

HKTB led largest-ever travel mission to Southeast Asia



Earlier this month, the HKTB and 39 local travel trade organisations, including travel agencies, hotels and attractions, organised the largest travel mission to Southeast Asia in recent years and visited Kuala Lumpur, Singapore and Manila. The HKTB and the participating Hong Kong travel trade met over 500 representatives from around 250 travel trade companies to explore the development of new tour itineraries to Hong Kong, and shared promotions under the Hong Kong Food and Wine Year and the Hong Kong Summer Spectacular campaigns. The Meetings and Exhibitions Hong Kong (MEHK) Office also introduced their latest initiatives in promoting Hong Kong's MICE tourism and the city's MICE-related products.



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In 2008, the overall spending of overnight visitors reached HK\$94.2 billion, and the per capita spending averaged HK\$5,400. The five shopping categories with the highest spending of overnight visitors are:

- Garments (HK\$13.67 billion)
- Leather goods (HK\$9.40 billion)
- Jewellery (HK\$7.80 billion)
- Cosmetics / skincare products (HK\$5.60 billion)
- Watches (HK\$4.45 billion)

(Source: Hong Kong Tourism Board)

Leveraging on Ani-com & Games Hong Kong to attract Japanese visitors this summer



To promote this year's Ani-com & Games Hong Kong – one of the highlights of Hong Kong Summer Spectacular – the HKTB has rolled out promotional activities in Japan. Riding on Japanese consumers' interests in ani-com and games, and celebrated Japanese actress Shoko Nakagawa's appearance at the event, the HKTB partnered with Japanese travel trade to develop tour packages for the first time, so as to attract Nakagawa's fans to visit Hong Kong. One of the highlights is to visit the Ani-com & Games Hong Kong and support Nakagawa's performance at the venue.



Promoting Hong Kong's delicacies through interesting game



To promote the Hong Kong Food and Wine Year, the HKTb recently launched a quiz game "Guess What this is?" at the Visitor Centre in the Tsim Sha Tsui Star Ferry Concourse. The Mainland and overseas visitors are encouraged to participate in the quiz on Hong Kong's delicacies with the chance of winning prizes. Staff at the Visitor Centre also took the chance to introduce various local foods, including their origins and cooking methods, so as to enhance visitors' understanding of the city's dining culture.

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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