

HKTB Promotes Hong Kong Arts Festival



The HKTB has recently organised familiarisation programmes for media from Taiwan and the Philippines. Itineraries included enjoying the gripping performances of *2009 Hong Kong Arts Festival*, and interviewing representatives of the organiser of this year's Festival. In addition, interviews with local artists as well as visits of various arts and cultural venues were also arranged, which included Jockey Club Creative Arts Centre, Cattle Depot Artist Village and Hong Kong Museum of History, so as to enhance the media's understanding about the local arts scene.

Japanese Celebrity Hiroki Narimiya Promotes Hong Kong delicacies and health and beauty treatments



To tie in with the *Hong Kong-Japan Tourism Exchange Year 2009*, the HKTB has appointed Japanese artiste Mr Hiroki Narimiya as the Hong Kong Japan Tourism Exchange Year Goodwill Ambassador, to further promote Hong Kong among the young segment in Japan. Mr Narimiya, together with reporters from *an an magazine*, a popular magazine among Japanese young people, visited Hong Kong to work on a feature that introduces Hong Kong delicacies as well as health and beauty treatments. Apart from visiting various famous restaurants, Mr Narimiya also tried out qi gong, massage and tai chi sessions during his stay in the city. The feature will be published in *an an magazine* in end March.



TRIVIA

In 2008, the total throughput of cruise passengers (excluding Hong Kong residents) to Hong Kong reached 782,475, representing a year-on-year growth of 25%. The three largest market regions, their total throughput and percentage of growth are:

- Mainland China:
514,951 (12.3%)
- South & Southeast Asia:
63,991 (138.9%)
- Europe, Africa and the Middle East:
61,870 (32.6%)

(Source: Hong Kong Tourism Board)

HKTB Rolls Out More MICE initiatives



To strengthen MICE promotion, the HKTB launched a series of initiatives in February. The HKTB has recently introduced its dedicated office “Meetings & Exhibitions Hong Kong” (MEHK) to travel trade and media at Osaka and Tokyo in Japan, Seoul in Korea as well as Sydney and Melbourne in Australia, highlighting Hong Kong’s MICE strengths. The launch ceremony in Tokyo 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. In addition, representatives from the HKTB and over 20 MICE trade partners joined the *Asia Pacific Incentives and Meetings Expo* held in Melbourne, and set up an exhibition booth to promote Hong Kong as the preferred MICE destination to attending buyers and media.

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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