

London Taxis To Promote Hong Kong



The HKTB is making use of the London Black Cab, the icon of the city, to promote Hong Kong. Addressing to the preferences of long-haul visitors for Hong Kong, the HKTB used images portraying the contrasts of Hong Kong - the stunning greenery and night view of the Victoria Harbour for producing attention-grabbing posters on the cab. The images are also displayed on the back of the flip up seats and receipt slips.

"One Stop One World" Travel Guide Promotes Olympic HK Tour



The HKTB once again collaborates with Mainland China's popular magazine – City Pictorial to roll out the Hong Kong travel guide targeting independent visitors from Mainland. The new issue entitled "One Stop One World", in which celebrities such as William Tang and Craig Au Yeung were invited to introduce hot travel spots along Hong Kong railway. With the Olympics approaching, an Olympic section was added to introduce dining and sightseeing attractions of Sha Tin, for instance, the Hong Kong Olympic Equestrian venue, information on Equestrian and special features and exhibition venues for the 18 life-sized horse statues in the 18 districts. The HKTB also collaborates with China Mobile to distribute the guide to its customers who visited Hong Kong. (The travel guide's cover is designed by local famous book illustrator Stella So)



TRIVIA

UK is the largest source market of European visitors to Hong Kong. In 2007, a total of 600,000 visitors from the UK visited Hong Kong.

Of all the incoming overnight visitors from the UK, 90% also travelled to other destinations, among them:

- 36% visited Mainland China
- 19% visited Australia
- 19% visited Macau
- 17% visited Singapore
- 17% visited Thailand

(Source: Hong Kong Tourism Board)

HKTB hosted France's only equestrian-focused TV station in HK



Lately, the HKTB invited Equidia, France's only TV station dedicated to equestrian news, to visit Hong Kong. The crew visited Hong Kong's Olympic Equestrian competition venue and its supporting facilities, interviewed the Chief Secretary for Administration, Mr Henry Tang, who is also the President of the Equestrian Committee (Hong Kong) of the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG), Hong Kong Equestrian athlete and members of the Olympic Equestrian supporting teams such as Veterinary Clinical Service at Equine Hospital and Racing Laboratory, to feature Hong Kong's preparation for the Olympics. The Hong Kong programme was broadcast in France starting from 15 June for eight consecutive days.

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

Corporate Communications and Public Relations Department,
Hong Kong Tourism Board

Lucinda Wong

Senior Manager
Tel : 2807 6115
e-mail :
LuW@hktb.com

Lisa Chan

Assistant Manager
Tel: 2807 6173
e-mail :
LChan@hktb.com

Jane Ha

Assistant Manager
Tel: 2807 6371
e-mail :
JHa@hktb.com

Alice Li

Senior Executive
Tel : 2807 6213
e-mail :
ALL@hktb.com

Sinnie Ma

Senior Executive
Tel : 2807 6526
e-mail :
SMa@hktb.com

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Hong Kong Tourism Board,
9th - 11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

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