

Spreading the Olympic Equestrian Message in Long-haul Markets



The HKTB continues its publicity for the 2008 Olympic Equestrian Events in the long-haul markets, after rolling out the promotions in New Zealand and the UK. On 23 October, the HKTB hosted a cocktail reception in Paris for equestrian competitors, officials, media and travel trade which marked the official launch of the equestrian promotions in France. Across the continent in the US, the HKTB has been staging a 17-week promotion in collaboration with NBC Sports TV since September 2007, which includes exposure in the Sunday prime show *The Challenge* and interactive trivia segment, reaching about 2.2 million viewers each week. In addition, specially created equestrian alerts are sent to some 1.2 million NBC e-news subscribers, while equestrian quick facts are included on NBC TV's website.



TRIVIA

South & Southeast Asia is currently the second largest inbound source market region for Hong Kong.

Among the overnight visitors from South & Southeast Asia in 2006:

- Per Capital Spending: HK\$4,550
- 88% arranged their own itineraries
- 83% went on shopping, with ready-made wear the most purchased items
- 90% will re-visit

(Source: Hong Kong Tourism Board)

Promoting Hong Kong/Beijing Combo-itinerary to Spanish Media



For the first time, the HKTB is organising a Hong Kong/Beijing combo-itinerary familiarisation visit programme for media organisations from Spain with the support of the Beijing Tourism Administration (BTA). The group of media guests, who represent such business-focused publications as *Business Travellers* and *El Economista*, and leading lifestyle magazines *In Style* and *Bestlife*, arrived Hong Kong on 22 November and will depart for Beijing on 25 November. The HKTB hopes that the coverage and publicity will encourage even more travellers from the long-haul regions to include Hong Kong as a "must-visit" stop in their tour itineraries to Mainland China.



Ringling the Christmas Bells in Southeast Asia



Closer to home in Southeast Asia, the HKTB is working with media organisations in the respective markets to promote Hong Kong's festive winter celebrations. In Malaysia, the HKTB is collaborating with 8TV – which targets the young viewers – to produce two episodes of the popular *Go Travel* programme. The episodes will be broadcast before Christmas to stimulate visitors' interest in spending their winter holidays in Hong Kong. In Singapore, the HKTB is working with Channel 8 TV to capture Hong Kong's festivities in *The Dude & The Seven Princesses* programme, which will feature famous actress Fann Woon Fong among other celebrities. Meanwhile, the country's infotainment station 100.3 FM broadcast live in Hong Kong on 22-23 November, sharing with audiences the city's seasonal fun.

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

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