

FESTIVE HONG KONG 2010

Hong Kong. A World of Celebrations.

HKTB e-News – Festive Hong Kong 2010

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Dedicated Website on “Festive Hong Kong 2010”



The HKTB has adopted “Festive Hong Kong 2010” as its annual marketing theme this year. Recently we launched a [dedicated website](#) to promote this theme. The site offers insights into the customs and traditions of our Chinese and Western festivals, which give visitors some of the world’s most unique and unforgettable experiences. We have also included a section called “Through Visitor’s Eye”, given the buzz about social media. This section gives visitors a platform to share their festive journey in Hong Kong through photos, videos, blogs and forums.

“Art in Motion” Along Hong Kong’s Tramway



Lately, 12 tramcars painted with the theme of “Festive Hong Kong 2010” can be seen rattling through the streets of Hong Kong Island. Featuring artworks of the city’s festivals and mega events, these tramcars were introduced by the HKTB under the “Art in Motion” programme in February to promote its annual marketing theme. The artworks on the tramcar body were created by 12 local illustrators, including famous comic artist Lee Chi Ching. Next time before you hop on the tram, see if you can spot one of these rolling canvases in our city.

Trivia



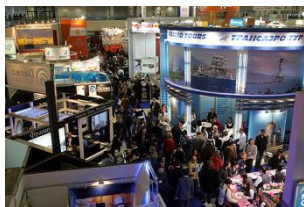
Six promotional windows in Festive Hong Kong 2010:

- Cultural Celebrations (May)
- Summer Spectacular (June to August)
- Halloween Treats (September to October)
- Wine and Dine Month (November)
- WinterFest (December)
- Chinese New Year Celebrations (January to February)

For more information, please visit the [dedicated website](#) on Festive Hong Kong 2010.

(Source: Hong Kong Tourism Board)

Promoting Hong Kong in Russia



Local travel trade members are practising Russian these days to tap the potential of this emerging travel market. On 17-20 March, they will join the HKTB to take part in Russia's largest travel exhibition, Moscow International Travel & Tourism Exhibition. During the exhibition, the HKTB will introduce its annual marketing theme "Festive Hong Kong 2010" and the range of travel products available. Local trade members will also meet their counterparts to explore opportunities for co-operation.

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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