

# HONG KONG SHOWS OLYMPIC SPIRIT 奧運精神 全城盡顯

**The Beijing 2008 Olympics was one of the most significant events in China's history and was a dream come true for the entire country. The opportunity for Hong Kong to co-host the Equestrian Events enhanced the city's image on the international stage.**

To capitalise on this unique event, from 2007/08 onwards the HKTb has worked closely with the international travel trade and media to promote Hong Kong globally through various channels. A range of promotional campaigns were kicked off in different source markets to showcase Hong Kong as a co-host city of the Olympics, helping to develop Hong Kong's long-term branding for the future.

Below are some highlights of HKTb's work undertaken in 2007/08, while the full story, including citywide ambience-building efforts and experience enhancement initiatives during the Games period, will be told in the Annual Report 2008/09.

**2008北京奧運是中國百年難得一遇的盛事，也圓了中國人多年來的奧運夢。而香港能成為奧運馬術比賽項目的協辦城市，則使其國際形象獲得進一步提升。**

為充分發揮這項矚目盛事所帶來的機遇，自2007/08年起，旅發局積極與國際旅遊業界和傳媒緊密合作，通過各種渠道，在世界各地進行有關推廣。旅發局分別在多個客源市場展開連串宣傳活動，推廣香港為奧運協辦城市的訊息，為香港建立長遠的品牌形象。

以下為旅發局已於2007/08年進行的部分重點推廣工作。至於所有奧運推廣的工作詳情，包括於奧運舉辦期間營造氣氛的項目以及提升旅客體驗的各項工作，將在2008/09年報一併詳述。





01 The HKTb kicks off a series of promotions in New Zealand for Olympic equestrian events in Hong Kong.

旅發局在新西蘭推廣香港協辦奧運馬術比賽的訊息。

02 Frontline staff in the retail industry and restaurants learn phrases relating to equestrian from the Quality Tourism Services Association. 「優質旅遊服務協會」向零售及餐飲業前線人員教授與奧運馬術相關的用語。

03 Through sponsorship in the UK, the HKTb promotes the Olympic Equestrian Events in Hong Kong.

旅發局透過贊助英國馬術活動，推廣香港協辦奧運馬術比賽。

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01 The HKTb launches Olympic equestrian promotions in London.  
旅發局在倫敦啟動奧運馬術推廣活動。

02 The HKTb works with overseas travel agents to promote Olympic packages covering Hong Kong.  
旅發局與海外旅行社合作，推出奧運配套行程。

03 04 Jackie Chan stars in a promotional video, publicising Hong Kong as an Olympic co-host city.  
成龍拍攝宣傳片，推廣香港協辦奧運的訊息。

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