



PRESS RELEASE 新聞稿

Date: 27 September 2021

Total Pages: 3

Hong Kong Tourism Board and CJ ENM Join Forces to Hype up Tourism Interests with K-pop Culture

The Hong Kong Tourism Board (HKTB) signed a three-year deal with CJ ENM, one of Asia's leading entertainment groups, to promote Hong Kong as a travel destination through Korean drama and variety TV shows. **The HKTB is the first tourism organisation to enter into a strategic partnership of this kind with CJ ENM.** The partnership will encourage audiences to recall some of their favourite scenes from K-dramas and shows at authentic locations in Hong Kong and boost tourism when international travel resumes.

The HKTB and Seoul-based CJ ENM signed a Memorandum of Understanding (MOU) that will see Hong Kong featured in a variety of shows made by CJ ENM from 2022 until 2024, beaming the city's unique lifestyle and culture into the living rooms of global audiences. CJ ENM's highly popular original content is currently available across more than 200 countries, and has been viewed worldwide through partnerships with some of the world's most popular streaming platforms.

When travel restrictions are eased, Hong Kong scenes will be filmed as backdrops for a range of drama and variety programmes made by CJ ENM, which creates some of the region's most popular and critically-acclaimed content, such as *Crash Landing On You*, *Goblin: The Lonely and Great God*, *Hospital Playlist*, *Vincenzo*, *Youn's Kitchen* and *New Journey to the West*.

Under the strategic tie-up, the two partners will work closely to create synergy, including providing advice on locations and the aspects of Hong Kong culture to be featured in each programme which will place Hong Kong firmly on the travel wish list of legions of K-drama fans.

HKTB Chairman Dr YK Pang witnessed the virtual signing of the MOU between HKTB Executive Director Mr Dane Cheng and CJ ENM Entertainment Division Executive Vice President for Ad Sales and Partnerships Mr Lee Sang Moo.

HKTB Chairman Dr YK Pang said: "The HKTB is honoured to be the first tourism organisation to enter into a strategic partnership of this kind with CJ ENM. Our aim is to feature Hong Kong in popular K-drama and variety shows. This will help reinforce Hong Kong's status as one of the world's most exciting and interesting destinations when international travel resumes. We anticipate competition for tourists will be intense once the pandemic is over, and the HKTB is therefore getting a head start to secure influential media partners for maintaining Hong Kong's visibility."

CJ ENM Entertainment Division Executive Vice President Mr Lee Sang Moo said: "We are very excited to go into partnership with the Hong Kong Tourism Board and showcase the glamour and excitement of Hong Kong to viewers of our critically-acclaimed drama and variety programmes. As CJ

ENM’s premium original content proves its global reach and influence, we will continue to expand our presence in the global market through strategic partnerships that already stretch across the globe.”

- Ends -

Photos & Video:



Dr YK Pang (right, left image), Chairman of the the Hong Kong Tourism Board witnessed the virtual signing of the MOU between Mr Dane Cheng (left, left image), Executive Director of the Hong Kong Tourism Board and Mr Lee Sang Moo (right image), Entertainment Division Executive Vice President for Ad Sales and Partnerships of CJ ENM.

Link to download high resolution photos and the announcement video:

https://hktb.filecamp.com/s/2021_MOU_signing_between_HK/fo

The announcement video is available on YouTube: <https://youtu.be/PrM16TAEPLQ>

Members of the media can download the press release from the link below:

<https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

For media enquiries, please contact

Hong Kong Tourism Board

Ms Vanessa So

Tel:+852 2807 6540

Email: vanessa.so@hktb.com

CJ ENM HK

Mr Patrick Lim

Tel: +65 9476 9780

Email: patrick.lim@cj.net

During non-office hours, please call HKTB at +852 8200 7860.

About the Hong Kong Tourism Board

The Hong Kong Tourism Board (HKTB) is a Government-subsidized body. Operating 15 offices around the world and representative offices in seven different markets, its primary mission is to maximise the social and economic contribution that tourism makes to the community of Hong Kong and to consolidate the city’s position as a world-class destination. The HKTB works closely with the Government, travel industry and other partners to promote Hong Kong worldwide, widen the range of tourism products Hong Kong offers, elevate service standards, and enhance the visitor experience.

Learn more: discoverhongkong.com

Facebook: www.facebook.com/hk.discoverhongkong/

Instagram: www.instagram.com/discoverhongkong/

About CJ ENM

CJ ENM is Asia's leading entertainment and lifestyle company headquartered in Seoul, Korea. Since 1995, the company has engaged in a wide array of businesses across the industry spectrum including media content, music, film, performing arts, and animation, providing its top notch original content to various media platforms. CJ ENM has created, produced and distributed globally acclaimed contents including Cannes-winning film *Parasite*, Tony Award-winning musical *Kinky Boots*, record-breaking Korean box office hits *Roaring Currents*, *Extreme Job*, *Ode to My Father*, along with sought-after television series such as *Crash Landing On You*, *Mr. Sunshine*, *Guardian: The Lonely and Great God*, *Grandpas over Flowers*, *I Can See Your Voice* and more. To offer the best K-Culture experiences worldwide, CJ ENM presents *KCON/KCON:TACT*, the world's largest K-culture convention & festival celebrating Hallyu and *Mnet Asian Music Awards (MAMA)*, Asia's biggest music awards. With regional offices in Asia, Europe and the U.S., CJ ENM currently employs over 3,600 people