

# Multi-Destination Travel

The HKTB all along works with neighbouring travel destinations to promote multi-destination itineraries bundling the unique appeal and tourism resources of Hong Kong and other places, complementing each other’s strengths to attract more visitors to the region.

## Deepening our partnership with the Taiwan Tourism Bureau

In 2016/17, we continued to work with the Taiwan Tourism Bureau to attract North American visitors by promoting to them more innovative and unique itineraries that allow visitors to enjoy amazing experiences in both Hong Kong and Taiwan in a single trip. We also launched a new Hong Kong-Taiwan package and collaborated on advertisements that highlighted the attractive features of both regions. The advertisement we ran in Canada was awarded an advertising design prize.

The new Hong Kong-Taiwan package was very well received, resulting in double-digit growth in the number of Canadian visitors on Hong Kong-Taiwan itineraries in 2016

**Hong Kong and Taiwan**

SAVE \$300 per person when you book the 8 Day Spectacular Tour

**\$1399**  
Ex Los Angeles

INCLUDES:

- Round trip airfares with Eva Air
- 6 nights first class hotel with transfers
- 1/2 day guided city tours in each destination
- Daily breakfast

BOOK BY 31 JAN 17 AND RECEIVE \$100 CASH BACK ON YOUR GOWAY REWARDS CARD, LIMIT ONE PER BOOKING

HONG KONG TOURISM BOARD

Taiwan THE HEART OF ASIA

Price reflect departures on Mon-Thurs. Travel on weekends (Fri-Sun) is available for an additional \$50 per person, each way. All Prices are per person, based on twin/double share. Price excludes gratuities for guides, travel insurance, items of a personal nature and drinks. Limited seats and subject to availability.

Blackout dates apply: 13-15 Dec 16, 28 Jan-1 Feb 17, 21-23 Mar 17

DISCOVER UNFORGETTABLE STORIES IN TAIWAN AND HONG KONG

2 STORIES, ONE TRIP

Blend a journey of picturesque natural scenarios with unique east-meets-west culture. With just an hour's flight between the two destinations, an amazing array of combining experiences awaits you in Taiwan and Hong Kong.

TaiwanHongKong.com

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Taiwan East Coast & Hong Kong 886 886 7122

Hong Kong & Taiwan Round Island 1 888 888 7122

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## Developing the Hong Kong, Zhuhai and Macao multi-destination market

The commissioning of the Hong Kong–Zhuhai–Macao Bridge (HKZMB) will enable more frequent exchanges among the three cities. To formulate strategies to promote multi-destination travel that caters for the needs of different markets, representatives from the HKTB’s Worldwide Offices visited Zhuhai to learn more about the latest developments and trends in tourism there.

The Belt and Road Initiative also presents enormous opportunities for collaboration among regions along the route. We therefore worked with the Zhuhai Culture, Sports and Tourism Bureau, the Shenzhen Culture, Sports and Tourism Bureau, and the Macao Government Tourism Office to co-host a trade seminar in Thailand, showcasing the tourism highlights of the four destinations. The participating trade members subsequently launched new multi-destination itineraries and products featuring the four destinations.

Over 100 local travel trade members participated in the trade seminar on multi-destination itineraries held in Thailand

