作，借助其數據資料接觸更多商務旅客，並派發更多《商務旅客樂優游香港導覽手冊》。

質量並重

於2006年，共有218個大型會議及78個展覽在香港舉行；由於新的展覽增加，而定期舉行的展覽規模亦有所擴展，因此來港出席這些活動的旅客亦較2005年上升23%，達78萬人次。年內，其中一項最矚目的展覽是「國際電信聯盟世界電信展」，共吸引六萬名業界精英雲集香港。



ITU TELECOM WORLD was one of the most significant exhibitions held during the year.

「國際電信聯盟世界電信展」是年內最矚目的會展活動之一。



An important objective of Discover Hong Kong Year is to attract high-yield business visitors to Hong Kong.

「精采香港旅遊年」其中一項目標，是吸引高效益的商務旅客訪港。



The Charle incentive programme has brought a large number of Japanese visitors to Hong Kong.
「Charle」機構的獎勵旅遊活動，為香港帶來不少日本旅客。



Visitors attending Hong Kong – Meeting Your Choice were offered a first-hand experience of Chinese culture.
來港出席「香港 — 最佳會議之選」的旅客體驗中國傳統文化。

In addition, around 830,000 visitors were in Hong Kong to attend corporate meetings or incentive events, an increase of 14% over the previous year. Examples of large-scale corporate events included the NuSkin Convention in May 2006, which brought 10,000 participants, and the Amway and Charle Incentives, with a total of close to 10,000 Japanese participants.

As a gesture of hospitality and welcome during the Discover Hong Kong Year, enhanced Hong Kong Rewards and Value Plus privileges, including cultural performances, souvenirs and tourist information services, were offered for various MICE events.

Global Communications Campaign

To reinforce Hong Kong's position as a premier convention and exhibition destination, a global communications campaign with integrated marketing activities including direct mail and advertising was launched. This campaign reached more than 30 million potential attendees and 50,000 MICE events organisers worldwide. Advertising that featured the exhibition profile of Hong Kong was placed in business media in China and Asia to enhance Hong Kong's image as "Trade Fair Capital of Asia" and to generate attendance at events held here. Direct mail shots branded Hong Kong – Meeting Your Choice were also distributed to international associations worldwide to raise awareness of Hong Kong as a convention destination.

此外，來港參加企業會議或獎勵旅遊活動的旅客約有83萬人次，較去年增加14%。部分大型的企業活動包括：於2006年5月舉行，參加者約10,000名的「如新集團周年會議」；而「安利」和「Charle」兩家機構的獎勵旅遊活動，亦吸引近10,000名來自日本的參加者。

旅發局在「精采香港旅遊年」期間，亦為不同的會展及獎勵旅遊活動，提供更吸引人的「特惠專案」及「香港物超所值」優惠計劃，包括文娛表演、紀念品及旅客資訊服務，以充分表現香港的熱誠好客之道。

全球推廣計劃

為鞏固香港作為會展之都的地位，旅發局舉辦了一項全球推廣計劃，內容包括直銷郵件及廣告等綜合市場推廣活動，接觸全球超過3,000萬名有機會出席會展活動的人士，以及五萬家會展及獎勵旅遊籌辦商。旅發局又在中國內地及亞洲的商界刊物刊登廣告，介紹香港的展覽行業，以提升香港作為「亞洲展覽之都」的形象，並吸引更多旅客參與在港舉行的活動。旅發局亦以「香港 — 最佳會議之選」為主題，發出直銷郵件至世界各地的國際組織，以提升香港作為會展勝地的知名度。

Visitation programmes for MICE sector

As the highlight of the Hong Kong – Meeting Your Choice convention campaign launched in 2006, 45 senior office bearers and executives of major international associations were invited to Hong Kong in February 2007 to discover the many advantages offered by the city as a convention destination. The programme offered delegates a platform for exchanges and networking with local counterparts. Highlights included addresses by senior Government officials and members of the Executive and Legislative Councils, as well as experience-sharing with two international association office-bearers based in Hong Kong.

會展及獎勵旅遊考察活動

「香港——最佳會議之選」推廣計劃於2006年展開，其重點活動是在2007年2月，邀請國際主要協會組織或機構的45名高層和行政人員來港，讓他們親身體驗香港作為會展勝地的優點。這項計劃亦為參與的代表提供了一個與本地同業交流和建立聯繫的平台，其重點活動包括與政府高層官員、行政會議成員及立法會議員會面，以及邀請兩名國際機構駐港要員分享經驗。

“My purpose was not solely to look at Hong Kong, but also to link up with other professionals here, and without the HKTB it wouldn’t have happened. Logistically, what probably would have taken us 12 months we were able to achieve in just a weekend.”

「我參與這次活動並非單為來港一行，同時希望與香港的業界建立聯繫，所以我實在非常感謝旅發局的安排。在這次活動中，以往動輒需時一年的協商過程，只需一個周末便辦妥。」

*Mr Philip Armstrong, Chief Executive Officer
of the Australian Counselling Association*

*Australian Counselling Association
行政總裁 Philip Armstrong 先生*

During the year, three Imagine Hong Kong incentive visitation programmes and other familiarisation visits were also organised, bringing 300 event planners or incentive agents to Hong Kong to experience the new attractions and tourism facilities.

年內，旅發局舉辦了三項「香港·無限創意」考察活動以及其他考察團，共有300名活動籌辦及獎勵旅遊代理商來港，體驗最新的旅遊景點和設施。



Imagine Hong Kong incentive visitation programme.
「香港·無限創意」考察活動。



HKTB and travel trade partners attending major incentive trade fairs worldwide.
旅發局聯同業界夥伴參與世界各地的獎勵旅遊展銷會。

Providing business platforms

In 2006, the HKTB led a total of 80 trade partners to attend six major incentive trade fairs worldwide, namely the IMEX and European Incentive & Business Travel & Meetings Exhibition (EIBTM) in Europe, the Incentive Travel & Meetings Expo (ITME) in North America, the Asia Pacific Incentive & Meetings Expo (AIME) in Australia and the Incentive Travel & Conventions Meetings Asia (ITCMA) in Thailand. In addition, “mini-marts” were organised during various MICE visitation programmes. Altogether, 67 travel trade partners benefited from these networking opportunities.

Cruise Sector

Extending a warm welcome

In 2006, the throughput of overseas cruise passengers to Hong Kong increased by 26.9% to more than 410,000. These passengers came to Hong Kong to enjoy a variety of cruise products, including 44 calls by international liners, almost 50% more than in 2005. Throughout the year, the HKTB provided welcome services such as lion dances and set up visitor information counters for arriving cruise passengers.

A significant development in the cruise sector in 2006 was the market entrance of Carnival Corporation, the world's largest cruise conglomerate, which accounts for almost half of the cruise capacity in the world. One of Carnival's brands, Costa, called to Hong Kong for its ship Allegra for four months (from May to June and November and December) in 2006.

提供業務平台

在2006年，旅發局共率領80家業界夥伴，參加六項在海外舉行的獎勵旅遊展銷會，包括歐洲的IMEX及「歐洲會議及獎勵旅遊展覽」（EIBTM）、北美的「獎勵旅遊及行政人員展覽會」（ITME）、澳洲的「亞太區獎勵旅遊及會議博覽」（AIME），以及泰國的「獎勵旅遊及國際會議—亞洲會議及展覽」（ITCMA）。此外，在各項活動中，旅發局亦舉辦了旅業展銷會，總共為67家旅遊業界夥伴提供建立業務聯繫的機會。

郵輪市場

歡迎郵輪旅客

在2006年，訪港海外郵輪的乘客量上升26.9%至超過41萬人次，他們來港參與不同的郵輪旅程，而訪港國際郵輪共44艘次，較2005年增加近50%。年內，旅發局為來港郵輪的乘客提供特備歡迎服務，例如舞獅表演及設置服務櫃位。

本港郵輪業界在2006年的一項重要發展，是美國嘉年華集團進軍香港市場。該公司是全球最大的郵輪集團，佔全球近一半郵輪客量，公司旗下歌詩達郵輪的愛蘭歌娜號，於2006年曾有四個月份（即5至6月、11月和12月）以香港作為停泊港口。

Providing input to consultation on a new cruise terminal

In October 2006, the Government announced a plan to proceed with the development of a new cruise terminal at the former runway of Kai Tak. The HKTB is strongly supportive of the Government's plan to develop this new cruise terminal, which will strengthen Hong Kong's cruise offerings and reinforce the city's unique position as Asia's cruise hub. To help cater to future market needs, the HKTB has continued to provide input to the Government on the facilities and services for this new cruise terminal.

Marketing Hong Kong as the region's premier cruise hub

To promote Hong Kong's position as a leading cruise hub in the region, the HKTB participated in the Seatrade Cruise Shipping Convention 2007, which took place in March in Miami. The HKTB set up a booth at the show to introduce Hong Kong's multi-faceted appeal as a cruise port. A reception for over 60 senior cruise line executives was held at the booth.

Strengthening Partnership with Travel Trade

During the 2006 Discover Hong Kong Year campaign, the HKTB strengthened its relationships with travel trade partners in order to build a solid foundation for the sustainable growth of Hong Kong's tourism industry. By showing partners a revitalised and vibrant Hong Kong, the HKTB aimed to sustain publicity for Hong Kong in the long term. In addition to hosting over 2,700 travel trade partners from overseas, the

新郵輪碼頭諮詢

2006年10月，政府公佈落實在前啟德機場跑道發展新郵輪碼頭的計劃，旅發局對此項計劃深表支持。這項計劃將可以提升香港郵輪業的吸引力，以及鞏固香港作為「亞洲郵輪中心」的位置。為配合未來市場的需要，旅發局將繼續就新郵輪碼頭的設施及服務，向政府提供意見。

推廣香港郵輪業

為鞏固香港作為「亞洲郵輪中心」的地位，旅發局參加了3月在邁阿密舉行的「2007世界郵輪博覽會議」。旅發局在展覽上設置攤位，介紹香港作為郵輪港口的多方面優勢，期間，旅發局接待了超過60名郵輪公司的高層行政人員。

強化旅遊業界合作

在「2006精采香港旅遊年」期間，旅發局加強了與旅遊業界夥伴的關係，為香港旅遊業的可持續發展奠定穩固基礎。旅發局向合作夥伴展示形象煥然一新、充滿活力的香港，藉此營造長遠的宣傳效應。除接待超過2,700名海外旅遊業界夥伴外，旅發局亦為本港的旅遊業界舉辦了多個簡報會和考察活動，例如新



Lion dances to welcome cruise passengers arriving Hong Kong.
舞獅表演歡迎來港的郵輪乘客。



HKTB participated in the Seatrade Cruise Shipping Convention held in Miami.
旅發局參與邁阿密舉行的「世界郵輪博覽會議」。



Hong Kong Salutes the World – one of the HKTB's largest-ever familiarisation events to enlist travel-trade partners' support for Discover Hong Kong Year. 「香港獻禮」向旅遊業界推廣「精采香港旅遊年」，也是旅發局最大型的業界考察活動。

Board organised a number of briefings and familiarisation programmes for Hong Kong-based travel trade such as tours of the Northern New Territories. To promote Hong Kong as a “must-visit” destination, the HKTB led 225 local delegates to participate in 10 international travel trade shows during the year, which were attended by more than 635,000 participants.

Hong Kong Salutes the World

A key highlight to enlist travel-trade partners' support for 2006 Discover Hong Kong Year was Hong Kong Salutes the World, one of the HKTB's largest-ever familiarisation events, held on 23-26 June 2006.

More than 300 elite members of the travel industry and influential trade media from 21 key markets around the world were invited to experience new perspectives on Hong Kong. Devised around a “Moments of Discovery” theme, the programme offered an in-depth introduction to Hong Kong's new and existing tourism attractions, highlighting the amazing diversity of experiences available in the city. The intensive three-day programme comprised visits to the new Hong Kong Wetland Park, Ngong Ping Village and Hong Kong Disneyland, as well as the launch ceremony of the 2006 Hong Kong Shopping Festival and a reception during which guests enjoyed a multi-media presentation. The itinerary was designed to enable top-level trade partners to leverage on the Discover Hong Kong Year campaign by creating a sustainable platform for the overseas and local travel trade to package Hong Kong's new attractions and events.

界北區考察團。為推廣香港為「必到」旅遊勝地，旅發局在年內率領共225名本地代表，參與十個國際旅遊業展銷會，而這些展覽合共錄得超過635,000參觀人次。

香港獻禮

於2006年6月23至26日舉行的「香港獻禮」，目的是爭取旅遊業界支持和推廣「2006精采香港旅遊年」，這亦是旅發局歷來最大型的業界考察活動。

來自全球21個主要市場的300多名業界精英和業界傳媒領袖獲邀來港，親身體驗香港最新的面貌。這項活動以「時刻發現精采香港」為主題，深入介紹現有及最新的景點，突顯香港能為旅客帶來精彩的多元化體驗。為期三日的行程，包括參觀新開幕的香港濕地公園、昂坪市集及香港迪士尼樂園、出席「2006香港購物節」的啟動儀式，以及加插多媒體表演的活動。設計有關行程的目的，是讓業界夥伴的高層人員利用「精采香港旅遊年」，為海外和本地旅遊業界營造可持續發展的平台，重新包裝香港的嶄新景點和盛事。

“The Hong Kong Salutes the World was certainly a massive feat of organisation... I hadn't been to Hong Kong since the handover and I thoroughly enjoyed getting to know it again as well as experiencing the new developments.”

Ms Susan Earnshaw, Director, Premier Holidays

「『香港獻禮』辦得非常成功。自從回歸後，我便沒有來過香港。今次能夠重新認識這個城市，體驗這裏的最新發展，實在令我非常愉快。」

Premier Holidays 董事 Susan Earnshaw 女士

International Travel Expo (ITE) 2006

In June 2006, the 20th International Travel Expo (ITE) took place in the Hong Kong Convention and Exhibition Centre. Representing the host city and highlighting 2006 Discover Hong Kong Year, the HKTB created an enhanced Hong Kong Pavilion at the show, which brought together 11 co-exhibitors representing hotels, attractions and travel agencies. To further promote Discover Hong Kong Year, complimentary pre- and post-show tours to new attractions were organised for the buyers. The HKTB also co-ordinated a “Guangdong, Hong Kong, Macau” booth at the show promoting the diversity of destination offers in the Pearl River Delta region.

PATA Travel Mart

In September 2006, Hong Kong hosted the Pacific Asia Travel Association (PATA) Board Meeting and Travel Mart (PTM). This was the second time since 1981 that the PTM was held in Hong Kong. The two events in 2006 brought together more than 1,000 influential travel trade players from over 50 countries and places. A total of 17 travel trade partners

2006 香港國際旅遊展

「第20屆香港國際旅遊展」於2006年6月在香港會議展覽中心舉行。作為主辦城市的代表，旅發局於展覽中設置了較以往更精彩的香港館，以突顯「精采香港旅遊年」，並邀得11家酒店、景點和旅行代理共同參展。旅發局又於展覽前後安排買家參觀新景點，藉以進一步推廣「精采香港旅遊年」。旅發局亦統籌設立「粵、港、澳」展台，推廣珠三角區域的旅遊特色。

亞太旅遊協會交易會

香港於2006年9月主辦了「亞太旅遊協會董事會議暨交易會」，是自1981年以來第二次在香港舉行。這兩項於2006年舉行的活動，吸引50多個國家和地區超過1,000名舉足輕重的旅遊業界領袖來港參與。交易會中的香港館，共有17家旅遊業界夥伴共同參與，



Hong Kong Pavilion at the International Trade Expo.
位於「香港國際旅遊展」的香港館。



PATA Travel Mart.
亞太旅遊協會交易會。



Travel missions provide Hong Kong travel trade with a business platform.
旅業訪問團為業界營造洽談商機的平台。

joined the Hong Kong Pavilion at the Mart, where a booth showcased the Discover Hong Kong Year theme. The HKTB leveraged on this opportunity to invite 17 tourism officials from the Pan-Pearl River Delta region and to introduce them to PATA Board members and other key industry leaders. A briefing session for PTM buyers was also organised to showcase tourism products in the Pan-Pearl River Delta. To extend hospitality and to create word-of-mouth, the HKTB and Ocean Park co-hosted a welcome event on 12 September.

Travel missions

The HKTB regards itself not only as a marketer and promoter but also as a facilitator, building awareness of Hong Kong and providing a business platform for the Hong Kong travel trade to work with their overseas counterparts. In total, five major travel missions were organised with the support of 107 Hong Kong travel trade delegates. More than 585 key travel trade partners in South Korea, Mainland China, Japan, India and Thailand attended these events.

並設有以「精采香港旅遊年」為主題的攤位。旅發局藉此機會，邀請了17名泛珠三角區域的旅遊局官員，與亞太旅遊協會的成員及其他業界要員會面。此外，旅發局又為「亞太旅遊協會交易會」的買家舉辦簡介會，展示泛珠三角的旅遊產品。9月12日，旅發局更在海洋公園舉行歡迎活動。

旅遊業訪問團

旅發局不但擔當旅遊推廣機構的角色，同時亦致力建立香港的知名度，並為香港旅遊業界營造業務平台，與海外同業洽談商機。年內，旅發局共組織了五次大型的旅遊業訪問團，獲得107位香港旅遊業界代表的支持，並有超過585家在南韓、內地、日本、印度及泰國的主要旅遊業界夥伴參與有關活動。

Event 活動	Purpose 目的	Result / Details 成果／詳情
Travel mission to Seoul (May 2006) 首爾訪問團 (2006年5月)	To promote Discover Hong Kong Year in South Korea and to explore business opportunities. 在南韓推廣「精采香港旅遊年」及開拓商機	A delegation of 43 participants from 32 companies in Hong Kong took part. 共有32家香港企業的43名代表參與
Travel mission to Kunming, Yunnan (June 2006) 雲南昆明訪問團 (2006年6月)	To ride on the Pan-Pearl River Delta Economic Cooperation Trade Fair to promote Hong Kong. 藉著「泛珠三角區域經貿合作洽談會」的機會推廣香港	37 key travel trade partners from Central and Southwest China attended a travel mart to meet with 17 travel trade partners from Hong Kong. 37家來自中國中部及西南部的的主要業界夥伴，出席了洽談會，與17家香港業界夥伴會面
Travel mission to Japan jointly organised by HKTB and Hong Kong Hotels Association (HKHA) (July 2006) 與香港酒店業協會合辦的日本訪問團 (2006年7月)	To give thanks and solicit trade partners' continued support to promote Hong Kong and Discover Hong Kong Year products. 感謝業界夥伴的支持，並邀請他們繼續推廣香港及「精采香港旅遊年」的產品	Over 90 key Japanese trade partners attended the event. A delegation of 12 executive committees and hotel general managers from the HKHA conducted courtesy calls on major travel agents and participated in welcome receptions in Osaka, Nagoya and Tokyo. 超過90家日本主要業界夥伴參與。由香港酒店業協會12名執行委員及酒店總經理組成的代表團，拜訪了當地主要旅遊社，並出席在大阪、名古屋和東京舉行的歡迎會
Market visit to India (September 2006) 印度訪問團 (2006年9月)	To highlight Hong Kong's new attractions in Discover Hong Kong Year and offer networking opportunities for more than 200 travel trade partners in Delhi and Mumbai. 推介「精采香港旅遊年」內香港的嶄新景點，並為德里和孟買約200多家業界夥伴提供建立網絡的機會	Supported by 13 local companies – the largest Hong Kong delegation to India since 1999. 獲13家本地企業支持，是自1999年以來到訪印度的最大型香港代表團
Travel mission to Thailand (October 2006) 泰國訪問團 (2006年10月)	To coincide with the Incentive Travel & Conventions, Meetings Asia (IT&CMA) trade show in Pattaya. 前往參與在芭堤雅舉行的「獎勵旅遊及國際會議 — 亞洲會議及展覽」	Some 100 Thai agents attended the event held in Bangkok, receiving an update on Hong Kong and enjoying a full-day buyers-meet-sellers business session with the Hong Kong delegation (33 travel trade companies). 約100家泰國旅行社出席在曼谷舉行的業界洽談會，以獲取有關香港的最新資訊，他們亦出席了為期一天，供買賣雙方洽談業務的會議，與香港的代表團（33家旅遊業界）會面



HKTB supported the travel trade in developing new itineraries including Symphony of Lights Cruise and Hong Kong Wetland Delights Tour. 旅發局協助業界推廣全新的旅遊行程，其中包括欣賞「幻彩詠香江」及參觀香港濕地公園。

The HKTB also organised three Contract Hong Kong events to provide a business platform for the Hong Kong travel trade to meet with some 160 overseas buyers from Australia, New Zealand, South and Southeast Asia, and Taiwan. One-day business sessions and product update familiarisations were scheduled. The annual Contact and Contract event in London was attended by representatives of 37 hotels or hotel groups from Hong Kong and 44 buyers from the UK.

Hong Kong Specialist

As part of the 2006 Discover Hong Kong Year campaign, the HKTB revamped its online Hong Kong Specialist training course to help overseas travel trade partners promote the city even more effectively to consumers. New features demonstrate ways to promote Hong Kong to various consumer segments, introducing the city's latest events and hot spots, and also providing useful travel information.

Followed by the launch of 2006 Discover Hong Kong Year Challenge (an online educational game to learn about the campaign) in late 2005, phase two was launched in September with a fully developed Hong Kong Specialist online programme that serves as an interactive training tool for the global travel trade.

Creative Packaging

During the year, the HKTB supported the travel trade in developing new and enhanced itineraries capitalising on new attractions and improved tourism infrastructure. Its support included organising

旅發局亦舉辦了三項「旅業訪港考察活動」，透過為期一天的業界交流會和嶄新旅遊產品的考察活動，為香港的旅遊業界提供業務平台，與來自澳洲、新西蘭、南亞及東南亞，以及台灣約160名海外買家會面。此外，一年一度在倫敦舉行的「建關係、訂合同」業務推廣活動，共吸引了37家香港的酒店或酒店集團，以及44名英國買家參與。

香港專家

為配合「精采香港旅遊年」，旅發局更新了「香港專家」網上訓練課程，以協助海外旅遊業界更有效地向消費者推廣香港。新的功能包括示範如何向不同客群推廣香港，介紹香港最新的盛事和熱門景點，以及提供實用旅遊資訊。

繼2005年底推出「2006精采香港旅遊年大挑戰」網上資訊遊戲，旅發局於2006年9月推出該項目的第二階段，提供整套「香港專家」網上訓練課程，以互動形式為全球旅遊業界提供推廣資料及訓練。

創新旅遊配套

年內，旅發局協助業界利用嶄新或經提升的旅遊設施，發展全新或加強現有的旅遊行程。旅發局所提供的協助包括：為業界舉辦旅遊產品考察活動、就旅行

product familiarisation programmes for the travel trade, giving advice on tour development, and promotion of new itineraries. The new tours developed included Hong Kong Island with the new Peak Tower, New Lantau Tour, Hong Kong Wetland Delights Tour, Symphony of Lights Cruise, and Harbour Cruises for Tam Kung Festival, Tin Hau Festival and Bun Festival celebrations, as well as theme park packages to Hong Kong Disneyland and Ocean Park.

Annual Tourism Overview

The HKTB places a strong emphasis on partnership with the travel trade as well as on providing a clear explanation of its strategies and objectives for creating sustainable long-term growth. In February 2007, the HKTB unveiled its 2007 business plan and promotional strategies to its tourism industry partners at the annual Tourism Overview. Each market region made its own presentation, encouraging first-hand and specific two-way communication with key trade partners and creating ever-closer co-operation in the development of a sustainable future for Hong Kong's tourism industry.

Image Enhancement

Communications and public relations played a major role in maximising awareness of the 2006 Discover Hong Kong Year. In 2006, the HKTB played host to more than 1,400 journalists and broadcasters, whose coverage helped spread the word about the campaign and Hong Kong to audiences in different visitor source markets.

團的開發提供意見，以及推廣全新的旅遊路線。業界新開辦的行程計有：包括新凌霄閣在內的港島觀光團、新大嶼山觀光團、香港濕地精選遊、幻彩詠香江維港遊，以及譚公誕、天后誕和長洲太平清醮的維港遊，還有香港迪士尼樂園和海洋公園的主題公園配套行程。

年度旅業展望

旅發局十分著重與旅遊業界的合作關係，讓他們清楚了解各項策略和工作目標，以保持旅遊業的長遠發展。在2007年2月，旅發局於一年一度的香港旅業展望中，向業界夥伴公佈2007年的業務計劃和推廣策略，並由各個地區市場的代表，各自作出簡報，以便與業界夥伴直接和相互溝通。

提升香港形象

傳訊及公關工作對於推廣「2006精采香港旅遊年」的訊息，有著舉足輕重的作用。2006年，旅發局接待了超過1,400名記者及廣播傳媒，透過他們的報道，向不同客源市場的旅客，推廣「精采香港旅遊年」及香港。



HKTB's annual Tourism Overview unveils its business plan and promotional strategies to tourism industry partners.
每年一度的「旅業展望」向業界公佈推廣計劃和策略。



Visiting journalists and broadcasters help spread campaign messages for Discover Hong Kong Year.
訪港傳媒協助推廣「精采香港旅遊年」訊息。