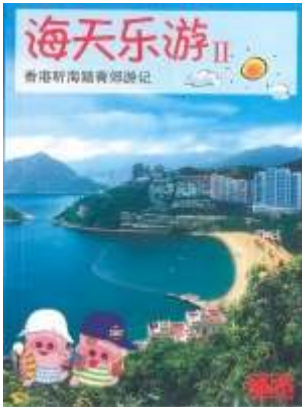


McMug & McDull Introduce Hong Kong's Countryside to Mainland Visitors



The HKTB has once again joined hands with Mainland China's *City Pictorial* magazine to produce a travel guidebook, riding on the popularity of the inaugural issue last year. Appearing once again in the guidebook, famous local comic characters McMug and McDull introduce Hong Kong's islands, beaches and hiking trails to Mainland visitors. Among the locations featured are Sai Kung, Lantau Island, Lamma Island and Ping Chau. Altogether more than 420,000 copies will be distributed with the magazine and through HKTB's offices, travel agencies and Bank of China outlets on the Mainland. The HKTB will also mail copies to Individual Visit Scheme applicants in Guangdong, and provide an online version for visitors to download.

Overseas Media Have First-Hand Experience of Mid-Autumn Festival



The HKTB arranged more than 20 overseas and Mainland journalists based in Hong Kong to experience the city's celebrations for the Mid-Autumn Festival. The group not only met 90-year-old lantern master, who has more than 70 years of experience in paper crafts, but also witnessed the making of moon-cakes in traditional bakery, as well as the colourful Tai Hang fire dragon dance. Through different angles, they showcase to international and Mainland travellers the distinctive living culture and colourful traditions in Hong Kong.



TRIVIA

In 2007, more than 300 conventions and exhibitions took place in Hong Kong, attracting visitor attendance of more than 880,000. The top five source markets and the share of visitor attendance were:

- Mainland China (38%)
- Europe, Africa & the Middle East (21%)
- South & Southeast Asia (13%)
- The Americas (11%)
- North Asia (8%)

* Statistics are based on information known to HKTB and do not include meetings and events attended by Hong Kong delegates.

(Source: Hong Kong Tourism Board)

HKTB Promotes National Day Fireworks



Victoria Harbour will once again be lit up by glittering fireworks on the National Day this year. To help visitors experience the celebrations and enjoy the spectacular night-time vistas of Hong Kong, the HKTB is working with travel-trade partners to promote packages featuring the light and sound multimedia show A Symphony of Lights and the fireworks display.

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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