

Hong Kong & Beyond

One Trip, Wonders of Multiple Cities

Hong Kong is also a portal for travellers to explore the Mainland and the rest of Asia, thanks to its great location and efficient transportation network. In a few years' time, Hong Kong-Mainland traffic will be further enhanced with the opening of the Guangzhou-Shenzhen-Hong Kong Express Rail Link and the Hong Kong-Zhuhai-Macao Bridge.

Such a superb location and infrastructure mean not only thriving inbound tourism for Hong Kong, but also myriad co-operative opportunities between the city and its neighbours to drive visitor traffic to the region for everyone's benefit. The HKTB's work on "multi-destination" in 2013/14 included:

- Initiating familiarisation visits jointly funded by Guangdong, Macau and Hong Kong for Southeast Asian media and members of the Indian travel trade;
- Staging trade and consumer promotions with the Macau Government Tourist Office (MGTO) in both mature markets and new markets, like Russia and India;
- Organising road shows in Thailand and Indonesia with the Shenzhen Municipal Bureau of Culture, Sports and Tourism;
- Joining with Yunnan and a major tour operator to organise road shows in the UK, and arranged a familiarisation tour to Hong Kong and Yunnan for the UK travel trade, as part of a three-year co-operation plan made in 2012; and
- Collaborating with the Chengdu Culture and Tourism Group and the MGTO on a US search engine marketing promotion to boost package sales to Hong Kong, Macau and Chengdu.



Highlights
In promoting multi-destination travel, the HKTB highlighted the advantages offered by the 144-hour Convenient Visa to Guangdong Province.

