



Promoting Hong Kong as a “Must-Visit” Hub for Multi-Destination Travel

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The eyes of the world were firmly fixed on China before, during and after the Beijing Olympics. Interest in all things Chinese was at fever pitch and many people around the world “discovered” China for the first time. As a result, the HKTB capitalised on this global interest in the Mainland to strengthen Hong Kong’s gateway position and promote the city’s unique blend of Eastern and Western cultures.

北京奧運令中國成為全球焦點，世界各地掀起一股「中國熱」。有見及此，旅發局趁全球注視內地的時機，加強宣傳香港為通往內地的門戶城市，同時向旅客展示中西薈萃的動感都會特色。



In 2008/09, the HKTB joined forces with selected Mainland cities to promote multi-destination itineraries. Specifically, the HKTB drew on the diverse tourism resources in the Pan-Pearl River Delta (Pan-PRD) region to promote Hong Kong as the hub for touring the region, and as a “must-visit” gateway on any China itinerary.

Focus on short-haul markets

Partnering with Macau

To foster closer collaboration and to integrate marketing efforts for multi-destination promotion, the HKTB for the very first time brought together its overseas marketing representatives and their Macau counterparts. In June 2008, the HKTB and the Macau Government Tourist Office (MGTO) held in Macau a meeting that gathered together representatives from their respective worldwide offices. Both sides exchanged views and experiences on the Mainland travel market and overseas promotion. In the process, they made plans to further utilise the tourism resources of both cities to organise joint promotions that target different source markets.

年內，旅發局與多個內地城市合作，共同推廣一程多站行程，特別是善用泛珠三角地區的豐富旅遊資源，將香港打造為區內旅遊樞紐，是到訪中國時「必到」的門戶城市。

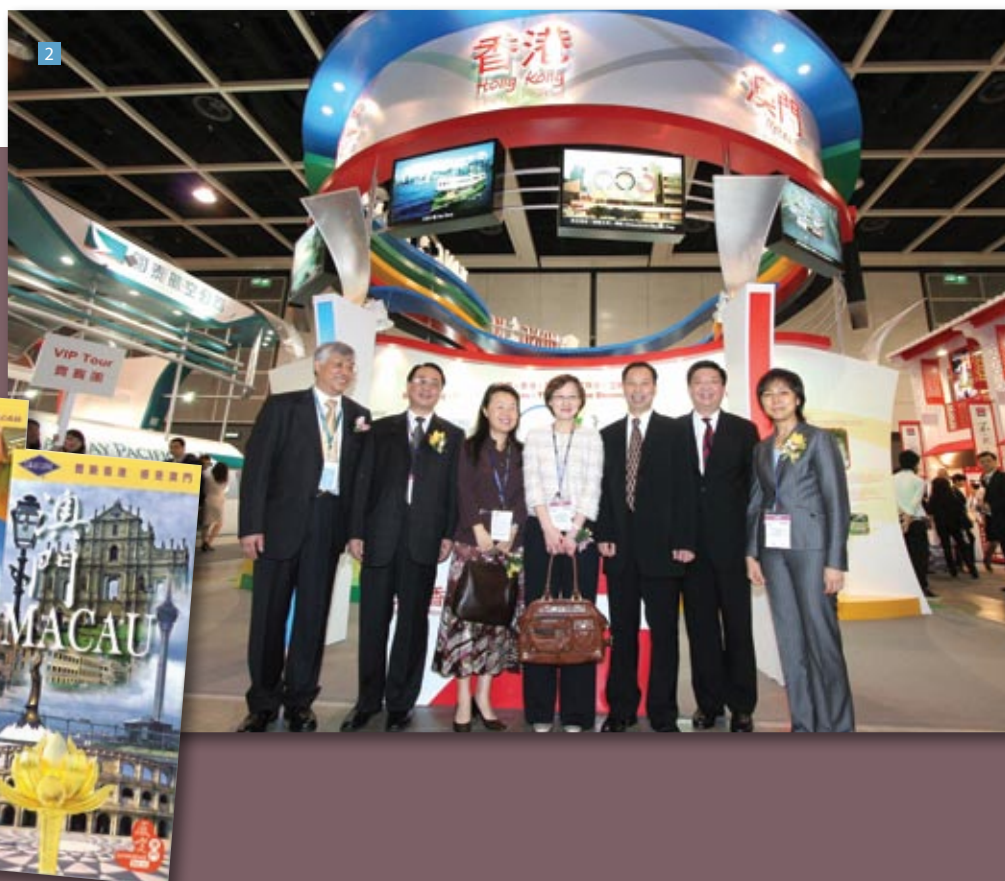
短途市場的推廣工作

與澳門合作

香港和澳門只有一水之隔，旅發局遂積極推動與澳門政府旅遊局合作，於2008年6月首次聯同屬下駐全球辦事處代表，到澳門舉行推廣交流會，促進雙方海外市場代表深入交流之餘，更同時攜手推廣一程多站旅遊，並就內地旅遊市場的發展和海外推廣工作交流經驗。期間，雙方計劃進一步結合兩地的旅遊資源，針對不同市場旅客的喜好合辦宣傳活動。

1 The HKTB partners with the MGTO to promote multi-destination itineraries. 旅發局與澳門特區旅遊局洽談一程多站推廣。





Through co-operation with the MGTO and other trade partners, the HKTb tested the concept of cross-selling Hong Kong and Macau through a programme called “A Day in Two Cities”. The programme encouraged short-haul travellers to visit the two cities in one trip, with particular emphasis on those arriving in Macau so that they could make side visits to Hong Kong. The concept proved to be highly viable. In 2009, the programme may be further extended to cover Shenzhen and Guangzhou, targeting visitors from Southeast Asia.

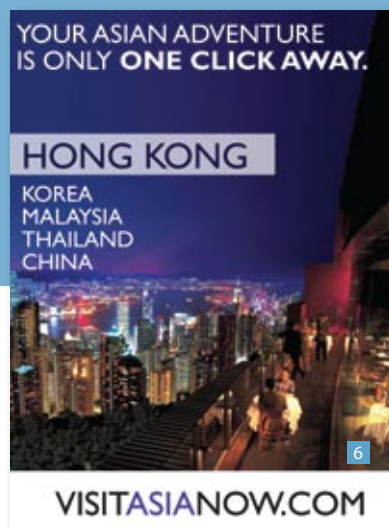
Cooperating with Shenzhen and Guangdong Province

The HKTb stepped up cooperation with Shenzhen on promoting multi-destination itineraries in both overseas markets and in various Mainland cities. In June 2008, Shenzhen Tourism Bureau and the HKTb jointly organised a seminar to promote a dual-destination itinerary for the travel trade in Taiyuan, Shanxi Province. In October 2008, Shenzhen Tourism Bureau and the HKTb joined hands to promote a

旅發局與澳門政府旅遊局和其他旅遊業夥伴的另一項合作計劃，是推出「澳門、香港雙城遊」，測試將香港和澳門一併推廣的概念。「澳門、香港雙城遊」是要吸引短途旅客在一個行程中走訪兩個城市，計劃特別以到訪澳門的旅客為對象，促使他們順道前來香港。計劃推出後反應熱烈，證實這種宣傳模式行之有效。在2009年，旅發局或會進一步與深圳和廣州聯手，向東南亞旅客推廣這種旅遊模式。

與深圳和廣東省共同推廣

除澳門外，旅發局亦與深圳緊密合作，在海外市場和多個內地城市推廣一程多站行程。2008年6月和10月，深圳市旅遊局與旅發局兩度聯手，分別向山西省太原市的旅遊業界，以及在新加坡和馬來西亞推廣一程兩站行程，吸引更多旅客前來港深兩地旅遊。



dual-destination itinerary for the travel trade in Singapore and Malaysia.

Through the Guangdong, Hong Kong & Macau Tourism Marketing Organisation, multi-destination itineraries were promoted via joint participation in trade shows and seminars in the region. In June and November 2008, joint booths were set up at the International Travel Expo and Guangdong International Tourism & Culture Festival respectively, and a joint seminar was held in Tokyo in September 2008.

Targeting long-haul markets

Hong Kong's unique living culture has a special attraction for many long-haul visitors. During the year, the HKTB highlighted the city's distinctive local lifestyle and promoted Hong Kong as the gateway to Mainland China.

In particular, the HKTB leveraged “Asia Now” – the long established marketing programme of Asian national tourism organisations in North America – to promote multi-destination packages.

為推動粵港澳的區域旅遊，三地透過「粵港澳旅遊推廣機構」的平台，在亞洲區的業界展銷會和研討會上共同宣傳一程多站旅遊。三地亦於2008年6月和11月分別在「香港國際旅遊展」和「廣東國際旅遊文化節」中合設展台，並於同年9月在東京合辦研討會，攜手展開推廣活動。

長途市場的推廣工作

許多長途市場的旅客對香港獨特的生活文化極感興趣。年內，旅發局在長途市場重點介紹香港與眾不同的生活模式，同時推廣香港作為中國內地門戶城市的地位。

例如，旅發局透過歷史悠久、由多個亞洲國家旅遊機構合作於北美推出的推廣計劃「Asia Now」，推廣一程多站行程。

- 1 “A Day in Two Cities”: Cross-selling to stimulate travel to Hong Kong and Macau.
「澳門、香港雙城遊」吸引旅客同時走訪兩地。
- 2 Hong Kong, Macau and Guangdong share a booth at International Travel Expo.
粵港澳三地在「香港國際旅遊展」合設展台。
- 3-4 The HKTB, Cathay Pacific Airways and China National Tourist Office host a familiarisation tour to Beijing and Hong Kong for a Canadian travel trade delegation.
與中國駐外旅遊辦事處及國泰航空公司合作招待加拿大業界到京港兩地考察。
- 5-6 Generating publicity in North America via the “Asia Now” programme.
於北美透過推廣計劃「Asia Now」進行宣傳。



Joining hands with Hainan Province

In mid 2008, the HKTB and Hainan Provincial Tourism Bureau teamed up with Cathay Pacific Airways to organise a trade familiarisation tour for delegates from the United Kingdom (UK) to visit Hong Kong and Sanya in Hainan, enabling them to experience the unique tourism appeal of both cities.

The delegation from the UK, comprising 25 sales representatives from different British travel agents, was shown the tourism resources and environments unique to Hong Kong and Sanya throughout the eight-day trip.

The familiarisation trip helped raise the profile of Sanya amongst UK travel trade. As a result, six operators added a new Sanya leg to their itineraries for Hong Kong. The introduction of the Hong Kong / Sanya programme provided another city/beach combination, not only enriching travel products offered to long-haul markets but also further enhanced Hong Kong's tourism appeal.

與海南省攜手合作

2008年中，旅發局與海南省旅遊局聯同國泰航空公司，為英國旅遊業界組織考察團，到訪香港和海南省的三亞市，親身體驗兩地不同的旅遊特色。

英國考察團的成員，包括來自當地不同旅行社的25名業務代表。考察團在香港和三亞逗留八天，認識兩地的旅遊資源和環境。

是次考察團加深了英國旅遊業界對三亞的認識，六家旅行社將三亞加入其香港的旅遊行程當中。香港／三亞一程多站行程，為長途市場旅客提供更多城市／海灘假期選擇，同時更進一步提升香港的吸引力。



Collaborating with Pan-PRD region

During the International Tourismus Boerse (ITB) 2009 held in March in Berlin, the HKTB and Chinese tourism officials from the Pan-PRD region presented to travel trade partners from Central Europe the new and creative tourism products offered in the Pan-PRD region. Participants were encouraged to develop combo-itineraries that incorporate these destinations into their marketing promotions.

Offering new products

Through close cooperation with the Pan-PRD region, the HKTB has expanded the variety of multi-destination itineraries on offer by bundling together the tourism attractions of the region. These new itineraries include UNESCO Heritage Tour (Hong Kong-Macau-Kaiping), Theme Park Wonderlands (Disneyland-Ocean Park-Panyu Safari), City/beach holidays (Hong Kong-Hainan), and Golf and Gourmet (Hong Kong-Guangdong).

與泛珠三角地區合作無間

2009年3月柏林國際旅遊展覽會 (International Tourismus Boerse) 舉行期間，旅發局聯同來自泛珠三角地區的內地旅遊官員，向中歐的旅遊業夥伴介紹區內嶄新又具創意的旅遊產品，邀請他們在策劃市場推廣活動時，把泛珠三角地區加入旅遊行程內。

推出嶄新產品

為使一程多站行程更豐富，旅發局與泛珠三角地區緊密合作，將區內旅遊景點一併包裝推廣，這些嶄新行程包括：聯合國教科文組織傳統文化遊（香港 — 澳門 — 開平）、主題公園遊（迪士尼樂園 — 海洋公園 — 番禺野生動物園）、城市/海灘假期（香港 — 海南）和哥爾夫球及美食遊（香港 — 廣東）。

1-2 Organising a trade familiarisation tour of Hong Kong and Hainan's Sanya for the UK travel trade delegation.
組織英國旅遊業界考察團到訪香港和三亞市。

3-4 Hong Kong's diverse tourism appeal is a major selling point for promoting multi-destination itineraries.
香港的多元化旅遊特色，有助推廣各種一程多站行程。