

**Attractive offers to draw Japanese independent travellers during Hong Kong – Japan Tourism Exchange Year**



To attract independent travellers from Japan, the HKTB has launched the Hong Kong – Japan Tourism Exchange Year 2009 coupon booklet, which provides close to 30 offers on shopping, dining and touring around Hong Kong. These include free gifts from attractions and retail merchants, complimentary signature dishes from local restaurants, discounts and special deals by outlets in shopping centres, as well as free tram ride. The booklet is distributed to consumers at HKTB offices, consumer road shows and via travel agencies in Japan. Visitors can also pick up a copy upon arrival in Hong Kong at HKTB’s Visitor Centres or 45 participating hotels, attractions and land operators. To further develop the Japan market, the HKTB, along with almost 40 travel trade representatives, visited Tokyo, Osaka and Nagoya on 20-23 April to meet with over 100 Japanese trade members and explore collaboration opportunities in the Kanto and Kansai regions, and to strengthen promotion of the MICE industry.



**TRIVIA**

The average per capita spending of overnight visitors from Taiwan reached \$5,126 in 2008, an increase of 2.2% over 2007. Categories of their spending are as follows:

- Shopping (54.5%)
- Hotel bills (22.2%)
- Meals outside hotels (13.0%)
- Entertainment, tours and others (10.3%)

(Source: Hong Kong Tourism Board)

**HKTB launches online tool to facilitate study tours**



To help the travel trade devise itineraries for study tours to Hong Kong, the HKTB launched an online tool, which provides guidance on activities planning. The tool offers information on accommodation and venues for group activities, and two suggested itineraries for 5-day, 4-night and 4-day, 3-night visits. There are also recommendations on edutainment programmes in theme parks and visits to various educational institutes, government departments and private companies.

## HKTB's promotional campaigns receive honours in Astrid Awards



The HKTB has won seven awards in the 2009 Astrid Awards, among which three were for its promotional initiatives, namely the 2008 Halloween Online Campaign, the Pan-regional Campaign: Hong Kong as Beijing 2008 Olympic Co-host City, and the revamped Discoverhongkong.com website. Organised by MerComm, Inc, the Astrid Awards honour outstanding achievement in design communication every year. This year, the organiser has received more than 500 entries from 14 countries / cities worldwide.

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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