

Promotion of the 10th Anniversary of the Hong Kong Special Administrative Region (HKSAR) in Mainland China



To celebrate the 10th anniversary of the HKSAR, the Hong Kong Tourism Board (HKTB) has been actively promoting a host of celebratory programmes, and providing assistance to CCTV in the filming of several special programmes featuring Hong Kong, such as arranging for filming locations. One of the special programmes produced by CCTV is called New Hong Kong Story 《新香港故事》. An 10-episode programme to be broadcast in the Mainland from 18 June, New Hong Kong Story features government officials, performing artists, financial and real estate executives in Hong Kong, who will share their own stories and experiences. Other TV programmes include Hong Kong Ten Years 《香港十年》, an 8-episode programme featuring the city's changes and developments over the past 10 years, which will be broadcast on 22-29 June; and a talk show about Hong Kong called 《360度》, which will be shown four times a day from 18 to 28 June.

HKTB Promotes Hong Kong Shopping Festival at 21st International Travel Expo (ITE)



One of the longest established travel exhibitions - International Travel Expo (ITE) - is taking place in Hong Kong on 14-17 June. The HKTB has set up a Hong Kong Pavilion themed around "Hong Kong Shopping Festival" to showcase Hong Kong's unbeatable shopping strengths to overseas exhibitors and buyers. We have also set up a joint booth with Guangdong and Macau near the Hong Kong Pavilion, with a view to promoting the multi-destination itineraries of the three cities to travel-trade partners.



TRIVIA

The Per Capita Spending of visitors continued to increase in 2006.

Overnight visitors:

- Per Capita Spending: \$4,799
- Market Region with the Highest Per Capita Spending –
- The Americas: HK\$5,505

Same-day In –Town Visitors:

- Per Capita Spending: HK\$1,015
- Market Region with the Highest Per Capita Spending –
- Mainland China: HK\$1,537

(Source: Hong Kong Tourism Board)

Promotion of Dragon Boat Festival



The promotion of the Dragon Boat Festival by the HKTB is now in full swing. We have produced promotional leaflets to promote the Festival and publicise various dragon boat races in different districts of Hong Kong, as well as the "Hong Kong International Dragon Boat Races 2007", which is one of the celebratory programmes of the 10th anniversary of the Hong Kong Special Administrative Region. The leaflets can be obtained at the HKTB Visitor Information & Services Centres and worldwide offices, entry ports and hotels. Details of the festive programmes can also be found at the HKTB's DiscoverHongKong.com website. In addition, the HKTB will promote the Festival to the travel trade through such channels as the Internet and SMS, and distribute promotional leaflets to the travel agents, so that they can in turn help promote the Festival and its festive activities to visitors.

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

Corporate Communications and Public Relations Department,
Hong Kong Tourism Board

Lucinda Wong

Manager

Tel : 2807 6115

e-mail : LuW@hktb.com

Alice Li

Senior Executive

Tel : 2807 6213

e-mail : AIL@hktb.com

Sinnie Ma

Senior Executive

Tel : 2807 6526

e-mail : SMa@hktb.com

Ada Leung

Executive

Tel : 2807 6540

e-mail : AdaL@hktb.com

If you want to unsubscribe from the e-news, change your e-mail address or have any comments, concerns or related questions, please contact us at media@discoverhongkong.com.

Media partners are welcomed to make use of materials in this e-news for media purpose. Any other uses are subject to consent of the Hong Kong Tourism Board. All rights under applicable laws are hereby reserved. Every effort has been made to provide up-to-date facts but the HKTB shall not be responsible for any inadvertent mistakes, omissions or information changes.

Hong Kong Tourism Board,
9th - 11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

Updated 14 June 2007 | Copyright 2007 Hong Kong Tourism Board