

Spreading Hong Kong Food and Wine Year message overseas



The HKTB has already kick off a series of overseas promotion to highlight Hong Kong’s image as a “Culinary Capital” and featuring offers from the local trade under “Hong Kong Food and Wine Year”. In May, the HKTB invited Alvin Leung, Chef of Bo Innovation, a Michelin two-star restaurant in Hong Kong, to demonstrate his molecular gastronomic skills in the US. He was also interviewed by local media on Hong Kong’s diverse selection of food and wine. Besides the US event, the HKTB also organised a promotional event in Canada in May.



TRIVIA

The average per capita spending of overnight visitors from the Middle East reached \$6,595 in 2008, an increase of 2.3% over 2007. Spending categories were as follows:

- Shopping 38.6%
- Hotel bills 36.6%
- Meals outside hotels 12.8%
- Entertainment, tours and others 11.9%

(Source: Hong Kong Tourism Board)

HKTB leads the largest trade delegation to Arabian Travel Market



The Middle East is one of the emerging markets identified by the HKTB this year. To promote Hong Kong in the region, the HKTB, along with the Hong Kong travel trade, participated in the Arabian Travel Market, the largest travel expo in the region held from 5 May to 8 May. Altogether 22 trade partners (from the attractions, hotel, transport and travel agency sectors) participated in this year’s exhibition, making it the largest trade delegation ever in the Arabian Travel Market from Hong Kong. Targeting high-income family visitors, the HKTB highlighted in the exhibition the destination appeal of Hong Kong for family travel with its world-class shopping and family attractions.



HKTB promotes Hong Kong International Dragon Boat Regatta 2009



As part of its continuous effort to promote Hong Kong's traditional festivals, the HKTB cooperated with the travel trade to provide admission tickets of Hong Kong International Dragon Boat Regatta 2009 to visitors from the Mainland, Japan, the US and Canada. The HKTB also reserved some tickets in HKTB Visitor Centres for in-town visitors who were interested in the Regatta. In addition, the HKTB specially produced leaflets for the Regatta and the local tradition of Dragon Boat (Tuen Ng) Festival for distribution at HKTB Visitor Centres, HKTB Worldwide Offices, entry ports and hotels.

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

Corporate Affairs Department,
Hong Kong Tourism Board

Lucinda Wong

Senior Manager

Tel : 2807 6115

e-mail :

lucinda.wong@hktb.com

Jane Ha

Assistant Manager

Tel : 2807 6371

e-mail :

jane.ha@hktb.com

Alice Li

Assistant Manager

Tel : 2807 6213

e-mail :

alice.li@hktb.com

Alex Chan

Senior Executive

Tel : 2807 6526

e-mail :

alex.ck.chan@hktb.com

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Hong Kong Tourism Board,
9th - 11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

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