

"Super Boy" to visit Hong Kong with 100 fans from Mainland China



HKTB has teamed up with China Youth Travel Service Tours Hunan International Company and Hunan Show TV to organise a promotion targeting youngsters called 《快樂香港 4 日遊 - 與「快樂男生」一起遊香港》. Two of the 13 finalists Guo Biao and Amulong will come to Hong Kong with 100 fans from the Mainland China from 2 – 4 October, and take part in interactive activities at several Hong Kong attractions. They will also visit trendy shopping spots, taste local desserts, and introduce the Quality Tourism Services Scheme. Their experiences in Hong Kong will be broadcasted in seven episodes in Hunan Show TV at the end of October. "Super Boy" is a famous singing contest produced by Hunan Show TV in Mainland China, after the success of "Super Girl".



TRIVIA

Mainland China is the largest source market of Hong Kong, accounting for 53.8% of overall visitors in 2006.

Among Mainland visitors in 2006:

- Per Capita Spending is \$ 4,705
- Over 80% arranged their own itineraries
- Almost 90% shopped in Hong Kong
- Spending preferences :
 - Shopping (67.5%)
 - Favourite merchandise:
 - ready-made wear (44%), cosmetics and skincare products (34%), snacks and sweets (27%)

(Source: Hong Kong Tourism Board)

Blake Pier in Stanley to promote green tourism



To enable the local travel trade to explore the opportunities of green tours while further promote eco-tourism, the HKTB organised a fam tour for them in early September, coinciding with the opening of Blake Pier in Stanley. The 5-hour tour started at Blake Pier in Stanley, with en route to Chung Hom Wan, South Bay, Middle Bay, Repulse Bay, Aberdeen and Po Toi Island.

Mid-Autumn Celebration



To highlight the festivity to visitors, HKTB will promote Mid-Autumn celebrations and several lantern carnivals in different districts throughout Hong Kong from 23 September to 7 October. The Board will also set up Mid-Autumn themed decoration at the Airport, Lo Wu and HKTB Visitor Centres, and have staff to meet and greet the arrival visitors at specific locations such as the Airport, Lo Wu and Lok Ma Chau from 23 to 26 September. Besides, the Board will provide large lanterns and festivities guidebooks to hotels, guesthouses and cruise terminal. Some of the QTS restaurants will also provide free or special offers of moon cakes to the 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

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