

# Growing the MICE and Cruise Business for Hong Kong

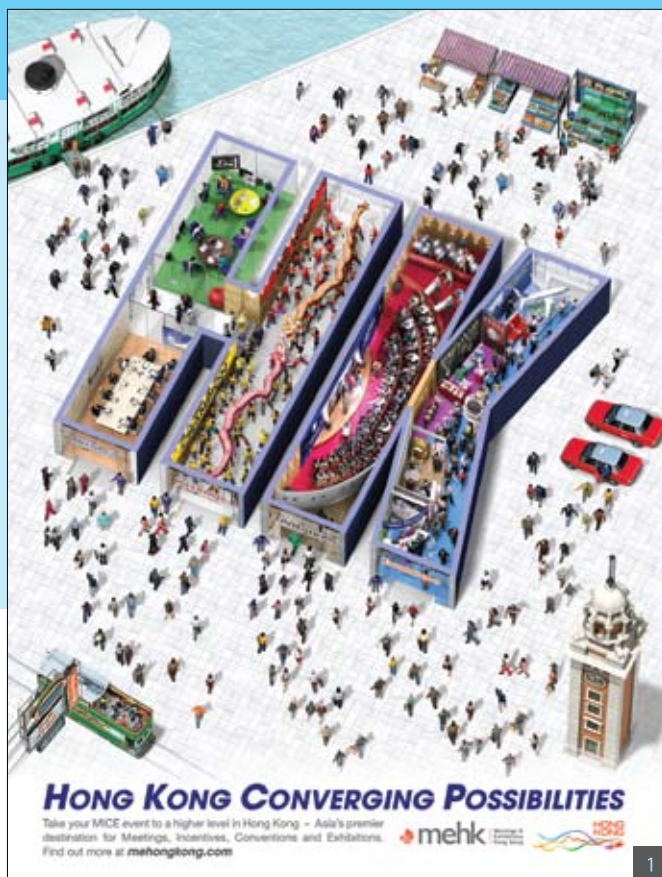
## 推動會展及郵輪旅遊

### Various channels to market MICE offerings

#### 多角度推廣會展獎勵旅遊

During the year, the HKTB's Meetings and Exhibitions Hong Kong (MEHK) office worked closely with Meetings, Incentives, Conventions and Exhibitions (MICE) organisers and related partners to attract MICE events and reinvigorate Hong Kong's position as the ideal MICE destination.

年內，旅發局轄下的香港會議及展覽拓展部與會展獎勵旅遊營辦商及業界夥伴緊密合作，吸引更多會展獎勵旅遊活動落實來港，並鞏固香港作為首選會展獎勵旅遊之都的地位。

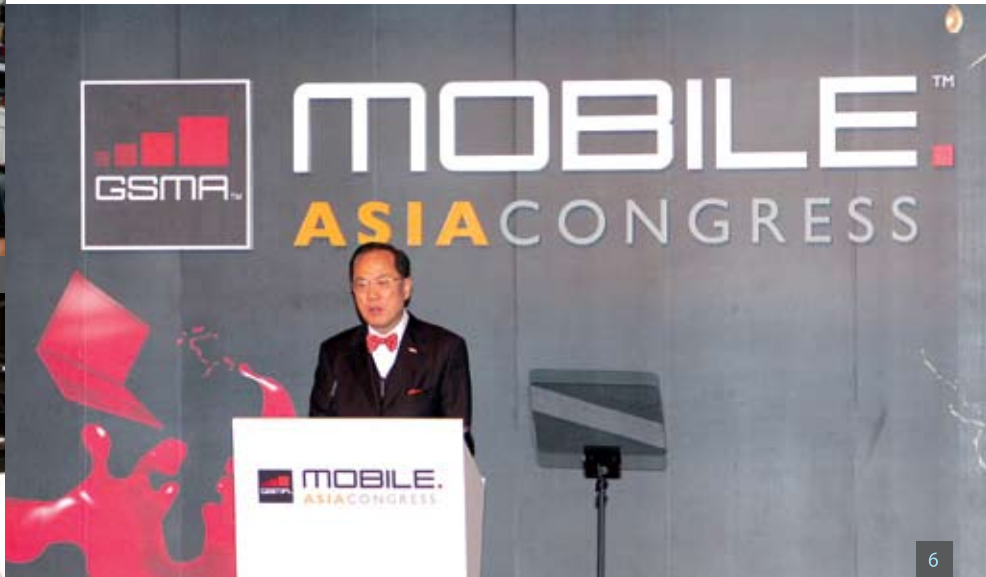
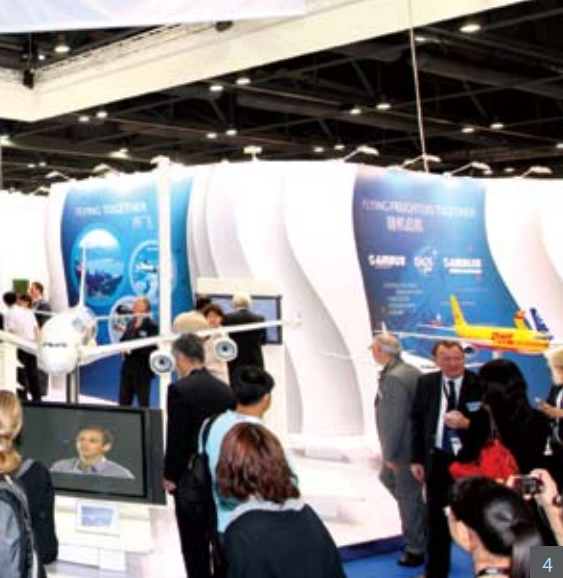


- 1 Leveraging the marketing platform "Hong Kong - Converging Possibilities", Hong Kong's MICE offerings are promoted in various strategic markets.

旅發局推出「無盡機遇 盛匯香港」的推廣平台，在多個市場宣傳香港在會展獎勵旅遊方面的優勢。

- 2-3 The MEHK office develops a "segment-specific" marketing strategy in lobbying and bidding for more MICE events to be held in Hong Kong. Pharmaceutical, insurance and academic sectors, which are less affected by the financial turmoil, are the main targets of meetings and incentives segment for the MEHK office.

香港會議及展覽拓展部針對不同界別，採取相應策略，爭取更多會展獎勵旅遊活動來港。在會議及獎勵旅遊方面，香港會議及展覽拓展部主要以較少受金融海嘯影響的行業為目標，包括製藥業、保險業及學術機構等。



## Quick Glance 資料快覽

Hong Kong received 1.16 million overnight MICE visitors in 2009, with visitors' satisfaction level rising to 8.2 points (out of 10).

2009年，香港合共接待116萬過夜會展旅客，他們對香港的滿意程度上升至8.2分（10分為滿分）。

Per capita spending of overnight MICE visitors increased by 2.7% to HK\$6,932, higher than the overall average for all overnight visitors of HK\$5,770.

過夜會展旅客的人均消費為6,932港元，與2008年相比上升2.7%，亦較全部過夜旅客的整體平均消費5,770港元為高。

According to a survey conducted in 2009, Hong Kong achieved 60% advertising recall in destination branding and the highest rating (92%) as a popular MICE destination amongst comparable Asia Pacific cities.

根據2009年進行的一項調查顯示，有六成受訪者對有關香港品牌的廣告有印象，並有九成二的受訪者認為香港是受歡迎的會展獎勵旅遊目的地，是亞太區城市中最高。

- 4 In the exhibition segment, the focus is to drive attendance at various exhibitions held in Hong Kong, and provide customised support for new events to retain them.  
致力吸引更多旅客參與在香港舉辦的展覽，並為參展商提供合適的配套服務，確保他們再度選擇香港舉辦展覽。

- 5 The MEHK office successfully attracts various MICE events to Hong Kong.  
年內，香港會議及展覽拓展部成功吸引多項展覽及大型會議來港進行。

- 6 In the conventions segment, the MEHK targets priority markets and leverages confirmed events for brand building. It also increases its presence at international convention associations.  
在大型會議方面，香港會議及展覽拓展部以多個首要市場為目標，並借助已落實來港的活動提升香港的形象。另一方面，部門亦與專門籌辦大型會議的協會加強聯繫。



1-2 Various marketing programmes such as “Business Right Here!” and “Hong Kong Rewards!” provide value-added offers to high-yield MICE visitors.  
 旅發局推出「商機在此!」及「獎勵旅遊及企業會議推廣專案」等計劃，為會展旅客提供更多增值優惠。

3 Service counters are set up at the MICE venues to offer on-site support to participants.  
 在會展場地設立旅客諮詢櫃位，為參展旅客提供服務。

4 Active participation in major international MICE trade shows helps nurture business opportunities for Hong Kong trade partners.  
 旅發局積極參與主要的會展獎勵旅遊展銷會，藉此為香港的業界爭取更多商機。

5 The MEHK office organises around 40 trade missions and familiarisation visits to foster partnerships between the local and overseas MICE trade.  
 香港會議及展覽拓展部舉辦了約40次業務洽談會及考察團，增進本地及海外會展獎勵旅遊業界的合作聯繫。

6 New dedicated immigration counters are launched at the airport to facilitate MICE visitors' entry to Hong Kong.  
 在機場設立特快入境專櫃，方便會展旅客入境。



## Quick Glance 資料快覽

In 2009, the MEHK office provided support to 1,090 MICE events, of which 590 are scheduled to take place from 2009 to 2013. These new events are expected to bring in more than 150,000 additional MICE visitors.

2009年，香港會議及展覽拓展部為1,090項會展獎勵旅遊活動提供服務，當中有590項於2009年至2013年舉行。這些活動預計將為香港額外帶來超過15萬名會展旅客。

In 2009, coupons with various offers were distributed to some 782,000 MICE visitors, which helped stimulate their consumption in Hong Kong.

於2009年，共向782,000名會展旅客派發優惠券，刺激他們在本港消費。





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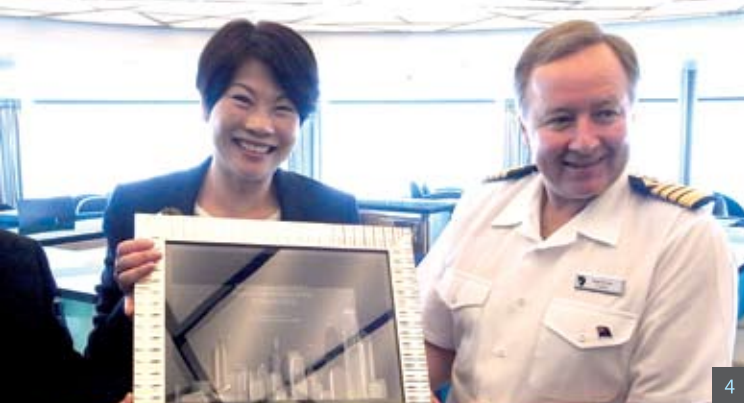
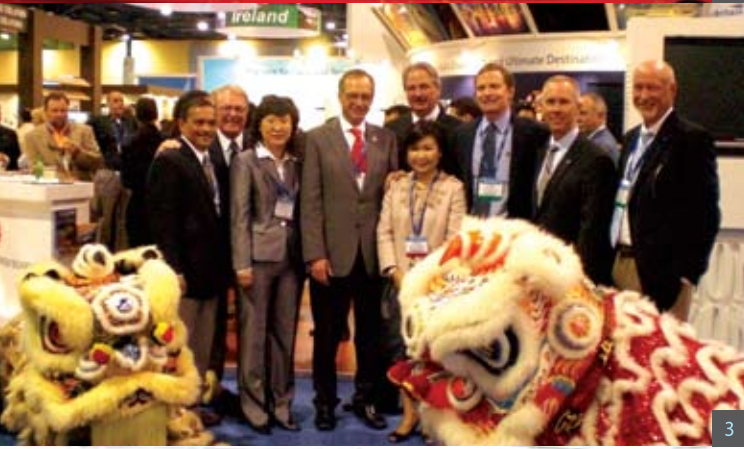
## Seizing market opportunities 把握郵輪市場機遇

The Central People's Government announced new policies during the year, allowing Mainland tour groups to take cruise vessels homeporting in Hong Kong to Taiwan. Leveraging new opportunities arising from this measure, the HKTb worked with relevant international cruise companies and other partners to further develop Hong Kong's cruise industry.

中央政府年內宣佈，允許內地旅行團乘坐以香港為母港的郵輪前往台灣旅遊。旅發局藉此良機，與國際郵輪公司及其他夥伴合作，進一步發展香港的郵輪業務。

- 1-2 The HKTb supports cruise companies in introducing their first regular Taiwan cruise itineraries for Mainland tour groups, and continues to encourage Mainland visitors to make stopover visits in Hong Kong before or after visiting Taiwan.  
旅發局協助郵輪公司，推介內地旅行團赴台灣的郵輪行程，同時鼓勵內地旅客在到訪台灣前後，順道到香港旅遊。
- 3 The HKTb participates in major cruise industry events, such as China Cruise Industry Development Summit and Cruise Shipping Miami, to raise awareness of Hong Kong as a top cruise destination.  
旅發局參與多項大型郵輪業展覽，包括「中國郵輪產業發展大會」及「邁阿密郵輪博覽」，提升香港作為首選郵輪目的地的地位。

- 4 The HKTb offers hospitality programmes for 87 ship calls, including the maiden call of *Seabourn Odyssey*.  
旅發局接待87艘到訪的郵輪，包括首次訪港的聖寶奧德薩號 (*Seabourn Odyssey*)。
- 5-6 The HKTb arranges performances and sets up service counters to enhance cruise visitors' experience, strengthening Hong Kong's image as Asia Pacific's premier port.  
旅發局為郵輪旅客安排表演，並設立諮詢櫃位，加強旅客體驗，提升香港作為亞太區首屈一指的港口的形象。



## Quick Glance 資料快覽

As a measure to promote multi-destination cruise tours in the region, the HKTB worked with four Mainland provinces Fujian, Guangdong, Guangxi and Hainan, and developed the Cruise South China website.

旅發局與福建、廣東、廣西及海南四省合作，推出華南郵輪旅遊網站，以便推廣區內的一程多站郵輪行程。

International cruise passenger throughput in 2009 reached 605,711.

2009年訪港的國際郵輪旅客流量為605,711人次。

Per capita spending of transit cruise visitors was HK\$1,670.

過境郵輪旅客的人均消費為1,670港元。

The satisfaction level of transit cruise visitors reached 9.1 points (out of 10) in 2009.

於2009年，過境郵輪旅客對香港的滿意程度為9.1分(10分為滿分)。