

STRATEGIC INITIATIVES

- 12** Global Promotions
- 34** Marketing Initiatives
- 36** Public Relations
- 38** Events & Promotions
- 52** Trade Partnerships
- 56** MICE Business
- 59** Cruise Promotions
- 61** Multi-Destination Travel
- 63** Top-Notch Service
- 65** Tourism & The Community





GLOBAL PROMOTIONS

As we assiduously enriched Hong Kong's in-town experiences, we came up with localised programmes in 20 target markets to keep Hong Kong on the minds of consumers. During the year, we reinforced the "Best of all, it's in Hong Kong" brand and reached out to travellers worldwide through some of the hottest and most effective channels including public relations, online and social media and consumer events, complemented with trade efforts to give consumers extra incentive to choose Hong Kong for their next trip.

Mainland China

The Hong Kong-Zhuhai-Macao Bridge (HZMB) and the Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section (XRL) began service in the second half of 2018. These two world-class facilities have made travelling between Hong Kong and the Mainland, particularly the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area), much easier. We fully capitalised on these new assets of Hong Kong to attract Mainland visitors leveraging digital and TV platforms and celebrity endorsement. In particular, we presented the novel experience of rail-cruise travel and actively explored new territories to expand our MICE business.

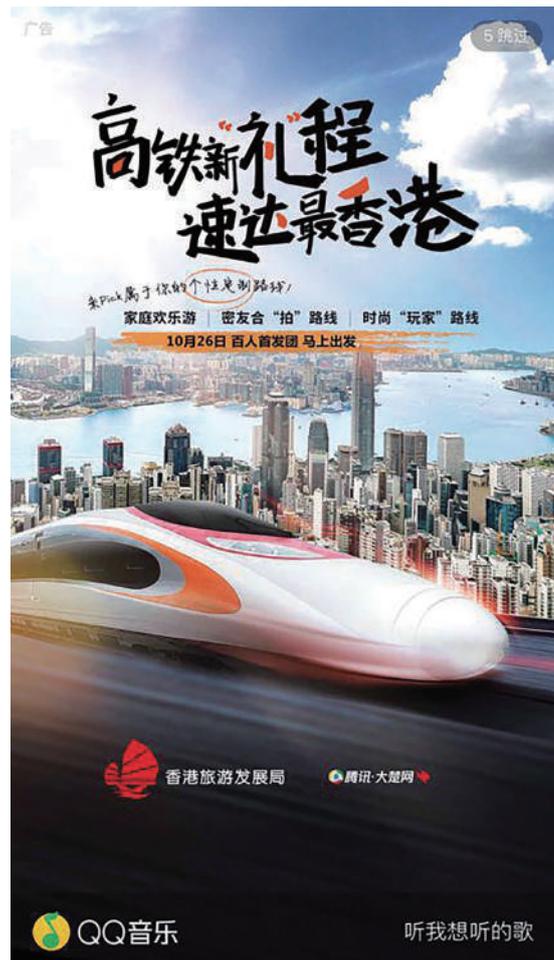
An array of innovative promotions riding on the new infrastructure

- Publicity value generated by XRL promotion with TV stations in southern China: over HK\$50 million
- Publicity value generated by media cooperation in cities near the HZMB: over HK\$24 million
- Publicity value generated by cooperation with Netease and Xinhua.net: close to HK\$24 million
- Number of packages sold featuring XRL inaugural tour products and HZMB thematic products: close to 180,000

Following the opening of the XRL and the HZMB, we put forth a series of timely promotions to maximise awareness of the two new transport facilities.

The selling point of the XRL is the speedy and comfortable experience for travelling between central China and Hong Kong, which we promoted on Tencent's numerous digital platforms, targeting consumers in Hunan and Hubei, two key cities in central China. At the same time, we organised a familiarisation trip for TV media from southern China, including Guangdong TV, Shenzhen TV, Fujian TV, Xiamen TV and Jiangxi TV, to show them the state-of-the-art XRL West Kowloon Station and nearby attractions.

The HZMB, meanwhile, has strengthened the transportation



network within the Greater Bay Area. By engaging leading media outlets from cities near the HZMB, such as Guangzhou, Zhuhai, Jiangmen and Zhongshan, we raised awareness of the convenience brought by the HZMB, and promoted the attractions close to the bridge, together with the HKTb's events and campaigns.



We also worked with the two largest national news portals, Netease and Xinhua.net, to promote the XRL and HZMB. Through their extensive networks, encompassing their official websites, news apps, and WeChat and Weibo accounts, our messages reached hundreds of millions in the market.

To turn awareness into action, we partnered with travel agents from 10 cities along the route of XRL to develop inaugural tour products with attraction offers in line with the HKTb's seasonal promotions to draw visitors from southern, central and western China, and rolled out thematic products featuring the HZMB with key travel agents in the Greater Bay Area.

Jackson Wang unveiled his magical Hong Kong journey

- Reach of Jackson's *Magic Book* video: 74 million views
- Publicity value generated by Jackson's appearance at the Hong Kong Wine & Dine Festival: HK\$43 million
- Packages sold under the promotions with Ctrip and Cathay Pacific: over 260,000

In February 2018, we appointed Hong Kong-born pop idol Jackson Wang as Hong Kong Tourism Envoy. Wang is a familiar face in the Mainland, having endorsed numerous big brands. Through his influence, we were able to capture the attention of the young segment.

During 2018/19, we launched *Magic Book*, a mega integrated digital campaign, which featured Jackson's video, audio greetings and AR games to provide consumers with an immersive experience of Hong Kong's entertainment, arts, sports and dining. The campaign was widely promoted on several market's most used digital platforms, including Tencent, Youku, iQiyi, Weibo, Sohu and Bilibili, and the Weibo accounts of six major trade partners. In October, we filmed a video of Wang exploring the Hong Kong Wine & Dine Festival to sustain publicity for the campaign while promoting the culinary event.

The publicity programmes were supported by trade promotions, including new tourism products around four mega events rolled out with Ctrip and endorsed by Wang. And in a cooperation with Cathay Pacific and Cathay Dragon, we produced in-flight videos featuring Wang to entice travellers with the fun things to do in summer and the wine-and-dine experiences in autumn.



Reality shows taking viewers to Hong Kong

- Publicity value generated by “Chef Nic”: over HK\$98 million
- Publicity value generated by “The Little Grand Tour”: over HK\$15.3 million

Reality shows are a big thing in the Mainland. During the year, we worked with two prominent programmes to increase Hong Kong’s exposure in the market.

The first show was “Chef Nic”, a food travelogue hosted by Hong Kong superstar Nicolas Tse. In one episode, Tse brought viewers to Hong Kong, his birthplace, to discover its extraordinary dining as well as other experiences. The programme was broadcast on Zhejiang Satellite TV, iQiyi and Youku, and the in-flight entertainment programmes of Cathay Pacific and Cathay Dragon.

The second programme was “The Little Grand Tour”, a new family edutainment show aired on top online TV platform Tencent Video. Through the adventures of the child participants, Hong Kong was showcased as an ideal family destination.



Brand-new experience for cruise holidays

- Reach of “Dream Runner” programme: nearly 40 million views
- Publicity value generated by the summer promotion with *Cityzine*: HK\$33 million

The XRL not only facilitated travel between the Mainland and Hong Kong; it gave birth to a novel idea: rail-cruise travel. In presenting this concept to Mainland consumers, we worked with online travel programme “Dream Runner” to produce five episodes about taking the XRL to Hong Kong and embark on a cruise holiday, which were distributed through different online channels. We also generated consumer demand through leading national news portal Netease by showcasing the unique rail-cruise experience.

Catering to the family and young segments, which present the largest potential to cruise tourism, we launched an integrated marketing campaign with lifestyle magazine *Cityzine* in the summer. Through a feature story, articles generated by a familiarisation trip by *Cityzine* editors and their families, social media posts of parent KOLs, and co-branded collaboration with family-friendly restaurant Pizza Hut, we created buzz about summer cruise holidays in Hong Kong.

Meanwhile, our first-ever partnership with Royal Caribbean Cruises Service (China) Company introduced onshore tours and attractions like theme parks to the two target segments with highly positive response.

2018, 香港出發, 玩转暑假

暑假预定皇家游轮
香港出发航次即享

四重大礼限时送

1. 尊享四大主题乐园“香港迪士尼乐园”或“香港海洋公园”二选其一
2. 尊享皇家加勒比游轮“迪士尼乐园”系列主题游轮
3. 畅玩皇家加勒比游轮6个主题园“海上青春青少年中心”主题夏令营
4. 直落码头美利臣地地转站免费巴士

特别推荐“皇家游轮”海上游轮, 全特等奖航线皇家游轮
 →赠送香港美利臣酒店住宿+多段往返机场专车一日假期(加香港迪士尼、海洋公园、文化博物馆)
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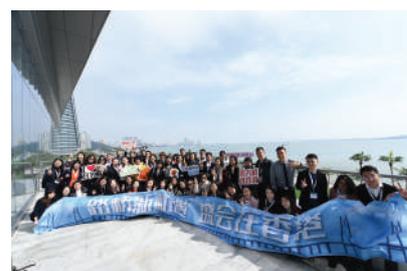
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A great leap in MICE business

- Achievements of Mainland MICE team in 2018/19:
 - Secured nine large direct selling sector MICE groups, generating over 50,000 arrivals, including the 2019 Mary Kay Leadership Conference with 21,000 participants, the biggest MICE group received by Hong Kong
 - Received 18 meeting and incentive groups, with over 7,600 participants from the pharmaceutical, insurance and retail industries
 - Received three convention groups with over 2,100 participants in 2019 and secured five leads for 2020 and 2021 with more than 8,000 expected participants

Our Mainland MICE team made great effort on corporate outreach and tapping into new markets. During the year, we organised familiarisation trips for 20 corporate clients from the direct selling, insurance, pharmaceutical and retail sectors, and organisers of annual industry forums and conference associations. Leveraging the first China Convention Forum in Beijing, we partnered with the China Business Event Federation to host a themed lunch for over 300 Federation members. This event has strengthened our connections with key industry players in the Mainland and generated good results, including the biggest-ever MICE event for Hong Kong, namely the 2019 Mary Kay Leadership Conference.

We also identified 16 secondary cities presenting potential for Hong Kong's MICE business. Two trade seminars were conducted to engage MICE agents from Xi'an, Zhengzhou, Taiyuan, Shijiazhuang, Changsha, Wuhan, Guiyang and Nanchang. Another trade seminar was organised in Zhuhai for agents from cities in or near the Greater Bay Area, including Zhuhai, Dongguan, Foshan, Zhongshan, Guangzhou and Shenzhen, complemented by a familiarisation trip for them to experience the superb connectivity and convenience offered by the newly launched HZMB and XRL, and the diversified MICE products and venues in Hong Kong.



Taiwan

Hop on a plane in Taiwan and in less than two hours you will be touching down in Hong Kong. This is why so many Taiwanese people visit Hong Kong for short breaks or even just a weekend getaway. In this well-developed market, we curated a special selection of experiences to make visitors fall in love with Hong Kong all over again.

Touring Sham Shui Po like a hipster

- Publicity value generated by the Sham Shui Po campaign: HK\$13 million
- Air tickets sold as a result of Sham Shui Po-related trade co-operations: close to 7,000



For a down-to-earth experience of Hong Kong's local culture, look no further than Sham Shui Po, the second district introduced under our Hong Kong Neighbourhoods campaign.

To spark just the right amount of interest in this traditionally blue-collar neighbourhood, we published four thematic articles with videos in partnership with fashion magazine *Marie Claire* on the curious finds in the district, from trendy boutiques and workshops, to street food and idiosyncratic architectures. We also engaged TV and online programmes to tell interesting real-life stories, and invited bloggers and social media influencers to share their recommended itineraries, projecting a human touch that defines Sham Shui Po.

Further buzz was created with an interactive online game on our official website, in which players had to locate hidden treasures in Sham Shui Po for the chance to win a free trip to Hong Kong and gifts. And to convert desire into action, a promotion code was embedded in the game with which users could book Cathay Pacific flight tickets to Hong Kong at a discount.



Hong Kong through the eyes of a Grammy-nominated designer

- Publicity value generated by Xiao Qing Yang's Hong Kong Arts Month campaign: HK\$5.8 million

The popularised term “*wen ching*”, which refers to a young person with a cultivated taste in the arts, probably finds its origin in Taiwan, where people are known for having a high cultural literacy.

Targeting this demographic, we invited Xiao Qing Yang, an acclaimed Taiwanese graphic designer and five-time Grammy Award nominee for Best Recording Package, to visualise his perception of urban Hong Kong in a video. The result was “*Buzzing Aesthetics*”, in which viewers followed Xiao around what he described as a large, eclectic art scene, and feast their eyes on edgy street art, photogenic sceneries, traditional architectures and much more. A large-scale media event was held in Taiwan, followed by extensive media coverage on the collaboration to beacon art and design lovers to Hong Kong Arts Month in March.



MICE and cruise – the new trend of business travel

- Size of the PX Mart incentive group: close to 1,500 participants

In October 2018, we organised PX Mart's incentive trip which served to celebrate the 20th anniversary of this biggest grocery chain in Taiwan and reward its top performers. It was the largest incentive group Hong Kong had ever received from the market.

The five-day trip featured an extraordinary itinerary, including two nights on cruise ship *World Dream*, a taste of the 10th Hong Kong Wine & Dine Festival, visits to signature attractions, and exceptional hospitality programmes tailor-made jointly by our Taiwan office and Meetings and Exhibitions Hong Kong (MEHK) office.

The event was both a demonstration of Hong Kong's capacity to receive a mega M&I group and a successful “match-making” story in which MICE and cruise were brought together to create a rewarding experience and generate new business opportunities for the travel trade in both sectors.



Japan

Japan and Hong Kong have enjoyed close tourism ties for many years. As we continued to promote Hong Kong's dynamic city life and kaleidoscope of experiences in our fifth largest tourism market, we proposed new multi-destination tours to Japanese travellers, riding on the development of the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) and the launch of the two magnificent infrastructure, the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link (XRL) and the Hong Kong-Zhuhai-Macao Bridge (HZMB).

Hong Kong Week – Greater Bay Area Showcase

- Global publicity value generated by the event: HK\$23.7 million



"Hong Kong Week – Greater Bay Area Showcase", a four-day consumer show organised by the HKTB at Tokyo's KITTE shopping mall in November 2018, promoted Hong Kong as the ideal starting point of multi-destination journeys in the Greater Bay Area.

The event highlighted Hong Kong's unique tourism offerings while introducing its new infrastructure that had made travelling to the Mainland more convenient. Our Hong Kong Neighbourhoods promotion Old Town Central was recreated with a miniature model, and a replica of *Large Mouth Dragon Boy*, a street art painting by Japanese celebrity and artist Shingo Katori in the neighbourhood, was exhibited. Katori even made a surprise appearance and shared his travel experience in Hong Kong with Japanese consumers.

On top of the consumer show, a luncheon briefing was organised with the Hong Kong Economic Trade Office and Hong Kong Trade Development Council, followed by a trade seminar and cocktail reception. Japanese officials and over 160 trade partners from Japan and the Greater Bay Area took part in the trade events.

Launch of Hong Kong-Japan Tourism Year

- Publicity value generated by the media event with Shingo Fujimori: HK\$12.4 million

Another large-scale campaign was Hong Kong-Japan Tourism Year, jointly launched by the HKTB, the Japan National Tourism Organization and the Japan Tourism Agency.

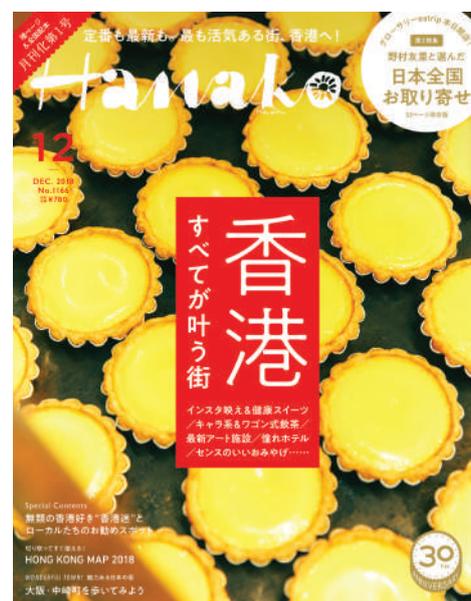
Following the announcement of the initiative at the Tourism EXPO Japan in September 2018, we organised a media event in January 2019 to unveil special offers for Japanese travellers throughout Hong Kong-Japan Tourism Year. At the event, Japanese celebrity Shingo Fujimori was appointed as the new “Star Hong Kong Mai”, a Hong Kong tourism ambassador. Fujimori had lived in Hong Kong for three years when he was young and is very fond of the city, to which he travels at least once a year. His photos and video messages from the media event and media tours in Hong Kong were featured on multiple platforms to capture the interest of Japanese consumers.



Indulging in Hong Kong delights with Hanako magazine

- Publicity value generated by the *Hanako* cooperation: HK\$12 million

With monthly lifestyle magazine *Hanako*, we showcased some of Hong Kong's hottest experiences that appealed to Japanese travellers, from dim sum to pastries, art, bars and night views, in a cover story of over 80 pages, featuring Hong Kong model and actress Angela Yuen. A special 12-page booklet *The Places HK fans and locals go* was inserted in the magazine to present secret spots favoured by Japanese celebrities and expatriates in Hong Kong. We also distributed 30,000 copies of the booklet at consumer and trade events to pique interest. The issue was widely promoted at 40 major train stations in Tokyo and Osaka and on *Hanako's* digital platform.



South Korea

Hong Kong is a giant palette teeming with colours – from the muted tones of days past, to bold hues in busy, neon-sign-lit districts, and soothing shades of green in the countryside – for travellers to pick their favourites.

During the year, we invited Korean visitors to paint their time spent in Hong Kong with vibrant activities under our Hong Kong Neighbourhoods, Great Outdoors Hong Kong and Hong Kong Summer Fun campaigns, and bring home memories in brilliant colours.

Director's Cut – Hong Kong Neighbourhoods

- Publicity value generated from the Hong Kong Neighbourhoods TV programmes: over HK\$390 million
- Total views of the Travel Factory video: 1.46 million (as at early August 2019)



Our first Hong Kong Neighbourhoods promotion, Old Town Central, had left visitors wanting more of the city's authentic experiences. In 2018-19, we presented our second selection, Sham Shui Po, and promoted both neighbourhoods through consumer marketing, PR initiatives and trade cooperations.

Teaming up with Sony Camera and Korean monthly consumer magazine *Travie*, we flew 10 vloggers to Hong Kong and asked them to create contents of Old Town Central and Sham Shui Po. We then engaged travellers by letting them select their favourite work in a public voting, and the entries were featured on Sony's social media channels and in an eight-page feature in *Travie*.

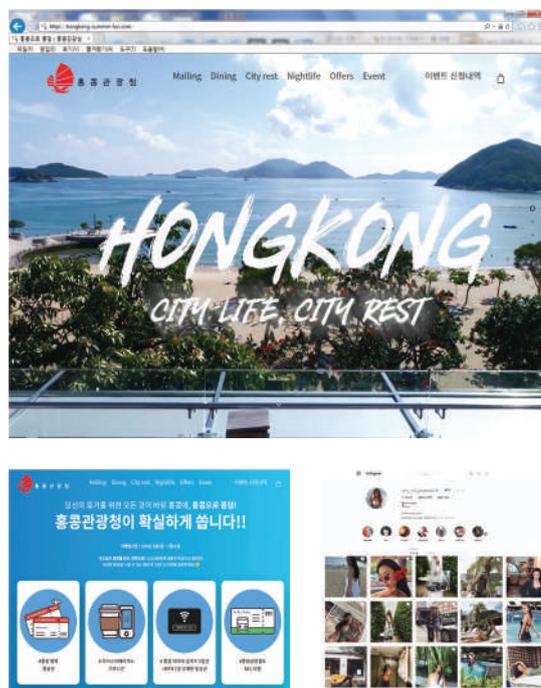
Meanwhile, we partnered with Travel Factory for the third year running and produced a video capturing the charming sights and scenes in the two neighbourhoods. In collaboration with high-rating Korean TV channels like SBS, KBS, tvN and Mnet, and with *Lonely Planet*, we shone the spotlight on immersive experiences and hidden treasures, inviting visitors from various segments to rediscover Hong Kong. Attractive airfares offered by various airlines gave visitors a push to book a trip to Hong Kong.

City Life, City Rest

- Publicity value generated by related TV cooperation: HK\$168 million
- Air tickets sold during the summer promotional window: 20,000

Summer is a peak season for Koreans to visit Hong Kong. We showcased cool, value-for-money experiences to have during the hot months with an integrated campaign featuring four themes: "Malling", "Dining", "City Rest", and "Nightlife".

First, we partnered with Cathay Pacific, Klook and HotelsCombined to roll out compelling, one-stop offers; second, we conducted a tactical promotion in Busan, the second most populous Korean city, with the local branch of Hana Tour and Busan-based KNN TV, and launched an advertising campaign in the city's busiest subway station; third, we participated in media projects, including popular hip-hop competition reality show "Show Me the Money 777" by Mnet, to position Hong Kong as a destination for the young and trendy; fourth, we invited celebrity influencers to generate social media feeds under the four themes; last but not least, we produced and broadcast the thematic video "City Life, City Rest" in the city centre in Seoul to heighten consumer awareness.



A hiking expedition with K2

- Tickets sold under the tactical Great Outdoors Hong Kong trade cooperation: over 4,000

It is no surprise that hiking is a fad in Hong Kong, a city blessed with mountains and seas and a great number of scenic hiking trails. To share this gift from nature with Korean travellers, we worked with two partners from the market, leading outdoor brand K2 and monthly travel magazine *AB Road*, to form a Great Outdoor Expedition Team.

The team was sent on a treasure hunting mission on Dragon's Back and "Down the Memory Lane", a hiking trail from the Peak to the University of Hong Kong. Their experience, together with the city's hiking trails, was showcased at K2's 299 outlets and social media platforms, and in an eight-page article in *AB Road*.

So that visitors could experience the great outdoors of Hong Kong after seeing the expedition team in action, we matched our PR effort with tactical cooperation with eight trade partners, including Mode Tour, Korea's second largest wholesaler, to develop and sell Great Outdoors Hong Kong-related tour products, FIT packages and group tours.

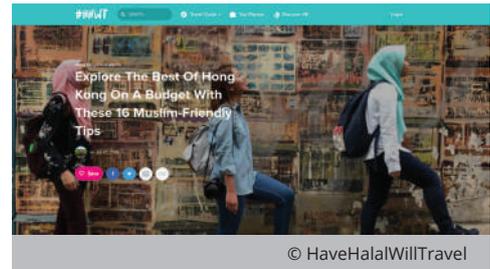


Southeast Asia

Southeast Asia, in which our key markets cover Singapore, Malaysia, Indonesia, Thailand and the Philippines, is an important source of visitors to Hong Kong. In line with our neighbourhood campaign, we introduced Sham Shui Po to consumers in the region. And to expand the visitor base, we rolled out targeted promotions to present Hong Kong as a Muslim-friendly destination and a great city for sports.

Intensified promotion to Muslim travellers

- Publicity value generated from the mega familiarisation trip: HK\$6.3 million
- Results of the trade cooperation with Malaysia Airlines: 100% increase in flight searches on Hong Kong and 3,500 tickets sold during the campaign period
- Reach of the “Have Halal Will Travel” partnership: 20 million



The Muslim segment, which accounts for approximately 40% of the total population in Southeast Asia, is a demographic that cannot be ignored. In the year under review, we invested considerably in public relations, consumer marketing and trade engagement to attract Muslim travellers, catering to their special needs and customs, especially in Indonesia and Malaysia markets.

A major awareness campaign was put together with “Have Halal Will Travel”, top Muslim travel portal in the region, with creative contents released year-round to build Hong Kong’s image as a Muslim-friendly destination and engage the Muslim community on social media.

This effort was complemented by a destination video created with Malaysia Airlines, which followed a Muslim influencer on her adventures in Hong Kong’s great outdoors and interesting neighbourhoods, including Sham Shui Po and Old Town Central.

We also proactively engaged the travel trade and media with a mega familiarisation trip in April 2018. A total of 44 Muslim media titles and trade partners from Malaysia and Indonesia were invited to try out Muslim-friendly facilities and cuisines, and visit local mosques and iconic quarters.

Large-scale media launches driving awareness of Sham Shui Po

- Total publicity value generated by the Sham Shui Po related campaigns: HK\$40 million

Echoing our Sham Shui Po neighbourhood promotion, we organised two large media launches, one in Malaysia and one in Indonesia.

In Malaysia, we hosted a media and trade luncheon which recreated the Sham Shui Po experience with its distinctive food and ambience. Michelle Loo, host of the six-episode “Hong Kong Neighbourhoods Gems” TV series broadcast in the international markets including Malaysia, was invited to talk about her encounters with the residents of Sham Shui Po, with follow-up media interviews to sustain the publicity for the Hong Kong Neighbourhoods campaign.

Our partner in Indonesia was Trans TV reality show “Mission X”, which had episodes filmed in Hong Kong and aired between August 2018 and January 2019. The show was hosted by numerous celebrities including



Indonesia Idol finalist Brisia Jodie. Riding on the show, we organised a media event to promote Sham Shui Po and invited the show's celebrities to share their experience in Hong Kong and played games with over 120 media and trade guests.

The stories of humble shops and stalls in Sham Shui Po, its local street food and buildings full of rich history generated extensive coverage in major media titles in Southeast Asian markets, including ANC Channel's "Cityscape", Astro's "Ria Fantasy Escape", China Press, CNN Philippines Life, Khao Sod and The Straits Times.

Promoting sports tourism with Hong Kong Cyclothon

- Number of Singaporean and Thai cyclists participating in Hong Kong Cyclothon: 70

Sports tourism is particularly popular in mature markets like Singapore and Thailand. During the year, we collaborated with specialised travel agents and other partners with a strong focus on sports-related tourism products including the mega event Hong Kong Cyclothon.

Our goal was not simply to raise awareness of Hong Kong as a hot destination for sports, but to encourage sports lovers to actually take part in Hong Kong Cyclothon. In Singapore, therefore, we reserved some spots in the event for members of online sporting platform RunSociety, and arranged for their writers to take part in the race and review an itinerary featuring it. Meanwhile, we launched the first-ever cycle-cruise package with Dream Cruises, allowing cruisers to take part in the Hong Kong Cyclothon; and with Travelwander, a travel agent specialising in outdoor activities, we custom-made travel packages for visitors to participate in the major sporting event.

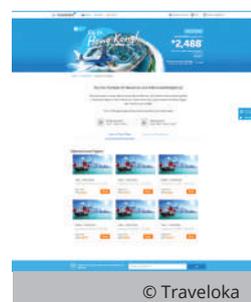


In Thailand, we had an exclusive cooperation with sports travel agency Boxmatch Travel to offer a Cyclothon package. And two Thai cycling KOLs were invited to join the race for another year and share their experience on social media.

Engaging both online and offline travel trade partners

- Number of travel agents from Southeast Asia who participated in the familiarisation trip: 75
- Results of the Traveloka promotion in Indonesia and the Philippines: more than 6,500 air tickets, 2,300 attraction tickets and 2,200 hotel rooms sold

Capitalising on the global trend of e-commerce, we collaborated with leading online travel agent Traveloka to promote regional cooperation in the Philippines and Indonesia, and create an urge to visit Hong Kong with inspiring contents and a basketful of offers for air tickets, attractions and accommodations. We also partnered up with travel meta search engines Wego and Sky Scanner to co-market Hong Kong contents, which went viral through influencers, known as a source of inspiration for travel ideas and destinations.



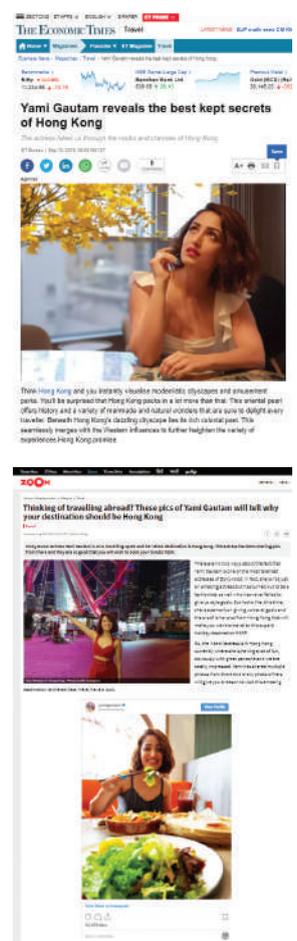
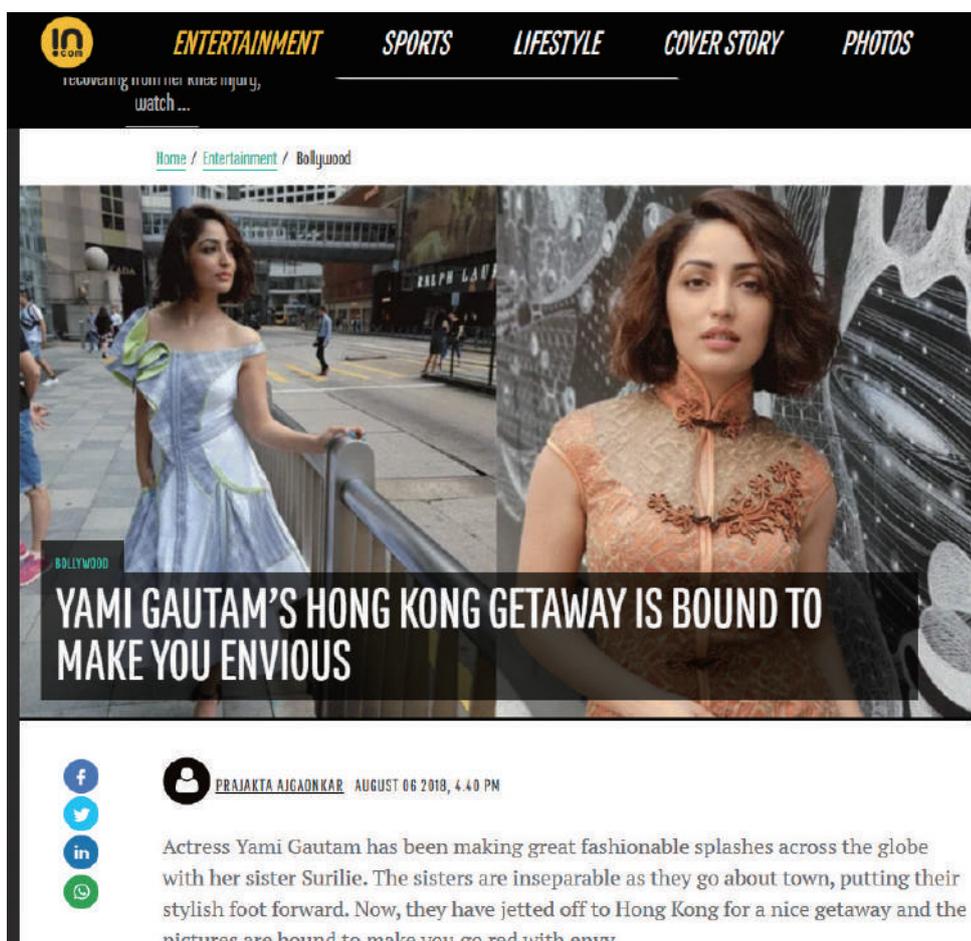
While a lot of travellers are using online resources, physical travel agencies continue to play an important role. To this end, we engaged and equipped the travel trade with the most up-to-date product knowledge through a familiarisation trip, highlighting new tourism products and infrastructure. A business-matching session was held during the trip to inspire new travel products for consumers and create business opportunities for both our overseas and local trade partners.

New Markets

At the HKTB, we never stop identifying new opportunities to extend our marketing footprints. One way to achieve this is by growing new markets. Through a mix of trade, PR and consumer marketing efforts, we stepped up our promotions in India, Russia and the Gulf Cooperation Council (GCC) region and sought new opportunities to tap into the Vietnamese market.

Follow a Bollywood star to Hong Kong

- Publicity value generated by Gautam’s trip: HK\$2.8 million



We invited stunning Bollywood actress and top model Yami Gautam to sample the exceptional gastronomy and cultural life of Hong Kong. A short film was made and promoted through our media partners including *Economic Times Panache*, and on various online channels. Gautam also uploaded snaps from her trip on Instagram, which has a massive following of 10.5 million.

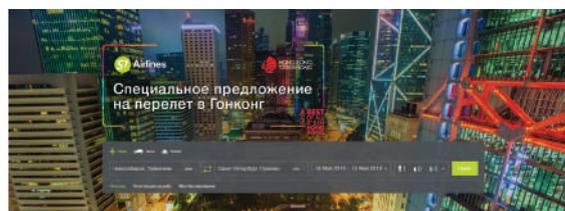
Destination awareness campaign in Russian and the GCC markets

- Increase in S7 Airlines' ticket bookings to Hong Kong during the campaign period: 38%
- Total flight bookings linked to the multi-destination promotion with Vietnam Airlines and Emirates Airlines: 508

While Hong Kong may not be the priority for travellers in Russia and the GCC region due to the relatively longer flying distance, we strived to sustain top-of-mind awareness and maximise exposure in these markets.

In Russia, we continued cooperating with S7 Airlines to stimulate bookings from Moscow and cities in the Russian Far East, and organised a familiarisation tour for trade partners from the Far East to experience selected home-grown events, including the Hong Kong Wine & Dine Festival and the Hong Kong Pulse Light Festival. In Moscow, Russia's capital and most affluent city, we focused our resources on promoting multi-destination travel with various other destinations through partnerships with Vietnam Airlines and Emirates Airlines, with the aim of providing alternative indirect flight options from Moscow to Hong Kong.

For the GCC markets, we created hype about visiting Hong Kong with attractive offers developed with first-class online travel agent Almosafer and local hotels.



Celebrity endorsement to open up the Vietnamese market

- Engagement generated from social media posts on Ly's trip: 331,000

Riding on our cooperation with Cathay Pacific, we invited Vietnamese KOL Ly Qui Khanh to Hong Kong in the autumn of 2018, generating digital stories on his social media platforms as well as those of Cathay Pacific.



Australia

Sports and outdoor activities are among the favourite things to do for the Australians. We therefore raised the profile of Hong Kong as the perfect destination for sports and the outdoors through our home-grown event Hong Kong Cyclothon, in which a star Australian cyclist was invited to take part. At the same time, we evoked desire to visit Hong Kong through continued close partnerships with various Australian airlines.

Cadel Evans in Hong Kong Cyclothon

- **Publicity value generated by Cadel Evans' participation in Hong Kong Cyclothon: about HK\$950,000**

Australian professional racing cyclist and Tour de France winner Cadel Evans was invited to join Hong Kong Cyclothon, taking part in the 50km ride and serving as a commentator of Hammer Hong Kong, the finale of the world-class Hammer Series. Through extensive media coverage and his social-first videos, which featured the cycling event and the extraordinary natural landscape of the city, he helped promote Hong Kong as a destination for cycling and sports in general to his fellow Australians.



Launching integrated marketing promotions with Qantas Airways

- **Reach of the Qantas Airways integrated marketing campaigns: over 9 million impressions**

In 2018/19, we strengthened our partnership with Qantas Airways and jointly rolled out a series of consumer marketing promotions and advertising campaigns. Inspirational contents was disseminated across Qantas' website, social media and electronic direct mails channels (eDMs). Display and native advertising, radio advertisements and live reads were also conducted to promote special flight deals and offers and convert consumer interest to actual bookings.



Hyping up destination awareness as Virgin Australia launched new direct Sydney-Hong Kong flight

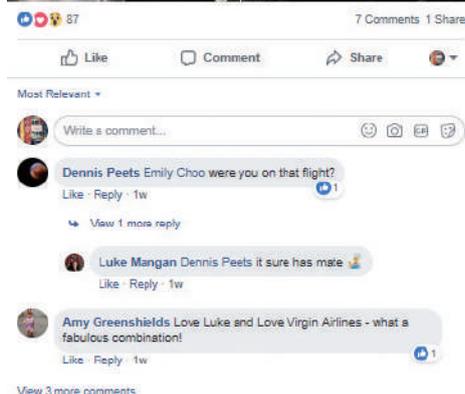
- Publicity value generated by Virgin Australia's inaugural Sydney-Hong Kong flight: HK\$8 million



@Nick Cubbin



@Nick Cubbin



Riding on Virgin's inaugural flight from Sydney to Hong Kong on 2 July 2018, we organised a media event at Sydney International Airport. Attended by Australian Deputy Prime Minister and celebrity Dannii Minogue, the event generated considerable media exposure for Hong Kong. In addition, journalists were invited to fly on the inaugural flight, enjoying delicacies created by Virgin's celebrity chef Luke Mangan before embarking on a familiarisation trip to explore Hong Kong's diverse appeal.

US

In the land of Hollywood and television, we reinforced Hong Kong's presence through a big-budget action film and reality shows. We also worked with an online influencer network and one of the best-known online travel agencies to promote the Hong Kong destination brand to the digitally savvy.

Impactful spin-off from the movie *Skyscraper*

- Publicity value generated by the *Skyscraper* integrated marketing campaign: HK\$5 million



Vertiginous skyscrapers are the icons of Hong Kong. So it came as no surprise that the film *Skyscraper* had chosen Hong Kong as the backdrop. Starring "The Rock" Dwayne Johnson, the film tells the story of a security expert trying to save his family inside a fictional 255-storey building located in Hong Kong, the city of looming skyscrapers.

Our US office worked with the film's distributor Universal Pictures and rolled out an integrated marketing campaign upon the release of the motion picture to heighten awareness of Hong Kong. The centre piece was a sweepstake providing a free trip to Hong Kong for two, and a micro-site was created to link to the movie trailer while driving traffic to our official website DiscoverHongKong.com. Paid digital and both paid and organic social media contents were impactfully used to boost entries. The campaign was recognised with a Silver Award in the HSMIA (Hospitality, Sales & Marketing Association International) Adrian Awards 2018, under the "Digital Marketing – Digital Campaign – Contest/ Sweepstakes" category.

Publicity of the film and Hong Kong climbed further up when "The Rock" and key US media titles visited the city in July 2018 as part of a promotion tour, which resulted in extensive TV and online coverage.

Inviting travel influencers to promote Hong Kong neighbourhoods

- Reach of the influencers' social media campaign: over 100 million impressions
- Publicity value generated by "EXTRA's "Mansions and Millionaires": over HK\$11 million

Influencer marketing is an inevitable trend, but choosing the right "spokesperson" requires skills on the part of the marketer.

Instead of randomly approaching individual influencers, our US team worked systematically with iAmbassador, an organised network of travel influencers from around the world. Four influencers from the extensive network were

handpicked to develop blog contents on our Sham Shui Po neighbourhood promotion which was featured by the network.

We also worked with "traditional" influencers to reach other demographics. One of them was Michael Corbett, actor, producer, entertainment journalist and host of EXTRA's "Mansions and Millionaires", of which we brought one episode to Hong Kong in partnership with TV network NBC to introduce the city's natural scenery and interesting neighbourhoods. The promotion did not end with the airing of the programme, as Corbett went on to share his experience in Hong Kong during a national satellite media tour, holding both live and taped interviews with TV stations across the US.

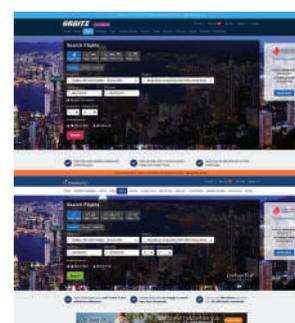
Another personality we engaged was travel expert Samantha Brown, whose "Places to Love" show on PBS dedicated a 30-minute episode to introducing Hong Kong's dining, architecture, local culture, nightlife and history.



Driving Hong Kong bookings with Expedia

- Results of the three integrated Expedia campaigns: over 16,000 air tickets sold and more than 35,000 rooms booked

In the US market where the use of online travel agencies (OTAs) is a norm, we teamed up with world-leading OTA Expedia Group to conduct three integrated plans, each running for three months, across its network of six sites: Expedia.com, Orbitz, Travelocity, Hotels.com, Hotwire.com and CheapTickets. All impressions on these sites drove consumers to a custom landing page with Hong Kong branding, Cathay Pacific getaway information, a carousel of airfares, and a rotating gallery of Hong Kong hotel offers to increase brand awareness and stimulate Hong Kong bookings at the same time.

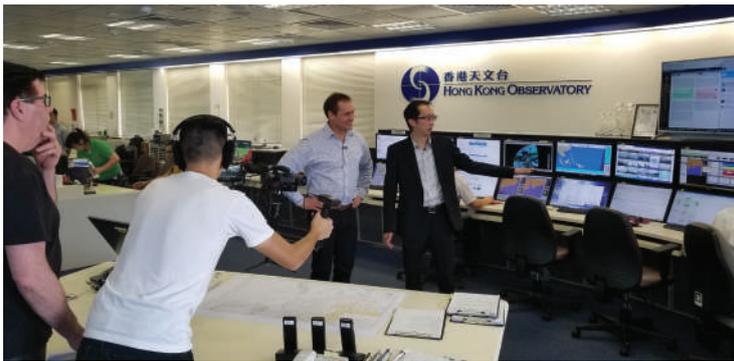


Canada

In Canada, where traditional media continues to wield strong influence on people's cultural life, we partnered up with leading TV, radio, newspaper and magazine titles and well-known personalities to develop integrated campaigns, with a focus on heightening brand awareness and promoting multi-destination travel.

Notable meteorologist and travel expert discover Hong Kong like a local

- Total value generated by the integrated campaign launched with Corus: HK\$ 4.2 million



There are probably few better ways to reach a large audience than through famous faces. In Canada, we worked with leading mass media and content company Corus Entertainment to create contents of two celebrity hosts from TV network Global BC – Chief Meteorologist Mark Madryga and travel expert Claire Newell – as they experienced the charms of Hong Kong.

Weather expert Madryga was featured in a series of short videos on a variety of topics, from getting a bespoke suit to a visit to the Hong Kong Observatory. He also promoted a contest, the winner of which would be awarded a trip to Hong Kong. Newell, meanwhile, shot a 30-minute travelogue on Global TV, which won the Gold Award under the “Branded Entertainment: Documentary” category in the Davey Awards in the US.

What ensued was Hong Kong's persistent presence on Global BC: Madryga's videos were shown in his programme every weekday for two weeks; Newell's travelogue was aired four times; and tactical commercials in which Newell promoted Hong Kong travel packages for our trade partner Travel Best Bets were broadcast.

In addition to TV, Newell appeared in talk shows and radio commercials on Corus radio channel CKNW, in which she promoted Hong Kong and the said travel packages.

And needless to say, we leveraged the social media of our partners, including Global BC, Travel Best Bets and Newell, to reach out to even more Canadian consumers.

Campaign with *FASHION* magazine to portray a dream multi-destination trip

- Publicity value generated by the *FASHION* cooperation: HK\$ 2.68 million

In light of the multi-destination trend, we launched an integrated media cooperation with magazine *FASHION* and the Tourism Authority of Thailand to promote the Hong Kong-Thailand combo. A 33-page spread article was published as the cover story of the summer 2018 issue. The print promotion was complemented by behind-the-scenes videos, custom stories and photos on *FASHION*'s digital content hub and social media channels. And a contest was held to engage consumers who could win a trip to Hong Kong and Thailand. The campaign was recognised by a Silver Award in the Pearl Awards organised by the Content Council in the US, under the "Most Effective: Travel & Leisure" category.

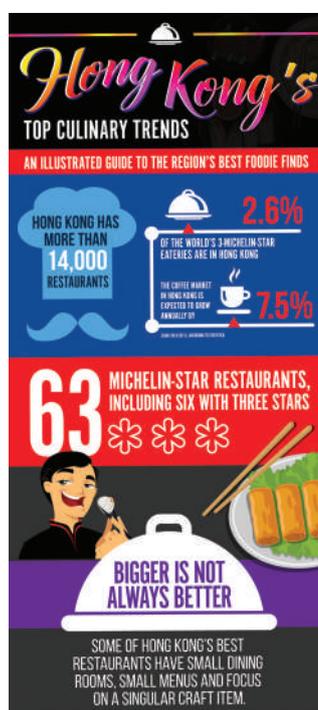


Showcasing Hong Kong's travel experiences in Toronto Star

- Impressions on *Toronto Star*'s digital content hub: close to 7 million

Another publication we worked with was newspaper, or, more precisely, the newspaper with the highest overall weekly circulation in the market – *Toronto Star*.

Engaging stories and articles on Hong Kong's neighbourhoods and core experiences were posted on the paper's online content hub and social media channels, alongside a series of print advertisements, to reach readers across the province.



The Toronto Star with Discover Hong Kong
Sponsored

Hong Kong has more than 14,000 restaurants - overwhelming for even the hungriest foodie. Check out this infographic for tips on the tastiest finds.

THESTAR.COM
An infographic of Hong Kong's top culinary trends

244 54 Comments 53 Shares

Europe

In this sophisticated market region, we came up with a smorgasbord of creative ideas – from literature to song – and entered into partnerships with leading media titles, with everything customised to serve the different needs of individual markets.

Showcasing Hong Kong's picture-perfect neighbourhoods in France

- Publicity value generated from all the “Hong Kong Stories, Hong Kong People”-related campaigns in France: over HK\$90 million

Where in Hong Kong did Cannes Film Festival Best Director award winner Wong Kar Wai shoot *In the Mood for Love*, an art film that achieved fame in France and internationally through its nomination for the prestigious Palme d’Or? And what in Hong Kong inspired Paris-born English writer W. Somerset Maugham to write *The Painted Veil*, which had been adapted three times into films starring such Hollywood sensations as Greta Garbo and Naomi Watts?

These questions about “Hong Kong Stories, Hong Kong People”, the theme of our French promotion throughout the year, were answered in the show “Invitation au Voyage” of French culture TV channel ARTE, with which we created three episodes to trace the footsteps of Wong and Maugham, and the evolution of Sai Ying Pun, an eclectic neighbourhood that was once the centre of a plague and is today a modernised district preserving vestiges of old Hong Kong. Through the show, we enticed French consumers to dive right into the mesmerising culture of Hong Kong.

Arts and culture aside, we promoted Hong Kong’s culinary excellence riding on the success of our participation in last year’s Lyon Street Food Festival. We highlighted Sham Shui Po, the district of our neighbourhood campaign this year, where French gourmets could savour Michelin-recommended egg waffles and other authentic street food.

Supplementing these promotions, we ran an advertising campaign featuring Old Town Central and Sham Shui Po stories on digital platforms and distributed interesting contents on social media.



Tightening partnerships at the Bordeaux Wine Festival

- Publicity value generated by the wine-and-dine promotion in Bordeaux: over HK\$1 million

The Bordeaux Wine Festival (Bordeaux fête le vin), with which the Hong Kong Wine & Dine Festival is closely associated, celebrated its 20th anniversary in June 2018.

To deepen our partnerships with wine merchants in France, Hong Kong’s largest wine trading partner, we hosted a cocktail reception and dinner during the Bordeaux Wine Festival. Prior to the cocktail reception, we signed a Memorandum of Understanding with Bordeaux Greats Events – Office de Tourisme et des Congrès de Bordeaux Métropole on further cooperation on wine and food tourism promotion. The ceremony was witnessed



by HKSAR Chief Executive Mrs Carrie Lam and Deputy Mayor of Bordeaux Mr Stephan Delaux.

Taking the invaluable opportunity, we promoted the 2018 Hong Kong Wine & Dine Festival at the cocktail reception to encourage the participation of Bordeaux wine merchants. We also invited three Hong Kong Michelin-starred chefs to present their signature dishes at the event to indulge the guests with Hong Kong’s culinary excellence.

Driving awareness on social media in Germany

- Reach of Die Lochis' music video: over 1 million views
- Reach of the social media campaign: over 100 posts reaching 2.5 million fans on the social media channels of 20 trade partners

Germany is known for its cool music scene. In 2018, our Frankfurt office facilitated the production of the music video of German duo Die Lochis' new song *Superman* in Hong Kong. In the music video, the twin brothers were seen hopping on the iconic tram, taking a helicopter ride above Victoria Harbour, and walking around some of Hong Kong's hippest neighbourhoods. The video was released in November 2018 on Die Lochis' YouTube channel, which was followed by 2.7 million fans. The video, together with pictures on the duo's Instagram, Facebook and Twitter, projected the hip and trendy image of Hong Kong to German consumers, particularly the young segment.

In the market, we also provided social media contents related to our events, neighbourhood campaign and core experiences to our German trade partners, including airlines and tour operators, on a regular basis to sustain Hong Kong's presence year-round.



Intensive media and trade cooperation in the UK

- Publicity value generated by the one-year partnership with *The Guardian*: HK\$4 million
- Results of the promotion with Iglu Cruise and Planet Cruise: bookings by close to 1,500 passengers

In the UK, we established a year-long strategic media partnership with esteemed news brand *The Guardian* to arouse interest in neighbourhoods, including Old Town Central and Sham Shui Po, as well as Hong Kong's mega events and core experiences, through sponsored and commissioned articles, feature galleries, and social media contents.

Meanwhile, we pitched and partnered with TV, print and online media during various promotional windows to target different consumer segments. For example, we leveraged some of the most read nationwide media, such as the *BBC*, *The Independent* and *The Sunday Times* to disseminate unique stories of Hong Kong neighbourhoods, and engaged sports magazines like *Cyclist Magazine*, *Bike Radar* and *Cycling Plus* to promote Hong Kong Cyclothon and Great Outdoors Hong Kong.

We continued to engage the travel trade, with a focus on the cruise tourism during the year in review, working with the UK-based Iglu Cruise and Planet Cruise to promote fly-cruise itineraries with at least two nights in Hong Kong.



MARKETING INITIATIVES

There are many ways to tell a story. As a storyteller, we tell the tales of Hong Kong to travellers through many creative marketing campaigns, from short and sweet micro-films to immersive technologies; we even enlisted the help of our fellow Hongkongers, including critically acclaimed film directors, in the process. Whatever way we adopted, the objective was consistent: to consolidate Hong Kong's destination brand image and enrich the experience of visitors by encouraging them to discover Hong Kong like a local.

Sham Shui Po – Every Bit Local

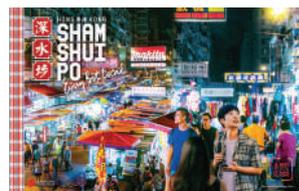
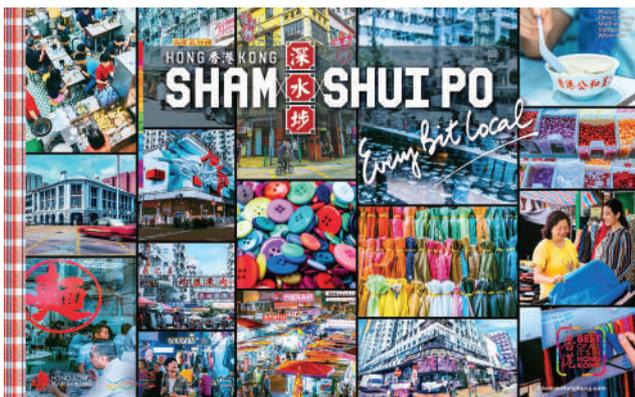
- Social media impression of “Sham Shui Po” promotion: 22.4 million
- Reach of “Treasures of the Heart” micro-films: 4.63 million views
- Page views of “Sham Shui Po” dedicated website: 460,000
- Awards and recognition of “Sham Shui Po”: Over 20 international awards from marketing sector and travel industry, including Platinum Award of the “Best of The Best – Use of Media” in MTR advertising The Best of the Best Awards 2018 and Grand Award in the Ad Campaigns category in Questar Awards 2019.

A one-of-a-kind button that keeps memories alive; a white sugar sponge cake that reminds a son of his mother's love; a camera that makes two hearts grow fonder; and a broken chair that bonds two generations. These are stories from our “Treasures of the Heart” micro-film series, inspired by the people of Sham Shui Po.

In promoting the second district under our Hong Kong Neighbourhoods campaign, we had the pleasure to work with local creative talents director Chan Chi Fat and playwright Candice Chong to produce the micro-film series. Their poignant observation of the human condition gave birth to four heart-warming stories that laid bare the spirit of Sham Shui Po while cleverly highlighting some of the district's key attractions.

A dedicated page of our website, social media stories and on-the-spot displays were used at the same time to present the unpretentiously local neighbourhood to travellers worldwide.

As a nice touch, we decorated the MTR station, lampposts and power company's pillar boxes in Sham Shui Po with unique elements that recalled its history – the iconic red, white and blue canvas bag, buttons, zippers, and nostalgic toys, among others. On top of that, we placed over 100 QR codes across the district, which visitors could scan to find interactive maps with recommended itineraries and lesser-known stories behind various attractions.



Hong Kong in the eyes of Hongkongers

- #ReframingHK images collected during the campaign: over 15,000
- Page views of the “Reframing Hong Kong” website: 427,000
- Major awards and recognition of “Reframing Hong Kong”: Grand Award in the Campaigns category in Astrid Awards 2019 ; Silver Award “Brand Experience” in Effie Awards 2019



Who could possibly know Hong Kong better than Hongkongers? During the year, we launched the “Reframing Hong Kong” campaign, inviting the locals to capture Hong Kong in photos and impress travellers with our beautiful city.

Among those supporting our effort was Hong Kong film director Andrew Lau, whose *Infernal Affairs* catapulted him to international fame when it was turned into a Hollywood remake directed by Martin Scorsese. In an artistic promotional video, Lau showed viewers some of his favourite sights and unique perception of Hong Kong. We also invited him to a media tea gathering which generated extensive coverage for the campaign to encourage Hongkongers to submit snaps of their hometown.

Through #ReframingHK on social media, we collected a large number of creative entries. A public voting was held alongside a judging panel to select 10 winning photos, which were subsequently used in the HKTB’s global promotions and printed on over 100,000 postcards distributed to visitors in the source markets and at major tourist touch points in Hong Kong.

Immersive Time travel and art viewing experiences with latest technology

- Awards and recognition for “Time Travel: Step into Old Hong Kong”: Silver Award, “Corporations: Special Project” in Questar Awards 2019; named one of the seven “Best Tourism Campaigns in 2018” by independent international research institute – econsultancy.com
- Reach of “Hong Kong Arts Month - Art Train” video: 1.8 million views



Adding to the flourish of real-life experiences, we transported visitors to another “universe” with cutting-edge immersive technologies. In collaboration with sky 100 Hong Kong Observation Deck and VR (virtual reality) developer Timelooper, the “VR Time Travel: Step into Old Hong Kong” micro-films were produced to bring to life classic city scenes – Hollywood Road in the 1960s and the neighbourhood around Kai Tak Airport in the 1980s.

We also made use of AR (augmented reality) animations on our first-ever art train. Under the themes, namely neon signs, Cantonese opera, porcelain, street art and portrait art, visitors can enjoy a “live” experience of some of the signature art forms found in Hong Kong. They also got to try on different Cantonese opera makeups with a face-swapping application.

I PUBLIC RELATIONS

Outstanding PR campaigns reshape perspectives. In 2018/19, we flexed different PR muscles to give Hong Kong's image as a travel destination a complete make-over, and travellers compelling reasons to revisit this ever-evolving city. Three notable campaigns launched during the year respectively revealed the green side of the concrete jungle, transformed a grassroots district into an original, lively wonderland, and allured consumers with hidden gems in some of the busiest neighbourhoods. By securing partnerships with big names in broadcasting and other forms of media, and with a magical sprinkle of creativity, we achieved extensive global media coverage and opened the eyes of consumers worldwide to the many faces of Hong Kong.

Discover "One Place, Two Perspectives" with National Geographic (Nat Geo)

- Online engagement: close to 146,000 reached on National Geographic Asia's Facebook page; over 33.2 million impressions and near 136,000 page views on its website
- Familiarisation trips: more than 160 journalists from over 110 media titles around the world
- Publicity: coverage in more than 4,000 news items; publicity value close to HK\$510 million



Our annual Great Outdoors Hong Kong campaign celebrated its 10th edition in 2018. We took the opportunity to pump up the promotion by entering into a vital partnership with Nat Geo, a world-leading storyteller.

Taking the campaign further, we presented the great outdoors beyond hiking trails and beautiful beaches. The "One Place, Two Perspectives" message points to the fascinating visual dichotomy between the urban and natural landscapes – contrasting city views and verdant mountains, traditional villages and natural flora and fauna, the dramatic combination of marine and geological wonders – to stimulate the senses and highlight Hong Kong's uniqueness.

We backed the rich, stunning visuals of Hong Kong's gorgeous countryside and coastlines with enticing stories in order to stand out from the crowd. These contents were distributed over a co-ordinated platform of Nat Geo, whose extensive reach and credibility maximised the impact of the release and communication efforts of the HKTB's offices around the globe.

Comprehensive articles and impressive videos incorporating personal experiences, tips and recommendations of award-winning photographers and athlete such as Matthieu Paley, Tugo Cheng and Wyan Chow Pui-yan were published to sustain the buzz of the campaign and to inspire readers to experience the breathtaking natural beauty of Hong Kong for themselves. Familiarisation trips for the global media to the recommended locations were organised which resulted in extensive publicity.

National Geographic Asia with Discover Hong Kong
Paid partnership

See the amazing landscapes our mighty Earth conjured up millions of years ago. Discover the great outdoors, and a dramatically different side of Hong Kong, with National Geographic Photographer Matthieu Paley.



NATIONALGEOGRAPHIC.COM

Hong Kong: Land and Sea

Learn More

National Geographic Asia with Discover Hong Kong
Paid partnership

Away from the bright lights and city life, quaint Hakka villages nestle quietly along the hiking paths of Plover Cove Country Park – some abandoned, some still populated. Take a close look at the nature and culture through the lens of photographer Tugo Cheng.



NATIONALGEOGRAPHIC.COM

Experience Nature and Culture in Plover Cove Country Park

Learn More

Reinventing Sham Shui Po

- Achievements of the Sham Shui Po media promotions: coverage by over 180 worldwide media outlets, resulting in more than HK\$268 million in publicity value
- Professional recognition: Silver Award (Stakeholder Engagement) in the 4th Hong Kong Public Relations Award

To show another side of Hong Kong to visitors, we picked Sham Shui Po, historically a blue-collar area, as the second district under Hong Kong Neighbourhoods. While promoting the community's down-to-earth vibe and truly local lifestyle, we shed light on hip hangouts and an alternative art scene through local stories "Follow the footsteps of internationally known big names" and "Young energies in an old district". We especially collaborated with Alex Rodriguez, an award-winning Spanish videographer living in Sham Shui Po, to produce a time-lapse video to showcase the vibrancy of the neighbourhood which was distributed to media outlets worldwide. On top of this, we teamed up with CNN to produce two news features recounting the stories of creative souls with links to Sham Shui Po and introducing local fare. These narratives were aired across CNN's international TV channels.

At the same time, we invited media from both short-and long-haul markets on familiarisation tours, giving them the opportunities to engage with personalities and the community of Sham Shui Po. Other stakeholder groups such as Hong Kong media, columnists, Consulate Generals, and foreign chambers of commerce joined our bespoke tours to visit some lesser-known locations in the area and go home with a brand new perspective of this traditional neighbourhood.



Local insider Michelle Loo locates treasures in quaint neighbourhoods

- Global publicity value generated by the campaign: over HK\$161 million

To awaken the adventurer in potential travellers to Hong Kong, we supported the production of a six-episode TV programme series hosted by renowned TV personality Michelle Loo, who went on an expedition to discover hidden treasures and local flavours in characterful neighbourhoods in Hong Kong.

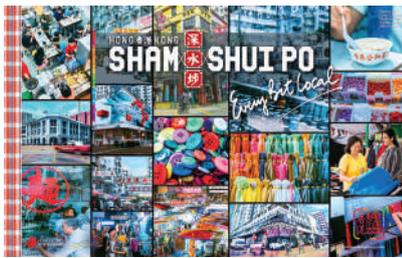
The programme showed viewers traditional craftsmanship, budding hipster boutiques, and old buildings revitalised into avant-garde art spaces in Sham Shui Po; instagrammable street art and new cultural hubs transformed from heritage sites in Central; small shops with distinctive personalities in a tranquil community in Wan Chai; and some of the shops and restaurants in Kowloon City frequented by internationally famous Hong Kong stars like Chow Yun Fat.

The programme was shown in multiple markets and on a great number of channels, including the in-flight entertainment programmes of Cathay Pacific and Air Asia, Astro TV in Malaysia, Starhub TV in Singapore, Azio TV and KLT – Golden International TV in Taiwan and Fairchild TV in Canada. We also invited Michelle Loo to Kuala Lumpur and Toronto and share with the media her recommendations as a local insider.



EVENTS & PROMOTIONS

One reason behind Hong Kong's "work hard, play hard" lifestyle is the never-ending list of things to do in town that keeps people busy even in the off hours. Our seasonal mega events, covering festive celebrations, traditional culture, arts, sports, dining, the outdoors and more, together with events big and small organised by other parties, fill the 12 months to the brim. In 2018/19, we not only organised and supported over 90 events in town, but also introduced new campaigns to offer visitors more ways to experience this ever-changing, always exciting city.



Hong Kong Neighbourhoods – Sham Shui Po



Hong Kong Chinese New Year Celebrations



Hong Kong Arts Month



Hong Kong Dragon Boat Carnival



e-Sports & Music Festival Hong Kong



Hong Kong Cyclothon



Hong Kong Wine & Dine Festival



Great Outdoors Hong Kong



Hong Kong Pulse Light Festival



Hong Kong New Year Countdown Celebrations



Supporting other events



Supporting other events

Hong Kong Neighbourhoods – Sham Shui Po



Our Hong Kong Neighbourhoods campaign, launched in 2017/18, was met with remarkable enthusiasm from visitors and the travel trade. Following “Old Town Central”, we presented “Sham Shui Po” in 2018/19 to introduce visitors to a different world.

Sham Shui Po is famous for many things – local eats, street markets, Hollywood movie scenes, to name just a few. To help visitors navigate this interesting neighbourhood, we developed a guide offering a curation of walking routes and experiences recommended by local insiders such as historian Professor Joseph Ting. In addition, themed decorations and QR codes linking to maps and information were put in place across the district for visitors to discover the charm of this unique district to the fullest.

On a global scale, integrated promotions covering trade collaboration, public relations campaigns and digital and social media promotions were launched in different source markets to drive awareness.



Hong Kong Chinese New Year Celebrations

Chinese New Year is celebrated with exceptional flair in Hong Kong. Boisterous flower markets, visits to temples, a phenomenal fireworks display, auspicious horse races, striking decorations donned by shopping malls, and of course, the unmissable International Chinese New Year Night Parade, come together to create an eye-opening cultural experience for visitors.

International Chinese New Year Night Parade

The International Chinese New Year Night Parade has been an integral part of Chinese New Year celebrations in Hong Kong for over 20 years. On the first day of the Year of the Pig, we organised the evening spectacle under the theme “Best Fortune. World Party”. Over 155,000 spectators, over half of whom were visitors, gathered at the Hong Kong Cultural Centre Piazza and poured into the roads in Tsim Sha Tsui to watch the procession of 34 floats and performing troupes hailing from over 11 countries and regions. The line-up of performers was star-studded, with “America’s Got Talent” semi-finalist Junior New System from the Philippines, Guinness world record holder Face Team Acrobatic Korfball from Hungary, social media favourite Hipler Ballerinas from the US, and multi-award-winning acrobatic troupe The Freaks Acrobatic Show from Austria.

More than 160 reporters from 48 media organisations around the world attended the event, which was also broadcast live by satellite and fibre transmission on global television networks, major newswires and international cruise liners to share the festivities with people worldwide.

Title Sponsor of the International Chinese
New Year Night Parade



Hong Kong Arts Month

Hong Kong Arts Month 2019 blossomed like flowers in springtime. Not only did the top international events, Hong Kong Arts Festival, Art Central Hong Kong and Art Basel Hong Kong, make a glorious return, but the city also saw numerous new cultural hotspots springing up – Tai Kwun, a new art hub transformed from the historical Central Police Station; Xiqu Centre, a shrine for the appreciation of Cantonese and Chinese opera; M+ Pavilion, a new prime venue for exhibitions and events, The Mills, a contemporary art space converted from a textile factory; and H Queen's, a vertical art space that houses non-traditional venues for exhibitions.

Along with these, we promoted five urban art and creative projects – Design District Hong Kong, HK Urban Canvas, Draw HK, ARTLANE, and HKwalls Street Art Festival – that brought art into the community. We also mixed in events dedicated to other forms of arts, such as Hong Kong Asian-Pop Music Festival and Hong Kong International Film Festival, to showcase the city's artistic diversity.

Further ushering Hong Kong in the international limelight was the presence of collectors' favourite Brian Donnelly, or better known as KAWS. His "KAWS: HOLIDAY Hong Kong" exhibition featured an imposing 37-metre-long inflatable afloat in Victoria Harbour, capturing the eyeballs of visitors and locals alike and the flashlights of the global media.



Hong Kong Dragon Boat Carnival

Like the International Chinese New Year Night Parade, the HKTB's Hong Kong Dragon Boat Carnival has become a fixture in the city's events calendar. In Victoria Harbour, the 2018 Hong Kong International Dragon Boat Races continued to attract the participation of dragon boat clubs from around the world – or more precisely, over 4,800 paddlers representing 160 teams from 15 countries and regions. The new Greater Bay Area Trophy was introduced to promote exchange in the Guangdong-Hong Kong-Macao Bay Area, with teams from Hong Kong, Macao and nine other Greater Bay Area cities vying for glory.

Along the waterfront at the Central Harbourfront, visitors and locals alike were fully enjoying themselves, lounging on the new artificial beach, engaged in water games at the “Splash Fun Area”, and serving themselves local and international delicacies at the 14 food trucks lined up for the event.

Title Sponsor of the Hong Kong International Dragon Boat Races



e-Sports & Music Festival Hong Kong

The e-Sports & Music Festival Hong Kong was staged just the second time in 2018, but its young age did not stop this largest e-sports event in Hong Kong from becoming a sensation. In the three days it was held, the event attracted more than 80,000 participants to the Hong Kong Convention and Exhibition Centre, with the online live broadcast watched by over 42 million across the globe.

The highlight of the three-day event were three international e-sports tournaments, namely "Return of the Legends 2018", the "ZOTAC CUP MASTERS CS:GO 2018 Grand Finals", and the "Hong Kong PUBG World Invitational", which were joined by 110 players from all over the world including Hong Kong.

The venue also included an "Experience Zone", where the latest e-sports products, games and some of the hottest VR titles were available for trying, and where other exciting programmes including KOL battles, CLP x e-Sports Academy, and performances by local musicians were held on a mini-stage.

Title Sponsor of the
e-Sports & Music Festival Hong Kong

ICBC  工银亚洲



Hong Kong Cyclothon

The 2018 Hong Kong Cyclothon brought to Hong Kong a top international cycling event – the Hammer Series. It was in fact the very first time the race was held in Asia. A total of 15 professional cycling teams, including 11 UCI World Tour teams, three Pro Continental teams and the Hong Kong National Team, competed in two events on a strenuous 64-kilometre race route.

The home-grown event also presented the professional “Women’s Open Race” and “Men’s Open Race”, as well as the 50km and 30km challenges for amateur cyclists. Over 5,400 cyclists and 64,000 spectators took part in the event, while the live and on-demand feeds had been viewed by more than half a million cycling fans worldwide on digital platforms alone. Global Cycling Network, one of the biggest online media brands in cycling, conducted a live Facebook coverage, which was watched by more than 100,000.

Title and Charity Sponsor of the
Hong Kong Cyclothon



新鴻基地產
Sun Hung Kai Properties

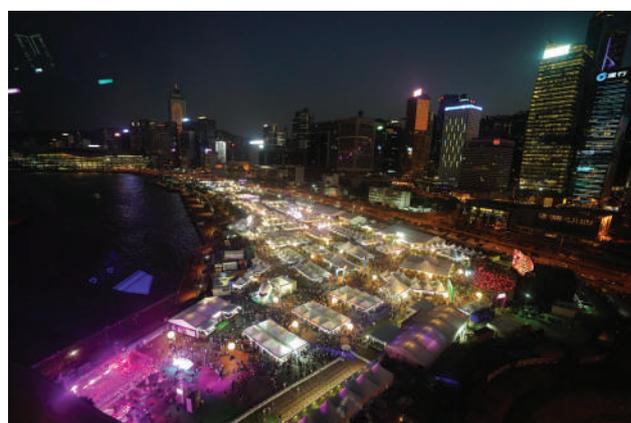
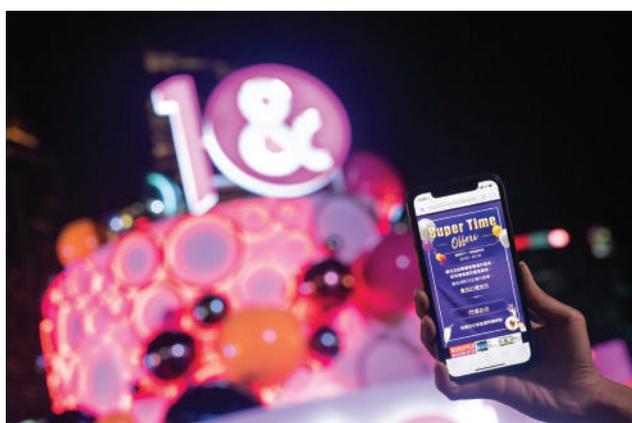


Hong Kong Wine & Dine Festival

Like a lovely aged wine, the Hong Kong Wine & Dine Festival, in its 10th year, left a memorable taste on the palette and the mind. It was, for one thing, the biggest in the event's history, housing over 450 booths set up by exhibitors from 33 countries and regions. Then, in celebrating the event's "10th birthday", 10 special elements were introduced, including the "10-Michellin-starred Dinner", "Limited 10th Edition" wine offer, and a gigantic seven-metre-high birthday cake which revolved to music calling for participation in an AR web game promising "Super Time Offers" valued at over HK\$1.7 million.

A total of record-breaking 168,000 food lovers made their pilgrimage to the culinary mecca at the Central Harbourfront Event Space and Tamar Park area. In addition to achieving the highest satisfaction score ever at 8.6 out of 10, the event was also selected as one of the "Best Travel Experiences around the World" in 2018 by City Nomads, a leading online lifestyle and travel guide in Asia, and was awarded the "Best Large Event" by Marketing Events Awards Hong Kong 2019.

Title Sponsor of the Hong Kong
Wine & Dine Festival



Hong Kong Great November Feast

The Hong Kong Wine & Dine Festival was only the beginning of an indulgent month-long experience called Hong Kong Great November Feast, when the whole city celebrated Hong Kong's culinary excellence with food carnivals, wine tours, world-class wine and spirit expos, and special menus and offers. In particular, 16 Michelin-starred restaurants serving a wide selection of cuisines, from traditional Chinese and Cantonese fine-dining to Japanese, French, Italian and contemporary fusion, offered special Michelin-starred menus with an ample variety of exquisite dishes to ensure even the most fastidious epicure was satisfied.



HONG KONG GREAT NOVEMBER Feast
FOR THE LOVE OF FOOD

A WORLD OF FLAVOURS IN ONE CITY

This November, take your taste buds on an adventure of flavours. With 'Hong Kong Great November Feast - A Gourmet Celebration', enjoy great value at over 100 renowned restaurants. From Beerfest to street markets to an array of tasteful events, let the city serve you the finest delicacies.
DiscoverHongKong.com

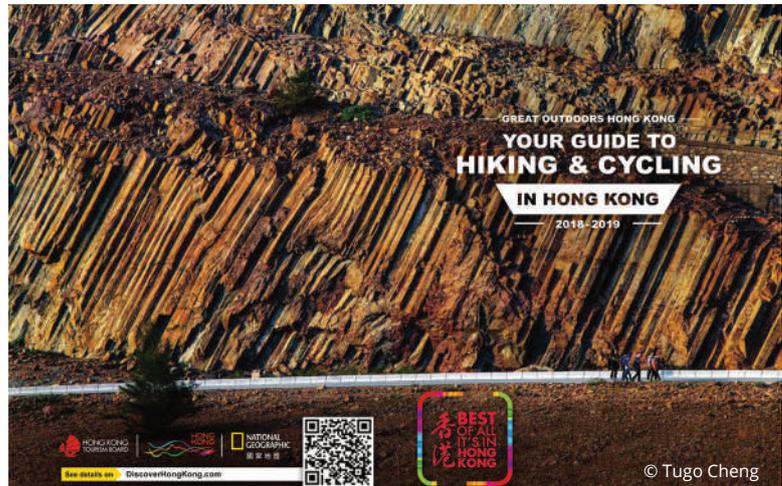
HONG KONG TOURISM BOARD

香港 BEST OF ALL IT'S IN HONG KONG

#DiscoverHongKong

Great Outdoors Hong Kong

Another HKTB campaign reaching a milestone was Great Outdoors Hong Kong, which celebrated its 10th edition in 2018. To mark the occasion, we partnered with National Geographic (Nat Geo) to publish a guidebook featuring 13 hiking and cycling trails with stunning images and insightful tips by Nat Geo’s photographers and trail experts.



Newly promoted under the campaign were the 18 Ultra-Trail du Mont Blanc (UTMB) qualifying races held in Hong Kong. With support from the HKTB, the Hong Kong 100 Ultra Trail Race held in January 2019 was upgraded from a “Pro” to a “Series” race, making it the only Ultra-Trail World Tour (UTWT) race held in Asia under the “Series” category. It attracted around 1,800 runners from 57 countries and territories other than Hong Kong last year.

On a more relaxing note, we launched a series of videos themed “the Sounds of the Great Outdoors in Hong Kong”, in which celebrities including Cantopop star Eason Chan, former Director of the Hong Kong Observatory Lam Chiu Ying, 2015 VIBRAM Hong Kong 100 Women Champion Wyan Chow, musician Hak Gwai and other nature lovers shared their encounters with nature and their favourite sounds. The videos and posts published on the HKTB’s Facebook pages, Twitter and YouTube reached over 16 million people.

In South Korea and Taiwan, we collaborated with our trade partners to introduce a series of tourism products featuring delightful hiking and cycling experiences, so that nature lovers could turn their dream of exploring Hong Kong’s great outdoors into reality.



Hong Kong Pulse Light Festival

It is no exaggeration to call Hong Kong a city of lights, especially during the festive winter season. In November 2018, the HKTB joined hands with the Tourism Commission to launch the Hong Kong Pulse Light Festival. Comprising the first-ever “International Light Art Display”, an enhanced version of the light-and-music show “A Symphony of Lights” and a 19-metre-high Christmas Tree in Statue Square, the festival made Hong Kong even brighter and the holiday ambience even cosier.

The International Light Art Display featured 25 creative light installations from Hong Kong and overseas, namely Belgium, France, Hungary, India, Israel, Italy, Japan, the Netherlands, Singapore and the US. They were unique in shape and style, with different visual effects in day and night, and some of them were even interactive, transforming the Central Harbourfront into an art theme park. A highlight was the 25-metre-high steel-ribbed Christmas tree that integrated lighting and sound effects and presented a spectacular performance every 20 minutes in the evening. Over one million people visited the event during the almost three months it was held.



Hong Kong New Year Countdown Celebrations

Taking place above one of the world's best-known harbours, surrounded by soaring skyscrapers, Hong Kong New Year Countdown Celebrations is truly one-of-a-kind. No wonder the event attracted more than 350,000 people to the two sides of Victoria Harbour on the last night of 2018, and was picked up by both local and international TV and online media which allowed millions around the world to enjoy the visual treat.

With multi-award-winning fireworks by an Italian fireworks maker introduced in the show for the very first time, we created a dazzling "Celestial Kaleidoscope", in which fireworks formed rhythmically changing patterns and colours. Pyrotechnics and lighting effects were launched to complement the fireworks; synchronised with a soundtrack, the show was a multi-layer, multi-sensation performance.

In the grand finale, 45 varying firework patterns, including peonies, daisies, cherry blossoms and violets, filled the sky within a minute, turning the night sky above Victoria Harbour into a mesmerising ocean of flowers to conclude the show on a high note.

Title Sponsor of the Hong Kong
New Year Countdown Celebrations

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Supporting other events

Hong Kong is undisputedly an events capital. From world-class sports tournaments and races including the 2019 Hong Kong E-Prix, Hong Kong Sevens, Hong Kong Tennis Open, Masters of Hong Kong and Hong Kong Marathon, to arts and cultural happenings like Le French May and the Clockenflap Music & Arts Festival, and traditional festive celebrations such as the Tai Hang Fire Dragon Dance and Cheung Chau Bun Festival, we helped promote the events organised by other parties to let travellers know that they would find a huge array of things to do in Hong Kong, anytime they visited the city.





Piaftheshow©Crédits Rafał Klek



TRADE PARTNERSHIPS

The tourism trade plays an indispensable role in bringing visitors to Hong Kong and enriching their in-town experience. In 2018/19, the HKTB continued to work closely with the travel trade and support them on various fronts to fuel the growth of Hong Kong tourism. In particular, we launched two new funding programmes and joined other parties in organising two large-scale events to explore untapped business opportunities.

Connecting trade partners at international events

- Number of guests attending the Hong Kong International Tourism Convention: over 1,000
- Participation of the Hong Kong travel trade in the four trade shows: more than 90 members from 81 companies

On 12 December 2018, the HKTB joined with the HKSAR Government and the Travel Industry Council of Hong Kong to organise the Hong Kong International Tourism Convention. Themed “Leveraging Belt and Road Initiative & Guangdong-Hong Kong-Macao Greater Bay Area Development”, the event offered a premier platform for the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) cities and trade heads from around the world to explore the opportunities arising from the Belt and Road Initiative and Greater Bay Area. The large-scale international convention was attended by an important audience consisting of government officials, tourism authorities and the travel trade from Hong Kong SAR, the Macao SAR and the other nine Greater Bay Area cities, and various Mainland provinces and 34 countries including the Belt and Road countries.

In addition to two plenary sessions and a keynote luncheon, customised tours were organised for the participating travel trade to visit the Hong Kong-Zhuhai-Macao Bridge and the Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section – the new infrastructure that have greatly enhanced the Hong Kong-Mainland transportation network and presented vast opportunities for multi-destination tourism development.

Throughout 2018/19, we also led the Hong Kong travel trade to attend major trade shows, such as the China International Travel Mart, China International Import Expo, Shanghai, the Guangzhou International Travel Fair and ITB Berlin. The Hong Kong booth we set up at these international industry events served as a platform for our Hong Kong trade partners to deepen communication and foster cooperation with their Mainland and overseas counterparts.



Hong Kong • Live in Ho Chi Minh City

- Number of consumers welcomed at the “Hong Kong Pub”: over 1,500

As a “teaser” for the real experiences in Hong Kong, we opened a pop-up “Hong Kong Pub” at the “In Style • Hong Kong Expo”, organised by the Hong Kong Trade Development Council in Ho Chi Minh City in September 2018, to offer Vietnamese consumers just a taste of our cool city.

Reminiscent of the Hong Kong tea house and yet featuring funky street art from Old Town Central, the pop-up “pub” transported the patrons to Hong Kong with its aromas: “Hong Kong Milky Paradise”, a cocktail created by an award-winning mixologist with inspiration from Hong Kong-style milk tea, was served alongside popular Hong Kong street food such as freshly made bouncy fish balls, seafood dumplings and Chinese pastries. Both the travel trade and Vietnamese consumers gave the thumbs up to the creative idea.



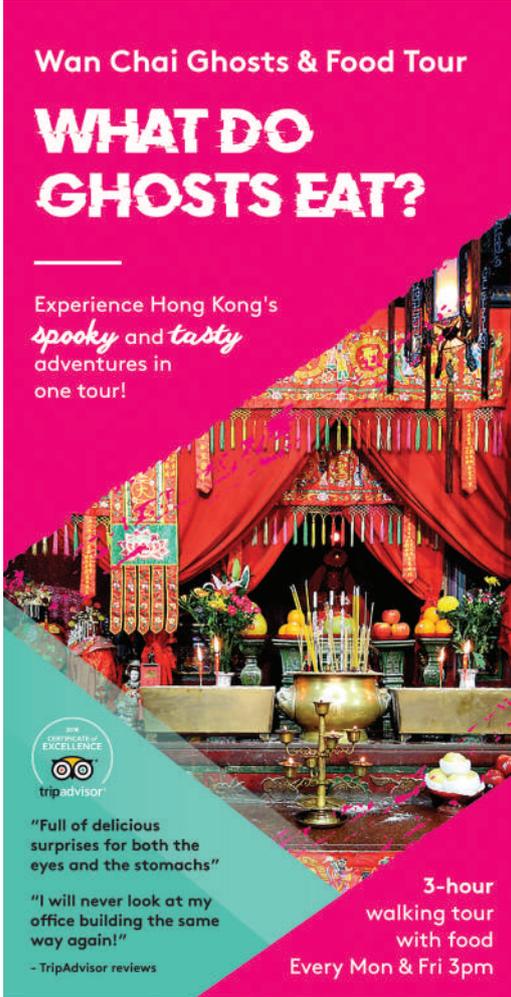
New funding schemes to encourage innovation

- Number of tour products supported by the Explore Hong Kong Tours Scheme since its launch in 2012: 70
- Participation of the Hong Kong Extended Stay Programme: 44,000 registrations from 14 markets
- Response to the Green Tourism Pilot Scheme's global promotion: 486,000 clicks on the scheme's promotional posts

In 2018/19, we further enhanced support for our trade partners by putting in place the "Green Tourism Pilot Scheme" and "Hong Kong Extended Stay Programme", which funded, respectively, the development of eco-tours and special tours for lengthening visitors' stay.

And we continued to run the "Explore Hong Kong Tours Scheme" (formerly known as "New Tour Product Development Scheme"), which encouraged the local travel trade to develop creative land tour products with subsidies for marketing the products. In line with our neighbourhood promotion, new tour products such as "Shopping in Sham Shui Po" were selected and funded by the scheme in 2018/19.

These initiatives gave the tourism trade greater confidence to invest in new products which would in turn enrich the experience of visitors in Hong Kong.



Wan Chai Ghosts & Food Tour

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南·島演樂文化道
New Exploration of Island South - Fisherman Experience

活動詳情
日期: 逢星期三
集合時間: 早上9時
出發地點: 香港中環皇后大道中
活動形式: 海上步行團
全場語言: 國語、粵語、英語
主辦機構: Lamma Rainbow Tour Services Limited

查詢電話: +852 3100 8111
電郵: info@lammairainbo.com.hk
www.lammairainbo.com.hk
地址: 香港中環皇后大道中111號11樓1111室

Lamma RAINBO
Your Success Limited 旅遊旅行社有限公司

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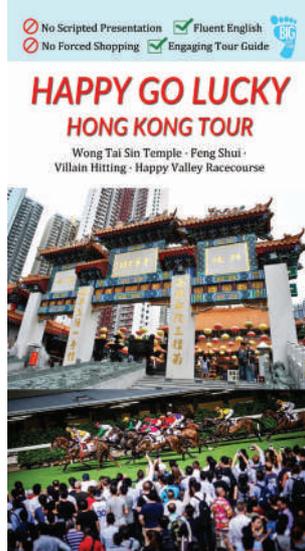


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MICE BUSINESS

MICE (Meetings, Incentives, Conventions and Exhibitions) tourism is important not only because it brings high-yield visitors, but it also contributes to Hong Kong's image as a top business city. In 2018/19, the HKTB's Meetings & Exhibitions Hong Kong (MEHK) office strengthened cooperation with our trade partners to draw MICE visitors and enhance their in-town experience.

Bidding for success

In 2018:

- Overnight MICE arrivals: 1.97 million, 2.1% year-on-year increase
- Per capita spending of MICE visitors: over HK\$8,200, 24% higher than that of other visitors
- A balanced mix: 50% from the Mainland, 50% from international markets



The HKTB has been making good use of the additional funding from the Government to bid for large-scale events. In 2018, Hong Kong won over 32 large-scale or strategic international MICE events, generating about 120,000 MICE visitors. Some of the eminent events hosted in 2018 included:

- Unicity Global Leadership & Innovation Conference 2018
- Asia-Pacific Academy of Ophthalmology 2018
- RISE Conference 2018
- Forbes Under 30 Asia 2018
- New York Times International Luxury Conference 2018

Strengthening strategic partnerships

Eyeing the huge potential of the Mainland MICE market and Asia-Pacific conventions, MEHK partnered with China Business Event Federation and reached out to its members from specific industries, including medical and insurance. We also won nine Asia-Pacific conventions which are expected to draw more than 9,000 non-Hong Kong participants.

Meanwhile, we consolidated our long-standing partnerships with professional conference organisers and intermediaries, including the American Society of Association Executives (ASAE), Experient, the International Association of Professional Congress Organisers (IAPCO), and the International Congress and Convention Association (ICCA), and raised Hong Kong's profile among potential conference organisers leveraging these partners' networks and communication platforms.



Outreach and showcase



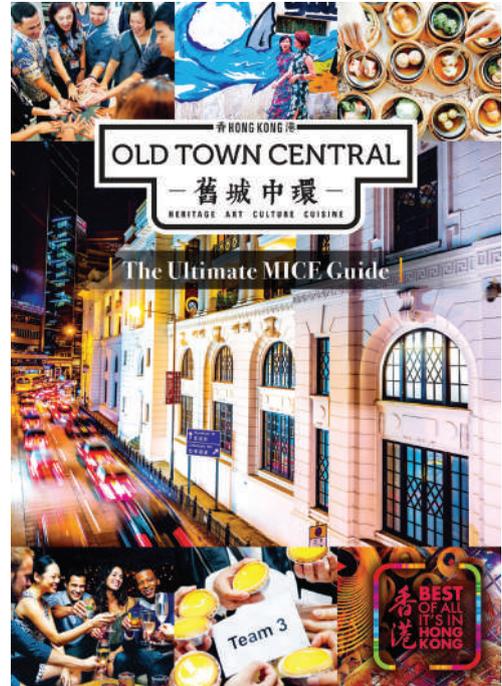
- Major trade shows and travel missions MEHK engaged in 2018/19: 6
- Number of Hong Kong trade partners benefited: over 190
- Seminars and trade events organised in key markets: over 60

To bolster Hong Kong's image as the world's meeting place, MEHK joined forces with Hong Kong trade partners at key trade shows and events in different markets, including Incentive Travel & Conventions, Meetings (IT&CM) in the Mainland, and IMEX in Germany and the US, reaching out to international buyers, corporations and MICE travel agents.

In 2018/19, MEHK also hosted 15 study missions and familiarisation trips to showcase Hong Kong's MICE products, venues and the latest developments to over 240 overseas trade partners.

Enhancing trade support

- Achievements of the small and medium-sized MICE groups funding scheme in 2018/19 : Supported over 50 ground operators and approved over 450 applications which are expected to bring over 36,000 MICE visitors



At the HKTb, we always strive to support our trade partners and create business opportunities for them. We have been assisting local travel agents in attracting small and medium-sized MICE groups through a funding scheme introduced in 2016 with additional funding from the Government. In 2018/19, the scheme was well received with a high satisfaction rate of 93%.

To keep our partners well informed, we hosted the largest-ever MICE trade briefing to update key MICE stakeholders on Hong Kong's latest tourism products and experiences, from Old Town Central to MICE-cruise itineraries that engaged about 200 Hong Kong trade partners in two days with satisfactory feedback.

We also enriched the "Hong Kong Rewards!" programme with new dining and entertainment options at world-class attractions. New rewards included free-of-charge cocktail reception offered by over 50 hotels, complimentary dinners and attractive shopping discounts at Hong Kong Disneyland and Ocean Park Hong Kong, and free-of-charge food and beer at Hong Kong Jockey Club's Happy Wednesday carnival-themed events, among others.

Meanwhile, the Top MICE Agent Awards Ceremony and Familiarisation Trip of an unprecedented scale was organised to recognise the good work of over 60 top MICE agents from the Mainland, India, Indonesia, South Korea and new joiner Thailand.

CRUISE PROMOTIONS

Cooperation is of paramount importance in cruise tourism promotion. In 2018/19, the HKTB worked closely with other industry players including cruise lines, travel agents and neighbouring ports to drive the growth of cruise tourism in Asia, while highlighting Hong Kong's intrinsic advantages and comprehensive offerings that make it the gateway to explore the region by cruise.

Cultivating source markets

- Publicity value generated by promotion on Formosa Television Channel: HK\$25 million
- Total impressions of advertorials in India: 5.47 million



In 2018/19, we launched 37 fly-cruise cooperation campaigns in 11 source markets, offering attractive fly-cruise packages to entice consumers to book their next cruise holiday to Hong Kong.

In the Mainland, riding on the opening of the Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section, we put forward a series of rail-cruise promotions, including partnering with Dream Cruise to launch rail-cruise campaigns, to drive consumer demand.

In other markets, we focused on those with high growth potential, including Taiwan, India and South Korea. In Taiwan, we created two 70-minute episodes for a popular variety show on Formosa Television Channel showcasing the experience onboard a luxurious cruise ship and onshore excursions in Hong Kong, supported by press conferences as well as online and social media promotions.

Meanwhile in India and South Korea, we developed advertorials to promote cruise travel and Hong Kong's destination offerings. In South Korea, we also came up with MICE-cruise itineraries for the incentive segment.

Driving Ship Deployments

During their homeporting in Hong Kong in 2018:

- 103 ship calls by *World Dream*
- 18 ship calls by *Voyager of the Seas* and *Ovation of the Seas*

Through continued close partnerships with cruise lines, we successfully attracted more world-class cruises to make Hong Kong a homeport or major turnaround port. Dream Cruises' *World Dream* made Hong Kong her homeport year-round throughout 2018/19, whereas Royal Caribbean International's *Voyager of the Seas* and *Ovation of the Seas* had their homeport season in Hong Kong between May and August 2018.



Strengthening regional cooperation

- Publicity value generated by the TV programme "Cruise the World": HK\$34 million

We tightened our partnerships with members of Asia Cruise Cooperation (ACC). Along with three other ACC's partners, namely Hainan, the Philippines and Taiwan, we engaged Discovery TLC Channel to launch a regional TV programme "Cruise the World" to promote the amazing cruise experience. The programme was broadcast on the TLC channel in Southeast Asia, Taiwan and India from January to March 2019.



I MULTI-DESTINATION TRAVEL

The Central Government promulgated The Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area in February 2019. The Outline Development Plan clearly supports Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism. Indeed, a significant proportion of overseas vacationers travelling to Hong Kong like combining Hong Kong with other destinations in one trip to make the most of their holidays. In promoting Hong Kong to these travellers, the HKTB teams up with neighbouring destinations to illustrate the distinctive, complementary tourism experiences offered by Hong Kong and these destinations. Among our partners in 2018/19 were other cities in the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area), with which we organised a number of promotions featuring Hong Kong as a star destination.

Hong Kong Week – Greater Bay Area Showcase in Tokyo

- Number of consumers attending “Hong Kong Week – Greater Bay Area Showcase”: 120,000



In November 2018, we organised the four-day “Hong Kong Week – Greater Bay Area Showcase” at shopping mall KITTE in Tokyo, and proposed to Japanese consumers multi-city travel in the Greater Bay Area.

The opening ceremony, held on 1 November, was performed by key government officials including HKSAR Chief Executive Mrs Carrie Lam, and representatives from the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office.

While promoting the diverse tourism offerings in Hong Kong, Macao and Guangdong Province, the consumer event highlighted Hong Kong’s new infrastructures that have made travelling to the Mainland more convenient. With an interactive map, the eventgoers could take a virtual tour of Hong Kong’s historic and vibrant Old Town Central district. They also got to view a replica of *Large Mouth Dragon Boy*, a street painting in Old Town Central by Japanese celebrity Shingo Katori.

With support from the tourism authorities of Guangdong province and Macao, the event also featured many exciting attractions in Hong Kong’s neighbouring cities. “Hong Kong Week – Greater Bay Area Showcase” was recognised for its creativity and impact by a Grand Award in the prestigious 2019 Astrid Awards, under the “Promotion” category.

“Let’s hang out in the Greater Bay” TV Travelogue

- Reach of the “Let’s hang out in the Greater Bay” travelogue: 10 million worldwide



To drive awareness of the “Greater Bay Area” tourism brand, we collaborated with Guangdong province and Macao to produce a six-episode syndicated TV travelogue showcasing the myriad of experiences in the Greater Bay Area. Hosted by well-known Hong Kong TV personality Mr Lawrence Cheng and celebrity guests, the programme revolved around the gourmet experiences in the Greater Bay Area, targeting ethnic Chinese travellers in Southeast Asia and North America, while also introduced lifestyle experiences and the latest transport infrastructure developments. The travelogue was aired on a total of nine TV channels and online streaming platforms in Singapore, Malaysia, the US and Canada.

I TOP-NOTCH SERVICE

At the HKTb, we pride ourselves on the high quality of services provided to visitors. We are able to do so because we constantly upgrade our services according to market trends and work closely with tourism-related parties to uphold a culture of hospitality. In 2018/19, we took things to a new level with the deployment of the latest technology and by further stretching the scope of our services.

Excellent, all-encompassing visitor services

- Number of visitors served by our visitor centres: over 1.6 million
- Number of visitor enquiries answered by all of HKTb's online platforms in 2018/19: 150,000

During the year, the HKTb embraced the AI technology with the adoption of chatbot on its Facebook account and installation of self-service kiosks at various visitor centres to offer visitors round-the-clock assistance. Together with the first-ever web chat service on DiscoverHongKong.com and LINE chat service, visitors can make enquiries related to Hong Kong's travel information anytime, anywhere.

Responding promptly to the opening of the Hong Kong-Zhuhai-Macao Bridge and the Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section (XRL) service, we opened new visitor centres at the Hong Kong Port of the bridge and the high-speed rail West Kowloon Station to serve visitors arriving via the new infrastructure.

And to expand service reach to visitors in town, further to our Concierge Hotline that provides immediate assistance to 165 trade partners for answering visitors' enquiries, we solicited MTR's support to display QR code that connects to the HKTb's web chat service on tourist maps in 14 MTR stations, making it ever easier for visitors to seek assistance when needed.



Brand building for the Quality Tourism Services Scheme

- Publicity generated by the nation-wide QTS scheme promotion: 4 million video views and over HK\$21.4 million in publicity value
- Response to the Alipay red-packet promotion: more than 400,000 red packets were collected

The HKTB has been promoting the Quality Tourism Services (QTS) Scheme for many years to encourage retailers, restaurants and visitor accommodations to elevate their service standards. Up to 31 March 2019, about 1,250 local businesses covering over 8,200 retail and restaurant outlets and visitor accommodation premises had received QTS accreditation.

During the year, the HKTB boosted awareness of the QTS Scheme among Mainland consumers through partnerships with prominent entities, including national media platform Xinhua.net, knowledge sharing social platform Zhihu, leading search engine Baidu, regional media ZAKER, Cover Media and 16 local prints together with 12 famous KOLs in the Mainland. A wide range of nation-wide publicity promotions featuring articles, videos and social media posts were launched to showcase the top-quality shopping and dining experience offered by QTS merchants.

In order to drive visitors spending during the summer season, we collaborated with the Quality Tourism Services Association and UnionPay International on a joint promotion to offer UnionPay cardholders discounts at over 2,100 designated QTS outlets. Leveraging the opening of the XRL, we worked with Alipay to launch a red-packet promotion at over 200 QTS merchants.



TOURISM & THE COMMUNITY

How visitors see Hong Kong depends a lot on their experience with the people during their trip. That is why we highly encourage our fellow locals to join us in being a good host to the guests of our city. Through the Hong Kong Pals programme, we give those who are passionate about Hong Kong and want to actively participate in promoting their home city the opportunities to interact with visitors from all over the world.

Hong Kong Pals: friends of visitors

- Service provided by the Hong Kong Pals: over 7,300 hours of volunteer service for 76,000 visitors
- Number of Meet the Pals activities booked during the year: over 110

Our Hong Kong Pals programme had entered its 10th year! The family of 82 volunteers – half of whom had stayed in the programme for over five years – served as ambassadors and greeted visitors with warming hospitality at our visitor centres and mega events. During the year, the programme service was expanded to the new visitor centre at the Hong Kong-Zhuhai-Macao Bridge, so that it now covers five physical service points.

Catching up with the digital trend, some Hong Kong Pals began answering enquiries from visitors through our online chat service. In fact, we employed an innovative method to recruit new Hong Kong Pals in 2018/19 by asking candidates to chat with our experienced Pals online to demonstrate their tourism knowledge and competency in using digital tools.

Various volunteers also continued to offer their knowledge on specific topics about Hong Kong through the “Meet the Pals” programme. Like a virtual tour guide, they provided their personal tips to help visitors experience Hong Kong like a local.

