

**Introduce Hong Kong's Upstairs Stores to Mainland's Young Segment**



The HKTB has collaborated with Mainland China's *City Pictorial* magazine to produce a travel guide targeting independent visitors from the Mainland. Featuring Hong Kong's unique upstairs cafes and shops selling trendy clothes, accessories and collectibles, the guidebook is meant to encourage Mainland young travellers to come and explore Hong Kong's distinctive shopping and dining experiences. Besides distributing copies with the magazine, the HKTB has mailed the guidebook to Individual Visit Scheme applicants in Guangdong, and provide an online version for visitors to download.

**HKTB Attracts Taiwan Visitors to Seek Their Good Fortune in Hong Kong**



Riding on Taiwan visitors' enthusiasm on traditions and customs of Chinese New Year, the HKTB has rolled out a promotion themed on good fortune in Taiwan. Joining hands with TVBS, a special feature has been produced for airing on TVBS' renowned programme *Super Taste*. The co-op also includes a travel guide, in which Hong Kong's celebrated *feng shui* master Peter So shares predictions for the 12 Chinese horoscopes and tips on boosting luck during the Chinese New Year. In addition, the HKTB has collaborated with *Next Magazine* to launch a fortune map. Featuring colourful illustrations and a board game format, the map highlights to readers different attractions of Hong Kong.



**TRIVIA**

In 2007, over 80% of Mainland's overnight visitors shopped in Hong Kong. The five most popular items purchased by Mainland overnight visitors were:

- Ready-made wear (47.5%)
- Cosmetics and skin care products (35.0%)
- Snacks and confectioneries (29.7%)
- Shoes and other footwear (21.2%)
- Personal care (12.5%)

(Source: Hong Kong Tourism Board)

## HKTB Sells 2009 East Asian Games Souvenirs



Visitors in town and local residents can now purchase souvenirs of the 2009 East Asian Games from HKTB's Visitor Centres at the MTR Causeway Bay station and Star Ferry Concourse in Tsim Sha Tsui. On top of selling the souvenirs, the HKTB joined two training sessions for the volunteers of the 2009 East Asian Games on 13 and 20 December and shared information about Hong Kong tourism, helping volunteers to get prepared for receiving overseas guests during the Games.

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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