

### HKTBA and travel trade join forces in Middle East



In view of the rapid development of the Middle East tourism market in recent years, the HKTBA set up a Hong Kong Pavilion at the Arabian Travel Market (ATM) 2007 and invited the travel trade's participation so as to further grow this high-potential market. The number of co-exhibitors, totalling 18 Hong Kong hotels and travel agencies, more than doubled that of last year. Held from 1 to 4 May in Dubai, the 14th ATM drew about 2,600 exhibitors from 64 countries, making it the biggest ATM ever.

### Promotions on green attractions



To promote Hong Kong's green attractions to Mainland visitors and highlight our diverse tourism appeal, the HKTBA co-operated with *City Pictorial* magazine, a nationwide leading lifestyle publication in Mainland China, to produce a travel guidebook on Hong Kong's green attractions. This guidebook, which features culinary delights, hiking trails and other attractions of Lantau Island, Sai Kung, Shek O, Lamma Island and Cheung Chau, was published along with the magazine as a supplementary booklet last month. Copies were also distributed by the HKTBA to the Individual Visit Scheme applicants in Guangdong Province through direct mail, and placed in selected hotels and cafes in Beijing, Shanghai and Guangzhou.



### TRIVIA

The Middle East is regarded by the HKTBA as one of the high-potential markets. Last year, Hong Kong recorded more than 150,000 visitor arrivals from the region, a year-on-year increase of 24.2%. In March 2007, the number of visitors from the Middle East increased by more than 26% over the same period last year.

Further information about the Middle East market is as follows (figures as at 2006):

- Per capita overnight visitor spending: HK\$6,071
- Average length of stay: 3.1 nights
- Over 90% of visitors opt for non-guided tour
- Nearly 80% of visitors travel on multi-destination itineraries, visiting such destinations as Thailand and Mainland China

(Source: Hong Kong Tourism Board)

## Overseas media coverage on Hong Kong's festive celebrations



The HKTB is arranging for press groups from Mainland China, various Southeast Asian markets, Europe and the Americas to come to Hong Kong to cover the festive celebrations of the birthdays of Tin Hau, Tam Kung and Lord Buddha, as well as the Cheung Chau Bun Festival. The HKTB hopes that the media coverage will enable visitors to gain a better understanding of Hong Kong's unique culture and hence stimulate their interest in visiting the city. Our family ambassadors from last year's My Hong Kong Family Programme will also take part in different festive activities, showing the overseas media how the local community celebrate the ancient traditions.

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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