

# Overseas Promotions

Driving international exposure for Hong Kong is a top priority, in which the HKTB invests a lot of resources. Our goal is to increase the number of overnight arrivals, visitors' length of stay and per-capita spending. This section documents the tremendous effort each of our worldwide offices puts into fortifying Hong Kong's positive branding through public relations, marketing and trade collaboration.

## Mainland China

Mainland China is our top source market and we go to great lengths to maintain a close bond with all our trade partners and to leave visitors with a lasting, positive impression of Hong Kong, regardless of their purpose of travel.

## Emotional bonding and image building through media and KOL engagement

We collaborated with World Traveller Media (WTM) to roll out a series of emotional videos nationwide to promote Hong Kong's hospitable image and attract Mainland visitors to Hong Kong. The positive feedback it received encouraged us to further our consumer education in the Quality Tourism Services Scheme and Quality and Honest Hong Kong Tours, this time through advertorials in nine newspapers and online travel agents such as LY.com. We also kept up with the fast-growing digital trend by inviting local celebrities and key opinion leaders (KOLs), including Jiang Xin and Guo Tao, to help build destination awareness on their social media platforms throughout the year.

### Highlights

- Publicity value generated by the WTM co-op: HK\$143 million



## Extensive trade co-op projects

Among the trade partners we worked with to attract visitors by offering special packages were Alitrip, an online travel website popular with Mainlanders, Cathay Pacific/Dragonair, and China Eastern Airlines. Also crucial in delivering news of the latest happenings and promotional offers to entice spending was the strategic HK Value Offer Programme we built with digital platforms Sina, Alipay and Dianping.



### Highlights

- Increase in the number of users of the Hong Kong Value Offer Programme: 380%

## Hong Kong as the MICE and cruise hub of Asia

Corporate and consumer outreach is a great way to uphold the city's reputation as Asia's MICE and cruise hub. In 2015/16, to showcase our MICE offerings and seek partnerships, we organised dinner events in Beijing and Shanghai for 50 corporate decision makers, as well as a familiarisation trip for 18 convention organisers from the China National Association. To promote our cruise offerings, we invited pop singer Hins Cheung to participate in a series of photos of him enjoying various activities on a cruise. This was followed by several bursts of publicity and a familiarisation trip for KOLs and the media to maximise coverage of the event.



### Highlights

- Publicity value generated by the "Word-of-mouth Cruise PR" campaign: HK\$5.19 million



## Taiwan

Through promotions of Hong Kong's exciting mega events, we boosted the city's seasonal appeal and the desire of Taiwanese travellers to spend their vacations in Hong Kong.

### Hong Kong Cyclothon

Ahead of our very first Hong Kong Cyclothon, we organised some trade familiarisation trips for inspiring Taiwanese co-op partners to create more attractive travel packages. As a result, a number of Taiwanese participants signed up for the race and a newly-created leisure cycling tour has now become a staple in the Taiwanese market.



## Hong Kong WinterFest

Singer Crowd Lu and TV travel show host Rima Zeidan were invited to explore Hong Kong's winter offerings, resulting in two promotional videos and an interactive online campaign, which successfully captivated the interest of young Taiwanese in our unique living culture and the romantic aura during Hong Kong Winterfest.

### Highlights

- Video views: 2,693,671



## 72 Hours in Hong Kong

In addition to leveraging the charm of the city's mega events, we rolled out an enchanting consumer-engagement campaign, which showcased many facets of Hong Kong visitors can experience in as few as three days. A charismatic video created in a style close to Taiwanese's heart captured the attention of many locals and inspired enthusiastic participation in a photo competition. The campaign fuelled many Taiwanese with a yearning to visit our city and started the momentum for the amazing range of Hong Kong Summer Fun promotions (p.21-25) that followed.



## Japan

Collaboration with different sectors, leveraging their reach and strength, is a great way to magnify the work we do. In Japan, this included celebrity endorsement, media partnerships and trade networking.

### Celebrity endorsement

Japanese boy band GENERATIONS from EXILE TRIBE, our Hong Kong Friendship Ambassador for 2015, promoted their trips to Hong Kong via various means, including a 20-minute appearance on popular TV show “King’s Brunch”. A series of videos and photos were also released to attract young Japanese on digital platforms and at consumer shows, such as the Japan Tourism Expo.

### Media partnership

FRaU magazine published a special issue on hidden gems worth checking out in Hong Kong’s thriving dining and cultural scene. The magazine came with a comprehensive map of the trendiest digs and was especially sought after because actor Hideaki Takizawa was on the cover and train posters with the cover were put up in Tokyo and Osaka.

### Trade networking

A high-level trade mission in 2015 saw 10 Japanese travel trade VIPs inspect and enjoy the Wine & Dine Festival and the Sai Kung area to better understand our tourism appeal. We also invited product managers from 43 Japanese trade partners to meet with local trade partners for some fruitful discussions at Contract Hong Kong 2015.

#### Highlights

- The spin-off digital competition attracted 12,000 applicants in a month.
- In addition to the initial 50,000 copies, an extra 25,000 copies of the map were reprinted at the request of our trade partners.



## South Korea

TV culture has a particularly strong influence in South Korea. That is why we always seek to engage TV stations to film and broadcast our exciting happenings, capitalising on the draw of celebrities and the generous support of our trade partners.

### Chef and My Fridge

This high-rated TV show on Seoul's JTBC network created a special Hong Kong edition, in which star chefs from both places competed against each other in a cook-off. The episode, also featuring celebrity guest hosts, including Super Junior M's Henry, attracted hundreds of press articles and generated a lot of buzz on social media platforms.



#### Highlights

- Publicity value: HK\$56 million



### “A most fun night out in Hong Kong”

We developed a tactical consumer campaign in October with Jin Air to roll out a special air ticket offer with 20 visitors winning a spot in an exciting tram-ride party, after which they continued the evening's fun and excitement with culinary treats at the Wine & Dine Festival. Their journey was filmed and broadcast by KBS 2TV during prime time countrywide.

#### Highlights

- Publicity value: HK\$7.2 million

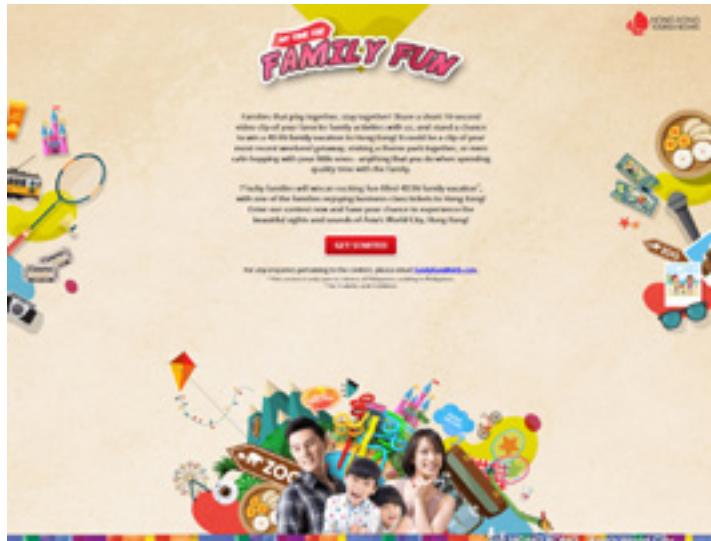


## Southeast Asia

By first ensuring a meticulous understanding of each source market, we laid important groundwork for the planning and execution of all our initiatives. In Southeast Asia, that knowledge was translated into creative campaigns and trade events brimming with a strong local flavour.

### Localised campaigns

Inspired by how digital savvy and family-oriented Filipinos are, we organised a three-week video contest on our Facebook page, asking everyone in the Philippines to submit a 10-second family-bonding video in a competition to win seven (the nation's lucky number) pairs of free air tickets to Hong Kong.



#### Highlights

- Number of videos received: 3,900
- Views: over 70 million

In Thailand, based on the consumer insight that Thais are deeply spiritual, we designed an itinerary for Thai celebrities Yok and Gypso to visit temples to pray for a good year ahead. They also got a taste of various rituals during Chinese New Year. Six media representatives were invited to cover their journey, while 20 others attended a media luncheon held later in conjunction with the Thai International Travel Fair for an overview of their trip.



#### Highlights

- Publicity value : over HK\$1 million

## Travel missions and consumer fairs

In addition to organising travel missions to Malaysia, the Philippines and Thailand, offering over 500 local travel trade operators the opportunity to explore business opportunities with their Hong Kong counterparts, we participated in and launched value offers at the Travel Tour Expo in the Philippines and the Thailand International Travel Fair in February to boost arrivals in the upcoming school breaks in both markets.

## Trade collaboration

Targeting young and mid-career travellers in Malaysia, Singapore and Thailand, we launched value offers with airlines and online travel agencies in the local markets to entice them to spend their short break in Hong Kong. The partnerships were very successful in enhancing arrivals in the first quarter of 2016, with our partners recording double-digit growth in sales volume related to Hong Kong packages.

Also not to be overlooked was the vast array of effective initiatives each Southeast Asian market rolled out to boost arrivals to, and destination awareness of, Hong Kong, including media partnerships, popular trade offers and blogger campaigns designed especially for the Hong Kong Summer Fun campaign(p.21-25).



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## New Markets

By inviting KOLs and TV celebrities to experience Hong Kong, we optimised the reach of our message in our New Markets – India, Russia and the Gulf Cooperation Council (GCC) – utilising their social influence, the power of the mass media and the boundless world of social media platforms.



### Collaboration with Fox Life India and Star Plus

Leveraging the popularity of Fox Life India's reality show "Once in a Lifetime" and Star Plus' drama series "YRKHH", we showcased the city's iconic landmarks and exciting happenings by facilitating their filming in Hong Kong. Celebrities from both shows also drew a lot of attention with spin-off posts in their own social media accounts.

#### Highlights

- Publicity value "Once in a Lifetime" generated: over HK\$51 million
- Publicity value "YRKHH" generated: over HK\$360 million

## Food adventures on Russia's Friday Channel and NTV

Russian TV travel show "Food I Love You", by Friday Channel, introduced to its audience Hong Kong's unique East-meets-West culture through our culinary delights, while NTV's "Let's Go, Let's Eat", hosted by well-known TV presenter and chef John Warren, gave his audience a crisp run-down of Hong Kong's dining culture, attractions and wide range of activities in two light-hearted episodes.

#### Highlights

- Publicity value "Food I Love You" generated: HK\$57 million
- Publicity value "Let's Go, Let's Eat" generated: HK\$6.85 million



### Summer co-op with Emirati digital KOLs

We hosted Maitha and Hessa Ahrari, two very influential travel bloggers in the GCC. Together, they boast more than 480,000 followers on their social media platforms, through which we promoted Hong Kong's stunning skyline and the large variety of attractions to generate destination knowledge and interest for family travellers.

#### Highlights

- Posts created: 151
- Reaction: 883,000 likes and 6,000 comments
- Audience reached: 480,000

## Australia

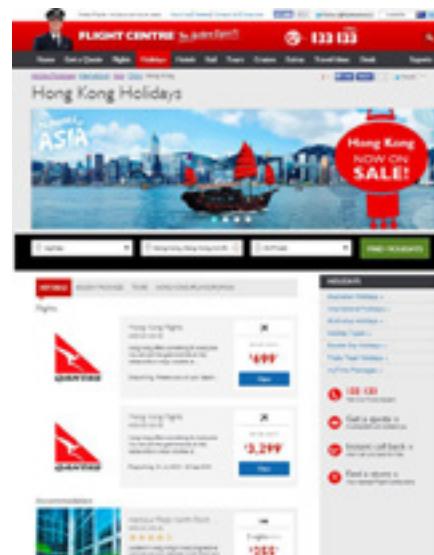
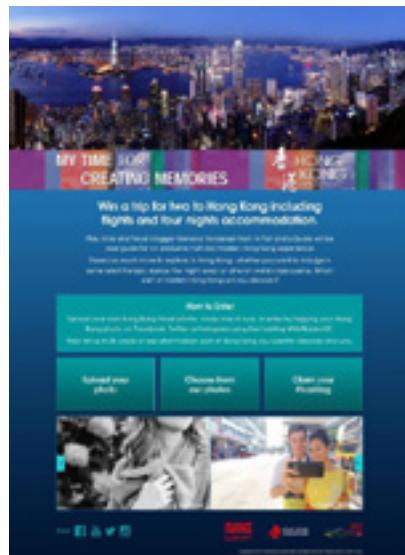
The Hong Kong Sevens is one of the pillar events upholding Hong Kong's status as the Events Capital of Asia. To further increase the number of arrivals during the mega sports event, we boosted our promotions through media engagement in Australia.

### Advertising campaign in *The Australian*

*The Australian* is Australia's biggest-selling national newspaper. As its readership matches our target segment, we chose it to run our promotion campaign throughout December and January, placing eye-catching advertisements in both print and online editions. We also engaged readers on its social media platforms and ran a competition for them to win a trip for two to Hong Kong – business class flights with Cathay Pacific, a four-night stay at the Conrad Hong Kong, tickets to the Sevens, and dinner at Michelin-starred restaurant Hu Tong.

#### Highlights

- Publicity value: HK\$1.8 million



### Fox Sports TV coverage

Fox Sports shot and aired eleven 60-second videos about the Sevens weekend that went to air on Foxtel, a TV broadcaster with over 2 million household subscribers in Australia and New Zealand. The videos covered not only the electrifying vibe and ecstatic audience in Hong Kong Stadium, but also the city's iconic landmarks, expansive dining options and thrilling nightlife.

#### Highlights

- Publicity value: HK\$2.67 million

## Americas

In Canada and the US, we used similar approaches to promote Hong Kong's various destination appeals, vigorously engaging celebrities, media and trade partners, and promoting inter-destination collaboration.

### Word-of-mouth publicity

Travel expert and author Claire Newell's visit to Hong Kong was made into a collection of TV and radio programmes and editorials distributed widely in Canada. In addition to generating interest in visiting Hong Kong by broadcasting her wonderful time at the Peak, the Big Buddha and the like, we enhanced Canadians' incentive to visit the city by rolling out attractive tour packages with popular travel websites, such as Travel Best Bets and Silk Holidays.

In the US, host Michael Corbett and actor Chris Noth helped promote the city's glamour and sophistication in NBC's Emmy Award-winning show "Extra's Mansions & Millionaires", which had three national airings in the last three months of 2015. The show named Hong Kong one of the "World's Best Destinations" and generated publicity value of HK\$86 million.



## Media and trade networking

To showcase Hong Kong's culinary delights, three Michelin-starred chefs prepared an afternoon of authentic cuisine at Hong Kong Live in Toronto, a luncheon held for over 30 media and trade guests in Canada's most populous city. It was a prelude to Think Asia, Think Hong Kong, a business convention organised by the Hong Kong Trade Development Council, where the chefs served up another luncheon for more than 1,000 business people.

The US office provided strong support to the Virtuoso Symposium 2015, which was attended by over 500 top executives. Held in Hong Kong, the high-level business meeting for the travel industry is an annual occasion for showcasing destination and supplier offers to participating members to get them excited about the host city.



## Multi-destination promotions

Both offices highly encouraged local tour operators to promote multi-destination travel featuring Hong Kong and its neighbouring cities. Together with the Taiwan Tourism Bureau, we organised media receptions and trade networking events in the US and Canada to showcase our joint offerings. We also partnered with the Macao Government Tourist Office to arrange a trade mission to Los Angeles and New York to connect travel suppliers from Hong Kong and Macao with local operators. For details of our multi-destination promotions, please refer to p.66-67.



## Europe

In Europe, each office rolled out different initiatives adapted to the distinctive preferences in their market to present Hong Kong to consumers and travel trade partners in the most attractive and memorable manner.

### Mixed bag of collaborative projects

In addition to seizing the opportunity to promote Hong Kong at the world-famous travel trade show ITB Berlin, our office in Germany worked closely with Cathay Pacific, Lufthansa, tour operator FTI, and other key industry players throughout the year to strengthen the city's appeal as a desirable destination. The multi-layered campaign we rolled out with luxury tour operator Dertour was a highlight as our catalogue launch, participation at the DER Touristik Summer Lights trade exhibition and flyer distribution effort attracted a 23.4% growth in overnight bookings for the winter season.

It also secured a large amount of TV and print coverage, including the following:

- An episode titled “Kitchen Impossible” on VOX TV (Publicity value: HK\$19.6 million)
- Four dedicated features in “Austria’s Next Top Model” (Publicity value: HK\$10.5 million)
- An 11-page cover story in Lufthansa’s in-flight magazine (Publicity value: HK\$3.2 million)
- A seven-page article on the local art scene for the affluent readers of *MADAME* (Publicity value: HK\$1.2 million)



## Consumer and trade engagement

In France, the highlights included an hour-long dedicated episode on France 5 TV's long-running travel show “Échappées Belles”, which reached an audience of over 3.9 million, and two other TV and radio pieces.

As the HKTB's “Insider's Guide” has been identified as a go-to tool for gratifying French travellers' fondness for cultural immersion with authentic experiences, we used it for public relations stories, digital campaigns, consumer material and trade training. In addition to training over 150 French trade agents to enhance business opportunities, our annual travel mission to Paris gathered representatives from nearly 50 Hong Kong and French companies.



## TV as a crucial messenger

For consumers in the UK, TV was our key platform for providing information about everything new and wonderful in Hong Kong. The series premiere of travelogue “Ching's Amazing Asia” recorded global publicity value of HK\$155 million, and the lively coverage by British-Chinese host Ching-he Huang was repeated 19 times across 94 countries, generating digital buzz among consumers and business for the travel trade.

And as part of BBC2's China Season, Hong Kong was featured in a special titled “Chinese New Year – The Biggest Celebration on Earth” for a total of 90 minutes in two episodes. TV presenters Kate Humble and Ant Anstead were shown taking lion dance training, shopping at a fish market and performing in the International Chinese New Year Parade. The special reached 3 million viewers and generated publicity value of HK\$48 million.

