



## Strategic Focus



# Strategic Focus

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## Best of All, It's in Hong Kong

In October 2016, we launched the new “Best of all, it's in Hong Kong” brand campaign. It showcased many of Hong Kong's unique characteristics in four categories – “Non-stop Intensity”, “Fascinating Contrasts”, “Compact Variety” and “Distinctly Trendy” – and promoted seven core experiences the city offers – living culture, arts and entertainment, sports and great outdoors, attractions, nightlife, dining and shopping.

With additional funding from the Government in 2016/17 in support of the new brand campaign, we produced four new promotional videos under the themes “Gourmet & Nightlife”, “Trendy Arts & Entertainment”, “Family Fun”, and “Great Outdoors & Living Culture” to highlight Hong Kong's unique appeal.

The new brand campaign was launched in various markets, including the Mainland, Taiwan, South Korea, Japan and Southeast Asia. The promotional videos were broadcast on 70 regional channels and local TV stations, as well as major digital and social media platforms in source markets.

We also promoted Hong Kong's diverse tourism experiences to visitors, international media and the overseas trade through digital and social media platforms, public relations and trade events to encourage visitors to explore the city's unique and diverse tourism experiences like a local.

We set up a dedicated website in six languages for the brand campaign. In addition to introducing Hong Kong's diverse tourism experiences and exciting events, the website provided suggested itineraries, offers by travel trade partners, and other useful information.

During the period from October 2016 to March 2017:

- Video views: over 593 million
- Brand website page views: close to 40 million
- Increase in the number of social media fans of the HKTB: about 500,000

The best Hong Kong experiences.  
Start exploring!

I'm in the mood for Select Show me Select Select

BEST OF ALL IT'S IN HONG KONG

Tasting the Town Journeys of Discovery Hipster Stuff Family Time



# Overseas Promotions

In 2016/17, we continued to focus our marketing resources on 20 key markets, which accounted for approximately 96% of all visitors to Hong Kong.

# Mainland China

Our main tasks in the Mainland market were to maintain a positive and hospitable image of Hong Kong, promote the city's high-quality service, and cultivate the high potential of MICE and cruise tourism.

Promoting a hospitable image and culture of excellent service

We invited 200 Mainland celebrities and key opinion leaders (KOLs) from different sectors to subtly promote Hong Kong's hospitable image and diverse tourism appeal through their online platforms. To attract more visitors to Hong Kong, we partnered with Tencent to post positive stories and articles about Hong Kong across its digital platforms during major promotional windows.

We also collaborated with major media organisations and travel websites in the Mainland to conduct consumer education and step up promotion of Quality and Honest Hong Kong (Q&H) Tours especially in various cities in northeastern, northern and western China. In addition, we organised roadshows to increase consumer awareness of the Quality Tourism Services (QTS) Scheme and help them identify and choose quality Hong Kong travel products.

- Impressions for the KOL campaign during summer and winter bursts: over 500 million
  - Publicity value generated from partnerships with Tencent: over HK\$20 million
  - Reach and value of QTS Scheme roadshows: 470,000 consumers, generating publicity value of HK\$23 million



## Building strategic partnerships

In addition to working with major airlines and travel agents to promote offers and travel packages, the HKTB expanded its partnership network, collaborating with popular online travel agencies such as Ctrip, Tuniu and Fliggy. We rolled out special tour products targeting Mainland public holidays and promotional windows of local major events, and enhanced the penetration of our messages through major online video platforms like Tencent, iQIYI, LeTV, Youku and Sohu.

We expanded the Hong Kong Value Offer Programme to more digital platforms, including WeChat and Meituan, to entice more Mainland visitors to Hong Kong and stimulate their spending in the city.



Number of users of the Hong Kong Value Offer Programme: 1 million, up 35% year on year

## Actively promoting MICE and cruises

The Mainland has always been a key source market for Hong Kong's MICE and cruise tourism. This year we organised a familiarisation trip for over 20 enterprises' decision makers and 16 organisers of major academic conferences, summits and forums. We held a corporate event in Qingdao for 52 new corporate clients to showcase the attractiveness as a MICE tourism destination and encourage them to organise MICE events in Hong Kong.

To promote cruise tourism, we partnered with Tencent's online show "Modern Style" and invited four celebrities popular in the Mainland market – Yan Yikuan, Niki Chow, Kenny Kwan and Ke Hu – to film features that introduced Hong Kong's distinctive cruise travel products to the young and family segments.



- 12 large meeting and incentive groups with a total of 13,000 pax visited Hong Kong during the end-of-year peak season
- Online cruise tourism promotion results: 9 million video views with a publicity value of over HK\$7 million

## Taiwan

We adopted an innovative marketing approach to entice visitors from Taiwan to explore Hong Kong in depth and discover authentic local culture to attract them to re-visit the city.

### Best of All, It's in Hong Kong

In December 2016, we organised a ceremony to launch the “Best of all, it's in Hong Kong” new brand campaign in the Taiwan market. Michelin-starred chef Chan Yan-tak from Hong Kong's Four Seasons Hotel was invited to prepare exquisite Hong Kong cuisine for media participants. We also set up a Hong Kong pavilion with the new brand theme at the Taipei International Travel Fair (ITF), the largest travel event in Taiwan, to promote the diverse tourism experiences that Hong Kong offers, in a bid to attract consumers to purchase Hong Kong travel products on the spot.



Publicity value generated by the “Best of all, it's in Hong Kong” launch ceremony: HK\$4.5 million



## Hong Kong Family Fun

To tie in with the launch of the “Hong Kong Family Fun” promotion, we partnered with the popular Hong Kong cartoon character Din Dong on a digital marketing campaign that used a lovely and entertaining video and an interactive online game about Hong Kong family fun to attract Taiwanese families to visit Hong Kong on their summer vacation.

“Hong Kong Family Fun” video in collaboration with Din Dong: 3.4 million views



## *Let's Go to Hong Kong* guidebook

Since flights from Taiwan to Hong Kong take less than two hours, Hong Kong is a popular destination for Taiwanese taking weekend trips or short breaks. Therefore, to attract Taiwanese consumers to revisit Hong Kong and discover something they never knew about the city, the HKTB launched a new guidebook titled *Let's Go to Hong Kong*, which introduced three aspects of cultural experiences in Hong Kong covering old days of the city to today's most fashionable hotspots.



*Let's Go to Hong Kong* guidebook distribution to date: 100,000 copies



## Japan

Japanese visitors attach importance to authentic experience, so we worked with Japanese celebrities and leveraged media partnerships to promote Hong Kong's different experiences in a local way.

### Celebrity endorsement

At a lunch reception for the new brand campaign “Best of all, it's in Hong Kong”, famous Japanese model and actress Kiko Mizuhara and celebrity chef Yosuke Imada were appointed as “Star HK Mai” to share special experience in Hong Kong. In February 2017, Mizuhara joined popular alpinist Marin Minamiya to introduce special but lesser-known local dining and outdoor experiences in Hong Kong in an advertorial in the *Asahi Shimbun*, a popular national newspaper, in Tokyo and Osaka.



Publicity value generated by the “Best of all, it's in Hong Kong” new campaign launch: over HK\$12.5 million

### Media cooperation

Popular weekly fashion and beauty magazine *anan* published a special feature on travelling to Hong Kong, with a cover story highlighting famous Japanese model and actress Nozomi Sasaki's experience exploring Hong Kong and featuring over 80 pages of Hong Kong recommendations from key opinion leaders from every walk of life. The magazine came up with a walking guide booklet and engaged a large number of readers from Sasaki's promotion in her Instagram posts and train posters of the magazine cover put up in Tokyo and Osaka.



Publicity value generated by the feature in collaboration with magazine *anan*: over HK\$10.6 million

## Trade networking

A large-scale travel mission to Osaka, Nagoya and Tokyo provided an effective platform for Hong Kong trade representatives to meet with over 150 Japanese buyers and explore business opportunities. To celebrate the 50th anniversary of HKTB's Japan office, industry players from Japan and Hong Kong were invited to join a VIP dinner. A TramOramic tour was also offered to over 500 Japanese travellers as a consumer privilege during the WinterFest promotion period.



Over 1,000 appointments were implemented during the travel mission



## South Korea

Understanding that Korean visitors appreciate a chic and hip lifestyle, we focused on producing trendy and attractive content in our initiatives to showcase the city's cutting-edge experiences.

### Great Outdoors Hong Kong

Korea's top travel Facebook page, Travel Factory was invited to produce a dynamic and fun-filled video featuring exciting outdoor activities in Hong Kong. The video became an instant hit and went viral among social media users. Targeting young fun seekers, the KBS VJ Special Unit produced a special feature highlighting Hong Kong attractions like Hong Kong Island's Dragon's Back hiking trail and Lantau Island's Tai O Village.

- Video produced by Travel Factory generated views: over 3.6 million
- Publicity value generated by the Great Outdoors Hong Kong campaign: HK\$32.8 million



### Family and young segment campaign

To coincide with the “Getaway to Hong Kong” and “Hong Kong Family Fun” campaigns, we partnered with Korea’s No.1 e-commerce site, Coupang.com, introducing main banner advertisements and leveraging other digital promotion tools, like mobile app push notifications, Facebook and blogs to further promote and push sales of our value packages. We also developed family target products in cooperation with Cathay Pacific and various hotels and attractions, which offered discounts and even free entrance for children travelling with their families.



Sales of Hong Kong travel products increased by 10% during the campaign promotion period



## TV partnership

In view of the huge influence of TV on consumers in Korea, we worked with major terrestrial TV channels including SBS, MBC and KBS, to produce programmes showcasing Hong Kong's diverse experiences from summer fun, outdoor trekking, Hong Kong Wine & Dine Festival to Hong Kong's art and culture delights.



The TV programmes generated a total publicity value of HK\$300 million

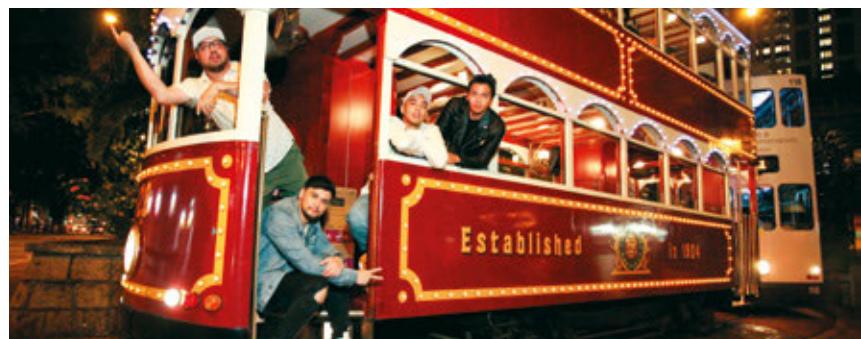


## Southeast Asia

Capitalising on the influence of celebrities and key opinion leaders (KOLs) in Southeast Asian markets, we invited them to enjoy a diverse travel experience in Hong Kong and disseminate their Hong Kong stories in different media for maximum mileage.

### Reality TV shows in Hong Kong

We partnered with regional TV channel KIX to invite four celebrities from different fields to film five episodes of the reality show “The Ultimate BROcation” in Hong Kong about exploring the city’s most exciting and fashionable hotspots. Featured in the show were R&B singer and TV presenter Billy Crawford from the Philippines, multitalented rapper and musician SonaOne from Malaysia, top DJ and TV host P.K. from Thailand, and popular chef Bjorn Shen from Singapore. A large-scale online game with prizes was also part of the show. The four celebrity presenters were invited to regularly share highlights of their Hong Kong filming trips on social media, in order to promote Hong Kong as a top travel destination.



The Ultimate BROcation © 2016 Celestial Tiger Entertainment Limited. All Rights Reserved.

- Publicity value generated by the reality TV show “The Ultimate BROcation”: HK\$175 million
- Social media views: 59 million

### Hong Kong Live in Bangkok

In October 2016, the HKTB joined forces with seven major Hong Kong attractions to host a large-scale, four-day promotion event in Bangkok’s fashionable shopping mall Siam Paragon, where we promoted a diverse range of Hong Kong experience. The honourable guests joining the event included Mr Rimsky Yuen, Secretary for Justice of the HKSAR Government, and Thai celebrities Gubgib and JJ. Local travel trade also set up booths at the venue offering Hong Kong travel products to Thai consumers.



- Publicity value generated by the Hong Kong Live in Bangkok event: nearly HK\$2.4 million

## Launching the new brand campaign

To launch the “Best of all, it’s in Hong Kong” new brand campaign, we organised media events in the key source markets, the Philippines, Thailand and Indonesia. Local celebrities and personalities who lived in Hong Kong for many years were invited to the event to share their wonderful experiences of Hong Kong. Participating celebrities included Hong Kong chef Christian Yang, Asia’s Best Female Chef 2016 Margarita Forés and renowned Thai street artist Rukkit.



Publicity value generated by “Best of all, it’s in Hong Kong” launch events: nearly HK\$3.3 million

## Trade delegation to Hong Kong

During the year, we invited more than 50 members of the travel trade from the Philippines and Thailand to visit Hong Kong and discuss collaboration opportunities with the local trade. During the visit, Meetings and Exhibitions Hong Kong (MEHK) gave a presentation on the latest MICE products that Hong Kong offered. The delegation also visited the largest-ever Hong Kong Wine & Dine Festival and many Hong Kong’s attractions.



Successfully developed about 15 Hong Kong Wine & Dine Festival travel products

## New Markets

Capitalising on celebrity endorsement and social media networks, we stepped up our work in New Markets to reach target consumer groups and trade partners.

### Romantic Hong Kong featured by Zee network

Since celebrities have considerable influence on Indian consumers, in late 2016, we partnered with Zee network TV to film a travelogue of six episodes starring Indian celebrity couple Sanjeeda and Aamir to showcase their romantic and exciting trip in Hong Kong. Spin-off digital content and social media engagement drew a lot of attention across social media platforms.



- Zee network's travelogue and vignettes reached audience: 16 million
- Generated publicity value: over HK\$13 million

### Family campaign on Times Network

The family segment makes up a large proportion of Indian visitors to Hong Kong. To target this segment, we leveraged the family trip of Indian Bollywood actress Neha Dhupia to produce 14 TVC vignettes of must-go attractions and other places for families visiting Hong Kong. The vignettes were broadcast on the Times Network, and behind-the-scenes photos and stories were posted on Neha's social media accounts and other online platforms.



- Vignettes produced resulting from visit of Neha Dhupia reached audience: 17 million
- Generated publicity value: over HK\$1.6 million

Co-op with Russian lifestyle magazines and online portals

Our partnership with top-tier Russian lifestyle magazines *Hello*, *Cosmopolitan* and *Aeroflot Style* and online lifestyle portal Sncmedia.ru allowed us to reach young and mid-career Russian consumers to share some of Hong Kong's hip and trendy boutiques and restaurants and some of the hottest spots for chilling out at night.



Coverage resulting from co-op with Russian media reached audience: 5 million

## Trade cooperation with major airlines used by Russian travellers

Through strategic partnership with major airlines like Etihad Airways and China Eastern Airlines we encouraged Russian travellers to include Hong Kong on their journeys with special value offers.



Year-on-year increase in bookings to Hong Kong during campaign period: 60%

## Australia

Sports, outdoor activities and gourmet dining are some of the experiences Australian travellers rarely miss on their travel itineraries. Leveraging highlight events and seasonal activities, we boosted our promotion through integrated campaigns and media cooperation.

### Hong Kong Dragon Boat Carnival and Great Outdoors Hong Kong

To further showcase the healthy vibes and exciting dynamics of the city, we invited eleven dragon boat teams from Australia and New Zealand to participate in Hong Kong Dragon Boat Carnival 2016. With the strong line-up, the teams won several prizes and received extensive media coverage in the regional press.

Renowned landscape photographer and influencer William Patino explored Hong Kong's unique natural landscapes and green attractions, and shared his inspiring photos, videos and experiences on his Instagram, Snapchat and YouTube accounts and in his blog.



Publicity value generated by Hong Kong Dragon Boat Carnival and Great Outdoors Hong Kong campaign: HK\$7 million



## Culinary journey on Channel 7Two

Celebrity Chef Manu Feildel, who is also the judge of the longstanding reality show “My Kitchen Rules”, travelled around the world on his culinary adventures. Aired on the highest-rating Australian free digital television multichannel, 7Two, the Hong Kong episode of “Around the World with Manu” featured cooking challenges from dim sum to street food, and explored retail food outlets from wet market to herbal tea shop.



© SevenNetwork

Publicity value generated by  
“Around the World with Manu”  
Hong Kong episode: HK\$4.7 million



## Travel mission

In May 2016, the HKTB and 37 local trade partners hosted Australian trade, including wholesalers, meeting planners and travel agents in Sydney and Melbourne over 7 different events to explore business opportunities through one-on-one contracting meetings and to experience Hong Kong culture through various demonstrations. The HKTB also provided the latest MICE business update to the key professional conference organisers in Sydney.



Number of Australian trade participants: 250

# Americas

To raise the awareness of Hong Kong's attractiveness among American and Canadian consumers, we initiated creative campaigns, engaged TV stations to shoot interesting videos in Hong Kong, and organised proactive trade and multi-destination promotions.

## Word-of-mouth publicity

We rolled out a multimedia project, “Image Hong Kong”, which invited four renowned Canadian photographers to explore spectacular scenery in Hong Kong through their lens. The project generated extensive coverage in print, digital and social media, and a photo contest was arranged through media cooperation with *Photo News* and partnership with photography products and airline sponsors. The photos created huge awareness and are displayed on zenfolio.com, a major image-hosting site for photographers to share and sell images.



- Publicity value generated by “Image Hong Kong” campaign: close to HK\$3 million
  - Total publicity value generated from promotions in the US in 2016/17: HK\$2.8 billion



In the US, the HKTB actively engaged TV channels to feature Hong Kong in various shows. Emmy-nominated TV host Darley Newman took an urban adventure and island hopping trip in Hong Kong, resulting in two episodes of her well-known “Travels with Darley” series on PBS. Also on PBS, veteran TV host Burt Wolf was invited to Hong Kong again to explore the city’s sophistication and unique culture for the premier of his 14th season of “Travels & Traditions”. Both shows reached a broad audience of US television households and had nation-wide airings on TV and various other platforms. NBC’s comedy reality show “Better Late Than Never”, starring four beloved legendary American celebrity actors, also visited Hong Kong, generating huge publicity.

## MICE and cruise tourism promotion

To grow the high-potential MICE and cruise tourism segments, the HKTB participated in IMEX America with hoteliers and major attractions for the sixth consecutive year to effectively and attractively present Hong Kong to blue chip convention, meeting and incentive prospects. To showcase the city's state-of-the-art convention facilities and venues, the HKTB also hosted a four-day study mission for members of the American Society of Association Executives (ASAE) to Hong Kong. Two international conventions were confirmed to be held in Hong Kong within two months after the study mission.

To promote cruise travel in Hong Kong, the HKTB exhibited at the world-leading annual cruise event Seatrade Cruise Global, successfully enhancing Hong Kong's profile via high-impact sponsorship, extensive brand exposure and one-on-one meetings with senior cruise line executives.

- Three-day event in IMEX America: arranged over 250 hosted buyer appointments and generated 40 MICE group leads
- Sponsored the "State of the Global Cruise Industry" opening session in Seatrade Cruise Global attracting more than 3,000 cruise executives, trade and media



## Multi-destination promotions

The HKTB actively promoted multi-destination itineraries to North American consumers. We partnered with the Taiwan Tourism Bureau and Macao Government Tourism Office to launch large-scale promotion campaigns and strategic collaboration with airlines and travel agents to promote special offers and increase visitors' length of stay in each destination. We also organised travel missions and trade familiarisation tours for tour operators to showcase multi-destination products and services.



- Marketing promotion jointly conducted by Hong Kong and Taiwan in the US: resulted in 109% sales growth during campaign period
- Canadian trade familiarisation tours: 22 new Hong Kong-Taiwan tour products developed



## Europe

Our European offices were keen on launching distinctive initiatives for consumer engagement and trade networking to meet the preferences of different markets.

### Trade engagement and collaboration

In the UK, we concentrated on exploring business opportunities with professional groups, by giving a presentation at the annual meeting of the International Association of Professional Congress Organisers (IAPCO), for example, to develop future convention business for Hong Kong. We also built relationships with key airlines and tour operators by hosting an exclusive dinner to celebrate Chinese New Year.

We partnered with Wendy Wu Tours and Cathay Pacific to roll out an integrated trade and marketing campaign. Through Facebook, major travel sites and email, the campaign created a blast with its competition for a free trip to Hong Kong and the Mainland.

- The IAPCO presentation successfully attracted an attendance of over 100 professional conference organisers
- Marketing campaign with Wendy Wu Tours and Cathay Pacific generated over 200,000 page views and 15,000 competition entries

**Discover Hong Kong**  
Written by Mindshare Interact UK | February 2 |  
WIN a 14 day tour of Hong Kong and Mainland China and discover Hong Kong like a local.  
Pick your Hong Kong highlights and you could win a fully escorted 14 day tour of Hong Kong and Mainland China with Wendy Wu!  
  
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### Diverse collaboration initiatives

Our Frankfurt office is dedicated to showcasing different facets of our city to entice German travellers. We again participated in ITB Berlin, the biggest tourism show worldwide and provided a platform for 21 Hong Kong trade partners for networking and sales promotion. We collaborated actively with Cathay Pacific, Lufthansa, SWISS, Austrian Airlines and Emirates and ran impactful business-to-business promotions including familiarisation trips to strengthen awareness of Hong Kong's tourism features.

We also rolled out multi-layered campaigns, with partners such as leading German travel company DER Touristik covering its key brands namely Dertour, Dertour Deluxe and Meier's Weltreisen to promote multi-destination packages with Macao while ensuring great awareness of Hong Kong by reaching out to 90% of travel agencies in the market. Furthermore we ran a successful collaboration with Emirates Airline on the online booking platform – Opodo.de featuring a special flight rates. With an aim to strengthen the position of Hong Kong as a stop-over destination in multi-destination itineraries, Hong Kong was prominently featured in the catalogue of the tour operator Explorer Fernreisen.

We also worked with TV stations and magazines to provide extensive coverage of Hong Kong's diverse tourism experiences:

- A 25-minute feature about cars related to the FIA Formula E Hong Kong E-Prix in "Grip TV" on RTL2
- A feature story on the Hong Kong Cyclothon in Germany's largest cycling magazine *RennRad*
- A cover story on Hong Kong in the magazine *Asia Pacific*, which was distributed through the Pacific Asia Travel Association and in all German trade and consumer shows
- A 12-page story on outdoor activities in Hong Kong in *Terra* magazine



- Total publicity value generated from promotions in Germany in 2016/17: close to HK\$93 million
- Coop campaign with Emirate Airline and Opodo.de: 35% increase of Hong Kong bookings during promotion period

## Event driven promotions

To launch our new brand campaign in French market, we initiated an integrated campaign anchoring on Chinese New Year covering a feature story in the renowned programme "C à vous" on French 5 TV; broadcasting HKTB's four brand videos on digital channels; generating stories on social media; and organising a Hong Kong trade mission to France.

Leveraging the first-ever participation by a French team, which was composed of breast cancer survivors, we used the Hong Kong Dragon Boat Carnival as a sporty anchor to promote Hong Kong's culture and local food in French media. A press trip of female journalists from influential print, digital and social media channels was organised to explore the unique living style and gourmet in Tai O.

- Publicity value generated by the integrated promotion of the new brand campaign: HK\$10 million
- Publicity value generated by Dragon Boat Carnival press trip: over HK\$6 million



# Marketing Initiatives

In 2016/17, we launched a series of new marketing initiatives using an innovative approach to promote Hong Kong's unique experiences and increase international exposure of Hong Kong as a top travel destination.

## Making the most of user-generated content (UGC)

True and touching stories are an effective way to get people's attention and can go viral through social media, creating a wider impact.

Therefore, we launched the #DiscoverHongKong user-generated content campaign and invited international key opinion leaders (KOLs) to share their unique experiences when visiting Hong Kong and to produce promotional videos to encourage visitors to share their "I Never Knew" stories about Hong Kong in the form of videos, text or images via digital and social media. The HKTB re-posted these stories to allow more people to learn about the diverse tourism experiences Hong Kong offers.

- The Fung Brothers: The rapper and comedian duo from the US travelled around Hong Kong looking for trendy gadgets and innovative cuisine.
- Rima Zeidan: The Taiwan-based model and TV travel presenter explored hidden gems in Hong Kong and recommended authentic local food.
- Evan: The popular American YouTuber, who was just 9 years old, took his family on a culinary and fun-filled trip to Hong Kong and introduced family-fun attractions.

We created a dedicated website about recommendations made by the KOLs and promoted it via other channels such as advertisements and social media to reach a wider audience.



"I Never Knew" user-generated content promotion:

- Video views: over 5 million
- Dedicated website page views: over 4.2 million
- Entries: over 10,000
- Social media engagement: over 1 million
- Publicity value generated: over HK\$2.5 million



## Enhancing digital and social media marketing

This year we also launched a number of marketing campaigns targeting at digital and social media users to expand our audience reach and amplify the influence to maximise the promotional effectiveness.

- We continuously enriched the official HKTB website DiscoverHongKong.com to provide visitors with comprehensive, up-to-date travel information.
- We published interesting content on our official social media accounts – Facebook, Twitter, Instagram, Pinterest, YouTube, WeChat and Weibo – to get the attention of social media users and enhance interaction with our fans. Some examples include the following:
  - During Hong Kong Arts Month, we worked with renowned photographer Omar Z Robles and ballet dancer Brittany Cavaco to produce a series of visually striking photos featuring scenes across the city to showcase some of Hong Kong's lesser-known arts hotspots
  - We posted 360° videos featuring celebrities to promote local attractions
  - We organised real-time voting campaigns to give users an opportunity to vote for their favourite Chinese New Year events
- We strengthened our partnership with the travel review website TripAdvisor.com to attract more visitors to Hong Kong by providing tailor-made content.



- Page views of DiscoverHongKong.com in 2016/17: more than 134 million, representing year-on-year growth of 46%
- Total fans on all HKTB social media accounts in 2016/17: more than 7.5 million, equivalent to year-on-year growth of 35%

# Public Relations

We continued to work closely with international media with creative approaches to boost Hong Kong's international exposure and inspire consumers around the world to make Hong Kong their preferred travel destination.

## Utilising media communications

In 2016/17, we invited over 460 international media to cover Hong Kong, including various international and regional TV stations, such as TLC, NatGeo People, tvN, KIX, FOX and Zhejiang Satellite Television. A variety of programmes, including TV dramas, reality shows, travelogues, food programmes and news, were produced to showcase Hong Kong's tourism appeal. Numerous worldwide celebrities joined the Hong Kong visits, like celebrity chefs Manu Feidel from France and Chuck Hughes from Canada, famous actors Xu Zheng and Chen Kun from the Mainland, Japanese star Kiko Mizuhara, and South Korean actress Clara Lee.

We partnered with Discovery Networks TLC to produce the TV series "A Taste of Hong Kong", which proved particularly popular with audiences in Southeast Asia. In the third series of the show, released in 2016, we invited world-famous travel presenter Ian Wright and Hong Kong chef Christian Yang to film three episodes to tie in with the "Hong Kong Great November Feast". They produced highly entertaining episodes about authentic Hong Kong food, hip and chic eateries, and Michelin-starred restaurants, which highlighted the appeal of Hong Kong as the culinary capital of Asia.



© tvN Asia

Global publicity value generated in 2016: nearly HK\$6 billion

## Expanding online coverage

In addition to film and television media, online platforms are an effective way to reach consumers. We therefore forged strategic partnerships with a number of online media platforms to promote Hong Kong.

In 2016, we worked with CNN and BBC to set up dedicated pages on their online platforms to regularly share Hong Kong travel stories that showcased diverse travel experiences from different angles. For example, we introduced "Hong Kong Sports Month" in collaboration with CNN to highlight the Sun Hung Kai Properties Hong Kong Cyclothon and other mega events in the city. On the BBC's travel page, we focused on stories about local culture and customs.

We also partnered with a number of international news agencies, including Reuters and Associated Press, to produce photos, videos and articles about various mega events in Hong Kong. The enormous reach of these international news agencies allowed media in different regions to obtain the information about Hong Kong easily and rapidly. The partnerships successfully generated publicity value of tens of millions of Hong Kong dollars.



Total publicity value generated by BBC and CNN dedicated pages: about HK\$50 million

#### Hong Kong



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© <http://edition.cnn.com/specials/travel/experience-hong-kong>



© <http://www.bbc.com/travel/asia/china/hong-kong>

#### Active overseas marketing campaign

We attended the annual Bordeaux Wine Festival in France again in 2016, Hong Kong was the only city in Asia to be invited as a “guest of honour”. To showcase Hong Kong’s unique appeal, we transformed the Hong Kong Pavilion into a traditional theatre with performances of award-winning Cantonese opera, as well as Chinese sleeve dancing and Western tap dancing, to bring out Hong Kong’s unique fusion of Chinese and Western culture. We also used the occasion to promote Hong Kong delicacies with “Asia’s Best Female Chef”, May Chow, who prepared an array of Hong Kong-inspired snacks for visitors. To further showcase Hong Kong’s culinary excellence to the events’ VIPs, chef Alvin Leung of Michelin three starred restaurant Bo Innovation prepared two sumptuous meals for the Mayor’s Dinner and 1855 Dinner.



- Number of visitors reached in the Bordeaux Wine Festival: over 650,000
- Media reporting the event: over 80 French and international media outlets

# Exciting Events

Hong Kong is renowned as the events capital of Asia. A wide range of exciting events are staged throughout the year, attracting the participation of many visitors.



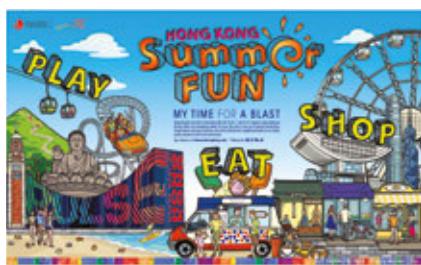
**Hong Kong Chinese New Year Celebrations**



**Hong Kong Arts Month**



**Hong Kong Cultural Celebrations**



**Hong Kong Summer Fun**



**Hong Kong Dragon Boat Carnival**



**Hong Kong Sports Month**



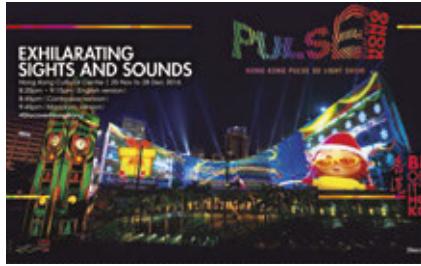
**Hong Kong Wine & Dine Festival**



**Hong Kong WinterFest**



**Hong Kong New Year Countdown Celebrations**



**Hong Kong Pulse 3D Light Show**



**Great Outdoors Hong Kong**



**Supporting Other Events**

## Hong Kong Chinese New Year Celebrations

Chinese New Year in Hong Kong is the city's biggest and most colourful festival, with a large number of celebratory events, from the International Chinese New Year Night Parade, organised by the HKTB, the Lunar New Year Fairs (Flower Markets), the Lunar New Year Fireworks Display and the Lam Tsuen Well-wishing Festival to the Chinese New Year Race Day, allowing visitors to experience and immerse themselves in the ambience of the traditional festival.

### Cathay Pacific International Chinese New Year Night Parade

The 2017 Chinese New Year Night Parade was one of the events held to commemorate the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). The Parade, with the theme "Best Fortune. World Party", was the largest ever, with 10 floats and 55 teams from 11 countries and regions taking part, bringing a total number of performers up to 3,000 people. The HKTB arranged 350 youngsters from 15 local schools to act as "Lucky Buddies", handing out 13,000 festive gift packs to spectators along the parade route, spreading joy and good fortune to the audience.

To enable people from around the world to feel the festive culture and vibrancy of Hong Kong's Chinese New Year celebrations, we broadcast the event live via satellite to TV channels and news agencies worldwide, and broadcast the celebrations live on international cruise ships.

The International Chinese New Year Night Parade attracted 155,000 spectators, more than half of them were visitors

Title Sponsor of the International Chinese New Year Night Parade



## Hong Kong Arts Month

Every March, Hong Kong hosts a large number of arts and cultural events. The HKTB bundled a range of cultural events and arts landmarks into “Hong Kong Arts Month” for promotion to visitors and international media. As 2017 was the 20th anniversary of the establishment of the HKSAR, the HKTB carefully selected various arts events and attractions in the city for visitors, including “Art Basel Hong Kong”, the “Hong Kong Arts Festival”, and “SOHO Gallery Tours”, to encourage visitors to experience Hong Kong’s arts and culture.

We meticulously selected 20 photographs that highlighted Hong Kong’s lesser-known art spots and used them to promote Hong Kong in the international media. Among the locations were Wong Chuk Hang, a new cluster for culture lovers, and the street art and graffiti in Sham Shui Po, Central and Sheung Wan. To encourage visitors to experience Hong Kong’s unique arts appeal, we also worked with our travel trade partners to promote guided tours featuring arts highlights in Central.



© Wilfried Hösl (Hong Kong Arts Festival)



© Courtesy Art Basel



© Art Central



## Hong Kong Cultural Celebrations

Hong Kong has retained a number of longstanding historical festivals, such as the Cheung Chau Bun Festival, and the birthdays of Tin Hau, Buddha and Tam Kung. We used Hong Kong Cultural Celebrations as a platform to promote these distinctive traditional celebrations and encourage visitors to take part.



## Hong Kong Summer Fun

To promote Hong Kong's spectacular summer experience, we provided visitors with a series of activities and special offers, including themed parties, concerts, exhibitions, and a host of hot deals on shopping, dining and accommodation to cater for the different needs and interests of visitors.

To tie in with Hong Kong Summer Fun, we built a dedicated website and published brochures that covered authentic local food, souvenirs and distinctive attractions in various districts, including Tai Hang, Wan Chai, Kowloon City and Sham Shui Po, to encourage visitors to shop, eat and play as much as possible.

**Main Poster:** Hong Kong Summer Fun - MY TIME FOR A BLAST. Features a colorful illustration of Hong Kong landmarks like the Buddha at Ngong Ping, a roller coaster, a ferris wheel, and a beach scene. Text includes "Event Guide 活動指南 (English / 豪華版)" and "PLAY SHOP EAT".

**Event Brochure:** SPECTACULAR EVENTS 火熱盛事. Details the "Summer Pop - Live in Hong Kong 2016" concert featuring Jolland's classic hits. Includes a map of the venue area.

**Event Brochure:** Hong Kong Pulse 3D Light Show 「閃耀維港」 3D光雕匯演. Describes the light show at Victoria Harbour, featuring the Clock Tower and Tsim Sha Tsui, with performances by local celebrities and international acts.

**Map:** A detailed map of Hong Kong showing various summer events across the city, including locations for Carnaval Day, Local Delicacies, Summer Cool-downs, Souvenir Shops, and Party person Beating.

**Attraction Guide:** Includes sections for Party person Beating, Carnaval Day, Local Delicacies, Souvenir Shops, and Party person Beating.

## Hong Kong Dragon Boat Carnival

The three-day Hong Kong Dragon Boat Carnival was held at the Central Harbourfront for the first time. One of the event highlights was the CCB (Asia) Hong Kong International Dragon Boat Races, with this year marked the 40th anniversary of the Races. Another key event highlight was the San Miguel BeerFest, which featured not only ice-cold beer, but also performances by famous DJs, popular singers and top bands. We introduced a brand-new Family Zone in the Carnival, providing local residents and visitors with a wide range of games for the whole family.

More than 4,000 dragon boat enthusiasts from 14 countries and regions took part in the Hong Kong International Dragon Boat Races



Title Sponsor of the Hong Kong International Dragon Boat Races

 中国建设银行(亚洲)  
China Construction Bank (Asia)

Official Beer of the Hong Kong Dragon Boat Carnival



## Hong Kong Sports Month

A number of great sporting events were held in Hong Kong in October, including the second edition of Sun Hung Kai Properties Hong Kong Cyclothon, organised by the HKTB, the FIA Formula E Hong Kong ePrix, and the Hong Kong Tennis Open. We joined forces with the organisers to actively promote these events and showcase the vibrancy and energetic image of Hong Kong.

### Hong Kong Cyclothon

The 2nd Sun Hung Kai Properties Hong Kong Cyclothon was the largest cycling event ever held in Hong Kong and featured a route that encompassed numerous landmarks and major roads. The Cyclothon, which consisted of four races and five cycling activities, attracted over 4,600 riders, including 140 professional cyclists from 27 countries and regions, as well as the professional UCI World Tour cycling teams Lampre-Merida and ORICA-BikeExchange.

The Hong Kong Cyclothon attracted over 51,000 spectators, one third of whom were visitors

Title and Charity Sponsor of the Hong Kong Cyclothon

**新鴻基地產**  
Sun Hung Kai Properties



## Hong Kong Wine & Dine Festival

The CCB (Asia) Hong Kong Wine & Dine Festival offers delightful surprises to both local residents and visitors every year. The 2016 Festival was the largest ever, with a 20% increase in both the area of the venue and the number of booths. The Festival featured 428 booths serving fine cuisine, wonderful wine from 28 countries and regions, and local gourmet delicacies.

We invited the head chef of Gaggan, which placed first in the list of Asia's 50 Best Restaurants 2016, as well as celebrated chefs from Michelin-starred restaurants and 2016 Best of the Best Culinary Awards winners, to jointly prepare a sumptuous Master Chef Dinner for visitors at the Tasting Room.

## Hong Kong Great November Feast

The Hong Kong Great November Feast followed hot on the heels of the Hong Kong Wine & Dine Festival, building on the hype of the enthusiasm for fine food and delectable drinks. Throughout November, restaurants and bars across Hong Kong offered a wide range of food, drinks and themed events, demonstrating the unrivalled appeal of Asia's food capital.

Total attendance at the four-day Hong Kong Wine & Dine Festival was over 145,000

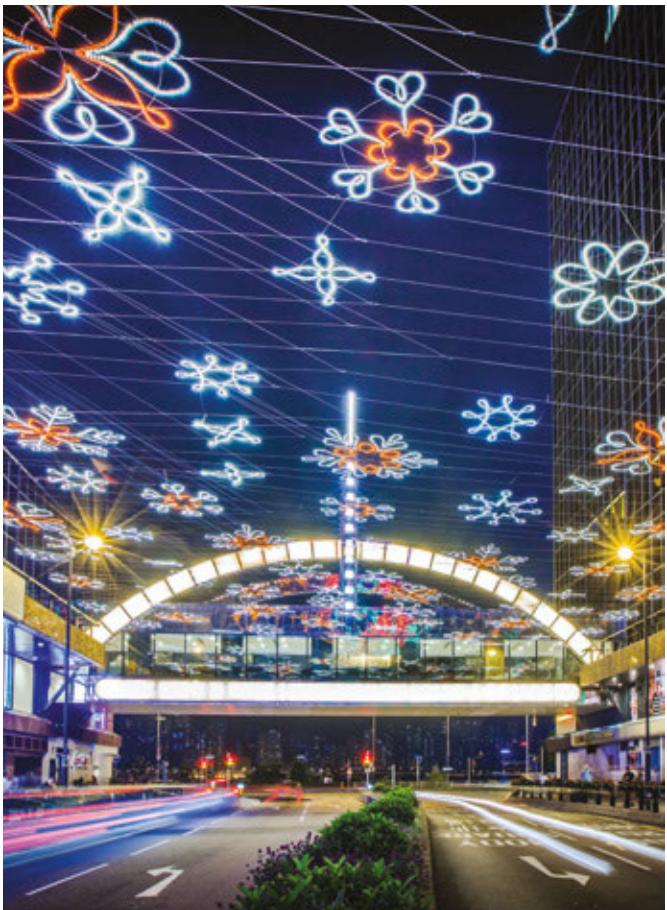
Title Sponsor of the Hong Kong Wine & Dine Festival

 中国建设银行(亚洲)  
China Construction Bank (Asia)



## Hong Kong WinterFest

In winter, Hong Kong's skyscrapers, attractions and large shopping malls get all dressed up with dazzling Christmas lighting for the festive occasion. During the period of Hong Kong WinterFest, we put up a 15-metre-tall Christmas tree and other festive installations in Statue Square in Central, and actively promoted the major local winter events and programmes in source markets to encourage visitors to experience the festive winter atmosphere in Hong Kong.



## Hong Kong New Year Countdown Celebrations

Title-sponsored by Bank of China (Hong Kong) (BOCHK), the BOCHK Hong Kong New Year Countdown Celebrations 2017 were one of the celebratory events for the 20th anniversary of the establishment of the HKSAR, and were the largest-ever Hong Kong New Year Countdown Celebrations. The show was extended from eight minutes to a full ten. In celebration of the centenary of the Bank of China's service to Hong Kong, the BOCHK logo and the symbolic "100", together with a variety of new fireworks designs and special lighting effects, were added to the show. We further enriched the festive atmosphere with a street party in Tsim Sha Tsui, where singers and artists, and both locals and visitors were invited to celebrate and participate in the New Year countdown.

We again broadcast the show live via satellite to major TV and media networks worldwide, and livestreamed the show on key social media and video platforms, which effectively increased Hong Kong's international exposure.

The Hong Kong New Year Countdown Celebrations attracted 334,000 spectators, who viewed the show from both sides of Victoria Harbour

Title Sponsor of the Hong Kong New Year Countdown Celebrations



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## Hong Kong Pulse 3D Light Show

During the year, we rolled out two rounds of the Hong Kong Pulse 3D Light Show, one during Hong Kong Summer Fun and the other during Hong Kong WinterFest. The performance was projected on the walls of the Hong Kong Cultural Centre and the Clock Tower, along with a dazzling display of lighting effects and 3D projection technology with music and sound effects, making the night view of Victoria Harbour even more spectacular.

The two rounds of the Hong Kong Pulse 3D Light Show attracted over 876,000 spectators, with visitors accounting for more than 40% of the total



## Great Outdoors Hong Kong

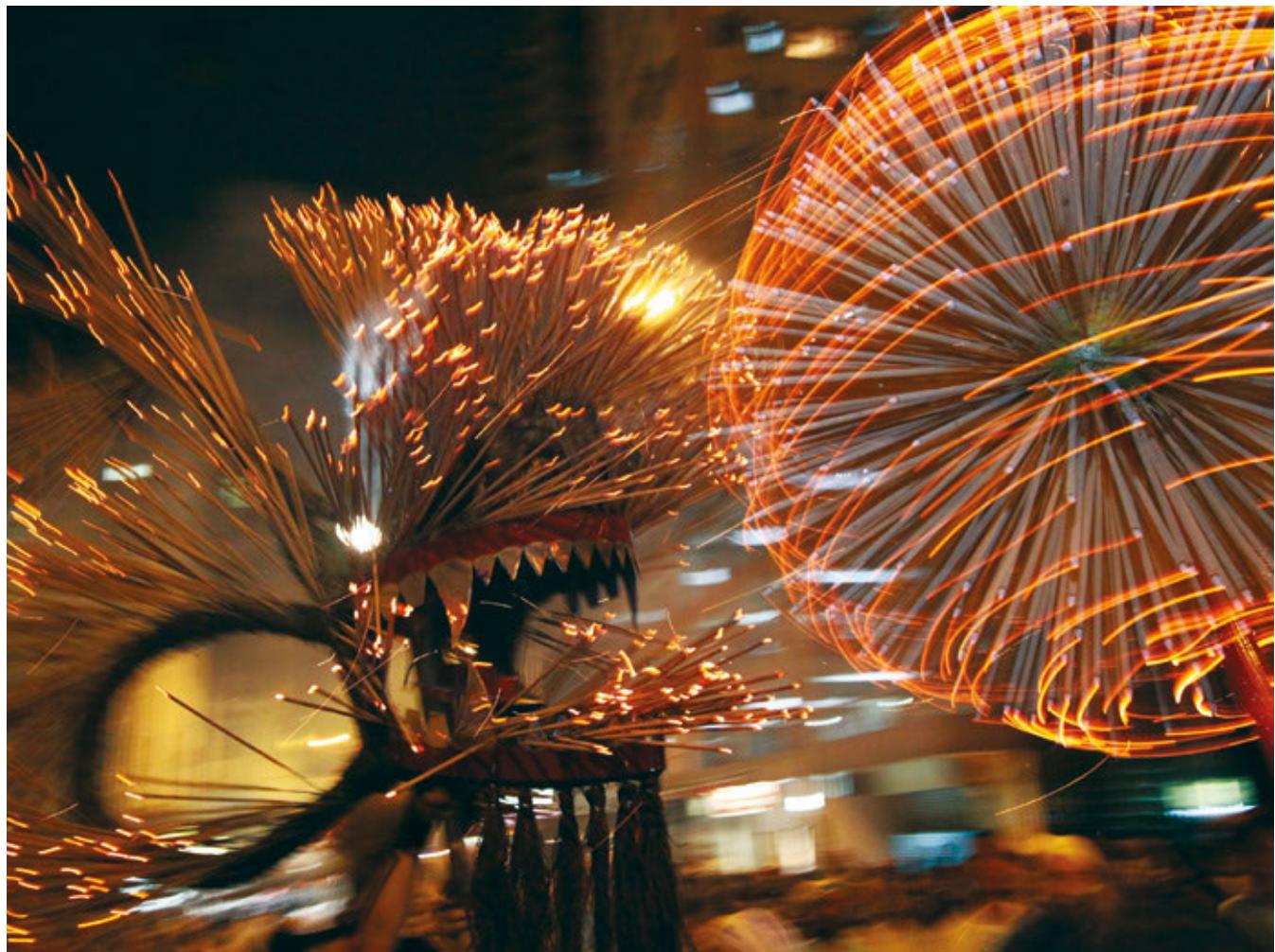
Great Outdoors Hong Kong highlighted nine hiking and cycling routes that had won awards or had been recognised by international media. We invited photographer Kelvin Yuen, winner of the National Geographic International Photo Contest, Youth Division, to share his experience in our brand-new guidebook about capturing the beauty of nature through the lens, in an effort to encourage more visitors to experience the stunning natural scenery of Hong Kong.

The HKTB joined hands with airlines and the travel trade in Japan, South Korea and Taiwan to launch tourism products featuring hiking in Hong Kong, in order to entice visitors to explore the city's natural wonders.



## Supporting Other Events

The HKTB proactively supported event organisers in promoting major events held in Hong Kong, including the 2016 Hong Kong Sevens, Hong Kong International Races 2016, Tai Hang Fire Dragon Dance 2016, Clockenflap Hong Kong's Music & Arts Festival 2016, and Hong Kong Marathon 2017, with the goal of strengthening Hong Kong's image as the events capital of Asia.





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# Trade Partnership

Joint efforts with the travel and related sectors are essential for the continuous development of Hong Kong tourism. In 2016/17, through various initiatives, we supported our industry partners to attract more visitors to Hong Kong and develop more business for local trade.

## “Hong Kong Family Fun” and “Getaway to Hong Kong” promotions

Families and young visitors accounted for some 70% of overnight vacation arrivals from the Mainland and short-haul markets in 2016. In order to further realise the enormous potential of these segments, we partnered with travel agencies, airlines, local hotels and attractions to roll out the “Hong Kong Family Fun” and “Getaway to Hong Kong” campaigns. The two campaigns offered attractive travel products to attract families and young visitors by providing discounts on flights, hotel accommodation and tickets to attractions for children who come with their families, and offering young visitors flights and accommodation at special prices, as well as discounted tickets to attractions and mega events.



- The two campaigns were offered in collaboration with 67 overseas travel agencies and involved 34 rounds of promotions targeting 10 source markets (the Mainland, Taiwan, Japan, South Korea, Singapore, Malaysia, Thailand, the Philippines, Indonesia and India)
- The offers mainly covered 12 attractions, over 100 hotels and 22 airlines

## Fostering trade exchanges to create business opportunities

In the face of increasingly intense competition, it is vital to strengthen our connections and exchanges with the overseas travel trade, and show them the diverse tourism appeal of Hong Kong.

This year we hosted a number of travel trade events and took part in various international travel exhibitions. We continued the fee waiver for local travel trade members to join these events to encourage participation.

At the 2016 Hong Kong International Travel Expo, our Hong Kong Pavilion attracted about 100,000 visitors from the public and the travel trade, and successfully established a business platform for our participating partners.

The HKTB arranged travel missions for the travel trade to visit key source markets, including Japan, South Korea, the US, UK, Australia and France, to foster closer connections with the overseas trade for new business development.



- In 2016/17, we held 34 trade events, which resulted in almost 4,000 business appointments for over 600 travel trade members
- In major consumer shows in Germany, Japan and the Philippines, the HKTB invited Michelin-recommended Hong Kong street food eatery “Mammy Pancakes” to make egg waffles for the participants, leaving them with a positive impression of Hong Kong

## Strengthening trade support to encourage novelty in product offerings

In 2016/17, we continued to encourage the trade in developing creative travel products by providing subsidies on part of the promotion costs through two rounds of the “New Tour Product Development Scheme”. We also made use of our “Explore Hong Kong Tours” platform to help the travel trade promote their products. Among these, the “Hong Kong Movie Tour” and “The Most of Hong Kong” received the biggest response, with the number of tour participants exceeding the original target by 80% and 100%, respectively.

We used the additional funding allocated by the Government to roll out the “Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA) Scheme”. The Scheme subsidised 50% of the overseas marketing and promotion costs for each approved promotion to support local tourist attractions’ overseas promotional work.



- As of 2016/17, a total of 33 new tourism products were subsidised under the “New Tour Product Development Scheme”
- Between June 2016 and March 2017, the “MFTA Scheme” supported 161 promotions

# MICE Business

Meetings, Incentives, Conferences and Exhibitions (MICE) helps attract more high-yield visitors to Hong Kong and raise Hong Kong's international status. The HKTB's Meetings & Exhibitions Hong Kong (MEHK) office has adopted tailored marketing strategies for different MICE segments in order to attract more MICE events to be held in Hong Kong and strengthen the city's position as "The World's Meeting Place".

## Striving to develop new opportunities

Since 2014, the HKSAR Government has allocated additional funding to the HKTB to provide customised support and attractive value-added hospitality to MICE organisers and visitors which has greatly enhanced the winning chance for bidding mega MICE events. Our success rate has increased from 35% to 67% between 2014 and 2016. In the past three years, we successfully won a number of large-scale and strategic MICE events, such as high-profile medical conventions covering various specialties, international events in the technology sector, and mega corporate events.

The list of events won in 2016 included the following:

- Asia Pacific Life Insurance Congress 2019 (6,000 pax)
- Critical Communications World Congress (3,800 pax)
- Highlights of American Society of Hematology (ASH) Asia (1,200 pax)
- Jeunesse Global 16th & 17th University 2017 (21,000 pax)
- North Asia Herbalife Extravaganza 2017 (11,000 pax)
- Rise Conference 2017 (10,000 pax)



- Overnight MICE arrivals to Hong Kong rose by 10% in 2016 to 1.89 million
- Their per capita spending exceeded HK \$7,700, 17% higher than that of all visitors to Hong Kong
- The mix of MICE visitors was well-balanced, with 51% from the Mainland, 21% from long-haul markets, and 28% from short-haul markets
- From 2014 to 2016, we successfully won over 36 major bids, generating an estimated HK\$1.36 billion in tourism receipts for Hong Kong



## Supporting trade partners

MEHK worked with our industry partners to actively participate in major exhibitions and trade events in different regions, including Incentive Travel & Conventions, Meetings (IT&CM) in the Mainland, IMEX in Germany and the US, and SATTE in India, allowing us to reach more international buyers, corporations and MICE travel agents. We also supported the local travel trade in developing business by launching a pilot scheme of funding support for them to attract small- and medium-sized MICE groups to Hong Kong.



In 2016/17, over 250 business leads were generated for MEHK and our local trade partners

## Fostering partnerships

We continued to strengthen our partnerships with professional conference organisers and intermediaries, including the American Society of Association Executives (ASAE), HelmsBriscoe (HB), the International Congress and Convention Association (ICCA), and the International Association of Professional Congress Organisers (IAPCO), in order to leverage their communication platforms and networks to reach more potential customers.

We continued to roll out joint promotions with AsiaWorld-Expo, the Hong Kong Convention and Exhibition Centre (HKCEC), the Hong Kong Exhibition & Convention Industry Association (HKECIA), and the Hong Kong Trade Development Council (HKTDC) for overseas industry events such as the UFI Congress in order to uphold Hong Kong's image as the "Trade Fair Capital of Asia".



Our strategic partnerships generated 30 business leads for large-scale conventions in 2016



## Showcasing Hong Kong's strengths

We hosted familiarisation tours, study missions and Contract Hong Kong events for strategic partners, and showcased for our overseas industry partners Hong Kong's MICE products, venues, and the latest developments.

In 2016, we held our largest-ever “Top MICE Agent Awards”, hosting over 50 top MICE agents from the Mainland, India, Indonesia and South Korea for an award ceremony and a familiarisation trip to Hong Kong. We also provided them with first-hand experience with Hong Kong's latest MICE products and offerings.



In 2016/17, we hosted 24 familiarisation tours, study missions and Contract Hong Kong events for 320 overseas trade partners

# Cruise Experience

Asia's fast-growing cruise industry offers huge opportunities for Hong Kong. Since the completion of the Kai Tak Cruise Terminal, we have made even greater efforts to develop potential cruise markets and expand our partner network to strengthen Hong Kong's image as Asia's cruise hub.

## Cultivating source markets

In order to boost consumer interest and demand for cruise travel, we promoted the unique features of Hong Kong as a destination for cruise holidays through both traditional and digital media to generate more pre- and post-stay visits in Hong Kong.

In 2016, we invited movie star Daniel Wu in the "Azure Voyage" campaign to shoot a series of short promotional videos and a magazine guide to share his experience on cruises and the unique charm of Hong Kong.

This year we partnered with a number of cruise lines that use Hong Kong as a homeport or major turnaround port, including Royal Caribbean International, Dream Cruises, and Celebrity Cruises, to launch the Fly-Cruise Co-op programme in key source markets, such as the Mainland, Taiwan, India, Japan, South Korea, Southeast Asia, Australia, the UK, and the US.



Daniel Wu's "Azure Voyage" campaign: related online video views reached 4.7 million, while the whole campaign achieved more than 53 million impressions



## Driving ship deployment

We worked proactively to attract more world-class cruise ships to make Hong Kong a homeport or major turnaround port. In 2016/17, we succeeded in attracting the following ships to be deployed to Hong Kong:

- Royal Caribbean International's *Voyager of the Seas* extended its homeport season in Hong Kong with 25 sailings between June and October 2016.
- *Ovation of the Seas*, currently Asia's largest international cruise ship, completed its maiden voyage to Hong Kong in June 2016 and returned to Hong Kong near the end of the year for a mini-homeport season with 6 sailings.

- Asian luxury cruise brand Dream Cruises' *Genting Dream* visited Hong Kong for the first time in November 2016 and subsequently had her homeport season in Hong Kong, catering for the high-end market in Asia.
- Star Cruises' *SuperStar Virgo* embarked on a new triple-homeport deployment between Hong Kong, Taiwan and the Philippines from March to May 2017.



- Total ship calls in 2016: 191 (an increase of 34.5% year on year)
- Total cruise passenger throughout in 2016: 677,000 (an increase of 49.5% year on year)

## Enhancing regional cooperation

We also strive to strengthen our partnership with members of Asia Cruise Cooperation (ACC). A very important milestone in the partnership was that Hong Kong became one of the triple-homeports of Star Cruises' SuperStar Virgo, along with Taiwan and the Philippines. This new inter-port itinerary best demonstrates the alliance's commitment to driving continued growth in the regional cruise tourism industry.

In 2017, we again joined with ACC members to participate in Seatrade Cruise Global, the annual global cruise industry event held in the US. The event attracted more than 700 exhibitors from 90 countries. The HKTB was the exclusive sponsor of the focal event "State of the Global Cruise Industry", set up an exhibition booth, and participated actively in conferences to further boost Hong Kong's international standing in the cruise industry.



The focal event "State of the Global Cruise Industry", sponsored exclusively by the HKTB, drew an audience of over 3,000 cruise line executives, industry representatives and international media

# Top-Notch Service

We strived to promote a hospitality culture and encouraged the tourism industry and related sectors to continue to provide quality service to visitors to enhance the visitor experience, with the goal of forging an outstanding reputation for Hong Kong.

## Quality Tourism Services (QTS) Scheme

- As of the end of March 2017, the QTS Scheme covered 1,256 accredited merchants, representing 8,107 outlets and 709 rooms in accommodation in Hong Kong.
- We organised roadshows to Hangzhou and Chongqing with the Quality Tourism Services Association and a dozen QTS-accredited merchants to raise awareness of the QTS Scheme in the Mainland. We invited key opinion leaders (KOLs) to share their experience and opinion of the excellent service during their visits to Hong Kong.
- We partnered with the Quality Tourism Services Association and UnionPay Hong Kong on a joint promotion campaign in the summer of 2016. More than 1,400 outlets across Hong Kong took part in the joint promotion, providing visitors with a range of discounts and offers to stimulate their spending in Hong Kong.



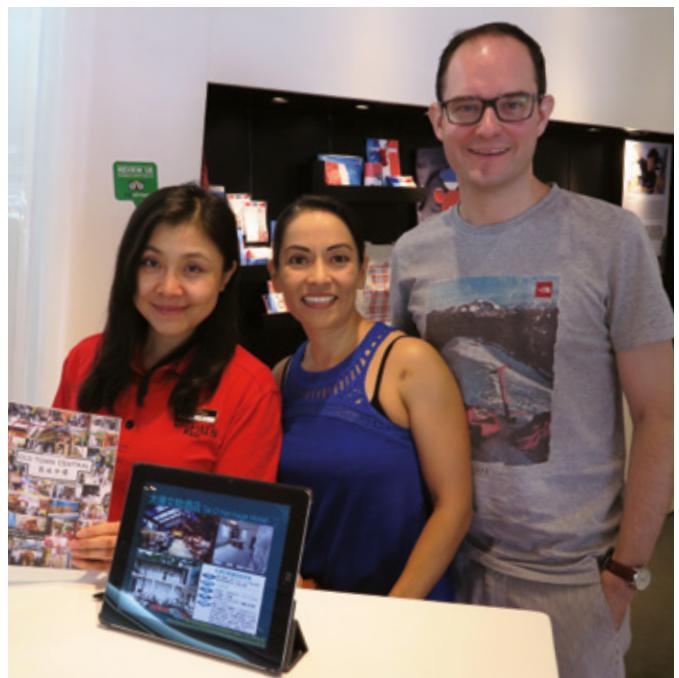
Hangzhou and Chongqing roadshows:

- Participating media outlets: 68
- Media reports: over 800
- Publicity value generated: HK\$20 million



## Outstanding visitor services

We constantly strive to provide visitors with efficient, high-quality service that enriches the visitor experience. For the convenience of visitors to Hong Kong we expanded our visitor information services by adding a mobile instant messaging app, called Line app, which enables us to provide an instant response to visitors' enquiries, as well as the latest recommendations and travel information.



- Our Visitor Centres served more than 1 million visitors in 2016/17
- The Concierge Hotline provided services to 127 registered users, including 96 hotels, 6 malls, 8 attractions, 9 QTS-accredited accommodation services, and 8 QTS-accredited department stores

## Multi-Destination Travel

The HKTB all along works with neighbouring travel destinations to promote multi-destination itineraries bundling the unique appeal and tourism resources of Hong Kong and other places, complementing each other's strengths to attract more visitors to the region.

### Deepening our partnership with the Taiwan Tourism Bureau

In 2016/17, we continued to work with the Taiwan Tourism Bureau to attract North American visitors by promoting to them more innovative and unique itineraries that allow visitors to enjoy amazing experiences in both Hong Kong and Taiwan in a single trip. We also launched a new Hong Kong-Taiwan package and collaborated on advertisements that highlighted the attractive features of both regions. The advertisement we ran in Canada was awarded an advertising design prize.

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Blackout dates apply 13-15 Sept 16, 28 Jan-Feb 17, 21-25 Mar 17

The new Hong Kong-Taiwan package was very well received, resulting in double-digit growth in the number of Canadian visitors on Hong Kong-Taiwan itineraries in 2016

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## Developing the Hong Kong, Zhuhai and Macao multi-destination market

The commissioning of the Hong Kong–Zhuhai–Macao Bridge (HKZMB) will enable more frequent exchanges among the three cities. To formulate strategies to promote multi-destination travel that caters for the needs of different markets, representatives from the HKTB's Worldwide Offices visited Zhuhai to learn more about the latest developments and trends in tourism there.

The Belt and Road Initiative also presents enormous opportunities for collaboration among regions along the route. We therefore worked with the Zhuhai Culture, Sports and Tourism Bureau, the Shenzhen Culture, Sports and Tourism Bureau, and the Macao Government Tourism Office to co-host a trade seminar in Thailand, showcasing the tourism highlights of the four destinations. The participating trade members subsequently launched new multi-destination itineraries and products featuring the four destinations.

Over 100 local travel trade members participated in the trade seminar on multi-destination itineraries held in Thailand

