

## Russian TV produces programme on HK for nationwide broadcast



The HKTb is arranging for the state-owned Russian television channel TV Rossiya to Hong Kong from 18-26 August to cover Hong Kong's living culture. This first coverage on Hong Kong by TV Rossiya will be aired at the end of September on *All the Mornings of the World – HK* and *Travelling with Taste*. During their stay in Hong Kong, the production crew will interview different personalities including a *feng shui* master and a local family, so as to know more about Hong Kong's culture and the inhabitants' lives. To enable high spending Russian visitors to know more about the where-to-go in Hong Kong, the HKTb will also arrange the crew to feature different luxury hotels, classy restaurants and shopping malls with branded stores.

## Positive coverage on Hong Kong by CCTV



Followed by the alleged cheating on Mainland tourists reported by a top-rated CCTV programme a few months ago, the production crew visited Hong Kong again last month under the arrangement of the HKTb. A representative of Eternal East Tour Co Ltd, which operates cross-border coach, was interviewed, sharing views on the growing cross-border traffic. Representatives of two Quality Tourism Services Scheme accredited merchants, namely Cheung Mao Kee Electrical Co Ltd and Chow Sang Sang Jewellery, were also interviewed, demonstrating good examples of faithful Hong Kong merchants to the Mainland audience. The programme, which was broadcasted nationwide on 1 August, also featured an interview with the Hon James Tien, Chairman of the HKTb, who talked about the efforts of Hong Kong's travel trade to protect visitors' consumption rights and the Quality & Honest Hong Kong Tour Programme initiated by the HKTb and the Mainland's tourism administration.



## TRIVIA

Hong Kong's tourism has moved forward significantly over the past 50 years. Below are some highlights of the past-and-present changes:

- 50 years ago, visitor arrivals merely reached 50,000 in a year. Today, Hong Kong welcomed more than 50,000 visitor arrivals in a single day.
- In 1958, the spending by visitors amounted to some HK\$350 million. In 2006, the total expenditure associated to inbound tourism reached HK\$119.4 billion.
- In 1959, the number of hotel rooms available in Hong Kong totalled 2,200. By end 2007, Hong Kong expects to see 55,500 rooms in total.

(Sources: Former Hong Kong Tourist Association Annual Reports and Hong Kong Tourism Board statistics.)

## HKTB and industry partners to tap the Indian market



The HKTB is organising a travel mission to New Delhi and Mumbai at the end of August. This provides a business platform for travel agencies in India to meet Hong Kong travel trade, motivating them to organise more package tours to Hong Kong for vacation visitors and further develop the incentive and exhibition market segments. Compared to last year, the number of trade delegates has increased from 13 to 20 this year, including representatives from tour operators, hotels, attractions, travellers' lounge and cruise operator. More than 100 travel agencies from the two Indian cities will also join the buyers-meet-sellers session.

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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