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24 HOURS > 03.00 PM - 05.00 PM

A PARADISE FOR NATURE LOVERS

漫遊離島郊野 親親大自然 >>



"50 Years of Tourism: Creating Milestones Together" Photo competition 1st Runner up: Mr Simvy Wong King-hung (*)
「旅業50載 共創新里程」攝影賽亞軍(得獎者 — 黃景鴻)

HKTB AT HOME

旅發局在港的工作

Acting as the strategic intelligence of the HKTB global operation, the Head Office in Hong Kong continued to drive and co-ordinate the marketing and promotional initiatives of the worldwide offices, and made every effort to enhance visitors' experience in Hong Kong.

旅發局的香港辦事處負責策劃該局在全球的推廣工作，年內，繼續推動和統籌各地辦事處的市務和推廣活動，並致力提升旅客在香港的旅遊體驗。

Creating New Experiences

In 2007/08, the HKTB introduced various new elements into a number of its Mega Events and programmes, which continued to enhance the overall destination appeal of Hong Kong. These activities, some of which tied in with the 10th anniversary of the Hong Kong Special Administrative Region (HKSAR), enriched visitors' travel experiences and helped to generate positive image and word-of-mouth publicity for our city.

Hong Kong Shopping Festival (30 June to 31 August 2007)

To celebrate the 10th anniversary of the establishment of the HKSAR, the HKTB enlisted the participation of two new partners – MTR Corporation and Visa International – in the 2007 Hong Kong Shopping Festival. Organised by the HKTB for the sixth consecutive year, the event attracted close to 7,000 participating outlets from different sectors, including retail outlets, trade associations, restaurants, hotels, travel agencies and major tourism attractions. Together, they extended a host of special offers for local residents and visitors, some of which were themed around the 10th anniversary of the HKSAR; for example, special drinks or dishes at HK\$10 each. In addition, the HKTB worked with the travel trade to launch a number of 10th anniversary tour itineraries. About 80% of survey participants said that they would recommend their family and friends to visit Hong Kong for similar events.

新元素 新體驗

大型活動和節目一向有助提升香港的吸引力。在2007/08年，旅發局為旗下的大型活動灌注新元素，林林總總的活動不單令旅客在港的體驗更豐富，而且強化香港的形象，並且營造口碑和帶來推廣效應；這些活動和項目，部分更配合香港特區成立10周年的大日子。

香港購物節（2007年6月30日至8月31日）

為慶祝特區成立10周年，旅發局邀得地鐵公司和Visa國際組織加入成為「2007香港購物節」的新夥伴。旅發局連續第六年舉辦購物節，吸引不同界別近7,000家商舖參與，包括來自零售商店、商會、餐廳、酒店、旅行社和大型旅遊景點。這些機構為本地居民和旅客提供豐富優惠，部分更配合特區10周年的主題，例如以優惠價10港元享用精選飲品或菜式。旅發局更與旅遊業攜手推出慶祝回歸10周年的觀光行程。根據市場調查，80%受訪者表示，會建議親友來香港參與同類節目。



01 To encourage visitor participation in the "2007 Hong Kong Shopping Festival", the HKTB once again invites fashionable actress Karen Mok to help promote it. 「2007香港購物節」再次邀請形象時尚的演藝名人莫文蔚協助推廣。

02 A group of distinguished guests and representatives from supporting bodies kick off the "2007 Hong Kong Shopping Festival".
—眾嘉賓和支持機構的代表啟動「2007香港購物節」。

03 During the Shopping Festival, many sites and even buses are decorated or carry ads in order to attract visitors. 購物節期間，多個場地甚至公共巴士車身均添上裝飾或廣告，吸引旅客注目。

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“Best of the Best Culinary Awards”: The annual competition provides a platform for local culinary heroes to showcase their skills and creativity.

「美食之最大賞」開鑼，每年的比賽均吸引本地廚藝精英傾巢而出，掀起一番龍爭虎鬥。

Best of the Best Culinary Awards (19 September 2007)

The awards were held for the seventh consecutive year in 2007 with a new format, which encouraged creativity and excellence in Chinese cooking, thereby further promoting Hong Kong’s renowned culinary culture overseas.

In the “Hong Kong Signature Dish” category, chefs were required to devise and prepare a dish within 30 minutes, using a name (“Hong Kong Legend”) chosen by members of the public in an open nomination competition that tied in with the HKSAR’s 10th anniversary. In the category for the “Best All-Round Chinese Chef”, each competitor was required to devise and prepare a three-course menu from a selection of ingredients that was only revealed to them on the day of the competition.

The Awards were organised by the HKTB, with the Hong Kong & China Gas Company Limited as the principal sponsor and the Chinese Cuisine Training Institute as the venue sponsor.

Hong Kong WinterFest (30 November 2007 to 1 January 2008)

The HKTB adopted a new strategy for the event this year. By promoting celebratory activities in Tsim Sha Tsui, Causeway Bay and Central in collaboration with various sectors, the HKTB aimed to enhance ambience and widen the focus of celebrations beyond the usual ambit of Central.

In this regard, the HKTB established a “wishing trail” at the “Avenue of Stars” in Tsim Sha Tsui, set up a “wishing corner” at the Peak Galleria, and arranged an open-top bus to run between Central and Causeway Bay with on-board performances. In addition, there were street performances by local and renowned international artistes. Visitors were offered a new night tour to bring them to the festive districts. The WinterFest achieved encouraging results, with 87% respondents agreeing that Hong Kong offered visitors exciting year-round festivities.

美食之最大賞 (2007年9月19日)

「美食之最大賞」已連續第七年舉行，2007年度的比賽引入新元素，鼓勵廚藝界在中菜烹調中注入創意，進一步向全球推廣香港優秀的飲食文化。

為配合特區成立10周年，大會在「香港招牌名菜」組別內，特別舉辦菜式名稱創作比賽，由公眾選出「漁·港故事」為菜式主題。入圍廚師必須在30分鐘內，炮製一道充份表達「漁·港故事」含義的菜式。至於「最佳全能中菜廚師」組別，入圍參賽者必須使用比賽當日才揭曉的食材，烹調三道菜式。

「美食之最大賞」由旅發局主辦，香港中華煤氣有限公司為主要贊助機構，中華廚藝學院為大會場地贊助。

香港繽紛冬日節 (2007年11月30日至2008年1月1日)

旅發局採取新策略，與各界合作推廣尖沙咀、銅鑼灣及中環三個地區的節慶活動，將這些地區打造為焦點節慶旅遊區，突破往年只集中在中環的安排，提升節慶氣氛。

旅發局在尖沙咀「星光大道」增設「許願長廊」，又在山頂廣場設置「許願廊」，同時安排「冬日節」敞篷巴士來回中環至銅鑼灣，車上更有表演助興。而本地及海外著名團體則呈獻街頭表演。旅客更可參加夜遊團，暢遊節慶旅遊區。活動成績理想，87%受訪者認同香港全年的節慶活動引人入勝。



01 During the "Hong Kong WinterFest", visitors attach a wishing card onto the wishing tree in the hope their dreams will come true.

「香港繽紛冬日節」期間，旅客在許願樹掛上許願卡，祈求夢想成真。

02 03 04 Dazzling street performances in Tsimshatsui, Causeway Bay and Central are part and parcel of "WinterFest 2007". 2007年的「冬日節」，特別在尖沙咀、銅鑼灣及中環三區，增加精彩的街頭表演。

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"A Symphony of Lights – New Year Countdown" (31 December 2007)

As part of the Hong Kong WinterFest, the countdown at New Year was the first such activity organised by the HKTB. The event once again highlighted to the world Hong Kong's dazzling skyline by night and strengthened Hong Kong's image as an international city.

Co-sponsored by Henderson Land Development Co Ltd and Sun Hung Kai Properties Ltd, the extravaganza featured pyrotechnic displays on the façade of Two ifc, Hong Kong's tallest building, as well as a pyrotechnic spectacular created on a number of buildings along both sides of Victoria Harbour.

「幻彩詠香江」除夕倒數 (2007年12月31日)

除夕倒數是「冬日節」的活動之一，由旅發局首度舉辦，並由新鴻基地產發展有限公司和恒基兆業地產有限公司贊助，再次突顯香港醉人夜色，並強化本港的國際都會形象。

倒數一刻，全港最高建築物國際金融中心二期外牆燃放煙火，維港兩岸多座大廈亦上演璀璨奪目的燈光、煙火及音樂匯演。



01 "A Symphony of Lights – New Year Countdown" relies entirely on support from the Government and corporate sponsors. 「幻彩詠香江」除夕倒數得以成功舉行，全賴政府及贊助商的鼎力支持。

02 Chief Executive of the HKSAR, The Hon Donald Tsang (middle) and his wife (right) officiate at "A Symphony of Lights – New Year Countdown". 香港特區行政長官曾蔭權伉儷(中及右)啟動除夕倒數。

03 New Year Countdown: The pyrotechnics outside Two International Finance Centre require a lot of prep work. 在國際金融中心二期外牆進行煙火倒數，事前需要不少準備功夫。

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The event, which celebrated the arrival of 2008, attracted 400,000 spectators along both sides of the harbour. The countdown was televised live in Hong Kong, reaching more than 1.5 million TV audiences. Over 200 local and overseas media covered the spectacular that generated publicity value of more than HK\$570 million.

Cathay Pacific International Chinese New Year Night Parade (7 February 2008)

The 2008 parade marked the 13th staging of the event and the start of the Year of the Rat in the Chinese zodiac. Apart from following a brand new route in Tsim Sha Tsui, this year's parade was injected with new interactive elements. The parade further reflected Hong Kong's cosmopolitan image with a blend of local cultural highlights – such as a traditional *piu sik* parade – jointly presented by Mainland and local performing groups.

當晚，約40萬人聚集維港兩岸迎接2008年。150多萬觀眾則透過本地電視直播欣賞。除夕倒數亦成功吸引逾200家本地及國際媒體報道，推廣效益超過5.7億港元。

國泰航空新春國際匯演之夜(2008年2月7日)

2008年的匯演不單迎接鼠年來臨，也標誌著本港的賀歲巡遊已踏入第13屆。匯演於尖沙咀舉行，除採用全新巡遊路線，並注入互動元素，又加添具本土文化特色的項目，例如由內地和本地團體合作的飄色巡遊，充分展現香港中西薈萃的都會魅力。



01 02 The Hon John Tsang (middle), Financial Secretary of the HKSAR, officiates at the opening ceremony of the Chinese New Year parade.
香港特區財政司司長曾俊華先生(中)主持匯演的啟動儀式。

03 04 The "2008 Chinese New Year Parade" marks the 13th annual staging, under the theme: "Riding High – Hong Kong Spectacular!".
賀歲巡遊匯演踏入第13屆，以「全城躍動慶豐年」為主題。



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Echoing Hong Kong's role as an Olympic co-host city, the HKTB chose the "Riding High – Hong Kong Spectacular!" theme for this year's Parade, which featured a dozen fabulously decorated floats, along with 12 international and 13 local performing groups. Post-event surveys showed that satisfaction among respondents reached 8.0 points (compared with HKTB's original target of 7.7 points), and 91% of the respondents said they would recommend friends and relatives to the city.

The HKTB took the initiative to seek a number of sponsorships, among which American Express International, Inc joined the event as a parade route sponsor for the first time.

匯演主題為「全城躍動慶豐年」，配合香港作為奧運協辦城市。12輛精美花車、12支國際及13支本地隊伍傾力演出。市場調查顯示，受訪者的滿意程度達8分（較預期7.7高），91%受訪者更表示會向親友推介香港。

旅發局在今屆匯演又獲得多項贊助，當中包括美國運通國際股份有限公司首度參與，成為巡遊路線贊助機構。



01 02 Colorful floats, performing troupes and interactive elements – all contribute to the joyful Chinese New Year carnival for Hong Kong residents and visitors.

繽紛花車、表演隊伍，加上互動元素，為市民及旅客呈獻富娛樂性的新春嘉年華。

03 04 Troupes from overseas and Hong Kong fete the arrival of the "Year of the Rat" with energetic song and dance.

來自國際及本地的隊伍，以勁歌熱舞和表演慶祝鼠年來臨。

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Nature Kaleidoscope programme

Following a successful six-month pilot trial, the Nature Kaleidoscope programme was officially launched in April 2007, offering visitors a diverse array of eco-oriented tour products and experiences. Examples included a Hong Kong Wetlands Delight Tour, Tai O Eco-tour and Wong Nai Chung Gap Trail Walk. In September 2007, three new eco-oriented tours were introduced, including wetland tours in Long Valley and Mai Po, and a re-packaged Northeast New Territories Islands Hopping Tour. Surveys show that the programme was very popular among visitors, yielding an overall rating of 7.9 marks (out of 10). All survey participants said they would recommend the tours to family and friends.

「自然生態萬花筒」

「自然生態萬花筒」導賞行程成功試辦六個月後，於2007年4月正式推出，帶領旅客體驗各具特色的自然生態。導賞行程包括「香港濕地公園導賞遊」、「大澳生態遊」及「黃泥涌峽徑健行」。同年9月，行程增添三個項目，包括「塋原生態遊」、「米埔濕地導賞團」以及重新設計後再度推出的「新界東北外島環遊」。市場調查顯示，各項行程深受旅客歡迎，以10分為滿分的話，整體滿意程度達7.9分，而所有受訪者都表示會向親友推介。



The "Nature Kaleidoscope" programme, guided tours that allow visitors to experience Hong Kong's countryside, is very popular.

「自然生態萬花筒」導賞行程，帶領旅客體驗本港的自然生態，深受旅客歡迎。

Reinforcing Multi-destination Marketing

With multi-destination travel becoming increasingly popular among worldwide visitors, efforts in promoting these itineraries were strengthened throughout the year.

In October 2007, Mr James Tien, Chairman of the HKTB, led a delegation to Macau to meet officials of the Macau Government Tourist Office (MGTO). Both the MGTO and the HKTB agreed to establish regular communication channels and to reinforce joint marketing efforts.

In late 2007, Mr Tien again led the HKTB delegation to Guangzhou to meet officials of the Guangdong Provincial Tourism Administration (GDPTA) and the MGTO. The three parties, whose co-operation dates back to the early 1990s, agreed to strengthen joint overseas promotional activities, to launch multi-destination packages and to exchange tourism information. Among the themed multi-destination packages launched was an UNESCO heritage tour to Hong Kong, Guangdong and Macau.

In addition, collaboration in the region was further extended to co-operation between Hong Kong and Shenzhen. A joint product seminar was held in Tokyo by the HKTB and the Shenzhen Tourism Bureau.

On the other hand, familiarisation trips covering Hong Kong and Sanya as well as Hong Kong and Shanghai were organised for 13 product managers from key UK tour operators and 30 retail agents from Canada respectively. The HKTB also worked closely with the tourism offices of Macau, the Philippines and Thailand on familiarisation trips to develop multi-destination itineraries.

把握契機 推介「一程多站」

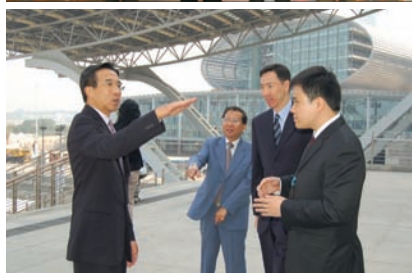
隨著「一程多站」旅遊愈來愈受全球旅客歡迎，旅發局在年內特別加強這方面的推廣。

2007年10月，旅發局主席田北俊先生率領代表團前往澳門，與澳門政府旅遊局會面，雙方同意建立常設溝通機制，加強推廣合作。

年底，田先生再率領旅發局代表團前赴廣州，與廣東省旅遊局和澳門政府旅遊局會面。事實上，三家機構的合作關係始於90年代初。而是次會面後，三方均同意進一步加強海外聯合推廣、合作推出「一程多站」配套行程，並交換旅遊資訊。其中一項共同推出的「一程多站」行程，是以聯合國教科文組織所列的世界遺產作為主題，結合了香港、廣東和澳門三地的景點。

至於區內的旅遊合作，則進一步拓展至香港與深圳的層面。年內，旅發局便與深圳市旅遊局合作，在東京舉行旅遊產品講座。

另一方面，香港又聯同內地業界，為來自英國主要旅遊經營商的13位產品經理，舉辦推介香港及三亞的旅業考察團，又為30家來自加拿大的旅遊零售商，安排前往香港和上海考察。此外，旅發局又與澳門、菲律賓和泰國的旅遊局合辦旅業考察團，發展「一程多站」旅遊。



01 02 High-level players in the tourism industry of Hong Kong and Macau toast one another, wishing for close co-operation. The HKTB and the Macau Government Tourist Office meet to discuss how to link their industries more closely. 港澳旅遊業高層祝酒，祝願兩地緊密合作。旅發局與澳門特區政府旅遊局會晤，商討深化旅遊聯繫。

03 04 Mr James Tien leads the HKTB delegation to Guangzhou, and meets with government officials in the Guangdong Tourism Bureau and Macau Government Tourist Office. 田北俊先生率領旅發局代表團前赴廣州，與廣東省旅遊局和澳門政府旅遊局的官員會面。

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Maximising the Potential of MICE

Throughout the year, the HKTB made strenuous effort to promote Hong Kong as the meeting, incentive, convention and exhibition (MICE) capital of Asia, and bring more MICE events to the city. A cross-sector MICE Steering Committee, led by the Financial Secretary and Secretary for Commerce and Economic Development, and comprising of representatives from the Government, the convention and exhibition, tourism and hotel industries and education institutions, was set up to discuss ways to strengthen Hong Kong's competitiveness in the MICE sector. The HKTB was tasked to strengthen MICE promotion and to draw up a work plan for the coming years. With additional funding by the SAR Government, the HKTB established the "Meetings & Exhibitions Hong Kong" (MEHK) office in November 2008 to provide one-stop professional support for event organisers.

發揮潛力 促進會獎旅遊

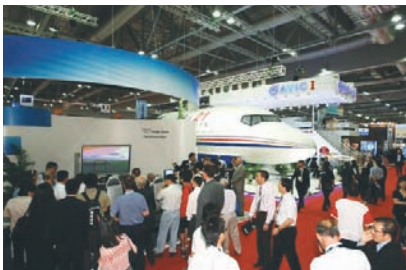
年內，旅發局致力推廣香港為亞洲會議、展覽及獎勵旅遊之都，並吸引更多同類活動來港舉行。政府成立了會議展覽及獎勵旅遊業跨界別督導委員會，銳意進一步提升香港在會展獎勵旅遊業的競爭力。委員會由財政司司長與商務及經濟發展局局長領導，成員包括政府、會展業、旅遊、酒店業和教育團體的代表。而旅發局除負責加強推廣，並為未來數年制定推廣工作大綱。得到政府的額外撥款，旅發局在2008年11月設立香港會議及展覽拓展部，為活動籌辦機構提供一站式的專業支援。

Highlights 2007 重點數據

- > Number of conventions and exhibitions held in Hong Kong: over **300**
在香港舉行的會議和展覽數目：超過300個
- > Number of conventions and exhibitions attendants attracted: **880,000**
出席會議和展覽的人數：88萬
- > Visitors attending corporate meetings or incentive events in Hong Kong: around 860,000, an increase of **4%** over 2006
來港參與企業會議或獎勵旅遊活動的旅客：約86萬，較2006年升4%

The HKTB worked closely with convention and exhibition organisers and helped generate attendance through aggressive advertising and promotional campaigns. It also worked at bringing new events to Hong Kong. To further reinforce Hong Kong as the trade fair capital of Asia, the HKTB joined forces with the Hong Kong Exhibition & Convention

另一方面，旅發局繼續與舉辦會展活動的機構緊密合作，透過宣傳或推廣項目，吸引更多旅客來港參與這類活動。此外，旅發局又致力吸引新的會展活動來港舉行。為進一步推廣香港為亞洲展覽之都，旅發局聯同香港展覽會議業協



01 02 The four-day "Asian Aerospace International Expo and Congress" is the world's biggest civil aviation show. 為期四天的「亞洲國際航空展覽會暨論壇」是全球最大型的國際民用航空展。

03 The HKTB promotes Hong Kong as Asia's exhibition capital during the UFI Congress. 旅發局在國際展覽聯盟會議期間，推廣香港為亞洲展覽之都。

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Industry Association and the Hong Kong Trade Development Council in organising a series of overseas promotions, which included a business networking mission to Japan in July, a high-level business luncheon at the UFI Congress in Versailles in November, and InterExpo in January.

As a result of industry-wide efforts, new exhibitions as well as expanding recurrent trade shows, the convention and exhibition sector performed well in 2007. One of the most significant events was the Asian Aerospace International Expo & Congress, the world's largest dedicated commercial aviation and aerospace meeting place. The four-day event attracted over 11,000 visitors from 69 countries.

Providing business platforms

For corporate and incentive events, the Board worked with different chambers of commerce and corporations, with a view to maintaining a high level of interest in the city and providing necessary support and service.

會和香港貿易發展局，舉辦連串海外推廣，包括2007年7月前往日本進行業務聯繫訪問；11月於凡爾賽舉行的國際展覽聯盟會議期間，安排高層商務午餐；參加2008年1月舉行的中國國際展覽和會議展示會。

憑著業界通力合作，加上年內新增的展覽，以及常設展覽的規模不斷擴大，2007年會議及展覽業的成績理想。其中一項最矚目的活動，首推全球最大型國際民用航空展——「亞洲國際航空展覽會暨論壇」。為期四天的活動，吸引來自69個國家超過11,000位旅客參與。

拓闊營商平台

在企業和獎勵旅遊活動方面，旅發局與各個商會和不同企業合作，令業界對香港保持濃厚興趣，同時向他們提供所需的支援和服務。

Highlights 2007 重點數據

- > Number of event planners, incentive agents and corporate clients brought to Hong Kong: **220**
訪港的活動策劃者、獎勵旅遊代理商及企業客戶：220位
- > Number of incentive agents and corporate buyers met: **1,130**
參與面談的獎勵旅遊代理商及企業買家：1,130位

To create business platforms and opportunities, the HKTb led over 50 trade partners to attend three major incentive trade fairs worldwide, namely the European Incentive & Business Travel & Meetings Exhibition (EIBTM) in Europe, the Asia Pacific Incentive & Meetings Expo (AIME) in Australia, and the Incentive Travel & Conventions Meetings China (IT&CM) in Mainland China.

Examples of large-scale corporate events held in Hong Kong included Charle Incentives from Japan in February 2007, Herbal Life in March 2007, as well as Sunrider and Sanofi Aventis from China in July 2007, which altogether brought over 20,000 Mainland and Japanese participants to Hong Kong.

為創造新的業務平台和商機，旅發局率領逾50家業界夥伴，出席三個大型國際獎勵旅遊展覽，分別為：在歐洲舉行的「歐洲會議及獎勵旅遊展覽」、在澳洲舉行的「亞太區獎勵旅遊及會議博覽」以及在內地舉行的「獎勵旅遊及國際會議——中國會議及展覽」。

年內，在本港舉行大型活動的企業包括：2007年2月來自日本的Charle Incentives；2007年3月的康寶萊，以及2007年7月來自內地的Sunrider和Sanofi Aventis。參與這些活動的內地和日本旅客超過2萬人。

Marketing Hong Kong as Regional Cruise Hub

In order to sustain interest in and desire to visit Hong Kong, the HKTb aggressively promoted Hong Kong as a "must-visit" destination to cruise liners and visitors in short-haul (e.g. Taiwan, Japan and Mainland China) as well as long-haul markets (e.g. UK, Australia and US).

香港——亞洲區內的國際郵輪中心

旅發局在短線市場（如台灣、日本和內地）及長線市場（如英國、澳洲和美國）均積極向郵輪公司和旅客推廣香港為「必到」旅遊勝地，刺激旅客到訪香港的意欲。

Highlights 2007 重點數據

- > Total number of cruise calls to Hong Kong: more than **1,100**
國際郵輪停泊香港的總次數：超過1,100次
- > Total throughput of overseas cruise passengers to Hong Kong: almost 630,000 (**+52%**)
訪港海外郵輪旅客總流量：接近63萬（升52%）

For instance, the HKTB participated in the Seatrade Cruise Shipping Convention 2008, which took place during March in Miami, to promote Hong Kong's position as a leading cruise hub in the region.

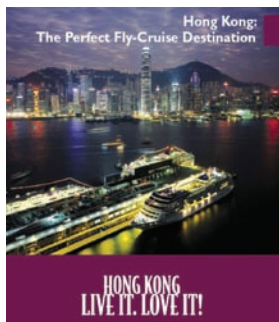
To accelerate cruise segment development in Japan, the HKTB collaborated with cruise partners at trade seminars held in Tokyo, Fukuoka and Osaka as well as in tactical co-op campaigns. In Taiwan, HKTB organised a series of agent familiarisation programmes with cruise partners to introduce products to travel agents. As a result of these marketing efforts, new fly and cruise packages were developed with more than 10,000 packages sold in the above two markets.

To strengthen co-operation with neighbouring coastal provinces in Mainland China, the HKTB participated in the 2007 China Cruise & Yacht Development Summit held in Xiamen in early November 2007. The HKTB used the occasion to establish relationships with representatives from Mainland China's government and cities, cruise lines, and cruise and yacht industries.

例如，旅發局於2008年3月參加在美國邁阿密舉行的2008郵輪業務會議展覽，推廣香港為亞洲區內的郵輪樞紐。

旅發局又與郵輪業夥伴合作，支持於東京、福岡和大阪舉行的業界座談會，再以策略性推廣計劃，吸引來自日本的郵輪客群。在台灣，旅發局則與郵輪業夥伴合作，舉行一系列旅行代理商考察活動，鼓勵他們包裝香港為新的旅遊產品。經過多方努力推廣，市場上陸續推出嶄新的香港航空兼郵輪行程，在上述兩個市場內，出售的配套行程逾1萬個。

內地方面，旅發局參加2007年11月初在廈門舉行的2007中國郵輪及遊艇業發展會議，藉此加強與鄰近沿海省份的合作。期間，旅發局與內地相關省市政府、郵輪公司、郵輪及遊艇業的代表，建立聯繫。



01 HKTB participating in "Seatrade Cruise Shipping Convention 2008" in Miami. 旅發局參加在邁阿密舉行的「2008郵輪業務會議展覽」。

02 03 04 Each time an international cruise ship drops anchor in Hong Kong, the HKTB is there to warmly greet passengers. 每逢大型國際郵輪到訪香港，旅發局均熱烈歡迎旅客光臨。

05 06 Various publications, leaflets and materials all help to promote Hong Kong as a regional cruise hub. 多元化的刊物、單張和資料，有助推廣香港為郵輪旅遊樞紐。

01 02
03 04
05 06

Joint promotional efforts brought encouraging results and business opportunities. A significant development in the cruise sector in 2007 was the homeport deployment of Star Cruises' SuperStar Aquarius and SuperStar Libra in Hong Kong for the first time for seasonal sailing, beginning in June and October 2007 respectively. In addition to homeport deployment, Hong Kong welcomed 49 port-of-call cruises including famous international cruise vessels such as Queen Victoria, Sapphire Princess, Nautica, Queen Mary 2, Amsterdam, and Seven Seas Voyager.

Enhancing the development of Hong Kong as a regional cruise hub

As a member of the Advisory Committee on the Cruise Industry (ACCI) established by the Government in early 2008, the HKTB worked together with the Government, international cruise companies and travel agents to focus on priority issues and foster closer communications amongst stakeholders.

The HKTB is also strongly supportive of the Government's plan to develop a new cruise terminal at the former runway of Kai Tak. To help cater to future market needs, the HKTB has continued to provide input to the Government on the facilities and services for such a new cruise terminal. It will also continue its efforts in promoting cruise business to pave the way for this new facility.

Innovative Web Marketing Channels

In view of the increasing number of travellers using the Internet to research travel destinations, during 2007/08 the HKTB developed and launched several web-based marketing initiatives.

業界之間的衷誠合作，不單推動郵輪業務發展，商機也不斷增加。由2007年6月及10月起，麗星郵輪集團的「寶瓶星號」及「天秤星號」分別首度以香港為母港，作季節性航行，是香港郵輪業年內的重要發展。香港除了擔當母港外，也有49艘著名國際郵輪以香港為「掛靠港」，例如 Queen Victoria、Sapphire Princess、Nautica、Queen Mary 2、Amsterdam和Seven Seas Voyager。

支持香港發展為郵輪樞紐

2008年初，政府成立「郵輪業諮詢委員會」。身為委員會成員之一，旅發局與政府、國際郵輪公司和旅行代理商合作，商討業內重要事宜，並促進業內各方的聯繫和溝通。

對於政府計劃在前啟德機場跑道興建新郵輪碼頭，旅發局大力支持。為配合市場未來發展所需，旅發局已就新郵輪碼頭的設施及服務，繼續向政府提供意見，並會繼續推廣郵輪旅遊，以迎接這項新設施的落成和啟用。

創意網上推廣

隨著網上搜尋旅遊資料愈趨盛行，旅發局在2007/08年度推陳出新，以嶄新構思致力加強網上推廣。

Highlights 2007

重點數據

- > Page views for HKTB's DiscoverHongKong.com: more than **24** million per month, an increase of 100% over 2006
旅發局DiscoverHongKong.com網站瀏覽頁數：每月逾2,400萬，較2006年上升100%
- > The consumer website is available in 12 languages and 18 versions
該網站提供12種語言共18個版本

During the year, the HKTB launched the "Hong Kong Reality Channel" on the hugely popular video-sharing platform, YouTube. Viewers are now able to learn about all the fascinating aspects of our city in the promotional videos produced by the HKTB and travel trade partners.

年內，旅發局在極受歡迎的影像分享平台YouTube網站推出「樂在真香港頻道」。瀏覽人士可盡覽由旅發局及旅遊業界編製的推廣影片，感受香港各種迷人魅力。

In addition, "Hong Kong Sticker Album" application was launched on Facebook, a social networking site. Users can send unique Hong Kong icons overseas (for example, local delicacies like an egg tart or a piece of *dim sum*), promoting Hong Kong's attractions in an interactive way.

Following the launch of the web-based Interactive Itinerary Planner in early 2007, positive feedback and support were received from visitors to the site. French and Korean language versions were added in the first quarter of 2008, making a total of five language versions. The overall aim was to reach out to more markets and to meet increasing demand from the growing FIT segment. The user-friendly online tool enables visitors to create personalised itineraries before arrival, so that they can fully enjoy Hong Kong's diverse experiences during their stay.

旅發局又在社交網站Facebook，推出名為Hong Kong Sticker Album的應用程式。使用者可把富香港特色的圖像（如蛋撻、點心等地道美食）傳送到海外，以互動形式推廣香港。

另外，自「互動行程計劃」網上工具在2007年初推出後，旅客的反應甚佳。旅發局在2008年第一季更推出法文及韓文版，令該網站增至五種語言版本。旅發局期望能迎合自助旅遊興盛的趨勢，吸引更多市場的旅客使用該網站。透過這個簡便易用的網上工具，旅客在出發前可預先計劃喜愛的行程，盡情享受香港之旅。



With a truly fresh approach, and through different platforms and channels, the HKTB is strengthening efforts to promote via the internet.

旅發局以嶄新構思，透過不同平台和渠道，致力加強網上推廣。

Strengthening Partnership

The HKTB is committed to engaging travel trade partners in the planning process of its marketing initiatives. It places a strong emphasis on partnership with the travel trade as well as on providing a clear explanation of its strategies and objectives for creating long-term and sustainable growth.

Throughout the year, by organising briefings, seminars and the annual Tourism Overview, the HKTB gauged stakeholders' feedback in regard to its marketing strategies, business plan, new approach for mega events, and key tourism issues.

The HKTB also kept the Hong Kong travel trade abreast of its marketing activities and the latest information about tourism development through its PartnerNet, a dedicated website for travel trade professionals. In 2007/08, a total of 693,400 click throughs were recorded with 7.5 million page views.

夥伴合作 凝聚力量

旅發局製訂重要推廣方案時，均積極邀請業界參與，並且重視與業界的合作，同時亦清晰闡述推廣策略和目標，務求推動旅遊業長遠及持續發展。

年內，旅發局舉辦多項簡報會、座談會和一年一度的「香港旅業展望」，就推廣策略、業務計劃、大型活動的新模式和業內重要事宜，徵詢業界意見。

旅發局又透過專為業界而設的網站「香港旅業網」，提供市場推廣資訊和業內最新動向。年內，該網站的點擊次數共693,400次，瀏覽頁次達750萬。

Highlights 2007 重點數據

Travel tradeshows participated by HKTB

旅發局參與的旅業展覽

- > Number of major tradeshows participated: **18**
大型旅業展覽：18個
- > Number of Hong Kong travel trade partners taking part in these shows: **120**
參與的香港旅遊業夥伴：120
- > Number of overseas attendants to these tradeshows: **400,000**
海外出席者人數：40萬

Travel missions organised by HKTB

旅發局舉辦的旅遊業界赴外交流團

- > Number of missions organised: **6**
交流團數目：6個
- > Number of cities covered: **12**
涵蓋城市：12個
- > Number of Hong Kong trade partners taking part in these missions: **94**
參與的香港業界夥伴：94
- > Number of overseas trade partners taking part in these missions: **1,800**
出席的海外業界代表：1,800

In order to ensure that Hong Kong remains a top-of-mind destination among trade partners, the HKTB supported a range of activities that provided excellent platforms for travel partners to conduct business, and for enhancing the trade's knowledge of Hong Kong.

The HKTB organised Contract Hong Kong for over 70 buyers from Southeast Asia, Australia and New Zealand to familiarise them with new products in Hong Kong and to allow them to meet with the local trade partners to discuss business during the one-on-one Business Sessions. The HKTB also continued to organise Contact & Contract in London for Hong Kong hotel partners to meet with UK tour operators to network and discuss hotel rates and contracts for the coming year. A total of 37 hotel partners and 44 UK tour operators participated in last year's event.

旅發局又積極籌辦和參與一系列業界活動，協助旅遊業夥伴推展業務，並提升業界對香港的認知，確保香港是他們推廣時的首選城市。

旅發局又為超過70名來自東南亞、澳洲和新西蘭的買家，安排旅業訪港考察暨業務洽談活動，讓他們認識香港的嶄新旅遊產品，並安排面談時段，與本港業界夥伴洽談業務。此外，旅發局再次在倫敦舉辦「建關係、訂合同」業務推廣活動，讓本港酒店業界與英國旅遊經營商會面交流，並且商討來年的酒店房租及合約事宜。2007年的活動共吸引37家酒店夥伴及44家英國旅遊經營商參與。



01 Tourism industry representatives on a familiarisation visit to Hong Kong: An opportunity to get to know Hong Kong, and to repackage and promote tourism products.

旅遊業界代表來港考察，增加對香港的認識，有助重新包裝和推廣旅遊產品。

02 Hong Kong tourism professionals meet with their global counterparts to hold discussions about business opportunities.

透過交流活動，本港與國際旅遊業界會晤，洽談業務商機。

01 02

Introducing Hong Kong to the World

During the year, the HKTB arranged familiarisation programmes for travel trade professionals from around the world in order to showcase the tourism products and services available in Hong Kong.

迎接全球貴賓 展示香港優勢

年內，旅發局為來自世界各地的旅遊界專業人士安排考察活動，介紹香港的旅遊產品和服務。

Highlights 2007 重點數據

- > Number of travel trade partners hosted: over **2,000**
旅發局接待的旅遊業夥伴數目：超過2,000位
- > Number of travel-related journalists visiting Hong Kong: more than **950**
訪港的旅遊業傳媒：超過950位
- > Publicity generated by international media: more than HK\$**5.2** billion
經國際媒體報道而獲得的推廣效益：超過52億港元

International and travel media are also an important means for promoting Hong Kong to the world and bringing the world to Hong Kong. In 2007, journalists from 24 key global markets visited Hong Kong to report on the territory. Some of the key international media assisted or hosted by the HKTB during the year included Discovery Channel, National Geographic, BBC, Mainichi Shimbun, CCTV, CBC, TVBS, as well as others from various parts of the world.

Striving for Quality and Excellence

A top priority for the HKTB in 2007/08 continued to be enhancing tourism service quality and nurturing a hospitality culture. The means to achieve these objectives remained the HKTB's own initiatives such as the Quality Tourism Services scheme.

Quality Tourism Services (QTS) scheme

During 2007/08, the HKTB continued to implement a wide variety of training programmes to upgrade the standard of services provided by accredited merchants. In total, 4,000 people have participated in these programmes.

國際媒體和旅遊業傳媒也是推廣香港的重要媒介，有助吸引全球人士來港。2007年，曾來港採訪和報道的傳媒來自全球24個主要市場。旅發局曾協助或接待的主要國際媒體包括：探索頻道、國家地理雜誌、英國廣播公司、每日新聞、中央電視台、加拿大國家廣播電視公司和TVBS等，還有其他世界各地的媒體。

追求卓越質素

2007/08年度，旅發局繼續以提升旅遊服務質素和促進好客文化為首要任務之一，當中包括致力推行「優質旅遊服務」計劃。

「優質旅遊服務」計劃

年內，旅發局繼續舉行各式各樣的訓練活動，藉此提升認證商戶的服務水平。參與這些活動的人數共4,000人。

Highlights 2007 重點數據

- > Number of outlets accredited: around 6,600 as of 31 March 2008 **(+3.1%)**
截至2008年3月31日，認證商舖：約6,600家(升3.1%)
- > On the merchant side, respondents agreed that the scheme had achieved the objectives of enhancing a company's image (96%) or improving customers' confidence **(97%)***
受訪商戶認同計劃已達到目的，有助提升公司形象(96%)，或增強客戶信心(97%)*
- > For visitors, respondents agreed that QTS shops were able to fulfill their expectations **(94%)***
受訪旅客認同認證商舖能符合期望(94%)*

* Note: QTS survey conducted in October 2007

* 註：意見調查於2007年11月進行。

Following the scheme's extension to cover visitor accommodation since the end of 2006, over 400 guestrooms have received accreditation.

Quality and Honest Ground Operator scheme

In support of the "Quality & Honest Hong Kong Tour" itineraries launched in the Mainland, the HKTB collaborated with the Travel Industry Council of Hong Kong (TIC) to launch the "Quality and Honest Hong Kong Ground Operator" scheme, which established a channel of co-operation for travel agents in the Mainland and Hong Kong. Through a series of presentations and consultations with industry partners, 39 qualified Hong Kong ground operators seeking to provide high quality services had participated in the scheme as of January 2008.

自2006年底開始，「優質旅遊服務」計劃延伸至旅客住宿服務，已獲得優質認證的旅客住宿客房數目超過400間。

「優質誠信香港遊」地接社計劃

為配合在內地推行的「優質誠信香港遊」，旅發局與香港旅遊業議會合作，推出「優質誠信香港遊」地接社計劃，為內地和本港旅行代理商開闢新的合作渠道。經過連串簡報會和業界諮詢會後，39家合乎資格的香港地接社於2008年1月參與計劃，致力為旅客提供優質服務。

