

HKTB Teams Up with Global Trade Partners to Ignite Rugby Passion



The HKTB has been promoting Rugby Sevens extensively in major rugby-playing markets, including Australia and the UK. As well as launching consumer promotions, such as online competition, the HKTB has partnered with travel trade to introduce special Sevens travel packages. To further hype the event, the HKTB has created a dedicated mini-site and promotional video, which has been uploaded on the Hong Kong Reality Channel hosted on YouTube.com, showcasing the event's excitement and Hong Kong's distinctive living culture. The HKTB has already invited overseas media to come and experience the event and Hong Kong. Locally, the HKTB has arranged about 200 dining outlets in 12 food districts to offer special privileges. Along with the event information, these are included in the Rugby Sevens offers booklet for distribution to visitors, so that they can have a good time both on and off the pitch.



TRIVIA

The HKTB has been actively developing the young office ladies and men segments in short-haul markets in recent years, given their strong desire for outbound travel and purchasing power. In 2007, the percentage of young office ladies and men out of the overnight vacation arrivals in different markets is as follows:

- Mainland China – 25%
- Taiwan – 37%
- Japan – 36%
- South Korea – 38%
- Philippines – 32%

(Source: Hong Kong Tourism Board)

HKTB Makes Stronger Waves at Seatrade Convention in Miami



For the first time, the HKTB joined hands with the China National Tourist Office (CNTO) at the Seatrade Cruise Shipping Convention to promote multi-destination itineraries to senior cruise executives, furthering the strategic partnership with Mainland ports. Held in Miami, the US on 10-13 March, the annual trade show of the global cruise industry attracted more than 11,000 attendees from over 100 countries and regions. As well as setting up a booth – twice the size of 2007 – to introduce Hong Kong's latest tourism products and events, the HKTB discussed with cruise executives the work plan on promoting Hong Kong as a “must-visit” port.

Promotion Targeting Women in Mainland China



To encourage Mainland travellers, especially female travellers, to visit Hong Kong during the low travel season of March, the HKTB launched the Women's Month promotion in Mainland China. Once again, the HKTB collaborated with the popular Mainland lifestyle magazine *Modern Weekly* to produce the *Self Pampering in Hong Kong* guidebook. Featuring the city's hottest and latest beauty and fashion trends, the guidebook was distributed with the March issue of the magazine, and mailed to Individual Visit Scheme applicants in Guangdong, while travel and retail outlets collaborated on the distribution.

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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