

# Marketing Initiatives

In 2016/17, we launched a series of new marketing initiatives using an innovative approach to promote Hong Kong’s unique experiences and increase international exposure of Hong Kong as a top travel destination.

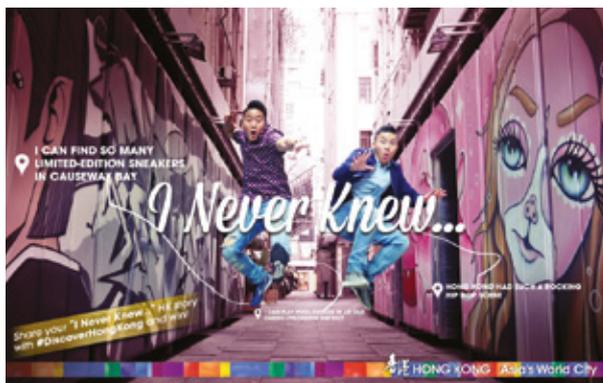
## Making the most of user-generated content (UGC)

True and touching stories are an effective way to get people’s attention and can go viral through social media, creating a wider impact.

Therefore, we launched the #DiscoverHongKong user-generated content campaign and invited international key opinion leaders (KOLs) to share their unique experiences when visiting Hong Kong and to produce promotional videos to encourage visitors to share their “I Never Knew” stories about Hong Kong in the form of videos, text or images via digital and social media. The HKTB re-posted these stories to allow more people to learn about the diverse tourism experiences Hong Kong offers.

- The Fung Brothers: The rapper and comedian duo from the US travelled around Hong Kong looking for trendy gadgets and innovative cuisine.
- Rima Zeidan: The Taiwan-based model and TV travel presenter explored hidden gems in Hong Kong and recommended authentic local food.
- Evan: The popular American YouTuber, who was just 9 years old, took his family on a culinary and fun-filled trip to Hong Kong and introduced family-fun attractions.

We created a dedicated website about recommendations made by the KOLs and promoted it via other channels such as advertisements and social media to reach a wider audience.



“I Never Knew” user-generated content promotion:

- Video views: over 5 million
- Dedicated website page views: over 4.2 million
- Entries: over 10,000
- Social media engagement: over 1 million
- Publicity value generated: over HK\$2.5 million



## Enhancing digital and social media marketing

This year we also launched a number of marketing campaigns targeting at digital and social media users to expand our audience reach and amplify the influence to maximise the promotional effectiveness.

- We continuously enriched the official HKTB website DiscoverHongKong.com to provide visitors with comprehensive, up-to-date travel information.
- We published interesting content on our official social media accounts – Facebook, Twitter, Instagram, Pinterest, YouTube, WeChat and Weibo – to get the attention of social media users and enhance interaction with our fans. Some examples include the following:
  - During Hong Kong Arts Month, we worked with renowned photographer Omar Z Robles and ballet dancer Brittany Cavaco to produce a series of visually striking photos featuring scenes across the city to showcase some of Hong Kong's lesser-known arts hotspots
  - We posted 360° videos featuring celebrities to promote local attractions
  - We organised real-time voting campaigns to give users an opportunity to vote for their favourite Chinese New Year events
- We strengthened our partnership with the travel review website TripAdvisor.com to attract more visitors to Hong Kong by providing tailor-made content.



- Page views of DiscoverHongKong.com in 2016/17: more than 134 million, representing year-on-year growth of 46%
- Total fans on all HKTB social media accounts in 2016/17: more than 7.5 million, equivalent to year-on-year growth of 35%