Creating a Buzz With Tempting Offerings
精彩盛事 全城熱哄

The year was not only special for the Olympic Equestrian Events. Major tourism programmes in Hong Kong also enhanced the city’s destination appeal, creating an aura of excitement that continued throughout the different seasons of the year. New elements and innovative formats were introduced to HKTB’s programme of Mega Events and new promotional windows like Halloween were explored to stimulate visitors’ interest.

香港年內的盛事一浪接一浪，除奧運馬術賽事以外，還有旅發局推出的各式各樣大型旅遊活動，既能提升香港的吸引力，更在全年不同季節成為全城焦點。為求創新，旅發局在其一系列大型活動內注入新元素，增添新鮮感，又將萬聖節包裝為新的推廣時段，刺激旅客訪港的興致。
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Hong Kong Tourism Board Annual Report 2008/09
Leveraging the Olympic ambience over the summer, the HKTB refreshed the format of the previous Shopping Festival to become a special summer promotion. Carrying a new name “Hong Kong Summer Temptations”, the event showcased Hong Kong’s summer appeal from a different angle, targeting in particular the family and young female segments.

An “Explore Hong Kong Stamp Rally” programme was held, inviting visitors to explore 18 designated attractions and locations. The MTR Corporation joined forces with the HKTB to present visitors with a free MTR Summer Temptations Tourist Guide. This guide featured hot tips for exploring Hong Kong by using the MTR network. In addition, the Visa “Million Dollar Travel Bonanza” Lucky Draw offered prizes totalling HK$1.2 million in value to lucky Visa cardholders for every HK$500 dollars they spent in Hong Kong during the event period.

Across Hong Kong, 12 shopping malls and department stores and nine food districts took part in the Mega Event, providing a host of offers and organising special activities for visitors. The local hospitality industry also participated in the event. 58 local hotels offered special 3-day, 2-night room packages and complimentary offers, while local travel agents introduced sightseeing tours to the outlying islands and Victoria Harbour.
Hong Kong Halloween Treats
26 September to 2 November 2008

In the autumn, the HKTB introduced a new promotional window for Halloween that aimed to raise visitors’ overall interest in visiting Hong Kong. This promotion targeted young segments from Mainland China, Taiwan, South Korea and the Philippines.

Various promotional campaigns were launched that rode on a variety of Halloween-themed events and activities, such as “Haunted Halloween at Hong Kong Disneyland”, “Ocean Park Halloween Bash 2008” and “Halloween at Madame Tussauds”. A total of 38 outlets covering 18 merchants participated in a “Tasty Local Delicacies” promotion. These delicacies included famous Hong Kong staples such as egg tarts, pineapple buns, Hong Kong-style milk tea, red bean iced drink, sampan congee, fishball in rice noodles, wonton noodles and barbecued pork with rice.
**Hong Kong WinterFest**  
28 November 2008 to 4 January 2009

Running now for several years, the 2008 WinterFest went one step further, obtaining the support of various sectors to enhance the festive elements in different locations and spreading the fun-filled atmosphere throughout the city.

Sponsored by Hongkong Land, the giant Christmas tree made a return to Central. Erected in Statue Square, the 10-storey-tall traditionally designed Christmas tree helped to intensify the festive atmosphere in the city, attracting 240,000 visitors and locals during the event period. In addition, the HKTB invited more than 1,300 local volunteers to help spread the Christmas message to every corner of Hong Kong. Riding on antique tram, open-top bus and themed trucks, the volunteers presented Christmas gospel performances in various areas popular with tourists.

Incentives and promotional offers were also linked to the event. During the WinterFest, visitors and local residents alike enjoyed an array of celebratory programmes, dining, shopping and hotel offers, as well as reward programmes from local trade partners.

**Hong Kong’s New Year Countdown Celebrations**  
31 December 2008

Following the success of the inaugural countdown in 2007, the event was held once again on New Year’s Eve 2008. Due to the adverse economic conditions prevailing in Hong Kong and throughout the world, the HKTB hoped that the Countdown Celebrations, upgraded with an extended pyrotechnic display, would herald messages of hope and returning prosperity for New Year 2009.

The five-minute choreographed musical pyrotechnic show was organised by the HKTB, presented by International Finance Centre and supported by Henderson Land Development Company Limited and Sun Hung Kai Properties Limited. In addition to Two ifc, a total of nine other buildings on Hong Kong Island participated in the pyrotechnic show. The theme song for the event was composed by renowned musician Mr Peter Kam and was performed by local singers. Altogether, some 400,000 spectators watched the event on site, and another 1.34 million watched TV broadcast. The HKTB arranged for the musical performances and the subsequent pyrotechnic show to be projected onto the facade of the Hong Kong Cultural Centre. The event attracted more than 200 local and overseas media guests, with the total publicity value generated exceeding HK$344 million. The event also provided a good platform for other activities, such as a New Year celebration organised by the Central and Western District, further enhancing festive ambience around the city.
香港繽紛冬日節
2008年11月28日至2009年1月4日

為了與市民和旅客一同歡渡普天同慶的聖誕佳節，旅發局連續七年舉辦「香港繽紛冬日節」。2008年的冬日節更喜獲社會各界支持，令這項推廣活動在港九各處增添節慶特色，令全城的氣氛更熱鬧繽紛。

在置地公司贊助下，巨型聖誕樹重現中環皇后像廣場，這棵極富傳統特色的聖誕樹再次成為冬日節的焦點，帶來濃厚的佳節色彩，活動期間吸引了24萬旅客和市民前往觀賞。此外，旅發局邀請超過1,300位本地義工，乘坐古董電車、開篷巴士和流動表演車，穿梭各區旅遊熱點，把聖誕佳音傳播至每一角落。

各商戶於「香港繽紛冬日節」期間亦推出大量優惠及消費獎賞，讓旅客和市民享受各式各樣的節慶活動之餘，同時享受本地商戶提供的美食、購物、住宿優惠及消費獎賞。

除夕倒數詠香江
2008年12月31日

2007年除夕首次舉行的倒數煙火匯演，深受市民和旅客歡迎。因此，旅發局於2008年再接再厲，在除夕夜舉行「除夕倒數詠香江」。面對香港和全球經濟不景，旅發局在除夕倒數活動中以更豐富的煙火效果，鼓勵市民繼續帶著信心和希望迎接2009年。

這次歷時五分鐘的「除夕倒數詠香江」煙火匯演由旅發局主辦，國際金融中心呈獻，並獲得新鴻基地產發展有限公司及恒基兆業地產有限公司鼎力支持。

除了國際金融中心二期外，還有九座位於港島區的大廈參與煙火匯演，吸引約40萬人於維港兩岸觀賞，並有134萬人觀賞電視直播。旅發局邀得著名音樂人金培達先生創作主題曲，並由多位本地流行歌手演繹；而音樂表演和煙火匯演的實況，更全程投影至文化中心外牆。「除夕倒數詠香江」吸引了超過200家海內外媒體採訪，宣傳效益超過3.44億港元。部分地區（例如中西區）亦因應是次「除夕倒數詠香江」舉辦其他新年慶祝活動，令全港的節慶氣氛更為濃厚。

This was the 14th staging of the Chinese New Year Parade in Hong Kong and also the fourth night parade held in Tsim Sha Tsui. Cathay Pacific Airways was the title sponsor of the event for the 11th consecutive year, while American Express International, Inc. sponsored the Parade route for the second year running.

Carrying the banner of the “World’s Happiest Party”, the 2009 Parade was organised on a more ambitious scale and enhanced with more festive lighting and decorations along the route. 39 floats and performing groups from 12 countries and regions danced, greeted and cheered their way along the route leading from the Hong Kong Cultural Centre Piazza. In co-operation with the Senior Citizen Home Safety Association, for the very first time the HKTB invited 60 senior citizens to enjoy the Parade.

The celebrations did not finish with the end of the Night Parade. From 27 January to 1 February, the very first “Chinese New Year Fiesta” was held at New World Centre and the Avenue of Stars, Tsim Sha Tsui, featuring a display of spectacular floats and stage performances as well as crafts stands operated by non-profit-making and charitable organisations.

Post-event surveys showed that 91% of the respondents would recommend friends and relatives to visit Hong Kong during the Chinese New Year period.

國泰航空新春國際匯演之夜
2009年1月26日

新春佳節，萬家歡愉，旅發局連續第14年在大年初一舉辦賀歲巡遊匯演，更是第四次在晝間於尖沙咀舉行，與市民和旅客共同迎接牛年。除了國泰航空公司連續11年冠名贊助外，美國運通國際股份有限公司亦連續兩年成為巡遊路線的贊助機構。

2009新春匯演以「環球派對 鼓舞全城」為主題，活動規模較以往更為龐大，巡遊路線沿途滿佈充滿節慶色彩的燈光和特色佈置，加強沿路派對氛圍。今屆巡遊的花車和表演隊伍來自12個國家及地區。39個表演單位由文化中心廣場出發，沿途載歌載舞，與觀眾共慶佳節。旅發局更首次與長者安居服務協會合作，招待60位獨居長者現場觀賞。

年頭一晚的賀歲巡遊匯演結束後，佳節氣氛延續至大年初七。旅發局於1月27日至2月1日首次舉行“新春喜慶坊”，在尖沙咀新世界中心和星光大道展出巡遊花車，並由表演隊伍獻技。非牟利和慈善團體亦設立攤位，銷售特色手工藝品和節慶食品。

市場調查顯示，91%受訪者會向親友推介於農曆新年期間到訪香港。
Supporting third-party events

In addition to organising its own Mega Events, the HKTB worked closely with partners to promote arts and cultural events, sports programmes and local festivities that took place in Hong Kong during the year, thereby reinforcing the city’s position as the Events Capital of Asia.

Events supported and promoted by the HKTB at different times of the year included the Hong Kong Sevens, Hong Kong 2008 Bledisloe Cup, Hong Kong Arts Festival, Hong Kong International Film Festival, Hong Kong Marathon and Hong Kong International Races.

In particular, the Bledisloe Cup that made its first appearance in Hong Kong, attracted a full house at the Hong Kong Stadium. These events were promoted to visitors through HKTB’s different marketing channels such as regular updates to media and travel trade partners, tourism-related collaterals, online channels like DiscoverHongKong.com as well as through tactical marketing and PR initiatives.