Under this marketing theme, the HKTB rolled out extensive promotions worldwide. In collaboration with major catering associations, approximately 2,000 restaurants, popular tourist attractions and famous dining districts, the HKTB showed to the world the diverse culinary experience of Hong Kong, further reinforcing the city’s image as a “Culinary Capital”.

年内，旅發局在全球進行多項以美酒及美食為主題的推廣活動，並與主要餐飲協會、約2,000家食肆、熱門景點及著名美食區合作，向全球展示香港的多元化餐飲特色，進一步奠定香港為「美食之都」的地位。
Leveraging the Government’s exemption of wine duties and the publication of the Michelin Guide on Hong Kong, the Hong Kong Tourism Board (HKTB) adopted a new marketing approach by using Hong Kong Food and Wine Year for its year-round promotions.

香港美酒佳餚年

配合政府減免葡萄酒稅，加上出版《米芝蓮指南》香港版，香港旅遊發展局（旅發局）遂推出「香港美酒佳餚年」的推廣平台，並以此作為2009/10年的全年主題。
The Festival is listed among the Top 10 International Food and Wine Festivals in 2009 by the “Forbes Traveler” website.

巡禮獲「Forbes Traveler」網站選為2009年全球十大美食佳節節日之一。

01  The opening ceremony is joined by Mr John Tsang, Financial Secretary, Mr James Tien, Chairman of the HKTDC, senior government officials, and other strategic partners from the catering and tourism sectors. 財政司司長曾俊華先生、旅遊局主席田北俊先生、主要政府官員及餐飲及旅遊業界的夥伴出席了巡禮的開幕儀式。

02  Some 150 wine and food booths are set up by international wineries, restaurants and hotels, offering some 300 brands of wine, as well as over 150 food items, including award-winning dishes. 來自各地的葡萄酒、酒樓及酒店在場內設立約150個美食及美食攤位，供應約300種酒及150款食物，當中不乏得獎菜式。
A harbourfront wine and dine gathering
樂聚海傍
共享美酒佳餚

As the anchor event of the year, the Hong Kong Wine and Dine Festival (30 Oct - 1 Nov) was the city’s first-ever, large-scale outdoor food and wine happening. Offering a refreshing food and wine pairing experience at the West Kowloon Waterfront Promenade, this spectacular festival not only enhanced Hong Kong’s international exposure, but also established business platforms for the catering and associated sectors.

於10月下旬在西九龍海濱長廊舉行的香港美食佳餚巡禮，為香港首個大型戶外美酒佳餚盛事，亦是將發展全年的重點活動。一連三日的活動讓參與者體驗香港的美食美酒配搭外，更增加香港在國際間的曝光，並為餐飲及旅遊業界創造生意平台。

03 The Festival was presented by American Express International, Inc and co-organised by Bordeaux Chamber of Commerce and Industry. During the event, more than 70,000 patrons are recorded, much higher than the original estimate of 20,000, including 12,000 visitors from the Mainland China, Taiwan, Japan, South Korea and Southeast Asia. Hong Kong Wine and Dine Festival is supported by Bauxit and other companies, and over 70,000 people came to the site, including 12,000 from the mainland, Taiwan, Japan, South Korea and Southeast Asia.
“The Festival’s ambience was excellent. It was the biggest and most successful wine carnival I have ever participated in outside France. I will definitely come back.”
- Thomas Jullien, Bordeaux Wine Council
01-02 The Festival satisfies appetites for both entertainment and the arts by staging performances including singing, a cappella and jazz.

03 More than 1,200 visitors participate in the wine school’s programmes. 15 free wine appreciation classes are organised. All classes are full and well received.

04 Designed by local artist Ms Eileen Chan and constructed with 400 large wine wooden cases, the large-scale art installation “Box and the City” provides a great photo backdrop to visitors.

05 More than 500 children and adults attend interactive Bottlemania workshops, and learn how to paint wine bottles.

06 A total of 12,000 wine passes and 62,000 wine tokens are sold during the Festival.

本地藝術家陳姵妮小姐以400個木酒盒製成大型藝術裝置「Box and the City」，成為場內另一景點。

在香港美食佳釀節期間，有多場歌唱、無伴奏合唱及爵士樂的表演，令參加者盡享音樂的氛圍，
Carnival Fever!

In addition to the Hong Kong Wine and Dine Festival, two famous food districts, Lan Kwai Fong and SoHo, also presented street carnivals that showcased Hong Kong’s extensive culinary delights. Exclusive dining offers, themed activities and products such as Celebrity Gourmet Tours, Wine Cellar Tours and Wine Walks, offered visitors endless sensational experiences.
除「香港美酒佳餚巡禮」外，兩大美食區蘭桂坊及蘇豪亦舉辦以美酒美食為主題的街頭嘉年華。旅客可以享受一系列餐飲優惠，以及參加名廚烹飪班、古蹟酒窖導賞遊和品酒漫遊等特色活動，盡情體驗香港的美食樂趣。

01. The street carnival in Lan Kwai Fong dances to the beat of Samba and African drums. (Photo provided by Lan Kwai Fong Association)

02. To hype up the festive wine and dine ambience, 130 booths are set up in Lan Kwai Fong and SOHO, featuring food, wine and interactive games. (Photo provided by Lan Kwai Fong Association)

03. The street carnival in SOHO focuses on good food and wine, featuring performances from the Grand Canal Shoppes at the Venetian* Macao-Resort-Hotel. (photo provided by SOHO Committee)

04-05. Participants of the street carnivals, both visitors and local residents, all enjoy the festive atmosphere, performances and the unique wine and dine experience. (Photo provided by Lan Kwai Fong Association)

所有參加街頭嘉年華的旅客及本地居民都樂在其中，盡情享受熱鬧活潑氛圍，美酒美食及精彩的表演。（相片由蘭桂坊協會提供）
Throughout the Hong Kong Food and Wine Year, the HKTB invited gourmet celebrities to join its global promotional events and deployed PR measures to highlight Hong Kong’s image as a “Culinary Capital”, resulting in a global publicity value of HK$501.9 million.

在「香港美酒佳餚年」內，旅發局邀請著名的美食家參與海外推廣活動，並借助各項公關活動宣傳，令有關宣傳效益合共達5億190萬港元。
The HKTB invites the first ever MasterChef Australia, a competitive cooking reality show, to Hong Kong. The Hong Kong episodes are broadcast for eight consecutive nights, attracting 20.7 million viewers, generating a total publicity value of over HK$240 million together with other coverage.

A media luncheon is held in Sydney, with the help of celebrity chef Alvin Leung, to promote the Hong Kong Food and Wine Year. "Corin" offers a special menu including dishes from well-known chefs. The HKTB collaborates with Asia Food Channel, a famous cable TV food channel in the region, to cover Maria Cordero's chef tour in the Philippines, and broadcast vignettes about the Hong Kong Food and Wine Year.

Journalists visiting Hong Kong join talks and tours hosted by local wine specialists and chefs, such as first Asian Master of Wine Jeannie Cho Lee, and experience local delicacies, resulting in massive publicity worldwide through these media channels.

Gourmet celebrity Walter Kei joins the HKTB to promote the Hong Kong Food and Wine Year in Singapore, by performing cooking demonstrations that illustrate Hong Kong flavours. The HKTB also sponsors a food tour in Singapore, showcasing the best of Hong Kong cuisine to local tourists. The HKTB promotes the Hong Kong Food and Wine Year through various media channels, including television, radio, and online platforms.

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01 Netizens can read from the “Hong Kong Taste It” webpage the local culinary experience of many international celebrities, such as the famous Indian food critic Mr. Vir Sanghvi, and renowned Michelin chefs Mr. Gary Rhodes and Mr. Johann Lafer.

02 A special section on the HKTDC’s website contains suggestions on Chinese cuisine and wine pairing, a mobile version of the pairing guide is also available for download.

03 A new online application “Interactive Dining Planner” provides information and maps of about 1,000 local restaurants to help visitors design and plan their dining schedule.

04 Hong Kong Local Delicacies Guide provides comprehensive information on the four must-try local dishes in Hong Kong: congee, rice noodles, noodles and rice.

05 The Food Critics’ Guide to the Great Tastes of Hong Kong offers special dining tips shared by famous local food critics. The Food Critics’ Guide to the Great Tastes of Hong Kong offers special dining tips shared by famous local food critics.

06 Hong Kong Winter Delicacies Guide focuses on the special dining offerings in winter.

07 Hong Kong Winter Delicacies Guide focuses on the special dining offerings in winter.
In promoting Hong Kong’s dining experience, the HKTB employed a diverse range of marketing channels and means.

旅遊局採用多元化的推廣策略及手法，向全球展示香港的餐飲特色。