

Trade Partnership

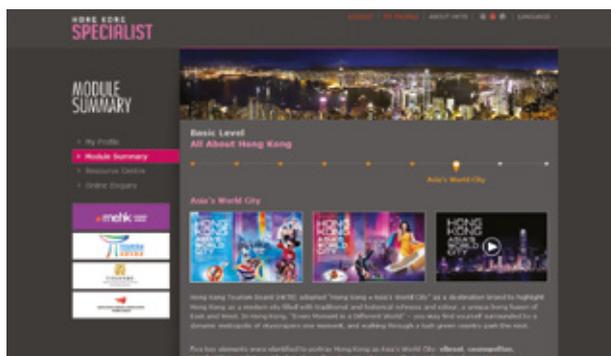
See and Feel Hong Kong by Theme

While the Peak, Stanley and other signature attractions are worth visiting again and again, Hong Kong is laden with hidden treasures – from physical monuments to cultural experiences – that are also worth discovering.

To encourage visitors to explore the nooks and crannies of the city and dig deeper into its local culture, the HKTB, with support from its trade partners, launched the New Tour Product Development Scheme at the end of 2012. Developing a brand-new product entails risks, so by subsidising the development and marketing of new tours, the scheme gives tour operators more confidence in turning their innovative ideas into reality.

In 2013/14, the scheme saw the birth of 12 experience-based tours, under a variety of themes, including food & wine, arts & culture, heritage, and multi-destination. Among the tours were the bestselling Sham Shui Po Foodie Tour, a food and cultural adventure in a fascinating working-class neighbourhood, and the Wing Chun Kung Fu Experience Tour, which is favoured by martial arts fans who want to learn kung fu moves from a real master.

For the latest list of “Explore Hong Kong Tours”, please refer to DiscoverHongKong.com.



Highlights

Trade support in 2013/14:

- Organised 41 trade familiarisation tours, led four major travel missions, and facilitated the local trade's participation in nine international trade shows.
- Upgraded PartnerNet with 13 customised market versions in eight languages to facilitate business-building activities between the local and international travel trade, and introduced a special online training programme, called Hong Kong Specialist, to equip frontline staff in the local and overseas travel trade with essential knowledge of Hong Kong.