

## 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  Show me

**Tasting the Town**  
Whether it's street food loved by visitors, chefs or Michelin-starred restaurants, renowned worldwide, one place has it all. Come discover Hong Kong like a local. DiscoverHongKong.com

**Journeys of Discovery**  
From the world's tallest observation wheel to the world's longest suspension bridge, Hong Kong has it all. Discover the best of Hong Kong's natural wonders, countless mountain paths and cultural villages. Come discover Hong Kong like a local. DiscoverHongKong.com

**Hipster Stuff**  
Experience the best of Hong Kong's hipster scene. From vintage shops to indie music venues, discover the best of Hong Kong's hipster scene. DiscoverHongKong.com

**Family Time**  
Enjoy quality time with your family in Hong Kong. From the world's tallest observation wheel to the world's longest suspension bridge, Hong Kong has it all. Discover the best of Hong Kong's natural wonders, countless mountain paths and cultural villages. Come discover Hong Kong like a local. DiscoverHongKong.com

**GOURMET FOR EVEN THE CHOOSIEST PALATES**  
Whether it's street food loved by visitors, chefs or Michelin-starred restaurants, renowned worldwide, one place has it all. Come discover Hong Kong like a local. DiscoverHongKong.com

**YOU DON'T HAVE TO GO FAR FOR THE GREAT OUTDOORS**  
Rejuvenate body and soul (yep, it's the natural wonders, countless mountain paths and cultural villages). Come discover Hong Kong like a local. DiscoverHongKong.com

**A PLACE GLOBAL TRENDSETTERS CALL HOME**  
Hong Kong is a place where the world's most influential people and brands call home. From the world's tallest observation wheel to the world's longest suspension bridge, Hong Kong has it all. Discover the best of Hong Kong's natural wonders, countless mountain paths and cultural villages. Come discover Hong Kong like a local. DiscoverHongKong.com

**THE BIGGEST ATTRACTION IS FAMILY TIME**  
Turn life's moments into lasting memories with loved ones in Hong Kong. Enjoy theme parks, boat trips, natural wonders and more. Come discover Hong Kong like a local. DiscoverHongKong.com