

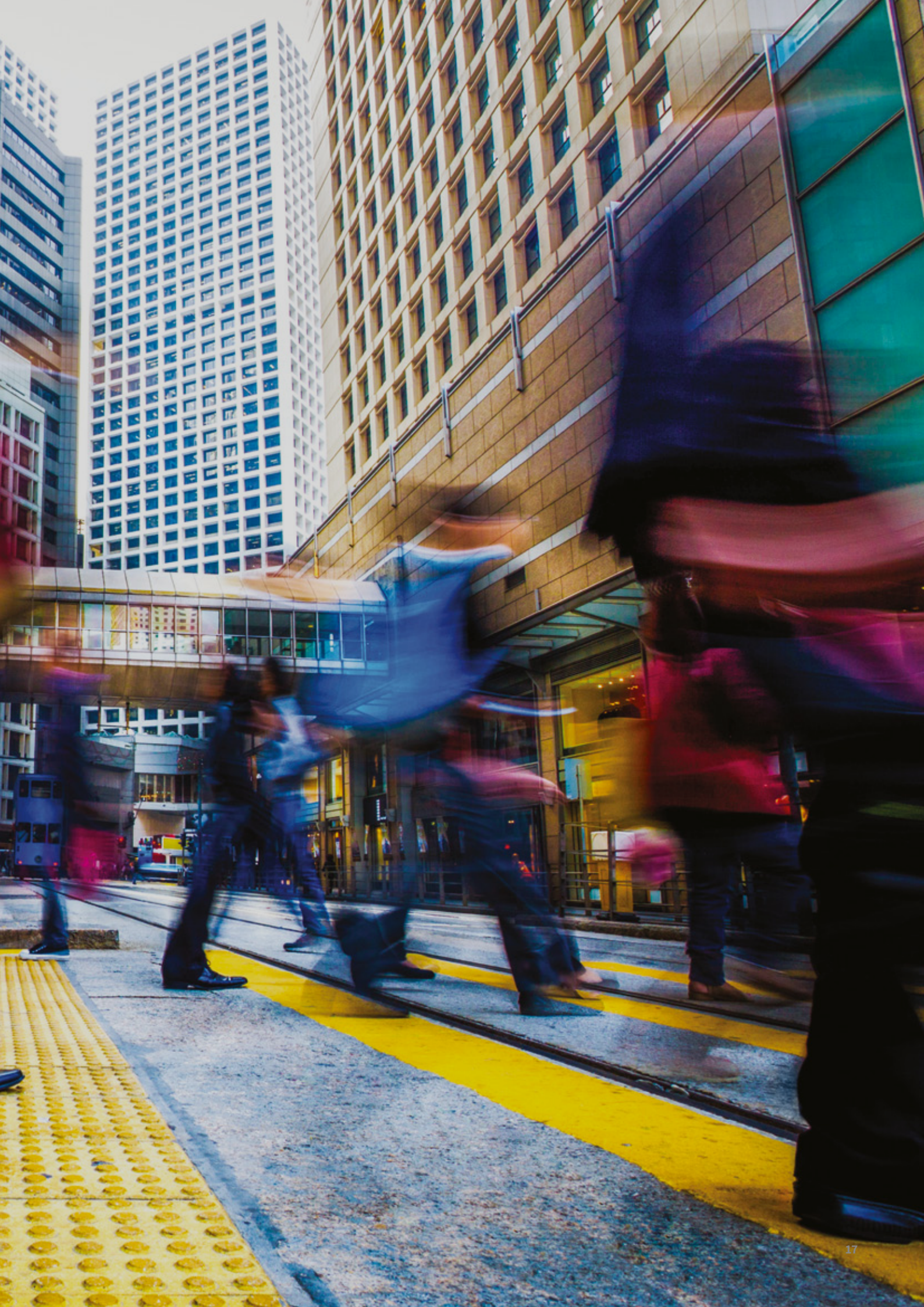
# STRATEGIC FOCUS

Take a look at the Hong Kong Tourism Board's marketing strategy for engaging visitors, trade partners and media worldwide, as well as the local community.

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# Destination Branding

## Hong Kong • Asia's World City

A brand is more than a logo; it has a personality, it conveys a lifestyle, it projects experiences, and it makes promises. When the HKTB adopted “Hong Kong • Asia’s world city” as the destination brand of Hong Kong, it wanted to synergise with the Government’s city branding effort and create a brand name that allows travellers to know what to expect when they hear it.

After consolidating its branding effort with the revamp of DiscoverHongKong.com and the launch of the entire Asia’s world city TV commercial series in 2012/13, the HKTB implemented the brand across all market promotions, projects and campaigns.

As the HKTB continued to promote the diverse tourism offerings of Hong Kong, it showcased the city’s strengths in three specific areas under the “Asia’s world city” brand umbrella: mega events, MICE tourism and

cruise tourism, with the themes “Asia’s events capital”, “World’s meeting place” and “Asia’s cruise hub”, respectively, demonstrating Hong Kong’s all-round attractiveness as a travel destination.

## happy@hongkong

Travelling opens our eyes to other cultures, which are, after all, about people. Perhaps what is priceless about tourism is the human interaction and exchange it facilitates. To this end, in the summer of 2013, the HKTB launched a campaign, called happy@hongkong, to promote friendly interaction between the local people and visitors. The campaign’s primary tool was a series of TV commercials which demonstrated how a friendly gesture could warm hearts and even lead to friendships. It was also supported by bus advertising, tram advertising, advertising at major ports-of-entry, and in-town posters.



**Highlights**

The happy@hongkong videos were also broadcast on YouTube and other online channels. It was viewed:

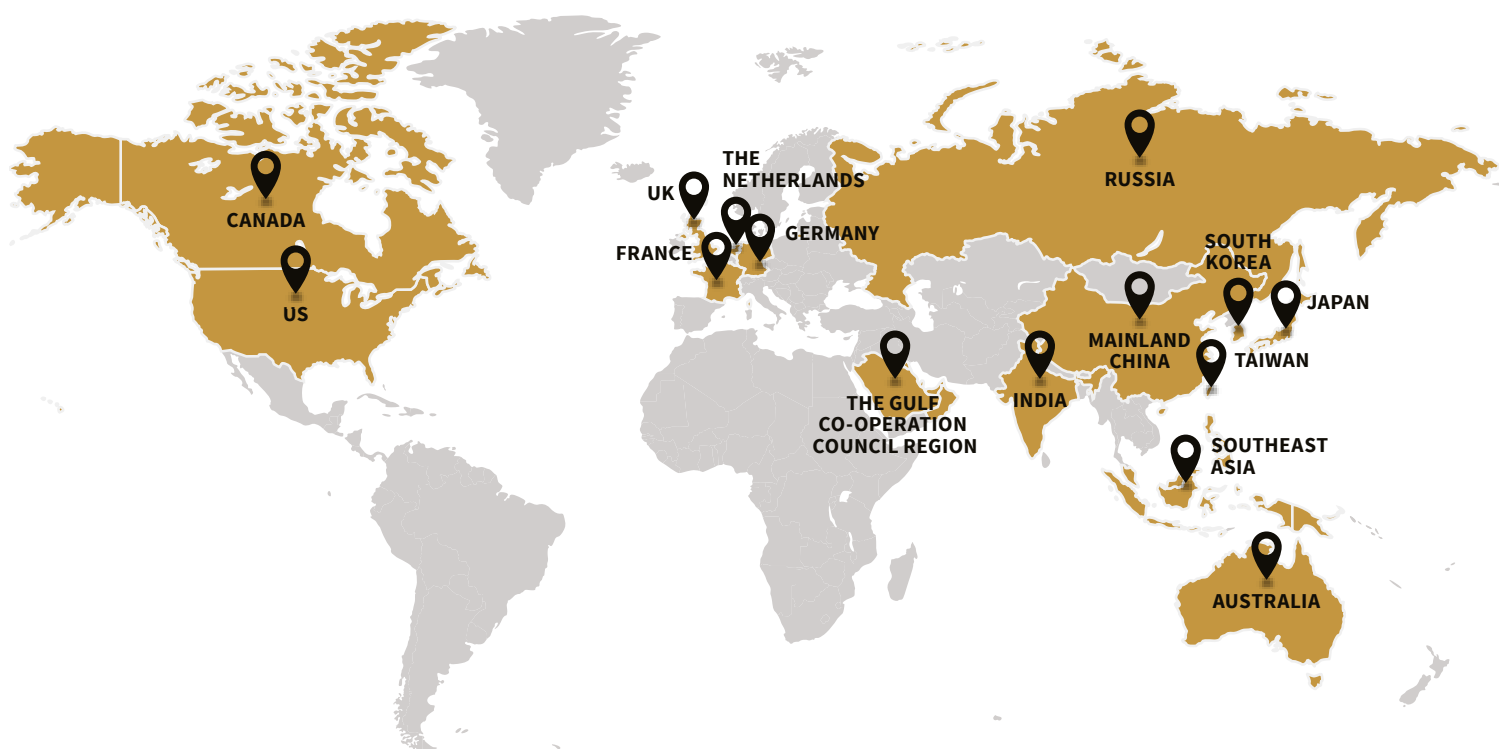
- 5.4 million times in Mainland China;
- 2.5 million times in Taiwan; and
- 8.8 million times in Southeast Asia



# Overseas Promotions

The “think globally, work locally” marketing mindset is manifest in the HKTB’s overseas promotions. With promoting Hong Kong innovatively in mind, the HKTB adapts its strategies according to the local situation in individual markets, ensuring its promotions are rolled out in the right place, at the right time and for the right visitor segments.

In 2013/14, the HKTB invested three quarters of its marketing budget in overseas markets and rolled out a great variety of initiatives. In the next few pages, we would like to share with you some examples.





## Mainland China

### Taste of Hong Kong Exhibition

What happens when you combine dining and technology? In the HKTB’s case, it stimulated visitors’ imagination, creating a desire to try “the real thing” in Hong Kong.

In early 2014, the HKTB staged “Taste of Hong Kong” exhibitions in Beijing, Shanghai, Chengdu and Xiamen. The consumer-oriented exhibitions, interactive in nature, consisted of four sections: a simulated dining experience, featuring the winning dishes from the Best of the Best Culinary Awards, a mock-up of a *cha chan teng* corner,

a *dim sum* exhibit, made from ceramics by Taiwanese artist Chu Fang Yi, and screenings of documentaries about four traditional dishes, namely congee, rice noodles, noodles and rice.

In addition to tempting consumers with virtual delicacies, the HKTB introduced an award element with a lucky draw: the exhibition visitors who showed they were following the HKTB on social media platforms *Weibo* and *Weixin* on their smart phones could receive scratch cards for a chance to win prizes, including a cruise trip, return flights to Hong Kong, free hotel accommodation, and souvenirs.



**Highlights**  
*Results:*  
One exhibition, four cities,  
263,818 visitors, over 41 million RMB  
in publicity value.





## Taiwan

### Pumpkin Field at Huashan 1914 Creative Park

Formerly a wine-producing factory, Huashan 1914 Creative Park today is a major creative arts hub in Taipei, with cultural activities like exhibitions and outdoor concerts.

Since the cultural precinct is a favourite hangout of young people and families, it became the perfect venue for the HKTB's Hong Kong Halloween Treats promotion. From late September to early October 2013, 60 pumpkin installations, large and small, were scattered on the lawn of the park, creating an amazing sight, especially in the evening

when they were lit up. In only one week, the pumpkin field attracted over 260,000 visitors.

Complementing the static pumpkin field, the Halloween Treats' iconic pumpkin mascot led flash mobs to major MRT stations, shopping malls, Eslite bookstores and landmarks to arouse curiosity. The HKTB's Facebook page was also filled with posts on Hong Kong Halloween Treats during the promotion period to drum up publicity for both the pumpkin field and Hong Kong.



#### Highlights

*In Taiwan, the HKTB's promotions are closely tied with its mega events, particularly those that appeal to young people and families.*



## Japan

### Hong Kong Live at Roppongi Hills

In today’s social media-crazed world, everyone seems to have their 15 minutes of fame, but de facto celebrities continue to hold a special place in people’s hearts, and this is especially so in Japan.

Well aware of celebrities’ influence in the popular culture-dominated market, the HKTB drew attention to its “Hong Kong Live at Roppongi Hills” promotion with programmes hosted by public faces, including super model Ai Tominaga, make-up artist IKKO, and singer-songwriter

Reo leiri. Staged at the upscale Roppongi Hills district in early November 2013, the promotion was an attempt to reboot tourism traffic from Japan to Hong Kong, which was, for a sustained period, hampered by natural disasters and currency-exchange factors. The promotion’s highlight was the announcement of Japan’s top dance and vocal unit EXILE as “Hong Kong Friendship Ambassador 2014”.

With support from Japanese celebrities and the Hong Kong travel trade, the three-day consumer promotion showcased, and reignited Japanese travellers’ interest in, Hong Kong’s local culture and Chinese cuisine.



**Highlights**  
*Celebrity endorsement and large-scale consumer promotions are effective tools for maintaining Hong Kong’s presence in Japan, a mature market for Hong Kong.*





### South Korea

#### Cosmopolitan Feature Story & LG’s Worldwide Promotional Video

Whereas many office ladies in Hong Kong have fallen head over heels for (almost) everything Korean, young office ladies in South Korea like travelling to Hong Kong for its food and fashion.

Targeting this fun-loving visitor segment, the HKTB invited singer-actress Eugene Kim to visit Hong Kong for the feature story “Get it Beauty” in *Cosmopolitan*, which was published in the summer. Making a trip to Hong Kong even more tempting were special packages featuring the voguish,

Westernised SoHo district for free independent travellers, with discounts on the packages for BC Card holders, rolled out by the HKTB and its trade partners right after the release of the *Cosmopolitan* feature.

In the winter, in another major PR campaign generating huge publicity for Hong Kong, LG was persuaded to include Hong Kong – the only Asian city chosen – in the promotional video for their new 8k ultra high-definition TV. Given the popularity of the LG brand around the world, consumers not just in South Korea but also in major cities around the world can enjoy a beautifully choreographed light show, featuring Hong Kong’s skyline in shops selling LG TVs.



**Highlights**  
The HKTB leverages the popularity of Korean pop culture, particularly TV, to reach both Korean and other Asian travellers.





### Southeast Asia

#### Celebrities Promoted Summer in Hong Kong

The HKTB invited young, energetic bloggers, actresses, TV hosts and other lifestyle icons to take part in the “2013 Visa go Hong Kong Super Shopper” for a reason: to entice young people with Hong Kong’s hip lifestyle and trendy offerings.

The HKTB’s major summer promotion in Southeast Asia in 2013/14 tied in with the shopping contest, the tour de force of its Hong Kong Summer Spectacular campaign. In Thailand, Singapore, Malaysia, the Philippines and Indonesia, young celebrities were invited to pair up with one of their fans to take part in the Hong Kong

Super Shopper competition. To generate pre-publicity, the HKTB partnered with media organisations based in these five markets to recruit the fan contestants.

The HKTB also took care of other visitor segments. In Malaysia, where two-thirds of the population is Muslim, the HKTB invited Aaron Aziz, a top actor in Malaysia and also a devoted Muslim, to visit Hong Kong and develop four Muslim-friendly itineraries. And in Indonesia, where an estimated 23 million people are native speakers of Bahasa Indonesia, the HKTB published a Hong Kong guidebook written in the Indonesian language, and distributed it through *Femina*, a leading Indonesian women’s magazine.



**Highlights**  
Families and young people are two key visitor segments for the HKTB in Southeast Asia. Many of its promotions are therefore strategically rolled out to drive arrivals in summer and winter.

The Hong Kong Super Shopper contest was title-sponsored by



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## India

### Hold My Hand in Hong Kong

Film adaptations have been around for almost as long as films have existed, but using a novel and a film for tourism promotion is relatively new.

In India, the HKTB became the first tourism bureau in the world to promote a destination using the two media together. Two trends gave rise to the idea: first, rising literacy and book sales in the Indian market, and second, the continued strong influence of Bollywood.

In the first part of the campaign, the novel *Hold My Hand* was a joint project with bestselling young author Durjoy Datta.

He came up with the love story after a trip to Hong Kong, and the book soon swept to the top of various booklists, including the top 10 list of HT Nielsen.

The HKTB extended the campaign to the film industry, partnering with Whistling Woods International, one of the world’s best film schools, on a short-film making competition riding on Durjoy Datta’s book. The winning and shortlisted films, available on YouTube, together with the “Hold My Hand Romantic Package” the HKTB developed with tour operator Thomas Cook, proved a successful driver of visitor traffic from India to Hong Kong in the winter, with Indian arrivals to Hong Kong up 4.9% year on year in 2013.



**Highlights**

*Hold My Hand in Hong Kong – a widely recognised campaign:*

- Grand Award of Excellence, 2nd Hong Kong Public Relations Awards (2014)
- Most Creative Campaign Award, 2nd Hong Kong Public Relations Awards (2014)
- Gold Award in the “Integrated Marketing Communications” category, 2nd Hong Kong Public Relations Awards (2014)
- Winner in the “Marketing – Primary Government Destination” category, PATA Gold Awards 2014
- Silver Award in the “Campaigns” category, Astrid Awards 2014
- Bronze Award in the “DVDs/ Video: Travel/Tourism” category, Mercury Awards 2013/2014
- Certificate of Excellence, South Asia PR Campaign of the Year, PRWeek Awards Asia 2014

*The HKTB employs an integrated strategy in India that covers PR, tactical trade co-ops and digital marketing.*



### The Gulf Co-operation Council Region Pre- and Post-Ramadan Family Promotion

In its promotions targeting the Muslim population in the Gulf Co-operation Council region, the HKTB puts the main focus on the period prior to Ramadan – the ninth month in the Islamic calendar, which Muslims observe as a month of fasting – in order to encourage Muslim consumers to think of Hong Kong when deciding where to go during the post-Ramadan holiday. As the peak holiday season in 2013 began in August, in June the HKTB distributed a family guidebook through a magazine in the United Arab Emirates to arouse interest in Hong Kong.

The HKTB’s promotion wasn’t, however, limited to the summer. In winter, it organised a large-scale consumer event at the family-friendly Mirdif City Centre, featuring cultural performances and games. Since the promotion targeted family visitors, the HKTB invited Hong Kong theme parks and other attractions to showcase their products at the shopping centre, and Hong Kong packages were promoted at the event.



**Highlights**  
*Since awareness of Hong Kong as a travel destination is not widespread in the GCC region, the HKTB sticks to more traditional forms of promotion, such as consumer events and cultural performances, to raise Hong Kong’s profile.*





## Australia

### An Integrated Summer Campaign with Travel Retailer Flight Centre

As value for money is a primary concern for Australian travellers when they consider a trip to Hong Kong, the HKTB tries to increase their incentive to book a Hong Kong trip by rolling out special packages from time to time with travel agencies.

During summer in 2013, the HKTB partnered with Flight Centre, Australia’s biggest travel retailer, to launch a range of value-added, four-night packages to Hong Kong. Along with trying to reduce the price barrier, the HKTB raised

Hong Kong’s profile and instilled in travellers a sense of urgency to visit Hong Kong in the summer through advertising in both traditional and online channels, including outdoor advertising, TV commercials, online displays, social media and search engine enhancement.

The HKTB also reached out to the young professionals, one of the target segments of the summer promotion, through bloggers Lady Melbourne and An Australian Wintour, who shared their personal experience of Hong Kong’s shopping, fashion, dining and nightlife on their blogs.



**Highlights**  
 For this long-haul market, the HKTB makes travelling to Hong Kong more tempting to consumers through tactical travel packages launched in partnership with airlines and travel agencies.





## US

### Hong Kong Live at The Grove

If you ever have the chance to visit The Grove, an upmarket retail and entertainment complex in Los Angeles, you may find a trace of Hong Kong on the electric-powered Grove Trolley that takes you to the Farmer’s Market. According to Rick Caruso, the owner of The Grove, the double-decker tram idea was inspired by a visit to Hong Kong several years earlier.

Of course, the connection between Hong Kong and Los Angeles is much more than the Grove Trolley; there are also strong tourism ties between the two cities. The US has been one of Hong Kong’s top visitor markets for many years, with LA one of the top cities. To further strengthen these ties, the HKTB brought its “Hong Kong Live” promotion to The Grove in early summer in 2013. Rick Caruso was personally present

at the event’s opening as an officiating guest, as was Los Angeles City Council Member Tom LaBonge.

The three-day consumer event was a showcase of Hong Kong culinary flair. All five epicurean activities, including cooking classes and live demonstrations by three Hong Kong Michelin-starred chefs, were sold out. The fine flavours even attracted Pulitzer-winning food critic Jonathan Gold, who wrote about the promotion in the *Los Angeles Times*.

The Grove visitors also experienced some of Hong Kong’s best-kept traditions, such as face-changing and *tai chi*. Adding vibrant colour to The Grove throughout the promotion was Hong Kong architect William Lim’s fish installations, which were crafted using the bamboo-scaffolding method unique to Hong Kong.



**Highlights**  
*In the US, Hong Kong’s biggest long-haul visitor market, the HKTB employs a mix of marketing strategies and public relations, from consumer events to digital marketing. It also strives to attract large-scale conventions from the market, where many major international conference organisers and industry associations are headquartered.*





## Canada

### Promoting Multi-Destination Travel

The majority of Canadians who travel to Hong Kong also go somewhere else on the same trip – the percentage was as high as 87% in 2013. Therefore, one of the HKTB’s key strategies for this market is to partner with other Asian national tourist offices, such as the China National Tourist Office (CNTO) and the Tourism Authority of Thailand (TAT), as well as the Shenzhen Municipal Bureau of Culture, Sports and Tourism and the Guangdong Tourism Administration in the Pearl River Delta, to promote multi-destination travel.

Early last summer, the HKTB, together with the CNTO and TAT, launched an integrated marketing campaign with the

*Toronto Star*, Canada’s largest daily newspaper, to drive traffic to Hong Kong, Mainland China and Thailand. In co-operation with the CNTO, the HKTB organised an out-of-home campaign targeting Calgary, as well as a media-familiarisation visit to Hong Kong and Sichuan. And with TAT, the HKTB launched a digital campaign promoting Hong Kong and Thailand as the best Asian city/ beach combo package.

Along with its multi-destination promotions, the HKTB reinforced the Hong Kong Asia’s world city brand through digital campaigns on AdoTube and YouTube, and ran an aggressive Facebook fans acquisition campaign.

### Embracing Hong Kong’s greener side



Head city's bright lights and skyscrapers, there's something for nature lovers

**RELATIONSHIP DEVELOPMENT**  
The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's natural beauty and the views from the hills. The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's natural beauty and the views from the hills.

On the way, cable car riders can enjoy the view of the city's green hills and the Victoria Harbour. The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's natural beauty and the views from the hills.

**ABOUT THE FACTS**  
Hong Kong is one of the world's largest cities, but it is also a green city. The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's natural beauty and the views from the hills.

© Toronto Star

### Mesmerizing sights, memorable people



Summer activities and scenery abound in Hong Kong, China and Thailand

**RELATIONSHIP DEVELOPMENT**  
The vibrant night scene in Hong Kong is a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's natural beauty and the views from the hills.

Strolling the streets of Nathan Road, the main north-south artery in Hong Kong, is not to be missed on a trip to wonderful Hong Kong.

**ASIA NOW SERIES**  
This is the first in a series of articles that will explore the unique culture and heritage of Asia. The series will focus on the vibrant night scene in Hong Kong, the main north-south artery in Hong Kong, and the unique culture and heritage of Asia.

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**Highlights**  
Promoting multi-destination travel is one of the HKTB’s key strategies in Canada.

- Results of campaigns:
- Integrated marketing campaign with the *Toronto Star*: 2.6+ million impressions
  - Digital campaigns on AdoTube and YouTube: 700,000+ completed viewership of the HKTB-brand video
  - Facebook fans acquisition campaign: earned the *Discover Hong Kong* Facebook page 25,000+ Canadian fans



## UK

### “Ching” in Hong Kong

Finding a link between a celebrity and a product is the key to success of celebrity endorsement. In 2013/14, the HKTB identified chef and TV personality Ching-he Huang, better known as “Ching” in the UK, to promote Hong Kong’s dining scene to the British audience. Having appeared in popular cookery programmes, including BBC1’s *Saturday Kitchen*, written five bestselling cookbooks, and developed her own cooking utensil brand, Ching has made a name for herself in the UK and even the US.

In September 2013, the HKTB invited Ching to film various mini-travelogues in Hong Kong, in which she visited her

favourite spots for *dim sum*, authentic British food, cocktails, and more.

Back in the UK, Ching met with the travel trade and media during World Travel Market, the biggest industry event in the UK, and attended a Chinese New Year lunch organised by the HKTB to promote both Hong Kong and the bespoke Hong Kong tour package she developed with Wendy Wu Tours.

If you like cooking, check out Ching’s website for the original recipes she created with inspiration from her Hong Kong trip. You can also find the mini-travelogues on both her website and the UK version of DiscoverHongKong.com.



**Highlights**  
*In the UK, PR, especially co-ops with TV, plays an important role in the HKTB’s promotions.*





## France

### Promoting Hong Kong's Art Scene

French people are known for their love for the finer things in life. Catering for their refined tastes, the HKTB invited major TV and print media to showcase Hong Kong's thriving art scene to their viewers and readers throughout the year.

Through pitching by the HKTB, *Valeurs Actuelles*, a conservative magazine with almost 200,000 readers and subscribers, published a spread on Hong Kong's edge as an arts hub in Asia, with a focus on galleries in Central

and other major arts facilities, such as the Hong Kong Arts Centre. Design magazine *IDEAT* did a substantial feature story titled "Hong Kong plateforme de la creation", portraying Hong Kong's creative energy through extensive reporting on the arts scene and glossy images of trendy faces and places. And TV5 produced a programme on art and French influences in Hong Kong, including a special interview with Dr Lars Nittve, chief of M+, West Kowloon Cultural District Authority.



**Highlights**  
*The HKTB raises Hong Kong's profile in France mainly through the media. It also showcases Hong Kong's food culture and living culture through the Bordeaux Wine Festival, the world's best-known culinary and cultural festival, held every other year.*



**F**ait l'époque historique où les pilotes de Jumbo se battaient entre les buildings pour trouver la piste de l'aéroport Kai Tak, située au Nord de la baie de Hong Kong. Les attractions restent des moments inoubliables pour ceux qui les ont connus. Aujourd'hui, l'arrivée est moins périlleuse, tout en gardant un certain caractère de surprise, avec cette sensation de se poser en pleine mer sur une île artificielle, ouverte au trafic depuis 1998. En tant qu'aéroport, avec l'Airport Express, la ville n'est qu'à une demi-heure. Mais attention ! Hong Kong désigne l'île sur laquelle la cité s'est construite mais aussi l'ensemble d'îles périphériques et la péninsule de Kowloon, sur le continent, autrefois nommée les Nouveaux Territoires et qui s'étendent sur un millier

d'îles. Il faudra ainsi attendre quelques décennies pour voir arriver le premier Mandarin Oriental, Aguard'hot, ou le temple plus le lycée, Rita Carlton, Four Seasons et W mais aussi tout un bataillon de boutiques-boutiques indépendantes qui proposent une offre moins conventionnelle. « La clientèle à Hong Kong a évolué et elle est maintenant demandeur de nouveaux produits, plus personnelle et surtout qui désignent une autre approche de la vie », assure le Français Henry Muller, à la tête du récent Mira Moon mis en œuvre par le designer néerlandais Marcel Wanders. Il en va de même pour le secteur de la restauration qui a bien saisi les enjeux gastronomiques à relever ici, partant du principe « merci, monsieur de Talleyrand ? - qu'on ne fait pas de bonnes affaires sans un bon

visité de shopping n'échappe pas. On assiste constamment à l'évolution des boutiques originales et plus intimistes qui proposent une véritable alternative à la vision d'enseignes de luxe, positionnées tout au long de Queen's Road et de Nathan Road à Kowloon.

**La culture, enjeu d'attraction touristique**  
 Pour autant, il manquait une dernière pièce à ce puzzle lifestyle pour sortir du strict phénomène de la consommation pure et dure, et pour faire en sorte que Hong Kong ne soit pas qu'une cité marchande mais bel et bien une destination attractive pour les touristes dévoués. Autrement dit, il fallait qu'elle soit digne d'un véritable savoir-culturel et artistique. Or on ne peut pas

© IDEAT



## Germany

### Hong Kong at ITB Berlin

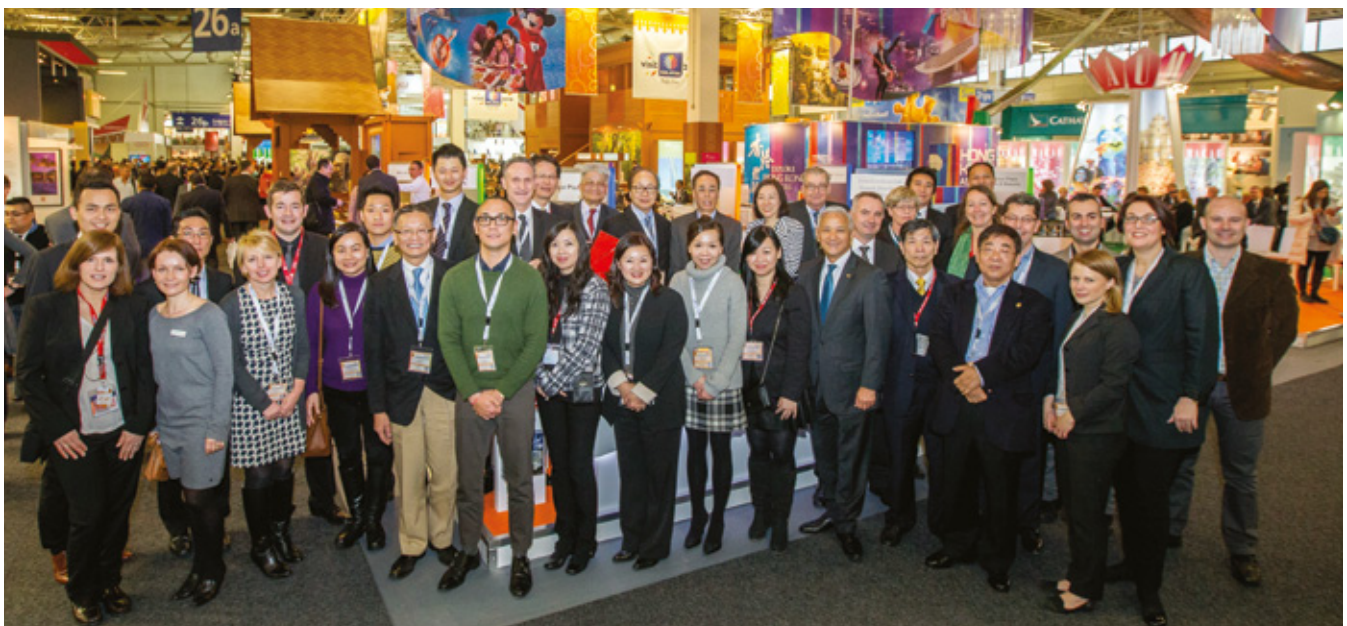
One of the biggest and most established travel trade shows in the world, ITB Berlin is a solid platform for the HKTB to reach out to its trade partners, not just in Germany, but also from around the globe. During 2013's event, which attracted over 10,000 exhibitors and 110,000 trade visitors, the HKTB was joined by numerous Hong Kong trade partners to promote Hong Kong's latest offerings. The HKTB also leveraged the industry event to introduce some of its initiatives, including the "Explore Hong Kong Tours",

developed under the New Tour Product Development Scheme, and the "Hong Kong Specialist" programme, an online training programme on the PartnerNet website, both of which help overseas travel agents better promote Hong Kong to their clients.

In addition to this important industry event, the HKTB raised Hong Kong's profile in Germany through the media. In 2013/14, over 20 media organisations, including NDR's Mare TV, GQ and ELLE, sent representatives to Hong Kong for a variety of stories.



**Highlights**  
*The HKTB reaches out to the travel trade in Germany and central Europe via ITB Berlin, the world's leading trade fair. It also invites media from the German market to Hong Kong for familiarisation visits to generate publicity.*





## The Netherlands

### “The Mole” in Hong Kong

Despite competition from the Internet and smart devices for people’s leisure time, TV remains an influential media, and reality shows continue to be a popular form of mass entertainment.

In the Netherlands, the game show *Wie is de Mol*, meaning Who is the Mole, has a rating second only to that of the country’s national news programme, with each episode watched by over two million viewers. In each season, the contestants go to one or several cities to take up challenges where the cities’ local cultures and landscapes are smoothly woven in.

For season 14, the crew, including 10 Dutch celebrities, filmed five episodes in Hong Kong. Many of the challenges

were adrenaline-boosting – dangling from the dam in Pok Fu Lam Reservoir, for example – while others involved the local culture – spotting fellow contestants in a traditional Cantonese opera performance in a bamboo theatre, and asking for directions in Cantonese. Hong Kong’s extraordinary skyline and iconic Victoria Harbour took centre stage in one challenge, in which teams had to send messages across the harbour to other teams with laser beams and torches during the Symphony of Lights.

The five episodes vividly brought to the eyes of the Dutch audience Hong Kong’s dynamic city life and buzzing energy. On average, the Hong Kong segment of the show had 2.7 million viewers, not to mention many more who watched the show on YouTube.



© Hans Duran and IDTV

**Highlights**  
*In the Netherlands, one of Hong Kong’s new markets, the HKTB’s strategy is to raise destination awareness through PR initiatives and building relationships with the Dutch travel trade.*



© Hans Duran and IDTV



## Russia

### HKTB/S7 Mega Fam for Siberia & the Far East

While it makes sense for tourist destinations to concentrate their marketing resources for Russia in Moscow and St Petersburg, the two most affluent and developed cities in Russia, the HKTB doesn't miss opportunities to open up new visitor sources in this new tourism market, which promises great growth potential.

One such opportunity arose when the airline S7 launched direct flights from Siberia and the Far East to Hong Kong in 2013. Riding on the launch, the HKTB jointly organised a mega familiarisation trip with S7 for 33 travel agents from the two regions in September. Besides site visits and tours for the agents to familiarise themselves with Hong Kong's tourism products, the HKTB arranged a special networking session for them to meet with their Hong Kong counterparts so that they could turn their collaborative ideas into reality.



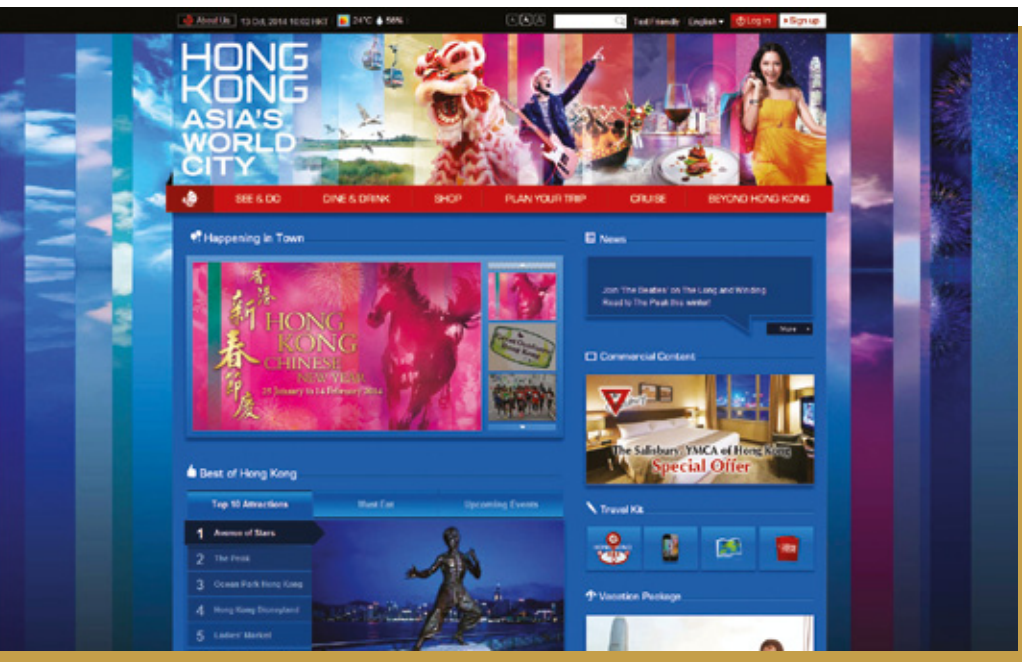
**Highlights**  
*Tourism traffic from Russia to Hong Kong depends heavily on flight capacity, and so the HKTB works closely with airlines to promote Hong Kong in this new market.*



# Creative Campaigns

Creativity is the soul of marketing. Discover some examples of creative PR and digital marketing initiatives rolled out by the Hong Kong Tourism Board last year in the next few pages.

## Digital Marketing



## Public Relations





## Digital Marketing

### Be My Guest

There is a reason for marketers to migrate to social media platforms. Just take a look at the numbers: in 2013, Facebook boasted 1.23 billion monthly active users; Twitter, 255 million; Weibo, 129.1 million; and YouTube, more than 1 billion unique users per month. These numbers show that across the world, people, especially young people, who are also the most active consumers, are connected by the online social networks.

While it is easy for marketers to maintain an online presence, it takes skill and tact to engage consumers, who are, if not jaded by information and choice overload, at least more discerning than they were a decade ago.

In light of the above, the “Be My Guest” campaign was a smooth move to bond with consumers and generate word of mouth for Hong Kong as a travel destination.

In the campaign, which was available in a select few of Hong Kong’s short-haul visitor source markets, Facebook users could enter for a chance to win free return tickets to Hong Kong and VIP tickets to events like the Hong Kong Wine & Dine Festival by showing their enthusiasm for visiting Hong Kong and creativity through writing.

The free trip offered an attractive incentive for users to share the campaign on their Facebook page, and the ultimate winners shared posts of their experiences in Hong Kong, which were in turn shared on the HKTB’s Facebook page so that other fans could see them. What can be more convincing than the experiences of real people?

The mechanism may seem simple enough, but the campaign successfully raised awareness of the HKTB’s Facebook page, which gained almost 470,000 new fans in 2013/14. But most important of all, the 28 winners enjoyed themselves thoroughly in their visit to Hong Kong.



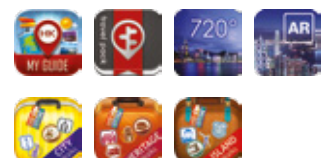
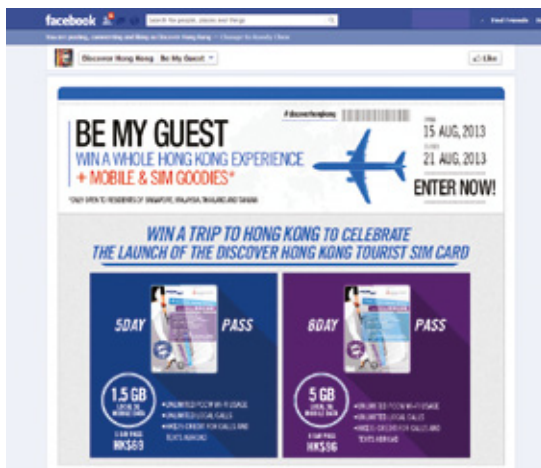
#### Highlights

Awards won:

- Best Travel Social Media Campaign, Internet Advertising Competition Awards 2014
- Bronze award in the “Promotion – Viral Campaign” category, Astrid Awards 2014, as part of the Hong Kong WinterFest campaign

HKTB’s digital footprint:

- Social media: 2+ million fans and followers (as at March 2014)
- DHK.com: 69.8+ million yearly page views (April 2013 to March 2014)
- Mobile apps: 2+ million cumulative downloads (April 2013 to March 2014)





## Public Relations

### 2013 Visa go Hong Kong Super Shopper

Coming up with creative campaigns has become a daily challenge for PR people these days. In fact, it is a delicate balancing act and no easy matter to try to keep costs down while trying to attract media attention at the same time. It was therefore impressive that the “2013 Visa go Hong Kong Super Shopper” managed to attract reporters from nine markets all the way to Hong Kong to cover the campaign.

The 2013 edition of the competition Hong Kong Super Shopper was like the Hong Kong version of the Amazing Race. Nine contestants were selected through media co-ops in nine short-haul markets, and each of them was paired up with a celebrity from the same country or region. During the

contest, the nine teams had to find their way to checkpoints while completing tasks like taking selfies in front of iconic landmarks or lesser known attractions, trying out local delicacies, or buying a new outfit to highlight different tourism experiences offered in Hong Kong.

The celebrity endorsement strategy had a powerful effect, as the celebrities, who were mostly young lifestyle personalities, including fashion bloggers and TV hosts, helped to showcase Hong Kong’s energetic lifestyle. The campaign also harnessed their influence on social media, which, together with media coverage, generated extensive publicity and maximised the campaign’s cost-effectiveness.



#### Highlights

Awards won:

- Winner in the “Marketing Media – Public Relations Campaign” category, PATA Gold Awards 2014
- Silver Award in the “Special Events” category, Mercury Awards 2013/2014
- Certificate of Excellence, Asia-Pacific PR Campaign of the Year, PRWeek Awards Asia 2014

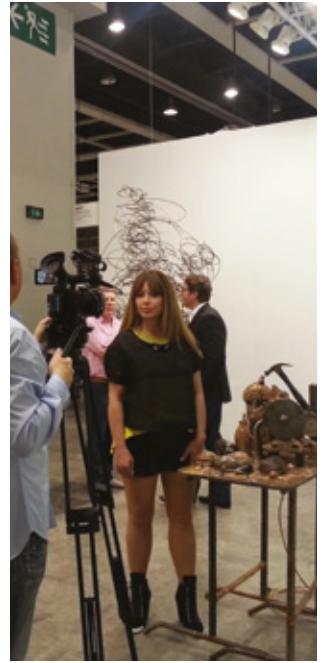
Media relations:

400+ overseas media (including 80 TV programmes) invited to Hong Kong in 2013/14

The Hong Kong Super Shopper contest was title-sponsored by









# Exciting Events

Hailed as Asia's events capital, Hong Kong has an action-packed yearly events calendar. Take a look at the major events organised or supported by the Hong Kong Tourism Board.





### Cultural Celebrations

#### An Intense Dose of Culture

Among the matrix of skyscrapers and ultramodern infrastructure of Hong Kong, you can still find centuries-old traditions which have been preserved and continue to be piously observed. The Cheung Chau Bun Festival, for example, is believed to date back to the 18th century, and today continues to attract flocks of foreign visitors to the tiny island of Cheung Chau each year, with its colourful and somewhat mythical *piu sik* parade and gravity-defying bun scrambling competition.

In addition to the Cheung Chau Bun Festival, which was added to China’s third national list of intangible cultural heritage and has achieved some international fame, there are a number of other folk festivals embodying Hong Kong’s living culture, such as the celebrations of the birthdays of the Buddha and the deities Tin Hau and Tam Kung. Since these four festivals are all held in springtime, the HKTB packaged them into its “2013 Hong Kong Cultural Celebrations” promotion last year, introducing visitors to precious cultural gems of Hong Kong and making sure they know where to go to take part in these festive activities.



**Highlights**

To facilitate visitor participation, the HKTB arranged:

- Free tram rides to Shau Kei Wan for visitors to see the Tin Hau Temple and the Tam Kung Festival parade
- Free ferry service to Cheung Chau for the Bun Festival





## Dragon Boat Carnival

### Battle of the Boats

While the dragon boat is associated with the Tuen Ng Festival and rice dumplings in Chinese communities, dragon boat racing is widely practiced around the world as a team sport, and it was in Hong Kong where it was first recognised as a modern international sport in 1976.

Through the years, the scale of dragon boat racing has expanded tremendously in Hong Kong. The CCB (Asia) Hong Kong International Dragon Boat Races, part of the

Hong Kong Dragon Boat Carnival 2013, attracted 200 teams comprising over 5,000 paddlers, compared to just 10 teams back in 1976. The carnival also further stretched the concept of dragon boat racing, from a Chinese custom and a sport, to a party activity in summer. Offering fun elements like the Celebrity Bathtub Race and the San Miguel BeerFest, the carnival allowed spectators and paddlers to enjoy the hot action in the sea, while cooling down with ice-cold beer and live music at the same time.



**Highlights**  
 Three-day carnival – almost 230,000 participants

Hong Kong International Dragon Boat Races were title-sponsored by

中国建设银行(亚洲)  
 China Construction Bank (Asia)

Official Beer of Hong Kong Dragon Boat Carnival

San Miguel





## Mid-Autumn Festival Reinventing Tradition

Some say tradition is the enemy of innovation, but four young designers were determined to discard this notion with their entry for the HKTB’s Lantern Wonderland Design Competition 2013. To make people rethink the age-old Mid-Autumn Festival, the design quartet turned 7,000 old plastic bottles into a three-storey-high art installation to evoke environmental awareness. The end product, lit up with a matrix of LED bulbs, resembled the earth’s natural

satellite, and was thus poetically named “Rising Moon”, forming the centrepiece of “one2free Lantern Wonderland” in Victoria Park.

After the exhibition, all the plastic bottles were sent to Yan Oi Tong EcoPark Plastic Resources Recycling Centre to be turned into useful objects. In addition to creating beautiful memories for the viewers, “Rising Moon” kindled the hope that one day recycling would become a tradition in its own right to be followed and celebrated.



**Highlights**  
*Lantern Wonderland –  
560,000 people in  
eight days*

Lantern Wonderland was  
title-sponsored by





**Halloween Treats**  
**Dial H for Halloween**

Hong Kong may not have a long tradition of celebrating Halloween, but the Halloween atmosphere in the city is as strong as that in many Western cities.

The two main theme parks were among the first to set up haunted houses in Hong Kong to attract visitors during this ancient Western festival. Soon other attractions and shopping malls put up their own Halloween decorations and even elaborate haunted houses to draw traffic, and now, a week or two before 31 October, it seems as if the entire city is coloured orange and black.

Restaurants also concoct spooky themed drinks and dishes, especially those in Lan Kwai Fong, where the city’s biggest Halloween street party takes place, attracting expats, locals and tourists, who are dressed up as not just as witches and vampires, but as every sort of character one can imagine.

To attract travellers to Hong Kong’s Halloween parties, the HKTB rolled out a wave of promotions in 2013, including social media campaigns, media co-ops, trade co-ops, and consumer events, including a large-scale pumpkin field in Taiwan.



© Hong Kong Disneyland



© Ocean Park Hong Kong



The image is created and owned by Madame Tussauds



## Wine & Dine Festival

### A Moveable Feast

The chemistry between *dim sum* and wine went largely unnoticed until the HKTB championed the pairing of wine and Chinese cuisine through the Hong Kong Wine & Dine Festival, inaugurated in 2009, following the abolition of wine duties.

Just as Hong Kong became the no. 1 wine auction city by sales in no time, the festival quickly became a notable culinary event in Asia. Relocated to Central, the American Express Hong Kong Wine & Dine Festival 2013 boasted about

300 stalls in six themed zones, showcasing an impressive medley of wines and food items for pairing. There was also a new “Tasting Room”, offering wine classes, as well as dishes created by Hong Kong’s top chefs for the prestigious Salon Culinaire Mondial 2013, in which the Hong Kong team became the champion and earned the “Culinary World Master” title.


With an expanding middle class in Asia, this glamorous festival can be expected to become even more sophisticated in the years to come to satisfy the palates of wine and food lovers in the region.



**Highlights**

- 140,000 patrons in four days
- 31,100 wine passes sold
- The festival kicked off Wine & Dine Month in November

Hong Kong Wine & Dine Festival and Hong Kong Wine & Dine Month were title-sponsored by






## Great Outdoors

### Hikes (and Bikes) & the City

Ask any expats in Hong Kong and they will tell you Hong Kong reigns supreme as a city for hiking. In fact, many visitors, especially those from the long-haul markets and Japan, travel to Hong Kong simply to enjoy its breathtaking natural scenery. This probably means the HKTB has been doing a good job with its “Great Outdoors Hong Kong” campaign, which it has organised since 2009.

Initially, the campaign focused on providing guided tours to some of the city’s popular hiking trails. In 2013, a guided cycling tour was introduced to enrich the offerings.

Though Hong Kong is known worldwide as a densely populated, skyscraper-dominated city, the largest part of it – three quarters of its land area to be precise – is covered by countryside. And the best part of this is that many of the unspoilt country parks and pristine beaches are only a short ride away from the city centre.



**Highlights**

- Ten guided hikes and four guided cycling tours from Nov 2013-Feb 2014
- A new guidebook on hiking and cycling trails, island walks and the Geopark for FITs





## Winterfest


### Wish You were Here

Christmas without a Christmas tree can still be wonderful. Just look at “Wishes on the Wind”, a Christmas hotspot set up by the HKTB at Statue Square for its Hong Kong WinterFest in 2013, with support from American Express and T Galleria by DFS. Replacing a Christmas tree were three larger-than-life dandelions and their seeds, a piece

by American artist Robert James Buchholz, which he named “WISH”, with the good intention of spreading wishes of love. The ultra-futuristic-looking installation, which had previously appeared in the popular hipsters’ music fest Coachella, in California, became an instant hit when it landed in Hong Kong. How could anyone resist three five-storey-high dandelions that changed colours in rhythm with “All I Want for Christmas is You”?



Wishes on the Wind was jointly presented by





## New Year Countdown Celebrations

### The New Year in High Resolution

When we turn on our telly for the New Year’s Eve countdown, we are usually unaware of why we see spectacular fireworks displays in some cities and not others. In fact, behind the fireworks is a PR war, in which city authorities and tourism bureaux fight for the attention of TV news producers, who choose the cities to highlight based on how stunning and representative their countdown shows are.

For Hong Kong, then, it was a major PR victory in 2013, as the HKTb-curated “New Year • New World – Hong Kong Countdown Celebrations” event was covered by over 650 TV channels, including the BBC, CNN and CCTV, placing Hong Kong among the ranks of the signature Sydney Harbour countdown and New York’s Times Square ball drop. And no wonder! Hong Kong’s iconic skyline became more dazzling than ever in the biggest countdown show Hong Kong had ever witnessed – a spectacle combining a huge amount of pyrotechnics, fireworks, music, and of course, screams of appreciation from massive crowds on both sides of Victoria Harbour.



**Highlights**  
Over 380,000 onsite spectators

The Hong Kong Countdown Celebrations event was title-sponsored by  
**新世界發展有限公司**  
New World Development Company Limited





## Chinese New Year Celebrations

### The Biggest & the Best

There are Chinese New Year celebrations all over the world, but *Forbes* picked Hong Kong's as one of the 10 best events in 2011, alongside Munich's Oktoberfest and Rio's Carnival.

The choice wasn't surprising because Hong Kong's annual Chinese New Year celebrations are probably the biggest and the most fanciful anywhere in the world. A few days before the festival, traditional flower markets spring up in different districts, and when the New Year finally arrives, the city

celebrates it with a large-scale fireworks display, a special horseracing event, and the Cathay Pacific International Chinese New Year Night Parade by the HKTB, which turns Tsim Sha Tsui into one big party area.

After a whirlwind of festive activities within just a few days, visitors still have time to enjoy other equally splendid Hong Kong features, like a potpourri of world-class cuisines and shopping – and *that* is the best thing about spending Chinese New Year in Hong Kong.



**Highlights**

- The 2014 parade – 13 floats, 21 performing troupes, 3,000 performers
- 150,000 spectators, over half of whom were visitors

International Chinese New Year Night Parade was title-sponsored by



**CATHAY PACIFIC**  
國泰航空公司





## Other Events

### City of Action

Rugby fans who could not get Hong Kong Sevens tickets, which are sold out at lightning speed each year, were happy when the Hong Kong Rugby Football Union and the HKTB announced HK Fan Zone, an auxiliary area for Sevens fans to enjoy the games. Erected at the New Central Harbourfront, the fan zone provided live broadcasts of the matches on a big screen. While things can get a little wild at Hong Kong Stadium, where the games are played, HK Fan Zone was more family-friendly, with a game area and training sessions by rugby stars for kids, and music performances for everyone.

In addition to the wildly popular Hong Kong Sevens in March, the HKTB supports numerous events each year, particularly those with tourism value, and helps promote them through its official website, social media platforms and other channels. These events include the Hong Kong Marathon, the Hong Kong International Races, the Hong Kong Arts Festival, Art Basel Hong Kong, and the Hong Kong International Film Festival.



**Highlights**  
 HK Fan Zone – 50,000 fans  
 in six days

HK Fan Zone was organised by






# Quality Service

## Kudos for Good Service

However much tourism bureaux across the world try to improve service standards, it depends on the effort of every provider of tourism services in every related industry – hotels, restaurants, retailers, local tour companies, transportation providers, among others – to make travellers feel well treated in a destination.

The HKTB, therefore, has taken the initiative in helping the tourism trade improve their services. Under the Quality Tourism Services Scheme, the HKTB maintains an extensive network of tourism service providers, including retail shops, restaurants and visitor accommodations, who pledge to offer

high-quality service. To give them an extra incentive to keep up their good work, the HKTB set up an award programme in 2011 to recognise and generate publicity for merchants accredited by the scheme, and in 2013, a new award for frontline staff was introduced.

Meanwhile, in November 2013, the HKTB extended its reach to visitors by setting up a concierge hotline to help hotel and shopping mall concierges answer visitors' questions. With minimum extra resources, this hotline effectively expanded the organisation's coverage of visitor touch points from its own visitor centres and hotline and email services, to hotels and major shopping malls across the city.



**Highlights**

*In 2013/14:*

- QTS Scheme: 8,377 retail and dining outlets, 775 rooms for visitor lodging
- Visitor centres: served 1.6 million visitors
- Visitor hotline: answered 16,000 enquiries

*Since its launch in November 2013, the concierge hotline service has been used by over 70 hotels and shopping malls as at August 2014.*



*The HKTB introduced the concierge hotline to Langham Place staff*







# Cruise Experience

## A Sea of Opportunities

Anyone who thinks cruise holidays are only for retirees with money to burn and families with toddlers should think again, as cruise lines revamp their ships to make the cruise experience sexier for fun-loving travellers and expand their itinerary menus with fewer-day trips to fit the schedule of those with less vacation time to spare. And cruise lines are not only making a move to adapt to shifting cruise-passenger demographics; they are setting their sights on Asian vacationers, as Asia’s cruise tourism grows at the steadfast rate of 8-9% each year, according to the Cruise Lines International Association.

With these factors in the background, the timing of the Kai Tak Cruise Terminal’s opening – its first berth began operation in June 2013 – was fortuitous for both cruise travellers and for Hong Kong’s tourism industry. Built in the prime location of the former Kai Tak Airport runway and able to accommodate vessels of up to 220,000 gross tonnage, Kai Tak makes a landmark in Asia’s cruise seascape.

Riding on this new infrastructure, the HKTb has pioneered co-operation among popular ports in Asia to highlight Hong Kong’s active role in regional cruise development. In 2013,

it signed an agreement with the Taiwan Tourism Bureau to bring two homeport calls by Royal Caribbean International to Hong Kong. It then advanced Hong Kong-Taiwan co-operation further by launching the Asia Cruise Fund, which offers eligible cruise lines subsidies for marketing and developing products featuring Hong Kong and Taiwan, at Cruise Shipping Miami in March 2014. More ports, including Hainan, Okinawa, Kagoshima, and the Philippines, have been invited to join the strategic alliance to give cruise lines greater confidence in investing in East Asia.

On the consumer front, the HKTb intensified its promotion of Hong Kong as a worthwhile cruise destination by co-organising the inaugural Cruise Holiday Expo, launching regional consumer-marketing campaigns, and giving cruise travel prominent exposure at the annual International Travel Expo in Hong Kong and consumer fairs overseas.

Now that there are more cruise packages featuring Hong Kong on offer, travellers can easily enjoy the city by cruise. In addition to exploring Hong Kong’s exciting offerings onshore, cruise passengers have the one-of-a-kind experience of sailing into the city’s high-rise surrounded Victoria Harbour.









# Trade Partnership

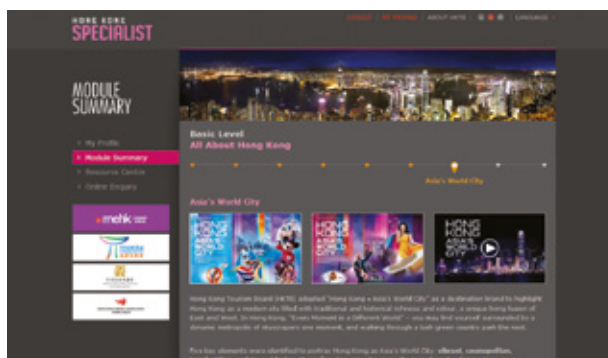
## See and Feel Hong Kong by Theme

While the Peak, Stanley and other signature attractions are worth visiting again and again, Hong Kong is laden with hidden treasures – from physical monuments to cultural experiences – that are also worth discovering.

To encourage visitors to explore the nooks and crannies of the city and dig deeper into its local culture, the HKTB, with support from its trade partners, launched the New Tour Product Development Scheme at the end of 2012. Developing a brand-new product entails risks, so by subsidising the development and marketing of new tours, the scheme gives tour operators more confidence in turning their innovative ideas into reality.

In 2013/14, the scheme saw the birth of 12 experience-based tours, under a variety of themes, including food & wine, arts & culture, heritage, and multi-destination. Among the tours were the bestselling Sham Shui Po Foodie Tour, a food and cultural adventure in a fascinating working-class neighbourhood, and the Wing Chun Kung Fu Experience Tour, which is favoured by martial arts fans who want to learn kung fu moves from a real master.

For the latest list of “Explore Hong Kong Tours”, please refer to DiscoverHongKong.com.



**Highlights**

Trade support in 2013/14:

- Organised 41 trade familiarisation tours, led four major travel missions, and facilitated the local trade's participation in nine international trade shows.
- Upgraded PartnerNet with 13 customised market versions in eight languages to facilitate business-building activities between the local and international travel trade, and introduced a special online training programme, called Hong Kong Specialist, to equip frontline staff in the local and overseas travel trade with essential knowledge of Hong Kong.



# MICE Business

## Fostering Partnership

In the MICE business, the events of the future are the fruits of today's effort. In 2013/14, the HKTB's Meetings and Exhibitions Hong Kong (MEHK) office actively strengthened ties with some of the world's most established associations, through which we promote Hong Kong as an ideal destination for MICE events to their huge networks of members – our potential MICE clients. In particular, we organised study missions and entered into strategic partnerships with the following associations in three of Hong Kong's key MICE markets, namely the US, Europe and Mainland China:

- The American Society of Association Executives (ASAE)
  - The ASAE represents over 21,000 association executives and industry partners from 10,000 organisations.
  - The partnership with ASAE generated 24 leads, with six events materialising as at the end of March 2014.
  - The ASAE delegation was so impressed with Hong Kong that they chose it as the host city of their own event, the ASAE Asia Pacific Great Ideas Conference 2015.
- The International Association of Professional Congress Organizers (IAPCO)
  - The IAPCO has 114 members in 40 countries.
  - It offers the MEHK the opportunity to showcase Hong Kong at its events in Switzerland, Lisbon and other European cities.
- The Chinese Medical Association (CMA)
  - The CMA has 83 affiliated associations and over 500,000 individual members.
  - The partnership helped generate three events for Hong Kong as at the end of March 2014.

## Promoting Lantau Island

Aligning with the Government's plan to develop Lantau into a transportation and tourism hub and leveraging large-scale infrastructural projects like the Hong Kong-Zhuhai-Macao Bridge and the Tuen Mun-Chek Lap Kok Link, the MEHK continued to promote Lantau Island as a MICE hub to event organisers. The incentive event BlackBerry Jam Asia 2013 demonstrated the total solution Lantau offers – modern meeting venues with excellent Wi-Fi connectivity to facilitate technology-based events, quality accommodations, unique cultural experiences, diverse entertainment and amazing natural attractions.

### Highlights

#### 2013 MICE arrivals:

- 1.6+ million, up 1.8% year on year

#### Major events held in 2013/14:

- *Watches&Wonders First Asia Haute Horlogerie Exhibition – the success of the first event led to the Switzerland-based Fondation de la Haute Horlogerie's choosing Hong Kong again for the 2014 event*
- *World Congress of Nephrology 2013*
- *SIGGRAPH Asia 2013*

#### Major wins in 2013/14:

- *The 25th International Nursing Research Congress (900pax)*
- *6th World Glaucoma Congress (4,000pax)*
- *TESOL 2015 International Convention & English Language Expo (750pax)*
- *The 2015-17 editions of the World Business Forum Hong Kong (3,000pax per annum for 3 consecutive years)*
- *22nd International Symposium on Electronic Art (800pax)*
- *The 2016 Million Dollar Round Table Experience (6,000pax)*





# 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.*

