

Gourmet celebrities promote Hong Kong Food & Wine Year in Southeast Asia



Hong Kong gourmet celebrities Walter Kei and Maria Cordero recently joined HKTB to promote the Hong Kong Food and Wine Year in Singapore, Malaysia and the Philippines, where they performed cooking demonstrations that illustrated Hong Kong's flavours. To generate publicity, HKTB collaborated with Asia Food Channel, famous cable TV food channel in the region, to cover the celebrities' events, broadcast vignette about the Hong Kong Food and Wine Year, and organise a TV game segment. HKTB hopes that the promotions will help encourage Southeast Asian consumers to join the Hong Kong Food and Wine Year Spotlight Events held in the city in end October.

HKTB collaborates with industry partners to introduce Shenzhen-Hong Kong Tour



Leveraging on the rising trend for Southeast Asian visitors to travel to Shenzhen via low-cost carriers, HKTB has collaborated with Shenzhen Tourism Administration (SZTA) and travel trade to introduce the Shenzhen-Hong Kong "A Day In Two Cities" tour. Targeting individual visitors, the tour is designed to encourage visitors to visit both cities during the same trip. It offers round trip transfer between Shenzhen and Hong Kong, and visits to major tourist attractions on Hong Kong Island, whereas the tour in Shenzhen features a theme park visit. HKTB also joined trade partners and SZTA to promote this new tour to Shenzhen hotels to solicit their promotional support.



TRIVIA

Multi-destination travel is popular among visitors to Hong Kong. Following figure showed percentage of visitors from different source market regions who travelled on such itineraries

- The Americas : 88%
- Europe, Africa & Middle East : 86%
- Australia, New Zealand & S Pacific : 85%
- North Asia : 60%
- South & Southeast Asia: 55%
- Taiwan : 41%

(Source: Hong Kong Tourism Board)

HKTB's meetings and exhibitions promotion wins industry recognition



HKTB has recently won two awards for its promotional effort on Hong Kong as the destination for meetings, incentives, conferences and exhibitions. HKTB's video for promoting Hong Kong as the destination to host meetings and exhibitions was voted as the winner of the 2009 PATA Gold Awards in the Marketing Media Promotional Travel Video category. Organised by the Pacific Asia Travel Association (PATA), the award this year has attracted 236 entries worldwide. In addition, HKTB's MEHK team also won the Platinum Partner Award organised by *Incentive Magazine*. The award has invited over 64,000 planners from the incentive industry to vote for the best travel suppliers based on their quality and degree of professionalism and credibility and promotional support.

If you would like to know more about the above activities or produce stories on them , please feel free to contact us.

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