

Promoting Hong Kong WinterFest with China's Largest Search Engine Baidu



The HKTB is co-operating with the largest search engine in Mainland China – Baidu – to launch a designated website on Hong Kong WinterFest (<http://hktb.baidu.com>) from 30 November to 31 December. The website introduces different festive programmes under Hong Kong WinterFest and the wide array of offers for visitors, and features a quiz about Hong Kong. In addition, members are invited to submit information on Hong Kong's dining, entertainment and attractions, and the winner will be rewarded with a free visit to Hong Kong. This designated website already has more than 1.2 million clicks and over 1,700 members have participated in the quiz.

Recruiting Travel Trade's Participation in Emerging Market Travel Mart in 2008



As part of its initiatives to develop the emerging markets, the HKTB will participate in the travel trade exhibitions in two emerging markets, namely Russia and the Middle East, next year. The two exhibitions are the Moscow International Travel & Tourism Exhibition (MITT) in Russia in March 2008 and the Arabian Travel Market (ATM) in Dubai, the Middle East in May 2008. The HKTB will set up a Hong Kong Pavilion at these shows and is encouraging the city's travel-trade partners to participate in the exhibitions, which will provide an excellent platform for networking and exploring new business opportunities.

Winning Entries of "50 Years of Tourism: Creating Milestones Together" Photo Competition Exhibited at Peak Tower



The HKTB has received the support of the Peak Tower to exhibit the winning entries of the "50 Years of Tourism: Creating Milestones Together" photo competition at the Peak Tower Sky Terrace. The exhibition, which enables visitors to see our city in Hong Kong people's eyes, runs until April next year. The "50 Years of Tourism: Creating Milestones Together" programme was organised by the HKTB and local travel trade. The photo competition, which was launched in August 2007, received more than 1,000



TRIVIA

The Europe, Africa and the Middle East market region has undergone rapid development in recent years, and achieved robust performance. The cumulative arrivals for January-October 2007 stand at 248,817, a year-on-year increase of 11%.

Among the overnight visitors from Europe, Africa and the Middle East in 2006:

- Per Capital Spending: HK\$5,366
- 96% arranged their own itineraries
- Places visited /activities taken included: The Peak (49%), Harbour/Star Ferry Ride (42%) and open-air market (37%)

(Source: Hong Kong Tourism Board)

entries from local residents. The winning entries fully demonstrate Hong Kong's distinctive appeal and colourful living culture.

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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