Strengthening Hong Kong’s Destination Appeal
提升香港的吸引力

Driving business in summer
加強夏日推廣

As the outbreak of human swine flu affected arrivals in May and June 2009, the HKTB swiftly redeployed its resources and strengthened the summer promotion during the two-month-long promotional campaign – Hong Kong Summer Spectacular (29 June – 31 August).

2009年5月至6月，訪港旅客人次一度受到人類豬型流感影響，因此，旅發局立即調配資源，加強推廣6月29日至8月31日舉辦的「香港夏日盛會」，刺激旅客訪港意欲。

1 The Hong Kong Summer Spectacular is launched with the support from trade and related partners.
「香港夏日盛會」得到各行各業的支持。

2 The Hip Hop Hong Kong Guide features tips on trendy shopping, dining and entertainment.
《潮遊香港攻略》介紹香港最新潮流資訊。

3 Mr Eason Chan, the “Hong Kong Summer Spectacular Ambassador”, assists in promoting Hong Kong.
著名歌手陳奕迅擔任「香港夏日盛會」宣傳大使。
Local residents share information about Hong Kong's hip hop trends in a joint promotion with Yahoo! Hong Kong.

The event proves to be a special draw to younger visitors.

The two-day concert is organised and produced by the Performing Industry Association (Hong Kong) Limited, and features more than 80 guest performers from various parts of Asia.
The guided hiking tours take place for five consecutive Saturdays from 3 – 31 October, bringing visitors to experience different sections of MacLehose Trail. (Photos provided by Agriculture, Fisheries and Conservation Department)

旅發局於10月3日至31日期間，一連五個星期六舉辦
遠足健行團，由遠足專家帶領參加者分段探索麥理浩
徑。（相片由漁農自然護理署提供）

1 Mrs Rita Lau Ng Wai-lan, Secretary for Commerce and Economic Development, and Mr James Tien, HKTB Chairman, officiate at the launch of the “Great Outdoors Hong Kong”!

商務及經濟發展局局長劉志賢女士及旅發局主席田北俊先
生，為「香港郊野全接觸」揭幕。

2-3 Strong support from the Agriculture, Fisheries and Conservation Department, Oxam Hong Kong, local hiking groups and travel trade has been received.

是次遠足推廣獲得漁農自然護理署、香港樂拖會、本地遠足
組織及旅遊業界支持。

4 The ceremony is joined by guests and over 300 local and international hiking enthusiasts.

超過300名海內外遠足愛好者參加起步禮。

5 The HKTB also partners with the HKSAR Government in organising a visit for expatriates and travel trade partners to the newly-opened Hong Kong National Geopark. The visit helps encourage the development of nature-related tour products. (Photo provided by Information Services Department)

旅發局又與相關政府部門合作，安排海外駐港機構人員及旅
遊業界參觀新近啟用的香港國家地質公園，鼓勵業界開發相
關的旅遊產品。（相片由政府新聞處提供）
Promoting Hong Kong’s green scenes
展示香港自然景觀

To highlight Hong Kong’s beautiful nature, the HKTB launched a brand new marketing platform - “Great Outdoors Hong Kong!”, which successfully drew visitors and travel trade partners from different markets.

旅發局年內推出「香港郊野全接觸！」，以此全新推廣平台展示香港優美的綠野景致，成功得到不同市場的旅客及業界支持。
1-2 At the invitation of the HKTB, 13 buildings and shopping centres enhance their Christmas façade lights and displays with welcoming messages.

13個商場及商場泰安發局的招徠，在外牆展示更滄桑的 CHRISTMAS 聖誕裝飾，並加上歡迎遊客的字句。

3-4 Around 400 primary school students sing Christmas carols in the four evenings of 23, 25 to 27 December, entertaining around 150,000 spectators.

於12月23日、25至27日期間，約400名小學生於尖東獻唱聖誕樂曲，令約150,000名觀眾感受濃厚的聖誕氣氛。

5 Local residents share with visitors the stunning display of Christmas lights in Hong Kong in the “Top 10 Vantage Points for Viewing Hong Kong Christmas Lighting” photo competition.

旅發局亦舉辦了大型聖誕燈光觀賞點照片比賽，市民可透過照片與旅客分享香港的佳節美景。

During the 2009 Hong Kong WinterFest (27 November 2009 to 3 January 2010), the HKTB joined hands with different sectors to enhance the festive ambience in town, bringing together festive celebrations, colourful lighting and decorations, as well as special offers.

A warm welcome in winter
冬日氣氛遍香江
Happy New Year, Give Me Five!
全部 breakpoint 喜迎2010

Once again, the New Year Countdown Celebrations (31 December 2009) were televised by hundreds of TV stations and viewed by millions of audience worldwide, making Hong Kong a focus of global attention. At the Tsim Sha Tsui waterfront, shouts of “Happy New Year, Give Me Five!” are heard from merry-making visitors and residents.

In 2009年除夕夜上演的「除夕倒數詠春江」吸引過百家本地及海外電視台採訪，並有以百萬計的全球觀眾收看，令香港再度成為全球焦點。市民與旅客齊集尖沙咀海傍，齊聲高呼「Happy New Year! Give Me Five!」，慶祝踏入2010年。

6 The synchronised pyrotechnic and music show is organised by the HKTDC, while the costs for the pyrotechnic display are sponsored by Sun Hung Kai Properties Ltd and Henderson Land Group.

「除夕倒數詠春江」煙火音樂匯演由香港貿易發展局主辦，並獲恆基兆業地產集團及新鴻基地產發展有限公司贊助煙火費用。

7 The number of pyrotechnic firing points is increased by 30 percent, with the number of charges totalling 5,000. For the first time, pyrotechnics are arranged on the northern façade of two ifc right in front of Victoria Harbour to create 10 distinctive patterns.

是次匯演的煙火數目較之前一年增加三成，合共九千發。首次在匯豐二期北面外牆正面向維港發射，構造出10款圖案。

8-9 Two ifc and nine buildings on Hong Kong Island put on a choreographed musical pyrotechnical show, attracting more than 400,000 spectators.

國際金融中心二期及港島區九幢大廈上演海港的煙火及燈光匯演，吸引了約40萬人在現場欣賞。
1-2 The event features 14 brightly illuminated floats, and 13 international and 13 local performing groups from 14 countries and regions.

參與年宵巡遊的表演單位包括14部花車，13支國外及13支本地隊伍，來自14個國家及地區。

3-4 Showcasing Hong Kong’s fusion of Chinese and Western festivities, the Parade draws more than 100,000 spectators along the route.

匯演展示了香港的中西節慶元素，吸引逾10萬名觀眾沿途觀賞。
A new and roaring start to Year of the Tiger
精彩匯演迎虎年

For the first time, the procession of the Cathay Pacific International Chinese New Year Night Parade entered Nathan Road, offering a novel experience for spectators. This year also marked the 15th staging of the Chinese New Year Parade organised by the HKTB. For the 12th consecutive year, Cathay Pacific Airways was the title sponsor, while American Express International, Inc. sponsored the Parade route for the third year running.

「國泰航空新春匯演之夜」採用全新路線，首次踏足彌敦道，為觀眾帶來全新體驗。賀歲巡遊活動今年已是第15屆，亦是國泰航空公司連續第12年成為匯演的冠名贊助機構，美國運通國際股份有限公司則連續第3年成為巡遊路線贊助機構。
Promoting Hong Kong as regional Halloween hub

Building on the success of the 2008 Hong Kong Halloween Treats, the HKTB, together with trade partners, turned the festive promotion in 2009 into a 37-day-long programme.

承接2008年「香港萬聖狂歡月」的成功經驗，旅發局於2009年再接再厲，與業界夥伴合作，推出長達37日的萬聖節推廣活動。

1. "Core" Halloween activities organised by local tourist attractions are extensively promoted, offering visitors a total experience.
   全力推廣旅遊景點舉辦的萬聖節活動，讓旅客享受精彩體驗。

2-4. The HKTB bundles and packages Halloween activities and special offers to attract the young visitor segment.
   旅發局包裝各項萬聖節活動及優惠，吸引年輕客群。

5. The Board rolls out Halloween related promotion to a number of cities in the region.
   年內的萬聖節推廣擴大至多個亞洲市場。
Throughout the year, the HKTB continued to publicise major events organised by third parties. In particular, the Board proactively promoted a number of events supported by the Hong Kong SAR Government’s Mega Events Fund in 2009/10.

The HKTB promotes the first East Asian Games in Hong Kong and a host of year-round world-class events and activities for visitors to enjoy.

Sports events, festivals and art performances supported by the Mega Events Fund help sustain Hong Kong’s reputation as the ‘Events Capital of Asia’.