

HKTB rolls out MEHK global launch



Following the ceremony on the establishment of the Meetings & Exhibitions Hong Kong (MEHK) office in Hong Kong, the HKTB introduced its new division to travel trade and media in the UK, Shanghai, Mumbai, New Delhi and Taipei, highlighting Hong Kong’s MICE strengths. The launch ceremony in the UK was graced by the presence of The Hon Donald Tsang, Chief Executive of the Hong Kong Special Administrative Region Government, who officiated at the ceremony.



TRIVIA

Young visitors (namely young office ladies and men and young couples) from short-haul markets are identified as one of the key segments for promotions of Hong Kong Winterfest – HKTB’s promotional platform this winter.

In 2007, the five short-haul markets with the highest percentage of young segments out of the overnight vacation arrivals are:

- Thailand (46.8%)
- Taiwan (44.2%)
- South Korea (43.8%)
- Japan (42.5%)
- The Philippines (38.3%)

(Source: Hong Kong Tourism Board)

Famous Mainland celebrity explores Hong Kong’s winter joy and fun



The HKTB is working closely with various Chinese media partners that target the young segment, including MTV, Channel V and OK! magazine, to promote Hong Kong WinterFest in Mainland China. This month, the OK! Magazine invited famous Mainland celebrity Chen Hao to explore Hong Kong’s distinctive “hip and trendy” facets and festive celebrations. She also visited various cultural attractions, including the Jockey Club Creative Arts Centre renovated from an industrial building in Shek Kip Mei.

HKTB’s Korean website named “The Most Powerful Website of NTOs”



The Korean version of HKTB’s official website Discoverhongkong.com was named the “The Most Powerful Website of National Tourism Organisations (NTOs) in South Korea” by the country’s longstanding and best-selling travel newspaper, The Korea Travel Times. The paper rolled out an online survey from January to September 2008 to select the most powerful website among NTO websites around the world, based on the

frequency of search made by consumers on various web portals. The Korea Travel Times pointed out that the HKTB has successfully localised the web content and provided updated and sufficient travel information. Together with effective online consumer promotions, the website helps stimulate South Korean consumers' interest in visiting Hong Kong. In the first 10 months of 2008, HKTB's Korean website has accumulated over 5 million page views.

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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