

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.



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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.

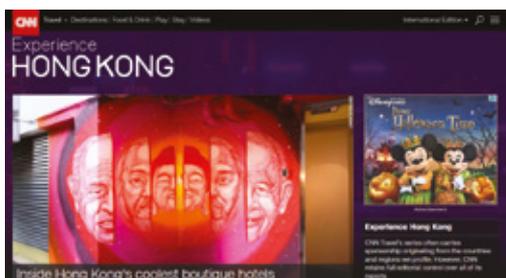
We also partnered with a number of international news agencies, including Reuters and Associated Press, to produce photos, videos and articles about various mega events in Hong Kong. The enormous reach of these international news agencies allowed media in different regions to obtain the information about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



Hong Kong



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

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