

A Guide for Korean Ladies to Explore Hip & Trendy Hong Kong



The HKTB has launched a guidebook entitled *Hong Kong Hot 100* jointly with South Korean lifestyle magazine *Elle girl*. As one of the promotional initiatives of the 2007 Hong Kong Shopping Festival, the guide highlights 100 hot and trendy places including shopping spots, restaurants and boutique hotels. Also featured are interviews with local trend-setters, such as budding fashion designers, graffiti artists and club DJs to present a panorama of Hong Kong's hip culture. Distributed free with the *Elle girl* magazine in South Korea, the handbook is also available in the HKTB office in Seoul.



TRIVIA

Arrivals from South Korea have risen rapidly in the past five years, clocking a sharp increase of more than 50%. The country is now Hong Kong's fifth biggest source market.

Among South Korean visitors:

- the majority are young people with high spending power
- 70% arranged their own itineraries
- 80% went shopping in Hong Kong
- Spending preferences :
 - Shopping (42%)
 - Favourite merchandise:
 - ready-made wear (34%), cosmetics and skincare products (23%), snacks and sweets (20%)

(Source: Hong Kong Tourism Board)

An Educational CD-Rom about Hong Kong for Mainland Students



Celebrating the 10th Anniversary of the HKSAR, the HKTB has joined forces with People's Educational Publishing House, a leading publisher of teaching materials in China, to produce a CD-Rom known in English as *Hong Kong – the Glowing Pearl* (香港·璀璨的明珠). Copies are now being distributed to primary schools across the country to serve as supplementary teaching materials for millions of primary school students. This CD-Rom contains a wealth of information on Hong Kong, including geography, history, infrastructure and tourist attractions. Pictured left is the CD-Rom presentation ceremony held at the Zhong Guan Cun No. 3 Primary School, Beijing.

HKTB Joins Hands with Industry Partners to Actively Tap the Japanese Market



The HKTB has joined Hong Kong's travel trade, and convention and exhibition industry partners in a visit to Japan to explore new business opportunities. Twenty-nine trade delegates from different travel sectors, including hotels, attractions, cruise operators, travel agents and the Hong Kong Japanese Tour Operators Association visited three primary cities namely Fukuoka, Hiroshima and Osaka at the end of June and met with Japan trade representatives. Luncheons and symposiums were also

held to present the latest travel products of Hong Kong. In early July, the HKTB, Hong Kong Trade Development Council and the Hong Kong Exhibition & Convention Industry Association (HKECIA) also co-organised the HKECIA Mission in Tokyo to promote the city's facilities for international trade fair to travel agents, business associations and media.

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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