

Multi-Destination Travel

The strategic alliances we nurture with our neighbouring cities are crucial in promoting multi-destination travel and boosting tourists' desire to visit the region. We sparked great chemistry with some of our latest collaborators – Taiwan, Zhuhai and Macao – and look forward to working with more destinations soon.

Debut partnership with the Taiwan Tourism Bureau (TTB)

By cooperating for the first time with the TTB, we hope to boost leisure travel arrivals from North America and create new business opportunities for both destinations. In March 2016, we showcased the tourism offerings of Hong Kong and Taiwan to close to 200 airlines, trade and media representatives who attended our promotional receptions in Toronto and New York.



Strengthening the Hong Kong-Zhuhai-Macao cooperation

We anticipate that the imminent completion of the Hong Kong-Zhuhai-Macao Bridge will strengthen the connection between the three cities, so we took the initiative to sign a tourism cooperation agreement early on with the Zhuhai Culture, Sports and Tourism Bureau, and the Macao Government Tourism Office. We also organised a mega familiarisation trip in June 2015 to provide our Indian trade partners and their family members with an opportunity to experience an exciting multi-destination itinerary featuring Hong Kong and Zhuhai.



Ching's Amazing Asia

Chef-host Ching-he Huang's vibrant coverage of Guangdong, Hong Kong and Macao was an excellent testimony of what the concerted effort of multiple destinations could achieve. All three cities facilitated and contributed to the filming, presenting the crew with the best offerings in the region, which were ultimately introduced to the audience of Huang's popular television show, broadcast in the United Kingdom and other long-haul markets in January 2016. For more details, please refer to p.39.

