

### Renowned Canadian Gourmet Tastes HK Local Living Culture



Renowned Canadian food critic and TV gourmet programme presenter Mr Philippe Molle visited Hong Kong last month for his programme entitled World Markets, which showcased HK's local living culture by exploring wet markets and sampling local food. With the support of the HKTB, the crew visited traditional wet markets and a soy sauce factory, savoured unique local food such as poon choi at walled village and clay-pot rice. They also shadowed a HK family to capture the daily lives of local people. Mr Molle was deeply impressed by the Hong Kong's fascinating dining culture and envied Hong Kong people for being able to enjoy fresh supply of ingredients all year round. The programme will be broadcast in Canal Evasion, the French speaking TV in Canada, which has a coverage of over 1.7 millions of families.



### TRIVIA

The Individual Visit Scheme (IVS) has become increasingly popular among Mainland visitors since its introduction, which records year-on-year growth in arrival figures.

- Jul 2003 - Dec 2007: about 25 millions of Mainland visitors came to HK on IVS scheme.
- 29% growth in 2007 compared with the previous year.

### HKTB Won Four International Awards For Creative Marketing



HKTB's marketing campaigns won four awards for outstanding creativity, craft and skills at the 18th QUESTAR Awards, the international award that honours excellence in video communication. The awarded entries were the "Roll...& Action! – Discover Hong Kong" integrated marketing campaign videos by three renowned movie directors from South Korea, India and Thailand; the "Grow Your Business with Quality" video promoting the appeal of the Quality Tourism Service (QTS) scheme through testimonials of young entrepreneurs-cum-trendsetters and the "My 1997 and 2007" music video starring Mainland singer Ai Jing, it was part of a series of HKTB promotions for Mainland markets leveraging on the 10th anniversary of the establishment of the Hong Kong Special Administrative Region. The QUESTAR Awards this year have attracted more than 115 entries from 10 countries and regions.

Making use of the convenience of IVS, more Mainland visitors, especially those from Guangdong province, are visiting HK for short stay or even day trip for consumption. In 2007,

## HKTB awarded "Caring Organisation" 2007/08



The HKTB was awarded the "Caring Organisation" 2007/08 logo by the Hong Kong Council of Social Service in recognition of the HKTB's commitment in taking part in charitable activities for the local community. These include having supported the "Job Shadowing" Programme organised by the international charitable organisation Junior Achievement. Students were arranged to shadow HKTB staff for one day to learn about a real workplace and see how skills learned in school can be applied as such. Besides, the HKTB participated in various career talks organised by tertiary institutions so that students who are interested in having a career in tourism can have an overview of the industry and be better prepared for it.

- Per Capita Spending (PCS) of "Same-Day Vacation Visitor" from Mainland reached HK\$2,700.
- More than double the PCS of "Same-day Visitor" than other markets, which was HK\$1,100.

(Source: Hong Kong Tourism Board)



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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