

Capturing Opportunities Through Closer Partnership

加強夥伴合作

In a volatile economic environment, the HKTB worked even more closely with travel trade partners to rise to the market challenges. At the same time, the Board reinforced its partnership with non-travel trade partners to explore new business opportunities and achieve greater synergies.

面對經濟環境變化，旅發局一方面加強與旅遊業界的合作，共同面對市場上種種挑戰。另一方面，旅發局亦與其他業界的夥伴聯手發掘商機，提升協同效應。





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The HKTB reaches out extensively and regularly to various stakeholders, including the tourism-related sectors and other partners. During the preparation, implementation and evaluation of its annual work plan, the HKTB also arranges a series of consultation with these stakeholders.

Embracing challenges with trade partners

In view of the establishment of cross-strait “direct links” and the gradual expansion of charter flight services, which affect the position of Hong Kong as a transit hub, the HKTB has strengthened its promotion of Hong Kong in Taiwan. The Board aims to open up new visitor source cities, attract more visitors with high spending power from the business, family and youth sectors in the island, as well as extend their period of stay in Hong Kong.

To further this objective and to reinforce Hong Kong’s position as a must-visit short-break destination, the HKTB organised a market visit to Taiwan in March 2009.

Together with some 50 representatives from 40 local travel organisations, including hotels, attractions and travel agencies, the HKTB met with more than 80 travel agency representatives from Taipei, Taichung and Kaohsiung. This was the largest-ever market visit to Taiwan organised by the HKTB. Representatives of the local travel trade were able to provide their Taiwan counterparts with the latest market information on Hong Kong’s products, as well as discuss the development of new products and promotions for the Taiwan market.

旅發局積極與旅遊相關行業及其他界別夥伴保持緊密的合作關係，並定期聽取這些持份者的意見。旅發局在制訂、執行及檢討年度工作計劃時，亦進行多次諮詢，與持份者保持溝通。

與業界共迎挑戰

隨著海峽兩岸實施直航，加上逐步擴充包機服務，香港作為兩岸中轉站的地位某程度上受到影響。有見及此，旅發局於台灣加大力度推廣香港，致力開拓新客源市場，並以當地的商務、家庭和年輕族群為對象，吸引更多高消費力旅客來港，延長他們在港逗留的時間。

為此，旅發局推行多項對策，例如於2009年3月率領業界代表團到訪台灣，加強宣傳香港為短線旅遊必到之地。

是次訪台代表團共有約50名代表，分別來自40個包括酒店、景點和旅行社在內的本地業界機構，與超過80位來自台北、台中及高雄等地旅行社的代表會面及商談業務，這次是旅發局籌辦業界訪台活動中，規模最大的一次。本地旅遊業代表向台灣同業介紹香港旅遊產品的最新資訊，商討為台灣市場開發的新產品以及相關推廣工作。



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- 1 The Hong Kong travel trade delegation visits Taiwan to boost awareness of the city.
香港業界代表團到訪台灣加強宣傳香港。
- 2 Unique tourism products serve to attract Taiwan's female segment.
以特色旅遊產品吸引台灣女性客群。



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Exploring emerging markets together

To tap the opportunities arising from the bilateral aviation agreement between India and Hong Kong, the HKTb arranged for Hong Kong travel trade partners to meet with their counterparts in New Delhi and Mumbai in May 2008. This was followed by the largest-ever travel trade delegation to four key Indian cities in September 2008.

In October 2008, the HKTb appointed a representative in Dubai to capitalise on opportunities in the affluent Middle East market. Working with different partners, the HKTb continued to cultivate awareness of Hong Kong in this growing market and to expand trade and media networks.

In Russia, the HKTb expanded its marketing reach and trade network through its representative office set up in August 2007. To enhance consumers' awareness of Hong Kong, the HKTb launched public relations activities, co-op promotions with the travel trade and a new Russian website on DiscoverHongKong.com.

1 Tourism products targeting Indian family travellers. 針對印度家庭旅客推廣相關旅遊產品。

2 HKTb organises the largest-ever, India-bound travel trade delegation. 旅發局安排歷來最大型業界代表團前赴印度。

3 HKTb leads a travel trade delegation to open up the Middle East market. 旅發局率領代表團到中東開拓市場。



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攜手進軍新興市場

香港與印度簽署雙邊航空協議後，旅發局在2008年5月安排旅遊業界前赴新德里和孟買，與當地同業會面，發掘商機。其後，於同年9月，旅發局安排歷來最大規模的旅遊界代表團前赴四個印度主要城市交流，加深與當地旅遊業界的聯繫。

中東人口富裕，為求把握這個市場的商機，2008年10月，旅發局在杜拜委任了中東地區代辦。旅發局也聯同當地不同合作夥伴，繼續提升香港在這個新興市場內的知名度，並擴闊當地業界和媒體網絡。

此外，旅發局繼續透過於2007年8月在俄羅斯委任的地區代辦，從而拓展市場和業界網絡。除此之外，旅發局又在俄羅斯展開公關活動，與業界合作推廣，並推出DiscoverHongKong.com俄語網站，藉此提高當地消費者對香港的認識。



1,330

travel trade representatives joined HKTB's familiarisation trips to Hong Kong in 2008.

2008年內，旅發局安排了1,330位旅遊業代表前來香港考察。

Offering support to the travel trade

In view of the economic downturn, the HKTB announced in November 2008 a scheme to offer concessions to members of the travel trade joining HKTB's promotions with effect from 1 January 2009. The HKTB has allocated HK\$21 million from its reserve for providing these concessions across two fiscal years of 2008/09 and 2009/10. This was aimed at helping them reduce their marketing expenses.

Throughout 2009, the local travel trade could enjoy a 50% discount on the participation fee for joining booths set up by the HKTB at travel trade shows, as well as for overseas travel missions organised by the Board. The fees collected were re-invested in campaign activities in respective markets for the promotion of Hong Kong and the travel trade. With the implementation of these measures, the number of planned travel missions in 2009 was increased from 6 to 12. Besides, the number of participants in travel missions doubled. Merchants of the Quality Tourism Services (QTS) scheme also benefitted. The certification renewal fee for existing QTS merchants was waived in 2009, and for new QTS applicants a 50% reduction of the application fee was applied.

全力支持旅遊業界

鑑於經濟下滑，為了協助旅遊業界減低推廣支出，旅發局在2008年11月宣佈，由2009年1月1日起，寬減業界參加旅發局推廣活動的費用。旅發局撥出2,100萬港元，於2008/09及2009/10兩個財政年度內支持業界。

2009年內，本地旅遊業界參與旅發局在展銷會內設立的展台，以及在客源市場舉辦的業務洽談會，參加費可獲減半。旅發局亦會將收取的費用，全數投放於客源市場，為香港和參與業界加以宣傳。落實這些措施後，旅發局在2009年的業務洽談會數目由原定6次增加至12次。另外，參與業務洽談會的人數增加逾一倍。

「優質旅遊服務」計劃的商戶同樣享有優惠，旅發局免收現有「優質旅遊服務」計劃下商戶2009年的續證費用；至於新申請「優質旅遊服務」計劃的商戶，申請費用亦可減半。

- 1 Travel exhibitions enhance Russian consumers' awareness of Hong Kong. 透過旅遊展，加強向俄羅斯消費者宣傳香港。
- 2 HKTB's newly launched Russian website. 旅發局推出俄語網站。





Establishing partnerships with non-travel trade partners

To further showcase Hong Kong's reputation as the Culinary Capital of Asia, the HKTB supported the Dining With Stars programme, which was spearheaded by *Hong Kong Tatler* and sponsored by American Express. 30 local and international celebrities supported the campaign, and their endorsements of 50 top-notch Hong Kong restaurants were published in a special booklet.

A number of other food-related marketing campaigns were organised with trade partners worldwide, leveraging the publication of the Hong Kong/Macau version of the *Michelin Guide*, in order to arouse visitors' interest in visiting Hong Kong and in exploring the city's diverse gastronomic experiences.

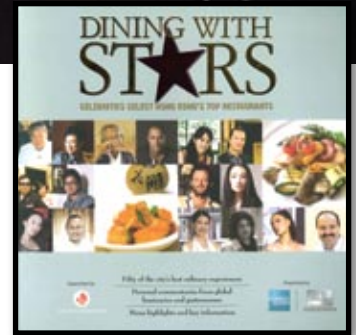
In addition, the HKTB leveraged on its non-travel trade partners' network and customer database for targeted consumer promotions. For example, the Board partnered with China UnionPay in promoting "Hong Kong Halloween Treats", making use of the latter's customer database to attract young travellers in Southern China to experience the fun of Halloween in Hong Kong. Building on the platform of other Mega Events throughout the year, the HKTB executed various promotion programmes with QTS merchants to offer visitors attractive privileges and ensure their patronage.

與各行各業建立夥伴關係

香港既有「亞洲美食之都」的美譽，旅發局在這方面大力宣傳，支持由《Hong Kong Tatler》主辦、美國運通贊助的「共星饗」活動，邀請30位本地和國際名人推薦50家頂級香港餐廳，並將他們的心水選擇收錄於特色美食指南內。

自《米芝蓮指南》香港/澳門版出世後，旅發局與全球業界夥伴通力合作，舉行各式美食推廣活動，吸引旅客前來香港，親身體驗香港無窮無盡的美食樂趣。

此外，旅發局又透過其他界別夥伴的網絡和客戶資料庫，推出針對特定消費者的推廣活動。舉例而言，旅發局與中國銀聯合作，利用其客戶資料庫推廣「香港萬聖狂歡月」，吸引華南的年青旅客來港，感受萬聖節的熱鬧氣氛。此外，旅發局舉辦各項大型活動時，又與「優質旅遊服務」計劃下的商戶攜手推廣，為旅客提供優惠，吸引他們光顧。



1-2 HKTB fully supports the Dining with Stars programme. 旅發局全力支持「共星饗」活動。



Fostering two-way tourism with Japan

The HKTB partnered with various neighbouring destinations to develop new tourism products. For example, the Board, the Tourism Commission of the Hong Kong SAR Government, the Japan Tourism Agency and Japan National Tourism Organization jointly announced the Hong Kong-Japan Tourism Exchange Year promotion in January 2009. The Hong Kong SAR's Chief Executive officiated at the launch ceremony in Tokyo. Comprising a series of tourism and cultural events, the programme aimed to enhance the bilateral relationship between Hong Kong and Japan and to foster tourism and cultural interflows.

夥拍日本推廣雙向旅遊

旅發局一直與多個鄰近旅遊熱點合作，開發包括香港在內的旅遊新產品。例如，旅發局聯同香港特區政府旅遊事務署、日本國國土交通省觀光廳和日本國家旅遊局在2009年1月宣佈，推出名為「香港日本觀光交流年」的推廣活動。啟動儀式在東京舉行，由香港特區行政長官主持。「香港日本觀光交流年」活動繁多，當中包含一連串精彩的旅遊和文化節目，藉此提升香港和日本的雙邊關係，同時促進兩地旅遊和文化交流。

- 1 Jackie Chan, Yoshino Kimura and Hiroki Narimiya join hands to publicise "Hong Kong-Japan Tourism Exchange Year".
成龍、木村佳乃與成宮寬貴攜手宣傳「香港日本觀光交流年」。
- 2 Discount booklet for "Hong Kong-Japan Tourism Exchange Year".
「香港日本觀光交流年」優惠小冊子。
- 3 The "Hong Kong-Japan Tourism Exchange Year" kicks off.
「香港日本觀光交流年」揭幕。

