

HONG KONG

香港
精彩無限

UNLIMITED

In 2010-11, the HKTB adopted an annual tactical marketing theme 'Festive Hong Kong', showcasing to visitors the unlimited excitement in Hong Kong through creative approaches. Working in collaboration with the travel trade partners, the HKTB not only opened up new opportunities for the tourism industry in Hong Kong, but also explored the vast potential of multi-destination travel, MICE and cruise tourism. Simultaneously, the HKTB elevated its service standards continuously so as to enhance visitors' experience in the city.

2010/11 年度，旅發局以「香港節慶年」作為全年推廣主題，為訪港旅客帶來無盡精彩活動。與此同時，旅發局亦發揮創意，聯同業界夥伴，為旅遊業爭取無盡商機，並全力開拓「一程多站」及會展和郵輪旅遊業的潛力。另外，旅發局亦不斷提升服務素質，增強旅客在港的體驗。