

Promoting Multi-Destination Itineraries Through Strategic Partnerships with the Mainland and Macau

加強與內地及澳門合作推廣「一程多站」



Expanding the horizons of multi-destination promotion 「一程多站」 覆蓋範圍更廣

The HKTB further deepened its collaboration with Hainan, promoting more multi-destination packages to the emerging markets. In addition, the HKTB also sought working relationship with other major cities in the Mainland, positioning Hong Kong as a “must-visit” destination in any China itinerary.

旅發局加強與海南省合作，借助兩地獨有的旅遊資源，向新興市場推廣更多「一程多站」行程。另一方面，旅發局亦與內地其他城市合作發展「一程多站」產品，令香港成為所有中國行程內的必經之地。

- 1 For the first time, the HKTB joins hands with the Hainan Tourism Development Committee (HNTDC) to organise a travel trade seminar in Moscow, introducing tourism appeals of Hong Kong and Hainan to the Russian market.

年內，旅發局首度與海南省旅遊發展委員會聯手，於莫斯科舉辦聯合推介會，向俄羅斯市場介紹香港及海南的旅遊特色。

- 2 In addition to the Russian market, the HKTB also participates in the International Tourismus Boerse held in March 2010 in Berlin with HNTDC. Combo visits to the two destinations are promoted to a wider European community.

為向歐洲市場更深入介紹香港與海南的「一程多站」旅遊特色，旅發局亦夥拍海南省旅遊發展委員會一同出席於2010年3月舉行的柏林國際旅遊展覽會。

- 3 As Russian travellers prefer having their vacation in warmer places and enjoy shopping, combo itineraries combining the sun and beach of Hainan and the cosmopolitan lifestyle of Hong Kong are promoted.

由於俄羅斯旅客喜愛到暖和地方度假及熱愛購物，因此向俄羅斯市場推廣結合海南陽光與海灘及香港大都會魅力的「一程多站」行程。

- 4 Apart from Hainan, the HKTB promotes multi-destination itineraries combining Hong Kong, Shanghai and Beijing in long-haul markets.

除海南外，旅發局亦與上海及北京等內地城市合作，在長途市場推廣「一程多站」旅遊產品。



Stronger bond between Hong Kong and the Pan Pearl River Delta 與泛珠三角地區緊密合作

Leveraging the China fever, the newly-developed tourism resources in Macau and Pearl River Delta and tourism-related policies, the HKTB reinforced the promotion of multi-destination itineraries, making Hong Kong the hub for tours to the region.

借助近年的「中國熱」、澳門和珠三角旅遊資源增加，以及便利旅遊的政策，旅發局加強推廣「一程多站」行程，令香港成為前往區內旅遊的樞紐。





1-2 Working with the Kaiping Tourism Bureau and Macau Government Tourist Office (MGTO), the HKTB organises a familiarisation visit for Taiwan's agents to Hong Kong, Macau and Kaiping, and encourages them to develop multi-destination itineraries.

旅發局與開平市及澳門旅遊局合作，安排台灣業界到訪三地，鼓勵他們設計更多「一程多站」行程。

3 Diaolou clusters, located in Kaiping, Guangdong, has been listed as an UNESCO World Heritage Site. Leveraging this opportunity, the HKTB launches various multi-destination products that include Hong Kong and Kaiping, and arranges familiarisation trips for overseas travel trade and media.

旅發局藉廣東省開平市碉樓獲聯合國教科文組織評定為世界文化遺產的機會，推出包括香港及開平的「一程多站」旅遊產品，並多次安排海外業界及傳媒到訪開平親身體驗。





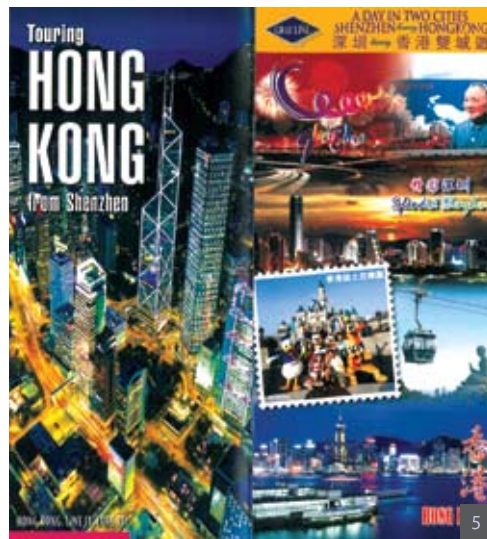
- 1 The Tourism Marketing Exchange between the HKTB and MGTO is held regularly, acting as a communication platform for sharing view relating to multi-destination and other tourism-related issues.

旅發局繼續定期與澳門政府旅遊局舉行旅遊推廣交流會，就港澳「一程多站」旅遊及其他旅遊相關事務交流意見。

- 2-3 The HKTB reinforces its collaboration with MGTO and the Guangdong Provincial Tourism Administration (GDPTA), joining hands in various travel trade shows, and developing and promoting tours featuring Hong Kong, Guangdong and Macau in different markets.

旅發局與澳門政府旅遊局及廣東省旅遊局加強合作，聯手參與多個旅遊業展銷會，在不同客源市場開拓及推廣粵港澳三地的「一程多站」行程。



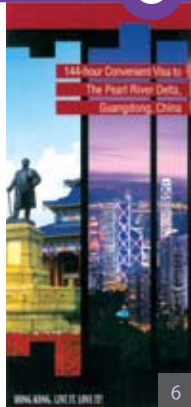


4 Riding on the 2010 Chinese and Ethnic Chinese Tourism Year initiated by the Guangdong Province, the HKTB plans to work closely with GDPTA in attracting overseas ethnic Chinese to visit Hong Kong during their trip to Guangdong.

年內，廣東省旅遊局宣佈將2010年定為「華人華僑旅遊年」。旅發局亦積極計劃與廣東省旅遊局合作，吸引海外華僑在到廣東省前後來港旅遊。

5 Following the success of the collaboration programme "A Day in Two Cities" with Macau, the HKTB expands the programme to cover Shenzhen. This expanded programme is particularly promoted to independent travellers.

繼與澳門推出「澳門、香港雙城遊」後，旅發局與深圳市合作，針對自助旅遊人士進行推廣，將「雙城遊」行程擴展至包含深圳。



6 Foreign visitors in Hong Kong can visit Guangdong Province using the 144-hour Convenient Visa. Leveraging this policy, the HKTB focuses on attracting more overseas visitors to visit the Mainland via Hong Kong.

因應停留香港的外國旅客可申請144小時便利簽證前往廣東省，旅發局於海外市場進行推廣，吸引更多人經香港前往內地旅遊。