

Adopting Creative and Effective Communication Approach

運用創新及有效的推廣手法



2



3



4



5



6



Explore Hong Kong! Everything is only a click away 數碼媒體 助旅客暢遊香港

Given the immense popularity of the Internet and smart phones, the HKTb stepped up its web and mobile promotions. Leveraging the cost-effective and efficient digital marketing solutions, the HKTb publicised Hong Kong latest offerings to a wider community.

互聯網及智能手機已經極為普及，旅發局遂加強利用互聯網及流動電話進行推廣，借助極具成本效益和有效的推廣渠道，擴大宣傳範圍，發放香港最新的旅遊資訊。

- 1 The HKTb rolls out various mobile applications, offering all information visitors need while touring around, from dining to sight-seeing and entertainment. (Courtesy: Sing Pao)

旅發局推出多項手機應用程式，方便旅客查閱餐飲、觀光及娛樂等資料，輕鬆遊覽香港。(圖片鳴謝：《成報》)

- 2 HK 720, an iPhone application featuring impressive 720-degree panoramas of Hong Kong's top attractions. 適用於iPhone的HK720應用程式，令行家猶如親臨香港著名景點，率先飽覽720度全景。

- 3 Riding on the annual marketing platform of "Hong Kong Food & Wine Year", the HKTb develops a mobile guide offering Chinese cuisine and wine pairing tips. 為配合「香港美酒佳餚年」的推廣主題，旅發局推出了「美酒中菜龍鳳配」手機程式，讓旅客找出中菜與餐酒的最佳配搭。

- 4 Leveraging the growing popularity of online videos, the HKTb partners with social media portals such as YouTube, Tudou and Yam to roll-out promotional videos to reach the target audience.

隨著網絡視頻受歡迎程度日增，旅發局在YouTube、土豆網及Yam天空等網站播放宣傳片，擴大宣傳的覆蓋範圍。

- 5 The HKTb launches a game application on Facebook to promote Hong Kong culinary delights, by challenging players' knowledge on Chinese cuisine and wine pairing.

旅發局在社交網站Facebook推出中菜與餐酒配搭的遊戲，藉此推廣香港的美酒美食。

- 6 The HKTb works with leading travel portals, such as Expedia.com and Travelocity, to offer discounts and multi-destination itineraries to visitors, attracting them to Hong Kong.

旅發局與Expedia.com及Travelocity等有名的旅遊入門網站合作，向旅客推廣各種優惠及一程多站行程，吸引他們訪港。

During the year, the HKTB's website DiscoverHongKong.com recorded 49 million visits.

年內，旅發局網站的總瀏覽人次為4,900萬。



1 As a channel to engage local community to participate in tourism promotion, the HKTB partners with Yahoo! Hong Kong to launch a marketing platform, allowing local residents to share the "hip" products and offerings with visitors.

在「香港夏日盛會」期間，旅發局與雅虎香港合作推出網上推廣平台。香港市民可提供香港的最「潮」資訊，並透過該平台與旅客分享。





3



4



5



6



7

2-5 As blogs have become so popular among netizens and some famous bloggers have a large number of followers, the HKTb invites these bloggers to Hong Kong, and promotes the city's tourism appeals through their blogs.

隨著網誌的受歡迎程度日增，加上部分有名博客的網誌獲大批讀者追捧，旅發局遂與多名博客合作，邀請他們來港，透過他們的網誌推廣香港的旅遊特色。

6-7 To better market the "Hong Kong Halloween Treats" and "Hong Kong Food & Wine Year", the HKTb launches a dedicated minisite for Halloween promotions, featuring the city's Halloween offers from themed events to scary but delicious food items.

旅發局在「香港萬聖狂歡月」的推廣時段，推出專題網站，提供香港各項萬聖節活動的資料。同時，為配合「香港美酒佳餚年」的全年推廣，專題網站亦收錄了多家食肆所供應的特色美食。

The DiscoverHongKong.com website is available in 14 languages and 20 versions.

旅發局的網站共設有20個版本，並有14種語言可供選擇。

- 1 As the PRC marches towards its 60th anniversary, the HKTb rolls out a nationwide promotion campaign titled "Experience Hong Kong" with *China Youth Daily*, under which all nationals named "Guoqing" or born on 1 October are eligible to join a writing competition. 60 winners are invited to a 6-day trip to Hong Kong.

藉中華人民共和國成立60週年，旅發局與《中國青年報》合作，舉辦名為「60國慶看香港」的全國推廣活動，邀請全國名叫「國慶」或生於10月1日的公民參加徵文比賽，60位優勝者獲邀參加為期六天的香港遊。

- 2 The participants share with the whole country their trip to Hong Kong by posting travel diaries or photographs on blogs or school networks.

參加者透過遊記和攝影作品紀錄香港之行，並通過博客及學生校媒網與別人分享在港的所見所聞，以收推廣之效。

- 3 During their visit, participants are given tours to the Hong Kong Stock Exchange and Legislative Council, in addition to renowned attractions. They enjoy experiencing the world financial centre and world-class destination.

參加者在港期間除到訪旅遊景點外，亦參觀了香港交易所、立法會大樓等地標，認識香港作為商業中心和世界級旅遊目的地的特色。





Innovative promotional approaches 創新意念 展示香港特色

During the year, the HKTB devised different marketing approaches strategically to attain extra publicity mileage, drawing awareness locally and elsewhere.

年內，旅發局採用多種創新推廣手法，提升旅客對香港的認知，爭取更大宣傳效益。



- 4 In line with the kick-off of "Festive Hong Kong 2010", a campaign called "Art in Motion" is launched. 12 local artists are invited to create drawings about Hong Kong's Chinese and Western festivals. Their artworks are painted on 12 tramcars to generate awareness.

為配合「2010香港節慶年」揭開序幕，旅發局推出名為「與藝同行」電車遊計劃，邀請了12位插畫師繪畫香港獨有的中西節慶，並在有百年歷史的電車車身上展示他們的作品，以收宣傳之效。

- 5-6 These tramcars become portable artwork displays, which serve as means to encourage local art development and showcase Hong Kong's arts and culture to the world.

這些電車成為穿梭鬧市的藝術品。旅發局藉此計劃鼓勵本地創作，向世界展示本地的藝術文化。



Global PR initiatives - effective solutions to market Hong Kong 靈活運用公關手法宣傳

As one of the most cost-effective means to promote Hong Kong, PR promotional effort was deployed to maximise exposure and publicity of the city. By inviting TV stations and celebrities from all over the world to experience Hong Kong personally, the HKTB created high-level of awareness across various markets via these channels.

旅發局進行不同形式的公關活動，為香港爭取最大的宣傳效益。年內，旅發局邀請各地電視台及名人親身體驗香港的獨特魅力，透過這些媒介提高香港在不同客源市場的知名度。





- 1 *We've Just Got Married*, a Korean TV reality show starring celebrities Jo Kwon and Ga In, films some episodes in Hong Kong, drawing a large number of fans to the city. 韓國人氣偶像趙權和佳人來港拍攝真人騷「我們結婚了」，吸引大批支持者來港追星。
- 2 Janet Hsieh (right), a host of *Fun Asia*, experiences the Kung Fu culture in Hong Kong and practises with local celebrity Marsha Yuan. 「瘋亞洲」的主持人謝怡芬(圖右)與本地名人原子鏞一同學習詠春拳，體驗香港的功夫文化。
- 3 Jody Ness (right), host of *Wine Portfolio*, has a personal encounter with Hong Kong wine offerings. 「Wine Portfolio」的主持人Jody Ness(圖右)親嚐香港的各式餐酒。
- 4 Png Tick Lock and Ng Kwee Khim of *Channel U Fashion Asia*, offer their Singaporean audience a glimpse of Hong Kong "hip" products. 新加坡「Channel U Fashion Asia」的Png Tick Lock及Ng Kwee Khim向當地觀眾介紹香港最潮產品。
- 5 Sophie Grigson (left), celebrity chef in the UK and host of *Sophie Grigson in the Orient*, is given a treat by local restaurant owner Margaret Xu. 本地餐廳東主徐蕙向英國名廚兼「Sophie Grigson in the Orient」的主持人Sophie Grigson(圖左)介紹本地特製菜式。
- 6 Patty Hou, a host of Taiwan's *Azio TV*, tours around Hong Kong with her mother during a Mother's Day promotional campaign. 台灣東風衛視的主持人侯佩岑偕同其母親訪港，為母親節的推廣活動作宣傳。
- 7 Local celebrity Fiona Sit (left) joins the crew of *Dragon TV* to introduce the SoHo district to audience. 本地歌星薛凱琪(圖左)帶領中國內地東方衛視的攝製隊遊走中環，感受蘇豪的魅力。