Impactful Global Promotions

Exhilarating experiences and diversified tourism products are what make Hong Kong stand out from its competitors. In 2017/18, we strategically rolled out market-specific integrated campaigns to encourage visitors from 20 key markets to explore the “Best of All” in Hong Kong, and discover Hong Kong like a local. Let’s take a look at some of our BEST initiatives.

Mainland China

While the Mainland is currently Hong Kong’s biggest tourism market in terms of visitor arrivals, many other destinations are trying to get a share of this huge market. In the face of fierce competition, our main objective was to revitalise re-visit desire and entice first-timers, by providing attractive offers leveraging festive occasions and promotional windows, as well as making use of influencer marketing, celebrity endorsement and creative MICE and cruise promotions.

Stepped up trade promotions and partnerships riding on the 20th anniversary of the establishment of the HKSAR

Riding on the commemoration of the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), we strengthened our partnership with key airlines and travel agents including Air China, Cathay Pacific, Hong Kong Airlines, China Eastern Airlines and China Travel Service, and rolled out special travel packages through digital and traditional media channels to arouse consumer awareness of the celebration and draw FIT visitors from targeted cities. We also continued to work with popular online travel agents like Ctrip, Tuniu and Fliggy to roll out new products targeting young and family travellers as well as introduce exclusive offers for the 20th anniversary celebration and promotional windows.

Targeting the digitally savvy Mainland consumers who are in the habit of getting travel ideas and advice through online platforms and travel websites, we renewed our partnership with Tencent and entered into a strategic collaboration with Mafengwo to create positive stories riding on the 20th anniversary
celebration, with a view to reviving Hong Kong’s image as a welcoming, hospitable and chic destination.

To strengthen emotional bonding while sustaining our “Best of all, it’s in Hong Kong” brand campaign promotion, we incorporated the 20th anniversary promotional message into our brand videos which were shown on key national video portals.

- Sales from airline co-op campaigns for the 20th anniversary of the establishment of the HKSAR: over 13,000 air tickets and close to 5,000 packages
- Travel packages sold by Ctrip, Tuniu and Fliggy throughout the year: over 1.5 million
- Total publicity value generated from partnerships with Tencent and Mafengwo: over HK$32 million

KOL endorsement to capture the young segment

To revive Hong Kong’s tourism appeal among Chinese visitors, especially those born in the 1980s and the 1990s, who accounted for 70% of China’s outbound travel market share in 2016 according to a market research study¹, we invited celebrities and KOLs to endorse our promotions.

In February 2018, we appointed popular Hong Kong-born pop idol Jackson Wang as the “Hong Kong Tourism Envoy” to engage young Mainland visitors. A crowning event was held and the news was promoted across various social media platforms. As part of the promotion, we invited Jackson to ride on the HKTB float during the International Chinese New Year Night Parade.

Apart from soliciting support from influencers, we stimulated interest about Hong Kong by inviting high-rating Mainland reality shows, including “Day Day Up”, “Happy Camp”, “Amazing Race”, “Go Fighting” and “Chef Nic” to film in Hong Kong. These shows,

which featured famous celebrities from Mainland and Hong Kong and were widely broadcast on provincial satellite TV channels and online TV platforms, helped promote Hong Kong’s tourism appeal to a wide audience.

During the Halloween promotional window, we collaborated with Wang Nima, an online character popular among young netizens for his humour, to promote festive themed products on Yaachoafa.com, an online travel platform. The character’s comical style matched perfectly with the Halloween promotion.

- Publicity value generated by “Day Day Up”, “Happy Camp”, “Amazing Race”, “Go Fighting” and “Chef Nic”: over HK$600 million

Tapping into new MICE segments and markets and promoting cruise tourism on social media

We cooperated closely with our trade and media partners to promote Hong Kong as a MICE and cruise destination. Through corporate outreach, we successfully partnered with direct selling industry media partner HOPE MEDIA to open up new opportunities for incentive tourism. This partnership brought us two Mainland familiarisation trips. The customised itineraries allow MICE event organisers, corporate decision makers and convention organisers from an array of industries and academies to experience Hong Kong’s appeal for incentive events. In addition to developing new segments, we organised two integrated MICE events to tap the potential of new markets such as Guangzhou and Chengdu.

For cruise tourism, we adopted seasonal promotions supported by media collaboration with popular news apps, Toutiao and Netease, partnership with social media KOLs and tag-on promotion on media channels, targeting the family and young segments. Riding on World Dream Cruise’s maiden voyage ceremony in late 2017, we launched a series of advertisements and social media communications on WeChat to generate awareness and arouse consumer aspiration to enjoy a cruise holiday in Hong Kong.

- The achievements of integrated MICE events in Guangzhou and Chengdu: 21 MICE groups with close to 7,000 arrivals
- Impressions for cruise seasonal promotions: Over 380 million
Taiwan

To many Taiwanese travellers, Hong Kong may be no strange place. In an effort to entice more repeat visitors from Taiwan, we introduced a host of innovative marketing and PR promotions to inspire them to explore Hong Kong in depth and discover the authentic local culture.

Intensive promotion of Old Town Central

We invited two Taiwanese expatriates living in Hong Kong to share their own experiences in Central at a media launch in May 2017 to introduce our Old Town Central (OTC) promotion. The launch was followed by a series of marketing and PR promotions, including outdoor advertisements at Taipei Mass Rapid Transit (MRT), distribution of the Old Town Central guidebooks along with local magazines, media familiarisation trips, TV news stories and teaser videos on digital platforms.

We also engaged Taiwanese illustrators, writer, actress and bloggers to shoot six fun-filled videos sharing their recommendations for the best experience in the OTC neighbourhood. The videos became instant hit and went viral on social media.

Meanwhile, we aroused awareness of the campaign among our Taiwanese travel trade partners by inviting them to participate in walking tours and dress up in the traditional qipao. We also entered into strategic partnerships with Cathay Pacific, China Airlines and 11 travel agents.

- Publicity value generated by the Old Town Central media launch: HK$3 million
- Old Town Central influencer videos: viewed by over 2 million
- Sales of air tickets and packages resulting from Old Town Central trade co-op: 14,000 pax
Innovative seasonal promotions

Conventional promotions can no longer satisfy sophisticated Taiwanese travellers. In 2017/18, we adopted creative approaches to boost our city’s seasonal appeal. For example, we invited professional Taiwanese cyclist Feng Jun Kai to join the Hong Kong Cyclothon and the press conference to promote the first-ever Union Cycliste Internationale (UCI) Asia Tour Class 1.1 Road Race in Hong Kong. Together with sports journalists joining the media familiarisation trip, a total of 48 Taiwanese cyclists participated in the sporting event and generated extensive media coverage.

Winter is another high season for Taiwanese visitors to travel. Partnering with popular music band Won Fu, we produced a customised Christmas digital video and showed it on a dedicated campaign site to promote the Hong Kong WinterFest. To encourage consumers to watch the video, a promotional code was embedded in the video for purchasing China Airlines flights at special prices.

- Publicity value generated by Hong Kong Cyclothon Taiwan promotion: HK$5.2 million
- Publicity value generated by Hong Kong WinterFest Taiwan promotion: HK$5.9 million

Promoting fly-cruise as the next big thing

Fly-cruise is promoted in the Taiwan market as a new trend of travelling. We actively showcased the appeal of fly-cruise to Taiwanese consumers by cooperating with a famous TV travelogue and generating coverage from numerous media familiarisation trips. We also worked with Dream Cruises, Eva Air and travel agents to roll out a four-day, three-night tour product with a night’s stay in Hong Kong. The tour product was promoted widely through outdoor advertising at MRT stations and as a special highlight at various consumer travel shows.

- Arrivals generated by fly-cruise packages under long-term tactic co-op with Dream Cruises: 7,200 pax
Japan

Enticed by its gastronomy and eclectic mix of Chinese and Western cultures, many Japanese consumers consider Hong Kong to be an ideal short-break getaway travel destination. In 2017/18, we rolled out a number of creative campaigns endorsed by celebrities with support from the media and the travel trade to reinforce Hong Kong’s appeal to Japanese travellers.

Hong Kong Shingo Art

We invited Japanese celebrity Shingo Katori, who is hugely famous in Japan, to paint a street art piece on the side wall of the Central-Mid-Levels escalator, the world’s longest outdoor covered escalator system. This collaboration helped attract Japanese art lovers to visit Hong Kong, especially during Hong Kong Arts Month in March 2018, and draw their attention to Old Town Central (OTC).

With the title Large Mouth Dragon Boy, Katori had chosen dragon, an auspicious symbol in feng shui, as the theme of his first overseas art piece. An integrated promotion was launched with an unveiling ceremony performed by Katori in Central, followed by cooperation with key Japanese national newspapers, distribution of the making-of videos and photos via media outlets and social media platforms with hashtag “hkshingoart”, and the launch of travel packages featuring Katori’s art piece by major Japanese travel agents.

- As of late September of 2018, global publicity value generated from Hong Kong Shingo Art: HK$55 million
Story featuring Kiko Mizuhara in madame Figaro japon

Fashion magazine madame Figaro japon published a special feature of over 40 pages titled “24 hours, addicted to Hong Kong” to showcase Hong Kong’s allure from day to night. Featuring the HKTB’s “Star HK Mai” and famous Japanese model and actress Kiko Mizuhara, the story paid homage to the internationally renowned Hong Kong director Wong Kar Wai, whose films are widely appreciated in Japan. A dedicated page with a video of Mizuhara and 15 related articles were published on the magazine’s official website and generated widespread publicity.

• Publicity value generated by the madame Figaro japon feature: HK$4.5 million

Biggest-ever Japanese trade delegation

The biggest-ever trade delegation comprising 60 key travel agents from Tokyo, Nagoya, Osaka, Fukuoka and Sapporo visited Hong Kong in June 2017. We arranged a four-day familiarisation trip for them to experience the latest tourism offerings, including Great Outdoors Hong Kong and OTC, and a contracting day on which they had the opportunity to meet over 100 Hong Kong travel trade representatives in one-on-one meetings to generate business leads.

• Five top Japanese wholesalers, namely JTB, H.I.S., Nippon Travel Agency, Kinki Nippon Tourist and JALPAK had included Old Town Central in their tour packages
South Korea

Korean visitors are often after hip and trendy elements when they travel. We therefore collaborated with different sectors to introduce integrated marketing campaigns with stylish and trendy themes to capture their attention.

Celebrities and KOLs to promote Old Town Central

A core highlight of our Korean promotion was the Old Town Central (OTC) neighbourhood, which is famous for street art, east-meets-west architecture and local delicacies. To enliven the experiences offered by OTC, we collaborated with Travel Factory, a major Korea-based social media travel platform, to make two artistic and romantic videos and disseminated them with photos across the digital platforms of selected social media influencers.

We also engaged TV channels, including KBS, SBS and MBC to film their programmes and dramas at signature spots in OTC. Korean celebrities such as Jang Hyuk were featured to attract their fans’ attention. To further enrich visitors’ in-town experience, a Korean version of the OTC guidebook, map and special coupon booklet were published.

Parallel to our PR and marketing effort, we lined up various trade cooperation projects, including attractive airfare and tour packages offered by Asiana Airlines and key travel agents, to stimulate tour booking. We also participated in two major consumer shows, Korea World Travel Fair (KOTFA) and Hana Tour Travel Mart, to introduce related products to the consumers.

- Publicity value generated by the Old Town Central-related promotions: HK$300 million
- Number of attendees in the two consumer shows: 160,000
Down the memory lane

Apart from arts and culture, many Korean consumers are fond of hiking. Mixing greenery with beautiful photo opportunities, a hiking trail from the Peak to Hong Kong University themed “Down the memory lane” was introduced to Korean consumers during Great Outdoors Hong Kong. A video was produced in partnership with a social media community to highlight the stunning views along the hiking trail. Partnering with eight FIT travel agencies, Korea’s top wholesaler Hana Tour and Hong Kong airlines Cathay Pacific, attractive packages and products featuring the hiking trail were developed. Free guided hiking tours and various food and transport offers were also provided to enhance the campaign’s appeal.

- Sales of tour packages in cooperation with FIT travel agencies, Hana Tour and Cathay Pacific: around 5,200 pax

Hot airfare deals for Hong Kong Summer Fun

Like their counterparts in other short-haul markets, Korean consumers enjoy spending a few days with their friends and families in neighbouring destinations during the summer holiday. In view of this opportunity, we entered into a tactical partnership with Cathay Pacific to promote hot airfare deals and rolled out consumer campaigns via a wide range of online platforms including Facebook, Instagram and the official websites of the HKTB and Cathay Pacific, to make Hong Kong the first choice of Korean travellers during summer.

- Impressions generated by Hong Kong Summer Fun: 33.8 million
- Sales of Cathay Pacific’s tickets during Hong Kong Summer Fun: over 16,000 pax
Southeast Asia

While rolling out integrated campaigns targeting Southeast Asia as a market region, we address the needs of individual markets – particularly Singapore, Malaysia, the Philippines, Thailand and Indonesia – by localising our promotions.

Integrated communication campaigns with market-specific elements

In conjunction with major events and promotional windows, the HKTB rolled out creative integrated campaigns across the region.

Leveraging our global PR initiative, “20 of the Best in Hong Kong’s Old Town Central”, expatriates from the five Southeast Asian markets who were living in Hong Kong were featured to attract media interest. Around 200 print and TV features encompassing local culture, street art and history were generated.

During Hong Kong Arts Month in March 2018, we invited four Indonesian influencers from the arts and lifestyle sectors to explore the city’s glamorous art scene. Together with three top Indonesian media outlets, the trip generated extensive media coverage across print, online and social platforms covering the Indonesian, Singaporean and Thai markets. A community gathering with the renowned Indonesian curator Vivi Yip was also held to engage the local arts community and collectors.

Since cycling activities are popular in Thailand, we actively promoted the Hong Kong Cyclothon in the market and successfully attracted many avid Thai cyclists to join the event, including two famous Thai cyclists, Vanitcha Mint and Nick Sagarik, who subsequently shared their experience with a wide range of Thai media and on their social media accounts. Related travel packages were launched to draw sports enthusiasts from Thailand.

- Publicity value generated by all Old Town Central-related campaign and publicity: over HK$15 million
- Publicity value generated by the Hong Kong Arts Month integrated campaign: HK$7.4 million
- Number of Thai cyclists participating in the Hong Kong Cyclothon: 110
Hong Kong Live in Kula Lumpur

To promote Hong Kong as a Muslim-friendly destination and showcase its latest offerings, we joined hands with eight key attractions to organise a large-scale six-day promotion at Suria KLCC, a premier shopping mall in Malaysia. To celebrate the 20th anniversary of the HKSAR, Mr Rimsky Yuen, the then Secretary of Justice of the HKSAR Government, was invited to officiate at the event with a Malaysian Muslim celebrity family, Awal Ashaari, Scha Alyahya and their daughter. A Muslim corner was set up displaying Hong Kong’s Muslim-friendly offerings. Exclusive Hong Kong packages were offered to consumers by Malaysia’s top travel agencies and airlines.

- Publicity value generated by the Hong Kong Live in Kuala Lumpur promotion: HK$3.4 million

Extensive trade collaboration and promotion

As many Southeast Asian visitors like travelling en famille, we launched a total of eight “Hong Kong Family Fun” campaigns in the five markets during the year in partnership with travel agents and airlines to attract families during school holidays. In Thailand, we participated in the Thailand International Travel Fair together with 10 travel agents and launched special deals on airfares, hotels and attractions. We also engaged Hong Kong-based Thai lifestyle and parenting social influencer, “Eat Like 852”, to share her recommendations on Hong Kong food and family activities from a mom’s perspective.

In the Philippines, we joined two of the biggest consumer travel fairs, namely Travel Madness Expo and Travel Tour Expo, to arouse consumer awareness and promote package sales. Leveraging the HKTB’s promotional windows including Old Town Central and Great Outdoors Hong Kong, we cooperated with AirAsia and Singapore Airlines as well as online travel booking platform Klook to roll out special fare promotions in Malaysia and Singapore respectively. In Indonesia, a consortium of five top travel agents was formed to raise awareness and boost sales of multi-destination travel packages featuring Hong Kong, Macao, Shenzhen and Zhuhai.

- Air ticket sales performance under co-op with Singapore Airlines and Klook: year-on-year increase of over 40%
Fostering trade partnership to promote MICE tourism

With four emerging markets, Southeast Asia presents great potential for MICE tourism. During the year, we organised a four-day trip so that over 25 MICE travel agents from the market region could meet with over 90 Hong Kong trade partners and experience Hong Kong’s MICE offerings.

We also co-hosted two corporate dinners with Garuda Indonesia and Cathay Pacific to showcase Hong Kong as an ideal meeting and incentive destination to Indonesian corporations.

- Number of meeting and incentive companies joining the two corporate dinners: 90
New Markets

In view of the strong influence of KOLs and celebrities in the New Markets, which include India, Russia and the markets in the Gulf Cooperation Council (GCC), the HKTB solicited their support to maximise the effectiveness of our promotions.

Exploring Hong Kong with Indian KOLs

During the year, we identified and collaborated with two major KOLs, namely model-actress Bani J and celebrity chef Kunal. With Bani J, we filmed an inspirational, call-for-action video about Old Town Central (OTC) which was shown on the famous travel planning website Kayak as well as digital and app platforms to maximise reach. As for Kunal, we produced five thematic videos during the Hong Kong Wine & Dine Festival in partnership with Cathay Pacific and ABP TV channel, on which the celebrity chef's visit was featured.

- Impressions resulted from Bani J’s Old Town Central campaign: over 1.2 million
- Publicity value generated by Chef Kunal's Hong Kong visit: HK$1.1 million
Romantic Hong Kong presented by Viu India

We worked with popular digital TV platform Viu India to produce the romantic comedy series “It happened in Hong Kong”, which featured two solo travellers’ experience in Hong Kong. In addition to Viu India, the web series was edited and broadcast on Zoom TV, a major TV channel in the market.

- Audience reached through Viu India and Zoom TV: 110 million
Trade partnerships and networking in Russia

To bring Hong Kong to the top of the mind of young and mid-career Russian travellers, we entered into strategic partnerships with various airlines, including Finnair and Emirates for joint promotions. We also promoted trade networking by inviting 18 Russian buyers from Moscow, St Petersburg and Vladivostok to visit Hong Kong. The delegation had a first-hand experience of OTC with a trial of qipao dress-up and met with 92 Hong Kong trade partners to generate business leads.

• Year-on-year increase of online booking of Finnair flights from Russia to Hong Kong during the campaign period: 102%

Four days in Hong Kong with Emirati KOL

As Cathay Pacific celebrated 40 years of its Hong Kong-Dubai direct flight, we joined hands with the airline to host an influential TV anchor, Mahira Abdelaziz, from the GCC on a four-day tour in Hong Kong where she was introduced to the dazzling art scene in OTC and Muslim-friendly locations across the city including a wide range of Halal restaurants. The trip was featured across different platforms including the social accounts of Mihira, Cathay Pacific, and digital travel platform Travall World.

• Overall reach on social media generated by Mahira’s four-day Hong Kong trip: close to 1 million
Australia

Authentic experiences offered by Hong Kong – from street food to traditional festivals, the stunning night view of Victoria Harbour and natural landscape – are on many Australian travellers’ bucket list. Through media engagement and trade partnership, we employed a call-to-action strategy to invite Australian travellers to turn their wish into reality.

Discover Hong Kong with Studio 10

A two-week long feature with five seven-minute travelogues and five one-minute live reads were aired on Studio 10, an Australian morning lifestyle talk show broadcast every weekday on Network Ten, covering nearly all aspects of travel experiences in Hong Kong with a special highlight on Old Town Central and the 20th anniversary of the establishment of the HKSAR.

- Publicity value generated by the two-week feature on Studio 10: HK$2.4 million
Content marketing with Fairfax Media

We entered into a one-year partnership with Australian media giant Fairfax Media and developed creative content across the group’s various platforms, including the oldest national newspaper *The Sydney Morning Herald* and online lifestyle brands *Good Food* and *Traveller*. The messages were amplified with three up-weighted bursts highlighting Hong Kong Summer Fun, Hong Kong Wine & Dine Festival and local culture. The cooperation also included a dedicated Hong Kong hub on the *Traveller* website, takeovers advertising and trade partner engagement in each burst: in partnership with Cathay Pacific, the Macao Government Tourism Office, Wendy Wu Tours and Dream Cruises.

- Publicity value generated by all the online and social media coverage across Fairfax Media’s platforms: HK$3 million

Tactical promotional campaigns with Qantas and Virgin

Airline collaboration is the most direct way to boost arrivals. With our strategic partner, Qantas Airways, we promoted special airfare and package sales through a host of media tools, including travel aggregators, social media accounts and search engine advertisements to drive bookings. Meanwhile, leveraging Virgin Australia’s inaugural flight from Melbourne to Hong Kong in July 2017, we actively showcased Hong Kong as a preferred travel destination and hosted a familiarisation trip for eight media titles flying with the inaugural flight for a four-day tour in Hong Kong.

- Reach of the coverage generated by the launch of the Virgin Australia inaugural flight: 2.2 million
**Americas**

In the light of the popularity of TV, social media and multi-destination travel among consumers in the Americas, the HKTB rolled out numerous TV and social media promotions and partnered with the tourism organisations of neighbouring destinations to drive traffic to the region.

**Multimedia marketing and PR promotions**

TV remains the best tool to reach consumers in the US. During the year, we hosted US travel expert Rudy Maxa, who filmed two episodes of his PBS show “Rudy Maxa’s World” in Hong Kong, exploring the city’s gastronomy, architecture and nightlife with another US-based chef. The TV opportunity was supplemented by five online videos, a two-hour national radio show and social media promotions.

In addition, Hong Kong was prominently featured in the finale of the 30th season of the ever-popular show “The Amazing Race” on CBS.

As for social media, partnering with two US influencers and dominant Instagram travel platform Passion Passport, multiple posts and powerful visuals with an emphasis on Old Town Central and Great Outdoors Hong Kong had been generated. A custom Hong Kong page was also created on Passion Passport together with a feature video and an Instagram Challenge contest for the participants to win a trip to Hong Kong.

In Canada, where our major target segments were mid-career travellers and achievers, we joined hands with media group Zoomer Media to convey our brand message across its platforms, including two double-page spread features in the magazine Zoomer, and “Hong Kong Content Hub” on the lifestyle website everythingzoomer.com with travel stories, videos, banner advertisements, e-blasts and e-newsletters.

- Impressions generated by the Passion Passport social influencer campaign in the US: 27 million
- Impressions generated by the Zoomer media co-op in Canada: 2.6 million
Actively participating in MICE and cruise industry events to generate business

The US is one of Hong Kong’s important sources of MICE and cruise arrivals. For the seventh consecutive year, we set up a Hong Kong Pavilion at the largest MICE trade event in the Americas, IMEX America, which was held in Las Vegas. Teaming up with 25 trade partners including hotels, venues, attractions and destination management companies, we promoted Hong Kong’s latest MICE products and the HKTB’s professional services to the event participants.

Meanwhile, to sustain Hong Kong’s image as “Asia’s Cruise Hub”, we once again exhibited in the world-leading annual cruise event Seatrade Cruise Global in the US. This year, we hosted a media lunch for the trade media and cruise line executives to announce the recent major infrastructure development in Hong Kong, the Hong Kong-Macao-Zhuhai Bridge and the Hong Kong Section of Guangzhou-Shenzhen-Hong Kong Express Rail Link. HKTB Executive Director Mr Anthony Lau also shared his insight as a panel speaker. To grow the high-potential fly-cruise business, we rolled out a fly-cruise marketing campaign in the US to amplify destination awareness for cruise-focused retail consortia. On top of a series of consumer marketing campaigns rolled out through print, digital and social media networks, we specially provided destination training and conducted trade engagement for the agents of Cruise Planners, an American Express Travel representative, to build their awareness and market knowledge.
• Buyer appointments and group presentations arranged at IMEX America: over 230

• Increase in sales of Hong Kong cruise products after the Cruise Planners fly-cruise marketing campaign in the US: 45%

• International awards won by the Cruise Planners fly-cruise marketing campaign:
  – Gold Award in the “Integrated Marketing Campaign” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2017
  – Silver Award in the “Destination Marketing – Web Marketing/Advertising” category, Travel Weekly Magellan Awards 2017

Multi-destination promotions

Our US and Canadian offices actively promoted multi-destination itineraries featuring Hong Kong and its neighbouring destinations to North American consumers. With the Taiwan Tourism Bureau, we held a partnership reception in Vancouver, entered into tactical co-ops with major airlines, cooperated with Canadian ethnic media Fairchild Media Group to produce a travel series, conducted trade events in Los Angeles and San Francisco to boost awareness of key US trade partners and organised travel missions as well as media and trade familiarisation visits. And with the Macao Government Tourism Office, we rolled out a search engine marketing co-op campaign to raise awareness of the vacation packages by key US tour operators featured on the HKTB’s official website.

• Year-on-year increase in the sales of travel packages in Canada during multi-destination cooperation with Taiwan Tourism Bureau: 183%

• One-on-one appointments with Hong Kong and Taiwan suppliers in Los Angeles and San Francisco arranged: 405
Europe

We collaborated extensively with the media and the travel trade to increase Hong Kong’s brand presence in Europe. Leveraging our “Best of all, it’s in Hong Kong” brand campaign and Old Town Central (OTC) campaign, we tailor-made promotions that catered to the interests of consumers in the various target markets.

Showcasing the authentic Hong Kong experience in France

French people are known for their love of culture and good food. Our Paris office therefore focused on promoting “Best Dining”, “Best Cultural Immersions” and “Best Outdoor Adventures” under the “Best of all, it’s in Hong Kong” brand campaign to capture the hearts of French consumers.

A major initiative was the collaboration with the prime-time travelogue “Le Plein de Sensations” on France 4 TV to produce a 90-minute TV show featuring two celebrities’ visit to Hong Kong, which generated immense publicity. We also launched a digital campaign in France to showcase captivating experiences offered by OTC on the websites of influential media including Cosmopolitan and Marie-Claire.

Another exciting initiative was our participation in the Lyon Street Food Festival. As Hong Kong was the destination of honour, we piqued the interest of the patrons by offering authentic local food including dim sum, baos and noodles, a mahjong workshop, and OTC street art.

- Publicity value generated by all “Best of all, it’s in Hong Kong”-related campaigns in France: HK$ 98 million
- Reach of the OTC digital campaign and Lyon Street Food Festival: 8 million consumers
Reaching consumers through KOL, media co-op and trade activities in Germany

We invited Marc Baechtold, a GoPro ambassador to experience Hong Kong’s hip lifestyle and great outdoors. The result was impressive — his videos and photos were prominently featured on GoPro online communities around the world and his Hong Kong brand video was broadcast on McDonald’s in-store TV channel in the fast food chain’s 850 branches in 575 cities across Germany.

The GoPro ambassador was also invited to speak about our collaboration at ITB Berlin 2018, the world’s largest tourism trade fair, where we promoted Hong Kong through interesting programmes such as sampling of Michelin Guide-recommended egg waffles by Mammy Pancake.

We worked extensively with both the travel trade and the media to promote Hong Kong in Germany. Throughout the year, we partnered with Lonely Planet, leading German travel companies including DERTOUR, STA Travel and Meier’s Weltreisen and major airlines to roll out promotions. We also engaged high-end magazines including the magazine of the biggest German outdoor supplier Globetrotter and prime geographic magazine Geo Saison, and disseminated audio kits featuring various events and promotions to 200 radio channels with an average broadcasting time of one hour per channel.

- Publicity value generated by Marc Baechtold’s influencer campaign: HK$13.7 million
Manifold collaborative projects in the UK

Leveraging our new OTC campaign and the 20th anniversary of the establishment of the HKSAR, our UK office lined up comprehensive PR programmes to promote Hong Kong via top media outlets, including travel programme “Travel Man” on Channel 4, national newspapers such as The Guardian, Metro, The Times, The Sunday Times, The Mail Online and The Daily Telegraph, and magazines like Lonely Planet Traveller and Reader’s Digest. To inspire British travellers to explore different neighbourhoods and core experiences, we cooperated with British Airways and British digital travel platform Secret Escapes to launch a multimedia micro-site which categorised the various districts of Hong Kong by their specialties. We also embedded the HKTB competition site onto this micro-site to drive traffic to our official website.

At the same time, we continued to engage convention organisers by presenting at the annual meeting of the International Association of Professional Congress Organisers (IAPCO) and successfully secured a study mission of world-class professional organiser K.I.T. Group to Hong Kong. We also led a trade mission with 44 Hong Kong trade partners including hotels, attractions and ground handling agents to the UK and met with 33 UK buyers from across the leisure and business-to-business sectors.

- Total publicity value generated by the PR programme related to Old Town Central and the 20th anniversary of the establishment of the HKSAR: HK$40 million