





Offering
**the Best
Choices to
Develop**
Multi-Destination
Itineraries

一程多站 建立互惠



The HKTB worked closely with Macau and other Mainland cities **to promote multi-destination itineraries featuring Hong Kong, highlighting Hong Kong's position as a "must-visit" city**. The HKTB attended the Internationale Tourismus Borse (ITB) Berlin in partnership with the Macau Government Tourist Office (MGTO), and organised trade seminars with the Hainan's Sanya Tourism Development Commission to introduce the complementary tourism assets of Hong Kong and Hainan.

Riding on Moscow International Travel & Tourism (MITT) Exhibition, the Board worked with Macau and Sanya again in co-organising trade seminars to promote combo itineraries featuring the three destinations. The HKTB also teamed up with the Guangdong Provincial Tourism Administration (GDPTA) and the MGTO to launch roadshows in Melbourne and Sydney of Australia, promoting multi-destination itineraries to travellers.

Multi-Destination Promotion Guangdong · Hong Kong · Macau

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旅發局積極與澳門及內地多個省市緊密合作，**聯手推廣包括香港在內的「一程多站」行程，並加強宣傳香港作為「必到」旅遊城市的地位**。旅發局聯同澳門特區政府旅遊局遠赴德國，出席柏林大型國際旅遊展；又與海南省三亞市旅遊發展委員會舉辦洽談會，介紹香港和海南兩地的旅遊設施。

配合莫斯科國際旅遊展，旅發局再度與澳門及三亞合作，向俄國市場推廣結合三地的「一程多站」旅遊。另外，旅發局亦與廣東省及澳門旅遊局協商，於澳洲墨爾本及悉尼兩地攜手進行路演。





To broaden the range of tourism products available for short-haul visitors, the HKTb joined the Shenzhen Municipal Bureau of Culture, Sports and Tourism to organise roadshows in Japan, South Korea and Vietnam. The Board also initiated the first-ever joint visit in Southeast Asia with the tourism administrations of Macau, Guangzhou, Zhongshan and Jiangmen.

Riding on the China International Tourism Industry Expo (CITE) in Guangzhou, the HKTb co-hosted the Guangdong-Hong Kong-Macau Tourism Gala Event with the GDPTA & MGTO, showcasing the Pearl River Delta's tourism appeal. The HKTb also co-funded the production of the TV programme "Richard Bangs: Adventures with Purpose – Quest for Harmony" with the MGTO and the GDPTA, introducing the Pearl River Delta region to the US consumers.



在短途市場方面，旅發局夥拍深圳市文體旅遊局，於日本、南韓及越南等地均進行推廣活動，向旅客宣傳「一程多站」的旅遊產品。旅發局年內更首次與澳門、廣州、中山及江門的相關旅遊機構，前赴東南亞市場展開大規模聯合推廣。

藉著中國(廣東)國際旅遊產業博覽會在廣州舉行期間，旅發局與廣東省及澳門旅遊局合辦「粵港澳之夜」，透過精彩項目展示珠江三角洲的旅遊吸引力。三局更合資製作由知名旅遊家 Richard Bangs 主持的電視節目，並於美國播放，向當地消費者推介三地旅遊特色。

