





Presenting
the Best
to Global
Consumers

推廣網絡 無遠弗屆

Capitalising on the popularity of smart phones, **the HKTB and Cathay Pacific Airways jointly produced the DiscoverHongKong Mobile App Series, which was among the first travel app series in the world that utilised the augmented reality (or AR) technology.**

Combining the AR technology with the global positioning system (GPS) and camera of the smart phone, the "DiscoverHongKong • AR" application shows points of interest, shops accredited under the Quality Tourism Services Scheme and award-winning restaurants, in visitors' vicinity. Another application, "DiscoverHongKong • City Walks", leads visitors through four themed walking trails in the city's urban areas.



隨著智能手機日漸普及，**旅發局與國泰航空公司合作推出「DiscoverHongKong Mobile App Series」**—全球其中一個率先採用「擴展實境」技術的智能手機旅遊程式系列。

旅客可透過「香港•AR旅遊導覽」程式的「擴展實境」功能，同時利用手機內置的衛星定位技術及鏡頭瞄準身處位置的四周環境，手機屏幕上便會顯示出附近的主要景點、「優質旅遊服務」計劃的認證商舖以及得獎食肆；而另一個旅遊程式「香港•都會漫步遊」則提供四條不同主題的市區漫遊路線，引領旅客於市內展開探索之旅。





With social media fast becoming a mainstream marketing channel, the HKTb has harnessed the power of this new media to engage potential visitors around the world at multiple stages, from building brand awareness and desire, to cultivating brand “ambassadors” by encouraging visitors to share their travel experience of Hong Kong. Leveraging such online channels as travel portals and social networking sites, including Twitter, Facebook, YouTube and *Weibo*, the Board extended the reach of its promotions to a wider audience. In addition to enabling consumers to research destinations and plan trips, digital innovations have made it easier for travellers to satisfy their desire to connect on the road and share their travel experience instantly.

Besides, the HKTb launched segment-focused promotional campaigns, such as those themed on Hong Kong’s cartoon character McDull, targeting the family visitors in Mainland China and Taiwan.



隨著社交媒體日漸成為主流宣傳渠道，旅發局利用數碼媒體力量向全球旅客推廣香港的品牌形象，並鼓勵旅客透過社交媒體分享在香港的旅遊體驗，扮演「品牌宣傳大使」的角色。旅發局借助不同類型的旅遊入門網站及社交網站，例如Twitter、Facebook、YouTube及微博等進行推廣，不斷擴大接觸層面。此等數碼平台除了為消費者提供設計旅遊行程的資訊，更方便旅客即時與友人分享旅途上的點滴。

此外，旅發局亦繼續進行多個專題推廣項目，包括借助本土人氣卡通人物「麥兜」，宣傳香港的旅遊景點和親子遊活動，希望吸引更多內地及台灣的家庭旅客訪港。