

### Familiarisation Programme for Taiwan Travel Trade



The HKTB has recently organised a familiarisation programme to Hong Kong for around 70 travel trade representatives from Taiwan, to understand more about Hong Kong as an ideal leisure travel, MICE and cruise destination. A briefing on travel product update and a mini-mart were organized to provide a platform for information exchange and business development between travel trade members of Hong Kong and Taiwan. Also, to facilitate communication between trade partners of the Mainland, Hong Kong and Taiwan, and help them to fully reap the business opportunities from the likely implementation of the cross straits direct links, the HKTB arranged a Hong Kong-Xiamen cruise tour for the group, and took them to famous scenic spots in Xiamen. The group was greeted by representatives from the Xiamen and Fujian tourism bureaux upon arrival.

### HKTB Briefing on Olympic Equestrian Events for HK Trade



To help industry partners prepare for the Olympics, the HKTB will organise a "Briefing Session on the Olympic Equestrian Events" on 19 May. Around 400 members from tourism and related industries will attend the briefing. Speakers include representatives from Home Affairs Bureau, The Equestrian Events (Hong Kong) of the Games of the XXIX Olympiad Company Limited, Leisure and Cultural Services Department, Hong Kong Police Force, Transport Department and China Travel Services (HK) Ltd, who will provide information on events-related arrangements for transportation, logistics, ticketing, celebratory events, etc. During the session, HKTB will also introduce the Board's local and overseas Olympic promotion initiatives.



### TRIVIA

According to figures of Tourism Expenditure Associated to Inbound Tourism (TEAIT) 2007, among the overnight visitors, those from The Americas have the highest per capita spending reaching HK\$5,744.

Categories of major spending of overnight visitors include:

- Shopping (56.7%)
- Hotel Bills (22.5%)
- Meals Outside Hotel (11.9%)
- Entertainment, Sightseeing & Others (9%)

(Source: Hong Kong Tourism Board)

## HKTB Effort Wins International Recognition



The HKTB has won one gold and three silver awards in the 2008 Astrid Awards. The Board's "2007 Best of the Best Culinary Guide" won the Gold Award for "Custom Publications – Produced for Non-Profit Organisations" Category, while the TV Advertisements and Print Campaign for "Hong Kong – Live it, Love it!", and the "My 1997 and 2007" music video featuring Mainland singer Ai Jing, gained silver awards in three different categories. Organised by MerComm, Inc., US, the Astrid Awards is an internationally recognised design award programme, which honours outstanding achievement in design communication. This year, the organiser has received more than 600 entries from 18 countries / cities over the world.

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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