

# STRATEGIC FOCUS







Overseas Promotions P 21



Marketing Initiatives P 32



Public Relations P 34



Exciting Events P 38



Trade Partnership P 48



MICE Business P 50



Cruise Experience P 52



Quality Services P 54



Multi-Destination Travel P 56

## Introducing a new vibe for the brand “My time for Hong Kong”

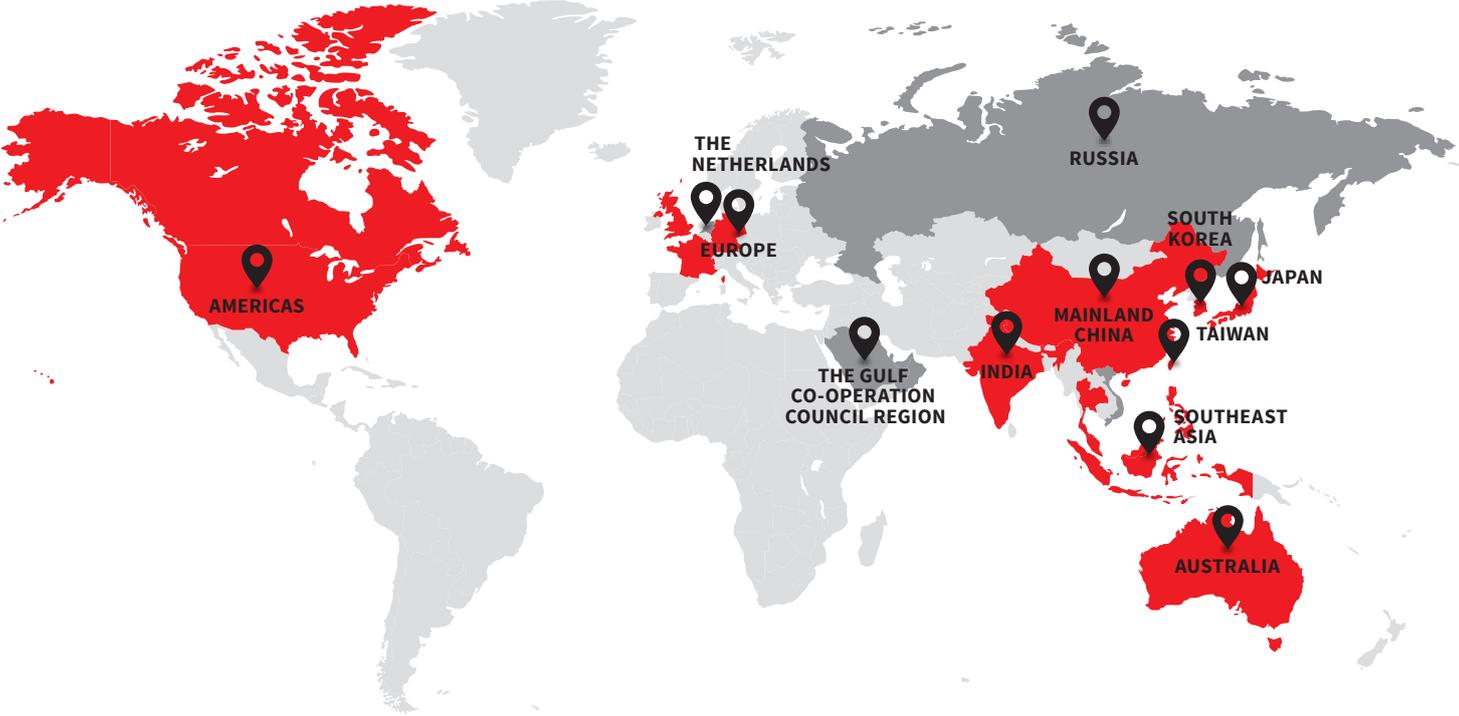
One of the best things about Hong Kong is that it offers a wealth of experiences, and its compact size allows visitors to try many different things to make the most of their trip. Following the shift in our marketing direction, we launched a new branding campaign, “My time for Hong Kong”, to let travellers know that every moment in Hong Kong can be filled with different, yet equally amazing experiences.

Under this new branding campaign, we promoted special Hong Kong experiences through digital marketing, public relations, trade promotions and other channels.

# Overseas Promotions

The priority of the HKTB is to attract overnight arrivals and lengthen the stay of visitors in Hong Kong so as to enrich their experience and generate greater benefits for the Hong Kong economy. In 2014/15, the HKTB invested its entire marketing resources on driving overnight arrivals, with 75% directed to international markets.

In this section, we would like to share with you some examples of the “My time for” marketing campaign and trade programmes we launched in short-haul market regions, and our sustained efforts in brand-building in long-haul regions.



# Mainland China

## My time for a Hong Kong story

Award-winning director Ke Ke directed five light-hearted mini-movies for us to refresh Mainland travellers' perspectives on Hong Kong. Through the delicately interwoven stories of six Mainlanders in Hong Kong, some living here, some visiting, and all loving the energy and sassiness of the city, the videos set out to build emotional bonding with Mainland consumers and invite them to create their personal Hong Kong stories. The mini-movie initiative was supplemented by advertorial placements, press events and road shows.

**Results:**

- Viewership of the videos exceeded **16 million** (from August to October 2014 on Tudou, and from January to February 2015 on iQIYI).
- Total publicity value reached **HK\$50 million**.



## My time for a luxury cruise holiday

TVB dramas and artistes enjoy huge popularity in the Mainland, particularly in Guangdong and Southern China, where the HKTB focuses on promoting cruise travel. So we teamed up with TVB to produce four episodes promoting Hong Kong as an all-round cruise destination, following artistes Tracy Chu and Yao Bin aboard a luxury cruise liner and around town before and after their trip. Other famous TVB artistes provided personal recommendations on Hong Kong at the end of each episode, while scenes from TVB dramas were woven in to maximise the celebrity effect.

### Results:

Viewership reached **2.4 million** in just one month.



## Trade Programme

We developed the “Hong Kong Value Offer” app, which bundles spending offers from Hong Kong merchants, including those accredited by the Quality Tourism Services Scheme, with downloadable coupons to enrich visitors’ stays. The app was launched in early 2014 and was later extended to Alipay, an online payment platform which has over **350 million** registered users.



Download our app



## Taiwan

### My time for new insights

The majority of travellers from Taiwan are repeaters – almost 70% in 2014. They already know Hong Kong quite well and are constantly on the lookout for sophisticated cultural experiences. To rekindle their curiosity about Hong Kong and give them new ideas to explore the city, we rolled out an interesting integrated campaign, inviting famous cultural workers to share their insights on trendy neighbourhoods on Hong Kong Island in our new guidebook 香港有意思, followed by a familiarisation trip for lifestyle bloggers to generate spin-off publicity from their blogs. We also put up an eye-catching pink “Hong Kong Magic Door” in Taipei, which used knocking sounds to lure passers-by to open the door, where they received a friendly greeting from people from Hong Kong or even a free trip to the city. These activities were supported by PR and WeChat promotions.



#### Results:

- The publicity value generated was **HK\$20 million**.
- A total of **16,000** hard copies of the guidebook were distributed and the e-version on our Taiwan market website was downloaded **8,000** times.



### Trade Programme

Trade workshops were held in Taipei, Taichung and Kaohsiung in July to create networking and business-building platforms for our trade partners from Hong Kong and Taiwan. The events brought together over 500 representatives from the Taiwanese travel trade and 13 Hong Kong travel entities, including hotels, attractions and tour operators.

## Japan

### My time for Hong Kong

The dizzyingly diverse dining scene reigns supreme when it comes to Japanese visitors' favourite Hong Kong experience. Throughout 2014/15, we championed dining as the main reason for visiting Hong Kong through various media channels, especially high-rating TV programmes. Our Hong Kong Friendship Ambassadors, top performance group EXILE, also promoted dining along with other experiences to their fans. Their trip to Hong Kong was featured in different media outlets and a leading travel guidebook, generating massive awareness among Japanese consumers.

#### Results:

The media value generated by EXILE alone was as high as **HK\$79 million**.



### Trade Programme

A large-scale travel mission was organised in September to three major cities: Tokyo, Osaka and Nagoya. Over 1,500 one-on-one sessions were held between the Hong Kong delegates and 241 representatives from the Japanese travel trade. This marked the first time the HKTb opened up the travel mission platform to retail partners. The travel mission was wrapped up at the JATA Tourism EXPO, the biggest travel event in Japan.

## South Korea

### My time for a visual journey

Seeing that Korean visitors like all things beautiful and photogenic, we created the “Hong Kong Bucket List”, with 10 photo-worthy experiences, from “proposing on the Aqua Luna” to “trying on a *qi pao* in Shanghai Tang”, to tempt them to experience a visual journey in Hong Kong. To draw attention to the campaign, we unveiled the experiences on G-market, Korea’s number one online shopping website, with a lucky draw as an incentive. At the same time, we partnered with Cathay Pacific on special airfares to create a sense of urgency to visit Hong Kong. The campaign was also promoted on social media platforms and popular web portals.

#### Results:

The campaign generated sales of **25,000** packages, and generated publicity value of **HK\$80 million** and 150,000 page views on our DiscoverHongKong Korean website.



### Trade Programme

In May, we organised Contract Hong Kong to bring buyers from Seoul and Busan to Hong Kong, where they had dedicated meetings with the Hong Kong trade, toured new attractions and conducted hotel site visits. In the last quarter, our Chairman, Dr Peter Lam, led a travel mission to Seoul, where he introduced the “My time for Hong Kong” brand campaign to Korean travel trade members.

## Southeast Asia

### My time for a taste of Hong Kong

Celebrity chefs hold hipster status in Southeast Asia. Fans don't just admire their cooking, but also pay close attention to what else they enjoy in life. So we created a campaign that capitalises on the influence of these personalities, which anchored a TV programme called "My Taste of Hong Kong". In partnership with Discovery Networks' TLC Asia channel, which has over 148 million subscribers in the region, we produced three episodes, in which six young celebrity chefs followed food critic Michelle Loo in a quest for hidden treasures in the local dining and cultural scene. Apart from broadcasting the programme and advertising on Discovery Networks, we organised media events in various Southeast Asian markets, with some of the chefs sharing their experience in Hong Kong and serving their culinary creations inspired by the flavourful city to the media and travel trade guests.

#### Results:

Total publicity value reached  
**HK\$116.6 million.**



### Trade Programme

The HKTb's main marketing strategies in the region are to target the young adult and family segments, and focus on the summer and winter promotional windows. For example, we organised a large-scale trade promotion in the Philippines in August to reconnect industry partners from Hong Kong and the Philippines. We held a Tourism Exchange Luncheon, which was attended by the heads of major tourism associations and entities from both sides. The luncheon was complemented by the biggest B2B session ever held in the market, with over 200 guests from 29 Hong Kong companies and 104 Philippine companies discussing business opportunities for the winter season.

# India

## My Time For Exploration

Bollywood has a huge influence on Indian consumers. To take advantage of this connection, we invited various personalities from the Indian film industry, including directors, actors and a designer, to find inspiration in Hong Kong. Their journeys were recorded and followed by media from the Indian market. We also spun off another initiative from their trips, namely a guidebook with their personal recommendations and experiences.

### Results:

More than **400,000** hard copies were printed and inserted into magazines with substantive readership, such as *Femina* and *Outlook*, and there is an e-book version in the India section of [discoverhongkong.com](http://discoverhongkong.com).



## Trade Programme

We also embarked on a partnership with Colors TV, in which Hong Kong was featured in 14 30-minute episodes, including the milestone 1,000<sup>th</sup> episode of the prime-time drama *Sasural Simar Ka*.

# Australia

Our promotion in Australia involved two tiers. In the summer, we rolled out an integrated campaign with tactical partner Flight Centre Travel Group, while launching a value-added, four-night package to boost travel to Hong Kong. The multi-media campaign included a co-op with a radio station, an online display, a Facebook contest, and keyword search optimisation to drive traffic to our official website and to the Hong Kong travel deals on the Flight Centre website. We also invited front-row fashion blogger Gary Pepper Girl to put the focus on Hong Kong's glamorous fashion scene and picture-perfect cityscape.

In the autumn and winter, we followed with another integrated campaign, this time anchoring on the Hong Kong Wine & Dine Festival and Hong Kong's dining scene. A co-op materialised with *Gourmet Traveller*, Australia's leading food, wine and travel magazine, with print and digital content and a competition to win a trip to Hong Kong.



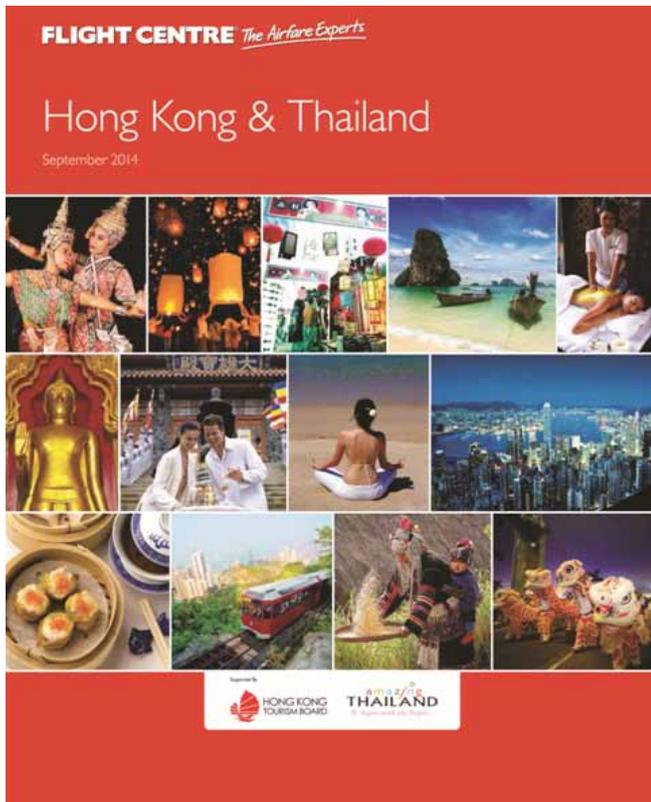
# Americas

In our key American markets, where consumers are digitally savvy, we went online to build our brand image and worked closely with other Asian destinations and big names in the tourism industry to promote multi-destination travel.

In Canada, we partnered with the Tourism Authority of Thailand and Flight Centre to launch a campaign promoting Hong Kong and Thailand as the ideal city and beach combo in Asia. The campaign covered print and online ads, social media, in-store displays, and phone messaging.

Meanwhile in the US, we drove a multi-destination campaign on Travelzoo, the world's biggest online publisher of travel, entertainment and local deals. Compelling offers were launched to promote Hong Kong-Macau-Mainland combo travel, with over 1,600 deals sold in less than three months.

The Travelzoo promotion also supported the launch of our “My time for Hong Kong” brand campaign in the US, in which online advertising, social media marketing and search engine marketing were used to drum up awareness of our tourism brand. During the promotional period, page views to the US version of the DiscoverHongKong website increased 70% year on year. The campaign was awarded a 2015 Travel Weekly Gold Magellan Award in Destination Web Marketing.



## Europe

Our offices in Continental Europe focused their efforts on media pitching, leading to many media familiarisation tours to Hong Kong and subsequent coverage. Our Paris office, for example, organised a special press trip, in which Olivier Lebé, author of the book *Repulse Bay*, took the French media to locations featured in his book, which won the Prix du Premier Roman in 2013. The PR effort was sustained by book-signing and media events back in Paris.

In addition, we saw the first-ever travel mission to France, which attracted 23 tour operators from the market and generated one to three new contracts per buyer. We also continued to raise our profile and network with the European travel trade at the ITB in Berlin.

In the UK, our colleagues were busy devising plans for co-ops with production houses. They also ran a Facebook campaign called “A Perfect Day” with magazines *Escapism* and *Foodism*, in which consumers were invited to create a one-day itinerary with “My Hong Kong Guide” to win a trip to Hong Kong. And the Hong Kong Sales Mission, the biggest trade event ever organised by the HKTb in the UK and an annual event held for the 25<sup>th</sup> year, was put in place to encourage contract discussions between Hong Kong hotels and UK buyers from both the leisure and MICE sectors.



# Marketing Initiatives

We redefined our marketing strategy to focus on developing engaging content and its distribution. With this strategy, we created “My Time for Hong Kong”, a new global brand campaign with exciting content, featuring a range of Hong Kong travel experiences. We then determined the most effective channels to distribute the content through.

## Content

Hong Kong is, no doubt, a city of content, offering a vast number of diverse experiences. In 2014/15, to inspire visitors, we packaged this Hong Kong content into the following initiatives:



### Brand videos

We produced nine brand videos in which key opinion leaders, most of whom make Hong Kong their home, take viewers around town to experience the city through their own eyes.



### Hong Kong Insider's Guide

We partnered with local insiders to explore every nook and cranny of the 18 districts of Hong Kong, unveiling hidden gems and local community culture.



### My Hong Kong Guide

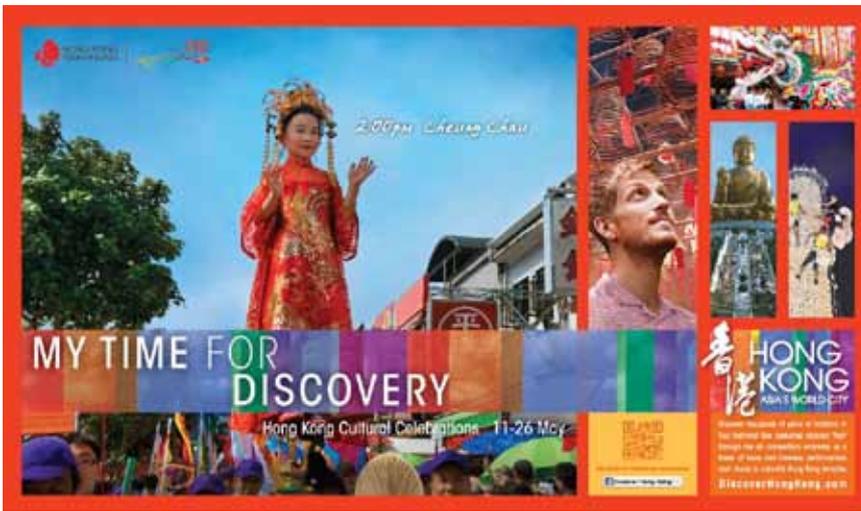
The three-in-one “My Hong Kong Guide”, available both on our website and as a mobile app, facilitates itinerary planning and sharing on the go. It offers both personalisation and flexibility, giving users greater freedom to shape their own travel experiences.

## Distribution

The brand videos are featured on our YouTube channel and also on regional TV networks. Meanwhile, DiscoverHongKong.com serves as our communications backbone, hosting the content we have developed while we deepen our connection with consumers through social media. Our Facebook and Weibo pages are among the most popular of all national tourism organisations, with more than 2.9 million fans. From time to time, we roll out new Facebook campaigns, giving away bespoke experience trips in Hong Kong, such as our Fungineer and Ask the Boss campaigns in 2014. We also use Twitter, Instagram and Pinterest to further extend our reach.

### In the spotlight:

- The “My Time for Hong Kong” campaign generated a total of 1,504 media pieces, HK\$12 million in publicity value, **744 million** impressions and **17 million** video views.
- The “My Hong Kong Guide” was downloaded **85,000** times during the year, with 84% of users saying it was easy to use, and 82% saying they would recommend it to friends.
- DiscoverHongKong.com recorded **65.5 million** page views during the year.
- The number of fans reached **3.7 million** across all social media platforms.
- Market-specific Facebook pages were set up for Korea, Russia, Vietnam and the Middle East.





## Public Relations

Highly people-centric, PR is a powerful storytelling tool. In 2014/15, we made use of this tool to showcase some of the core experiences Hong Kong offers through real people, and maximised the reach of their Hong Kong stories through the media.

## Storytelling

What better way is there to hold consumers' attention than telling stories of famous people? In 2014/15, we invited personalities from around the world to share their insights on Hong Kong. In addition to capturing their trips to the city in videos, we arranged for the media to follow them, and in some cases, generated spin-off initiatives, like publications and press events to maximise publicity.



Taiwan | Bloggers

P 24



Japan | EXILE, Japan's bestselling pop group P 25



Southeast Asia | Celebrity chefs

P 27



UK | Gordon Ramsay, world-renowned celebrity chef



**US** | Chris Noth, artiste in Hong Kong for a sophisticated experience



**Germany** | Tim Raue, celebrity chef



**Canada** | Eric Chong, winner of first season of MasterChef Canada



**France** | Olivier Lebé, writer

**P 31**



**India** | Bollywood directors, actors, designer **P 28**



**South Korea** | Artists looking for inspiration in Hong Kong

**Case in point:**

Instagrammer Murad Osmann has over 2.6 million followers from all over the world. His photos showing his gorgeous girlfriend (more specifically, her back) and beautiful scenery are perfect for showcasing a destination. Better still, his photos are often carried by the international press, meaning an extensive reach.

In 2014, we invited the couple to take some stunning photos of Hong Kong, which ended up going viral through reposting by followers and both local and overseas media, including *Huffington Post*, CNN and the *Daily Mail*. Throughout the campaign period, the pictures generated 1.6 million likes and over 20,000 comments. Total publicity value exceeded HK\$4 million.

Riding on their photo shoot, we created an endorsement video, in which the couple recommend Hong Kong as a romantic city. The video was played in travel agencies in Russia to entice their queuing customers, as well as in travel marts and the HKTB's presentations. Average views per month in 2014 were as high as 5.7 million. Tactical promotions were also rolled out in Russia to convert desire into actual travel.



Russia | #followmeto, Instagrammer

**Distribution**

The aim of PR is to generate news, which makes the media its closest partner; it then wants the news to spread far and wide, which is why choosing the right media channels is important.

We maximise the reach of our Hong Kong news by working with strategic media partners: first, newswires such as Reuters and AFP, and still image and video provider Getty Images, all of whose materials are used by other news organisations; and second, global and regional TV networks, whose reach is extensive. One major TV co-op we entered into in 2014 was the “My Taste of Hong Kong” programme, produced with Discovery Networks’ TLC Asia. In addition, we generated publicity value of HK\$231 million and HK\$360 million with the New Year Countdown and Chinese New Year Parade, respectively, through the effective use of newswires.



Cinderella ©Angela Sterling

## Exciting Events

Hong Kong is dubbed the events capital of Asia for good reason. Every moment in the city, interesting events, both big and small, are taking place, allowing visitors to rub shoulders with locals and have a splashing time. The images above show some of the key promotional windows in 2014/15. Take a look at the major events organised or supported by the Hong Kong Tourism Board in the next few pages.

Jan  
-  
Feb

## Hong Kong Chinese New Year Celebrations

Chinese New Year celebrations in Hong Kong are citywide and possibly the most spectacular and boisterous in the world. From the fireworks over Victoria Harbour to a well-wishing festival, horse races, flower markets, and lion and dragon dances, the city buzzes with energy and festivities during the most important Chinese festival of the year. And of course, there is the HKTB's International Chinese New Year Night Parade, a massive party that fills Tsim Sha Tsui with cheers.



### Cathay Pacific International Chinese New Year Night Parade

The parade celebrated its 20<sup>th</sup> staging with the theme “Sweet 20, World Party”, bringing 34 floats and performing troupes from 11 countries and regions to Asia’s world city. To boost the festivities, cake vouchers were distributed on the day of the event and **298,888** red packets with complimentary Star Ferry and tram tickets and discount coupons were given to visitors at the airport. The parade attracted **150,000** spectators to the streets of Tsim Sha Tsui.

International Chinese  
New Year Night Parade  
was title-sponsored by



## Hong Kong Arts Month



Art Basel Hong Kong not only brings art dealers, collectors and art lovers from around the world to Hong Kong, but also acts as an axis, pulling other arts events and activities to Hong Kong in the month of March. In showcasing Hong Kong as Asia's arts hub, we work closely with the organisers to promote their events to visitors. In 2014/15, we also brought arts into the community by working with MTR to showcase the works of selected artists from the Jockey Club Creative Arts Centre and performances by the Hong Kong Chinese Orchestra and Hong Kong Dance Company.



Christian Thielemann & the Staatskapelle Dresden © Tutti Nagoya

Apr  
-  
May

## Hong Kong Cultural Celebrations

Many traditional Chinese festivals are celebrated in Hong Kong, four of them in April and May: the legendary Cheung Chau Bun Festival, the Tin Hau Festival, and the birthdays of Lord Buddha and Tam Kung. Their proximity creates a good opportunity for visitors travelling during those months to experience Hong Kong's traditional culture. The HKTB bundles the four festivals under Hong Kong Cultural Celebrations and promotes them to visitors through different channels. We also provide support to organisers of related events to facilitate visitors' participation.





# Hong Kong Summer Spectacular

Summer is one of the two most popular travel periods in the year. It is in fact a great season to travel to Hong Kong because of the coveted summer sales and a huge wave of events, many of which are family-friendly, including the HKTB's signature Hong Kong Dragon Boat Carnival.

## Hong Kong Dragon Boat Carnival

Around 5,000 paddlers representing 159 clubs from 10 countries and regions competed for 24 championships in the 2014 CCB (Asia) Hong Kong International Dragon Boat Races. The HK Express Fancy Dress Race and the signature San Miguel BeerFest were added to the carnival to fuel the event with extra fun. With support from sponsors, community programmes, such as the CCB (Asia) "Unique Hong Kong" Dragon Boat Design Competition and the Chevalier Group Youth Dragon Boat Training Programme were organised. More than **160,000 visitors** and local residents filled the Tsim Sha Tsui East harbourfront to enjoy the excitement.

Hong Kong International Dragon Boat Races were title-sponsored by



Official Beer of Hong Kong Dragon Boat Carnival



Oct  
-  
Nov

## Hong Kong Wine & Dine Month

Hong Kong's superb dining scene is a big draw to visitors. Indeed, many visitors travel to the city just for the world-class, diverse cuisines and quality, tax-free wines on offer. In recent years, we have been spreading the flavours of Hong Kong through Hong Kong Wine & Dine Month, a month-long celebration, supported by restaurants, hotels and dining districts all over Hong Kong. Lifting the curtain for the culinary journey is the popular Hong Kong Wine & Dine Festival.



### CCB (Asia) Hong Kong Wine & Dine Festival

The 2014 CCB (Asia) Hong Kong Wine & Dine Festival had to be relocated from the Central Harbourfront to the area adjacent to the Kai Tak Cruise Terminal just 21 days before the event. Despite the short notice, we put together a magnificent event, with around 270 booths showcasing premium wines and delicacies, including creations by Michelin-starred restaurants. The event also featured special wine-tasting and culinary programmes, as well as mesmerising live performances. To ensure patrons could get to the venue conveniently, we arranged frequent shuttle service at various pick-up points. The turnout, to our surprise and delight, was excellent, with total attendance reaching a record-breaking **180,000**, almost 30% more than in the previous year and many exhibitors recording satisfactory sales.

Hong Kong Wine & Dine Festival and Hong Kong Wine & Dine Month were title-sponsored by





# Hong Kong WinterFest

There may not be snow in Hong Kong, but the city is still filled with a romantic air in winter, especially during the Christmas season, with buildings on both sides of Victoria Harbour lit up with Christmas lights, and shopping malls and many other places decked out in large-scale festive décor. In 2014 we added a festive touch to the city by installing a mega signature Christmas tree in Statue Square, and upped the romantic beat with special railings for patrons to hang love locks and create some of their sweetest memories ever. And of course, we put on the biggest countdown show in town, and one of the biggest in the world, the New Year · New World – Hong Kong Countdown Celebrations, to usher in the New Year with a bang, or in fact, many bangs.

## New Year · New World – Hong Kong Countdown Celebrations

An eight-minute pyrotechnic musical interjected with fireworks lit up the sky above Victoria Harbour. Before the show, cute LINE FRIENDS appeared on the façade of the Hong Kong Convention and Exhibition Centre to greet the spectators, around **370,000** of whom brought in the new year together on both sides of Victoria Harbour.

The Hong Kong Countdown Celebrations event was title-sponsored by



## Hong Kong Pulse 3D Light Show

In autumn 2014 we presented the first-ever light show utilising 3D projection mapping technology, projecting Hong Kong-themed graphics onto the façade of the Hong Kong Cultural Centre and the Clock Tower to create a “pop-up” attraction. Three phases were rolled out to coincide with the CCB (Asia) Hong Kong Wine & Dine Festival, Hong Kong WinterFest and Hong Kong Chinese New Year Celebrations. The three phases drew more than 650,000 spectators to the harbourfront.

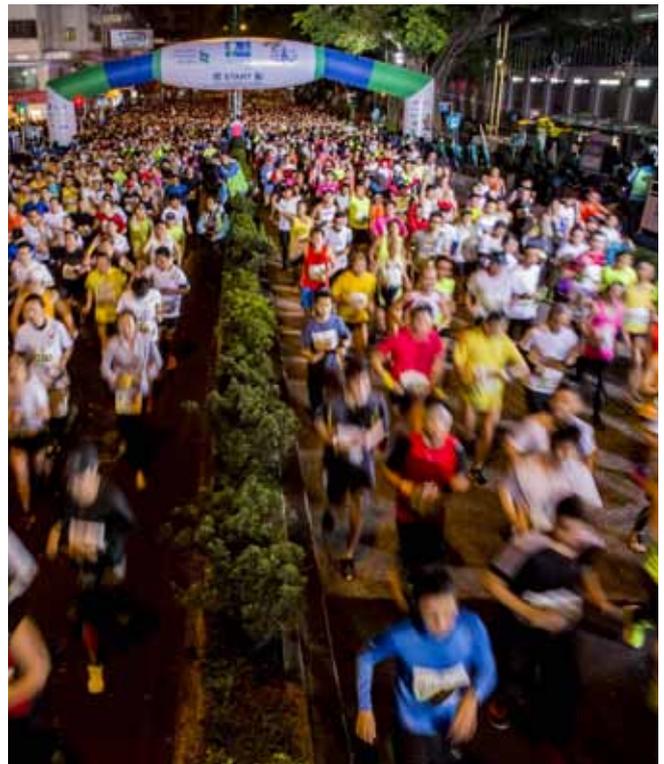


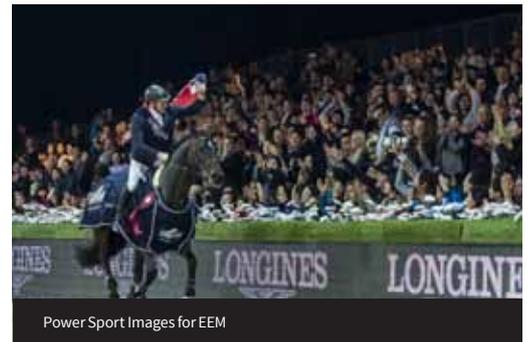
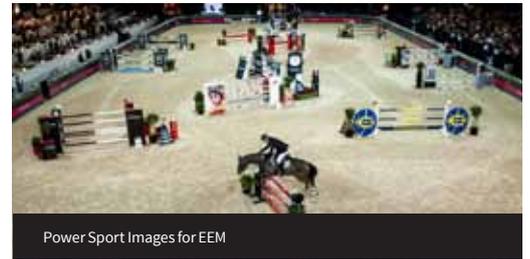
## Support for Other Events

We provided promotional support to the organisers of events of different scale and nature, including sports events, like the hugely popular Hong Kong Sevens, Hong Kong Marathon, Hong Kong Masters and Hong Kong International Races; arts and cultural events, such as Clockenflap, the Hong Kong International Film Festival and the Hong Kong Arts Festival; and traditional celebrations and activities, like the fire dragon dances in Tai Hang and Pok Fu Lam.

### In the spotlight:

- The average satisfaction rate of HKTb's mega-events was 8.2 out of 10.
- **94%** of visitors said they would recommend our events to their friends and relatives.
- More than **80%** said they would go to our events again.





# Trade Partnership

The support of the travel trade is indispensable to the work of the HKTB. At the same time, the HKTB looks for ways to create business opportunities for the travel trade. Some of our trade-related initiatives in 2014/15 are listed below.

## New Phase of New Tour Product Development Scheme

Launched in 2012, the scheme was run for the third year in 2014/15, continuing to subsidise operators of themed tours in marketing their products. In 2014/15, five new tours were approved for funding, including four local tours on Hong Kong's heritage, arts and living culture, and one multi-destination tour featuring gourmet dining in Hong Kong, Macau and the Mainland. The HKTB's "Explore Hong Kong Tours" platform was also opened to non-funded tours to help tour operators promote their products and give visitors more choices.

## Strengthened support for the travel trade

As our tourism industry faced challenges during the year, we enhanced our support for our trade partners and joined forces with them to promote Hong Kong as the preferred destination to their overseas counterparts. In early 2015, we introduced a participation fee waiver for those joining the HKTB's trade activities, including delegations to trade shows and travel missions. We also organised trade missions to key short-haul markets, including Korea, Taiwan, Japan, Indonesia, Singapore and the Philippines, to deepen relations and develop business opportunities with the overseas travel trade.



### In the spotlight:

- We extended our footprint from trade shows to consumer fairs, such as the KOMPAS Travel Mart in Indonesia and the Travel Tour Expo in the Philippines.
- Fourteen market versions were launched for PartnerNet, which had **80,000** registered users and recorded **30 million** page views.
- We arranged over 500 offers from the retail, dining and other tourism-related sectors for our spending-booster campaigns.



# MICE Business

MICE (meetings, incentives, conventions and exhibitions) tourism is a specialised business, which hinges heavily on cultivating business partnerships. In addition to providing top-notch hospitality offers for delegates, we strive to bring more events to Hong Kong by actively reaching out to and persuading professional associations and event organisers to choose Hong Kong. To attract events, our MEHK (Meetings and Exhibitions Hong Kong) office adopts a three-pronged strategy – fostering partnerships, outreaching, and showcasing. Following are some of our major initiatives in these areas in 2014/15.

## Fostering partnerships

We signed a three-year agreement with the International Association of Professional Congress Organisers (IAPCO). We also continued to work closely with the American Society of Association Executives (ASAE), the Global Conference Network, HelmsBriscoe, and the International Congress and Convention Association. Through the extensive networks of these strategic partners, we were able to reach their members to promote Hong Kong.

## Outreaching

MEHK reached out to international buyers, corporations and MICE travel agents through actively participating in key trade shows and events in different market regions, including MaxiMICE and SATTE in India, Incentive Travel & Conventions, Meetings (IT&CM) in Mainland China, IMEX in Frankfurt and Las Vegas, and the Asia-Pacific Incentives and Meetings Expo (AIME) in Australia.

## Showcasing

As part of our strategic partnership with the IAPCO, we hosted a study mission for their representatives to showcase Hong Kong’s MICE products, venues and development. We also organised Contract Hong Kong events for MICE agents from the Mainland and the Top Agent Awards Programme to incentivise agents from the Mainland, India and Indonesia.





#### In the spotlight:

- Overnight MICE arrivals to Hong Kong rose **11%** year on year to **1.8 million**.
- Their per capita spending exceeded **HK\$9,400**, 17.5% higher than that of all visitors to Hong Kong.
- There was a balanced mix of MICE visitors, with 49% from the Mainland, 23% from long-haul markets and about 28% from short-haul markets.
- Hong Kong won over 20 major bids, including the following:
  - RISE 2015 (5,000 pax)
  - Asia Pacific Spine Congress & AOSpine Asia Pacific Interactive Courses 2015 (2,000 pax)
  - 26<sup>th</sup> International Congress of The Transplantation Society 2016 (5,500 pax)
  - 11<sup>th</sup> Asian & Oceanian Epilepsy Congress 2016 (1,600 pax)
  - Global Sustainable Built Environment Conference 2017 (2,000 pax)
  - 15<sup>th</sup> Asian Congress of Urology 2017 (1,500 pax)
  - iFX EXPO Asia 2015-2019 (1,500 pax in each edition)
- Numerous massive-scale events were held in Hong Kong, including the Nu Skin Greater China Convention, which had a record-breaking 22,000 overseas delegates.
- The inaugural Great Ideas in Association Management Conference, Asia Pacific, organised by ASAE was held in Hong Kong. ASAE's first event outside North America.
- The HKTb jointly hosted the 2015 UFI Open Seminar in Asia with the Hong Kong Exhibition and Convention Industry Association (HKECIA).

# Cruise Experience

While the cruise travel experience is directly shaped by the offerings and facilities on the cruise liners and on land, many behind-the-scenes efforts are required to make this happen, including support from tourism bureaux. Here is a look at our major initiatives in 2014/15 that supported the cruise lines and other industry players to enrich the cruise experience.

## Asia Cruise Fund

In early 2014, the HKTB and Taiwan Tourism Bureau founded the world’s first Asia Cruise Fund. The purpose of the initiative is to promote co-operation among regional ports, and to pool the resources of the partnering ports to provide support for marketing and product development for cruise lines, thereby increasing their incentive to deploy their vessels in the region. Two other partners, Hainan and the Philippines, announced that they were joining the strategic alliance at Cruise Shipping Asia-Pacific, which took place in Hong Kong in November 2014.

## Greater China Cruise Potential & Passenger Behaviour Study and Asia Cruise Port Development Study

To better understand the needs and preferences of potential cruise travellers, as well as opportunities for cruise itinerary development in Asia, we conducted two studies on cruise travel in 2014, which were the first of their kind. The Greater China Cruise Potential and Passenger Behaviour Study specifically examined the potential offered by Greater China and the characteristics of potential cruise travellers in the market. The Asia Cruise Port Development Study examined the future development of ports in Hong Kong and various other parts of Asia, from Korea to Vietnam. Both studies offer invaluable insights for industry stakeholders, particularly cruise lines and port authorities, for forward planning to take advantage of the unprecedented opportunity in the Asian cruise industry. The findings were released at the opening of Cruise Shipping Miami, the biggest industry event in the world.





**In the spotlight:**

- The Second Berth of the Kai Tak Cruise Terminal began operation.
- Hong Kong received 140 ship calls, representing 57% year-on-year growth.
- Total passenger throughput (visitors only) reached almost 800,000, 14.3% more than in the previous year.
- Royal Caribbean International opened its Hong Kong office and announced the home-porting of *Voyager of the Seas* in the city.
- Star Cruises announced the long-term deployment of *SuperStar Virgo* from April 2014 in Hong Kong.



# Quality Services

Service is a big part of the travel experience. Good service leaves a traveller with a good impression of a destination and a desire to return. Through the years, we have made our best endeavours to uphold a culture of hospitality and quality service throughout the tourism, hospitality and retail sectors. Following are some of our efforts in this area in 2014/15.

## Quality Tourism Services (QTS) Scheme

- To increase exposure and patronage for QTS merchants:
  - We partnered with Visa to launch the “Visa Quality Privileges” promotion in summer and winter, the two most popular travel seasons, attracting the participation of more than 70 QTS members; and
  - We joined hands with China Construction Bank (Asia) to launch the “2014 Hong Kong Wine & Dine Festival – China Construction Bank Privileged Dining Promotion”, in which about 60 offers were arranged.
- The Outstanding QTS Merchant and Service Staff Awards were organised for another year to commend and recognise merchants providing excellent service to consumers.

## Visitor services

- A new element, called “Meet the Pals” (p. 60), was injected to the Hong Kong Pals programme, which was run for the fifth year in 2014/15.

## Support for our trade partners

- Our concierge hotline, set up in late 2013, was expanded to serve more hotels and shopping malls.
- We co-operated with American Express to organise the “Quality Services Training Series” to enhance the skills of frontline and management staff of QTS members in complaint handling, selling and talent management.

### In the spotlight:

- Our visitor centres served **1.9 million** visitors.
- Our contact centre handled 19,000 phone calls and email enquiries.
- Our concierge hotline was subscribed by 74 hotels and six shopping malls.
- The QTS Scheme had 1,268 members, covering nearly 8,300 outlets in the city.





# Multi-Destination Travel

Many visitors to Hong Kong travel on a multi-destination basis, with over 80% from long-haul markets doing so. To give travellers more options and to add value to their travel experience, the HKTB co-operated with Macau, Mainland cities and other Asian destinations to offer different promotions and travel deals. Following are our major co-ops in 2014/15.

## Long-haul markets

### Russia

With the Shenzhen Tourism Bureau (SZTB) and the Macau Government Tourist Office (MGTO), we organised a joint road show to promote the appeal of Hong Kong, Shenzhen and Macau to about 100 trade and media guests in the travel market. We also launched online and tactical promotions with key Russian trade partners to boost package sales.

### Canada

We purchased a massive “Two Wonders, One Trip” billboard ad on the Gardiner Expressway in Toronto, promoting Hong Kong and the Chengdu panda experience, and further raised awareness of the combo itinerary through a radio campaign directing traffic to a tour operator website selling related packages. In addition, we rolled out a Flight Centre campaign with the Tourism Authority of Thailand (p.30).

### US

For the first time, Hong Kong partnered with Macau and the Mainland on a multi-destination promotion on TravelZoo (p.30).

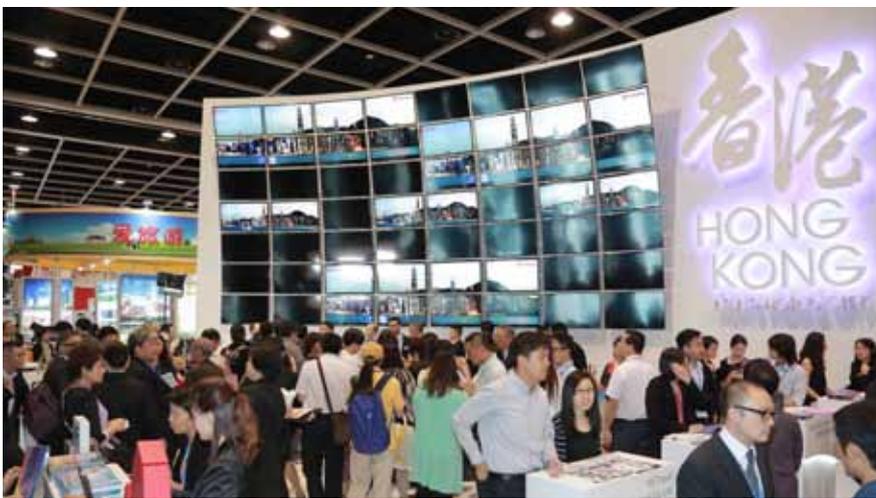
## Short-haul markets

### Indonesia

We joined hands with SZTB and Cathay Pacific Airways to roll out new Hong Kong-Shenzhen packages featuring special airfares, hotel offers and attractions admission tickets. Separately, the HKTB and MGTO launched a digital promotion programme introducing new Hong Kong-Macau travel products.

### India

We worked with the MGTO and Indian agents to launch promotions in the Delhi National Capital Region, Pan India, Kolkata and Mumbai, generating sales of 1,300 packages.



# 2 Wonders One Trip

Continue your Hong Kong Trip to Shenzhen

Hong Kong is the Asian World City and Shenzhen is the City of Golf and Theme Parks. Visiting both cities in one trip will make your holiday more fun and enjoyable.

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| <p>✚ 4D Hong Kong - Shenzhen Super Value</p> <p>Starts from <b>USD 500</b></p>            | <p>✚ 3D Hong Kong - Shenzhen Economy</p> <p>Starts from <b>USD 700</b></p>   |
| <p>✚ 4D Hong Kong - Shenzhen Fantastic Ocean Disney</p> <p>Starts from <b>USD 755</b></p> | <p>Contact your local travel agents or call <b>Cathay Pacific</b> Reservation Office at (02) 5107197 to book 2 Wonders One Trip Package.</p> |

DiscoverHongKong.com | ShenzhenHongKong.com

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