

# Winning Partnership



Partnership has always been a key to our success. In addition to building our own relationships with our partners, we bring the local and overseas travel trade together to create greater success for our tourism industry.



## Trade Activities

In 2012-13, we continued to join forces with the local travel trade to tap into different visitor source markets. Together, we attended **11 trade shows** in nine countries and regions, including Mainland China, the Philippines, Japan, Germany, the UK, and such new markets as India, Russia, the United Arab Emirates and Vietnam. In addition, we organised **11 travel missions** to seven Asian countries and regions, the most notable being a delegation led by the Hong Kong Hotels Association to support the “Best of the Best Hong Kong Food” promotion in Japan in May 2012.

Meanwhile, to encourage the overseas travel trade to promote Hong Kong to their clients, we arranged **32 familiarisation trips**, bringing travel trade members from 17 countries and regions to Hong Kong for gaining insight into our city’s latest tourism developments and products.

During the year, we collaborated with the travel trade in different markets to roll out **four tactical promotions**, including the “Discover Hong Kong Passport” with Zuji Singapore, which

bundled discounts for seven major Hong Kong attractions; “Experience Cantopera” with the Travel Industry Council of Hong Kong and the Chinese Artists Association of Hong Kong, which offered visitors a glimpse into the art of Cantonese opera; a digital campaign with Travelocity, which featured attractive hotel offers; and dining vouchers with Tai Hing Catering Group, which were given out as incentives for purchasing Hong Kong packages and tours at MATTA Fair 2013 in Kuala Lumpur.

We also strengthened co-operation with the tourism bureaux of Macau and various Mainland cities to promote **multi-destination travel** to travellers. And to facilitate greater exchange between the HKTB, and the local and overseas travel trade, we transformed our **PartnerNet** website into an effective B2B platform.



## Multi-destination Promotion

We promoted **multi-destination itineraries** with the following organisations:

- the Shenzhen Municipal Bureau of Culture, Sports and Tourism in two US cities (New York and Los Angeles) and two Canadian cities (Vancouver and Toronto)
- the Guangdong, Hong Kong and Macau Tourism Marketing Organization in three Indian cities (Chennai, Mumbai and New Delhi)
- the Macau Government Tourist Office at the Moscow International Travel & Tourism Exhibition
- the Yunnan Provincial Tourism Development Commission at World Travel Market



## PartnerNet

To better support our trade partners, we revamped our PartnerNet website, turning it into a comprehensive and interactive B2B platform. In addition to a new contemporary design, the website now features the latest HKTB and industry information, as well as a host of new functions, including My PartnerNet and e-Marketplace.

The new PartnerNet also serves as a gateway to international networking opportunities. Registered users are listed in the site's company directory that can be viewed by the travel trade worldwide, and they can update their own profiles to showcase their companies' information and latest offers to facilitate collaboration with potential partners.