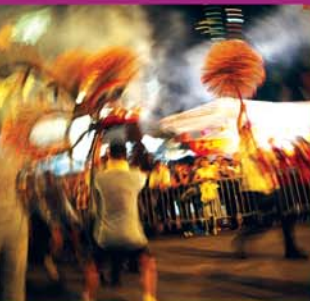




A year-round  
**celebration** of  
energy, colour, sound and culture

節慶盛事 悦目紛陳



The HKTB's Head Office in Hong Kong plays a central role in formulating strategies that are then put into action by its overseas offices in, or close to, the target source markets.

Head Office tracks global and regional travel trends, conducts market analyses, and formulates marketing, business-development and product-development strategies. The Hong Kong team also devises ways of enhancing the visitor experience in Hong Kong, with the overriding objective of growing arrivals, increasing visitor satisfaction, length of stay and spending, and encouraging repeat visits. This work can involve a range of activities, such as organising events, developing tour itineraries, providing visitor information, and promoting high-quality service within an overall culture of hospitality.

These functions, along with the role of providing worldwide support, are performed at Head Office by the following HKTB divisions: Strategic Planning and Marketing, Tourism Marketing, Destination Marketing, Corporate Communications and Public Relations, Industry Training and Human Resources, and Corporate Support.

## EXPERIENCE MANAGEMENT

### Mega Events

The HKTB's programme of Mega Events has proved highly effective in highlighting the diversity of experiences that visitors to Hong Kong can enjoy, and providing them with an opportunity to mix with local people. In addition to generating more arrivals in some traditionally low-season months, as well as extending length of stay and enhancing visitor satisfaction, the HKTB's research shows that visitors participating in these events have a high tendency to return, as well as to recommend Hong Kong to friends and relatives.

### 2004 Hong Kong Shopping Festival

The 2004 Hong Kong Shopping Festival was the HKTB's first major event in the 2004/05 financial year. The concept was to focus not only on shopping strengths, but also to create a city-wide festive ambience by highlighting Hong Kong's rich variety of dining and entertainment. Through a combination of the Festival's anchor event – the Aqua Fantasia multi-media water show staged three times each night beside the Tsim Sha Tsui clock tower – with themed activities, as well as co-operation with established attractions such as Ocean Park, and leveraging on such events as the *Mamma Mia!* musical that was performed in Hong Kong in summer 2004, the Mega Event succeeded in creating a carnival atmosphere throughout the city. During the more than two-month period

旅發局位於香港的總辦事處負責制訂推廣策略，然後由各個客源市場的全球辦事處落實執行。

總辦事處一直密切留意全球及各區的旅遊趨勢，並進行市場分析，然後制訂市場推廣、業務發展和產品發展的策略。總辦事處亦致力提升旅客在港的體驗，務求吸引更多旅客來港、提升旅客的滿意程度、鼓勵旅客延長留港和增加消費，並且重臨香港。為達致以上目標，總辦事處積極籌辦不同類型的活動、發展嶄新旅遊行程、提供旅遊資訊、推廣優質服務和好客文化。

此外，總辦事處又為全球辦事處提供支援，而負責上述各項工作的部門包括：策略籌劃及市場推廣部、旅遊推廣部、市場推廣部、企業傳訊及公關部、業界培訓及人力資源部，以及企業行政部。

## 旅遊體驗

### 大型活動

旅發局的大型活動證明能有效向旅客展示香港多姿多采的旅遊體驗，並讓旅客有機會與本地市民接觸。各項盛事不單能推高傳統旅遊淡季的旅客人次，亦有助延長旅客的留港時間，以及提升他們的滿意程度，據旅發局的研究顯示，曾經參與大型活動的旅客均傾向重臨香港，並會把香港推介給親友。

### 2004香港購物節

「2004香港購物節」是旅發局在2004/05財政年度的首項大型活動，除了集中推廣香港的購物優勢之外，更透過突顯香港多元化的美食和娛樂選擇，營造全城節慶氣氛。這項大型活動的主打項目，是在尖沙咀鐘樓旁每晚上演三次的「光影水躍」激光水幕匯演，加上一系列主題活動，以及與著名景點如海洋公園合作，再配合其他盛事，例如在2004年夏天於香港上演的音樂劇*Mamma Mia!*等，成功在香港營造出濃厚的節慶氣氛。在為期兩個多月的購物節期間，訪港旅客共434萬人次，遠遠超越原定目標370萬人次，也比旅發局在2002年舉辦的同類活動





▲ A carnival atmosphere is created during 2004 Hong Kong Shopping Festival  
「2004香港購物節」在港營造節慶氣氛

▼ Shopping Festival lucky draw entries reflect spending of HK\$1.5 billion  
以抽獎券數目計算，「香港購物節」期間帶動的消費達15億港元



in which the Festival was held, visitor arrivals reached 4.34 million, markedly higher than the original target of 3.7 million and over 40% more than in a similar event staged by the Board in 2002. Of these, some 540,000 joined special packages created around the Mega Event.

This event has helped to turn a traditionally less busy period for tourism into another peak season – something especially noticeable in July, when arrivals were more than 600,000 higher than the previous best for that month. The Festival has become an annual signature event for the travel, retail and catering industries, and for local residents as well as global travellers, enticing visitors and stimulating spending, while showcasing Hong Kong's core strengths in shopping, dining and entertainment.

Local merchants were very active in capitalising on the Festival's business platform, demonstrating its effectiveness in boosting tourism and the wider economy. More than 6,500 merchant outlets participated – almost three times the number for 2002 – with some reporting increases in business of between 10% and 30%. Among these outlets, some 3,100 operated until at least 10pm to tie in with the Festival's late-night shopping and dining theme. In addition, more than 1,000 outlets accredited under the Quality Tourism Services (QTS) scheme provided special privileges to visitors. Global travel trade partners developed special themed packages related to the Festival.

To promote the Festival, the HKTB stepped up publicity in 16 long- and short-haul markets, with TV advertisements broadcast for the first time in Mainland China, Taiwan, Singapore and Thailand. Vigorous promotion was also undertaken in the nine cities in Jiangsu, Zhejiang and Fujian provinces included in the 1 July 2004 extension to the Individual Visit Scheme (IVS), while destination information and the *Hong Kong Shopping Festival Passport* were distributed at all entry ports to Hong Kong. HKTB surveys show that all promotional efforts were highly effective, with one in two visitors aware of the Festival, and even higher awareness levels recorded among visitors from Mainland China, Taiwan, Singapore and Thailand.

多40%以上。其中，約54萬旅客曾參與以購物節為主題的特色行程。

購物節已成功把夏天這個傳統旅遊淡季，變成另一個旺季，業績又以7月份最為突出，訪港旅客比歷年同月最高紀錄多60萬人次以上。購物節亦成為旅遊、零售和飲食業界一年一度的盛事，得到本地市民和國際旅客參與，並吸引旅客來港及刺激他們消費，同時亦展示出香港在購物、美食和娛樂方面的優勢。

本港商戶均積極把握購物節營造的商業平台，充分證明這項盛事有助推動旅遊業和整體經濟。參與購物節的商舖逾6,500間，差不多是2002年的三倍，部分商舖更表示生意額上升一成至三成。其中約3,100間商舖把營業時間延長至晚上10時或以後，以配合購物節的主題「夜間吃喝購物樂」。此外，超過1,000間獲「優質旅遊服務」計劃認證的商舖為旅客提供特別優惠，而世界各地的旅遊業夥伴也推出與購物節有關的特色旅程。

為推廣購物節，旅發局在16個長、短途市場加強宣傳攻勢，並首次在內地、台灣、新加坡和泰國推出電視廣告。2004年7月1日，「個人遊」措施延伸至江蘇、浙江和福建省的九個城市，因此，旅發局在當地進行大力推廣。在本港，各入境口岸均派發關於香港的旅遊資訊，以及《香港購物節旅客尊賞護照》。這些宣傳攻勢非常奏效，旅發局的調查顯示，每兩位受訪旅客之中，便有一位表示知道購物節這項活動，而內地、台灣、新加坡和泰國的旅客，對購物節的認知程度更特別高。

- Participation by restaurants in the 2004 Best of the Best Culinary Awards grows by 20%  
參與「2004美食之最大賞」的食肆數目增加20%



Meanwhile, the 2004 Shopper of the Year contest provided an excellent promotional platform for the Festival. Involving contestants from 15 major markets – Australia, Canada, Italy, UK, US, South Korea, Japan, Mainland China, Taiwan, India, Indonesia, Malaysia, the Philippines, Singapore and Thailand – the aim was to create a wave of shopping expeditions to the city. Together with advertising and public relations activities, the contest generated global publicity with an estimated value of more than HK\$145 million. More than 60 media representatives from Europe, Canada, Southeast Asia, Japan, Taiwan and the Mainland visited Hong Kong to cover the Festival and the contest.

The 2004 Hong Kong Shopping Festival featured a lucky draw, which offered 56 prizes together worth over HK\$2.5 million. This attracted some five million entries from visitors and local residents. With eligibility for the draw based on a receipt showing a purchase value of at least HK\$300, entries to the lucky draw reflected spending of at least HK\$1.5 billion on shopping and dining.

### **Best of the Best Culinary Awards**

In October, the Best of the Best Culinary Awards were held for the fourth time, attracting record support. This event identifies the finest examples of Hong Kong's classic dishes and promotes them worldwide. It has also reinforced the city's standing as the Culinary Capital of Asia, while helping winning restaurants achieve substantial increases in patronage from visitors and residents. Since their inauguration, the Awards have attracted extensive coverage by local and overseas media, placing Hong Kong firmly in the international spotlight.

In 2004 the HKTB introduced the four culinary categories of Beef, Egg, Casserole (Clay Pot) and (Non-Liquid) Dessert. The Board also succeeded in getting broad international representation on the judging panel, which included culinary experts from the UK, US, Australia, Thailand, Japan and Mainland China. Their participation, the largest panel of international judges since the event was launched, ensured the winning dishes

另一方面，「2004香港購物通」比賽為購物節建立了極佳的推廣平台。這項賽事目的是推動旅客來港購物，共吸引來自15個主要市場的參賽者來港，包括澳洲、加拿大、意大利、英國、美國、南韓、日本、內地、台灣、印度、印尼、馬來西亞、菲律賓、新加坡和泰國。配合廣告和公關宣傳活動，估計這項比賽取得的全球宣傳效益超過1.45億港元。此外，60多位來自歐洲、加拿大、東南亞、日本、台灣和內地的傳媒更專程來港採訪購物節和這項賽事。

「2004香港購物節」期間又舉行幸運大抽獎，送出56份總值逾250萬港元的獎品，吸引旅客和本地市民參與，共收集到超過500萬張抽獎券，以每消費至少300港元可換領一張抽獎券計算，購物節期間帶動的購物和餐飲消費至少達15億港元。

### **美食之最大賞**

10月，「美食之最大賞」連續第四年舉行，業界支持程度再創新高。這項比賽目的是選出本港最具代表性的經典美食，然後向全球旅客推介，從而更鞏固香港作為「亞洲美食之都」的地位，並推動旅客和本地市民惠顧獲獎食肆和品嚐美食。自首辦以來，「美食之最大賞」獲得本地和海外傳媒廣泛報道，令香港成為國際焦點。

2004年，「美食之最大賞」的四個比賽組別為：牛肉、蛋、砂鍋/煲仔菜和甜品（非流質），國際評審包括來自英國、美國、澳洲、泰國、日本和內地的食評家，是歷來最多國際評判參與的一次，有助確保優勝菜式能迎合不同市場旅客的口味。而參賽菜式則由2003年的372道，



More than 2.2 million people visit Santa's Town, centrepiece of 2004 Hong Kong WinterFest [2004香港繽紛冬日節]期間的主要項目「聖誕歡樂小鎮」，參觀人次超過220萬

matched the expectations of visitors from different markets. The number of dishes entered into the competition surged by more than 30% from 372 in 2003 to a record 486 in 2004, while the number of participating restaurants increased by over 20%, from 157 to 190. Most encouragingly, the number of non-chain restaurants increased by 46% to 86, a clear indication that the competition and its effectiveness in generating publicity and revenue for restaurants is now endorsed by a broad range of Hong Kong's catering sectors. This in turn means that the competition is benefiting a broad cross-section of the community. Further community involvement was ensured during 12 days in October, when members of the public were able to vote online for their favourite dishes among the 40 shortlisted for the Award finals.

As part of the scheme, the *Best of the Best Culinary Guide* featuring prize-winning dishes and restaurants has proved extremely popular among trade partners and visitors. Since the Awards were introduced in 2001, increasing numbers of visitors from around the world are joining gourmet tours and making special trips to Hong Kong. International media visiting Hong Kong to cover the Awards have also produced good publicity.

### 2004 Hong Kong WinterFest

The Hong Kong WinterFest was held for the third time in 2004, between late November and early January. The HKTB has enhanced and refined the format each year. This time round, it succeeded in elevating the concept behind this event to a new level, highlighting the festive ambience of Hong Kong, with its unique fusion of Western Christmas traditions and Chinese seasonal activities. This event has successfully positioned the city as Asia's home of Christmas celebrations and helped turn the winter period into another peak travel season.

A key component of the festive display was the Santa's Town created in Statue Square, which followed the concept of Lapland or Santa's Land in Finland and captured the picturesque atmosphere of a European

增加至2004年破紀錄的486道，增幅超過三成，參賽食肆也由157間上升至190間，增幅超過20%。最令人鼓舞的是，非連鎖式的食肆增加46%至86間，證明這項比賽在宣傳和帶動餐飲業務方面的成效，已廣為飲食業界認同，亦反映出這活動能令社會多方面受惠。為鼓勵社會各界參與，公眾可以在10月份為期12日的期間在網上投票，從40道入圍菜式中，選出他們最喜愛的美食。

旅發局亦出版《美食之最大賞指南》，介紹得獎美食及食肆，廣受旅遊業夥伴和旅客歡迎。自「美食之最大賞」於2001年首辦以來，愈來愈多來自世界各地的旅客參與美食團專程來港。這項盛事也吸引國際傳媒來港採訪，並取得極佳的宣傳效益。

### 2004香港繽紛冬日節

2004年11月底至翌年1月初，「香港繽紛冬日節」連續第三年舉行，這項盛事的內容和形式，一年比一年精彩，在2004年更提升至另一層次，展示香港在聖誕期間融會東、西方節慶色彩的特質，進一步突顯香港的節日氣氛，成功將香港定位為亞洲慶賀聖誕佳節的城市，並把冬季變成香港另一個旅遊旺季。

冬日節的焦點項目是位於皇后像廣場的「聖誕歡樂小鎮」，以芬蘭的聖誕老人村為設計藍本，充滿歐陸氣息。此外，又豎立全港最高的戶外「千色聖誕樹」，樹底下有聖誕列車行走。至於皇后像廣場與天星碼頭之間的行人隧道則化身成浪漫的「冬日情緣大道」。旅遊業界在冬日節期間亦推出富吸引力的訪港行程和優惠，





◀ As well as driving arrivals to Hong Kong, Mega Events help stimulate business for local merchants  
大型活動不單推高旅客人次，更有助刺激本地各行各業的業務

Christmas. Other elements included the city's tallest outdoor Dazzling Christmas Tree with a Santa Train running beneath it, while the pedestrian tunnel connecting Statue Square with the Star Ferry piers was transformed into an attractive Mistletoe Boulevard. The festive concept was complemented by exciting packages and offers, with more than 100 Hong Kong WinterFest packages introduced around the world. There were also new tours, such as the Festive Lights and Open-top Bus Night Tour, which allowed visitors to view the neon-lit streets of Tsim Sha Tsui and Temple Street Night Market. On a similar note, night-time helicopter tours gave visitors the chance to enjoy a spectacular aerial view of Hong Kong's glittering lights.

Wish-making elements were among the important aspects of the Festival, with visitors and residents able to make wishes at the specially erected Santa's Post Office, on wishing trees at the Avenue of Stars, in participating malls, department stores and food districts, and also at "wishing circles" in selected participating restaurants. As a charity initiative, the Make-A-Wish Foundation (MAW) was invited to participate in Hong Kong WinterFest and thereby support the event's theme of "love and care". Some HK\$480,000 was raised for initiatives that grant wishes to children with a life-threatening illness, in line with MAW's long-established goal. MAW's director in Hong Kong, Sister Helen Kenny, welcomed the manner in which Hong Kong WinterFest underlines the Christmas spirit of bringing people together to help others.

Participation levels were high in all respects. More than 3,400 merchant outlets and restaurants leveraged on the Hong Kong WinterFest platform to offer visitors discounts and special privileges. Over 2.2 million people visited Santa's Town, including many visitors from around the world. During the 38-day WinterFest period, Hong Kong welcomed 2.5 million visitors from overseas, making a strong contribution to the year's record 21.81 million arrivals.

在全球各地推出的冬日節行程超過100個。業界又設計嶄新的旅遊行程，例如「敞篷巴士廟街賞燈夜遊」，帶領旅客欣賞五光十色的尖沙咀和廟街夜市；此外，還有夜間直升機之旅，旅客可以從高空欣賞華燈璀璨的香港夜景。

許願是冬日節的重要元素之一，旅客和市民可以在「傳情天地」祈求達成心願。而「星光大道」、參與冬日節的商場、百貨公司和美食區也設置許願樹；遊人也可以在部分參與食肆的「祝願地帶」，祈求達成夢想。旅發局又邀請「願望成真基金」參與，以配合冬日節「愛與關懷」的主題，共籌得約48萬港元，以助該基金幫助患重病小孩達成心願的工作。「願望成真基金」的祈愛蘭修女對冬日節突顯出關懷和幫助他人的訊息，表示感謝和歡迎。

冬日節亦得到各界廣泛響應，3,400多間商舖和食肆利用這個平台，為旅客提供折扣和優惠。期間，「聖誕歡樂小鎮」的參觀人次超過220萬，當中包括來自世界各地的旅客；在為期38天的冬日節，訪港旅客達250萬人次，推動全年訪港旅客創下2,181萬人次的新高。



▲ Colourful floats (left) and spectacular performances (right) are highlights of the 2005 International Chinese New Year Night Parade  
[2005新春國際匯演之夜]的花車(左)及精彩表演團隊(右)



Among the HKTb's supporting marketing initiatives, Mr Lang Lang, the internationally acclaimed young pianist from Mainland China, was named as the Hong Kong WinterFest "Love and Care Ambassador". To help visitors participate fully in the event, the HKTb published a *Hong Kong WinterFest Activities Guide* and *Hong Kong WinterFest Passport to Amazing Offers*.

#### **2005 International Chinese New Year Night Parade**

Rounding off the Mega Event programme during the 2004/05 financial year, the 2005 International Chinese New Year Night Parade simultaneously showcased Hong Kong's colourful culture and traditions, and the city's world-famous night views. Hundreds of thousands of spectators attended the parade route and veune on Hong Kong Island.

The HKTb focused on the key family segment for this event, sponsored by Cathay Pacific, with the aim of attracting visitors from around the world to celebrate the Spring Festival in Hong Kong. As Chinese New Year is traditionally a time for family reunions, the HKTb's approach was to position the city as a "kaleidoscope" with a focus on Hong Kong's diverse attractions and the rich experience it offers to visitors of all ages. Leveraging on the Parade, Hong Kong was positioned as the focus city of Lunar New Year celebrations worldwide, along with promotions of other seasonal activities and attractions, such as the Flower Market in Mong Kok, horse-racing and the annual firework display – all of which were incorporated into Chinese New Year packages to Hong Kong. In HKTb surveys, 83% of respondents said the event enriched their experiences.

旅發局又推出多項相關的市場推廣工作，包括委任國際知名的內地年輕鋼琴家郎朗先生為「愛與關懷大使」。為鼓勵旅客全情投入冬日節，旅發局編印了《香港繽紛冬日節活動指南》及《香港繽紛冬日節旅客尊賞護照》。

#### **2005新春國際匯演之夜**

「2005新春國際匯演之夜」是旅發局2004/05財政年度的壓軸大型活動，展現出香港多姿多采的文化傳統和舉世知名的維港夜景，吸引成千上萬的觀眾在港島現場及沿途觀賞。

這項盛事由國泰航空公司贊助，主要以家庭旅客為目標，目的是吸引世界各地的旅客來港歡渡春節。農曆新年是一家團圓的節日，旅發局特別以「萬花筒」比喻香港的春節，突顯這裡多元化的特色和旅遊體驗，能迎合任何年齡的旅客。透過賀歲花車巡遊，旅發局把香港定位為全球慶祝農曆新年的焦點城市，同時推廣其他應節活動和景點，例如旺角花市、賽馬及每年一度的賀歲煙花匯演，串連為農曆新年期間的特色訪港旅程。根據旅發局的調查，83%受訪者表示，這項盛事讓他們獲得更豐富的體驗。



▲ Offering insights into Hong Kong's unique culture and heritage, the Cultural Kaleidoscope programme is a highly popular initiative  
「香港文化萬花筒」活動，展現出香港的獨特文化及傳統，深受旅客歡迎

The Parade, which carried the Kaleidorama theme, was held on the first evening of Lunar New Year – 9 February – with the HKTB choosing to stage the event at the Tamar site, making it the first night parade on Hong Kong Island. To ensure that spectators outside Tamar could enjoy the full excitement of the performances, the HKTB set up two designated performance zones along the parade route. These locations allowed MCs to introduce the 16 floats along with the 16 international and 13 local performing groups that took part in the event, while cheerleaders in the crowd helped to involve spectators in the action.

The HKTB succeeded in generating extensive media and trade support, including live TV coverage around the world, as part of a broad-based publicity push. Merchants leveraged on the Parade and the Chinese New Year celebrations to boost their business, while the HKTB encouraged malls, stores, chain outlets, retail shops and restaurants to remain open or extend their opening hours to serve visitors and residents. The HKTB published the *2005 Chinese New Year Lai See of Amazing Offers*, which included offers and special privileges by 39 merchants participating in the QTS scheme. Travel agents in various markets also introduced special Chinese New Year tours, while local agents ran a number of one-day tours to cater to individual visitors from Mainland China and independent travellers from other markets.

Altogether, the Parade attracted coverage by more than 65 international media from nine countries, with an estimated 405.5 million TV viewers worldwide sharing the thrill and excitement through live and delayed broadcasts. Locally, TVB's coverage recorded a rating of 26 points, with an audience share of 89% – the highest-ever since broadcasts of the event began – which was equivalent to 1.7 million households. This global coverage generated publicity worth an estimated HK\$125 million.

這次賀歲巡遊以「萬花齊放繽紛夜」為主題，在農曆大年初一（2月9日）晚於添馬艦舉行，成為港島首次晚間賀歲花車巡遊。為確保添馬艦場外的觀眾亦能盡情欣賞這項盛事，旅發局在巡遊路線上特別設立兩個表演區，由司儀介紹參與這次盛事的16輛花車、16支國際和13支本地表演隊伍，並派出「動感大使」帶動觀眾投入其中。

這項節目亦成功吸引傳媒廣泛報道，並得到業界鼎力支持，其中，全球多個地方均透過電視播放這次匯演，顯著提升宣傳效應。本港商戶則把握花車巡遊及其他農曆新年慶祝活動推動業務，而旅發局亦鼓勵各個商場、連鎖店、零售店和食肆在春節期間營業，甚至延長開放時間，為旅客和市民提供服務。旅發局還印發《2005新春旅客尊賞利是》，內有39間「優質旅遊服務」認證商戶提供的優惠。各地市場的旅行社也推出特色農曆新年行程，至於本港旅遊業界也安排多項一日遊行程，以迎合內地「個人遊」和其他市場的自助旅遊人士。

這次花車巡遊共吸引來自九個國家超過65位國際傳媒採訪報道，估計全球約有4億550萬電視觀眾透過直播或轉播欣賞。在本港，無線電視的直播節目收視達26點，收視率89%，是這項匯演播出以來最高的一次，相當於170萬觀眾收看。透過全球各地的報道和播放，宣傳效益估計達1.25億港元。





▲ Vibrant cultural events and unique sightseeing opportunities are among the many attractions Hong Kong offers to attendees of MICE events 來港參與會議、展覽及獎勵旅遊的人士，可以享受香港多姿多采的文化及觀光活動

### Focusing on culture

The HKTB is always looking at ways to enhance the experiences of visitors. The popular and long-established Cultural Kaleidoscope initiative, for example, continues to offer a variety of programmes that showcase Hong Kong's unique culture. Visitors can ride aboard the *Duk Ling*, the last remaining sailing junk in Hong Kong, discover Hong Kong's museums or take guided tours on subjects such as *feng shui*, *tai chi*, tea appreciation and architecture, so they can learn about the blend of ancient Chinese tradition and western colonial influences that makes Hong Kong such a distinctive city.

## MARKET DEVELOPMENT

### Intelligence and planning

The HKTB's marketing strategy is research-driven. Its ongoing market-research activities form the basis for the Board's strategic planning, identifying key markets and segments that offer the greatest growth potential, and support the development of Hong Kong's tourism industry.

Market studies embracing South Korea and Japan, and the high-growth markets of the Philippines and Thailand, were undertaken. These initiatives began with research and continued with pilot focus groups before moving on to a full study. The aim was to identify reasons for travelling to Hong Kong and the decision-making processes involved, as compared to competitive destinations. The studies also tested reactions to a number of themed itineraries to identify important areas of interest among visitors.

The results revealed consistently high levels of interest in Hong Kong. In the case of the Philippines, Hong Kong was perceived as a "must-visit" destination in terms of proximity and ease of travel, and a shopping paradise with a westernised and modern lifestyle. Thai respondents had a similar impression, while those in South Korea regarded Hong Kong's shopping, night-life, dining and night views as its major strengths. High

### 以文化為焦點

旅發局一直致力提升旅客的體驗，例如一直廣受好評的「香港文化萬花筒」活動，便透過一系列節目展現出香港的獨特文化。旅客可以乘坐香港僅存的中式帆船「鴨靈號」、參觀香港多間博物館，或者參加各種導賞活動，探索本港不同生活特色，例如風水、太極、茗茶和特色建築等，藉此體驗香港融會中國傳統和西方文化的特質。

### 市場發展

#### 資訊及籌劃

旅發局推行以研究為本的市場策略，持續進行各種市場研究工作，作為制定策略的基石，並藉此確定潛力優厚的主要市場和客群，推動香港旅遊業不斷發展。

旅發局進行的市場研究涵蓋南韓和日本，以及高增長市場如菲律賓和泰國。旅發局首先進行初步調查，繼而進行試驗性質的重點小組調查，然後才會進行全面的研究，目的是確定旅客選擇來港的原因，以及他們決定成行的過程，並將香港與競爭對手互相比較。研究亦會測試旅客對不同主題行程的反應，從而找出旅客的興趣所在。

研究結果均顯示，旅客對香港感興趣的程度相當高。以菲律賓為例，香港被視為必遊之地，原因包括地域相近、旅程便捷、香港是個購物天堂及中西薈萃的都會。泰國受訪者也有類似看法。至於南韓受訪者則視購物、夜生活、美食和夜景為香港的主要強項。這些市場均擁有優厚的增長潛力，而且富潛力的並不局限於其

- ▶ The HKTB partners with other professional bodies to bring MICE events to Hong Kong  
旅發局與其他專業團體合作，吸引會議、展覽及獎勵旅遊活動來港舉行



growth potential was identified in all these markets, not just among residents of the capital cities, but also in secondary cities and regions, such as Cebu, Chiang Mai and Busan. A strong intention to visit Hong Kong was also found among two key target segments – young office ladies and young office men. In Japan, which is a more mature market with regard to inbound tourists to Hong Kong, the research demonstrated that Hong Kong remains a preferred destination. However, the clear evidence of strong competition from other markets underlines the long-term need to strengthen Hong Kong's image and appeal.

In view of the growing impact of the Individual Visit Scheme (IVS) on inbound travel from the Mainland to Hong Kong, the HKTB commissioned a study to assess awareness and knowledge of the scheme, and the experience to date of visitors entering the city under the IVS. The research indicated a high level of awareness of the IVS, with figures of more than 80% in the Pearl River Delta, and 54% and 61% respectively for Shanghai and Beijing. Among visitors who had already come to Hong Kong under the IVS, more than 75% from all regions in the Mainland surveyed expressed satisfaction with application procedures.

Research is helping the HKTB sustain its understanding of key markets so that it can continue to plan effectively to facilitate future growth in tourism. In particular, this research played a key role in the development of the 2006 Discover Hong Kong Year concept, as findings confirmed that Hong Kong was a suitable destination for a global promotion of the kind envisaged. It also indicated which markets should be the focus of the HKTB's activities, and assisted in analysing associated risks and benefits.

#### Targeting high-yield MICE visitors

The HKTB targets several high-yield and high-potential segments in overseas markets, with promotions particularly directed towards business travellers, conventions, exhibitions, incentives and corporate meetings participants, cruise passengers and families.

首都，還包括二線城市和地區如菲律賓的宿霧、泰國的清邁或南韓的釜山。研究亦發現，其中兩個主要客群，年輕白領麗人及年輕白領男士的訪港意欲極高。在訪港旅遊方面，日本已是個相當成熟的市場，但研究顯示，香港仍是旅客心目中理想的旅遊目的地。不過，面對來自其他市場的激烈競爭，長遠而言，香港必須進一步強化形象和吸引力。

鑑於內地「個人遊」政策對香港旅遊業愈來愈重要，旅發局進行研究，評估內地居民對「個人遊」的認知程度，以及「個人遊」旅客的訪港體驗。研究顯示，「個人遊」廣為內地居民認識，珠江三角洲的受訪者認知率達80%，上海和北京則分別有54%和61%。在各地曾經透過「個人遊」形式來港的旅客中，超過75%受訪者表示滿意申請程序。

這些研究均有助旅發局不斷了解各主要市場，以便繼續制訂行之有效的推廣計劃，促進旅遊業發展。研究亦成為籌劃「2006精采香港旅遊年」時的基石，有關結果不單確認香港適宜推行這類全球推廣活動，而且有助界定應進行重點推廣的目標市場，同時亦協助評估有關的風險和效益。

#### 高效益的會議、展覽及獎勵旅遊

在各個高效益和潛力優厚的客群之中，旅發局特別針對商務旅客、參與大型會議、展覽及獎勵旅遊的人士、郵輪旅客和家庭旅客，進行推廣工作。





◀ The HKTb prepares an array of printed and online materials for MICE organisers  
 旅發局為會議、展覽及獎勵旅遊主辦機構編印各式各樣印刷及網上資料

Around one-third of business travellers coming to Hong Kong are MICE (meetings, incentives, conventions and exhibitions) arrivals. In 2004, Hong Kong hosted 267 conventions and 53 exhibitions, including one of the premier annual events for the global travel industry, the 74<sup>th</sup> American Society of Travel Agents (ASTA) World Travel Congress. Together, these attracted over 497,000 visitors, 59% more than in 2003 and a 31% increase over 2002. Combined with the more than 720,000 visitors who attended other corporate events, the total MICE segment represented a record-breaking 1.22 million arrivals, some 5.6% of Hong Kong's 21.81 million visitors in 2004. The HKTb continued to work closely with organisers of MICE events throughout the world so as to bring more business events and travellers to Hong Kong.

A key element of the HKTb's MICE-related work was active promotion of Hong Kong to organisers of incentive travel packages, bringing buyers to Hong Kong through the HKTb's signature Imagine Hong Kong programme. Through such initiatives, overseas buyers can meet key players in Hong Kong's travel trade and experience the destination for themselves. During the year, a total of seven Imagine Hong Kong programmes brought almost 250 overseas buyers from around the world, including Australia, Europe, Japan, South Korea, South & Southeast Asia, Taiwan and the United States. With the support and contribution of travel partners, including airlines, attractions, destination management companies and hotels, the HKTb was able to demonstrate that Hong Kong has the right infrastructure to facilitate the large-scale receptions, functions and team-building exercises that are inevitably part of corporate incentive visits. The HKTb also showed delegates around Hong Kong's unique attractions and underlined the benefits of visiting the city in terms of accessibility and safety.

商務旅客之中，約有三分之一是參與會議、展覽及獎勵旅遊的人士。在2004年，香港共舉行了267項大型會議和53項展覽，當中包括全球旅遊業一年一度的盛事，第74屆「美國旅行社協會世界年會」。這些盛事總共為香港帶來超過497,000位旅客，比2003年上升59%，亦比2002年上升31%。加上超過72萬位參與其他企業活動的旅客，在2004年，會議、展覽及獎勵旅遊的客群破紀錄達122萬人次，佔全年2,181萬訪港旅客的5.6%。旅發局會繼續和全球相關活動的主辦機構緊密聯繫，務求為香港帶來更多商務活動和旅客。

其中一項主要工作，是向獎勵旅遊行程的主辦機構積極宣傳香港，透過「香港·無限創意」活動，邀請買家來港，讓他們與本地旅遊業界會面，並親身體驗香港的魅力。年內，旅發局共舉行七次「香港·無限創意」活動，接待了近250位海外買家，分別來自澳洲、歐洲、日本、南韓、南亞及東南亞、台灣和美國。在香港旅遊業夥伴，包括航空公司、旅遊景點、旅遊管理機構及酒店的支持下，旅發局向訪港業界展示出香港具備足夠的基建設施，有能力籌辦企業獎勵旅遊活動內不可缺少的大型接待活動、宴會和建立團隊精神的項目。旅發局亦向訪港代表推介香港獨特的旅遊特色，並突顯香港在交通便捷和安全方面的優勢。

內地對獎勵旅遊的需求增長迅速，反映當地奉行獎勵制度和致力提升員工士氣的行業不斷發展，例如藥物、保險和消費品行業。因此，旅發局繼續向內地的高效益獎勵旅遊市場，大力進行推廣。



▲ The HKTB stand at the 2005 ITB travel show in Berlin, Germany  
 旅發局在德國柏林的「2005國際旅遊展覽」設置展台

▼ The first Hong Kong exhibition roadshow in Beijing, January 2005  
 2005年1月在北京舉辦首個以香港展覽業為主題的巡迴展覽



Mainland China continued to show the fastest-growing demand for incentive travel, reflecting the development of industries requiring motivation and reward schemes in that market, such as pharmaceuticals, insurance and consumer products. The HKTB therefore maintained a vigorous marketing programme targeting the Mainland's high-yield incentives market.

For corporate meetings, the HKTB works with different chambers of commerce and also directly with corporations, with a view to maintaining a high level of interest in Hong Kong. Examples of some of major corporate events during the year included Lexus International Convention 2004, which brought some 7,300 participants from Asia Pacific and North America; Herbalife Leadership Event 2004, with 4,000 participants from Asia Pacific; and The Nu Skin Annual Convention with 10,000 delegates, mostly from overseas.

The HKTB's focus in respect of convention and exhibition is twofold. It supports organisers by working closely with them and helping to generate attendance through an aggressive advertising and promotional campaign to ensure there is a good cross-section of buyers and sellers. It also works at bringing new events to Hong Kong. The emphasis in this respect is on Europe and the strategy is to position Hong Kong as a premier showcase for top-brand products.

The HKTB continues to work with a range of partners, such as Hong Kong's Trade Development Council (TDC) and the Hong Kong Exhibition & Convention Industry Association (HKECIA), together with venues, airlines, hotels and professional conference organisers, to generate more convention and exhibition business, and to ensure a large number of high-quality exhibitors and visitors from around the world are attracted to Hong Kong. It also operates Hong Kong – Meeting Your Choice, a programme that provides familiarisation trips to professional associations so that they can assess the merits of Hong Kong as the location for their next convention.

至於企業會議方面，旅發局與各個商會和企業直接合作，維持商界對香港的濃厚興趣。2004年在港舉行的大型企業活動包括「Lexus 國際會議2004」，共吸引約7,300名來自亞太區和北美洲的人士參與；「康寶萊領袖計劃2004」，共吸引4,000名來自亞太區的人士參與；以及「Nu Skin 周年會議」，共一萬位代表參與，大部分來自海外。

在大型會議和展覽方面，旅發局的推廣工作分為兩個層面。一方面，旅發局與活動籌辦商緊密合作，透過積極宣傳及推廣，協助增加出席人數，並確保吸引不同界別的買家和賣家。另一方面，旅發局也致力吸引更多盛事來港舉行，並以歐洲為焦點，把香港定位為展示頂級名牌產品的最佳場地。

旅發局繼續與不同的夥伴合作，例如香港貿易發展局、香港展覽會議業協會，以及場地供應商、航空公司、酒店和專業會議籌辦商，藉此推動本港的會議展覽業務，並確保能夠吸引更多高質素的參展商和旅客來港。旅發局也舉辦了「香港 – 最佳會議之選」活動，讓各專業機構來港考察，鼓勵他們選擇來港舉行下一項大型會議。

在2004年，來港出席大型會議和展覽的旅客創下新高，其中一些盛事包括2004年「美國百萬圓桌會會議」，共吸引6,000人參與；第14屆「世界浸信會青年大會」，超過3,200人參加；以及5<sup>th</sup> Worldwide Chinese Insurance Congress cum CEO Forum 2004，共2,200位主要來自亞太區的人士參與。





◀ In advance of the 88<sup>th</sup> Lions Clubs International Convention in 2005 to be held in Hong Kong, the HKTb joins a delegation to the Lion's 2004 event in Detroit, US  
 旅發局參與2004年在美國底特律舉行的「國際獅子會年會」活動，為2005年在港舉行的第88屆「國際獅子會年會」預先進行推廣

Conventions and exhibitions that brought total attendance in the segment to new heights included the Million Dollar Round Table Experience with 6,000 participants, the 14<sup>th</sup> Baptist Youth World Conference with more than 3,200 delegates, and the 5<sup>th</sup> Worldwide Chinese Insurance Congress cum CEO Forum 2004 with some 2,200 participants mainly from the Asia Pacific region.

The HKTb's biggest achievement in this area was its promotional work at the 87<sup>th</sup> Lions Clubs International (LCI) Convention in Detroit in July, as well as the 43<sup>rd</sup> Orient and Southeast Asian Lions (OSEAL) Forum in Manila in December. These marked the start of an aggressive marketing campaign in advance of the 88<sup>th</sup> LCI Convention held in Hong Kong in June 2005. A Hong Kong reception was held at both events and provided an excellent promotional platform that reached a combined total of 1,500 Lions leaders and members. Hong Kong's hosting of the LCI Convention underlined the city's ability to stage world-class conventions, and position Hong Kong as the ultimate MICE destination to thousands of Lions members from around the world.

#### Sustaining strong relations with the travel trade

The HKTb continued to partner with key players in the travel trade, including airlines, cruise lines, cross-border bus operators, railway companies, travel agents, wholesalers and online travel providers. It also worked with tourism organisations in major source markets and those seeking to co-market with Hong Kong to visitors on multi-destination visits.

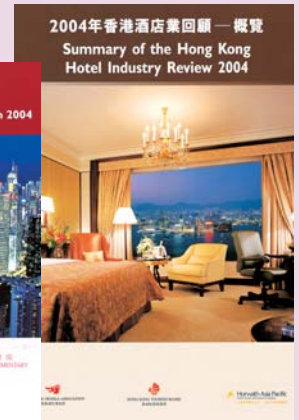
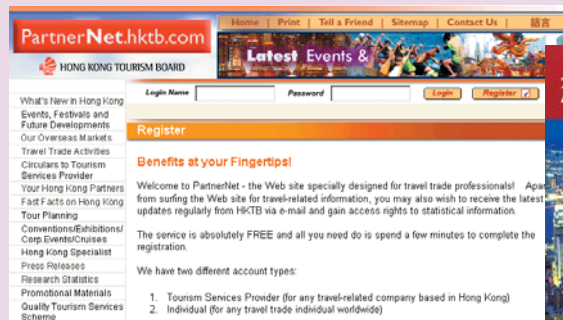
An over-riding objective is to continue positioning Hong Kong as a hot and trendy destination within the HKTb's global trade network and to ensure the city is the top-of-mind destination among trade partners. This involves a range of activities that provide excellent platforms for travel partners to conduct business. The HKTb participated in seven key international travel trade shows, for example, attended by 209 members of the Hong Kong travel trade and more than 80,000 overseas travel trade partners. The HKTb also arranged six travel missions to selected key

旅發局在這方面成效最突出的，相信是在7月於底特律舉行的第87屆「國際獅子會年會」，以及12月於馬尼拉舉行的第43屆「東南亞獅子大會」期間的推廣工作。這些都是旅發局為2005年6月在香港舉行的第88屆「國際獅子會年會」預先進行的推廣，旅發局承著兩項會議期間，設置了香港接待會，成為一個絕佳平台，向1,500位獅子會領袖和會員推廣。「國際獅子會年會」在港成功舉行，充分顯示香港有能力舉辦國際級大型會議，亦有助向全球獅友推廣香港為會議、展覽及獎勵旅遊首選勝地。

#### 與業界合作無間

旅發局繼續與旅遊業主要夥伴緊密合作，當中包括航空公司、郵輪公司、跨境巴士公司、鐵路公司、旅行社、旅遊批發商和網上旅遊供應商，亦與各大客源市場的旅遊推廣機構合作，並與有意跟香港合作推廣旅遊的機構，共同促銷一程多站行程。

旅發局的首要目標，是繼續向全球旅遊業界推廣香港為熱門和時尚的旅遊目的地，並確保香港是業界夥伴的首選。為此，旅發局進行一連串推廣活動，為業界提供極有利的營商平台。例如，旅發局參與了七項大型國際旅遊業展覽，出席的包括209位本港旅遊業人士和超過八萬位海外旅遊業夥伴。旅發局亦籌辦了六項旅遊業訪問團，前往多個主要客源市場，參與的包括168位本港業界人士和1,000多位海外業界夥伴。另外，超過2,600名海外旅遊業代表則參與了旅發局定期舉辦的考察活動。其中，三項旅業訪港考察活動讓166位負責作出決策的海外買家，體驗香港最新的旅遊產品，並與本地業界夥伴交流意見。



- ▶ Through its PartnerNet web site and specialist publications, the HKTB provides valuable information and statistical support for the travel industry 旅發局透過「香港旅業網」及各種研究資料，為業界提供重要統計數據及資訊

markets with a total attendance of 168 members of the Hong Kong trade and over 1,000 overseas trade partners. More than 2,600 overseas travel trade delegates participated in the HKTB's well-established visitation programme. In particular, three Contract Hong Kong events allowed 166 overseas decision-making buyers to experience Hong Kong's latest products and to exchange business ideas with local trade partners.

In the case of wholesalers, the HKTB continued to prepare presentations that help them create tour packages. It also ran specialist seminars to encourage travel agents to upgrade their knowledge of Hong Kong. The HKTB's Tour Development Department once again assessed new attractions and products as they come on stream, with the aim of providing guidance on how they can be incorporated into new tour packages. The *Hong Kong Tour Menu*, available in English, traditional Chinese and simplified Chinese, was produced for this purpose. The same department managed the itineraries of all familiarisation visits.

Communications activities with the trade also include advertising, public relations and direct mail, especially in the case of co-operative tactical campaigns that drive visitors to Hong Kong at specific times of the year, or following specific developments, such as an airline increasing its frequencies to Hong Kong. The HKTB also runs PartnerNet, a dedicated travel trade web site outlining the latest initiatives, and providing useful research information and tour planning references. PartnerNet was once again a key tool during the year for building a coherent travel trade partner network and enjoyed a weekly hit rate of 90,000.

During the summer of 2004, 53 Hong Kong hotels also joined forces with the HKTB to offer greatly discounted room rates to bona fide employees of airlines, tour operators, travel agents and tourist offices outside Hong Kong. The promotion showed overseas travel staff the multi-dimensional range of experiences Hong Kong offers so that these key influencers could in turn motivate and inform their customers about the city.

在旅遊批發商方面，旅發局繼續為業界舉行簡介，協助他們構思新行程。旅發局亦舉辦了專業研討會，鼓勵旅行社更認識香港。旅發局的觀光業務發展部亦繼續評估各項新景點和產品，然後協助批發商將它們編入新行程內。為此，旅發局編製《香港觀光行程參考手冊》，備有英文、繁及簡體中文版本。該部門亦負責統籌各項考察活動的行程。

旅發局與業界之間的合作還包括廣告、公關和直銷郵件，尤其是在每年的個別時節，或業內不同活動，例如航空公司增加來港航班時，更會推出策略性的聯合推廣活動，吸引旅客來港。旅發局也設立「香港旅業網」，這個專為旅遊業界而設的網站，羅列了旅發局的最新活動，並提供各種有用的研究資訊，以及有助策劃旅遊行程的參考資料。年內，「香港旅業網」繼續發揮其作用，更鞏固旅發局與業界的夥伴關係，每周瀏覽次數達九萬次。

在2004年夏天，本港53間酒店亦與旅發局合作，為香港以外的航空公司、旅遊經營商、旅行社和旅遊辦事處員工，提供顯著的房租折扣。這項推廣活動有助海外旅遊從業員展示香港多元化的旅遊體驗，推動這些在業內具影響力的人士，向顧客推介香港，並提供有關香港的資訊。





◀ Hong Kong is a natural hub for the high-yield cruise segment  
郵輪旅遊是高效益的客群類別，而香港乃受歡迎的郵輪樞紐

### Building strategic partnerships

Over the years, the HKTB has created effective marketing platforms with various strategic partners. Within the region, co-operation between Guangdong, Hong Kong and Macau has evolved from the Pearl River Delta marketing agreement. This dates back to the early 1990s and has now been enhanced by CEPA and extended to nine provinces and Macau to form the Pan-Pearl River Delta agreement. The HKTB has made remarkable progress in overseas promotions, web marketing and collateral support. It continues to leverage fully on memoranda of understanding with a selection of provinces and cities in the Mainland, including Beijing and Shanghai, as well as with trade associations in key source markets – ASTA, JATA, and KATA just to name a few – to ensure Hong Kong remains complementary to other destinations in multi-destination itineraries.

### Positioning Hong Kong as Asia's cruise hub

Demand for cruise travel is growing. The HKTB's aim in this already high-yield market is to boost the number of visitors joining cruises in Hong Kong and to increase the amount they spend when they are here. During the year, the HKTB invited senior executives of major cruise companies on familiarisation visits and emphasised Hong Kong's strengths in terms of its superb air connections for cruise passengers joining or leaving vessels, its wide variety of world-class hotels, and its shopping, dining and other attractions that await passengers before and after their cruises.

The HKTB attended the Seatrade Cruise Shipping Convention in Florida in March 2005. This annual gathering of buyers and suppliers in the cruise industry is the world's leading event of its kind. For the second year running, the HKTB joined with five other destinations – Mainland China, Malaysia, Singapore, Thailand and Vietnam – to market Asia as a region for international cruise operators.

### 建立策略性夥伴關係

多年來，旅發局與不同的策略性夥伴建立了有效的市場推廣平台。在區內，廣東省、香港和澳門之間的合作始於90年代初的珠江三角洲推廣合作，近年隨著「更緊密經貿關係安排」，香港更進一步與泛珠三角地區的九個省份和澳門合作。旅發局的海外宣傳、網上推廣及聯合推廣進展理想，又與內地多個省份及城市簽訂合作備忘，包括北京和上海，並和主要客源市場的旅遊機構簽署合作協定，包括美國旅行社協會、日本旅行代理商聯會和韓國旅行業協會等等，確保香港繼續與其他旅遊點合力推廣一程多站旅遊。

### 把香港定位為亞洲郵輪中心

郵輪旅遊的需求日益殷切，針對這個高效益市場，旅發局的工作目標是推高本港郵輪旅客數字，並鼓勵旅客留港時增加消費。年內，旅發局邀請了各主要郵輪公司的高級行政人員來港考察，向他們展示香港的各種優勢，例如完備的航空網絡能方便旅客轉乘郵輪來港或離開，而且，郵輪旅客在上船前或下船後，均可享受各類世界級酒店服務、購物、美食和其他旅遊特色。

旅發局亦於2005年3月參與在佛羅里達州舉行的「郵輪業務會議展覽」。這項每年一度的會議，雲集了全球郵輪業的買家和供應商，是全球同類會議中的頂級盛事。旅發局已連續兩年聯同其他五個旅遊點，包括內地、馬來西亞、新加坡、泰國及越南，向國際郵輪營運商推介亞洲這個地區。



◀ A new Causeway Bay location for the Hong Kong Island Visitor Information & Services Centre considerably enhances the HKTB's ability to assist visitors  
 港島區的旅客諮詢及服務中心遷到銅鑼灣地鐵站內，為旅客提供更方便的服務



## SERVICE ENHANCEMENT

### Visitor Information & Services Centres

The HKTB completed two initiatives during the year at its Visitor Information & Services Centres. It relocated the Hong Kong Island Centre from Central district to inside the MTR Causeway Bay station, as the Mass Transit Railway system is the most frequently used form of transport among visitors and because Causeway Bay has a high level of tourism traffic. The new site also offers visitors easier access to services and information. This has resulted in an increase in patronage of more than 30%. To offer visitors even more flexible and convenient services, the HKTB extended the opening hours of the new Centre by two hours each evening, meaning it is now open from 8am until 8pm.

The other Visitor Information & Services Centre on the Star Ferry Concourse in Tsim Sha Tsui also extended its opening hours. In addition, the facility was renovated to carry the Hong Kong – Live it, Love it! branding. Both Visitor Information & Services Centres provide printed information, advice and face-to-face recommendations, and are equipped with an *i Cyber Link* kiosk giving access to the HKTB's DiscoverHongKong.com web site.

In addition to these two Centres, the HKTB continued to operate information counters and self-service information racks at entry points, hotels and tourist attractions. It also set up hospitality desks at several major conferences and exhibitions. Through this third-party co-operation, it has successfully extended the reach of the visitor information network.

During 2004, these Centres assisted 1,707,769 visitors and distributed some 9.8 million guides, promotional passports, brochures and other literature. The HKTB handled nearly 87,000 written, e-mail and telephone enquiries.

## 提升服務

### 旅客諮詢及服務中心

年內，旅發局的旅客諮詢及服務中心完成兩項重要工作。首先，位於香港島的服務中心由中環遷到銅鑼灣地鐵站內，因為地鐵已是旅客最常用的交通工具，而且銅鑼灣的旅客流量極高，故此，新的服務中心可以更方便旅客享用旅遊資訊和服務，而使用人次亦上升超過30%。為向旅客提供更富彈性和方便的服務，中心的開放時間延長了兩小時，由早上8時開放至晚上8時。

旅發局另一間旅客諮詢及服務中心位於尖沙咀天星碼頭，同樣亦延長服務時間，並且以「香港 - 樂在此，愛在此！」為主題進行粉飾。兩間服務中心均向旅客提供旅遊刊物、意見和當面的提議，並設置電子諮詢站「旅遊資訊通」，讓旅客瀏覽旅發局的網站DiscoverHongKong.com。

除了這兩間服務中心，旅發局也繼續在各入境口岸、酒店和旅遊景點設置諮詢櫃台和自助旅遊資料架，並在多項大型會議和展覽期間設立服務櫃台，透過與不同機構合作，進一步擴展旅客資訊網絡。

在2004年，這些中心共協助了1,707,769位旅客，並派發約980萬份旅遊指南、旅客尊賞護照、宣傳冊子及其他旅遊刊物；另外又處理了近87,000個書面、電郵或電話查詢。





▲ The Immigration Department partners the HKTB to greet IVS visitors  
旅發局與入境事務處歡迎「個人遊」旅客來港

▼ Co-operation also ensures a warm welcome at Hong Kong International Airport  
旅遊業界緊密合作，在香港國際機場熱烈歡迎旅客



Courtesy: Airport Authority Hong Kong  
承蒙香港機場管理局提供圖片

The HKTB appointed an independent research organisation to conduct a Visitor Service Benchmarking Study, which assessed the quality of services provided at the Centres and through the Visitor Hotline. The survey tested similar capabilities among major competitors, and demonstrated that the HKTB's centres outperformed its peers in all key customer-service attributes, including staff attitude and service provision, while the Hotline was similarly rated top in every major aspect. The Airport Authority Hong Kong also gave Customer Service Excellence awards to two HKTB staff members manning information desks at Hong Kong International Airport.

The HKTB expanded the range of visitor information during the year so that by the end of March 2005 it had a total stock of 147 different publications produced either in-house or by third parties.

### Signage and guides

To ensure that Hong Kong remains user-friendly to visitors, the HKTB continued to co-operate with the Tourism Commission in the installation of distinctly branded visitor signage throughout Hong Kong. Altogether, 376 signs in six districts covering 368 places of interest and visitor facilities were erected during the year. Including the 566 signs erected previously, there are now 942 signs serving 740 places of interest and visitor facilities across all 18 districts of Hong Kong.

To equip tour guides with updated knowledge of Hong Kong and the HKTB's marketing efforts, the HKTB continued to work closely with the Hong Kong Association of Registered Tour Co-ordinators.

### Mixing business with pleasure

A key initiative in terms of publications was the HKTB's *Hong Kong Leisure Guide for Business Travellers*. This was produced following extensive research into the profile of the average business visitor in terms of their interests, the spare time they have outside their business schedule and their spending power. With business travellers accounting for approximately one-third of all visitors to Hong Kong, this is an extremely

在本年度，旅發局委託一所獨立研究公司進行有關旅客服務基準的研究，評估了旅發局旅客服務中心和旅遊熱線的質素，亦同時調查了本港主要競爭對手的表現。結果顯示，旅發局在各主要顧客服務範疇均領先對手，當中包括員工的待客態度和所提供的服務，而旅遊熱線在各個主要範疇的表現，同樣亦獲得甚高評價。此外，旅發局兩位在香港國際機場諮詢櫃台工作的員工，亦獲香港機場管理局頒發優質顧客服務大獎作為嘉許。

年內，旅發局增加了旅遊資訊的種類，截至2005年3月底，由旅發局或其他機構編印的有關刊物，多達147類。

### 指示標誌及指南

為確保旅客在港旅遊更加便捷，旅發局繼續與旅遊事務署合作，在全港各地設置清晰明確的旅客指示標誌。年內，旅發局在六個地區設置了376個指示標誌，覆蓋368個旅遊點及旅客設施，連同之前設置的566個指示標誌，目前全港18區共有942個這類標誌，覆蓋740個旅遊點及旅客設施。

此外，旅發局一直與香港註冊導遊協會緊密聯繫，讓導遊從業員清楚香港的最新資訊，以及旅發局的市場推廣工作。

### 為商務旅遊注入消閒元素

本年度，旅發局出版的其中一份重要刊物是《商務旅客樂優游 香港導覽手冊》，旅發局是對商務旅客進行了廣泛的研究，確定他們的興趣、公餘時間以及購買力，然後編印這份刊物。商務旅客佔訪港旅客約三分之一，是旅發



▼ Specially tailored information enables business visitors to fit leisure time into a busy work schedule  
 旅發局提供合適的旅遊資訊，確保商務旅客公餘盡享消閒之樂



important segment for the HKTB. Business travellers are a high-spending segment so the aim of the leisure guide was to stimulate further spending and to enhance their experience during their stay. With the introduction of various free-and-easy itinerary options, the objective is to enable this group of visitors to appreciate all that Hong Kong has to offer so that they might return with their families. Towards the end of the year under review, the HKTB was ready to launch an electronic version of the guide formatted for Personal Data Assistants (PDAs), which can now be downloaded free-of-charge from the DiscoverHongKong.com web site.

### Serving individual visitors from China

The HKTB responded vigorously to the continued extension of the Individual Visit Scheme (IVS) during the year. It continued to roll out publicity in applicable Mainland cities and welcomed individual visitors in co-operation with China-based tourist organisations. Media coverage was built with the aim of disseminating information about Hong Kong so that Mainland visitors felt more confident with regard to planning itineraries. The HKTB also promoted the Quality Tourism Services (QTS) scheme, highlighting its assurance and protection provisions that strengthen Hong Kong's reputation for quality service.

The HKTB distributed a wide range of Hong Kong travel information at Public Security Bureaux in China, where IVS applications are processed. Additional publications – such as *Hong Kong Shopping and Dining Tips* – were distributed at entry points. The Visitor Information & Services Centre at the Lo Wu boundary crossing served 369,811 visitors during the year.

The HKTB continued to support travel-trade partners in creating tailor-made packages and privileges for IVS visitors. These included *putonghua*-language tours and Golden Week tour offers.

局的重要客群，他們的消費力高，因此，旅發局特別印製這份手冊，刺激他們進一步消費，並提升他們在港的體驗。透過介紹各種便捷的旅遊行程，期望商務旅客更認識香港多元化的旅遊特色，日後攜同家人重遊香港。接近本年度末，旅發局已推出這份指南的電子版本，適用於電子手帳，現已可在DiscoverHongKong.com網站免費下載。

### 服務「個人遊」旅客

年內，內地繼續延伸「個人遊」政策，旅發局亦作出積極配合，繼續和內地的旅遊機構合作，在相關的內地城市推出宣傳攻勢，歡迎「個人遊」旅客來港。旅發局又加強傳媒推廣和報道，發放有關香港的旅遊資訊，令內地旅客計劃行程時更具信心。旅發局亦積極宣傳「優質旅遊服務」計劃，強調這計劃所提供的消費保障，鞏固香港優質服務的美譽。

旅發局又透過內地負責處理「個人遊」申請的公安廳，發放多種香港旅遊資料。旅客亦可以在入境口岸索閱其他刊物，例如《香港購物及餐飲消費錦囊》。年內，位於羅湖邊境的旅客諮詢及服務中心，曾為369,811位旅客提供服務。

旅發局亦繼續協助旅遊業界為「個人遊」旅客度身設計行程及提供優惠，包括普通話觀光團和黃金周觀光團。



◀ The Quality Tourism Services (QTS) scheme offers visitors an assurance of quality and service when they shop and dine in Hong Kong 「優質旅遊服務」計劃令旅客在港購物及餐飲消費時更具信心



The HKTB also expanded its Cultural Kaleidoscope programme in response to growing interest among FITs from Mainland China by offering most activities of appeal to this group of visitors in *putonghua*. It also enhanced the printed version of the *What's On* events guide by translating it into simplified Chinese for Mainland visitors.

#### Expanding the Quality Tourism Services scheme

It was a record year for the Quality Tourism Services (QTS) scheme, which once again played a key role in enhancing customer confidence in Hong Kong's shopping and dining outlets. By 31 March 2005, a total of 5,268 merchant outlets were accredited to the scheme. The QTS continues to reinforce Hong Kong's image as a leading travel destination that offers world-class standards of quality, service and hospitality. The scheme's success in enhancing visitors' experiences when shopping and dining is demonstrated by the continuous improvement in satisfaction indices over the last four years.

The HKTB tightened the scheme's rules during the year to ensure the QTS continues to maintain the highest possible service levels. It also continued a rigorous twofold auditing process. Members of the scheme are audited through the Hong Kong Productivity Council to confirm they are adhering to service levels. As a safeguard, samples are also taken to assess the process in which this initial auditing is conducted.

The QTS also received the endorsement of the China National Tourism Administration (CNTA), which instructed all its provincial tourism bureaux to promote the QTS scheme to Mainland visitors through the travel trade. HKTB surveys show that nearly 90% of overnight visitors spend time shopping during their stay, so being able to enjoy reliable, quality services is a crucial part of their experience. Promoting the QTS has important benefits for Hong Kong tourism because it emphasises to visitors that they can shop and eat in Hong Kong with confidence.

因應內地自助旅遊人士的興趣和需求增加，旅發局亦擴展了「香港文化萬花筒」活動，以普通話進行多項富吸引力的節目。同時亦製作簡體中文版的《香港活動精選》指南，方便內地旅客參閱。

#### 擴展「優質旅遊服務」計劃

本年度可謂「優質旅遊服務」計劃的新里程，這項計劃繼續有效地提升顧客在港購物和餐飲消費的信心。截至2005年3月31日，已有5,268間商舖獲「優質旅遊服務」計劃的認證。這項計劃繼續鞏固香港作為旅客首選旅遊勝地的形象，強調香港能為旅客提供世界級的優質產品、服務和禮遇，從過去四年，旅客的滿意指數不斷上升，可見這計劃已成功提升旅客在港的購物及餐飲體驗。

旅發局在本年度進一步收緊了這計劃的準則，確保認證商戶均維持最高的服務水平。旅發局繼續採用嚴謹的雙重審核程序，一方面由香港生產力促進局審核認證商戶，確保商戶已達至既定服務水平；而旅發局亦進行抽查，以評估初步審核過程的結果。

「優質旅遊服務」計劃亦得到國家旅遊局的鼎力支持，各省旅遊局均透過旅遊業界向內地旅客推介。旅發局的調查發現，近90%的過夜旅客均在港購物消費，故此，可靠、優質的服務對旅客在港的體驗極為重要。透過積極推廣「優質旅遊服務」計劃，旅客在港購物及餐飲消費會更具信心，直接令旅遊業界受惠。



- ▶ Training a cadre of tourism professionals through the Tourism Orientation Programme (TOP) 「旅業英才實習計劃」為香港培育旅遊業專才



The HKTB takes every opportunity to build awareness of the QTS. Promotional tie-ups with China UnionPay (CUP) Co Ltd, for example, vigorously promoted the scheme. Mainland Chinese visitors have been able to use their CUP cards in Hong Kong starting January 2004. With the aim of driving more arrivals from the Mainland as well as to encourage higher spending, the HKTB and CUP signed a memorandum of understanding (MoU) in September 2004 signifying co-operation between the two organisations, and affirming Hong Kong as the first city outside the Mainland where the cards can be used. Both the HKTB and CUP promoted QTS to this large cardholder base to ensure that visitors have the highest level of confidence in Hong Kong's retail and catering outlets prior to arrival, and to encourage patronage of QTS-accredited merchants during their stay. Following the signing of the MoU, two successful joint marketing programmes were rolled out to capitalise on the National Day holiday and Hong Kong WinterFest, encouraging arrivals and stimulating visitor spending.

### Tourism Orientation Programme

The Tourism Orientation Programme (TOP) raises hospitality standards and enhances visitor satisfaction by granting front-line travel-industry experience to trainee "Tourism Hosts". The scheme entered its third year in June 2004 and continues to play an important role in improving the ultimate experience of visitors when they come to Hong Kong, as well as creating a cadre of well-trained professionals for the tourism industry.

In 2003/04, a total of 124 Tourism Hosts completed one year of well-structured induction training, nurturing and workplace attachments with 64 TOP Partners, which enabled them to work in the front-line of the industry. This experience proved invaluable to the majority of Tourism Hosts who entered the industry upon completion of the programme and are now offering visitors quality service and contributing to the continual growth of the tourism sector.

因此，旅發局把握不同機會，例如與中國銀聯合作，積極推廣「優質旅遊服務」計劃。自2004年1月起，內地旅客可以在香港使用銀聯卡消費，為吸引內地旅客訪港和增加消費，旅發局與中國銀聯在2004年9月簽訂合作備忘錄，加強雙方的合作，並確認香港為內地以外首個可使用銀聯卡的城市。旅發局和中國銀聯向龐大的銀聯卡用戶推介「優質旅遊服務」計劃，確保他們來港前，對香港的商戶和食肆充滿信心，來港後惠顧「優質旅遊服務」計劃的認證商戶。簽訂合作備忘錄後，旅發局與中國銀聯更把握國慶日假期和「香港繽紛冬日節」的時機，推出兩項聯合推廣活動，成功鼓勵內地旅客來港旅遊和消費，成績相當理想。

### 旅業英才實習計劃

「旅業英才實習計劃」透過為參與的「旅業英才」提供旅遊業前線實習機會，提升香港的好客服務水平及旅客的滿意程度。這項計劃在2004年6月踏入第三個年頭，繼續提升訪港旅客的體驗，並培育了一批訓練有素的旅遊業專才。

在2003/04年度，124位「旅業英才」完成了為期一年的啟導和培訓，並分別在64家合作機構實習，參與前線服務工作。這些寶貴經驗，對於大部分在完成計劃後投身旅遊業的「旅業英才」來說，實在極為有用，有助他們繼續為旅客提供優質服務，為旅遊業持續發展不斷作出貢獻。