

Strengthening Hong Kong's Destination Appeal

提升香港的吸引力

Driving business in summer 加強夏日推廣

As the outbreak of human swine flu affected arrivals in May and June 2009, the HKTB swiftly redeployed its resources and strengthened the summer promotion during the two-month-long promotional campaign – Hong Kong Summer Spectacular (29 June – 31 August).

2009年5月至6月，訪港旅客人次一度受到人類豬型流感影響，因此，旅發局立即調配資源，加強推廣6月29日至8月31日舉辦的「香港夏日盛會」，刺激旅客訪港意欲。

- 1 The Hong Kong Summer Spectacular is launched with the support from trade and related partners.
「香港夏日盛會」得到各行各業的支持。
- 2 The *Hip Hot Hong Kong Guide* features tips on trendy shopping, dining and entertainment.
《潮遊香港攻略》介紹香港最新潮流資訊。
- 3 Mr Eason Chan, the “Hong Kong Summer Spectacular Ambassador”, assists in promoting Hong Kong.
著名歌手陳奕迅擔任「香港夏日盛會」宣傳大使。





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- 4 Local residents share information about Hong Kong's hip hot trends in a joint promotion with Yahoo! Hong Kong.
市民可透過雅虎香港網站向旅客推介潮遊精選。
- 5 For entertainment, the HKTB publicises the first ever Summer Pop – Live in Hong Kong concert.
除購物優惠與美食，旅發局推廣首次舉行的「香港夏日流行音樂節」。
- 6 The event proves to be a special draw to younger visitors.
演唱會成功吸引不少年輕旅客。
- 7-8 The two-day concert is organised and produced by the Performing Industry Association (Hong Kong) Limited, and features more than 80 guest performers from various parts of Asia.
為期兩天的演唱會由演出業協會(香港)有限公司籌辦及製作，由來自亞洲各地逾80位嘉賓傾力演出。



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The guided hiking tours take place for five consecutive Saturdays from 3 – 31 October, bringing visitors to experience different sections of MacLehose Trail. (Photos provided by Agriculture, Fisheries and Conservation Department)

旅發局於10月3日至31日期間，一連五個星期六舉辦遠足導賞團，由遠足專家帶領參加者分段探索麥理浩徑。(相片由漁農自然護理署提供)

- 1 Mrs Rita Lau Ng Wai-lan, Secretary for Commerce and Economic Development, and Mr James Tien, HKTB Chairman, officiate at the launch of the "Great Outdoors Hong Kong!"
商務及經濟發展局局長劉惠蘭女士及旅發局主席田北俊先生，為「香港郊野全接觸！」揭幕。
- 2-3 Strong support from the Agriculture, Fisheries and Conservation Department, Oxfam Hong Kong, local hiking groups and travel trade has been received.
是次遠足推廣獲得漁農自然護理署、香港樂施會、本地遠足組織及旅遊業界支持。
- 4 The ceremony is joined by guests and over 300 local and international hiking enthusiasts.
超過300名海內外遠足愛好者參加起步禮。
- 5 The HKTB also partners with the HKSAR Government in organising a visit for expatriates and travel trade partners to the newly-opened Hong Kong National Geopark. The visit helps encourage the development of nature-related tour products. (Photo provided by Information Services Department)
旅發局又與相關政府部門合作，安排海外駐港機構人員及旅遊業界參觀新近啟用的香港國家地質公園，鼓勵業界開發相關的旅遊產品。(相片由政府新聞處提供)



Promoting Hong Kong's green scenes 展示香港自然景觀

To highlight Hong Kong's beautiful nature, the HKTB launched a brand new marketing platform - "Great Outdoors Hong Kong!", which successfully drew visitors and travel trade partners from different markets.

旅發局年內推出「香港郊野全接觸！」，以此全新推廣平台展示香港優美的綠野景致，成功得到不同市場的旅客及業界支持。





During the 2009 Hong Kong WinterFest (27 November 2009 to 3 January 2010), the HKTB joined hands with different sectors to enhance the festive ambience in town, bringing together festive celebrations, colourful lighting and decorations, as well as special offers.

旅發局於2009年11月27日至2010年1月3日舉辦「香港繽紛冬日節」，與各界夥伴聯手，推介全城的節慶活動、燦爛燈飾及優惠，令香港洋溢濃厚的冬日節慶氣氛。

A warm welcome in winter 冬日氣氛遍香江

1-2 At the invitation of the HKTB, 13 buildings and shopping centres enhance their Christmas façade lights and displays with welcome messages.

13幢大廈及商場應旅發局的邀請，在外牆展示更璀璨的聖誕燈飾，並加入歡迎旅客的字句。

3-4 Around 400 primary school students sing Christmas carols in the four evenings of 23, 25 to 27 December, entertaining around 150,000 spectators.

於12月23日、25至27日期間，約400名小學生於尖東獻唱聖誕樂曲，令約15萬名觀眾感染濃厚的聖誕氣氛。

5 Local residents share with visitors the stunning display of Christmas lights in Hong Kong in the "Top 10 Vantage Points for Viewing Hong Kong Christmas Lighting" photo competition.

旅發局亦舉辦了「十大聖誕燈飾觀賞點」攝影比賽，市民可透過照片與旅客分享香港的佳節美景。



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Happy New Year, Give Me Five! 全城擊掌 喜迎2010

Once again, the New Year Countdown Celebrations (31 December 2009) were televised by hundreds of TV stations and viewed by millions of audience worldwide, making Hong Kong a focus of global attention. At the Tsim Sha Tsui waterfront, shouts of "Happy New Year, Give Me Five!" are heard from merry-making visitors and residents.

在2009年除夕夜上演的「除夕倒數詠香江」吸引過百家本地及海外電視台採訪，並有以百萬計的全球觀眾收看，令香港再度成為全球焦點。市民與旅客齊集尖沙咀海傍，齊聲高呼「Happy New Year! Give Me Five!」，慶祝踏入2010年。

- 6 The synchronised pyrotechnic and music show is organised by the HKTB, while the costs for the pyrotechnic display are sponsored by Sun Hung Kai Properties Ltd and Henderson Land Group.

「除夕倒數詠香江」煙火音樂匯演由旅發局主辦，並獲恒基兆業地產集團及新鴻基地產發展有限公司贊助煙火費用。

- 7 The number of pyrotechnic firing points is increased by 30 percent, with the number of charges totalling 9,000. For the first time, pyrotechnics are arranged on the northern façade of Two ifc right in front of Victoria Harbour to create 10 distinctive patterns.

是次匯演的煙火數目較之前一年增加三成，合共九千發，並首次在國金二期北面外牆正面向維港發放，構造出10款圖案。

- 8-9 Two ifc and nine buildings on Hong Kong Island put on a choreographed musical pyrotechnical show, attracting more than 400,000 spectators.

國際金融中心二期及港島區九幢大廈上演璀璨的煙火及燈光匯演，吸引了約40萬人在現場欣賞。



1-2 The event features 14 brightly illuminated floats, and 13 international and 13 local performing groups from 14 countries and regions.

參與賀歲巡遊的表演單位包括14部花車、13支國際及13支本地隊伍，來自14個國家及地區。

3-4 Showcasing Hong Kong's fusion of Chinese and Western festivities, the Parade draws more than 100,000 spectators along the route.

匯演展示了香港的中西節慶元素，吸引逾10萬名觀眾沿途觀賞。





A new and roaring start to Year of the Tiger 精彩匯演迎虎年

For the first time, the procession of the Cathay Pacific International Chinese New Year Night Parade entered Nathan Road, offering a novel experience for spectators. This year also marked the 15th staging of the Chinese New Year Parade organised by the HKTB. For the 12th consecutive year, Cathay Pacific Airways was the title sponsor, while American Express International, Inc. sponsored the Parade route for the third year running.

「國泰航空新春國際匯演之夜」採用全新路線，首次踏足彌敦道，為觀眾帶來全新體驗。賀歲巡遊活動今年已是第15屆，亦是國泰航空公司連續第12年成為匯演的冠名贊助機構，美國運通國際股份有限公司則連續第3年成為巡遊路線贊助機構。



5-6 The Parade uses "Festive Hong Kong 2010", the HKTB's new marketing platform in 2010/11, as the theme.

巡遊匯演以「2010香港節慶年」為主題，為旅發局2010/11年度的全年推廣揭開序幕。



Promoting Hong Kong as regional Halloween hub 香港一萬聖狂歡焦點

Building on the success of the 2008 Hong Kong Halloween Treats, the HKTB, together with trade partners, turned the festive promotion in 2009 into a 37-day-long programme.

承接2008年「香港萬聖狂歡月」的成功經驗，旅發局於2009年再接再厲，與業界夥伴合作，推出長達37日的萬聖節推廣活動。



25/9 - 31/10/2009



- 1 "Core" Halloween activities organised by local tourist attractions are extensively promoted, offering visitors a total experience.
全力推廣旅遊景點舉辦的萬聖節活動，讓旅客享受精彩體驗。
- 2-4 The HKTB bundles and packages Halloween activities and special offers to attract the young visitor segment.
旅發局包裝各項萬聖節活動及優惠，吸引年輕客群。
- 5 The Board rolls out Halloween related promotion to a number of cities in the region.
年內的萬聖節推廣擴大至多個亞洲市場。

Hong Kong – the Events Capital of Asia! 亞洲盛事匯香港

Throughout the year, the HKTb continued to publicise major events organised by third parties. In particular, the Board proactively promoted a number of events supported by the Hong Kong SAR Government's Mega Events Fund in 2009/10.

年內，旅發局繼續推廣各個機構在香港舉辦的大型盛事，並積極宣傳於年內獲香港特區政府「盛事基金」撥款贊助的多項活動。



6-9 The HKTb promotes the first East Asian Games in Hong Kong and a host of year-round world-class events and activities for visitors to enjoy.

向旅客推廣香港首次舉辦的東亞運動會及全年在香港舉辦的世界級盛事和大型活動。

10-11 Sports events, festivals and art performances supported by the Mega Events Fund help sustain Hong Kong's reputation as the "Events Capital of Asia".

獲「盛事基金」支持的體育活動、節慶及文化藝術表演，有助鞏固香港作為「亞洲盛事之都」的美譽。