

Tapping into *Unlimited* Possibilities

for MICE and Cruise Business
前景無限 力拓會展郵輪旅遊



鞏固香港會展旅遊 品牌

旅發局的「香港會議及展覽拓展部」(MEHK)繼續以「無盡機遇 盛匯香港」的推廣平台，於多個市場進行推廣活動，宣傳香港為首選的會展獎勵旅遊之都。

MEHK透過出版羅列香港會展旅遊資源的《香港會展獎勵旅遊指南》以及多個成功個案，突顯香港的優勢和佳績，鞏固香港作為首選會展旅遊目的地之地位。



MEHK organised activities of various kinds, including overseas trade shows, trade luncheon and seminars. In developing the meetings and incentive travel segment, MEHK regularly arranges familiarisation tours for overseas partners to experience Hong Kong's appeal and explore business opportunities with their counterparts in Hong Kong. These activities helped the Hong Kong travel trade reach out to nearly 20,000 buyers worldwide in 2010.

MEHK積極為業界舉辦多項活動，包括海外業界展覽會、業界午宴，以及不同的座談會。在會議及獎勵旅遊方面，MEHK舉辦多次海外業界考察團，讓他們體驗香港的會展旅遊特色，並與香港業界洽談，爭取更多商機。於2010年，本地業界透過這些活動接觸近二萬名會展旅遊營辦商。



Meetings & Incentive



Reinforcing Hong Kong's MICE Branding

The HKTB's Meetings and Exhibitions Hong Kong (MEHK) office continuously strives to promote Hong Kong globally as a leading destination for meetings, incentives, conventions and exhibitions (MICE), leveraging on the well-established marketing platform "Hong Kong – Converging Possibilities".

To enhance Hong Kong's status as a premier MICE destination, MEHK publicised Hong Kong's distinctive MICE offerings and outstanding track record in different markets. By publishing *The Black Book: A MICE Guide for Hong Kong* and different success stories, the MEHK elaborates the extensive array of offerings in Hong Kong and showcases the city's strengths in the MICE business.

Highlights of Hong Kong's MICE tourism in 2010:

- **Overnight MICE visitor arrivals: 1.43 million (+22.8%)**
- **Per capita spending: HK\$8,475 (+22.3%)**

2010年，本港會展旅遊取得佳績：

- **過夜會展旅客人次：143萬，增加22.8%**
- **人均消費：8,475港元，上升22.3%**



Conventions

Bidding for Large-scale Conventions

For the convention segment, the HKTB focused its promotion in six sectors, namely medical science, science, social science, computer science, engineering and sports-leisure-culture. At the same time, MEHK actively engaged local professional associations to bid for industry events, such as by organising the Association Forum for the Medical Industry.

MEHK also strengthened Hong Kong's presence and image as an ideal destination for conferences at industry events organised by international convention associations. With the concerted efforts of different partners, several important conventions have been scheduled to take place in Hong Kong in the coming years. These include the FDI Annual World Dental Congress 2012, which is going to bring around 12,000 participants, and JCI Asia-Pacific Conference with an expected attendance of 5,000.



爭取大型會議來港

在大型會議方面，旅發局向六個主要行業推廣，即醫學、科學、社會科學、電腦、工程及文娛體育。另外，又與不同專業團體的香港分會聯繫，鼓勵業內人士爭取大型會議來港舉行，例如為香港醫學界舉辦論壇。

MEHK亦參與多項由專門籌辦大型會議的組織所舉辦的業界活動，從而提升香港在國際會展業界的知名度。經過爭取，多項大型會議落實於未來數年來港舉行，包括預計有12,000人出席的「2012世界牙科聯盟年會」及有5,000人參與的「2012年國際青年商會亞太大會」。



Some of the major conventions held in Hong Kong during the year were:

- International College of Neuropsychopharmacology Congress 2010
- Congress of Asia Pacific League of Associations for Rheumatology
- Asia Financial Forum
- APRICOT-APAN 2011

年內，香港舉辦多項大型會議，包括：

- 2010國際腦神經與精神藥理協會世界會議
- 亞太風濕病學學會聯盟會議
- 亞洲金融論壇
- APRICOT-APAN 2011



Promoting Hong Kong through Major Industry Platforms

In 2010-11, MEHK attended the CEO Summit of the Society of Independent Show Organisers in the USA and Global Event Summit in the UK, promoting Hong Kong as a trade fair capital in Asia to over 200 exhibition organisers.

Apart from these, MEHK also took part in other overseas industry activities jointly with the Hong Kong Trade Development Council and the Hong Kong Exhibition and Convention Industry Association, with an aim to attract more MICE visitors to trade fairs held in Hong Kong.



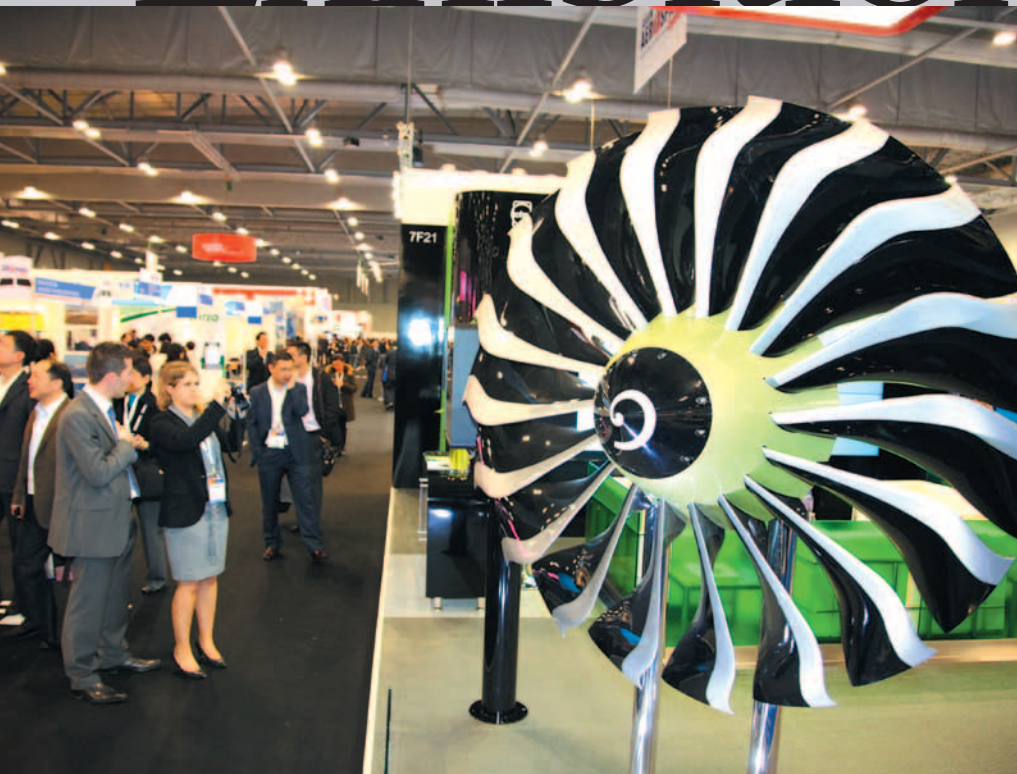
借助主要業界平台

在 2010-11 年度，MEHK 出席於美國舉行的獨立展覽營辦商協會 (Society of Independent Show Organisers) 峰會，及英國進行的全球展覽峰會 (Global Event Summit)，向超過 200 名展覽業界高層推廣香港為「亞洲展覽之都」，以收更大宣傳效益。

另外，又聯同香港貿易發展局及香港展覽會議業協會，參加多個海外業界活動，藉此吸引更多會展旅客出席在香港舉辦的會展活動。



Exhibitions



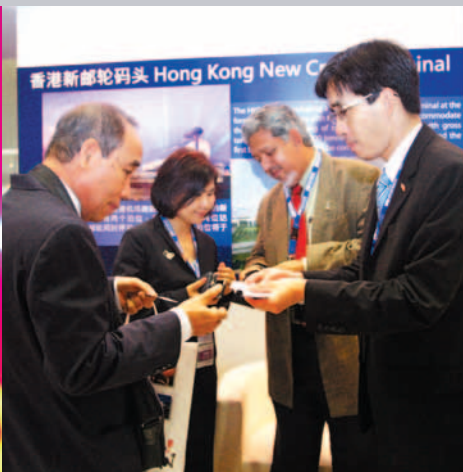
Events that have taken root in Hong Kong in recent years include:

- CARTES in Asia
- Retail Asia Expo
- Asian Seafood Exposition
- Asian Aerospace International Expo and Congress

近年，多項大型展覽落戶香港，例如：

- 亞洲智能卡工業展
- 亞洲零售博覽會
- 亞洲海鮮展
- 亞洲國際航空展覽會暨論壇





Cruise

Growing Cruise Demand

The HKTB put much effort in stimulating market demand in the Mainland. In southern and eastern China, it launched advertising campaign with the travel trade. Joining hands with the China National Tourism Administration, it organised for the very first time the “Cruising to New Horizons” seminar, which was attended by over 120 representatives from provincial tourism administrations, travel agencies and media.

In 2010, the Asian cruise industry experienced rapid growth. The number of ship calls to Hong Kong jumped up by 28% year-on-year to 120, whereas international passenger throughput increased by 9% to 660,291. Mainland China, Hong Kong’s key source market, contributed 66% of the total throughput.



The HKTB also intensified engagement with cruise executives and travel agents at important trade events, including Cruise3sixty and Cruise Shipping Miami, to promote Hong Kong as a cruise destination.

Hong Kong received the maiden calls of various large cruise liners during the year, such as Costa Romantica, Le Diamant, Seabourn Sojourn, Queen Elizabeth and Silver Spirit.

旅發局積極參加業界活動，例如Cruise3sixty和邁阿密郵輪博覽，向各地郵輪業界推介香港的郵輪產品。

年內有多艘大型郵輪首次到訪香港，包括：Costa Romantica, Le Diamant, Seabourn Sojourn, 伊利莎白皇后號及 Silver Spirit。

推動郵輪市場需求

旅發局加強在內地的推廣，刺激郵輪市場的需求，並與業界聯手在華東及華南推出宣傳廣告，且首度與國家旅遊局合辦「領航郵輪新幹線講座」，超過120名內地省市旅遊官員、旅行社代表及媒體出席。

亞洲郵輪業增長強勁，2010年訪港的郵輪共120艘次，較之前一年增加兩成八；國際郵輪旅客達660,291人次，上升9%，主要客源市場為中國內地，佔66%。

