



# HKTB & the Community

## 旅遊業 — 全民事業

The 2006 Discover Hong Kong Year campaign laid particular emphasis on the HKTB's partnership with the local community to enhance citywide awareness of the campaign, recognising the important role of local residents in creating a hospitable destination and a memorable visitor experience.

### DHKY e-Invite

From the end of 2005 to December 2006, more than 10,000 e-invites to visit Hong Kong were sent by local residents to friends and relatives abroad, some of which were specially designed by local residents. These colourful e-cards helped generate 1.4 million page views on the HKTB's DiscoverHongKong.com website.

旅發局明白每一位市民都能夠出一分力，使香港成為一個熱情好客的旅遊目的地，令旅客有更難忘的體驗，所以，「2006精采香港旅遊年」推廣計劃亦特別注重本港市民的參與，並且提升市民對這項計劃的認知。

### 「e請卡」

由2005年底到2006年12月，本港市民向海外親友發出了超過一萬張「e請卡」，邀請他們到訪香港，部分的「e請卡」更是由本港市民自行設計。這些色彩繽紛的「e請卡」，為旅發局網站DiscoverHongKong.com帶來了超過140萬瀏覽頁次。





A warm welcome by Family Ambassadors to visiting travellers.  
「好客家庭大使」喜迎訪港旅客。



Partnership with *Ming Pao Daily* to promote the Culture & Heritage Celebration.  
與《明報》合作推廣「傳統節慶巡禮」。

## My Hong Kong Family Programme

From March 2006 to March 2007, the HKTB ran a My Hong Kong Family programme, during which 15 local families were selected to become Discover Hong Kong Year Family Ambassadors. The Ambassadors shared their passion for Hong Kong by designing itineraries for 15 overseas families, and then showing the visitors around the city. Conducted in three phases, this programme aimed to help visitors experience Hong Kong's distinctive lifestyle and culture, and enjoy the family vacation of a lifetime. Through coverage by overseas media, the HKTB promoted Hong Kong as the ultimate family destination.

## Local Community Awareness Programme

During the year, the HKTB partnered with *Ming Pao Daily* to create a series of advertorials for the four festivals associated with the Culture & Heritage Celebration mega event. In addition, a post-card design competition was held for secondary schools and the community. The programme was designed to generate publicity for the Mega Event and to encourage locals' participation.

## 「家·家樂悠遊」計劃

由2006年3月到2007年3月期間，旅發局舉辦了「家·家樂悠遊」計劃，挑選出15隊「精采香港好客家庭大使」。透過計劃，這些「好客家庭大使」充分發揮熱情好客的精神，為15個來自世界各地的海外家庭設計旅遊行程，並擔當他們的嚮導，一起暢遊香港。計劃分三個階段進行，帶領旅客體驗香港獨特的文化和生活模式，並享受難忘的家庭假期。同時，旅發局亦透過海外傳媒的報道，把香港推廣為首選家庭旅遊勝地。

## 鼓勵公眾參與大型活動

年內，旅發局與《明報》合作，推出一系列特輯，介紹大型活動「傳統節慶巡禮」中的四個節日；此外，又與《明報》合辦明信片設計比賽（分中學組和公開組），藉此鼓勵市民參與其中。

## Bringing Love and Care to the Community

To bring “love and care” to the community during the Hong Kong WinterFest, the HKTB organised a special Christmas celebration party for students from Pok Oi Hospital primary school. On 15 December 2006, 36 primary three and four students visited Santa's Town where they enjoyed performances by the harmonica competition champions, attended a doll bear making class, explored various attractions and received season's greetings from Santa Claus.

## Participation in Community and School Programmes

Throughout 2006, the HKTB communicated closely with various influential stakeholders, such as the Government, business chambers and associations, community and religious leaders, academics and the Consular Corps through speaking platforms, gatherings and media activities, as well as leveraging on the programme of Mega Events under 2006 Discover Hong Kong Year.

## 送上愛與關懷

在「香港繽紛冬日節」期間，旅發局為博愛醫院陳國威小學的學生舉辦特別慶祝活動，突顯冬日節「愛與關懷」的訊息。2006年12月15日，36位小三及小四的學生齊集「聖誕歡樂小鎮」，欣賞口琴比賽冠軍的表演、學習製作玩具熊、參觀小鎮內的特色佈置，以及與聖誕老人預祝聖誕來臨。

## 社區和學校活動

年內，旅發局的代表透過出席公開演說、聚會和傳媒活動，以及「2006精采香港旅遊年」內所涵蓋的大型活動，與政府、商會組織、社區及宗教領袖、學術界人士，以及各國領事等重要界別，保持緊密聯繫。



Maintaining close community ties through participating wide-ranging activities.  
旅發局透過參與不同活動，與社會各界保持連繫。