

Creating the Perfect MICE and Cruise Destination

打造會展及郵輪旅遊之都

Throughout the year, the HKTB continued to promote the diverse possibilities of Hong Kong to strengthen the city's position as the premier meetings, incentives, conventions and exhibitions (MICE) destination in Asia Pacific and to accelerate the development of the cruise segment.

香港擁有多元化特色，是亞太區首選的會議、展覽及獎勵旅遊之都。旅發局年內繼續積極進行推廣，鞏固香港在這方面的優勢，同時致力促進郵輪旅遊的業務。



Meetings & Exhibitions Hong Kong (MEHK) office

In line with its commitment to promoting Hong Kong as an international convention, exhibition and tourism capital, the HKSAR Government allocated HK\$150 million in the 2008/09 budget to strengthen MICE promotion. In November 2008, the HKTB established the Meetings & Exhibitions Hong Kong (MEHK) office to provide one-stop professional support to MICE organisers and to attract more large-scale events to Hong Kong. To ensure that Hong Kong had a head start in attracting MICE visitors when global economic conditions improve, the HKTB rolled out a global publicity campaign to raise worldwide awareness of Hong Kong's MICE offerings.

Global launch first took place in Hong Kong in November 2008 and continued in high-potential MICE markets overseas until March 2009. Launch ceremonies were held in 13 cities in 10 markets: Hong Kong, London, Barcelona,

Shanghai, Mumbai, New Delhi, Taipei, Sydney, Melbourne, Osaka, Tokyo, Seoul, and New York.

Headquartered in Hong Kong and consisting of four teams, the MEHK office adopted a highly focused approach for its business. Leveraging a marketing platform entitled "Hong Kong – Converging Possibilities", the MEHK office sustained and expanded Hong Kong's MICE brand through a multi-faceted campaign that included advertising, direct mailing, trade shows, public relations activities, web marketing, seminars and workshops. Throughout the year, the MEHK office appointed marketing representatives and launched targeted promotions in high-potential markets, cultivated new business contacts and built a stronger awareness of Hong Kong's MICE brand. During the year, the office also worked closely with members of the Alliance Group, including Hong Kong Trade Development Council, InvestHK and Hong Kong Economic and Trade Offices to maximise synergy.



香港會議及展覽拓展部

香港特區政府一向致力將香港打造為國際會議展覽旅遊之都，並於2008/09財政年度撥出1.5億港元加強這方面的推廣。旅發局為配合政府的政策，於2008年11月成立香港會議及展覽拓展部，為會展獎勵旅遊營辦商提供一站式的專業服務，吸引他們在港舉辦更多大型活動。旅發局的全球宣傳活動，向環球市場展示香港在會展獎勵旅遊方面的優勢，以便全球經濟好轉時，香港能夠早著先機，吸引會展獎勵旅遊人士。

2008年11月，香港會議及展覽拓展部的全球啟動儀式於香港揭開序幕，自此至2009年3月期間，陸續於多個高潛力市場舉行。旅發局先後在全球10個主要市場共13個城市舉行啟動儀式，包括：香港、倫敦、巴塞隆拿、上海、孟買、新德里、台北、悉尼、墨爾本、大阪、東京、首爾和紐約。

會議及展覽拓展部的總部設於香港，轄下共有四個團隊。部門採取重點推廣策略，多管齊下，建立名為「無盡機遇 盛匯香港」的推廣平台，並透過廣告、直銷郵件、業界展銷會、公關活動、網上推廣、研討會、工作坊等多元化途徑，鞏固及提升香港的會展獎勵旅遊品牌。在高潛力市場內，香港會議及展覽拓展部加大推廣力度，委任推廣代表之餘，亦推出針對目標對象的推廣活動；同時在世界各地建立業務新聯繫，提升香港會展獎勵旅遊品牌的知名度。年內，部門亦與「聯合工作小組」的成員(包括香港貿易發展局、投資推廣署及香港經濟貿易辦事處)緊密合作，以發揮最大的協同效應。



Meetings & Exhibitions Hong Kong holds launch ceremonies in various cities, for example, 香港會議及展覽拓展部先後於不同城市舉行啟動儀式，例如：

1. Hong Kong 香港
2. London 倫敦
3. Shanghai 上海
4. Mumbai 孟買
5. Taipei 台北
6. Sydney 悉尼
7. Osaka 大阪
8. New York 紐約



Business Right Here!

To support the exhibitions industry and to drive exhibition buyers to Hong Kong, in March 2009 the MEHK office collaborated with Cathay Pacific, three local attractions and 35 hotels to launch a global booster campaign called “Business Right Here!” The campaign allowed registered exhibition buyers to enjoy an array of exclusive and attractive privileges from airlines, attractions and hotels. A total of 28 exhibitions participated, with the campaign reaching over 6.6 million worldwide buyers and 40,000 coupon sets being distributed.

Promotion channels included marketing platforms such as EDM and the websites of participating exhibition organisers; HKTb/MEHK websites and online business magazines/newspapers in selected markets; prominent banner displays at major exhibitions; and printed coupons distributed to registered exhibition buyers upon their arrival in Hong Kong.

Supporting other MICE segments

The MEHK office also organised major marketing activities for the convention, meetings and incentive

segment, such as travel missions and international trade shows Incentive Travel & Conventions Meetings China (IT&CM China), European Incentive & Business Travel & Meetings Exhibition (EIBTM) and Asia Pacific Incentive & Meetings Expo (AIME). A total of 56 Hong Kong sellers participated in these trade shows, meeting with over 4,500 overseas buyers worldwide, while over 240 leads were generated.

Altogether in the year 2008, MEHK (including HKTb's former MICE team) assisted prospective MICE organisers to win 16 conventions and 830 meeting and incentives (M&I) groups to land Hong Kong in the next five years. MEHK's work has benefitted over 200,000 MICE visitors directly or indirectly in 233 conventions, 81 trade exhibitions and 830 M&I groups.



Hong Kong welcomed **1.17** million overnight MICE visitors in 2008.

2008年，香港合共接待117萬過夜會展獎勵旅遊旅客。

1-2 Promotional work succeeds in attracting several large-scale international conferences and corporate incentive travel groups to Hong Kong.

推廣工作成功吸引多個大型國際會議及企業獎勵旅遊活動來港。

3 HKTb's booth at AIME.

旅發局於「亞太區獎勵旅遊及會議博覽」中所設的展台。

4 HKTb actively participates in EIBTM.

旅發局積極參與「歐洲會議及獎勵旅遊展覽」。

商機在此！

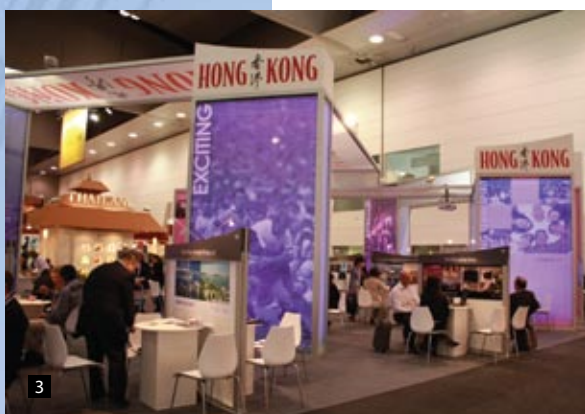
香港會議及展覽拓展部成立後，即在2009年3月推出名為「商機在此！」的全球推廣活動。部門與國泰航空公司、三個本地旅遊景點和35家酒店攜手合作，商貿展覽買家登記後，可尊享由航空公司、旅遊景點和酒店提供的一連串特別優惠，從而吸引商貿展覽買家來港參展，推動展覽業發展。這項活動共吸引28個展覽參與，派發了4萬套優惠券，所接觸的全球買家超過660萬。

「商機在此！」推廣渠道包括電子直銷郵件、參與活動的展覽營辦商的網站、旅發局或香港會議及展覽拓展部的網站、個別市場的網上商貿雜誌或報章、在大型展覽內展示的橫額，以及已登記商貿展覽買家抵港時所收到的優惠券。

支持會展獎勵旅遊業

除此之外，香港會議及展覽拓展部也為會展獎勵旅遊業舉辦或籌備參與大型推廣活動，包括業務洽談會和國際展銷，例如「中國(上海)國際獎勵旅遊及大會博覽會」(IT&CM China)、「歐洲會議及獎勵旅遊展覽」(EIBTM)以及「亞太區獎勵旅遊及會議博覽」(AIME)。共有56個香港賣家參與這些業界展銷會，與來自世界各地超過4,500位海外買家接洽，達成了超過240宗交易。

於2008年，香港會議及展覽拓展部(包括過往的會議展覽部)為會展獎勵旅遊的營辦商提供協助，成功爭取未來五年共有16個會議及830個會議及獎勵旅遊團前來香港。部門直接或間接為233個會議、81個展覽及830個會議及獎勵旅遊團提供服務，當中惠及逾20萬名會展獎勵旅客。





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Developing Hong Kong as a regional cruise hub

In 2008, the throughput of international cruise passengers to Hong Kong increased by 25 per cent to more than 780,000, mainly due to the homeporting of Rhapsody of the Seas, SuperStar Virgo, SuperStar Aquarius and Costa Allegra in Hong Kong. These passengers came to Hong Kong to enjoy a wide variety of high-quality cruise products.

To pave the way for the commissioning of the first berth of the new cruise terminal at Kai Tak in 2013 and to generate word-of-mouth of Hong Kong as a leading regional cruise hub, the HKTB continued to cultivate

good relationships with cruise lines and to provide top-class hospitality services. During the year, the HKTB collaborated with the overseas travel trade and cruise industry partners to promote fly/cruise products to drive consumer demand, targeting in particular Taiwan, Japan, India, Australia, the United States and the United Kingdom.

The HKTB also built strategic partnerships with Mainland coastal provinces, including Fujian, Guangdong, Guangxi and Hainan. The Board promoted multi-destination cruise itineraries along the South China coast by taking the opportunity of the Seatrade Cruise Shipping Miami event in March 2009 to launch a Cruise South China website targeted at cruise lines.

To raise the profile of Hong Kong as a regional cruise hub in Asia, the Board enhanced its presence in international cruise trade shows such as the 2008 China Cruise Industry Development Summit in Beijing in October 2008, the 1st Seatrade All Asia Cruise Convention in Shanghai in October, and Seatrade Cruise Shipping Miami in March 2009 in Miami. Hospitality programmes were also arranged throughout the year and enhanced greeting programmes were staged for commemorative ship calls to ensure that visiting cruise passengers received a warm, Hong Kong style welcome.



International cruise passengers throughput increased by **25%** in 2008.

2008年訪港的國際郵輪旅客量上升25%。

發展香港成為 區內郵輪中心

2008年，海洋迎風號、處女星號、寶瓶星號、愛蘭歌娜號等郵輪均以香港作為母港，推動年內訪港的國際郵輪旅客量上升25%，總數超過78萬人次。這些旅客來港享受到各式各樣的優質郵輪旅遊服務及樂趣。

啟德郵輪碼頭首個泊位將於2013年落成啟用，旅發局為此積極作好準備，繼續與郵輪公司建立良好關係，提供頂級迎賓服務，致力將香港打造

為區內首屈一指的郵輪中心，藉此建立信譽和口碑。年內，旅發局針對台灣、日本、印度、澳洲、美國和英國等目標市場，與海外旅遊業界和郵輪業夥伴通力合作，攜手推廣航空兼郵輪旅遊產品，刺激消費者的需求。

此外，旅發局又與內地沿海省份如福建、廣東、廣西、海南等建立策略夥伴合作關係。例如，旅發局藉2009年3月舉行「邁阿密郵輪博覽」之良機，推出以郵輪公司為對象的《華南郵輪旅遊》網站，推廣華南沿岸一程多站郵輪旅遊行程。

為提升香港作為亞洲郵輪旅遊樞紐的地位，旅發局參與多個國際郵輪業展覽，包括：2008年10月在北京舉行的「2008中國郵輪產業發展大會」、同月在上海舉行的「第一屆亞洲區郵輪博覽」、以及2009年3月在邁阿密舉行的「邁阿密郵輪博覽」。年內，旅發局為訪港的大型郵輪舉辦盛大的歡迎活動，精心設計迎賓安排，務求令訪港旅客均有賓至如歸的感覺。

1 The "Cruise South China" website.
《華南郵輪旅遊》網站。

2 Active participation in cruise industry events.
積極參與郵輪業界活動。

3-4 To deepen visitors' experience, special activities are organised to welcome passengers aboard large-scale cruise ships to Hong Kong.
舉辦多項歡迎大型郵輪訪港的活動，加強旅客體驗。

