Fostering Win-Win Co-operation with Business Partners

加强與業務夥伴合作締造雙贏

1. Given the enormous potential of the Russian market, the HKTB holds its first consumer promotion in Moscow in June 2009, promoting Hong Kong to a wider Russian community.

俄羅斯市場具有龐大潛力，旅發局在2009年6月首次在莫斯科舉辦消費者推廣活動，加大力度宣傳香港。

2. In the Middle East, another emerging market, the HKTB organises several travel missions to help establish network between agents in Hong Kong and the Middle East.

在另一新興市場中東，旅發局亦加強推廣力度，舉辦多次業務訪問，促成兩地業界建立業務網絡。
3 Capitalising on the mutual visa-free arrangement between Hong Kong and Russia, the HKTB further develops the Russian market by actively participating in the Moscow International Travel and Tourism Exhibition and other promotional activities.

4 As the affluent middle-class in India expands and number of direct flight to Hong Kong increases, the HKTB steps up its promotion in India and partners with the travel trade to hold a “Discover Hong Kong Fair” in Mumbai and New Delhi which targets the family segment.

New markets, new opportunities
把握新興市場的契機

With the economic growth and flight capacity increase in the emerging markets, and the HKSAR government policies in attracting investments from these markets, the HKTB increased its investments in the emerging markets during the year, further driving arrivals from these markets.

隨著新興市場經濟增長，航班運力增加，加上香港政府鼓勵該等市場的企業來港投資，旅遊局於內增加投放於新興市場的推廣資源，吸引該等市場的旅客訪港。
1. To foster stronger relationship with trade partners, the HKTB hosts the annual "Hong Kong Tourism Overview" and shares with participants HKTB's strategic focuses and market projections.

2. In order to mitigate the impact brought by cross-strait direct links, the HKTB further develop markets in central and southern part of Taiwan. During the year, the HKTB participates in the Lantern Festival promotion in Taichung, with an objective to arouse local consumers' interest in travelling to Hong Kong.

3. As the Mainland remains the most important growth market in terms of arrivals and spending, the HKTB continues to join hands with trade partners in participating in various trade shows and missions in the Mainland, securing more business for the industry.

4. In the UK, the HKTB continues with its annual "Contact & Contract" event, which provides a platform for Hong Kong hoteliers to contact and enter into contracts with UK tour operators.

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The HKTB strives to create business platforms in order to support local travel trade partners, and works closely with partners to tap new business opportunities.

旅發局致力支持本地旅遊業界，積極為業界創造業務平台；同時亦和業界緊密合作，把握新機。

Riding on the platform of "Hong Kong - Japan Tourism Exchange Year", a "Hong Kong Week" event is rolled out in Tokyo to promote Hong Kong as a must-visit destination. This campaign is joined by Hong Kong Police Band and celebrity Mr Ekin Cheng.

旅發局借助「香港日本觀光交流年」推廣平台，在東京推出「香港週」活動，並邀得香港警察樂隊及歌手鄭伊健協助宣傳，推廣香港為必到的旅遊景點。

Joining hands in paving the way to success
攜手共創新機
Year-round efforts to drive arrivals
積極鼓勵旅客來港消費

The HKTB collated offers from strategic partners and promoted them to attract visitors, with an objective to boost business of local trade partners.

旅發局串連策略夥伴所提供的優惠，藉此吸引更多旅客訪港，為業界夥伴帶來更多業務。
1-2 Riding on the Mainland’s new policy of allowing non-Guangdong residents ordinarily residing in Shenzhen to apply for endorsement under the individual Visit Scheme, the HKTB co-operates with local travel-related sectors to present first batch of visitors with gifts and discounts. The HKTB also launches large-scale promotions targeting these Shenzhen visitors with high spending power.

配合內地允许非廣東籍深圳居民在當地辦理「個人遊」簽注來港的措施，旅發局與業界合作，為首批經此渠道來港的旅客送上優惠和禮品。旅發局亦推出針對性宣傳，吸納更多具消費力的深圳旅客來港。

3 In April 2009, the HKTB partners with the travel trade and packages an array of offers and privileges for Shenzhen residents at different times of the year, capitalising on the measure implemented by the Central Government that allows qualified Shenzhen residents to apply for year-round multiple-entry visas to Hong Kong, thereby creating a steady visitor source.

2009年4月，旅發局與業界在深圳展開宣傳活動，因應中央政府批准深圳戶籍居民申請多次往返香港的個人遊簽注，旅發局在不同時段將業界提供的優惠企業推廣，向深圳居民及發，為香港建立一個穩定的客源。

4 Regarding Women’s Day as another potential promotional window, the HKTB collaborates with Guangdong Provincial Women’s Federation to organise tours to Hong Kong for over 10,000 women and their relatives in March. Related offers are also available to attract more female visitors to Hong Kong in March.

旅發局亦把握婦女節的宣傳平台，與廣東省婦女聯合會合作，舉辦「春遊粵港 三八同樂」活動，安排超過1萬名廣東婦女及親友於3月訪港，並與本地業界合作廠出優惠，吸引更多本地婦女來港，以便將3月打造成另一個旅遊高峰。

5 A promotion campaign collaborated with China UnionPay, selected Quality Tourism Services (QTS) scheme accredited merchants and several shopping malls is launched, riding on the National Day holiday window to drive Mainland visitors’ spending through offering special discounts and privileges.

於國慶黃金週假期，旅發局聯同中國銀聯、多家「優質旅遊服務」計劃認證的零售商及購物商場等，共同推出「銀聯暑假慶三重賞」活動，透過各項消費優惠刺激內地旅客來港意慾，將合作夥伴帶來宣傳和商機。