

### Pantaloen Femina Miss India 2009 promotes Hong Kong



To increase Hong Kong's exposure and further promote the city among the family segment in India, the HKT B recently invited Miss Ekta Chowdhary, the "Pantaloen Femina Miss India 2009", and the film crew of the Times Group, a renowned media organisation in India, to visit Hong Kong and work on a TV feature about various family attractions in Hong Kong, as well as an array of great dining and shopping spots in town. Miss Chowdhary and the film crew also had the chance to try *tai chi*, as well as sail through Victoria Harbour on the authentic Chinese junk *Duk Ling*, experiencing the city's unique local culture and enchanting scenery. The programme was broadcast in June this year on two leading TV channels in India: Zoom TV Lifestyle and Times Now News.



### TRIVIA

In 2008, visitor arrivals from India reached about 350,000, an increase of 10.4% over 2007. The average per capita spending of overnight visitors from India amounted to HK\$4,542.

Categories of major spending of visitors from India included:

- Hotel Bills (38.7%)
- Shopping (33.3%)
- Meals outside hotels (13.9%)
- Entertainment, tours and others (14%)

(Source: Hong Kong Tourism Board)

### Enhancing the Hong Kong Food and Wine Year Dedicated Website



Two new items – "Hong Kong Taste It!" and "Interactive Dining Planner" – were recently launched on HKT B's Hong Kong Food and Wine Year dedicated website. Netizens can read about the local culinary experience of many international celebrities, such as the famous Indian food critic Mr Vir Sanghvi, and renowned Michelin chefs Mr Gary Rhodes and Mr Johann Lafer, on the "Hong Kong Taste It!" webpage. Another new online application – "Interactive Dining Planner" – provides information and maps of about 1,000 local restaurants to help visitors design and plan their dining schedule.

## HKTB established Hong Kong Booth inside the Tokyo Racecourse



Horseracing is very popular in Japan, with the country's betting turnover generated from horseracing reaching approximately HK\$220 billion in 2008. To promote Hong Kong tourism through the sport of horseracing, the HKTB collaborated with the Hong Kong Jockey Club and set up a "Hong Kong Booth" inside the Tokyo Racecourse on June 7 this year, during which the prestigious Japanese horseracing event Yasuda Kinen Race took place. In the booth, a number of famous attractions, as well as the upcoming flagship international racing event that will take place in Hong Kong, were featured. The booth also promoted the "Hong Kong – Japan Tourism Exchange Year 2009".

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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