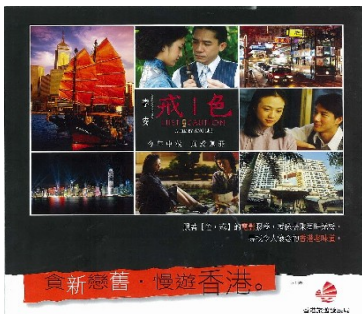


Lust, Caution Hong Kong Tour to Lure Taiwan Visitors



Leveraging on Lust, Caution movie fever in Taiwan, the HKT B collaborated with China Airlines to introduce group and FIT packages with the theme of Lust, Caution for a nostalgic and romantic journey of Hong Kong. The group tour and suggested self-guided itineraries highlight locations featured in the movie, including tram ride in Central, visit to Pottinger Street, Repulse Bay as well as Hong Kong's unique cultural attractions such as local style tea bistro. In order to maximise exposure, the HKT B distributed leaflets at major cinemas and published articles in various movie magazines when the movie was screened in Taiwan.

Equestrian Promotion in France



HKT B enhances its effort in promoting Hong Kong's hosting of equestrian events during the 2008 Olympics to French market. French Magazine specialised in horses and related activities, entitled Cheval, was invited by HKT B to visit Hong Kong this week, to cover Hong Kong's preparation in organising the equestrian events and related facilities. Besides, reporters have covered the Hong Kong International Horse Show CSIW, horseracing in Sha Tin, interviewed a horse trainer, and visited various attractions.

e-Photo Album Helps Travel Trade to Promote Hong Kong's Green Tourism



In an effort to facilitate travel trade partners to promote Hong Kong's eco-tours, the HKT B has for the first time launched Northeast New Territories Islands Hopping Tour e-photo album. The album showcases Hong Kong's stunning sceneries and unique biodiversity along the tour including Lai Chi Woo, Tap Mun and Kat O, with a series of high quality photos. HKT B hopes that trade partners can make use of the new tool to attract more visitors to explore



TRIVIA

Taiwan is currently the second largest source market of visitor arrival of Hong Kong. In the first eight months of 2007, more than 1.49 million visitors were recorded, comprising 8.2% of the total arrival.

In 2006, among Taiwanese overnight visitors:

- Per Capital Spending: HK\$5,329
- 80% arranged their own itineraries
- "Young office ladies" is the major segment

(Source: Hong Kong Tourism Board statistics)

Hong Kong's nature and encourage overseas partners to include this eco-tour as one of the optional tours along with Hong Kong tour package.

If you would like to know more about the above activities or produce stories on them, please feel free to contact us. Corporate Communications and Public Relations Department, Hong Kong Tourism Board

Corporate Communications and Public Relations Department,
Hong Kong Tourism Board

Lucinda Wong

Manager

Tel : 2807 6115

e-mail : LuW@hktb.com

Alice Li

Senior Executive

Tel : 2807 6213

e-mail : ALL@hktb.com

Sinnie Ma

Senior Executive

Tel : 2807 6526

e-mail : SMa@hktb.com

Ada Leung

Executive

Tel : 2807 6540

e-mail : AdaL@hktb.com

If you want to unsubscribe from the e-news, change your e-mail address or have any comments, concerns or related questions, please contact us at media@discoverhongkong.com.

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Hong Kong Tourism Board,
9th - 11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

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