



HONG KONG TOURISM BOARD
香港旅遊發展局

VIS





Showcasing
**Hong
Kong's
Best**
to the Global
Media

公關宣傳 爭取曝光



The HKTB continued to instil creativity in media publicity programmes to generate exposure for Hong Kong.

In 2011, the Board adopted a new format and used "fashion" as the theme of the second Visa go Hong Kong Super Shopper contest to demonstrate the city's image as both a shoppers' paradise and a fashion capital.

Throughout the year, the HKTB also highlighted Hong Kong's culinary excellence, especially in wine and food pairing, through public relations activities in various markets. In addition to participating in the Bordeaux River Festival in France and the Food and Wine Classic In Aspen in the US, it showcased Hong Kong's culinary flavours in markets like Germany, Taiwan and Beijing. Besides, the Board arranged a special "Hong Kong menu", jointly created by chefs from Hong Kong and London, as part of the two-week "Hong Kong. Live in London!" promotion.



旅發局積極與不同媒體合作，舉辦多項創意公關宣傳活動，為香港爭取更多國際曝光。2011年，旅發局以全新形式舉辦第二屆「Visa go 香港購物王」比賽，充分展示香港的潮流時尚和購物選擇多元化的優勢，提升香港作為「購物天堂」的美譽。

年內，旅發局亦透過不同公關活動，於全球多個市場宣傳香港美食配美酒的強項，例如參與法國波爾多舉行的 Bordeaux River Festival 及美國的 Food and Wine Classic In Aspen，又於德國、台灣及北京等市場進行推廣。另外，旅發局更在英國倫敦舉辦為期兩週、名為「Hong Kong. Live in London!」的大型宣傳活動，並邀請香港及倫敦名廚合作，在活動期間推出具香港風味的「Hong Kong menu」菜單，讓當地食客能夠品嚐香港的佳餚。