

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.

