

HKTB Visitor Centres Sell Beijing Olympic Souvenirs



HKTB's Visitor Centres at the MTR station in Causeway Bay and Star Ferry in Tsim Sha Tsui have been selling the Beijing Olympic souvenirs since end June. Visitors in town and local residents can choose from more than 230 types of souvenirs at these two Visitor Centres, including Water Cube and Olympic Torch models, a wide selection of Fuwa plush toys, stationeries and tea sets. Visitors and residents can also purchase some of the Olympic souvenirs at the Hong Kong Olympic Piazza in Hong Kong Cultural Centre Piazza, Tsim Sha Tsui.



TRIVIA

Japan is the third largest source market to Hong Kong. In 2007, Hong Kong welcomed a total of 1.32 million visitor arrivals from Japan.

The places most visited / activities most undertaken by Japanese overnight visitors are:

- Shopping (88%)
- Victoria Peak (68%)
- Open-air Market (60%)
- Harbour/Star Ferry Ride (41%)
- Avenue of Stars/Wong Tai Sin Temple (22%)

(Source: Hong Kong Tourism Board)

HKTB Promotes 2008 Ani-Com Festival in Southern China



The HKTB is working closely with the largest Ani-Com association – Young Animation & Comic Association (YACA) – and a young and trendy magazine Color Weekly in Southern China to promote the 2008 Ani-Com Festival, a major event in Hong Kong during the 2008 Hong Kong Summer Temptations period. As well as promoting the festival through websites, direct e-mails and SMS, free tickets are awarded to their members and readers through an online game. In addition, the HKTB is collaborating with travel website "Mango City" to introduce travel packages with free tickets of the festival.

Mega Trade and Media Fam from West Japan



With the increasing number of direct flights between Hong Kong and cities in West Japan, HKTB organised a mega familiarisation visit for 70 trade partners and media from Okinawa, Kagoshima, Hiroshima, Okayama and Nagoya on 12-18 July. As well as introducing to them Hong Kong's major attractions and distinctive living culture, such as tram

ride, Jade Market and Tin Hau Temple, HKTB arranged the participants to meet local trade and discuss the development of more travel itineraries and packages to Hong Kong.

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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