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As the organisation responsible for marketing and promoting Hong Kong as a destination worldwide, the Hong Kong Tourism Board conducts many activities from its offices in the Mainland and overseas. However, the formulation and implementation of the Board's strategies, and a wide range of experience enhancement and support functions are fulfilled by Head Office in Hong Kong.

In addition to tracking global and regional travel trends, conducting market research and analysis, and formulating marketing, business-development and product-development strategies, Head Office is tasked with taking initiatives to enhance the visitor experience in Hong Kong, in order to grow arrivals to Hong Kong, increase visitors' satisfaction, length of stay and spending, and encourage repeat visits. Such activities range from devising and organising events, developing tour itineraries, providing visitor information and related services, and promoting quality service and a culture of hospitality.

These and a range of other worldwide support functions are performed at Head Office by the HKTB's Strategic Planning & Marketing, Tourism Marketing, Destination Marketing, Corporate Communications & Public Relations, Industry Training & Human Resources and Corporate Support divisions.

#### Experience management

##### Mega Events

While the HKTB's Mega Events concept predated the Sars crisis, the format was considered ideal for attracting visitors back in the short term, enhancing their satisfaction, highlighting the diversity of experiences encapsulated by Hong Kong's four product "pillars", and repositioning the city's image and appeal in the longer term. For the duration of the Global Tourism Revival Campaign, the planned Mega Events schedule was expanded and enhanced in terms of both excitement and appeal by the addition of several special events. Providing a platform for the world's best to perform in Hong Kong, these events were designed to boost arrivals and restore the city to its leading position on the global tourism map.

The focal point of the first phase in the HKTB's revival strategy, *Welcome Day* on 17 August featured a sumptuous banquet in which some 3,000 guests were treated to a feast of award-winning dishes from the *Best of the Best Culinary Awards* in 2001 and 2002. This unique event, which highlighted the HKTB-organised awards on an unprecedented scale, reinforced Hong Kong's reputation as the Culinary Capital of Asia, while offering first-hand proof that the city was truly back to its vibrant best.

香港旅遊發展局在內地和海外的辦事處致力推動不同的活動，在全球推廣及宣傳香港這個旅遊勝地，香港總辦事處則專注制定及推行有關的策略，提供不同層面的旅遊體驗及支援服務。

總辦事處除密切留意全球及地區性旅遊趨勢、進行市場調查和分析，以及制訂市場推廣、業務發展和產品發展的策略外，並藉著設計和籌辦不同的活動、發展旅遊行程、提供旅遊資訊及有關服務、推廣優質服務和待客文化等，致力豐富旅客在香港的旅遊體驗、吸引更多旅客來港、提升他們的滿意程度、留港時間和消費，更鼓勵旅客重臨香港。

上述各項及其他為全球辦事處提供的支援工作由總辦事處的策略籌劃及市場推廣部、旅遊推廣部、市場推廣部、企業傳訊及公關部、業界培訓及人力資源部，以及企業行政部負責。

## 旅遊體驗

### 大型盛事

旅發局在發生「沙士」事件前已舉辦不同的大型盛事，這概念被視為有效的模式，能在短時間內吸引旅客重臨香港、提升他們對香港的滿意程度、以四項核心旅遊產品突顯香港多元化的旅遊體驗，以及更長遠地為香港的形象和吸引力重新定位。在「全球旅遊推廣計劃」進行期間，旅發局加入更多特別活動，令原定大型活動的時間表更加精彩和更具吸引力。在香港為這些世界頂級的活動提供一個平台，能夠推動旅客人次上升，並重建香港在世界旅遊版圖的領導地位。

8月17日舉辦的「好客日」是旅發局「全球旅遊推廣計劃」的第一階段重點活動，當日的歡迎晚宴以2001及2002年「美食之最大賞」的得獎名菜招待約3,000位賓客，這項獨特的盛事，不但以前所未有的規模彰顯得獎名菜，更鞏固香港「亞洲美食之都」的美譽，第一時間印證香港已重拾活力和光輝。

「好客日」歡迎晚宴舉行前，旅發局舉行首場「香江明珠激光匯演」，這顆相等於七層樓高的明珠，在8月17日至9月15日期間每晚都成為灣仔海旁的焦點，突顯香港壯麗的維港夜色，更向世界展示香港已回復朝氣勃勃。激光匯演吸引了約40萬觀眾，周末期間觀賞人數更多達30,000人，幫助推動匯演期間的訪港旅客達致147萬人次，較2002年同期增加約8.4%。



The award-winning Lantern Wonderland was the focal point of the Mid-Autumn Lantern Celebration  
獲國際殊榮的「綵燈大觀園」是「中秋綵燈慶全城」的焦點項目



Young Santas gather at the foot of Hong Kong WinterFest's popular Christmas Wishing Tree  
穿著聖誕服飾的小朋友在「香港繽紛冬日節」的「千色許願樹」歡聚

Premiered prior to the *Welcome Day* Banquet, the multimedia sound and light *Strato-Fantasia* show, which featured a seven-storey-high stratosphere, acted as a nightly focal point on the Wan Chai waterfront promenade between 17 August and 15 September, highlighting the city's spectacular harbour view and showing to the world that Hong Kong had retained all its vibrancy. The show attracted some 400,000 spectators, drawing audiences of as many as 30,000 on some weekends, and helped to boost total visitor numbers during the promotion period to 1.47 million, representing year-on-year growth of around 8.4%.

Also staged during August and September 2003, the *Hong Kong Super Draw* was designed to create a business-recovery platform for trade partners in the retail, dining, travel and transportation, and entertainment sectors by triggering visitor spending, and showcasing the special offers and activities available during the *Hong Kong Welcomes You!* promotion. With 34 prizes from 27 sponsors together worth more than HK\$15 million, and draws held in September and October, *Hong Kong Super Draw* attracted almost one million entries and stimulated spending of at least HK\$300 million.

The popular traditional Mid-Autumn Festival in September provided an opportunity to highlight the city's cultural heritage by creating the month-long *Mid-Autumn Lantern Celebration*, with the world's largest lantern – Lantern Wonderland – serving as its focal point. Based on a winning design in a competition organised by the HKTB and the Hong Kong Designers' Association, Lantern Wonderland featured Chinese architecture and a 360-degree panoramic multimedia show, and subsequently received several design awards. Also featured were hot-air balloon rides, a Lantern Boat Parade, a wishing trail and a three-day carnival climaxing with a Fire Dragon dance. Lantern Wonderland attracted more than 458,000 visitors during its week-long display period, while total attendance of the *Mid-Autumn Lantern Celebration* reached 758,000.

The *Hong Kong International Musical Fireworks Competition* was designed to capitalise on the city's magnificent harbour views, reinforce Hong Kong's position as the Events Capital of Asia, strengthen its fusion of Eastern and Western cultures, and build a platform for overseas communities to showcase their own cultures. Held over three nights between 1 and 12 October, the contest featured 10-minute displays by award-winning teams from Hong Kong, Italy, Japan and the US, and attracted some 1.16 million spectators. It was also broadcast live to 126 million TV viewers around the region.

The *Best of the Best Culinary Awards*, held for the third successive year and with the finals staged over two days in November 2003, attracted 380 entries in the four new categories of duck and goose, fish, fried noodles, and vegetables, from 157 restaurants around the city. Highlighting classic Hong Kong cuisine and the city's role as the Culinary Capital of Asia, the awards are also designed to boost spending in local restaurants. Fifty media representatives from 14 key markets attended the finals, generating strong publicity overseas.

旅發局於2003年8月至9月舉辦「勁享勁賞大抽獎」，目的是要為零售、飲食、旅遊、交通，以及娛樂各方面的業界夥伴建造重振業務的平台，鼓勵旅客增加消費，並展示「香港歡迎您！」活動期間特別為旅客而設的各項優惠和節目。「勁享勁賞大抽獎」獲27家贊助商提供34份總值超過1,500萬港元的獎品，並分別於9月和10月舉行大抽獎，參加的抽獎券數目多達100萬張，相等於成功促進最少3億港元的消費。

傳統的中秋節一向備受歡迎，旅發局特別在9月舉辦為期一個月的「中秋綵燈慶全城」，藉此展露香港的文化和傳統，並以一個「綵燈大觀園」為焦點。這全球最大的綵燈參照一項由旅發局和香港設計師協會合辦的比賽得獎作品而設計，並運用中國建築技巧搭建而成，置身其中，可以360度欣賞多媒體影像，這綵燈其後更獲得多項設計獎項。其他活動還有熱氣球之旅、綵燈花艇巡遊、許願綵燈廊，以及為期三天、以舞火龍為焦點的綵燈晚會。「綵燈大觀園」舉行了一星期，吸引超過458,000位旅客和市民蒞臨欣賞，參與「中秋綵燈慶全城」的人數更高達758,000人次。

舉辦「香港國際煙花音樂匯演」的目的，是要再一次利用維多利亞港的壯麗景觀，鞏固香港「亞洲盛事之都」的地位，強化香港中西薈萃的特質，並為國際團體建立一個展示各自文化的平台。這項比賽在10月1日至12日的三個晚上舉行，香港、意大利、日本和美國的得獎代表隊分別發放10分鐘的煙花表演，吸引116萬市民及旅客夾岸觀賞，同時透過區內電視台的現場直播，讓1.26億觀眾同步欣賞。

年內舉行的第三屆「美食之最大賞」，吸引城中157家食肆共380道菜式參加「鴨/鵝」、「鮮魚」、「炒麵」、「蔬菜」四個組別的比赛，決賽在2003年11月分兩天舉行。這比賽不但介紹香港經典的美食、彰顯香港是「亞洲美食之都」，更刺激旅客在港食肆的消費，鞏固香港「美食天堂」的地位。來自14個主要市場的50位傳媒代表來港採訪決賽的盛況，為香港在國際間營造了龐大的宣傳效應。

第二屆「香港繽紛冬日節」在2003年11月28日至2004年1月4日舉行，把香港冬季多元化的旅遊特色和活動重新包裝，包括維港的節慶燈飾、購物和美食推廣，更有特別活動，如來自美國的聖誕老人親善團，充分表現了香港中西文化薈萃的特質。活動具備兩大特色，舉辦地點由金紫荊廣場移師到中區皇后像廣場，令香港的市中心洋溢獨特的聖誕歡樂氣氛，而場內的特色節目又比2002年顯著增加。估計在38天的活動期間，約有210萬人次參觀這「聖誕奇妙樂園」。



Groups from around the world performed at the International Chinese New Year Night Parade

來自世界各地的表演隊，令「新春國際匯演之夜」目不暇給



A press briefing announces the Avenue of Stars, Hong Kong's new movie walk of fame on the Tsim Sha Tsui waterfront

旅發局舉辦簡報會公佈在尖沙咀海旁興建「星光大道」，表揚本港電影界傑出貢獻的人士

The second annual *Hong Kong WinterFest*, held from 28 November 2003 to 4 January 2004, packaged Hong Kong's variety of seasonal attractions and activities – including harbour lighting, shopping and dining promotions – with special events that included a Santa Goodwill Tour from the US, highlighting Hong Kong's unique cultural fusion. In two key developments, the anchor area of *Hong Kong WinterFest* was shifted from Golden Bauhinia Square to Statue Square in Central District, introducing a uniquely festive flavour to the heart of the city, while the range of attractions was significantly expanded over the previous year's event. Some 2.1 million people were estimated to have visited the Christmas Wonderland during the 38 days of the event.

Closely following *Hong Kong WinterFest* in January 2004, the world-famous annual *International Chinese New Year Parade* was held after dark for the first time, drawing on the spectacular night view of Hong Kong's Victoria Harbour. Some 280,000 spectators lined the Tsim Sha Tsui route to watch a colourful parade of 36 international and local floats and performing groups. Live and delayed TV broadcasts were available to about 340 million viewers around the world, and some 100 overseas media came to Hong Kong to cover the event.

Providing a business platform for its trade partners to leverage on Global Tourism Revival Campaign activities, the HKTB supported all its major events with special-offer passports and promotions to enhance visitor experiences and encourage spending. More than 200,000 coupons were redeemed over the campaign's duration, representing more than HK\$100 million-worth of transactions. The Mega Events programme also proved effective in enhancing visitor experiences, with a satisfaction level across all events of 8.3 points out of 10.

### **Other events**

Although occurring at the beginning of the 2004-05 financial year, the opening of the *Avenue of Stars* warrants inclusion in this report as it marked the end of the second stage of the Global Tourism Revival Campaign. An exemplar of a project conceived by the HKTB, supported by Government and financed by the private sector, this waterfront promenade attraction commemorating Hong Kong movie stars past and present was constructed by the New World Group.

This new permanent attraction showcases the city's film industry and unique culture, reinforces its international profile, and positions Hong Kong as a fashionable and cosmopolitan destination. It attracted more than six million visitors, both overseas and local, in its first six months and also serves as a prime location for viewing the spectacular Victoria Harbour and the nightly light and sound show, *A Symphony of Lights*. Initiated by the Government and launched in January 2004, *A Symphony of Lights* tells the Hong Kong story by showcasing 18 key buildings along the city's harbourfront, and has proved a popular attraction on which the HKTB leverages in its marketing and promotional activities.

During the Global Tourism Revival Campaign, the HKTB also worked to rebuild arrivals and maximise Hong Kong's long-term appeal by leveraging on third-party events. Visits by sports teams and personalities, and Jackie Chan's personal welcome to visitors to Hong Kong on special packages all highlighted the city's return to normalcy.

隨著「香港繽紛冬日節」於2004年1月圓滿結束，每年一度馳譽國際的新春巡遊，首次在晚上在維港迷人的夜景襯托下隆重舉行。「新春國際匯演之夜」吸引約28萬觀眾沿尖沙咀巡遊路線兩旁，夾道欣賞參與的36支國際及本地的花車和巡遊隊伍，全球各地約3.4億觀眾透過電視直播或轉播欣賞節目，另約100位國際傳媒專程來港採訪巡遊盛況。

「全球旅遊推廣計劃」的各項活動能為業界夥伴營造商業平台，旅發局印製的《旅客尊賞護照》和推出的各項宣傳活動，都配合各項大型活動，以提升旅客體驗和鼓勵他們增加消費。在計劃進行期間，旅客使用的優惠券超過20萬張，相當於1億港元以上的消費，而這些大型盛事在提升旅客體驗方面亦非常奏效，以10分為滿分，全部活動均取得8.3分的滿意水平。

### 其他盛事

雖然「星光大道」在2004-05財政年度初才落成開幕，卻應涵蓋在本年報之內，因為它標誌著「全球旅遊推廣計劃」第二階段的活動圓滿結束。這項位於尖沙咀海旁的發展項目是由旅發局構思，政府支持及私營機構資助的成功典範，由新世界集團興建，紀念香港今昔的影視名人。

這項全新的景點設施展示香港電影工業和獨特的文化，鞏固香港的國際地位，並將香港定位為一個與時並進的大都會旅遊勝地。「星光大道」開幕後首六個月，遊覽的旅客和本地市民超過600萬人次，這裡亦是欣賞維港景色和每晚舉行的「幻彩詠香江」燈光音樂匯演的理想地點。政府在2004年1月推出「幻彩詠香江」，把香港的故事娓娓道來，更介紹維港沿岸的18幢主要建築物，成為旅發局的市場推廣和宣傳活動中另一項受歡迎的特色項目。

在「全球旅遊推廣計劃」進行期間，旅發局致力爭取旅客訪港，並借助其他機構舉辦的活動，盡量提升香港的長遠吸引力。運動勁旅和名人訪港，以至成龍先生親自接待參加特色旅行團來港的旅客等，均反映香港一切已經回復如常。



The Hong Kong Island skyline is the star of *A Symphony of Lights*, one of the city's newest attractions

「幻彩詠香江」以港島夜色為背景，成為本港嶄新的旅遊項目之一



Trade partners and key stakeholders learn about HKTb strategies at the February 2004 Tourism Overview

旅遊業夥伴及相關界別的翹楚出席2004年2月舉行的香港旅遊業簡報會，了解旅發局的推廣策略

## Market development

### Intelligence and planning

The HKTB's ongoing market-research activities form the basis for the organisation's strategic planning, identifying those key markets and segments that offer greatest growth potential, and playing a leadership role in the development of Hong Kong's tourism industry. While investments were made in market and segment studies during the year 2003-04, major in-depth research on Mainland China and Taiwan was also completed.

Designed to track consumer attitudes, behaviour and perceptions towards Hong Kong, and identify regions and segments with a high outbound potential, the studies enabled the HKTB to devise effective strategies and action plans for market and product development. The findings of the Mainland China market study were announced to more than 400 key trade and Government stakeholders during the Tourism Overview presentation in February 2004, when the HKTB also revealed its 2004-05 Business Plan. This enabled industry partners to identify future business opportunities, and enlisted their support for the HKTB's strategies and activities.

Ongoing research activities by the HKTB also include studies of European, Japanese, South Korean, North American and South & Southeast Asian markets, and the family and Mainland independent traveller segments.

### Segment focus

The HKTB targets several high-yield and high-potential segments in overseas markets, with ongoing promotions particularly directed towards business travellers, conventions, exhibitions, incentives and corporate meetings, cruise passengers and families.

During the latter part of 2003, the HKTB took further steps to position Hong Kong as a family destination, paving the way towards the opening of Hong Kong Disneyland and other new family-friendly attractions from the second half of 2005. This interim strategy involved repackaging and rebundling existing attractions and activities, so as to maintain an aspiration to visit Hong Kong.

The promotion, which was launched in advance of the family-oriented *Hong Kong WinterFest* Mega Event and school holidays, was spearheaded by the publication of a new edition of the *Hong Kong Family Fun Guide*, along with a *Junior Explorer's Passport to Amazing Offers*. These complementary publications helped family travellers to plan and enjoy their vacations by featuring family-friendly attractions, activities, shopping and dining – and providing them with special offers to make the experience even more rewarding. Using a variety of methods, including promoters dressed as "bunny rabbits" at the Airport, some 300,000 copies of the two publications were distributed during the promotion, while the 10,000 coupon redemptions represented an estimated HK\$5 million-worth of transactions.

## 市場發展

### 訊息及籌劃

旅發局持續進行的市場研究工作，是進行策略籌劃的基石，藉此界定具備最優厚發展潛力的主要市場和客群，並引領香港旅遊業的發展。在2003-04年度，旅發局在市場和客群研究方面作出投資，並就內地和台灣市場完成深入研究。

進行這些研究的目的，是要了解消費者的態度、行為及對香港的觀感，界定出境旅遊發展潛力優厚的地區和客群，讓旅發局能就市場和產品發展制訂有效的策略和工作計劃。2004年2月，旅發局舉行香港旅遊業簡報會，在會上為超過400位業界和政府代表簡介內地市場的研究結果，並披露2004-05年度的業務計劃，藉此讓業界夥伴訂定日後的業務發展機會，並支持旅發局的策略和活動。

旅發局持續進行研究的市場包括歐洲、日本、南韓、北美、南亞及東南亞，以及內地的家庭及以個人身份旅遊的客群。

### 客群焦點

旅發局推廣活動的焦點集中在各地市場的高收益和潛力優厚的客群，所以推廣工作特別以商務旅客、參與大型會議、展覽、獎勵旅遊和企業活動的人士、郵輪旅客和家庭旅客為主。

在2003年後期，旅發局進一步將香港定位為家庭旅遊勝地，為2005年下半年香港迪士尼樂園和其他適合全家參與的新景點開幕作好準備，中期策略是重新包裝和重組現有的景點和活動，務求保持旅客前來香港旅遊的意欲。

有關家庭旅遊的推廣工作主要以重新編印《香港親子遊手冊》和隨書附送的《小小旅行家尊享優惠護照》帶動，並在舉行「香港繽紛冬日節」這項針對家庭旅客的大型盛事以及學校假期來臨前已經啟動。這些刊物推介適合全家的景點、活動、購物和美食好去處，幫助家庭旅客計劃和享受在港的旅程，更以特別優惠令他們體驗到香港之旅物超所值。這些刊物以多種方式派發，包括由打扮成「賓尼兔」的人員在機場主動送給旅客，於推廣期間共派出約30萬份，而旅客使用當中的優惠券多達一萬張，相等於500萬港元的消費。



Hong Kong's wide variety of dining choices is appreciated by all visitors to the city  
香港多元化而選擇豐富的美食佳餚能滿足不同喜好和要求的旅客



No family visit to Hong Kong is complete without taking in the spectacular view from The Peak  
到山頂欣賞維港景色，可說是一家大小不容錯過的旅遊節目



Renewed efforts by the HKTB to attract international conventions, exhibitions and corporate meetings began with the WHO delisting. These included support for a Louis Vuitton regional conference on 25 June, a mail and e-mail campaign to some 8,650 events organisers, business leaders and key professionals, and the resumption of the *Imagine Hong Kong* visit programme for 250 incentive houses and meeting planners from 17 markets.

An integrated convention marketing campaign between October 2003 and March 2004 was aimed at reinforcing perceptions of Hong Kong as a premier global convention destination and rebuilding confidence among this high-yield segment. Targeting senior executives and decision-makers from international associations and professional bodies, the campaign involved direct marketing to 15,000 recipients, building awareness and generating new leads. A *Hong Kong – Meeting Your Choice* familiarisation programme showcased Hong Kong's facilities, expertise, services and commitment to more than 150 key event organisers and guests from around the world. Hong Kong's hosting of the Asian Exhibition Forum in August and a regional HKTB advertising campaign between September and December 2003 both helped to reaffirm the city's position as a leading trade-fair destination, while retaining attendance levels at major exhibitions during the period.

Cruise passengers were sent a clear message that Hong Kong was back in business as a regional cruise hub by the rousing 31 July welcome given to the liner *SuperStar Leo* on its return to its original homeport, following a three-month deployment to Australia. A similar message was also conveyed in October 2003 by a high-level HKTB and Hong Kong Hotels Association (HKHA) delegation to Miami, which met senior international cruise-line executives. The HKTB also partnered with neighbouring ports to promote the region during the Seatrade Cruise Shipping Convention, held in Miami in March 2004, when senior cruise-line management were encouraged to visit Hong Kong and experience the port at first-hand.

## Communications and marketing

### Media co-operation

As HKTB research shows that Mainland and Asian consumers are especially influenced by celebrity endorsement, the *Romancing Hong Kong* TV drama was considered an effective vehicle for restoring consumer confidence and reinforcing aspirations to visit the city. Featuring stars from Hong Kong and the Mainland, the series was screened to ethnic Chinese audiences in the Greater China, Asian and North American regions, where it appealed to a wide spectrum of targeted segments.

The HKTB supported the production of the 24-episode series, which highlighted various tourism landmarks and the diversity inherent in Hong Kong's four product pillars. Additional mileage was offered by public relations activities and tactical promotions tailored around featured locations. The series was broadcast by more than 100 TV stations and reached an audience of more than 100 million, ensuring valuable, targeted and cost-effective publicity for Hong Kong.

In a landmark move to enlist community support behind its tourism revival activities, the HKTB also premiered the *Hong Kong – Live it, Love it!* campaign to a domestic audience with a simultaneous showing on all Hong Kong TV channels of its two-minute commercial featuring Jackie Chan.

隨著世界衛生組織在疫區名單中剔除香港，旅發局隨即重新開展吸引國際大型會議、展覽和企業活動來港舉行的推廣工作，包括大力支持在6月25日舉行的 Louis Vuitton 地區會議，向8,650位活動籌辦商、商界翹楚及專業人士寄發信件及電子郵件，為遍佈17個市場的250家獎勵旅遊代理商和會議策劃機構再次舉辦Imagine Hong Kong考察活動。

旅發局在2003年10月至2004年3月進行綜合大型會議推廣計劃，目的是要在「沙士」事件之後，進一步強化香港是全球舉辦大型會議首屈一指理想地點這形象，以及重建高收益客群對香港的信心。這個計劃以直接推銷方式向國際團體和專業機構的15,000位高級行政人員和決策者宣傳，喚起他們注意香港，並踏出選擇來港的第一步。旅發局特別舉辦「香港 — 最佳會議之選」考察活動，向來自全球各地超過150位主要的活動籌辦商和嘉賓展示香港的設施、專業、服務和承諾。香港於8月主辦的亞洲展覽論壇，以及旅發局在2003年9月至12月期間，在主要地區市場推出的廣告宣傳計劃，都有助鞏固這城市作為主要貿易展覽場地的地位，並成功令這期間舉行的主要展覽維持預定出席人次的水平。

與此同時，在「沙士」期間調派到澳洲三個月的獅子星號郵輪，於7月31日重返香港，並舉行盛大的歡迎儀式，清楚向郵輪旅客指出，香港已重振郵輪業務，是區內主要的郵輪旅遊樞紐。在2003年10月，旅發局聯同香港酒店業協會組織高層代表團前赴邁阿密，與國際郵輪公司的高級行政人員會面，並再次傳遞這重要訊息。旅發局亦聯同鄰近港口，參與2004年3月在邁阿密舉行的「郵輪業務會議展覽」，推廣整個地區的郵輪業務，鼓勵郵輪公司的高層管理人士蒞臨，親身體驗香港。

## 傳訊及市場推廣

### 傳媒合作

旅發局的研究顯示，知名人士的推介在內地和亞洲消費者之間甚具影響力，電視連續劇《動感豪情》被視為重建消費者信心及增強他們訪港意欲的有效工具。這劇集由香港及內地的藝人主演，在大中華地區、亞洲及北美播放，吸引華裔觀眾收看，成功接觸廣泛的目標客群。

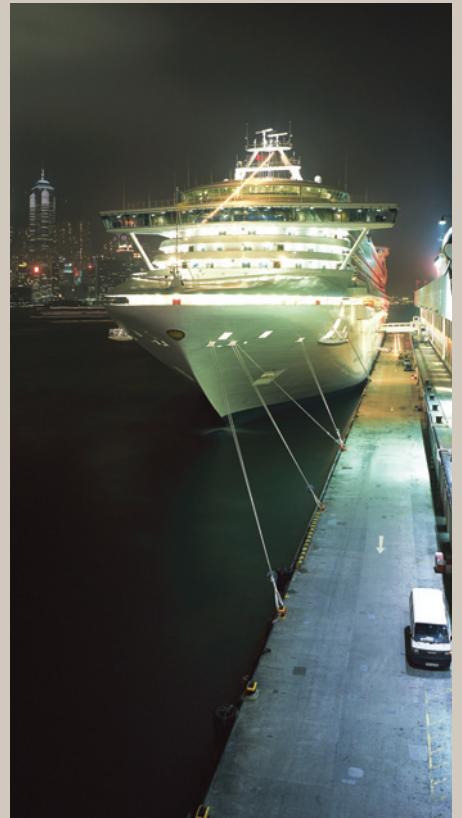
旅發局亦支持製作一連24集的特輯，介紹香港多個旅遊地標和四大核心產品的多元化特色，透過公關活動及專為特定景點推出的促銷活動亦取得額外的宣傳效益，這特輯在100多個電視台播放，接觸觀眾超過1億，目標明確而符合成本效益，為香港取得寶貴的宣傳。

旅發局為「香港 — 樂在此，愛在此！」宣傳計劃製作由成龍擔綱演出的兩分鐘廣告短片，首次在香港所有電視頻道同步播放，亦標誌著社會各界齊心支持旅發局的市場推廣工作。



Shopping is a popular activity for visitors to Hong Kong from all key markets and segments

各主要市場的客群都喜歡在港購物



The HKTB actively promotes Hong Kong and the region to the international cruise line industry

旅發局積極向國際郵輪業界推廣香港及亞洲行程

### **Online promotions**

Capitalising on the ever-increasing reach and influence of the Internet, the HKT B launched two global promotions via the medium during 2003-04. An online game was devised in co-operation with trade partners Cathay Pacific and Dragonair to support the *Hong Kong – Live it, Love it!* campaign. Posted on the DiscoverHongKong.com web site, the game motivated players to discover more about the city and its four product "pillars", and use that knowledge to win a trip to Hong Kong. A viral element incorporated in the game enabled players to gain more chances to win by referring other players. Some 300,000 participants worldwide registered to play, helping to boost monthly visits to the DiscoverHongKong.com web site from 950,000 in October 2003 to 1.6 million in January 2004.

A similar concept underlay a *Hong Kong Must Buy* sustaining promotion. This was aimed at increasing awareness and understanding of a key programme designed to stimulate spending on a selection of attractive souvenir items, including handicrafts, gold jewellery, Chinese clothing, Chinese tea, Chinese-style tableware and Chinese assorted cakes. Six online mini-games were devised for the six "must buy" item categories and the contest, which was offered in three languages via the HKT B's DiscoverHongKong.com web site from September to November 2003, attracted 100,000 entries from around the world, with 720 souvenirs sent out to winners who successfully selected "must buy" items.

### **Image enhancement**

Communications and public relations play a major role in maximising awareness of, and establishing a positive image for, Hong Kong and the HKT B. Such activities were especially important during the Global Tourism Revival Campaign, when the HKT B strengthened relationships with the media and enhanced its reputation as a credible and professional tourism organisation by providing transparent information through meetings, circulars and communiques, and inviting and assisting hundreds of journalists and broadcasters to visit Hong Kong. It also distributed key messages, arranged interviews and provided information, photographs and video news releases to overseas media organisations, gaining record publicity for Hong Kong during the revival campaign with a total exposure value of HK\$2.3 billion.

Two further programmes were aimed at strengthening relationships with HKT B stakeholders. As speaking engagements were suspended during the first half of 2003, the HKT B followed the WHO de-listing with a programme of targeted speaking platforms to spread the word that Hong Kong was back in business. These enlisted the support of Hong Kong's business community behind the key strategy of boosting the high-yield business-travel segment. Key speaking engagements by senior HKT B personnel, which included such events as the Boao Forum for Asia and World Tourism Organization *Revitalising Asia Tourism* conference, the United Nations Asia-Pacific Leadership Forum, the Lions Clubs International District 303 Forum and the Hong Kong General Chamber of Commerce, enabled the Board to reach out to more than 2,000 local and international opinion leaders.

A programme of regular gatherings with local and Hong Kong-based representatives of overseas media has also been initiated. The in-depth discussions initiated by these meetings serves to strengthen relationships, promote understanding of the HKT B with key opinion-formers and maximise positive coverage of the Board's activities.

## 網上推廣

互聯網的接觸層面和影響力日益擴大，旅發局充分利用這媒體在2003-04年進行兩次全球推廣活動。旅發局與業界夥伴國泰航空和港龍航空合作，設計一個網上遊戲，配合「香港 — 樂在此，愛在此！」推廣計劃，這個遊戲上載在DiscoverHongKong.com網站，鼓勵參加者發掘更多有關香港及四大核心產品，運用有關資料贏取訪港旅程，而其中一個特色，是邀請參加者把這遊戲推介給其他朋友，從而贏取更多得獎的機會，結果全球各地約30萬人登記參加，令DiscoverHongKong.com網站的每月瀏覽人次，由2003年10月的95萬躍升至2004年1月的160萬。

另一項類似的網上遊戲是「香港必買手信」的持續推廣活動，目的是增加瀏覽人士對「香港必買手信」的認知和了解，刺激旅客增加在六款熱賣紀念品的消費，包括手工藝品、金飾、中式服裝、茶葉、中式食具和中式餅食。旅發局為六項必買手信設計了六個小型網上遊戲，在2003年9月至11月期間，在DiscoverHongKong.com網站以三種文字上載，吸引了10萬名全球各地的參加者，並送出了720份紀念品予成功點出「香港必買手信」的得獎者。

## 提升形象

傳訊及公關部對建立和提升香港及旅發局的正面形象舉足輕重，在「全球旅遊推廣計劃」進行期間，傳訊和公關的工作尤為重要，特別是要與各地傳媒鞏固聯繫，透過安排會議提供高度透明的資料、分發業界通訊和訊息、邀請和協助數以百計的新聞及廣播界人士來港等，以提升旅發局作為一個可靠和專業旅遊機構的美譽。傳訊及公關部亦負責向國際傳媒機構發放主要訊息、安排訪問，以及提供資料、相片和新聞影片，在「全球旅遊推廣計劃」期間為香港取得相等於23億港元的宣傳效益。

旅發局又藉著另外兩個項目加強與合作夥伴的聯繫。在2003年上半年，所有演說活動因「沙士」事件而暫停，但世界衛生組織在疫區名單中剔除香港之後，旅發局隨即建立連串的演說平台，傳遞香港的業務已回復正常的訊息，此舉獲得香港具影響力的商界鼎力支持，成為旅發局爭取高收益商務客群的主要策略。旅發局高層人士出席的主要演說活動包括，「博鰲亞洲論壇」及「世界旅遊組織會議」、「聯合國亞太領袖論壇」、「國際獅子會303分區論壇」、香港總商會等，並與超過2,000名本地及國際領袖接觸，與他們分享香港的訊息。

此外，旅發局亦定期與本地及駐港的國際傳媒代表會面，進行深入交流，鞏固彼此的聯繫，並促進這些意見具影響力的人士了解旅發局的工作，為旅發局的活動爭取更多正面的報道。



Helicopter flightseeing trips are proving increasingly popular among visitors to Hong Kong

乘坐直升機觀光旅遊愈來愈受旅客歡迎



The HKTB supported production of the *Romancing Hong Kong* TV series, starring Aaron Kwok and Li Bing Bing

旅發局全力支持由郭富城及李冰冰主演的電視劇《動感豪情》

## Service enhancement

### A warm welcome

The HKTb provides information and assistance to visitors at Visitor Information & Services Centres in Central on Hong Kong Island and Tsim Sha Tsui in Kowloon, as well as information counters and self-service information racks at entry points, hotels and tourist attractions. During the year 2003-04, these centres assisted 1.18 million visitors, and distributed 11.4 million guides, promotional passports, brochures and other literature. The HKTb also handled almost 70,000 written, e-mail and telephone enquiries.

Proactive "Meet & Greet" services are also provided at entry points, especially at peak holiday periods. These enhance first impressions of Hong Kong by creating a welcoming image, encourage visitors to participate in Mega Events and other activities, and heighten awareness of special promotions and offers. Post-Sars revival activities were supported at all entry points by a six-month programme of enhanced welcome measures from mid-July. To coincide with the Mid-Autumn Celebrations, Sheung Ngor-costumed greeters handed out wishing lanterns, for example, while "Santas" distributed sweets to arriving children during *Hong Kong WinterFest*. Augmented by uniformed greeters offering welcome packs, activity guides and shopping passports during all major events and promotions, the programme served some 3.6 million visitors.

As millions of same-day transit visitors pass through Hong Kong each year, a programme was also implemented to encourage those with more than five hours to spare to take part in guided or do-it-yourself tours of Hong Kong, and others with more limited time to make full use of airport facilities. A new *In Transit Guide* was produced to provide detailed information on all such activities. Subsequent HKTb research reveals that, as a result of the promotion, transit passengers are more aware of tailored products, while those taking city tours during transit are more likely to revisit.

To ensure that Hong Kong remains user-friendly to visitors, the HKTb continued to co-operate with the Tourism Commission in the installation of distinctly branded visitor signage throughout the Special Administrative Region. The HKTb played a leading role in designing routes for the scheme, which was completed in 14 of 18 districts by the end of the year, with the installation of almost two thirds of the proposed 950 signage sets.

### Individual visitors

Catering to the launch and gradual extension of the Individual Visit Scheme (IVS) during 2003-04, the HKTb strengthened publicity for Hong Kong in applicable Mainland cities and laid the groundwork to welcome individual visitors. Media coverage and exposure was aimed at disseminating information and enhancing knowledge of Hong Kong, enabling Mainland citizens to plan itineraries more effectively. The HKTb also promoted the Quality Tourism Service (QTS) scheme, highlighting its assurance and protection provisions that strengthen Hong Kong's reputation for quality and service.

A wide range of Hong Kong travel information was also made available at Public Security Bureaux (PSBs) in the Mainland where IVS applications were made. Further publications, such as *Hong Kong Shopping and Dining Tips*, were distributed at entry points. A new information counter was opened in October 2003 at the Lo Wu boundary crossing, which served 110,000 visitors during its first six months. Information provision was also upgraded at the Lok Ma Chau and Man Kam To entry points, and the China Ferry Terminal, and more than 1.6 million publications were distributed, a total reach of 51.4 %. A hyperlink to the HKTb's DiscoverHongKong.com web site was also provided on the PSB web site.

## 提高服務水平

### 熱誠款待

旅發局在港島中環及九龍尖沙咀的旅客諮詢及服務中心、各入境口岸、酒店及旅遊景點的諮詢櫃台和自助旅遊資料櫃台，為旅客提供旅遊資料及所需的協助。在2003-04年度內，這些諮詢及服務中心曾協助118萬名旅客，派發的旅遊指南、旅客尊貴護照、宣傳冊子及其他旅遊刊物約共1,140萬份，並處理超過7萬個旅客的書面、電郵或電話查詢。

旅發局特別在旅遊高峰期，如長假期加派工作人員在主要口岸主動歡迎旅客，為香港在旅客心目中營造第一個良好印象，並鼓勵旅客參與各項大型盛事和活動，讓他們更清楚知悉各項特別活動及優惠。為配合「沙士」事件後的推廣活動，旅發局自7月中起一連6個月在各入境口岸歡迎旅客，在中秋節期間，更派出穿上嫦娥服飾的員工派發許願綵燈；在「香港繽紛冬日節」期間又派出聖誕老人向抵港的小朋友派贈糖果；此外，在其他大型節目和宣傳活動期間，穿著制服的工作人員向入境旅客派發歡迎禮包、活動指南及購物優惠護照等，接待旅客約360萬人次。

每年數以百萬計的即日離境旅客途經香港，旅發局特別為他們設計相關的推廣項目，鼓勵停留5小時以上的過境旅客參加精選觀光團或自選行程，而逗留時間較緊迫的，可盡量享用機場內的設施，有關的活動已詳列在全新印製的《過境自在遊》小冊子內。旅發局其後進行的調查顯示，這項推廣工作增加過境旅客認識有關的特別設計產品，而曾經參加觀光團的過境旅客亦多會再訪香港。

為確保旅客感到在港旅遊十分方便，旅發局繼續與旅遊事務署合作，在多個主要地區設置旅客指示標誌，旅發局在計劃中擔當設計路線的重任，整個項目須在全港18區安裝950支旅客指示標誌，其中約三分之二已於2003年底在全港14個地區完成有關工程。

### 個人旅客

內地人在2003-04年度逐步推行及延伸「個人遊」政策，旅發局配合趨勢，在內地已推行這措施的城市加強宣傳，並為迎接個人旅客做好準備。傳媒的報道，集中傳遞有關香港的旅遊資訊，加深這些城市的居民對香港的認識，幫助他們更有效地計劃訪港行程，旅發局亦積極宣傳「優質旅遊服務」計劃，強調這計劃提供的保證和保障，鞏固香港優質服務的美譽。

內地有關城市的公安廳亦擺放多款香港的旅遊資料，供內地居民申請「個人遊」簽證時取閱。旅客在入境口岸亦可索閱這些刊物，以及其他刊物如《香港購物及餐飲消費錦囊》。旅發局在2003年10月在羅湖邊境檢查站增設新的旅客諮詢櫃台，首6個月接待超過11萬旅客；旅客又可在落馬洲、文錦渡及中港碼頭索取旅遊資料，在這些入境口岸派發的旅遊刊物超過160萬份，滲透率達51.4%；此外，內地公安廳的網站亦與旅發局的DiscoverHongKong.com網站互相連結。



The HKTB assisted in the route planning of a signposting scheme that makes Hong Kong even more visitor-friendly  
旅發局協助籌劃指示標誌的路線，令旅客在港更感方便



The famous Tai Po Wishing Tree features on many tour itineraries to Hong Kong's New Territories  
多個新界區的旅遊行程都到大埔許願樹這著名景點

Meanwhile, the HKTB also co-operated with travel trade partners to tailor packages and privileges for IVS visitors. These include Putonghua-language tours packaged around the *Romancing Hong Kong* TV drama, Lantau Island Explorer Bus itineraries and Sunset Cruises to Lamma Island. Sightseeing tours were also themed around Mega Events, such as the *Hong Kong WinterFest's* festive lighting, and Putonghua segments were included in certain elements of the Cultural Kaleidoscope programme.

### **Quality assured**

The HKTB's Quality Tourism Services (QTS) scheme, which was launched in 1999 to provide accreditation to shops and restaurants meeting stringent quality service criteria, underwent substantial enhancements from December 2003. Following a strategic review, measures were taken to further enhance consumer confidence by offering stronger assurances and protection, especially in the areas of shopping and dining. These steps will reinforce Hong Kong's image as a leading travel destination that offers world-class standards of quality, service and hospitality.

Major QTS enhancements include tightening entry requirements and assessment criteria so that purchasers are provided with clear transaction information, especially concerning audio-visual equipment, jewellery and watches, and streamlining the complaints handling and resolution process. Applicant merchants are also required to comply with conditions forbidding the sale of fake goods, the infringement of property rights and the misrepresentation of product information. Publicity for the enhanced QTS programme includes information videos, TV commercials and radio spots featuring Hong Kong star Andy Lau, exposure in more than 30 targeted hotels in Hong Kong, displays of collaterals at entry points and other tourism areas, and co-operation with trade partners overseas.

QTS also received considerable support from the China National Tourism Administration (CNTA). The CNTA Chairman and Vice-Chairman both attended the launch of the enhancement programme, and the organisation encourages provincial tourism bureaux to inform prospective Mainland visitors of the scheme. Significantly, the number of QTS applications received from October 2003 to March 2004 had risen by almost 400% compared with the same period in the previous year.

### **Perfect hosts**

The HKTB-operated and Government-funded Tourism Orientation Programme (TOP), which is designed to raise hospitality standards and enhance visitor satisfaction by granting front-line travel-industry experience to trainee "Tourism Hosts", entered its second year in June 2003 with a new intake of trainees. The programme is aimed at creating a "four-win" scenario under which Tourism Hosts can gain knowledge of the industry and TOP partners offering workplace attachments can strengthen their frontline services, enriching visitor experiences and enhancing Hong Kong's image as a welcoming and hospitable destination.

More than 130 Tourism Hosts graduated in September 2003, about 80% of whom had already found full-time employment by August of that year, almost 80% of positions being in the tourism industry. A further 124 Tourism Hosts graduated in October 2004, more than 80% having already found full- or part-time employment, over 90% of the positions being in the tourism and hospitality industries.

The scheme continues to prove popular with the 64 TOP industry partners, 90% of whom expressed an interest in hiring Tourism Hosts on a priority basis. HKTB visitor surveys also indicate a high degree of satisfaction, with more than 90% of respondents indicating they are very satisfied or satisfied with services provided by Tourism Hosts. In view of the widespread support for TOP, the Government will continue to provide funding support to the HKTB, which will administer the programme until 2006.

與此同時，旅發局與業界夥伴合作，為個人旅客度身設計行程及提供特別優惠，包括推出以普通話講解、圍繞電視劇《動感豪情》而設計的旅遊團、大嶼山探趣巴士行程、黃昏日落南丫島海上遊，更有配合大型活動如「香港繽紛冬日節」的節慶燈飾觀光團，同時「文化萬花筒」的部分活動亦已加入普通話環節。

## 優質服務

旅發局在1999年推出「優質旅遊服務」計劃，為符合既定而嚴格服務標準的零售及飲食商戶提供認證，旅發局更在2003年12月推動這計劃邁進新里程。經過策略性的檢討，旅發局採取連串措施為旅客提供最佳的保證和保障，務求進一步提升消費者特別在零售及飲食商戶消費的信心，藉此鞏固香港作為主要旅遊目的地的形象，能為旅客提供全面而具國際水平的優質服務和禮遇，豐富他們在港的旅遊體驗。

「優質旅遊服務」計劃邁進新里程後，進一步收緊對機構的申請要求及評審準則，商戶必須為客戶提供清晰的交易資料，特別是影音儀器，珠寶鐘錶等商品，又簡化投訴及處理機制；申請商戶亦須遵守多項條件，包括不得售賣偽冒貨品、侵犯知識產權、或就貨品作失實的陳述。旅發局積極為邁進新里程的「優質旅遊服務」計劃進行宣傳，包括拍攝由演藝名人劉德華先生主演的宣傳短片，在電視、電台以及全港超過30間指定酒店播放，在入境口岸及其他旅遊景點陳列宣傳刊物，並與各地的業界夥伴合作展開宣傳工作。

「優質旅遊服務」計劃得國家旅遊局的大力支持，該局的局長及副局長均出席這計劃邁進新里程的啟動儀式，並鼓勵轄下各省市的旅遊局，向內地旅客傳遞這計劃的訊息。「優質旅遊服務」計劃由2003年10月至2004年3月期間，申請商戶的數目較對上一年同期顯著上升接近4倍。

## 旅業英才

由旅發局舉辦、政府資助的「旅業英才實習計劃」，目的是要提升香港的好客文化，以及增加旅客對香港的滿意程度，這計劃同時為參與的「旅業英才」提供在旅遊業前線汲取經驗的機會，第二屆的課程於2003年6月展開，再為旅遊業培育另一批生力軍。這項計劃是一個「四贏」方案，不單讓有志投身旅遊業的「旅業英才」取得旅遊業的知識，合作機構在提供實習崗位之餘，亦能加強他們的前線服務，此外，又能提升旅客的體驗，並鞏固香港作為一個友善好客旅遊點的形象。

2003年9月，超過130位參與「旅業英才實習計劃」的學員畢業，其中超過80%早在8月畢業前已經受聘於全職工作，接近80%從事旅遊業的職位。另124位「旅業英才」在2004年10月畢業，當中超過80%亦已覓得全職或兼職工作，而其中超過90%加入旅遊及服務行業。

「旅業英才實習計劃」一直備受64家合作機構支持，提供實習崗位，90%的合作機構表示有意優先僱用「旅業英才」；旅發局的調查亦顯示，旅客的滿意程度非常高，超過90%的受訪者表示非常滿意或滿意「旅業英才」提供的服務。由於得到廣泛的支持，政府會繼續提供資助予旅發局舉辦「旅業英才實習計劃」至2006年。



Publicity for the Quality Tourism Services (QTS) scheme lines Hong Kong's Mid-Levels Escalator

港島半山行人自動扶梯掛滿「優質旅遊服務」計劃的宣傳資料



Tourism Hosts of the Tourism Orientation Programme (TOP) staff at an open-air information booth

「旅業英才實習計劃」的學員在諮詢櫃台為旅客服務