

Attract More Indian Families to Visit Hong Kong



Due to the rapid increase in Indian visitor arrivals, the HKTB has identified India as an emerging market. As Indians love to travel abroad with their families, the HKTB has recently organised a drawing contest, together with India's top newspaper *The Times of India*. Indian children were invited to describe their holiday in Hong Kong through drawings and the championship went to Aishwarya Iyer, a 14-year-old girl in Mumbai. She was awarded a 4 Days/3 Nights Hong Kong tour package for a 4-person family.



TRIVIA

"Quality and Honest HK Tour" was launched in Wenzhou in January 2008. As of today, the scheme has expanded to:

Promote HK Lunar New Year Attractions via Internet



The HKTB has recently launched the "2008 Chinese New Year Celebrations in Hong Kong" website, featuring an array of colourful local celebrations during the Lunar New Year. In order to promote Hong Kong in a more creative way, interactive elements were injected. Apart from "e-Hui Chun" (lucky messages), e-cards and Chinese horoscopes, a number of festive "Emoticons" are also made available for netizens to download. Besides, HKTB has also launched a new application called "Hong Kong Sticker Album" on the popular social utility Facebook, enabling users to send their Lunar New Year greetings to friends and relatives while promoting Hong Kong's attractions in an interactive way.

- 10 cities in the Mainland China
- 44 large travel agencies
- have 23 designated counters

Attract Russian Tourists in Hainan to Hong Kong



In view of the growth potential of the Russian market and the high spending power of Russian tourists, the HKTB has strengthened promotions in source cities in Russia. Capitalising on the Government's new arrangement to fast-track visa applications by Russian group tours coming from the Mainland China, HKTB representatives paid a visit to Hainan Island, a popular winter destination among Russian tourists, and discussed with industry partners from both Hainan and Hong Kong, on further promoting Hong Kong to Russian tourists in Hainan. The HKTB will work with Hainan's travel trade partners to promote 4 Days/3 Nights recommended Hong Kong itineraries to Russian tourists in Hainan. The leaflets are written in Russian and would be available in various travel agencies and hotels which mainly receive Russian tourists.

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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