Promoting Multi-Destination Itineraries Through Strategic Partnerships with the Mainland and Macau

加強與內地及澳門合作推廣「一程多站」
Expanding the horizons of multi-destination promotion
「一程多站」 覆蓋範圍更廣

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For the first time, the HKTB joined hands with the Hainan Tourism Development Committee (HNTDC) to organise a travel trade seminar in Moscow, introducing tourism appeals of Hong Kong and Hainan to the Russian market.

In addition to the Russian market, the HKTB also participates in the International Tourismus Börse held in March 2010 in Berlin with HNTDC. Combo visits to the two destinations are promoted to a wider European community.

As Russian travellers prefer having their vacation in warmer places and enjoy shopping, combo itineraries combining the sun and beach of Hainan and the cosmopolitan lifestyle of Hong Kong are promoted.

Apart from Hainan, the HKTB promotes multi-destination itineraries combining Hong Kong, Shanghai and Beijing in long-haul markets.

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Stronger bond between Hong Kong and the Pan Pearl River Delta
與泛珠三角地區緊密合作

Leveraging the China fever, the newly-developed tourism resources in Macau and Pearl River Delta and tourism-related policies, the HKTB reinforced the promotion of multi-destination itineraries, making Hong Kong the hub for tours to the region.

借助近年的“中國熱”、澳門和珠三角旅遊資源增加，以及便利旅遊的政策，旅發局加強推廣「一程多點」行程，令香港成為前往區內旅遊的樞紐。
1-2 Working with the Kaiping Tourism Bureau and Macau Government Tourist Office (MGTO), the HKTB organises a familiarisation visit for Taiwan’s agents to Hong Kong, Macau and Kaiping, and encourages them to develop multi-destination itineraries.

3 Diaolou clusters, located in Kaiping, Guangdong, has been listed as an UNESCO World Heritage Site. Leveraging this opportunity, the HKTB launches various multi-destination products that include Hong Kong and Kaiping, and arranges familiarisation trips for overseas travel trade and media.

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1 The Tourism Marketing Exchange between the HKTB and MGTO is held regularly, acting as a communication platform for sharing views relating to multi-destination and other tourism-related issues.

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4 Riding on the 2010 Chinese and Ethnic Chinese Tourism Year initiated by the Guangdong Province, the HKTB plans to work closely with GOPTA in attracting overseas ethnic Chinese to visit Hong Kong during their trip to Guangdong.

年內，廣東省旅遊局宣佈將2010年定為「華人華僑旅遊年」，旅發局亦積極計劃與廣東省旅遊局合作，吸引更多華僑在到廣東省前後來港旅遊。

5 Following the success of the collaboration programme 'A Day in Two Cities' with Macau, the HKTB expands the programme to cover Shenzhen. This expanded programme is particularly promoted to independent travellers.

繼與澳門推出「澳門·香港雙城遊」後，旅發局與深圳市合作，針對自助旅遊人士進行推廣，將「雙城遊」行程擴展至包含深圳。

6 Foreign visitors in Hong Kong can visit Guangdong Province using the 144-hour Convenient Visa. Leveraging this policy, the HKTB focuses on attracting more overseas visitors to visit the Mainland via Hong Kong.

因應香港的外遊旅客可申請144小時便於簽證前往廣東省，旅發局於海外市場進行推廣，吸引更多人經香港前往內地旅遊。