

## Australia, New Zealand & South Pacific

### 澳洲、新西蘭及南太平洋

**Arrivals from Australia, New Zealand and South Pacific outstripped their robust 2004 performance to set the highest regional growth rate of all, an increase of more than 28% to 620,217 visitors. Both Australia and New Zealand recorded new highs.**

**來自澳洲、新西蘭及南太平洋的旅客人次，比 2004 年的佳績更上層樓，並成為升幅最高的地區市場，訪港旅客增長超過 28%，達 620,217 人次。而澳洲及新西蘭兩地的業績，均刷新紀錄。**

#### MARKET OVERVIEW

Australia's outbound travel market continued to benefit from the relatively strong Australian economy and an advantageous exchange rate. Other factors contributing to the arrivals growth from the region included increases in flight capacity between Sydney and Hong Kong, which encouraged a wide choice of competitively priced packages, while the introduction of new onward services on the "kangaroo" route to London contributed to the 48% of overnight vacation arrivals from Australia that were travelling either to or from Europe.

Of overnight vacation arrivals from Australia in 2005, 86% travelled on multi-destination itineraries, the leading complementary destination being Mainland China. With growing interest and increased business activities in the Mainland from the region, the HKTB leveraged on Hong Kong's gateway position to attract both business and leisure visitors.

#### MARKETING STRATEGIES

To capture leisure travellers on either single- or multi-destination itineraries involving the Mainland, Asia or Europe, the HKTB highlighted Hong Kong's diversity and developed tactical packages to position the city as an attractive short-break choice and the natural stopover point on the "kangaroo route".

In Australia, where the primary market areas are Sydney, Melbourne and Perth, the HKTB focused on boosting arrivals within the family and senior segments, and sustaining demand among middle-aged couples. It also explored the potential to boost arrivals from the emerging young segments, while the high-yield business visitor segment remained a key long-term focus.

#### 市場概覽

強勁的經濟及匯率繼續帶動澳洲的外遊市場。其他有利香港旅遊業的因素，還包括來往悉尼和香港的航班載客量增加，令旅客可以選擇更多價格具競爭力的配套行程。此外，澳洲增辦經香港來往倫敦的航線，則令來往歐洲期間停留香港的澳洲「過夜渡假旅客」比率，達到 48%。

2005 年訪港的澳洲「過夜渡假旅客」當中，有 86% 均以「一程多站」形式來港，主要的配套目的地為中國內地。鑑於該區旅客對內地的興趣和在內地的商務活動與日俱增，旅發局把握香港作為內地門戶城市的優勢，吸引商務及消閒旅客訪港。

#### 推廣策略

目前不少消閒旅客均以香港為單一旅遊目的地，或者在遊覽香港之餘，順道前往內地、亞洲或歐洲，所以旅發局積極展示香港多元化的特色，並發展策略性的配套行程，吸引旅客留港歡渡短假期，並將香港定位為澳洲航線的必經中途站。

旅發局在澳洲以悉尼、墨爾本及珀斯為重點市場，主力推動家庭及長者客群的增長，以及維持中年夫婦前往香港旅遊的興趣；與此同時，旅發局亦拓展新興年輕客群的潛力，以推動旅客人次增長，長遠而言，則仍然以高效益的商務客群為主要目標。

### Reinforcing Hong Kong's destination appeal

The launch of 2006 Discover Hong Kong Year enables the HKTB to broaden Hong Kong's appeal as a destination offering a genuine cultural experience. Leveraging on the diversity of attractions and Mega Events enshrined in the 2006 Discover Hong Kong Year campaign, such as the Wisdom Path and the new Culture & Heritage Celebration, the Board showcased Hong Kong's unique traditions, and the contrasting facets of city, harbour and nature, which all strongly appeal to Australian travellers.

The first phase in October and November 2005 presented the overriding themes of 2006 Discover Hong Kong Year to consumers, the travel trade and the media through an integrated advertising campaign. This included print advertising in such consumer titles as *Good Weekend*, *Sunday Life*, *Sydney Magazine* and *Melbourne Magazine*, as well as trade publications, such as *Travel Trade Gazette*.

A second phase in February and March 2006 leveraged the announcement of the forthcoming new Mega Event, the Culture & Heritage Celebration. The campaign was supported by extensive trade communications and co-operative tactical offers, such as the range of single-destination 2006 Discover Hong Kong Year packages offered by Qantas Holidays and local agents to coincide with the campaign launch.

To reach its targeted segments, the HKTB utilised the branding and distribution strengths of selected trade, non-trade and media partners. For example, a 10-page *Hong Kong City Guide* was inserted in the June

### 強化香港吸引力

旅發局啟動「2006精采香港旅遊年」計劃，推廣本港的地道文化，進一步增添香港的旅遊吸引力。旅發局利用推廣計劃所涵蓋的多元化景點及大型活動，例如心經簡林及「傳統節慶巡禮」，展示香港獨特的傳統，以及對比鮮明的都會、海港及郊野景致，這些特色對澳洲旅客而言均別具吸引力。

2005年10月及11月，旅發局展開「精采香港旅遊年」第一階段的推廣工作，透過綜合廣告宣傳，向區內的消費者、旅遊業界及傳媒，介紹推廣計劃的內容。推廣途徑包括在不同類型的印刷媒體刊登廣告，例如消費者刊物《Good Weekend》、《Sunday Life》、《Sydney Magazine》與《Melbourne Magazine》，以及業界刊物《旅業報》。

2006年2月及3月，旅發局把握即將舉辦嶄新大型活動－「傳統節慶巡禮」的時機，啟動第二階段的推廣。有關宣傳工作包括廣泛的業界傳訊活動及策略性的聯合優惠，例如澳航假期與當地的旅行社，為配合「精采香港旅遊年」的啟動，推出一系列以香港為唯一目的地的旅遊行程。

旅發局更利用部分業界、非業界及傳媒夥伴的品牌推廣及分銷網絡，接觸當地的目標客群。例如，旅發局印製了共10頁的《Hong Kong City Guide》旅



- ▶ The HKTB leverages on such new attractions as Wisdom Path to broaden Hong Kong's appeal to Australian travellers  
 旅發局利用嶄新景點如心經簡林，更廣泛地向澳洲旅客推介香港的旅遊吸引力

issue of Qantas Airways' in-flight magazine *Qantas The Australian Way*. The Board also partnered with Channel 7 to produce a series of TV features on the New Hong Kong – the outdoors, island-hopping, shopping and Hong Kong Disneyland – for broadcast on the leading TV travel show *The Great Outdoors* in October 2005.

### Targeting the young, females and families

The HKTB leveraged Hong Kong's revitalised image, as well as its growing stopover position, to promote the city as an exciting and diverse city to the target segments of families, females and young travellers.

In a tactical co-operation to promote the city's diverse experiences, a range of packages was introduced to leverage the increased frequency and capacity between Australia and Hong Kong. For example, almost 800 Qantas Airways "Create Your Dream Holiday Experience" four-night packages were sold, which targeted middle-aged and young segments and focused on shopping, culture and relaxation. Consumers in New Zealand were also targeted through a series of tactical campaigns in conjunction with travel operators and wholesalers, taking advantage of special air-fare periods to build incremental arrivals.

遊指南，隨澳洲航空公司機艙刊物－《Qantas The Australian Way》6月號派發；更夥拍第七頻道，製作一系列展示香港全新面貌的電視特輯，內容包括大自然風光、香港離島遊、購物及香港迪士尼樂園，並在2005年10月，於著名的電視旅遊節目「The Great Outdoors」播放。

### 以年輕、女性及家庭客群為目標

隨著香港旅遊形象煥然一新，加上愈來愈多旅客以香港作為中途站，旅發局把握機會，向家庭、女性及年輕旅客等目標客群，推廣香港充滿驚喜及多元化的旅遊特色。

因應來往澳洲及香港的航班載客量增加，旅發局與業界進行策略性聯合推廣活動，推出一系列突顯本港多元化旅遊體驗的配套行程。例如，澳洲航空公司售出近800個專為中年及年輕客群而設的四晚配套旅程「Create Your Dream Holiday Experience」，行程以購物、文化及消閒為主。此外，旅發局亦與旅遊經營商及旅遊批發商合作，把握機票價格的優惠期，推出一系列以新西蘭消費者為對象的策略性推廣活動，推高旅客人次增長。



▲ The HKTB actively promotes such third-party events as the Cathay Pacific/Credit Suisse Hong Kong Sevens 2006 and Cathay Pacific Hong Kong International Races 2005, which hold great appeal in the Australian market  
旅發局積極推廣能吸引澳洲旅客的盛事，例如「國泰航空／瑞信香港七人欖球賽」2006及「國泰航空香港國際賽事」2005



Following a promising initial promotion of the 2004 Hong Kong Shopping Festival, the HKTB team in Australia organised an integrated marketing campaign for the 2005 event, targeting active and high-spending female travellers, and involving advertising, media and public-relations elements. The Festival was also promoted in partnership with ninemsn, the website of Australia's leading interactive media company, which is regularly used by an estimated 74% of all Australians, and supported by outdoor posters and tactical co-operative offers with travel-trade partners.

澳洲市場對「2004 香港購物節」反應熱烈，旅發局在澳洲的辦事處，再次為2005年的購物節舉行綜合推廣活動，特別以活躍而高消費力的女性客群為對象，推廣渠道包括廣告、傳媒及公關活動。旅發局並與澳洲網站 ninemsn 合作推廣，此網站由一家大型的互動媒體公司經營，估計全澳洲74%的人口經常使用該網站。其他推廣途徑還包括戶外海報及與旅遊業界合作的策略性優惠。

### Promotions for 2005 Hong Kong Shopping Festival

A wide range of promotions for the 2005 Hong Kong Shopping Festival was launched in Australia. These included the Journey of Discovery online game of ninemsn, posters in shopping malls outside Escape Travel outlets, and a PR/media tie-up with *Escape*, the travel section of the *Sunday Telegraph*. Tactical campaigns in this key long-haul market included a custom page, e-newsletter to customers and packages of four nights or more with the online agent travel.com.au, as well as four-night Hong Kong Shopping Festival packages through Travelscene American Express.

### 「2005 香港購物節」推廣活動

澳洲是本港的主要長途市場，配合「2005香港購物節」，旅發局在澳洲推出了多元化的推廣活動，包括於 ninemsn 網站舉辦「Journey of Discovery」網上遊戲，在多個購物商場內的Escape Travel分店張貼海報，以及與《Sunday Telegraph》的旅遊版《Escape》合作推廣。其他策略性推廣活動包括：於旅遊網站travel.com.au 設立專題網頁，並向其所有用戶發送電子通訊，以及推廣四晚或以上的配套行程。此外，旅發局亦與 Travelscene American Express 合作，推廣四晚的「香港購物節」配套行程。



▲ The HKTB undertakes a tactical co-operation with Escape Travel and Travelscene American Express to promote the 2005 Hong Kong Shopping Festival  
旅發局與 Escape Travel 及 Travelscene American Express 結成策略性夥伴，一同推廣「2005 香港購物節」

▲ The Australian team in the 2005 Shopper of the Year Contest discovers the secrets of Chinese tea appreciation  
在「2005 香港購物通」比賽中，澳洲隊鑽研品茗之道

As well as highlighting Hong Kong's new family attractions through media and PR activities, the HKTB leveraged the Hong Kong Shopping Festival and Hong Kong WinterFest to organise targeted programmes and promotions for families. One such initiative was the 2006 Discover Hong Kong Year Family Promotion, in which the HKTB lined up four leading travel agency chains to offer tailor-made packages. These highly competitive tours, with prices beginning at A\$879, were specifically based on two adults and two children, aged between two and 14 years, and featured such family activities as a *dim sum* cooking class, a Hong Kong Island tour and a Peak Tram ride.

#### **Building closer partnerships with the travel trade**

The HKTB ensured the travel trade was kept abreast of the 2006 Discover Hong Kong Year campaign. Following the trade launch in May 2005, the HKTB began a three-month programme of one-on-one presentations on 2006 Discover Hong Kong Year to over 150 senior managers in the Australian travel trade between September and November 2005. Trade brochures were inserted in the November issue of *Travel Trade Australia*, which has a circulation of 5,700 copies.

Meanwhile in New Zealand, the HKTB increased awareness of Hong Kong and its new products among the travel trade through sales visits, receptions and updates, training sessions and product familiarisation visits.

旅發局除了透過傳媒及公關活動推介香港嶄新的家庭旅遊特色之外，亦在「香港購物節」及「香港繽紛冬日節」期間，籌辦針對家庭旅客的推廣及宣傳活動。例如，旅發局聯同四家主要的旅行社集團，進行「精采香港旅遊年」家庭旅遊推廣，為旅客提供度身設計配套行程。這個價格極富競爭力的行程由 879 澳元起，專為兩位成人及兩名年齡由兩歲至 14 歲的小童而設，節目包括點心烹飪班、港島漫遊及乘搭山頂纜車等親子活動。

#### **與業界緊密合作**

旅發局為確保旅遊業界充分掌握有關「2006精采香港旅遊年」的最新資訊，繼2005年5月舉行業界推介活動後，在9月至11月的三個月內，與超過150名澳洲旅遊業界的高級經理進行一對一會面，介紹「2006精采香港旅遊年」。此外，旅發局亦隨發行業量達5,700本的業界刊物《Travel Trade Australia》11月號派發業界概覽。

在新西蘭方面，旅發局亦透過業務考察、招待會、簡介會、培訓課程，以及產品考察活動，令當地業界更認識香港及其嶄新旅遊產品。

- ▶ Wholesalers and tour operators from Australia and New Zealand take part in the buyer-meet-seller phase of the Contract Hong Kong programme in August 2005 在2005年8月舉辦的「旅業訪港考察活動」中，來自澳洲及新西蘭的旅遊批發商及旅遊經營商，與本港業界代表會面



## PROSPECTS

With a strong economy, and the prospect of further tax cuts stimulating consumer expenditure, Australia is expected to continue making a significant contribution to Hong Kong's visitor numbers. The increase in flight capacity, including the launch of a new Air New Zealand route to London via Hong Kong in the fourth quarter of 2006, is expected to further boost stopover opportunities from the region, which also expands the potential for further developing the family segment. Meanwhile, the growth of tourism to Mainland China, particularly in the run-up to the 2008 Beijing Olympics, provides opportunities for Hong Kong in terms of both business and leisure traffic.

While many factors will benefit tourism to Hong Kong, the HKTB is addressing growing competition from external markets, such as Malaysia, Korea and Vietnam, such stopover destinations as Dubai and increased promotion of domestic tourism in Australia, as well as the increase in direct flights to Mainland China. Qantas commenced non-stop services from Sydney to Beijing in 2006 and is expected to operate a daily service to Shanghai by the end of 2007.

In response, the HKTB is stepping up promotion of Hong Kong's role as a gateway and stopover destination, so that Hong Kong is an expected feature on Mainland itineraries. The HKTB is also making strenuous efforts to broaden Hong Kong's destination appeal, highlighting new attractions and experiences and unveiling the city's many hidden treasures under the 2006 Discover Hong Kong Year campaign so as to build an exciting new image as Asia's "must-see" destination.



## 展望

澳洲的經濟強勁，加上有可能進一步減稅，均有助刺激當地消費，預計澳洲這市場仍會繼續為本港帶來一定數量的旅客。由於航班載客量增加，包括新西蘭航空公司於2006年第四季，開辦經香港來往倫敦的嶄新航線，相信會吸引更多區內旅客以香港為中途站，亦有助拓展家庭客群的潛力。同時，愈來愈多旅客前往內地旅遊，特別是2008年北京奧運舉行在即，亦為香港帶來更多發展商務及消閒旅遊的良機。

儘管區內多項因素均對香港旅遊業有利，然而，香港亦正面對其他挑戰，包括來自不同對手的激烈競爭，例如馬來西亞、南韓、越南，以及如杜拜這類中途站。其他挑戰還包括：澳洲加強推廣本土旅遊，以及直飛中國內地的航班不斷增加，例如，澳洲航空公司已於2006年開辦由悉尼直航北京的服務，並預計在2007年底，會開辦每天直航上海的航班。

有見及此，旅發局正積極推廣香港作為旅遊樞紐及中途站的角色，使香港成為旅客前往內地的必經之地。旅發局亦透過「2006精采香港旅遊年」，推廣本港的嶄新景點、新體驗及其他旅遊寶藏，增添香港的吸引力，為香港塑造亞洲「必到」旅遊勝地的新形象。

- ◀ Travel agents learn about Hong Kong's culture and heritage during a familiarisation visit in May 2005  
在2005年5月舉辦的考察活動，讓旅行社的代表更認識香港的文化及傳統