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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 world 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. DiscoverHongKong.com

Hipster Stuff
From the world's tallest observation wheel to the world's longest suspension bridge, Hong Kong has it all. DiscoverHongKong.com

Family Time
From the world's tallest observation wheel to the world's longest suspension bridge, Hong Kong has it all. DiscoverHongKong.com

GOURMET FOR EVEN THE CHOOSIEST PALATES
Whether it's street food loved by world 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 world), countless mountain paths and cultural villages. Come discover Hong Kong like a local. DiscoverHongKong.com

A PLACE GLOBAL TRENDSETTERS CALL HOME
From the world's tallest observation wheel to the world's longest suspension bridge, Hong Kong has it all. 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