

Happy New Year! Stepping into 2007, we would like to introduce our new initiative - the monthly e-news entitled HKTB Monthly Intelligence - which is designed to keep everyone of you posted on Hong Kong Tourism Board's latest promotions and activities happening in Hong Kong and around the world. May we now present the debut issue, please enjoy!

### Hong Kong plays a role in Bollywood's multi-million-dollar film



Leading Bollywood production house Vishesh Film is going to film one of its biggest productions in Hong Kong, and the HKTB has been assisting in its preparation and production. A crew is arriving in the city next week to begin filming in various popular tourist locations, such as Central and the Po Lin Monastery on Lantau Island. The gangster-cum-romance movie is being produced by the founders of Vishese Film - Mukesh Bhatt (see picture) and his brother - whose output has received both critical acclaim and box-office success in India, one of the world's biggest movie markets. The film is expected to create widespread exposure for this city, not only in the sub-continent, but also right across the worldwide Indian diaspora.

### Inside Hong Kong's Big Bang



Following on the heels of Hong Kong WinterFest will be the Lunar New Year celebrations next month, which will feature the firework display and the HKTB-organised International Chinese New Year Night Parade. For a behind-the-scenes view of the preparations for these two signature events, don't miss the "Inside Hong Kong's Big Bang" documentary, produced by the National Geographic Channel (NGC), with the assistance of the HKTB. The crew has spent a year on the preparation. During which, they not only shadowed the organiser throughout the entire event preparation, but also followed the firework display production company to Mainland China to cover the firework production process. The programme is now being broadcast on NGC in more than 160 countries. For more information, please visit the website via the following link: <http://www.ngcasia.com>



### TRIVIA

Outbound travel of the Indian market has been surging in recent years. Between January and November 2006, Hong Kong welcomed about 270,000 visitors from India, more than double the 130,000 arrivals recorded in 2000.

You may wish to know more about the Indian market from the following figures:

- 84% are male
- Over 60% are business visitors
- Family visitors contributed the largest share of vacation visitors
- Per Capita Spending in 2005 : HK\$4,967

(Figure Source: Hong Kong Tourism Board)

## Revamped training course helps overseas partners sell HK



The HKTB has revamped its online Hong Kong Specialist training course, which now enables overseas travel trade partners to promote the city even more effectively to consumers. New features show how to sell Hong Kong to various consumer segments, introduce the city's latest events and hot spots, and also provide useful travel information.

If you would like to know more about the above activities or produce stories on them, please feel free to contact us.

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