

The Year
in
Review

2

0

0

3

/

0

4

回

顧

Hong Kong's tourism industry has withstood the effects of economic uncertainty, wars and terrorism in the past, as it did again in 2003, but it is doubtful that any event has affected the industry so critically as the battle against Sars, which raged from late March to late June. Indeed, for the Hong Kong Tourism Board, a review of the year 2003-04 is essentially the story of Sars, the devastating effects of the outbreak on tourism to the city and the means by which the HKTB, the industry and the community rose to the challenges, turning what was by any definition a calamity into a remarkable recovery.

Although there had been concerns at the beginning of 2003, following the October 2002 Bali bombing and with conflict in the Middle East looming, the year began as 2002 had left off, with record arrivals in January and February. By March, however, incipient anxiety caused by the spread of Sars, as well as the outbreak of war in Iraq, had begun to affect tourism to Hong Kong, and arrivals for the month were only slightly ahead of those in the previous year. That slowdown rapidly turned into a slump when, on 2 April, the World Health Organization (WHO) issued an advisory against non-essential travel to Hong Kong and Guangdong Province. Visitor numbers fell throughout the Asia-Pacific region, with Hong Kong's April arrivals dropping by almost 65% compared with 2002, and those of May by almost 68%.

Faced with a worldwide reluctance to travel to the region, the HKTB suspended all advertising and promotions, largely confining its activities overseas to a public relations-led communications role. Relationships with key media and travel industry partners were nurtured through open and transparent meetings, supported by releases and circulars outlining the true situation in Hong Kong, and explaining the steps being taken by the industry and the community to counteract Sars. These activities earned widespread respect for the HKTB's credibility, professionalism and reliability.

Planning the recovery

Behind the scenes, however, the HKTB was working hard to ensure the rapid recovery of Hong Kong's travel industry as soon as the city was delisted as a Sars-affected destination. A recovery task force was set up with the travel trade to plan for the revival, while a report on proposals to attract visitors in the wake of the outbreak was submitted to the Hong Kong Legislative Council's (LegCo) Panel on Economic Services in mid-June. This helped to gain LegCo approval for an additional HK\$417 million funding for the re-launch of tourism, HK\$379 million of which was allocated to the HKTB's planned Global Tourism Revival Campaign.

香港旅遊業過去曾受市場的經濟不明朗因素、戰爭和恐怖襲擊所影響，2003年亦不例外，3月底至6月底發生的「沙士」事件，嚴重打擊旅遊業更是無容置疑。事實上，對旅發局而言，回顧2003-04年度，焦點都集中在「沙士」這事件為香港旅遊業帶來的衝擊，以及旅發局、旅遊業界和廣大社群如何同心協力克服挑戰，在這公認的危機中顯著地重振業務。

2002年10月印尼峇里島遭受恐怖襲擊、中東戰事一觸即發，雖然業界在2003年初表示擔憂，業務卻沒有受2002年的陰影所影響，1月及2月份旅客人次均創下新高。然而，3月份出現「沙士」事件，已引起初步的隱憂，加上爆發伊拉克戰事，開始影響香港的旅遊業務，3月份訪港旅客人次只輕微超越2002年同月的數字。至4月2日，世界衛生組織發出勸諭，表示旅客如非必要，避免到香港及廣東省地區旅遊，情況因而急轉直下，整個亞太區的旅客人次迅速下降，4月份的訪港旅客人次較2002年同月下調約65%，5月份更下調近68%。

鑑於全球人士到亞洲旅遊望而卻步，旅發局立刻停止一切廣告宣傳及推廣工作，在海外的活動主要以公關推廣主導。旅發局與主要的傳媒、旅遊業夥伴建立緊密聯繫，又透過公開而高度透明的會議、新聞稿及通告，簡介香港的真實情況，並解釋香港業界與整體社群為對抗「沙士」採取的措施，這些活動令旅發局贏得廣泛認同，是個具公信力、專業精神和可靠的旅遊推廣機構。

策劃重振業務

另一方面，旅發局作好準備，確保香港被剔除「沙士」疫區名稱之後，旅遊業能迅速復甦。旅發局聯同旅遊業界組成了一個工作小組，籌劃重振旅遊業的策略，並在6月中，就疫情過後如何吸引旅客來港向立法會經濟事務委員會提交建議，促成立法會批准額外撥款4.17億港元重振旅遊業，其中3.79億港元撥予旅發局推行擬定的「全球旅遊推廣計劃」。

隨著感染「沙士」的個案減少，世界衛生組織於5月23日取消對香港的旅遊勸諭，然後在6月23日正式將香港從疫區名單中剔除，旅發局隨即舉行新聞簡報會，由經濟發展及勞工局局長聯同旅發局主席宣佈啟動「全球旅遊推廣計劃」，旅發局並製作新聞短片，與全球500多家廣播機構分享喜訊，香港的流動電話商亦向客戶發放短訊，鼓勵他們將消息傳送給各地的親友和同事。



Welcome Day activities kick off with an impressive flag-raising ceremony at Golden Bauhinia Square

金紫荊廣場舉行的升旗儀式為「好客日」的精彩活動揭開序幕



Basketball giant Yao Ming lends his support at Golden Bauhinia Square to the tourism revival campaign

國際籃球明星姚明鼎力支持「全球旅遊推廣計劃」，出席在金紫荊廣場舉行的活動

The travel advisory was lifted on 23 May, following a marked reduction in new infections, but it was not until 23 June that the WHO removed Hong Kong from the list of Sars-affected destinations. This pivotal event was marked by a press conference, staged by the HKTB, in which Hong Kong's Secretary for Economic Development & Labour and the Chairman of the HKTB jointly announced the launch of the Global Tourism Revival Campaign. The HKTB also shared the good news in a video news release sent to more than 500 broadcasters worldwide, while Hong Kong mobile telephone operators circulated a text message that subscribers were encouraged to send to relatives, friends and colleagues overseas.

The revival campaign was divided into two phases. Using irresistible offers and adopting a "Seeing is Believing" approach, phase I was aimed at encouraging the rapid return of visitors, maximising their spending and generating positive attitudes towards Hong Kong. More than 430 overseas members of the travel trade and media were invited within a month of the WHO delisting to discover for themselves that Hong Kong was again safe to visit. Among the invitees were 130 ethnic Chinese travel-trade representatives from five European countries, as overseas Chinese were considered especially likely to make early return visits to Hong Kong. Travel-trade missions were also dispatched to Shenzhen and South Korea in early July, respectively attended by 200 and 300 trade partners from each market and accompanied by 150 and 33 members of the Hong Kong tourism industry.

Meanwhile Hong Kong's strengths as a convention, exhibition, incentive and corporate meetings destination were re-promoted, with letters and "e-blasts" sent to more than 8,650 event organisers, as well as prominent members of the local business and professional communities, encouraging them to bring new events to the city. A worldwide direct mailing and advertising campaign was launched to reinforce Hong Kong's position as an ideal incentive and corporate events destination. The HKTB also leveraged on major corporate events held in Hong Kong soon after the de-listing – for example, a Louis Vuitton regional conference on 25 June – to generate "reverse publicity" for the city. As a result, Hong Kong was able to retain most of the events confirmed for the remainder of 2003.

Hong Kong Welcomes You !

Although some early small-scale tactical consumer measures were undertaken soon after the de-listing in markets considered amenable to early travel to Hong Kong – such as Australia, South Korea, the Philippines and Thailand – the Global Tourism Revival Campaign began in earnest with the launch of the two-month *Hong Kong Welcomes You!* promotion on 13 July, held to coincide with Hong Kong's hosting of the Boao Forum for Asia and World Tourism Organization *Revitalising Asian Tourism* conference.

The *Hong Kong Welcomes You!* promotion received unprecedented co-operation and support from the normally fiercely competitive travel trade. Cathay Pacific, Dragonair and other airlines provided some 28,000 free air tickets to be used in conjunction with the HKTB's trade and media familiarisation programmes and consumer promotions. All major hotels in Hong Kong also participated in a three-nights-for-two *Be Our Guest* programme, in which 100,000 room nights were sold during the promotion period. Six new ground tours were also made available to early arrivals, offering visitors an expanded range of sightseeing options.

「全球旅遊推廣計劃」主要分兩個階段進行，第一階段以無法抗拒的優惠及採取「親身見證」策略，鼓勵旅客盡快來港，盡量刺激他們消費及對香港產生正面的觀感。世界衛生組織從疫區名單中剔除香港後的一個月內，超過430位國際旅遊業界和傳媒應邀來港，親身體驗香港仍然是個安全的旅遊勝地，他們包括來自五個歐洲國家的130位華裔旅遊業界代表，因為海外華人被視為最有可能盡早再次來港的旅客。7月初，旅發局又分別組織150人及33人的香港旅遊業代表團前赴深圳和南韓，分別與兩地市場的200位和300位當地業界夥伴會面。

與此同時，旅發局再次大力推廣香港是個舉辦會議、展覽、獎勵旅遊和企業活動的旅遊勝地，以信件和電子郵件方式致函超過8,650家活動統籌機構、當地的商界翹楚和專業社團，鼓勵他們來港舉辦嶄新的活動；此外，又在全球市場啟動直郵和廣告宣傳計劃，鞏固香港作為舉辦獎勵旅遊和企業活動理想目的地的地位。香港被剔除疫區名稱後，多項主要的企業活動陸續在港舉行，如Louis Vuitton 6月25日在港舉行地區會議，旅發局把握良機，為香港在世界各地進行宣傳，成功令大部分早已落實在2003年下半年來港舉行的活動如期舉行。

香港歡迎您！

香港被剔除疫區名稱後，旅發局隨即在各地市場開展推廣工作，如澳洲、南韓、菲律賓及泰國，推出小規模的消費者促銷活動，然而大規模的「全球旅遊推廣計劃」以及為期兩月的「香港歡迎您！」活動，則配合7月13日「博鰲亞洲論壇及世界旅遊組織會議」在香港舉行。

「香港歡迎您！」推廣活動得到向來競爭激烈的旅遊業界前所未有的廣泛支持和配合，國泰航空、港龍航空及多家其他航空公司提供約28,000張免費機票，支持旅發局為國際業界和傳媒舉辦訪港考察計劃以及各項消費者推廣活動。全港主要的酒店亦推出「喜迎貴賓」活動，旅客可以以兩晚價錢住宿三晚，在推廣期間業界共租出10萬晚房間；此外，旅遊業界在這期間亦為及早來港的旅客設計了六款全新的旅遊行程，為旅客帶來更多元化的觀光旅遊選擇。

為盡快吸引更多旅客來港，在「香港歡迎您！」計劃下，全球主要市場推出超過100項推廣活動，例如在台灣，4家主要航空公司與12個旅遊批發商聯手推出「買一送一」優惠，在台灣取消針對香港的隔離檢疫措施後，一星期內共吸引了21,000位旅客預訂行程；在其他市場聯手進行推廣活動的還有南韓的Kookmin Bank及內地的崇光百貨，本港的業界夥伴如八達通卡、新城電台及港聯航空亦為旅客提供額外優惠。各界的通力合作，推動這期間售出多達226,000個旅遊行程。



Tourism Ambassador Jackie Chan gives a warm Hong Kong welcome to the Real Madrid football team
「香港旅遊大使」成龍熱烈歡迎皇家馬德里球隊訪港



Members of the Liverpool football squad enjoy sightseeing from the Peak Tram
利物浦足球隊成員乘坐纜車到山頂觀光



Chinese astronaut Yang Liwei takes a cruise aboard the Star Ferry with Tourism Ambassador Jackie Chan
中國首位升空航天员楊利偉與「香港旅遊大使」成龍乘坐天星小輪遊覽維港

To drive early arrivals, more than 100 promotions were launched under the *Hong Kong Welcomes You!* umbrella in key markets around the world. In Taiwan, for example, four major airlines and 12 travel wholesalers co-operated in a "two-for-one" promotion that coincided with the lifting of quarantine restrictions in the island, and which attracted 21,000 bookings within a single week. Promotion partners offering packages in other markets included South Korea's Kookmin Bank and Sogo in the Mainland, while Octopus cards, Metro Radio and Heli Hong Kong were enlisted locally to provide value-added extras. Such efforts resulted in the sale of some 226,000 travel packages during the promotion period.

All visitors to Hong Kong received welcome letters and, for those using roaming mobile telephones, messages on their handsets. Some 950,000 "Welcome Packs" were also distributed during the *Hong Kong Welcomes You!* promotion. The pack contained special privileges and offers at more than 150 merchants, and the redemption of approximately 60,000 vouchers contributed an estimated HK\$10 million to the Hong Kong economy.

As a further stimulus to arrivals and visitor spending, a two-month *Hong Kong Super Draw* was launched on 1 August. A number of sponsors offered high-value prizes worth in excess of HK\$15 million and the event was supported by some 10,300 merchants, 37 shopping malls, 170 travel agents, major public transport operators and 24 taxi associations. The almost one million entries received were estimated to have generated spending of at least HK\$300 million, making the *Hong Kong Super Draw* the biggest-ever promotion of its kind in the city.

Star attractions

Positive coverage for Hong Kong was also gained from reverse publicity from high-profile celebrity visits to the city by the Real Madrid and Liverpool football teams; the Chinese national men's basketball team, including star player Yao Ming, and the Melbourne Tigers; Olympic skater Michelle Kwan; and Japanese superstar Yumi Matsutoya (Yuming). On 7 August, extensive overseas media coverage was also devoted to the personal welcome extended by Hong Kong Tourism Ambassador, actor Jackie Chan, at Hong Kong International Airport to 200 fans from Japan, Europe and the US on "Meet Jackie" packages.

With more than 520 overseas media members visiting Hong Kong during the two-month period of the *Hong Kong Welcomes You!* promotion, total media activities were estimated to have earned HK\$565 million-worth of coverage. The 31 July return of the cruise liner *SuperStar Leo* to Hong Kong also offered an opportunity to revitalise cruise traffic by arranging a "homecoming" celebration for the ship.

Travel-trade activities at this time included familiarisation visits for more than 1,500 overseas representatives, *Contract Hong Kong* workshops for the Southeast Asian, Taiwan, Australasian and Mainland markets, and *Imagine Hong Kong* visits for incentive agents. The HKTB co-operated with the exhibitions sector by hosting the first *Asian Exhibition Forum* in Hong Kong, which attracted some 400 organisers and industry leaders, while more than 630 local industry representatives joined roadshows to Australia and Japan, taking the recovery message overseas, as well as to Beijing and Fujian on the Mainland. The HKTB also participated in 12 major international trade shows, with increased presences of more than 50% in terms of booth scale. The waiving of participation fees for Hong Kong trade participants until March 2004 ensured the presence of large local delegations at all shows.

所有訪港旅客都收到歡迎函件，採用流動電話漫遊服務的旅客亦在手機收到歡迎訊息。在「香港歡迎您！」活動期間，旅發局共派出約95萬份「歡迎禮包」，禮包內備有150多家商號提供的特別優惠，而旅客在這期間使用約60,000張優惠券，估計為香港經濟帶來的貢獻約1,000萬港元。

為進一步吸引旅客來港及刺激他們消費，旅發局在8月1日推出為期兩個月的「勁享勁賞大抽獎」。這項大抽獎活動得到10,300家商號、37個商場、170家旅行代理商、主要的公共交通機構及24個的士聯會的支持，並得多家機構贊助送出總值超過1,500萬港元的獎品。旅發局共收集接近100萬張抽獎券，估計最少刺激3億港元的消費，令「勁享勁賞大抽獎」成為香港歷來最大的同類抽獎活動。

星光璀璨

各地的名人嘉賓在這期間應邀來港，亦為香港營造廣泛宣傳，如皇家馬德里及利物浦足球隊、包括巨星姚明在內的中國國家男子籃球隊、墨爾本老虎隊，奧運溜冰好手關穎珊，以及日本超級巨星松任谷由實等；8月7日，「香港旅遊大使」國際巨星成龍先生更親自到香港國際機場，迎接來自日本、歐洲和美國，參加「與成龍會面」旅遊行程來港的200位影迷，更得海外傳媒廣泛報道。

超過520位國際傳媒在為期兩個月的「香港歡迎您！」活動期間訪港，估計為香港帶來相等於5.65億港元的宣傳效益。獅子星號郵輪在7月31日重返香港，為重振香港的郵輪旅遊業務注入新契機，旅發局並為郵輪舉行盛大的歡迎儀式。

旅遊業界的活動亦接踵舉行，超過1,500位國際業界代表應邀來港考察；旅發局又為東南亞、台灣、澳洲、新西蘭及南太平洋地區，以及內地市場的業界舉行赴港交流團；更邀請籌辦獎勵旅遊的代理商參與 *Imagine Hong Kong* 考察活動。旅發局與香港的展覽業界合作，舉辦全港首屆「亞洲展覽論壇」，吸引約400家統籌機構及業內翹楚參與；此外，630多位香港的業界代表參加在澳洲、日本、內地的北京和福建舉行的巡迴展覽，協助傳揚香港一切如常的訊息。旅發局亦參加了12個主要的國際旅遊展銷會，為增進當地業界對香港的認知，攤位面積均擴大超過50%，旅發局亦豁免香港業界至2004年3月參與這些展銷會的費用，大大增加出席這些活動的香港代表團人數。



Olympic skater Michelle Kwan waves her support for the *Hong Kong Welcomes You!* promotion

奧運花式滑冰好手關穎珊支持「香港歡迎您！」推廣活動



Jackie Chan fans travelling to Hong Kong on "Meet Jackie" packages get a personal welcome from their hero

影迷參加「與成龍會面」旅遊行程來港，得偶像親自歡迎

The 17 August *Welcome Day* extravaganza served as a spectacular high point of the *Hong Kong Welcomes You!* promotion, enabling visitors to see for themselves that Hong Kong was back to its dynamic best. The event, which showcased the very best of Hong Kong, introduced guests to one of its core product strengths – dining. Some 3,000 guests, including industry leaders and politicians from overseas, consular representatives, government officials, celebrities, overseas media representatives and consumers travelling on special packages, attended a lavish Welcome Banquet featuring *Best of the Best Culinary Award*-winning dishes, the first time such a large event had ever been used to highlight the Awards. Prior to dining, guests were treated to the premiere of *Strato-Fantasia*, the first multimedia light and sound show of its kind in Asia and the biggest in the world. The show spearheaded the enhanced Mega Events programme, which formed a core element of the Global Tourism Revival Campaign, and subsequently won the 2004 Multimedia Show Award of the International Laser Display Association.

The first phase of the Global Tourism Revival Campaign created more than HK\$1 billion-worth of media coverage for Hong Kong, sold some 226,000 packages, ensured that 93 major events would be held in the city by the end of the year and stimulated some HK\$300 million in spending through the *Hong Kong Super Draw*. It also ensured a rapid return of visitors to Hong Kong in the short term. After receiving just 427,000 arrivals in May, Hong Kong welcomed more than three times that number in July, and celebrated a record August with 1.64 million visitors – then the second highest total ever achieved in a single month. Hotel occupancies rose from the May low of 17% across all categories (with the same figure for high-tariff hotels) to 88% percent in August (with high-tariff properties rebounding to 84%).

Hong Kong – Live it, Love it!

With these remarkable achievements under its belt in little more than two months after the Sars crisis was declared over, the HKTb moved to the campaign's second phase. This was aimed at sustaining the revival into the long term and restoring long-haul arrivals – which were expected to take longer to recover than those from the Mainland and short-haul markets – to pre-Sars levels of growth. Phase 2 was spearheaded by the 15 September Hong Kong premiere of the new *Hong Kong – Live it, Love it!* global brand marketing campaign and its keynote television commercial in which Jackie Chan welcomes visitors to his hometown.

The *Hong Kong – Live it, Love it!* campaign was progressively rolled out during September and October across the 16 markets that provide Hong Kong with more than 90% of its visitors. It adopts an emotional approach, positioning Hong Kong in the face of intensified competition as a sophisticated and diverse destination that promises a wide variety of unique experiences and touches the senses of all visitors. The *Hong Kong – Live it, Love it!* theme remains the HKTb's principal marketing and promotional platform, which, by showcasing the city's four "core strengths" – its shopping, dining, a culture and heritage that fuses elements of both East and West, and its unique combination of city, harbour and greenery – demonstrates just how much there is to see, do and enjoy. By urging potential visitors to take a fresh look at Hong Kong, it effectively combats the "seen it all, done it all" syndrome.

8月17日的「好客日」把整個「香港歡迎您！」推廣活動推向高峰，讓旅客親身體驗香港已重拾澎湃活力和朝氣。這活動向旅客展示香港最動人的面貌，以及香港其中一項核心優勢 - 「美食」。在這天，3,000位貴賓蒞臨香港，包括各國的業界翹楚和政要、駐港領事、政府官員、知名人士、國際傳媒，以及參加特別旅遊行程來港的旅客，他們出席盛大的歡迎晚宴，品嚐「美食之最大賞」的得獎菜式，這亦是第一次以這盛大規模推介「美食之最大賞」。舉行歡迎晚宴前，旅發局特別安排嘉賓欣賞「香江明珠激光匯演」的揭幕演出，這是亞洲首次以及全球最大型的同類型表演。旅發局的「全球旅遊推廣計劃」其中一項重要環節是舉辦多項大型活動，「香江明珠激光匯演」正為這些連串大型活動揭開序幕，其後更贏得國際激光表演協會的2004年多媒體節目大獎。

「全球旅遊推廣計劃」第一階段的活動為香港營造相等於超過10億港元的宣傳效益，期間約226,000位旅客購買旅遊行程訪港，至年底，共93個主要大型活動在港舉行，而「勁享勁賞大抽獎」刺激的消費約3億港元。這階段的活動亦成功推動旅客在短期內來港，5月份訪港旅客只有427,000人次，到7月，旅客人次上升3倍，至8月更創下164萬人次，成為歷來第二個單月最高紀錄。所有酒店類別的平均入住率亦由5月份最低的17%（高價酒店數字同樣），上升至8月的88%（高價酒店回升至84%）。

香港 — 樂在此，愛在此！

「全球旅遊推廣計劃」在「沙士」事件結束後兩個多月內取得這些理想成績，旅發局隨後推動這計劃進入第二階段，目標是要長期地持續振興業務，並重振長途市場的業績至「沙士」事件前的水平。旅發局早已預計長途市場較內地和大部分短途市場需要更長時間復甦，並在9月15日，推出「全球旅遊推廣計劃」第二階段的活動，在香港啟動全新「香港 — 樂在此，愛在此！」全球品牌推廣平台，以及由成龍拍攝、邀請旅客來港的電視廣告短片。

「香港 — 樂在此，愛在此！」宣傳計劃在9月及10月期間陸續在16個市場推出，它們佔香港超過90%的客源。面對區內激烈的競爭，這計劃以感性的手法，把香港定位為細緻深刻而萬象姿采的旅遊勝地，能夠為不同的旅客帶來多方面獨特的旅遊體驗，觸動旅客的感觀。「香港 — 樂在此，愛在此！」這個主題仍然是旅發局主要的市場推廣和宣傳平台，藉著介紹香港這旅遊勝地的四大核心優勢，包括購物、美食、融會中西文化的古蹟文物、糅合都會、海港和郊野的獨特景致，展示香港有不同的旅遊樂趣，正等待旅客欣賞、參與和親身體驗。這個推廣活動更針對「已經參與和體驗」的觀念，鼓勵可能成行的旅客再次來港。



HKTBC Chairman The Hon Selina Chow picks the winners in the Hong Kong Super Draw
旅發局主席周梁淑怡議員抽出「勁享勁賞大抽獎」的幸運得主



The Strato-Fantasia multimedia show lit up the Wan Chai harbourfront from mid-August to mid-September

8月中至9月中舉行的「香江明珠激光匯演」令灣仔海旁的夜景更加璀璨繽紛

Besides the commercial, which was screened in 30 cities around the world, the consumer campaign was supplemented by an integrated global marketing programme, including high-profile launch promotions, newspaper and magazine advertising, public relations activities, roadshows, participation in consumer fairs and an online game to expand the campaign's reach via the Internet. The latter was visited by 1.34 million surfers and received more than 300,000 entries. Major *Hong Kong – Live it, Love it!* activities around the world included roll-outs in New York's Times Square, San Francisco's Union Square and London's Covent Garden, and subsequent market research confirmed that the campaign effectively reinforced Hong Kong's position among Asia's leading destinations. Further publicity was gained through live broadcasts from Hong Kong by UK and US TV and radio stations.

Maintaining the momentum

The HKTB's Mega Events programme continued during September with the *Mid-Autumn Lantern Celebration*, capitalising on one of Hong Kong's most popular traditional festivals. Reinforcing the *Hong Kong – Live it, Love it!* message by creatively promoting the city's "core strengths", generating immediate short-haul arrivals and maintaining interest in the city in long-haul markets, the event was widely marketed and publicised overseas. To leverage on the event, 14 special packages were offered by operators in the Mainland, Japan, South Korea, Southeast Asia and Taiwan, with further promotions organised in France and Germany.

Momentum was maintained into October through the *International Musical Fireworks Competition*. This Asian first featured a contest between award-winning fireworks display teams from Hong Kong, Italy, Japan and the US, symbolising the city's role as a cultural meeting point, and highlighting the spectacular harbour setting. Three events were staged on 1, 5 and 12 October, attracting combined audiences of more than 1,160,000, and helping to boost October arrivals to an outright monthly record of 1.7 million. Covered by 65 local and 30 foreign media, and broadcast live on Mainland and Japanese TV, the competition reached an estimated 240 million viewers.

Special packages from the Mainland, Taiwan, North and Southeast Asia, and the US were offered during the 38-day *Hong Kong WinterFest*, which lasted from 28 November until 4 January 2004. Arrivals during *Hong Kong WinterFest* reached almost 2.2 million and helped to boost the December total to 1.79 million, a second outright monthly record since the Global Tourism Revival Campaign began. Total arrivals for 2003 stood at 15.54 million, just 6.2% below 2002's record total of 16.57 million, while the December hotel occupancy stood at 88%, bringing the average for the year to a respectable 70%. Given the circumstances, these were highly satisfactory achievements.

除了在全球30個城市播放這廣告短片外，旅發局亦推出綜合性的市場推廣計劃，包括氣勢凌厲的啟動宣傳、報章雜誌廣告、公關活動、巡迴展覽、參與消費者展銷會，以及透過互聯網的網上遊戲擴大這計劃的滲透層面。網上遊戲的瀏覽人次多達134萬，參加者達30多萬。「香港 — 樂在此，愛在此！」有關的活動在全球陸續推出，更在紐約的時代廣場、三藩市的聯合廣場及倫敦的高雲花園(Covent Garden)舉行盛大的啟動儀式，其後的市場調查再一次確認，這些宣傳活動有效地強化香港作為亞洲其中一個首選旅遊勝地的地位。此外，英國及美國的電視台及電台，直播在香港舉行的節目，亦進一步加強活動的宣傳效益。

維持增長動力

中秋節是香港最受歡迎的節慶之一，旅發局把握時機，繼續推出大型活動。在9月，旅發局舉行「中秋綵燈慶全城」，在各地市場廣泛宣傳，並以創新的手法推介香港的核心優勢，加強「香港 — 樂在此，愛在此！」的訊息，成功吸引短途市場的旅客立即訪港，同時保持長途旅客對香港的興趣。內地、日本、南韓、東南亞及台灣的旅遊經營商亦把握機會，推出14項特別行程，法國和德國又進一步進行推廣工作。

在10月舉行的「香港國際煙花音樂匯演」繼續延伸這股復甦動力，這項亞洲首次舉辦的比賽，由香港、意大利、日本和美國煙花界享負盛名的得獎隊伍競逐殊榮，印證香港是國際文化交流的匯點，同時突顯瑰麗的維港景色。10月1、5及12日共舉行了三場表演，觀眾人數超過116萬，推動10月份的旅客人次達170萬，成為當時的單月最高紀錄。這項比賽得65家本港及30家國際傳媒機構廣泛報道，內地及日本電視台更現場直播比賽盛況，收看的觀眾估計達2.4億。

一連38天的「香港繽紛冬日節」在2003年11月28日至2004年1月4日盛大舉行，內地、台灣、北亞、東南亞及美國的業界紛紛推出特別行程吸引旅客來港，在冬日節期間訪港的旅客接近220萬人次，推動12月份的旅客達179萬人次，再次突破「全球旅遊推廣計劃」開展以來的單月最高紀錄。2003年訪港旅客總數達1,554萬人次，只較2002年創紀錄的1,657萬人次輕微下調6.2%。12月份的酒店房間入住率達88%，帶動全年平均入住率上升至70%。當考慮到各種不利的因素，這年的成績實在令人欣慰。



Singer Kelly Chen featured in a TV spot publicising the Hong Kong Super Draw during August 2003

歌星陳慧琳拍攝電視宣傳短片，推廣2003年8月舉行的「勁享勁賞大抽獎」



Teams from Italy, Japan and the United States took on Hong Kong in the International Musical Fireworks Competition

意大利、日本及美國勁旅在「香港國際煙花音樂匯演」與香港隊對壘

With some 200 trade and media representatives invited to the city to experience the event, *Hong Kong WinterFest* is estimated to have generated local and overseas publicity worth HK\$55 million. Moreover, the *Passport to Amazing Offers* distributed with 900,000 copies of the *Hong Kong WinterFest Activities Guide* stimulated expenditure of around HK\$6 million, with a further HK\$2 million generated through a related Shopping & Dining Delights promotion.

Record January figures of 1.75 million – the second-highest total for a single month – marked the beginning of 2004. This was partly the result of the 22 January 2004 *International Chinese New Year Night Parade*, held for the first time both after dark and in a new Tsim Sha Tsui location. Coinciding with a Lunar New Year "Golden Week" holiday in the Mainland, the parade attracted some 280,000 spectators, and was covered by more than 100 media guests from 17 markets. It was also relayed to viewers across the Mainland by Shanghai TV, and broadcast by 15 stations overseas, with an estimated audience reach of 340 million. Some 7,500 special packages were also sold to travellers from the Mainland, Taiwan, Japan, Southeast Asia and the US.

The opening of the *Avenue of Stars* in April 2004 wrapped up the second phase of the Global Tourism Revival Campaign. Conceived after HKTB surveys showed that many visitors were highly interested in movie locations, this new permanent attraction on the Tsim Sha Tsui waterfront leverages on the growing international appeal of Hong Kong cinema and stars, enhances the city's image as a fashionable and cosmopolitan destination, and provides an additional marketing platform for tourism-related businesses to promote Hong Kong overseas.

The Mainland factor

The steadily closing gap between pre- and post-Sars arrivals from overseas markets clearly underlined the effectiveness of the Global Tourism Revival Campaign during the second half of 2003. While these markets continued gathering momentum, however, arrivals growth was driven by the Mainland, which posted month-on-month increases between July and December that never dropped below 22.6% and rose as high as 43.4% in August.

Although the strong demand to travel among Mainland consumers continued to play an important part in this growth, Hong Kong also benefited from a number of measures stimulating cross-boundary travel. The Closer Economic Partnership Arrangement (CEPA), for example, was implemented on 1 January 2004 to strengthen economic co-operation between the Mainland and Hong Kong, eliminate tariffs and other barriers, promote trade and investment, and liberalise trade in services, while a provision that permits individual travel to Hong Kong to Mainland residents has had an especially dramatic effect on cross-border arrivals through the implementation of the Individual Visit Scheme (IVS).

應邀來港親身體驗「香港繽紛冬日節」的業界及傳媒代表約200人，在香港及國際營造的宣傳效益達5,500萬港元，隨《香港繽紛冬日節活動指南》派發的《旅客尊賞護照》共90萬冊，內有多項旅客優惠，成功推動約600萬港元的消費，另外在相關的購物及美食推廣活動推動的消費約200萬港元。

2004年1月，訪港旅客達175萬人次，成為單月第二最高的紀錄，並為新一年寫下新的一頁。能夠達成這理想成績部分由「新春國際匯演之夜」帶動，巡遊活動在1月22日，首次晚上在尖沙咀全新的路線舉行，配合內地的農曆新年「黃金周」假期，吸引了28萬觀眾夾道欣賞，17個市場逾100位傳媒代表專程來港採訪盛況，上海電視台更將節目轉播至內地全國各地，加上全球15個電視台播放盛況，估計觀眾達3.4億。此外，7,500位來自內地、台灣、日本、東南亞及美國的旅客購買有關的行程來港。

2004年4月揭幕的「星光大道」成為「全球旅遊推廣計劃」第二階段的壓軸項目。旅發局的調查顯示，很多旅客對電影拍攝場地具濃厚興趣，位於尖沙咀海旁的「星光大道」，正是把握香港電影及影星具國際知名度和吸引力這因素，亦是為提高香港作為時尚大都會旅遊勝地的形象而設的全新旅遊景點，這景點更是旅遊及相關業界在國際間推廣香港的另一個平台。

內地因素

海外市場的旅客人次在「沙士」事件後穩步回升至原來的水平，清楚反映「全球旅遊推廣計劃」在2003年下半年的成效，這些市場恢復動力的同時，內地旅客亦持續增加，在7月至12月期間每月維持不少於22.6%的升幅，在8月更高達43.4%。

雖然內地的消費者外遊需求殷切，成為香港業務持續增長的重要因素，多項刺激跨境旅遊的措施亦令香港受惠，例如2004年1月1日推行的《更緊密經貿關係安排》，包括撤銷關稅及其他障礙，促進貿易和投資，放寬服務貿易，進一步強化內地與香港的經濟合作。而容許內地居民以個人身份來港旅遊的「個人遊」政策，亦對跨境旅遊有重要影響。



The 3rd annual Best of the Best Culinary Awards attracted 380 entries from 157 Hong Kong restaurants
第3屆「美食之最大賞」吸引157間本港食肆共380道佳餚競逐殊榮



The HKTb tailored several publications for the fast-growing Mainland market

內地市場迅速發展，旅發局特別編印多款旅遊刊物迎合市場需要

Launched on 28 July 2003 to residents of four cities in Guangdong province, IVS was quickly expanded so that individual travel was available to some 158 million Mainland citizens in Guangdong province, Beijing, Shanghai and nine other major cities, within less than a year of its introduction. In March 2004, more than 331,000 IVS permits were issued, while the scheme's long-term implications are underlined by the fact that IVS accounted for 3.64 million visitors in the first nine months of 2004, 33% of all Mainland arrivals.

2004 and beyond

The success of the HKTB's Global Tourism Revival Campaign was evidenced not merely in sustained arrivals growth from the Mainland. The first quarter of 2004 saw impressive increases in arrivals from long-haul markets, and by the middle of the year the majority of Hong Kong's key markets had returned to pre-Sars levels of month-on-month growth.

Uniting the travel industry and the entire community behind the HKTB's efforts to restore tourism to pre-crisis levels, the Global Tourism Revival Campaign ensured a V-shaped recovery across most major markets, enabling the industry to bounce back rapidly from its worst crisis ever, and to do so faster and stronger than any other regional competitor. A tribute to the flexibility and responsiveness of the HKTB and the industry as a whole, this achievement also underlined a spirit of co-operation that should stand Hong Kong tourism in good stead in years to come.

「個人遊」政策在2003年7月28日率先在廣東省4個城市推行，然後逐步擴展，在一年之內，已延伸至整個廣東省、北京、上海及其他9個主要城市，受惠的內地居民達1.58億人。在2004年3月，有關方面簽發超過331,000份「個人遊」簽注；在2004年首9個月，內地旅客之中以個人身份來港的共364萬人次，佔內地旅客總數的33%，更突顯這政策的長遠影響。

2004年及未來展望

「全球旅遊推廣計劃」的成就不只在於令內地旅客人次持續增長，在2004年第一季，長途旅客顯著增加，至2004年中，大部分主要的客源市場按月遞增，已回復至「沙士」前的水平。

旅發局的「全球旅遊推廣計劃」集結旅遊業界及廣大社群的力量令旅遊業回升至「沙士」前的水平，令大部分市場的業務V型反彈，幫助業界經歷最嚴峻的考驗後迅速重振業務，更令香港比區內其他競爭對手復元得更快更強勁，能夠取得這個理想成績，全賴旅發局及業界同人團結一致和靈活應變，這份通力合作的團隊精神，為香港旅遊業的未來發展奠定了穩健根基。



Shopping remains one of the most popular activities among visitors to Hong Kong, with dried seafood being a favourite purchase

旅客喜歡在香港購物，海味乾貨一向是他們的熱門選擇



Fun and relaxation are the keynotes in Hong Kong's stylish nightlife areas

香港的夜生活多姿多彩，是旅客舒展身心和消閒娛樂的首選