

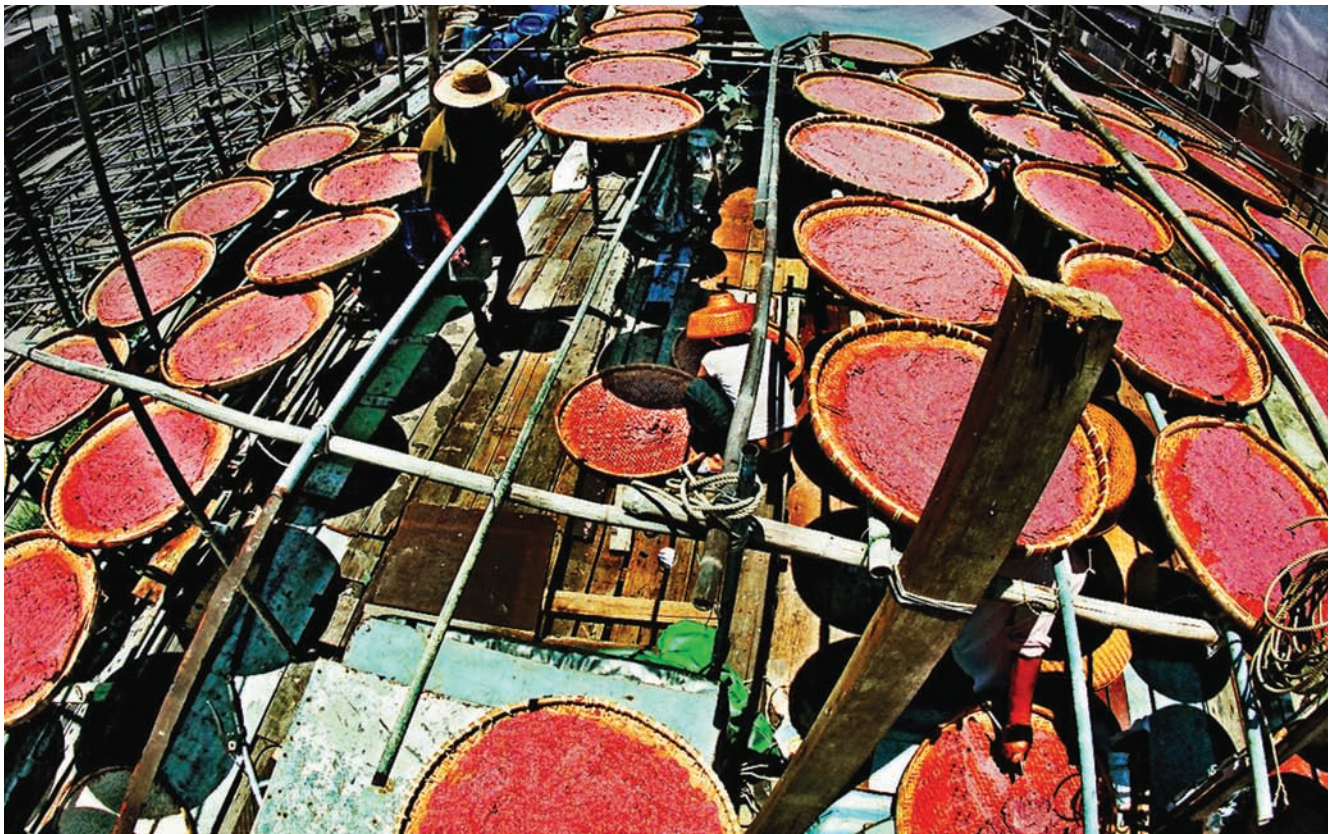


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24 HOURS > 10.30 AM - 02.00 PM

A RICH HERITAGE OF CHINESE TRADITIONS AND CULTURE

探索中華文化 體驗傳統習俗 >>



(*)

HKTB AROUND THE WORLD

旅發局在全球的推廣工作

The activities of the HKTB's offices around the world in 2007, the HKTB's jubilee year, were both intensive and highly focused. The reports of individual regions that follow give only a partial picture of the considerable number of marketing initiatives and programmes that were undertaken, highlighting in particular the more creative events and promotions.

Overall, the HKTB continued to focus its efforts in all regions on promoting Hong Kong as a vibrant and unique city with a "living culture" that differentiates it from other destinations in Asia. During the year, the HKTB sharpened its focus on the 19 key markets* that account for 93% of its arrival base. Its aim continued to be to tailor its strategy and focus its investments according to each market, using its worldwide network of offices to sustain the growth momentum in key source and high-potential markets while nurturing the potential of new and emerging markets.

To achieve greater synergy, the HKTB continued to co-operate closely with the Economic and Trade Offices of the SAR Government and the Trade Development Council when promoting Hong Kong as an international city.

2007年是旅發局(前身為香港旅遊協會)成立50年的日子。在這一年，旅發局的全球辦事處，再次推出多項精心設計的重點推廣活動。這些推廣活動和計劃層出不窮，實在難以盡錄。以下的地區市場摘要，僅羅列當中一二，以介紹部分特色的推廣工作。

年內，旅發局在所有地區市場集中推廣香港是個獨特和朝氣蓬勃的國際都會，並以地道「生活文化」為主題，突顯香港與亞洲其他城市的差異。旅發局鎖定全球19個目標市場*，這些市場共佔訪港旅客總數的93%。針對不同市場，旅發局制定不同的策略，重點投放推廣資源，並透過全球辦事處網絡，務求維持各個客源和高潛力市場的增長動力，以及不斷開拓具潛力的新興市場。

為發揮更大的協同效應，旅發局繼續與特區政府經濟貿易辦事處和香港貿易發展局緊密合作，在全球各地推廣香港為國際都會。

* The 19 key markets (in alphabetical order) are:

Australia, Canada, France, Germany, India, Indonesia, Japan, Mainland China, Malaysia, Russia, Singapore, South Korea, Taiwan, Thailand, the Middle East, the Netherlands, the Philippines, the UK and the US.

* 19個目標市場為：

澳洲、加拿大、法國、德國、印度、印尼、日本、內地、馬來西亞、俄羅斯、新加坡、南韓、台灣、泰國、中東、荷蘭、菲律賓、英國、美國。

> Mainland China

中國內地



> Facts & Figures 重點/數據

Mainland China generated more than **50%** of Hong Kong's total visitor arrivals in 2007

2007年，整體訪港旅客中有超過一半來自內地

15.49 million arrivals, a rise of **13.9%** over 2006

全年內地旅客達1,549萬人次，較2006年上升13.9%

Share of Individual Visit Scheme (IVS) arrivals was 55% in 2007. IVS arrivals grew significantly by **28.8%** in 2007 over 2006 as more Mainland travellers switched from using other Hong Kong travel permits to IVS

2007年，以「個人遊」形式訪港的內地旅客佔55%。由於愈來愈多內地旅客以「個人遊」簽注取代其他訪港通行證，「個人遊」旅客人次顯著增長，較2006年上升28.8%

Share of family with children was 38.4% and share of young segment was **36.6%**

帶同子女訪港的家庭佔38.4%，而年輕客群則佔36.6%

Market Overview

Mainland China's robust economic growth continued to stimulate demand for outbound travel in 2007. The rising affluence of Mainland consumers and the continuous appreciation of the Renminbi against the Hong Kong dollar made outbound travel to Hong Kong more price competitive. New attractions and the programme of events to celebrate the 10th Anniversary of the Hong Kong SAR were further positive factors. Rapid growth in short-duration "consumption" visits from neighbouring cities of Hong Kong was also stimulated by the convenience of the Individual Visit Scheme (IVS).

Growth momentum accelerated in the latter part of the year, stimulated by the 10th Anniversary of the Hong Kong SAR, Hong Kong Shopping Festival and the National Day promotions. Hong Kong enjoyed good arrivals particularly among families with children and the young segment. Nevertheless, the challenge of strong competition from other destinations in the region intensified. Countries such as Singapore, Thailand and Malaysia have made significant investments in the Mainland market, heightening Mainlanders' aspirations to newly affordable destinations.

市場概覽

2007年，內地經濟增長強勁，持續刺激外遊需求。內地消費者愈來愈富裕，加上人民幣兌港元匯率持續上升，令香港遊的價格更具競爭力。而新景點與慶祝香港特別行政區成立10周年的連串活動，亦是推動旅客人次增長的正面因素。此外，便捷的「個人遊」措施亦有助刺激鄰近城市的旅客，來港作短暫「消費」旅遊。

2007年下半年，香港特區成立10周年、「香港購物節」和國慶推廣活動，均刺激旅客人次加快增長，特別是帶同子女訪港的家庭，以及年輕客群。儘管如此，來自區內其他目的地的激烈競爭，亦為香港旅遊業帶來更大的挑戰。當中，新加坡、泰國和馬來西亞等國家，均在內地市場投入大量資源，向內地旅客推廣新穎又價錢合理的目的地，吸引他們前往。

Marketing Strategies and Promotions

To counter these challenges and to maintain Hong Kong as the leading destination of choice for Mainlanders, the HKTB implemented a programme of key marketing promotions. These promotions were based on the growing sophistication of Mainland visitors' travel plans and the heightened interest of young people and families with children in visiting Hong Kong, as well as the perception of Hong Kong as a special region of the Mainland.

Hong Kong SAR 10th Anniversary Promotional Campaign

The HKTB leveraged on the events and activities associated with the 10th Anniversary of the Hong Kong SAR to maximise publicity for Hong Kong and to drive more arrivals from the Mainland. The campaign took the form of three separate promotions:

My 1997 and 2007 Music Video

In order to drive incremental arrivals during the less popular family travel seasons, a Music Video called "My 1997 & 2007" was produced to generate interest among the Mainland's young segment to visit Hong Kong. The campaign was built on the golden opportunity presented by Ai Jing's debut song "My 1997", whose nostalgic lyrics touched the hearts of many Mainlanders, and the talents of the young icon Mainland director Ning Hao who won the Golden Horse award for the movie "Crazy Stone". The combination of their talents resulted in the newly produced and recomposed "My 1997 & 2007", which reached an audience of more than a billion people across the country.

推廣策略和活動

為了應對各方面的挑戰，以及維持香港作為內地旅客首選旅遊勝地的地位，旅發局舉辦了一系列大型市場推廣活動。這些推廣活動，均是針對內地市場的實際情況而制定，包括：內地旅客對旅遊行程愈來愈講究、年輕人和育有子女家庭來港旅遊的興趣日益濃厚，以及內地旅客對香港這個「特區」的印象。

推廣香港特區10周年

旅發局借助與香港特區成立10周年有關的盛事和活動積極宣傳香港，吸引更多內地旅客訪港。三項推廣活動分別為：

《我的1997和2007》音樂短片

為了推動非家庭旅遊旺季的旅客人次增長，旅發局特別製作名為《我的1997和2007》的音樂短片，以提高內地年輕客群的訪港意欲。由歌手艾敬主唱的經典歌曲《我的1997》，曾以抒情的歌詞打動無數內地居民；而內地著名年輕導演寧浩，則因執導《瘋狂的石頭》一片而獲得金馬獎。旅發局把握香港特區10周年這個契機，邀請兩人合作，製作重新編曲和填詞的《我的1997和2007》音樂短片。該音樂短片在全國的收看人次超過10億。



To do its part for the 10th Anniversary of the Hong Kong SAR, the HKTB invited Chinese singer Ai Jing and director Ning Hao to shoot a music video targeting youngsters in the Mainland.

旅發局配合特區成立10周年，邀請內地歌手艾敬及導演寧浩合製音樂短片，以吸引內地年輕客群。



A Hundred 10-Year-Old Little Journalists

To maximise publicity of Hong Kong as a family destination and to reinforce the aspiration for families and children to visit the city, the HKTB organised a media familiarisation trip in co-operation with a nationwide teenagers' magazine. Altogether more than 40,000 applications were received. After an exhaustive selection process 100 Mainland primary school students were chosen as Little Journalists to visit Hong Kong. The Little Journalists, all of whom were born in 1997 and had reached 10 years of age, captured Hong Kong in lively reports and articles for sharing with their families and friends on return, spreading positive messages about visiting Hong Kong right across the Mainland.

VCD Teaching Tool

Research shows that the key influencers on family holiday decisions are children. Targeting the Mainland's schoolchildren, the HKTB co-operated with the largest Mainland textbook publisher to produce a lively and interactive VCD for use as a teaching aid to showcase the depth and diversity of Hong Kong's culture, heritage and attractions. The VCD reached an audience of over 265 million people.

百位10歲小記者訪港

為了加強宣傳香港為家庭旅遊勝地，以及提高內地家庭和兒童訪港的興趣，旅發局與內地一份全國發行的青少年雜誌合作，舉辦傳媒考察團。有關活動共收到超過四萬份申請，經過多次遴選後，選出了100名內地小學生以小記者身份來港考察。這群小記者均於1997年出生及年滿10歲，他們回家以後，透過生動的匯報和文章，與家人和朋友分享他們的香港之旅，在全國各地宣揚到香港旅遊的正面訊息。

製作教育光碟

據研究顯示，子女對一個家庭的渡假決定具關鍵性的影響力。因此，旅發局以內地學生為目標，與內地最具規模的教科書出版商合作，製作既生動又具互動元素的光碟作為教材，展示香港富深度又多元化的文化、傳統和景點。該光碟的使用人次超過2.65億。



01 A crew of happy and bouncy "little journalists" cruising along Victoria Harbour. 小記者夜遊香江，既雀躍又興奮。

02 Touring Cathay City: The "little journalists" broaden their horizons. 一眾小記者參觀國泰城，增廣見聞。

03 Aimed at Mainland students, the interactive VCD content conveys Hong Kong's diverse culture. 以內地學生為對象的互動光碟教材，傳揚香港多元文化。

01 02
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Consumption Visit Promotional Campaign

Quarterly Hong Kong Travel Guidebook

Arrivals from the young and consumption visit segments have continued to rise in recent years. In order to aggressively build the consumption and "impulse" visit segment in the Pearl River Delta and core cities like Shanghai, as well as to attract the interest of the young segments, the HKTB collaborated with *City Pictorial Magazine* and *Modern Weekly Magazine* to produce a Quarterly Hong Kong Travel Guidebook. This handy and practical guidebook with news and offers on shopping, dining and entertainment proved very popular with consumers, in both Guangdong Province and in core cities like Shanghai and Beijing.

Internet marketing

There has been an increasing trend on the Mainland to research destinations and make travel bookings through the internet, particularly among young and independent travellers. In order to leverage on this trend, the HKTB extended its tactical co-operative partnership with Ctrip.com and Mangocity.com to develop and promote independent travel and quality tour products.

促進消費旅遊

季度香港旅遊指南

近年，年輕客群和消費旅遊客群的人次持續上升，為了在珠三角地區和核心城市如上海等地拓展這兩類客群，以及吸引因推廣活動而作外遊決定的客群，旅發局與《城市畫報》和《周末畫報》合作，每季出版香港旅遊指南。這本指南包羅購物、飲食與娛樂的嶄新資訊和優惠，攜帶方便且實用，深受廣東省和核心城市如上海和北京的消費者歡迎。

網上推廣

在內地，透過互聯網搜集旅遊資料和預訂行程的趨勢愈來愈盛行，特別是年輕人和自助旅遊人士。為此，旅發局擴大與Ctrip.com和芒果網的合作，發展和推廣自助旅遊和優質旅遊產品。



Travel guides co-produced with Mainland China media help to attract consumers and young adults.
與內地傳媒合編的旅遊指南，有助吸引年輕和消費客群。



Promotions via Mainland websites cater to the young and independent traveller segments.
與內地網站合作推廣，能迎合年輕人和自助旅遊人士。



01 Several cities in Mainland China operate "Quality & Honest Hong Kong Tours" service counters.
內地多個城市均設有「優質誠信香港遊」專櫃。

02 Service counter staff provide travel information and suggestions to Mainland visitors.
專櫃的服務人員向內地消費者講解和推介香港的旅遊資訊和特色。

03 To coincide with the Labour Day "Golden Week", at major ports of entry the HKTBB arranges for distribution of leaflets introducing the consumer protections available to visitors.
配合五一黃金周，旅發局在重要口岸派發單張，介紹旅客享有的消費權益。

01 02
03

Quality & Honest Tourism Campaign

Enhancing tourism service quality remained a top priority in 2007/08. To minimise any residual negative impact of "zero-fare tours" and to further restore consumer confidence in Hong Kong tourism throughout the Mainland, the HKTBB continued to foster the development of Quality & Honest Tourism.

Quality & Honest Hong Kong Tours

Counters for "Quality & Honest Hong Kong Tours" were set up in key travel agency outlets in eight major cities to enhance consumer protection education and promote Hong Kong as a high quality tourism destination. With the support of local tourism authorities, the HKTBB launched a series of media, trade and online promotions to publicise Quality Tourism Services (QTS) scheme and to encourage the distribution of quality and FIT products by operators in key Mainland cities.

Market Outlook

Generating more than half of Hong Kong's total arrivals, the Mainland China market remains a key element of HKTBB's growth strategy. Nevertheless, significant challenges lie ahead. These include increasing competition from Southeast Asian countries and neighbouring destinations, strengthened air connectivity and the possibility of direct air links from Taiwan to the Mainland, "Stay Home Syndrome" during the Olympic Games period, and the new public holiday arrangement in the Mainland.

Going forward, the HKTBB will continue to invest in the core cities of Mainland China, tapping into the exponential growth of the Mainland outbound travel market to boost incremental arrivals and maintain its leading share. At the same time, the HKTBB will increase market penetration and develop new sources of growth, further expanding its promotional efforts to non-Guangdong and secondary cities.

拓展誠信旅遊

年內，提升旅遊服務質素仍然是首要工作之一。為了減低「零團費」所帶來的影響，以及進一步恢復消費者對香港遊的信心，旅發局繼續在全國推廣誠信旅遊。

優質誠信香港遊

旅發局在八個主要城市的大型旅行社設立「優質誠信香港遊」專櫃，加強保障消費者的教育，並宣傳香港為高質素的旅遊目的地。得到當地的旅遊局和機構的支持，旅發局推出一系列傳媒、業界和網上推廣活動，宣傳「優質旅遊服務」計劃，以及鼓勵主要內地城市的營運商推廣優質和自助旅遊產品。

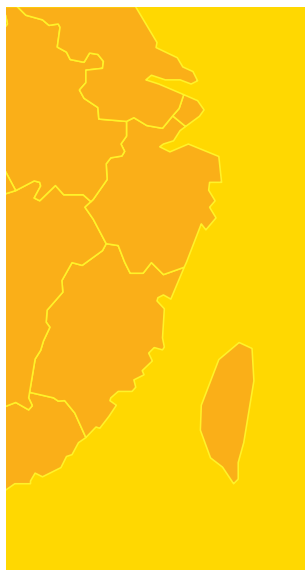
展望

來自內地的旅客佔香港整體旅客人次超過一半，因此旅發局推動旅客人次增長的策略，會繼續以中國內地為主要的對象。另一方面，香港旅遊業將會面對各項重大的挑戰，包括：來自東南亞和鄰近旅遊點的競爭、台灣與內地加強航空聯繫和開通直航、奧運期間內地居民留國觀賞比賽，以及內地實施新的假期安排等。

展望未來，旅發局將會繼續在內地的核心城市投入推廣資源，把握內地外遊市場高速發展的良機，推動旅客人次的增長和維持市場佔有率。同時，旅發局亦會進一步在非廣東省地區和具潛力城市作推廣，務求增加市場滲透率和開拓嶄新的客源。

> Taiwan

台灣



> Facts & Figures 重點/數據

Total arrivals exceeded 2.23 million in 2007, representing **2.8%** growth compared to 2006.

2007年，來自台灣的旅客超過223萬人次，較2006年升2.8%

Overnight visitors grew **2.7%** in 2007. Overnight vacation visitors increased by **12.2%**, reflecting an increase in leisure travel from Taiwan.

2007年，台灣的過夜旅客人次增幅為2.7%，過夜度假旅客人次上升12.2%，反映來自台灣的消閒旅客人次增加

Even with modest growth, Taiwan remains the second largest single source market (and third largest market region) for Hong Kong

雖然台灣旅客人次的增幅溫和，但繼續成為本港第二大單一客源市場，也是第三大地區市場

Market Overview

Due to Taiwan's slow economic growth and political uncertainties, its outbound market performance moderated throughout the year. However, Hong Kong remained a popular destination among visitors from Taiwan. Mega events such as the Hong Kong Shopping Festival and Hong Kong WinterFest continued to attract arrivals for sophisticated travel experiences and the "living culture" platform encouraged more diversified tour packages in the marketplace.

In addition, more airlines provided services to Hong Kong from Taichung, which created more marketing opportunities for promoting Hong Kong leisure travel in central Taiwan. In the southern Taiwan market, Dragonair is releasing more capacities to support mono-Hong Kong itineraries after its merger with Cathay Pacific Airways.

市場概覽

年內，由於台灣的經濟增長放緩，加上政局不明朗，令外遊市場表現稍為放緩。然而，香港繼續成為台灣旅客的熱門旅遊目的地，大型活動如「香港購物節」和「香港繽紛冬日節」等繼續吸引追求深層體驗的旅客，而以本港「生活文化」為主題的推廣平台，則鼓勵業界推出更多元化的配套行程。

此外，愈來愈多航空公司開辦來往香港與台中的航班，為香港在台灣中部營造更多推廣消閒旅遊的良機。國泰航空與港龍航空的合併，則騰出往來香港與台灣南部的航班，有助促銷以香港為單一目的地的行程。



01 02 03 Complementing the theme of the film *Lust, Caution*, the publicity brims with a sense of nostalgia and romance. 配合電影《色·戒》的主題，推廣宣傳充滿懷舊浪漫色彩。

04 Various types of tourism products based on the *Lust, Caution* theme are discussed by the HKTb with industry professionals. 旅發局與業界商討各種以《色·戒》為主題的旅遊產品。

01 02
03 04

Marketing Strategies and Promotions

The HKTb's overall marketing strategy in Taiwan focused on Hong Kong's "living culture" to showcase the city's diversity and sophistication, and to introduce Hong Kong's new and old attractions. The major target segments included young office workers, young couples and families, which were targeted through a series of integrated marketing programmes. The HKTb also worked closely with major trade partners to package a variety of products and leveraged on Mega Events to generate incremental arrivals during Taiwan's outbound peak seasons.

Lust, Caution Promotional Campaign

To boost incremental arrivals during the outbound low season, particularly from the young segments, the HKTb leveraged on *Lust, Caution* movie fever. The HKTb collaborated with China Airlines and seven travel agents to introduce group and FIT packages with the theme of *Lust, Caution* for a nostalgic and romantic journey of Hong Kong.

The group tour offered self-guided itineraries highlighting locations featured in the movie, including a tram ride in Central, a visit to Pottinger Street and Repulse Bay as well as Hong Kong's unique cultural attractions such as a local-style tea bistro. The campaign was rolled out with a launch press conference, as well as a media familiarisation trip and tactical advertising. In order to maximise exposure, the HKTb distributed leaflets at major cinemas and published articles in various movie magazines when the movie was screened in Taiwan. The campaign achieved excellent media publicity with more than 40 sources of coverage, including TV, newspapers, magazines and online news and generated over HK\$3 million media value between October and December 2007. 80,000 movie leaflets with product information were distributed.

推廣策略和活動

在台灣，旅發局的整體策略是集中推廣香港的生活文化，以展示多元化及細緻深刻的旅遊特色，並且推廣本港嶄新和現有的旅遊點。旅發局以年輕白領、年輕夫婦和家庭為對象，推出連串綜合推廣活動。此外，亦與主要業界夥伴緊密合作，重新包裝多元化的產品，並利用大型活動的時機，在台灣外遊旺季期間，推高旅客人次。

《色·戒》展現懷舊浪漫氣息

為了在非外遊旺季吸引台灣旅客，特別是年輕客群，旅發局利用電影《色·戒》的熱潮，與中華航空和七間旅行社合作，推出以懷舊和浪漫景點為主題的訪港旅行團和自助旅遊行程。

行程鼓勵旅客前往電影取景場地親身體驗，例如乘坐電車暢遊中環、到訪「石板街」和淺水灣，以及香港獨有的文化特色如地道茶室。旅發局更為有關活動舉辦新聞發佈會、傳媒考察團和推出策略性廣告宣傳。為加強宣傳效果，旅發局於《色·戒》在台灣上映時，在各大戲院派發宣傳冊子，並在不同電影雜誌刊登專輯。有關的推廣成效斐然，2007年10月至12月間，相關的傳媒報道超過40項，包括電視、報章雜誌和新聞網站，宣傳效益達300多萬港元。而附有香港旅遊資訊的電影宣傳冊子，共派出8萬份。



Taipei International Travel Fair: The HKTB participates with others in the industry in Taiwan's biggest consumer-oriented travel show.

旅發局聯同業界參與的台北國際旅遊展，是台灣最具規模的消費者旅遊展。

The 15th Taipei International Travel Fair Promotion

From 14 to 17 December 2007, the HKTB jointly participated with Cathay Pacific Airways, China Airlines and nine travel agents at the 15th Taipei International Travel Fair, the largest consumer travel fair in Taipei, which was held at the Taipei World Trade Center. Targeting the young segments and families with children, the promotion was aimed at reinforcing the destination image of Hong Kong and driving incremental arrivals for the upcoming Chinese New Year period.

Various types of Hong Kong packages were sold at the fair, an increase of about 48% over the previous year, along with Octopus Cards, Airport Express tickets, MTR Urban Day Passes and other incentives. The four-day event attracted almost 194,000 visitors.

Market Outlook

After the new government of Taiwan assumed office in May 2008, the question of "Direct Links" has become a major subject for the Mainland China and Taiwan. Hong Kong inbound travel from Taiwan is likely to be gradually impacted in the long run, although the "Direct Links" arrangement may not have a great effect on Taiwan overnight vacation visitors, who tend to spend more and stay longer.

Currently, about 70% of total Taiwan arrivals are same-day travellers, of which about 90% will leave for Mainland China. Once the direct flights are fully implemented, Hong Kong might lose these same-day passengers. Also, competition with Hong Kong will increase from Macau, Japan and the Mainland.

In response to these challenges, the HKTB will strive to attract more overnight visitors to compensate for the possible loss of same-day travellers. The HKTB will also continue to ride on the "living culture" platform to showcase Hong Kong's diversity and sophistication, and will expand its presence in major secondary cities. In addition to targeting such major segments as family and young travellers, new product offerings such as "flight and cruises" will be developed to attract the niche market. The HKTB will also continue to explore the MICE segment through integrated trade and corporate campaigns.

藉旅遊展推廣香港

2007年12月14至17日，旅發局聯同國泰航空、中華航空和九間旅行社，參與在台北世界貿易中心舉辦的第15屆台北國際旅遊展，這個展覽亦是台灣最具規模的消費者旅遊展。旅發局以年輕客群和育有子女的家庭為推廣目標，除了加強香港作為旅遊勝地的形象之外，並特別針對即將來臨的農曆新年假期，積極推動旅客人次增長。

展覽期間，旅發局與業界合力促銷各種配套行程，另外，又派發八達通卡、香港機場快綫車票、港鐵市區全日通車票和其他贈品吸引在場人士。四天的展覽共吸引近194,000人進場。而售出的行程數量較前一年上升約48%。

展望

2008年5月台灣的新政府上場後，內地與台灣直航已成熱門話題。直航安排對訪港的台灣過夜渡假旅客人次，應不會有重大影響，這類旅客不單消費較高，逗留時間亦較長。不過，長遠而言，直航對台灣市場的影響，有可能會逐步浮現。

目前，來自台灣的總旅客人次當中，約有七成為入境不過夜旅客，其中九成均會離港前往內地，全面實施直航後，香港可能會失去這批旅客。另一方面，來自澳門、日本和內地的競爭亦會加劇。

為了應付這些挑戰，旅發局將會吸引更多過夜旅客來港，以抵消可能流失的入境不過夜旅客。旅發局會繼續把握「生活文化」這個平台，展示香港多元化和細緻深刻的旅遊特色，更會增加在二線城市的推廣。除了以主要客群如家庭及年輕旅客為對象外，更會推出嶄新的旅遊產品，例如航空兼郵輪配套行程，以吸引愛好特色行程的旅客。旅發局更會繼續透過綜合的業界和企業推廣活動，拓展會議、展覽及獎勵旅遊客群。



Major attractions like Hong Kong Disneyland and Ngong Ping 360 reinforce the appeal of Hong Kong for the family segment.

香港迪士尼樂園和昂坪360等大型景點，對家庭旅客別具吸引力。

> North Asia 北亞



> Facts & Figures 重點/數據

Japanese arrivals showed a slight increase of 1% , registering

1.32 million visitors

來自日本的旅客數目輕微上升1%，
達132萬人次

Hong Kong's share in Japan's outbound market grew to **7.7%**, the fourth consecutive year of growth since 2003

香港在日本外遊市場的佔有率增長至7.7%，自2003年起連續四年上升

Korean arrivals to Hong Kong reached 876,200 in 2007, a **21.9%** increase over 2006

2007年，來自韓國的旅客達876,200人次，較2006年上升21.9%

Korea remained Hong Kong's fifth largest single source market

韓國仍然是香港第五大單一客源市場

Market Overview

Due mainly to the steady recovery of the Japanese economy, incentive tours as well as company-sponsored travel showed a strong upturn. However, holiday travel by individuals fell back due to weak demand amongst the young female segment. On the other hand, the frequency of scheduled air flights was increased by Dragonair's resumption of its Sendai-Hong Kong service and the launch of a Fukuoka-Hong Kong service.

In Korea, with an increasing trend of independent travel, Hong Kong is best positioned as an Free Independent Travellers (FIT) friendly destination. The expanding five-day work week system also offered more time for young office workers to make frequent short-haul trips to spend weekends overseas. Due to this growing demand, direct regular charter flights to Hong Kong were launched from secondary cities such as Cheongju and Daegu while Dragonair began its first direct operation from Busan to Hong Kong.

市場概覽

由於日本經濟穩步復甦，獎勵旅遊和企業資助旅遊大幅上升。可是，年輕女性的旅遊意欲下降，則令渡假旅客人數下調。另一方面，港龍航空重新開辦往來仙台和香港航線，同時推出往來福岡及香港的服務，則增加了兩地的航班數目。

在韓國，自助旅遊趨勢上升，有利把香港定位為適合自助旅遊人士之選。當地五天工作周範圍擴大，讓年輕白領有更多公餘時間，在周末出外享受短假期。因應外遊需求增加，市場推出往來香港及清州、大邱等韓國二線城市的定期直航包機服務。此外，港龍航空亦首次開辦釜山直航香港的航班。

Marketing Strategies and Promotions

In Japan, the HKTb continued to target the young office ladies segment while highlighting different aspects of Hong Kong's lifestyle under the theme of "living culture". To put across this message, various advertising campaigns, promotional events and tactical tour campaigns themed around Hong Kong – Live it, Love it! were successfully launched. These included the Hong Kong – Live it, Love it! MSN Special Site during the two mega event periods. In addition, the "Hong Kong Tohiko" tactical campaign with Cathay Pacific Airways continued for the third consecutive year.

In Korea, the HKTb's focus was to ride on the Live it, Love it! marketing platform to differentiate Hong Kong from competitive destinations and to promote the city's fusion of East and West, sophisticated shopping and dining experiences, convenience as a short break and family destination with fun and entertainment, and romantic elements for the young segment.

Hong Kong Live it, Love it! MSN Special Site

As a means of generating arrivals from Japan during the Hong Kong Shopping Festival and Hong Kong WinterFest, a special Hong Kong site on MSN was launched with three-dimensional images that combined Live Maps with moving images in MSN Video. This enabled users to share favourite places on Live Maps and favourite images on MSN Video with other users.

By setting up a "Hong Kong Tour Page" in MSN Travel and guiding users to this page, it was possible to arouse interest in Hong Kong and promote tour applications all in one package. As a result, 400,000 page impressions were registered from June to November. The unprecedented combination of Live Maps with MSN Video in tourism marketing was seen as a breakthrough within the web marketing industry.



推廣策略和活動

在日本，旅發局繼續以年輕白領麗人為目標客群，所進行的推廣活動均以「生活文化」為主題，突顯香港的不同生活面貌。旅發局環繞「香港—樂在此，愛在此！」主題，推出各式廣告宣傳、推廣活動和行程推廣，宣傳「生活文化」的訊息。當中包括在兩項大型活動期間，推出「香港—樂在此，愛在此！」MSN特備網站。與此同時，旅發局連續第三年與國泰航空合作，推廣「香港逃避行」配套行程。

在韓國，旅發局透過「香港—樂在此，愛在此！」平台，突顯香港的優勢，同時宣傳香港的特色，包括：薈萃中西文化；多元化的購物及飲食體驗；作為享受短假期和家庭消閒度假之便；以及年輕人喜愛的浪漫元素。

「香港—樂在此，愛在此！」MSN特備網站為吸引更多日本旅客在「香港購物節」和「香港繽紛冬日節」期間來港，旅發局於MSN網站推出香港特備網站。這個特備網站載有立體影像，把實景地圖和MSN錄像裡的移動圖像結合起來。使用者既可在實景地圖互相分享喜愛的景點，又可分享心愛的圖像。

旅發局又在MSN網站的旅遊篇設立「香港旅遊專頁」，吸引使用者瀏覽，引發他們對香港的興趣，並推廣同一行程內的不同旅遊項目。在6月至11月間，網頁的瀏覽頁次達40萬。而把實景地圖配合MSN錄像應用於旅遊推廣的做法別具創意，可謂網上推廣界別的突破。

In Japan, end-users of the special Hong Kong site on MSN can enjoy various scenic sites and images, which help to promote Hong Kong.

在日本，MSN的香港特備網站讓使用者可分享各式景點和圖像，有助推廣香港。



01 02 03 In its third consecutive year, the “Hong Kong Tohiko Campaign” targets mainly Japanese women. 連續第三年推出的「香港逃避行」，主要以日本女性為對象。

04 “Hong Kong Shopping Star Campaign”: Piquing travellers’ interest in the “Hong Kong Shopping Festival”. 在韓國推出的「香港購物之星」推廣活動，引發旅客對「香港購物節」的興趣。

05 Publicity aimed at Korean family visitors promotes Hong Kong as an ideal travel destination. 以家庭旅客為目標的宣傳，向韓國旅客推廣香港為理想的旅遊城市。

01 02 03
04 05

Hong Kong Tohiko Campaign

To promote the new attractions of Hong Kong, particularly for Japanese young female and mothers and daughters segments, the HKTB partnered with Cathay Pacific Airways and 47 travel agents in this integrated marketing campaign. Now in its third year, it consisted of both advertising and a public relations programme that featured Ms Izumi Mori as its lead character. The campaign focused on major cities such as Sapporo, Tokyo, Nagoya, Osaka and Fukuoka.

「香港逃避行」

旅發局聯同國泰航空及47家旅行社合舉這項綜合推廣，特別以日本年輕女性客群和育有女兒的母親為對象，推介香港的嶄新特色。「香港逃避行」已踏入第三年，包羅各式廣告和公關活動，並邀請日本女星森泉小姐為代言人，推廣目標包括札幌、東京、名古屋、大阪、福岡等主要城市。

Hong Kong Shopping Star Campaign

In Korea, in order to attract the attention of young office ladies and couples to the Hong Kong Shopping Festival, the HKTB launched a Hong Kong Shopping Star Campaign from May to July. A one-hour Hong Kong Shopping Festival TV programme was shot in Hong Kong with a top Korean celebrity and broadcast through Korea’s Olive TV. To maximise the exposure of Hong Kong attractions and shopping places, special Hong Kong tour products were promoted and sold through portal site Daum.net, travel agent Tour Jockey, online shopping mall G-Market and online movie ticket vendor Max Movie. Daum.net impressions reached 11,452,000 while those of Maxmovie.com achieved 6,667,780.

「香港購物之星」

在韓國，旅發局於5月至7月推出「香港購物之星」推廣活動，引發年輕白領麗人和年輕夫婦對「香港購物節」的興趣。由韓國著名藝人主持的「香港購物節」一小時電視節目在香港取景，其後在韓國的Olive TV播出。此外，旅發局透過入門網站Daum.net、旅行社Tour Jockey、網上購物商場G-Market和網上電影售票站Max Movie，促銷香港特色旅遊產品，讓更多人認識香港的景點和購物熱點。Daum.net瀏覽次數達11,452,000次，而Maxmovie.com的瀏覽次數達6,667,780次。

冬日香港 家庭玩樂之選

旅發局與Hana Tours合作，利用GS（前稱LG）集團的零售分銷渠道，宣傳這個推廣活動，目的是

Big Smile with Your Family in Winter Hong Kong

The HKTB partnered with Hana Tours to promote this campaign through the GS (former LG) Group’s retail distribution channels. The aim was to

strengthen Hong Kong's image in Korea as an ideal city for family fun and to promote the Hong Kong WinterFest to families.

Using the platform of the GS e-shop, GS e-store and convenience stores, the promotion included Hong Kong WinterFest banner ads on the main pages of GS distribution channels, a consumer event in 3,400 outlets nationwide, 50,000 posters featuring Hong Kong's Symphony of Lights multi-media show, and a Hana Tour to sell special tour products linked to GS channels. GS e-store banner ads reached 50 million clicks while those for GS 25 banner ads achieved 20 million clicks. Around 124,000 persons took part in the GS 25 event, The Hong Kong WinterFest event pages were linked to several portal sites such as Naver, Yahoo Korea, Nate.com and Paran.com.

Market Outlook

Favourable factors for the Japan market include a strong yen and the open skies policy (which opens up regional airports for international airlines), as well as increasing direct flights to Hong Kong. Nevertheless, the raising of the fuel surcharge and issues such as increasing competition from domestic and regional destinations may hold back growth momentum. The HKTB will further strengthen the diversity and sophistication of Hong Kong's appeal through the existing marketing platform and various culture-related products. It will also strengthen the city's position as the hub for visiting the entire Pearl River Delta Region.

Korea's outbound market is expected to develop steadily, driven by the increasing numbers of young independent travellers, especially women and students, and weekend holiday travellers enjoying the five-day work week. On the other hand, rapidly expanding air services and price reductions offered by Mainland China and Japan will stimulate strong competition. In addition to strengthening marketing initiatives in secondary markets, the HKTB will focus on enhancing Hong Kong's image as a convenient weekend travel choice for FIT travellers, as well as a friendly destination for families seeking fun through integrated marketing campaigns and collaboration with major attractions.

加強香港的形象，令韓國旅客視之為理想的家庭旅遊城市，同時亦向當地家庭宣傳「香港繽紛冬日節」。

這項推廣活動利用GS網上商店、GS網上店舖、便利店等平台進行宣傳，包括：在GS銷售渠道網站主頁刊登「香港繽紛冬日節」廣告、在全國3,400個銷售點舉行消費者活動、張貼5萬張介紹「幻彩詠香江」燈光音樂匯演的海報、以及Hana Tours經由GS網絡銷售特色旅遊產品。GS網上店舖廣告點擊率達5,000萬次，GS 25網上廣告點擊率達2,000萬次。此外，約124,000人參與名為GS 25的推廣活動，而「香港繽紛冬日節」網頁則連接到幾個入門網站，例如：Naver、Yahoo Korea、Nate.com和Paran.com。

展望

有利日本市場發展的因素包括：日元強勢、開放航權政策（區內更多機場供國際航空公司使用），以及往來日、港的直航班次增加。然而，燃油附加費持續急升，加上當地及區內旅遊目的地競爭白熱化，也會影響增長步伐。旅發局會借助現有的推廣平台和本地文化特色，加強介紹香港多元化又精彩的吸引力，並會提升香港作為珠三角樞紐的形象。

韓國市場方面，由於年輕自助遊旅客（尤其是女性及學生）增加，加上五天工作周有利周末旅遊，預計韓國外遊市場將穩步發展。然而，由內地和日本提供的航班服務正迅速擴展，價錢也不斷下調，將引發劇烈競爭。旅發局除了在韓國的二線市場加強推廣外，也會透過綜合市場推廣，並與大型旅遊景點合作，致力提升香港的形象，推廣香港為自助旅遊人士周末外遊便捷之選，也是共享天倫的家庭旅遊勝地。



Korean media travel to Hong Kong to conduct interviews, and introduce this convenient and culturally diverse destination to their readers and audiences back home.

韓國傳媒來港採訪，將香港便捷和多元化的旅遊特色，介紹給讀者和觀眾。

> South & Southeast Asia

南亞及東南亞



> Facts & Figures 重點/數據

Visitor arrivals reached 2.89 million in 2007, an increase of **8.6%** over 2006

2007年，來自區內的旅客達289萬人次，較2006年上升8.6%

South and Southeast Asia remains Hong Kong's second largest source market region

南亞及東南亞仍是香港第二大客源地區市場

Primary market of the Philippines achieved the highest growth rate with 552,940 arrivals, an increase of **21.8%**

菲律賓是該區的主要市場，並錄得最大升幅(21.8%)，旅客共552,940人次

Secondary markets like Indonesia and Malaysia recorded strong performances with double-digit growth

印尼及馬來西亞等二線市場表現強勁，錄得雙位數字的升幅

Market Overview

The political climate in most Southeast Asian countries remained stable. The atmosphere of change (such as elections being held in Thailand and Malaysia) did not derail continuing economic progress, although the marked slowdown in the US economy and escalating oil prices did increase the overall cost of living and could induce more cautious spending. Against this economic background, the number of low cost carriers increased and the improvement in their air routes boosted travel to Hong Kong.

Marketing Strategies and Promotions

The HKTB leveraged on the Hong Kong "living culture" platform to build campaigns targeting the family and young segments through four main themes, namely Blend of Old and New, Beyond Shopping, Hidden Treasures and Winter Delights. Publicity and tactical programmes were built around the quarterly themes highlighting the various attractions and activities.

市場概覽

年內，大部分東南亞國家政局保持穩定。政治氣候的稍微變動(如泰國及馬來西亞舉行大選)，並無妨礙區內經濟持續增長，不過，美國經濟顯著放緩和油價攀升，卻令整體生活開支上升，足以令消費模式趨向審慎。在經濟發展尚可的情況下，廉價航空公司數目上升，航線安排有所改善，推動了訪港旅遊業的發展。

推廣策略和活動

旅發局以香港「生活文化」為平台，透過「新舊融和」(Blend of Old and New)、「購物驚喜」(Beyond Shopping)、「隱蔽寶藏」(Hidden Treasures)和「繽紛冬日」(Winter Delights)四大主題，推出以家庭客群及年輕客群為對象的推廣活動。旅發局環繞每一季的主題，進行宣傳和舉行策略性推廣，突顯香港的旅遊特色和活動。

In line with the popularity of the internet for researching and booking travel, the HKTB further enhanced online travel promotion, both for top-of-mind awareness as well as additional marketing strength, for example partnering with ZUJI.com to boost reach and push tactical packages.

Awarapan Integrated Multi-media Promotion in India

To maximise the publicity riding on the Blend of Old and New theme under Hong Kong "living culture", the HKTB capitalised on the release of the Bollywood feature film *Awarapan*, which was shot in Hong Kong. Targeting the young and family segments, the movie was unveiled as the curtain raiser of the 2007 Hong Kong Shopping Festival (HKSF), which coincided with the movie's release at the end of June 2007.

As part of the integrated PR campaign, phase 1 of the promotion linked the launch of the music track with Blend of Old and New themed advertorials in the *Times of India*, as well as consumer promotion through digital media and Hong Kong branding in HMV SaReGaMa CD promotions. Phase 2 linked the movie release with the launch of the HKSF and HKTB participated in a premiere show hosted by Cineplex Movie Promotions for key trade and media partners. Cine-goers received a flyer carrying information on HKSF packages offered by tactical partners as well as contest entry forms on the purchase of movie tickets. The campaign generated over HK\$58.71 billion in advertising value.

隨著網上搜集資料和預訂行程愈來愈盛行，旅發局配合這個趨勢，進一步加強網上旅遊推廣，加深旅客對香港的認識，同時增強市場推廣的力度。例如旅發局夥拍ZUJI.com旅遊網站，藉此接觸更多旅客和推介策略性配套行程。

多媒體推廣 拓展印度市場

旅發局透過印度寶萊塢 (Bollywood) 電影《Awarapan》上映的時機，全力推廣香港「生活文化」平台內的「新舊融和」主題。《Awarapan》在香港取景，旅發局特別挑選該電影為「2007香港購物節」在印度的揭幕節目，配合影片同樣在2007年6月底推出，吸引年輕和家庭客群。

與電影相關的綜合公關宣傳活動分為兩部分。第一階段活動配合電影原聲唱片推出，旅發局在當地報章《Times of India》刊登以「新舊融和」為主題的廣告專稿，同時透過數碼媒體向消費者宣傳，並在HMV舉行鐳射唱片推廣活動，宣傳香港品牌。第二階段則藉著影片公映推廣「香港購物節」的啟動。旅發局與著名院線合辦宣傳活動，為旅遊業界夥伴及傳媒舉行的電影首映，入場觀眾均收到「香港購物節」宣傳單張，介紹由業界夥伴提供的「香港購物節」配套行程。入場觀眾購票時也收到是次宣傳活動相關比賽的參加表格。整項活動的推廣成效超過587.1億港元。



01 The HKTB capitalises on premiere of *Awarapan*, a Bollywood movie shot in Hong Kong, to promote the city's "living culture".

印度電影《Awarapan》曾在香港取景，旅發局配合該片公映，推廣香港的「生活文化」。

02 The HKTB organises a contest with prizes to coincide with the launch of the movie's sound track.

旅發局又配合電影原聲唱片的推出，舉辦有獎遊戲，吸引消費者。

03 "Blend of Old and New" themed advertorials promote Hong Kong in the Indian press.

在印度報章刊登以「新舊融和」為主題的專輯，藉以推廣香港。

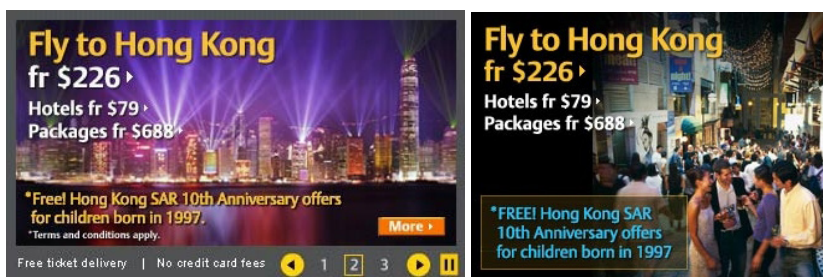
01 03
02

Promotion with ZUJI in Singapore

To strengthen the Hong Kong "living culture" platform, the HKTB partnered with Singapore-based ZUJI.com to offer packages based on the quarterly themes Blend of Old and New, Beyond Shopping, Hidden Treasures and Winter Delights. Targeting the young and family segments, different promotional platforms were used to increase travel to Hong Kong and to augment the target database among ZUJI travellers.

Promotional media included banners on ZUJI and Asiaone, dedicated e-mails to ZUJI members, and search engine marketing on Google and Yahoo. In tactical partnership with Hong Kong Disneyland, Hong Kong Wetland Park and Madame Tussauds, the HKTB created travel deals, packaging and promotions around the "living culture" quarterly themes, with regular updates highlighting new offers and events.

The entire campaign generated about HK\$3.1 million (around S\$570,000) of publicity value while the number of page views for Hong Kong web pages reached 320,000.



Market Outlook

While strong competition within and outside the region will intensify, increased air-links from low-cost carriers for multi-destination itineraries will offer both new opportunities and challenges.

In response to these, the HKTB will leverage on the Pearl River Delta's "twinning" of cities or multi-destination travel trend and promote MICE business in the region. India continues to be an emerging market whose potentially strong outbound growth will be aided by increased air capacity to more key secondary cities. Meanwhile, around 52% of arrivals from India are business travellers, of which 35% come for MICE activities. In line with this, the HKTB will focus on growing this high potential segment in India.

與ZUJI攜手宣傳 吸引新加坡旅客

為加強香港「生活文化」平台的推廣效益，旅發局夥拍以新加坡為基地的旅遊網站ZUJI.com，以「新舊融和」、「購物驚喜」、「隱蔽寶藏」和「繽紛冬日」四個季度主題，推出旅遊配套行程。旅發局鎖定年輕和家庭客群為對象，採用不同推廣平台，吸引更多旅客來港，同時透過ZUJI網站接觸更多目標客群。

有關的推廣媒介包括ZUJI和Asiaone網站內的橫額廣告、發給ZUJI網站會員的宣傳電郵，以及在谷歌（Google）和雅虎網站的搜尋器推廣。旅發局並聯同香港迪士尼樂園、香港濕地公園和香港杜莎夫人蠟像館等夥伴，環繞「生活文化」的季度主題，合作推出旅遊、配套行程和推廣活動，同時定期提供嶄新優惠和活動的最新資訊。

整項推廣活動的宣傳效益約310萬港元，而相關的香港網頁瀏覽次數達32萬。

To promote varied travel packages to Singaporeans, the HKTB partners with the travel-oriented website ZUJI.com.

在新加坡，旅發局夥拍旅遊網站ZUJI.com，推廣多元化的配套行程。

展望

預計區內區外的競爭將會加劇，而配合「一程多站」行程的廉價航空服務將會增加，將同時帶來機遇和挑戰。

面對這些情況，旅發局會把握珠江三角洲內「一程多站」的旅遊趨勢，同時在區內推廣會議、展覽及獎勵旅遊。印度仍是區內的新興市場，往返當地更多主要二線城市的航班載客量正逐步增加，將進一步提升印度外遊市場的潛力。現時，來自印度的訪港旅客中，約52%為商務旅客，其中35%來港出席會展獎勵旅遊活動。有見及此，旅發局會集中在印度拓展這個高潛力的客群。



Hong Kong's festivals and family attractions such as Ocean Park and Wetland Park all attract visitors from within the region. 香港的節慶和家庭旅遊景點如海洋公園及濕地公園，均吸引區內旅客到訪。

In the entire region, the HKTB will continue to build on the MICE, young and family segments, while utilising the internet to strengthen information dissemination and marketing. To broaden visitor source, and in view of the increasing number of Muslim visitors in recent years, the HKTB will further boost this fast-growing segment.

旅發局也會繼續在整個南亞及東南亞區內，拓展會展獎勵旅遊，並擴大年輕及家庭客群，同時利用互聯網加強資訊發放和市場推廣。至於拓展客源方面，回教徒旅客數目正在上升，旅發局會致力發展這個增長迅速的客群。

> Europe, Africa & the Middle East

歐洲、非洲及中東



> Facts & Figures 重點/數據

Arrivals from Europe, Africa and the Middle East rose **14.2%** (to 2.19 million), the highest growth rate among all market regions

來自歐洲、非洲及中東的旅客人次升14.2% (共219萬人次)，成為升幅最高的地區市場

UK visitor arrivals were 601,170, representing **16.4%** growth

英國旅客達601,170人次，增幅為16.4%

French arrivals grew by **15.1%** (231,100), the third consecutive record-breaking year

法國旅客升15.1% (231,100人次)，連續第三年刷新紀錄

Germany maintained its position as the second largest source market in the region after the UK, with growth of almost **10%** (234,760)

德國緊隨英國，繼續成為該區第二大客源市場，旅客人次升近10% (234,760人次)

Russia achieved double-digit growth of **12.8%** while the Middle East attained overall growth of **23.7%**, confirming their high potential

俄羅斯旅客增幅達雙位數字，升12.8%，中東旅客升幅則為23.7%，印證兩者的優厚潛力

Market Overview

Although tempered towards the end of 2007 by the global effects of soaring oil prices and fear of a US recession, arrivals from all key markets remained steady with an ongoing strong trend for online tourism research, a surge of interest in China, growing demand from the MICE sector, and more noticeable demand for luxury travel and cruise products. Air capacity continued to increase and created more business opportunities, particularly in the UK, France and Germany. Both Russia and the Middle East maintained their double-digit growth momentum of recent years.

市場概覽

儘管近2007年底，全球受到油價急升和憂慮美國經濟衰退的影響，然而，隨著網上搜尋旅遊資訊盛行、中國熱、會展及獎勵旅遊增長，加上豪華旅程和郵輪旅遊的需求顯著上升，來自該區所有主要市場的旅客，仍錄得穩健的升幅。航空載客量持續增加，為市場帶來更多商機，特別是在英國、法國和德國。而來自俄羅斯和中東地區的旅客人次，則保持近年的雙位數字增幅。

Marketing Strategies and Promotions

HKTB's strategic focus in all key markets was to reinforce the appeal of Hong Kong through its "living culture" of traditions and heritage, differentiating Hong Kong from the Mainland while leveraging on the interest generated by the 2008 Beijing Olympics and the holding of the Equestrian events in Hong Kong. The young, the middle-aged and family travellers remained the key target segments. Through joint tactical trade campaigns, and innovative promotions with online tour operators and website portals, the HKTB continued to position Hong Kong as the must-visit capital of Asia and preferred stopover to Australia and New Zealand as well as a complementary destination to other Southeast Asian countries.

Black Taxi Campaign – UK

To deliver Hong Kong – Live it, Love it! messages of diversity and sophistication across London in as creative and accessible a way as possible, the HKTB used London's iconic black taxis as an advertising platform in February 2008. Targeting all segments, but in particular the middle-aged and seniors, 800 supersides advertisements were posted on 400 taxis, while two seat tip ups per taxi as well as receipts carried Hong Kong – Live it, Love it! messages. These liveried taxis, which were still being seen around London in mid 2008, proved to be an effective tool to promote Hong Kong's image and appeal as a diverse and sophisticated travel destination.

推廣策略及活動

旅發局在區內所有主要市場的推廣策略重點包括：透過推廣香港的地道「生活文化」，突顯香港與內地不同之處，強化香港的魅力；同時，把握2008年北京奧運和香港協辦馬術比賽的時機，引發旅客的訪港意欲。旅發局亦繼續以年輕、中年及家庭旅客為主要對象，透過與業界合辦推廣活動，以及與網上旅遊經營商和入門網站合作，舉辦具創意的推廣活動，繼續將香港定位為必到的亞洲城市、往返澳洲和新西蘭的首選中途站，以及前往東南亞的配套旅遊點。

英國一計程車推廣活動

2008年2月，旅發局透過既富創意又容易接觸消費者的手法，將推廣訊息傳遍倫敦。旅發局以當地極具代表性的黑色計程車作為平台，推廣「香港—愛在此，樂在此！」的主題，突顯香港多元化和細緻深刻的旅遊體驗，目標包括所有客群（特別是中年人士和長者）。全市400輛計程車車身貼上800張宣傳海報，車上椅背及收據背面亦印上「香港—愛在此，樂在此！」的語句。這些計程車，成功推廣香港為多元化及細緻深刻的旅遊勝地，而直至2008年中，在倫敦街道仍隨處可見。



London: The city's distinctive black taxis – inside and out – spread the word about Hong Kong.

在倫敦，極具代表性的黑色計程車車身和車內，皆添上推廣香港的訊息。

Branding and Tactical Web Campaign – France

Together with Cathay Pacific Airways and Directours, the HKTB launched a branding and tactical web campaign on major websites AOL, Yahoo, Google and Le Monde. As well as promoting Hong Kong's "living culture", the campaign also highlighted Hong Kong as an ideal match or combination destination with other Asian cities. Targeting first-time travellers to Hong Kong, travellers to China and Asia, as well as the young and middle-aged segments, the campaign promoted the appeal of Hong Kong through Directours' offers of Hong Kong/Sanya combination packages. Traffic was generated through a hyperlink to the DiscoverHongKong.com website as well as flash banners, e-mailings, paid searches, and pro-active flash games. Participants clicked on a button to take part in a contest to win a trip to Hong Kong. The branding campaign resulted in over seven million ad impressions.

法國—品牌及策略性網上推廣

旅發局聯同國泰航空和Directours，於主要網站AOL、雅虎、Google和Le Monde推出品牌及策略性網上推廣活動。除突顯香港的生活文化外，有關活動亦把香港推廣為前往亞洲各地的首選配套旅遊點。這項推廣以首次訪港的旅客、前往內地及亞洲的旅客，以及年輕和中年人士為主要對象，通過由Directours推出的香港和三亞配套行程，宣傳香港的魅力。活動透過與DiscoverHongKong.com網站的超連結、動畫廣告、電郵、收費搜尋器及網上遊戲，推動瀏覽次數，登入網站的人士可參與網上遊戲，有機會贏取香港遊行程。整項品牌推廣活動，收看次數超過700萬。



Hong Kong's "living culture" is promoted by the HKTB in several French-language websites.

在法國，旅發局於多個網站進行推廣，突顯香港生活文化。

Travel Portals Campaign – Germany

To leverage on the strong interest in China leading up to the 2008 Beijing Olympic Games and to showcase Hong Kong's offerings, the HKTB partnered with China National Tourism Administration (CNTA), and travel portal Expedia. Hong Kong and Beijing combinations with a variety of hotel and touring options were offered in co-operation with Expedia and CNTA. A dedicated webpage was also set up. Another

德國—旅遊網站推廣

在2008年北京奧運前夕，德國旅客到訪中國的意欲濃厚，旅發局為把握這個趨勢和展示香港的旅遊特色，與中國國家旅遊局和旅遊網站Expedia合作，推出香港和北京配套行程，提供多元化的酒店及行程選擇，並推出網頁協助宣傳。此外，旅發局更與航空及銷售代理網絡AER合作，於德國

web marketing campaign was conducted with flight consolidator and retail agency network AER to promote attractive packages on major travel booking websites in Germany such as billigflug.de, cheapfares.de, traveltopia.de and airline-direct.de.

The Expedia campaign achieved 2.4 million impressions and 400,000 newsletters were sent out. The AER campaign achieved an increase in passenger numbers by over 50%, with turnover up by about 80% that can be directly related to the campaign. Newsletters were also sent to over 200,000 subscribers



Market Outlook

Strategically, the HKTB will continue to leverage on the interest in the 2008 Olympics for travel to both Hong Kong and the rest of China, to exploit the full potential and appeal of Hong Kong's "living culture" and trendy attractions, to accelerate cruise development, and to strengthen Hong Kong's appeal to the MICE sector.

Increased air capacity as well as the growth in the number of tour operators featuring Hong Kong will have a positive impact. The challenges will be the uncertainties caused by the global credit crisis and rising oil prices, as well as competition from other Asian destinations.

的主要行程預訂網站，促銷富吸引力的配套行程，這些網站包括billigflug.de、cheapfares.de、traveltopia.de和airline-direct.de。

與Expedia合作的宣傳推廣，瀏覽次數達240萬，寄出的推廣通訊共40萬份。與AER合作的推廣活動，共向超過20萬客戶寄出推廣通訊，客量則上升超過50%，而受活動所帶動，有關營業額上升約80%。

展望

在策略上，旅發局一方面會繼續把握2008年奧運後旅客前往中國內地和香港的意欲，另一方面會充分發揮香港生活文化和時尚氣息的優厚潛力。同時，亦會加速發展郵輪旅遊，並加強香港在會展及獎勵旅遊方面的吸引力。

航空載客量增加，加上愈來愈多旅遊經營商將香港加入行程以內，均有利香港旅遊業。但香港仍要面對不少挑戰，包括全球信貸危機、油價上升，以及來自亞洲其他目的地的競爭。

In addition to the three major source markets of the UK, Germany and France, the emerging markets of the Middle East, Netherlands and Russia have performed well in recent years and will see stronger performance and investments. Following the appointment of a HKTB representative in Moscow in August 2007, a Middle East representative was appointed in October 2008 to further develop this market.

除了英、德、法這三個主要客源外，新興市場如中東、荷蘭及俄羅斯近年的表現亦不俗，預計這些市場的業績會比較穩健，值得投放更多資源。2007年8月，旅發局已於莫斯科委任地區代辦，於2008年10月亦在中東委任代辦，進一步拓展這些新興市場。



Media familiarisation contributes to the promotion of the city's "living culture".
安排傳媒來港考察，有助推廣香港的「生活文化」。



> The Americas 美洲



> Facts & Figures 重點/數據

Arrivals from the US increased to 1.23 million in 2007, an increase of **6.2%** over 2006

2007年，美國旅客增至123萬人次，較2006年上升6.2%

Total arrivals from Canada reached a new record of 395,170, a surge of **17.7%** over 2006

加拿大旅客總數創新紀錄，達395,170人次，較2006年大幅上升17.7%

Market Overview

The middle-aged remained the market segment leaders from the US, followed by active seniors. While the middle-aged “baby boomers” have consistently held the centre stage in terms of wealth, social and political power, the mortgage meltdown that crawled in 2007 and accelerated in 2008 has resulted in a reversal of fortune for most of this segment. Particularly affected are equity-rich homeowners who saw the value of their houses greatly diminished after enjoying three years of record-level increase in their properties worth. The ensuing reduction in spending inevitably included overseas vacation travel.

In Canada, vacation travel accounted for 44% of the market, with business travel accounting for 22%. Factors such as the strong Canadian dollar and increased flight capacity provided by a new low-cost carrier which began its operations during the year helped contribute to growth in the Canadian market.

市場概覽

美國旅客當中仍以中年客群為主，其次是活躍的長者。「嬰兒潮」時代出生的中年人士在財富、社會地位及政治方面一直最具影響力，可是，2007年次按風暴爆發（到2008年形勢更轉趨嚴峻），令這個客群的消費能力逆轉，尤其是擁有大量股票證券的業主。過去三年，他們的物業價值創新高，現在卻大幅貶值，因此，他們必須持續緊縮開支，包括減少海外旅遊。

在加拿大，渡假旅遊佔整體市場44%，商務旅遊則佔22%。多項因素有利加拿大市場的增長，當中包括加元強勢，以及全新廉價航空公司於年內投入服務，令整體航空載客量上升。

Marketing Strategies and Promotions

Throughout the region, the HKTB targeted the middle-aged and the senior segments. In the US, the HKTB continued to ride on the Hong Kong — Live it, Love it! marketing platform. To promote Hong Kong's diverse core strengths such as shopping and dining, the HKTB optimised multi-platform marketing channels to reach its target audience. Through integrated campaigns and partnerships with synergistic high-profile consumer brands and trade partners, the HKTB cast a wide net to touch the hot buttons of the American consumer. In Canada, leveraging on the opportunities created by the appeal of Mainland China and various marketing channels like the internet, the HKTB partnered with China National Tourist Office (CNTO) to promote Beijing and Hong Kong packages that highlighted the diversity and excitement of each destination.

Shop Till You Drop – US

Utilising shopping and dining as the platform to promote Hong Kong's rich living culture in the US, the HKTB partnered with United Airlines, United Vacations, Samsonite, ABC Radio Network in New York and San Francisco, and *National Geographic Traveler* to launch a sustained four-month integrated marketing campaign in key markets across the country.

The month-long outdoor promotion in New York used 35 attention-grabbing back-lit outdoor kiosks in various high traffic areas of target segments including Times Square, Wall Street, Grand Central Terminal, Penn Station, Greenwich Village and the Upper East and West Sides of Manhattan.



推廣策略和活動

在美洲地區，旅發局以中年人士及長者為目標客群。在美國，旅發局繼續採用「香港—樂在此，愛在此！」推廣平台，並充分利用多元化的市場推廣渠道，突顯香港的購物、美食等核心優勢，藉此接觸更多目標群眾。旅發局透過綜合推廣活動，並且跟具備協同效應的著名消費品牌和業界夥伴合作，建立起龐大的宣傳網絡，掌握美國消費者的喜好。在加拿大，旅發局把握當地的「中國熱」契機並善用互聯網等各式宣傳途徑，與中國駐外旅遊辦事處合作，推廣北京及香港的旅遊配套行程，重點推介兩地的多元化面貌和精彩特色。

美國—購物停不了

旅發局以購物和美食為推廣平台，在美國宣傳多姿多彩的香港生活文化。旅發局夥拍聯合航空、聯合假期、新秀麗、紐約及三藩市兩地的ABC Radio Network以及《國家地理旅行者》雜誌，在美國多個主要市場合作推出長達四個月的綜合市場推廣計劃。

旅發局在紐約舉辦為期一個月的戶外推廣活動，在市內人流繁盛的地方設置35個矚目的戶外宣傳站，吸引目標客群。放置宣傳站的地點包括時代廣場、華爾街、中央車站、Penn車站、格林威治村和曼克頓上東城區和西城區。

In New York, the HKTB establishes outdoor kiosks, and makes use of posters and other means to promote the "Hong Kong Shopping Festival".

旅發局在紐約設置推廣香港的戶外宣傳站；又透過海報等渠道推廣購物節。

The radio promotion featured a podcast of an interview on KGO Radio and WABC in New York with the HKTb. The same stations streamed one-minute Hong Kong Shopping Festival vignettes and banners, while online vignettes provided links to the United Vacations home page and a booking engine for travellers to purchase tickets and packages for their trip to Hong Kong.

The *National Geographic Traveler* ran a two-month online campaign featuring a one-minute vignette on its website, with customised links to the Hong Kong page hosted by United Vacations. Samsonite provided Hong Kong Shopping Festival posters, luggage tags, ballot boxes and travel packages together with eight HKTb trade partners. In total, the multi-platform campaign achieved more than 34.5 million impressions.

Hong Kong/China Co-op Campaign – Canada

In Canada, the HKTb launched a campaign in September 2007 to create Hong Kong and Beijing packages to promote both cities as a diverse, cultural and sophisticated travel destination, thereby supporting the CNTO co-op print campaign.

The aim was to target the key young, family and senior segments in downtown Toronto through the poster network in the underground walkway system. The walkway connects Toronto's major office towers, shopping areas, services and entertainment districts, with more than 100,000 commuters travelling to work each day as well as a large number of tourists. In addition, the HKTb created an online micro site for tour operators to offer special Hong Kong/Beijing packages. Total impressions reached more than 11.1 million and the micro site generated over 10,000 page views.

電台推廣方面，旅發局分別接受紐約KGO Radio和WABC的網上廣播專訪，兩台並在網上播放「香港購物節」一分鐘宣傳短片和張貼宣傳橫額。此外，旅發局透過網上短片連結聯合假期的網站首頁和預訂網頁，方便旅客在網上購買機票和配套行程，安排來港旅遊。

《國家地理旅行者》雜誌舉行為期兩個月的網上推廣活動，在網站播放一分鐘宣傳短片，同時特設連結功能，讓瀏覽者登入聯合假期網站的香港專頁。新秀麗則聯同八家旅發局的業界夥伴，提供「香港購物節」海報、行李掛牌、投票箱和旅遊行程。整個多元化平台宣傳活動的瀏覽次數超過3,450萬。

加拿大—香港/中國內地攜手推廣

2007年9月，旅發局配合中國駐外旅遊辦事處的印刷品宣傳計劃，在加拿大推出宣傳活動，推廣包含香港和北京的旅遊配套行程，以及兩地的多元化面貌、豐富文化遺產和精彩繽紛的魅力。

這項宣傳活動以多倫多市中心區的年輕旅客、家庭旅客及長者客群為主要對象，在地下鐵路行人隧道系統張貼宣傳海報。這個行人隧道系統四通八達，接連多倫多主要辦公大樓、購物區、服務區及娛樂區。每日在這些地區上班的人士超過10萬，還有大量遊客。旅發局又為旅遊經營商特設小型網站，讓它們在網上推廣香港/北京特惠旅遊配套行程。整項宣傳活動的瀏覽次數超過1,110萬，而小型網站的網頁瀏覽次數超過10,000次。



The publicity campaign for Canada promotes a travel package for Hong Kong and Beijing, and targets young, family and senior segments.

在加拿大的宣傳活動，推廣香港及北京的配套行程，並以年輕旅客、家庭旅客及長者客群為對象。

Market Outlook

The economic downturn in the US and the likelihood of a recession triggered by the mortgage crises and credit crunch will slow growth from the Americas. Nevertheless, the 2008 Beijing Summer Olympics and the Olympic Equestrian events may provide an opportunity for Hong Kong to reinforce its "brand" as an international city.

China's continued popularity among American travellers may benefit Hong Kong. In view of this, the HKTB will work with trade partners to ensure that Hong Kong is included in major China itineraries and to stimulate consumer demand by differentiating Hong Kong from other Mainland cities. The Board will partner with CNTO to promote tactical Hong Kong/China packages through various marketing channels.

Canada is likely to remain stable. The Canadian dollar is forecast to remain strong against the US dollar, thereby encouraging outbound travel. Although challenges in the form of intense competition from Asia, Europe and the Caribbean will persist, the HKTB will capitalise on opportunities such as additional air capacity and joint marketing initiatives with regional destinations, and seek to further develop the transit, ethnic and family visitor segments.

展望

美國經濟下滑，次按危機加上信貸緊縮可能導致經濟衰退，因此，美洲地區的市場增長將會放緩。然而，香港可利用2008北京奧運和本港協辦奧運馬術比賽的機會，提升本身的國際都會「品牌」。

中國依然受到美洲旅客歡迎，香港亦可從中獲益，故此，旅發局將與業界夥伴合作，確保香港得以納入中國旅遊行程之內，同時突顯香港跟內地城市的差異，刺激消費者的旅遊意欲。旅發局將與中國駐外旅遊辦事處合作，利用不同的市場推廣渠道，宣傳香港和內地的一程多站旅遊配套行程。

加拿大方面，預計市場可穩步發展，而加元兌美元匯價或可維持強勢，相信可推動當地的外遊業務。面對來自亞洲、歐洲及加勒比海地區的競爭加劇，旅發局將善用各種契機，例如航空載客量增加，又或跟區內旅遊目的地合作，加強推廣，同時亦會進一步拓展過境客群、不同族裔客群及家庭客群。



Hong Kong's "living culture" is the strongest point of attraction for long-haul travellers from the Americas, and is the focal point for coverage by their media.

香港的生活文化特色，最能吸引來自美洲的長途旅客，也是當地傳媒來港採訪的焦點。

> Australia, New Zealand & South Pacific 澳洲、新西蘭及南太平洋



> Facts & Figures 重點/數據

Visitor arrivals again reached new records for both Australia and New Zealand

澳洲和新西蘭的訪港旅客人次再創新高

Arrivals from Australia were 633,600, a **12.4%** increase over 2006

來自澳洲的旅客達633,600人次，較2006年升12.4%

Arrivals from New Zealand reached 117,220, a **19.9%** increase over last year

來自新西蘭的旅客達117,220人次，較前一年升19.9%

The leisure segment in Australia's visitors grew from 50% to **54%** of overnight visitor arrivals

澳洲過夜旅客總人次中，消閒旅客比率由50%升至54%

The core middle-aged sector in Australia's visitors grew from 34% to **37%** of the vacation mix

在澳洲的渡假旅客中，主要的中年客群比率由34%升至37%

Market Overview

The ongoing strength of the Australian and New Zealand dollars during the year, and the robustness of both economies continued to stimulate outbound travel. A series of interest rate rises to dampen the prospects of inflation slowed expenditure on leisure travel to some extent, but this effect was offset by the ongoing expansion of air routes and capacity to Asia and the Middle East. Overall, the market benefited from the continuing trend for consumers to book travel through the internet, with air and ground components being increasingly booked separately.

Marketing Strategies and Promotions

To reinforce the appeal of Hong Kong's authentic "living culture", the HKTB leveraged on the Hong Kong - Live It, Love It! marketing platform to differentiate Hong Kong's unique advantages from competing Asian destinations - especially for the short-break market. Particular emphasis was laid on developing the growing family and

市場概覽

年內，澳洲和新西蘭貨幣持續強勢，加上兩地經濟蓬勃發展，繼續刺激外遊意欲。儘管當地多次提高利率以壓抑通脹，某程度上減少了消閒旅遊消費，然而，前往亞洲和中東的航線和載客量持續增加，則抵消了部分影響。整體而言，網上訂購旅程趨勢上升，而旅客愈來愈喜歡在互聯網分開預訂機票、車票和酒店住宿等旅遊產品，市場因而受惠。

推廣策略和活動

旅發局利用「香港—樂在此，愛在此！」推廣平台，加強宣傳香港的地道「生活文化」，同時突顯香港較亞洲區內競爭對手優越之處，尤其針對喜愛享受短假期的客源市場。家庭旅客和年輕專業人士客群持續增長，故此旅發局集中發展這些

young professional segments as well as on increasing the appeal of China in multi-destination itineraries and strengthening Hong Kong's position as a preferred stopover for travel to Europe. During the year, the HKTB launched a series of integrated consumer campaigns promoting the sophisticated and trendy appeal of the city, which included co-op marketing with selected trade partners to promote appropriate tactical packages.

Family Fun in Hong Kong

To showcase Hong Kong's family-friendly infrastructure and attractions and to stimulate growth of the family segment, the HKTB produced and distributed a *Family Fun in Hong Kong* guide, which was supported by above- and below-the-line advertising and tactical offers. Targeting families with children aged 5 to 15 years, the guide was published and promoted together with Jetset Travelworld retail chain, Creative Holidays and Edge Publishing. 71,000 copies were distributed nationally to subscribers of "Out 'n' About" leisure magazine and to the family database of Jetset Travelworld retail chain. Another 20,000 were distributed at Sydney's annual "Royal Easter Show". Participating trade partners reported growth in family segment travel to Hong Kong of 10-20% during the campaign period.

Young Professionals Consumer Promotion

To increase visits to Hong Kong from the young professional segment, the HKTB partnered with Virgin Atlantic, the Flight Centre travel chain and MX newspaper to run a consumer promotion in MX targeting young professionals in Sydney, Melbourne and Brisbane. A Hong Kong feature was published together with a competition for a trip to Hong Kong with Virgin Atlantic that required all entrants to refer to the HKTB's

客群。旅發局亦借助中國內地的吸引力，加強推介包括香港在內的「一程多站」行程，同時大力宣傳香港是澳洲旅客前往歐洲旅遊的理想中途站。年內，旅發局推出一系列消費者綜合推廣活動，介紹香港精彩繽紛的潮流動向，當中包括與業界夥伴合辦宣傳活動，推介相關的配套行程。

《香港家庭樂指南》

旅發局致力向家庭旅客推介合適的旅遊設施和景點，以刺激這類客群的增長。為此，旅發局與 Jetset Travelworld 零售連鎖店、旅遊代理商 Creative Holidays 和出版商 Edge Publishing 合作，以育有五歲至 15 歲子女的家庭為對象，出版《香港家庭樂指南》，配以廣告、其他市場推廣渠道和配套優惠。合共 71,000 份指南已寄發給消閒雜誌《Out 'n' About》的全國訂戶以及 Jetset Travelworld 零售連鎖店的家庭客戶。此外，在悉尼的年度活動「皇家復活節匯演」期間，再派發 2 萬份指南。參與的業界夥伴表示，推廣期內，前來香港的家庭客群增長達 10% 至 20%。

吸引年輕專業人士

旅發局聯同維珍航空、Flight Centre 連鎖旅行社及免費報章《MX》，以悉尼、墨爾本及布里斯本三個城市的年輕專業人士為對象，推出消費者推廣活動，藉此吸引更多年輕專業人士來港旅遊。《MX》刊載香港專輯，並舉辦比賽。參賽者必須登入旅發局的 DiscoverHongKong.com 網站和網站內



01 *Family Fun in Hong Kong*: Aimed at families with children 5-15 years old, recommending sites for the entire family. 《香港家庭樂指南》以育有五歲至 15 歲子女的家庭為對象，推介適合一家大小的景點。

02 03 04 05 To attract young professionals, together with others in the travel industry HKTB publishes a special section in the free newspaper MX. 旅發局聯同業界，在澳洲免費報章《MX》刊載專輯，吸引年輕專業人士。

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DiscoverHongKong.com website and Itinerary Planner. The winner and his/her companion were invited to write about their experiences in the city for publication in the *MX* newspaper. Virgin Atlantic and Flight Centre provided strong tactical offers for Hong Kong and all entrants were collected into a database for ongoing communications.

The *MX* newspapers have a daily readership of 600,000 young professional commuters in Sydney, Melbourne and Brisbane. 49% of competition entrants opted in to be on the HKTb database for ongoing destination updates and offers. The Flight Centre travel chain reported an 11% growth in bookings to Hong Kong during the period of the campaign.

Market Outlook

With overall outbound travel forecast to grow by 5% per annum and outbound travel to China forecast to grow by 10% per annum for the next few years, the outlook for the region is positive. The family segment and cruise sector have potential for strong growth while demand for Asia from the MICE sector continues to increase. Further positive factors are the strong interest from Australia and New Zealand in the Beijing 2008 Olympics (which will stimulate wider knowledge of Hong Kong and China as a whole), increased connectivity due to the merger of Cathay Pacific Airways and Dragonair, growing ease of travel to China for independent travellers, and new online distribution channels.

However, challenges will be posed by the expansion of services by Middle East carriers into the region, the launch of domestic low-cost carriers such as Tiger Airways, and intense competition from other destinations within the Asia Pacific region.

The HKTb's response will be to promote Hong Kong's unique advantages: its sophisticated mix of Eastern traditions and Western infrastructure, its diversity of attractions, and the opportunity the city offers visitors to experience local living culture. The Beijing Olympics will provide a unique opportunity to leverage on the appeal of China in multi-destination itineraries, while new stopover opportunities, innovative cruise itineraries and a renewed emphasis on the MICE sector will further stimulate outbound travel from the region.

的「互動行程計劃」參加比賽，得獎者可乘搭維珍航空來港。優勝者獲邀體驗香港之旅後，在《MX》撰文分享所見所聞。維珍航空及Flight Centre更提供極具吸引力的配套優惠。所有參賽者的資料均納入資料庫，方便日後向他們持續推廣。

《MX》在悉尼、墨爾本及布里斯本三地免費派發給乘車人士，閱讀該報的年輕專業人士每天達60萬。參賽者當中，49%願意日後繼續接收旅發局提供的旅遊資訊和優惠詳情。而推廣活動期間，Flight Centre連鎖旅行社的香港遊預訂數目，錄得11%增長。

展望

未來數年，預計區內的外遊業務每年增長可達5%，而前往中國內地的旅遊業務每年增長則約10%，因此，市場前景令人樂觀。家庭旅遊和郵輪旅遊發展潛力優厚，而前往亞洲舉行會展獎勵旅遊活動的需求也持續上升。其他正面因素包括：澳洲和新西蘭人士對2008北京奧運極感興趣（因而引發他們加深對香港和中國的認知）、國泰航空與港龍航空合併後增加了前往兩地的航班、自助旅遊人士前往中國日益方便，以及嶄新網上銷售渠道陸續增加。

雖然如此，中東的航空公司正在增加前往澳洲、新西蘭區的班次，加上內陸廉價航空公司（如Tiger Airways）投入服務，以及來自亞太區其他旅遊目的地的競爭，都是香港要面對的挑戰。

為此，旅發局正致力推廣香港的獨特優勢，包括：糅合東方傳統與西方現代化設施的獨有特色、多元化的景點，以及地道生活文化體驗。北京奧運為香港提供良機，借助中國的吸引力推廣「一程多站」旅遊。此外，香港作為旅程中途站的商機日漸增加，加上創新的郵輪行程，以及會展獎勵旅遊業務發展，都有助推動該區的旅客來港。



Besides "living culture", the HKTb also highlights the trendy and contemporary aspects of Hong Kong to the media. 除了生活文化之外，旅發局也向傳媒展示香港時尚和現代化的一面。