

HKTB Partners with Travel Trade to Promote Hong Kong 2008 Bledisloe Cup



Wallabies and All Blacks – rugby teams from Australia and New Zealand – will compete for the Bledisloe Cup in Hong Kong on 1 Nov, making Hong Kong the first neutral venue for the Cup Match. To draw rugby fans from Australia, New Zealand and the UK, HKTB collaborated with trade partners in these markets on promoting the match. As well as arranging special welcome ceremony for team members, HKTB will distribute the Hong Kong Halloween Treats’ guide and Halloween chopsticks redemption coupons, so that rugby players and fans can enjoy the city’s Halloween festivities and traditional local dishes.



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The US is the fourth largest source market of visitors to Hong Kong. In 2007,

- Hong Kong welcomed a total of 1,230,927 visitors from the US, 6.2% more than in 2006
- Per capita spending of the US overnight visitors reached HK\$5,800, 10% higher than that of the overall overnight visitors
- Over 90% made their own travel arrangement to Hong Kong without joining group tours
- 90% also planned to visit other destinations on the same trip

(Source: Hong Kong Tourism Board)

HKTB Awarded in the Oscars of the American Travel Industry



HKTB won a Silver Award for its “Living Culture Campaign” in the “Destination Marketing – Advertising/Marketing Campaign” category of the 2008 Magellan Awards, making it the only Asian tourism board to be included in the Oscars of the American travel industry. The HKTB rolled out the “Living Culture Campaign” in Los Angeles, New York, San Francisco and Chicago last year, leveraging the partnership with consumer brands to enhance the promotions’ cost-effectiveness. For example, HKTB tied up with luggage manufacturer Samsonite for in-store promotions, and teamed up with radio station KJAZZ to feature Hong Kong’s iconic scenes on the cover of a music CD, which also included information on Chinese New Year travel packages inside. America’s second-largest bookstore chain, Borders, also showed support by selling the CDs.

HKTB Supports New York Celebrates Hong Kong 2008 Festival



In support of the New York Celebrates Hong Kong 2008 Festival organised by the Hong Kong Economic and Trade Office in New York, HKTB has specially produced vignettes to highlight Hong Kong's cultural performances, traditional festivals and unique scenery. Apart from New York's city cabs, the vignettes were also displayed on the Jumbo Tron of New York's world-famous landmark Times Square. HKTB also successfully invited the National Broadcasting Company (NBC) to feature the promotions.

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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