

**2009 Hong Kong Marathon Promotion**



The HKTb has launched a series of oversea marketing initiatives to promote the "2009 Hong Kong Marathon", which will be held on 8 February 2009. Beside publicizing the event through the HKTb website, leaflets and other channels to attract more runners to participate in this event, the HKTb cooperated with the travel agencies in Japan and South Korea on a number of package tours for runners and their families, encouraging them to travel to Hong Kong not only for the marathon event, but also for leisure.

**Michelin Promotion in Taiwan**



Tailoring to Taiwan visitor's love of gourmet and wine, the HKTb has started a promotion campaign in Taiwan featuring those restaurants listed in the recently published "Michelin Guide Hong Kong Macau 2009". The HKTb has invited a group of media including China Times, United Daily News, Liberty Times and Apple Daily Taiwan to interview the winning restaurants in Hong Kong. The HKTb will also cooperate with airlines to launch a series of promotion in February and March in order to raise awareness of Hong Kong's diverse dining offering and encourage visitors to come enjoy the Michelin experience.



**TRIVIA**

With support from a total of 58 travel agencies in mainland China, the HKTb has successfully covered 17 mainland cities with "Quality and Honest Hong Kong Tours" counters, including Beijing, Shanghai, Guangzhou, Shenzhen, Nanning, Haikou, Nanjing, Hangzhou, Wenzhou, Shenyang, Dalian, Harbin, Changchun, Taiyuan, Chongqing, Chengdu and Fuzhou.

(Source: Hong Kong Tourism Board)

## Quality and Honest Hong Kong Tours Counter set up in Fuzhou



In Cooperation with the tourism administration in mainland China, the HKTB has set up a Quality and Honest Hong Kong Tours (Q&H Tours) Counter in Fuzhou, Fujian. This is the 17th city in mainland China with Q&H Tours counter. The HKTB plans to set up Q&H Tours counters in Wuxi and Jinan in 2009. Together with a virtual Q&H Tours counter, visitors from all parts of mainland China can enjoy the quality travel tours with "no additional surcharge items and no forced shopping programme".

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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