

I MULTI-DESTINATION TRAVEL

The Central Government promulgated The Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area in February 2019. The Outline Development Plan clearly supports Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism. Indeed, a significant proportion of overseas vacationers travelling to Hong Kong like combining Hong Kong with other destinations in one trip to make the most of their holidays. In promoting Hong Kong to these travellers, the HKTB teams up with neighbouring destinations to illustrate the distinctive, complementary tourism experiences offered by Hong Kong and these destinations. Among our partners in 2018/19 were other cities in the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area), with which we organised a number of promotions featuring Hong Kong as a star destination.

Hong Kong Week – Greater Bay Area Showcase in Tokyo

- Number of consumers attending “Hong Kong Week – Greater Bay Area Showcase”: 120,000



In November 2018, we organised the four-day “Hong Kong Week – Greater Bay Area Showcase” at shopping mall KITTE in Tokyo, and proposed to Japanese consumers multi-city travel in the Greater Bay Area.

The opening ceremony, held on 1 November, was performed by key government officials including HKSAR Chief Executive Mrs Carrie Lam, and representatives from the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office.

While promoting the diverse tourism offerings in Hong Kong, Macao and Guangdong Province, the consumer event highlighted Hong Kong’s new infrastructures that have made travelling to the Mainland more convenient. With an interactive map, the eventgoers could take a virtual tour of Hong Kong’s historic and vibrant Old Town Central district. They also got to view a replica of *Large Mouth Dragon Boy*, a street painting in Old Town Central by Japanese celebrity Shingo Katori.

With support from the tourism authorities of Guangdong province and Macao, the event also featured many exciting attractions in Hong Kong’s neighbouring cities. “Hong Kong Week – Greater Bay Area Showcase” was recognised for its creativity and impact by a Grand Award in the prestigious 2019 Astrid Awards, under the “Promotion” category.

“Let’s hang out in the Greater Bay” TV Travelogue

- Reach of the “Let’s hang out in the Greater Bay” travelogue: 10 million worldwide



To drive awareness of the “Greater Bay Area” tourism brand, we collaborated with Guangdong province and Macao to produce a six-episode syndicated TV travelogue showcasing the myriad of experiences in the Greater Bay Area. Hosted by well-known Hong Kong TV personality Mr Lawrence Cheng and celebrity guests, the programme revolved around the gourmet experiences in the Greater Bay Area, targeting ethnic Chinese travellers in Southeast Asia and North America, while also introduced lifestyle experiences and the latest transport infrastructure developments. The travelogue was aired on a total of nine TV channels and online streaming platforms in Singapore, Malaysia, the US and Canada.