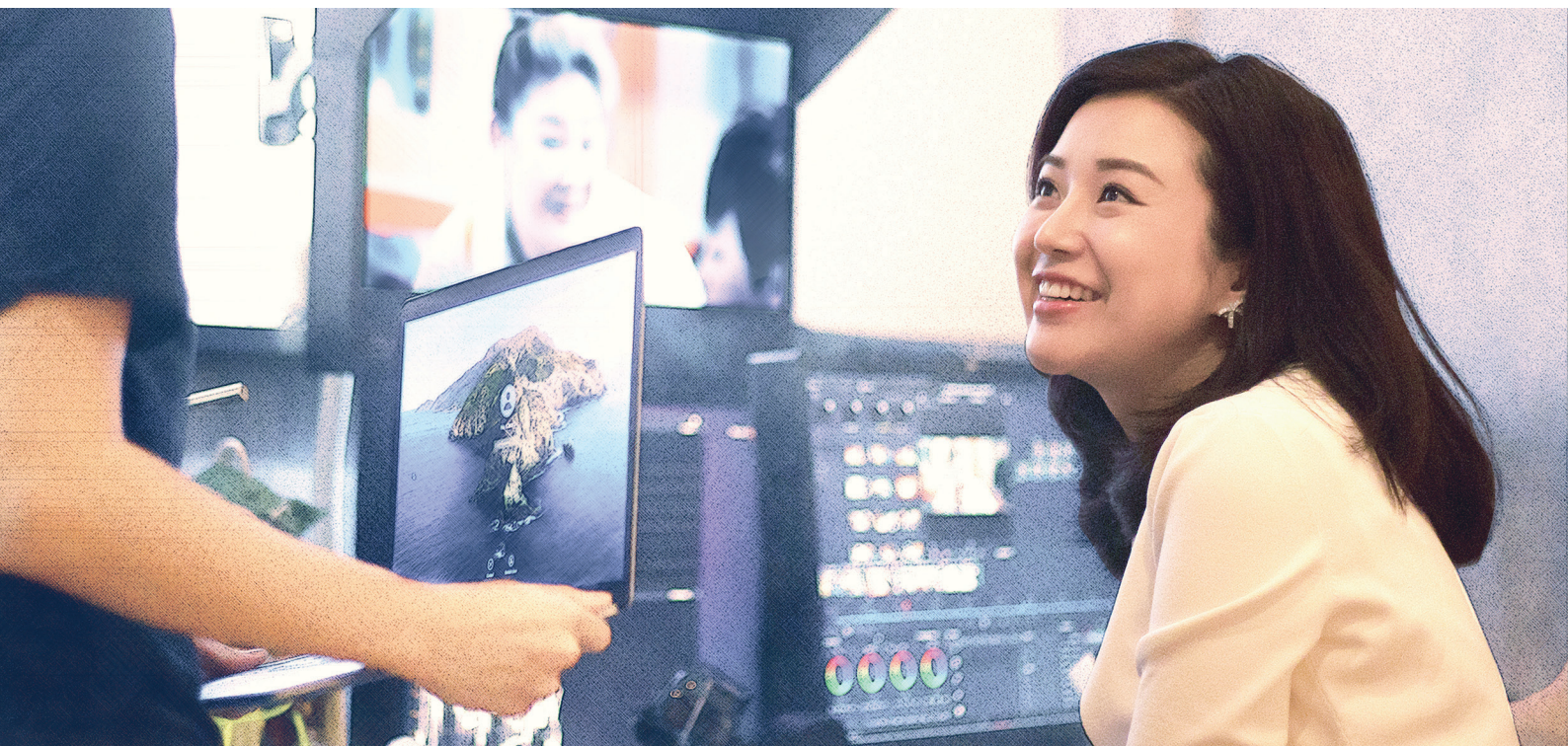




## LEADERSHIP INTERVIEWS & KEY ACHIEVEMENTS

Events and Promotions	12
Marketing	17
Public Relations & Visitor Services	20
Business Development	25
MICE	30
Cruise	34











## EVENTS AND PROMOTIONS

Mason Hung  
General Manager, Event & Product Development

### Hong Kong Events Still Shine

“ Hong Kong as the events capital would continue to showcase its vibrancy and positivity no matter rain or shine. ”

With a huge variety of events taking place year round, Hong Kong has firmly established its status as an events capital. In 2019/20, however, social incidents and the COVID-19 pandemic had forced many events to postpone or cancel. Mason Hung, General Manager of Event and Product Development (EPD) at the HKTb, shared how the HKTb continued to showcase the event appeal of Hong Kong and maintain relationships with event partners for future collaboration amidst the challenges.



## Sustaining the appeal and exposure of events

“Over the past year, we worked around the external challenges and hosted planned mega events whenever circumstances allowed. For instance, we scheduled the e-Sport & Music Festival (EMFHK) together with Ani-Com & Games Hong Kong and introduced the ‘one ticket, two events’ package for the first time ever,” said Hung.

As a result, the event attracted almost 85,000 participants, 10,000 more than the previous year; the pre-registration tickets for the music performances ran out in three days; and the overall satisfaction score was 8.5 out of 10, proving the effectiveness of the HKTb’s strategy.

“Apart from organising our own mega events, the HKTb provides support to major events organised by other parties, which are indispensable to Hong Kong’s event offerings. Early last year, we promoted Hong Kong Sevens by erecting a 25-metre giant floating rugby ball in Victoria Harbour to maximise the event exposure in town. The event’s reach was also bolstered with a fan zone in the vicinity of the main venue, offering live music and rugby action on a big screen to extend the enjoyment to more visitors and Hong Kong people,” Hung explained.





“Although some events had downsized, rescheduled or changed format due to the impact of social incidents and COVID-19, the HKTb continued to offer its unwavering support to maintain the presence of these events,” Hung stressed. He cited the Tai Hang Fire Dragon Dance, the festive ambience of which was enhanced with a giant traditional flower plaque; the promotional support for the Hong Kong Open, which attracted almost 37,000 spectators and 126 media from different parts of the world; and the “Art in Hong Kong” promotional window, during which the HKTb highlighted the online experiences offered by the signature arts events taking place in March 2020. To tap on the growing popularity of trail running in the world, the HKTb also supported Hong Kong 100 Ultra Trail Race to draw visitors. The event has attracted a total of 1,112 overseas runners, making overseas participation exceed 40%, including those from far afield as France and the UK, to the US and Canada, and from Singapore and Malaysia to Thailand and Japan.

“Hong Kong as the events capital would continue to showcase its vibrancy and positivity no matter rain or shine.” Hung stressed.



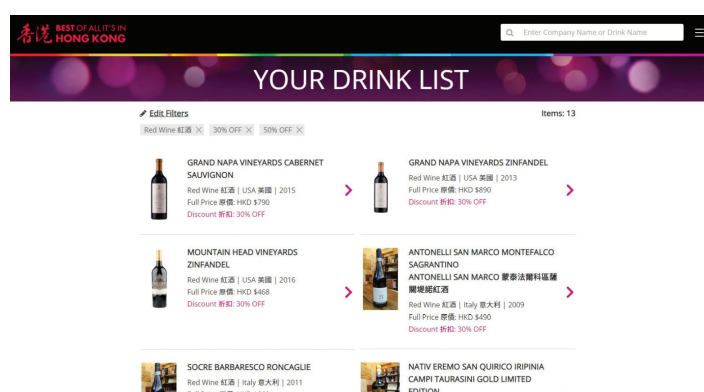


## Adapted strategy to minimise impact on event partners

With events that had to be cancelled, the EPD team dedicated their efforts to mitigating the impact on the concerned parties.

Shedding light on the HKTb's plan B for the Hong Kong Wine & Dine Festival, Hung said, "Given the social circumstances, it was only sensible for us to call off the festival, which was originally scheduled for October. The annual gastronomic event has long been an ideal business and branding opportunity for merchants as it attracts myriads of gourmets and wine lovers. To make up for the cancelled event, we enlarged the scale of the Hong Kong Great November Feast threefold and created an online marketplace called 'Hot Deals on the Grapevine' for the first time for the festival exhibitors to promote their wine and spirits products. In the end, most of the Wine & Dine Festival merchants listed their products on the online marketplace, offering an impressive collection of wines from around 120 vendors with deals up to 30% off."

Including the merchants on the online marketplace, the 2019 Great November Feast featured a record-breaking 600 restaurants and wine merchants across the city – five times more than the previous year.



## Trust untampered

"We are grateful for the strong bond and trust built through years of collaboration with various sponsors, event organisers, partners, government departments and participants. As soon as we confirmed the cancellation of the Hong Kong Dragon Boat Carnival, the HKTb offered sightseeing options and practice sessions in Shing Mun River to the guest athletes to ensure that they would still have a fruitful trip in Hong Kong. The guest teams were very understanding and said they would come again for future races. The mutual trust shared with our stakeholders is the fruit of our colleagues' continuous and patient engagement, and contributes to the staging of international events year after year, which is precisely what makes Hong Kong an unrivalled events capital," Hung said with a positive note.



# EVENT AND PRODUCT DEVELOPMENT

## KEY ACHIEVEMENTS IN 2019/20

### Events by the HKTb

#### e-Sports & Music Festival Hong Kong 2019 (EMFHK)

- Offered first-ever “one ticket, two events” experience with Ani-Com & Games Hong Kong
- Drew almost 85,000 visitors over three days, an increase of 10,000 from 2018
- e-sports tournaments broadcast on 9 social media and online streaming platforms, harnessing a viewership of 12 million worldwide
- Generated global publicity value of HK\$38 million
- Won 4 awards in the Marketing Events Awards 2020

#### Hong Kong Great November Feast

- Event period expanded to 3 months
- Partnered with FeedMe Guru and KLOOK for restaurants promotion
- 600 merchants participated in the event, 5 times more than the previous year
- “Hot Deals on the Grapevine” online marketplace collected offers from about 120 wine merchants

#### Hong Kong New Year Countdown

- The “A Symphony of Lights” show with rooftop pyrotechnics attracted over 46,000 spectators on both sides of the harbour

### Events supported by the HKTb

#### Hong Kong Sevens

- Over 600 media clips were generated
- Generated global publicity value of HK\$17 million
- Generated social media impression of 30 million

#### Tai Hang Fire Dragon Dance

- Satisfaction of event rated 8.9/10
- Likelihood to participate in similar event next year reached 91%

#### 2019/20 Trail Running Events

- Interviews from noted runners generated a social media impression of over 12 million

#### The 61<sup>st</sup> Hong Kong Open

- Attracted 126 media from different parts of the world
- Broadcast to almost 220 million households globally

#### Art in Hong Kong

- Extended promotional support to over 10 city happenings and virtual experiences featuring over 300 local and overseas institutions and galleries





HONG KONG  
TOURISM BOARD  
香港旅遊發展局



## MARKETING

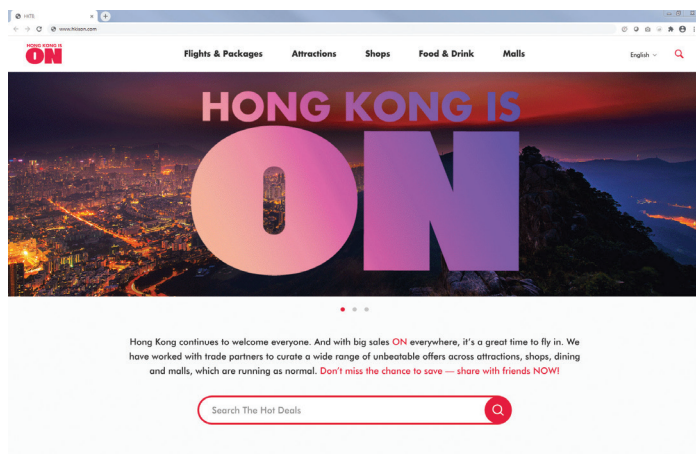
Samantha Fan  
General Manager, Marketing

### Making Known Hong Kong as an Always-ON City with Great Deals

“ ‘Hong Kong is ON’ is more than a promotional website, it is an initiative to bring back positivity and confidence in Hong Kong, and ultimately, to bring in visitors again. ”

Unpredictable social and market situations had brought never-before-seen operational and financial challenges to tourism and related businesses in 2019/20. Samantha Fan, the HKTb's General Manager of Marketing, recalled how her team materialised the “Hong Kong is ON” campaign, which sought to boost local spending desire and attract visitors with unbeatable offers across the city.





“As soon as the social incidents started in June, my team had worked closely with our colleagues in the Corporate Affairs Division to update DiscoverHongKong.com with the latest information on public transport, traffic, sightseeing spots and ports of entry on a round-the-clock basis, especially at weekends and holidays where social incidents were expected, so that visitors could gather all the necessary information they needed to make plans from a single, reliable channel,” said Fan.

As the impact of the social incidents on tourism emerged, it was the Marketing department’s job to translate the “Hong Kong is ON” campaign concept into a visible and attractive platform that would catch eyeballs and convert consumption desire to business.

“Within mere weeks, we needed to come up with a series of creative tools including an all-in-one website that covered a long list of offers as well as campaign visuals and point-of-sale displays. It really put the team’s wit and agility to test,” the Marketing team head said.

“I am truly grateful for the team’s dedication. It was no mean feat to put together a campaign website with loads of offers in different languages for launch in December, which was barely a month after the initial proposal of the campaign in November.”

## Targeting genuinely interested consumers

When designing promotions aimed at triggering the spending desire of the local population, Fan and her colleagues deployed target marketing strategies to deliver unique “ON” messages such as “Shop ON”, “Dine ON” and “Stay ON” to consumers with interests that matched with the offers in the campaign.





"We noticed that many in Hong Kong, including expatriates, have always responded well to value-for-money offers. Behaviourally, such consumers are tech-savvy and know where to look online to compare deals. That's why we opted for programmatic media buying on popular consumer portals including hotel booking sites, attraction ticketing sites and online restaurant directories such as OpenRice, to increase awareness of the 'Hong Kong is ON' campaign with eye-catching, animated images and drive conversion in the respective sectors," Fan elaborated.

For overseas markets, timing and market selection were both decisive factors for the promotions to take effect. So the HKTB launched the "Flash Sale ON" promotion packed with offers on flight tickets, tour packages and other travel-related products in Thailand, the Philippines, Indonesia, South Korea and India in early December to arouse pre-festival travel desire to Hong Kong.

"'Hong Kong is ON' is more than a promotional website. It is an initiative to bring back positivity and confidence in Hong Kong, and ultimately, to bring in visitors again," Fan concluded.



## MARKETING KEY ACHIEVEMENTS IN 2019/20

### Hong Kong is ON campaign

- Page views of HKisON.com: Over 4 million
- Social media impression: 7.9 million





## PUBLIC RELATIONS & VISITOR SERVICES

Cynthia Leung

General Manager, Corporate Affairs & Regional Director, Americas

### Keeping Hong Kong in Travellers' Minds and Extending a Warm Welcome

*“ While the tourism industry is exploring its new normal, the HKTb spares no effort in providing top-notch services and drumming up Hong Kong’s international presence. ”*

Amidst the social incidents and COVID-19 pandemic in 2019/20, Cynthia Leung, General Manager of Corporate Affairs, led her team to undertake two important aspects of work: public relations and visitor services. “The international spotlight was on Hong Kong in 2019/20. My team’s top priority was to get accurate information and positive messages about Hong Kong through to visitors and the media in the source markets.”

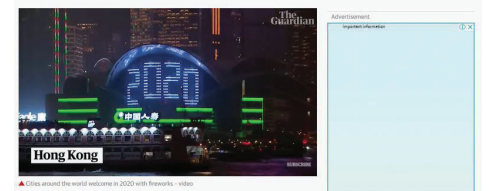
“In terms of public relations, we increased the exposure of selected long-running in-town events and actively persuaded global and regional media to film their productions in Hong Kong so as to maintain a positive international presence; in terms of visitor services, we enhanced the use of digital platforms and technologies to keep visitors properly informed before and when they were in town to minimise inconvenience they might encounter and ensure a satisfactory experience.”



## Broadcasting Hong Kong's charm worldwide

Although the international media might not be in town to experience the events, Leung's team continued to engage them, leveraging their influence and communication platforms to sustain exposure and deliver positive messages about Hong Kong to the global audience.

The strategy can be illustrated with two of the HKTb's mega events in 2019/20: Leung's team actively pitched to the international and national media the enhanced "A Symphony of Lights" music and light show held on New Year's Eve, which was eventually broadcast live by more than 60 media outlets worldwide and covered in over 1,500 media reports, generating HK\$82 million in publicity value. The team also worked with influential news channel CNBC to report and livestream the Hong Kong e-Sports & Music Festival, which reached over 100 million households.





Before the onset of the COVID-19 pandemic, Leung's team actively lobbied for filming in Hong Kong by international and regional media. During the year, her team assisted productions by media like Discovery Channel, Nat Geo People, Eastern Broadcasting Company (Taiwan) and Network Ten (Australia). The related programmes had been lined up for broadcast in Southeast Asia, Taiwan, the Mainland, the US, Europe and Australia to impress the audience with Hong Kong's diverse travel experiences and pique their interest in visiting the city in the future.

A highlight was the filming of an episode of *Restaurants on the Edge*, an original programme developed by the world's leading streaming entertainment service provider Netflix. The location shooting was secured through the cooperation between the HKTb's Head Office and Canadian office, and the HKTb provided through-train assistance to the crew.

"While each episode is only 47-minute long, Hong Kong is the first and only Asian city featured in the first two seasons of the show. It was a rare opportunity to showcase our city to more than 160 million Netflix subscribers," Leung said excitedly.

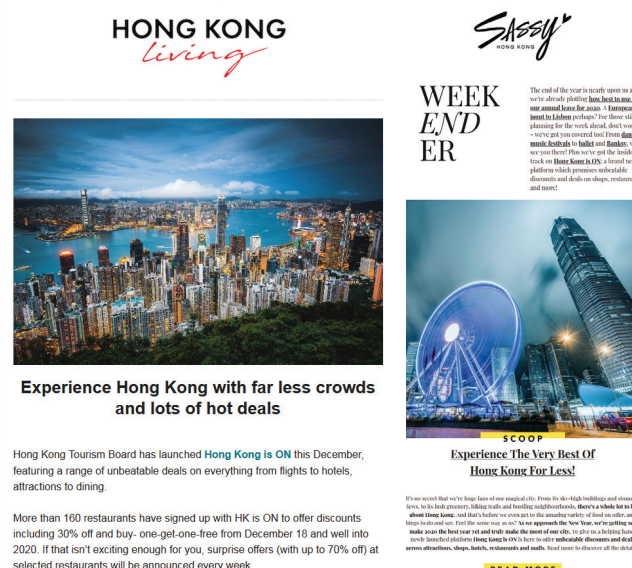
"We were also happy to have filmmaker Stephen Friedman in town filming episodes of his travelogue series *Chasing the Sun*, which was broadcast on Nat Geo People to promote Hong Kong's unique culture, gastronomy and outdoors."





## Telling the story of Hong Kong through mouths from Hong Kong

Another communication channel identified by the HKTb was the word of mouth of the expatriate community. Leung said, "The 'Hong Kong is ON' campaign was intended to revive Hong Kong's social atmosphere and recreate its positive image. To this end, we engaged expat media to encourage Mainland and foreign professionals working in Hong Kong to act as ambassadors and share their life here with their families and friends back home."

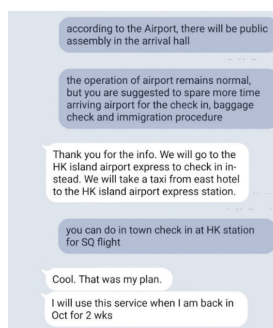
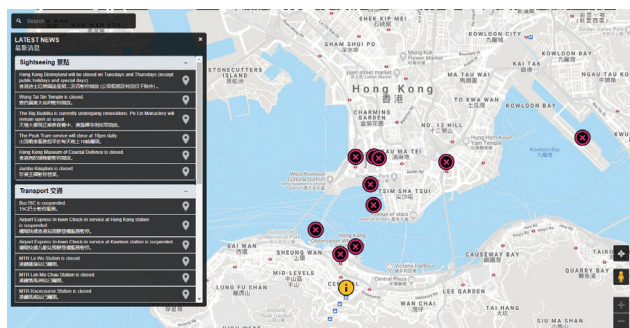


## Mobilising technology to help visitors in real time

Leung noted that the nature of enquiries from in-town visitors has changed in the past year. "There might have been fewer visitors in Hong Kong, but those who reached out to the HKTB were usually in need of immediate assistance. We noticed that many of them got in touch through instant messaging apps like LINE, so we deployed more front-line staff to the back office to handle these urgent enquiries. The team even jotted down the itineraries of visitors who got in contact before coming to Hong Kong, so that we could send them updates through instant messaging apps when they were in town," Leung explained.

“Many visitors have told us it would be helpful to get real-time information while they are in town. In response, the HKTB launched a Live Map that displays real-time information including temporarily closed routes and transport delays.” The Live Map was also shared with hotels and shopping malls in case visitors asked them for help. At its peak, it was viewed about 10,000 times a day.

At the end of the interview, Leung asserted, “While the tourism industry is exploring its new normal, the HKTB spares no effort in providing top-notch services and drumming up Hong Kong’s international presence. No matter what challenges lie ahead, it is our mission to do everything we can to uphold the city’s position as a top-of-mind destination.”



Reviewed by edwinc211  
10 Aug 2019

helpful staff. HK buddy LINE app is useful



Awesome staff and provided HK buddy LINE with QR code which is most useful to ask questions on the your visit. HK buddy LINE provided other alternative shopping on the disruption protest day and updated on status on the airport situation before I made the trip back home ! Appreciate the HK buddy LINE app as a companion during mv stav !



# CORPORATE AFFAIRS KEY ACHIEVEMENTS IN 2019/20

## Public Relations

### Hong Kong e-Sports & Music Festival

- The CNBC broadcast reached close to 110 million households in Asia Pacific

### Hong Kong New Year Countdown

- Over 60 live broadcast by global media (TV, online, social media) including CNN, the BBC and CBSN
- Generated over 1,500 media reports in local & international media
- Generated a global publicity value of HK\$82 million

### Media co-op: Netflix's *Restaurants on the Edge*

- Viewed by 160 million worldwide
- Generated a publicity value of over HK\$260 million

## Visitor Services

- Visitors served at HKTb's Visitor Centres: Over 1.2 million
- Enquiries answered on all of HKTb's online platforms: 240,000
- Compliments received: Over 530





## BUSINESS DEVELOPMENT

Becky Ip  
Deputy Executive Director

### Securing Industry Development for Trade Partners

*“ Having worked so closely with our trade partners in various sectors over the past year, I believe all businesses have understood that no sector is independent, and only in partnership can we overcome challenges. ”*

The HKTB both collaborates with and supports the travel and related trade to fuel the growth of Hong Kong tourism. Describing her team's work over the past year, Becky Ip, the HKTB's Deputy Executive Director who leads the Business Development department, said, "In early 2019, the team was proactively finding new business opportunities for our trade partners, particularly through promoting deeper cooperation in the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) and in cultivating the Muslim segment. We also engaged Google to increase exposure for our Quality Tourism Services (QTS) merchants to facilitate their expansion of business network. When the social incidents began in June and took place through the rest of the year, we swiftly changed tact to focus instead on programmes that would help relieve the operating pressure on the trade and tide them over through the challenges."



## Exploring new segments

Following the opening of the Guangzhou-Shenzhen-Hong Kong Express Rail Link and the Hong Kong-Zhuhai-Macao Bridge, the Business Development team hosted the Greater Bay Area Experience Tour for overseas trades between April and June 2019 to propel the development of multi-destination travel products. Close to 100 travel agency representatives and product managers from Australia, Japan and Southeast Asia joined the tours.

Trade networking sessions were also organised by the team in Turkey and Kazakhstan for the first time in June and September 2019, as the HKTB sought to grow the Muslim segment in the Belt-and-Road countries. The sessions were well received in both countries and opened up new business opportunities for the Hong Kong trade.

Ip added, "Back in Hong Kong, we held the 'Exploring the Opportunity: Muslim-Friendly Tourism in Hong Kong' seminar to prepare our local partners for serving this fast-growing segment. After learning about the basic requirements for becoming more Muslim-friendly establishments at the seminar, over one-third of the trade participants completed a self-assessment and considered that they are well equipped to be Muslim-friendly."





## Strengthening trade presence in strategic cities

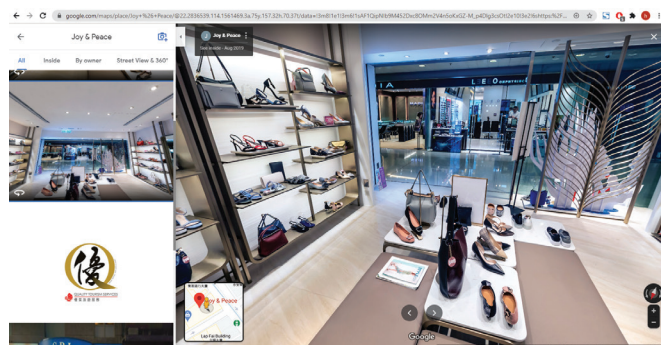
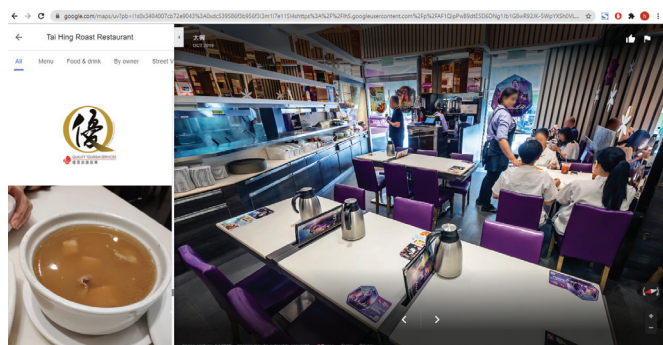
In other markets, the team continued to establish Hong Kong's trade presence. For instance, the HKTb curated an immersive cultural experience for the travel trade in the Hong Kong · Live in Los Angeles – Greater Bay Area Showcase, which was officiated by Mr Edward Yau, Secretary for Commerce and Economic Development and Dr YK Pang, Chairman of HKTb. Likewise, an award-winning pavilion was set up at the China International Import Expo in Shanghai to emphasise Hong Kong's strategic value as the gateway to the Greater Bay Area.

"Having worked so closely with our trade partners in various sectors over the past year, I believe all businesses have understood that no sector is independent, and only in partnership can we overcome challenges, and it is the HKTb's continuous mission to drive the healthy growth of this lively, fun and joy-sharing industry," affirmed Ip.



## Syncing high-quality services with trailblazing techs

To extend the digital footprints and enhance the competitiveness of the QTS-accredited merchants in an increasingly tech-dominated world, the HKTb went into partnerships with the tech giant Google. "We assisted the accredited merchants in setting up and verifying their Google My Business accounts and offering 360° virtual tours of their shops on Google Maps. Prior to these, we organised the Smart Tourism Seminar to explain the benefits of the partnerships with members of the trade.



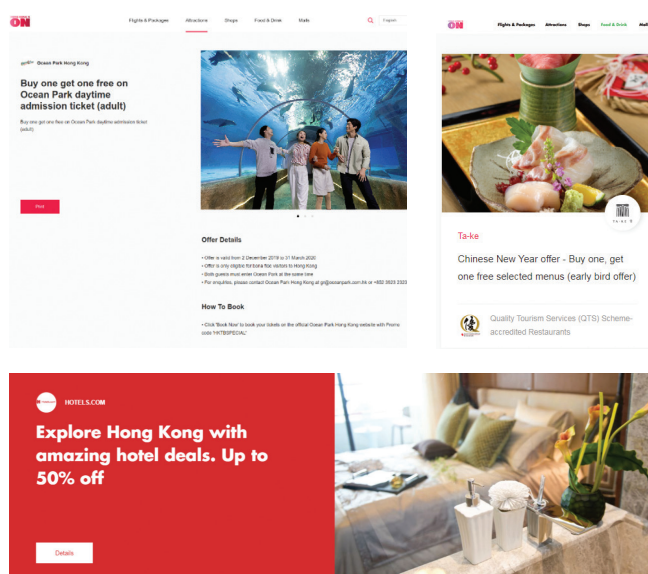
## Supporting the trade to get through the difficult times

In the second half of the year, the HKTb spared no effort in establishing “Hong Kong is ON”, a powerful common business-to-consumer marketing platform serving all tourism-related sectors, to help the trade drum up business as the market situation became unclear.

Ip explained, “When we solicited offers from our trade partners, we had to make them understand the power of collective marketing. Our team’s job was to ensure that the amount of offers on the one-stop platform and the offers themselves were appealing to consumers, and it relied on the trade partners’ trust towards the HKTb’s ability in helping them drive patronage. We closely communicated with the trade to gain their support for the campaign, and they responded very well.”

More than 7,000 outlets in Hong Kong supported the campaign, with hundreds of offers on dining, shopping, hotels, flights and attractions. “Through this industry-wide campaign, the HKTb shared the marketing efforts of our trade partners, and sent them the message that they were not fighting alone.”

“Besides the local trade, our Worldwide Offices gathered our international network and promoted the platform aggressively to trade partners in the short-haul markets such as Thailand, the Philippines, Indonesia, South Korea, and India, to help lure visitors back to Hong Kong. Some of these markets, such as the Philippines, saw a high conversion rate in flight ticket sales, which showed the trade that our joint effort paid off.” Ip concluded.





# BUSINESS DEVELOPMENT KEY ACHIEVEMENTS IN 2019/20

## **Greater Bay Area Experience Tour**

- Attracted 98 trade representatives from Australia, Japan and Southeast Asia

## **Trade networking sessions for Muslim communities**

- Joined by 76 overseas trade partners in Turkey and Kazakhstan

## **“Exploring the Opportunity: Muslim-Friendly Tourism in Hong Kong” Seminar**

- Attracted about 90 representatives from hotels and attractions
- A total of 34 hotels and 5 attractions completed the self-assessment and fulfilled the basic requirements to be considered Muslim-friendly

## **Quality Tourism Services Scheme**

- As at 31 March 2020, registered merchants count stood more than 1,200, covering over 8,250 outlets

## **Smart Tourism Promotion**

- Over 110 representatives attended the “Smart Tourism Promotion” seminar
- 250 QTS-accredited merchants verified their Google My Business accounts and 145 360° virtual tours were deployed on Google Maps

## **Hong Kong is ON**

- Solicited 500 offers from 7,000 retail and dining outlets

## **Hong Kong • Live in Los Angeles – Greater Bay Area Showcase**

- Achieved publicity value of over HK\$4 million



## MICE

Kenneth Wong

General Manager, MICE & Cruise and Regional Director, Europe

### Driven by the Genuine Desire to Help MICE Clients Succeed

“Securing an event may require much effort, but it is the ability to deliver results for the event’s organiser and participants that makes Hong Kong a super host.”

The MICE (Meetings, Incentives, Conventions and Exhibitions) segment of Hong Kong tourism has been growing steadily in recent years, providing a vital source of high-yield visitors. Kenneth Wong, General Manager, MICE & Cruise at the HKTb, explains how his team goes all out to support MICE event organisers amidst fierce regional competition and recent challenges.

“Because of social and public health issues, some event organisers had expressed the wish to reschedule, cancel or even change the format or location of their events. However, our team is not one that gives up easily on opportunities to host a MICE event,” Wong asserted.

To address concerns and showcase the city’s fundamentals remain solid, Wong’s team devised a two-part strategy: assure confirmed events’ organisers by ensuring their smooth staging, and continue to woo potential organisers by highlighting Hong Kong’s edge, as well as the team’s creative and adaptive mind-set for problem-solving.



## Relationships founded on sincerity

During bidding and pre-event planning, the MICE teams at HKTB's Head Office and Worldwide Offices (WWOs) worked in unison to prepare proposals to reassure the clients: the teams mapped out contingency plans and alternatives, such as rerouting advice for event attendees, backup venues and fast-track immigration clearance, while the WWOs communicated the contingency plans and real-time developments in Hong Kong to the clients.

"Our clients trust us because we work diligently and sincerely to make their events a success. During the difficult times in 2019/20, we formed a special taskforce to provide extra support with round-the-clock assistance to reassure event organisers that we would always have their back. When we planned the MIPIM Asia Summit, our Chairman Dr YK Pang initiated a meeting with MIPIM's Managing Director in person to discuss all assistance the HKTB could possibly offer, followed by a letter from the HKTB as an official commitment. Our goodwill led to an amicable relationship with MIPIM and laid the foundation for future collaboration."



## Going beyond keeping promises

Securing an event may require much effort, but it is the ability to deliver results for the event's organiser and participants that makes Hong Kong a super host. The Millionaire Club Indonesia (MCI) Incentive Trip, attended by 3,000 guests, was a good example.

"The challenge of managing incentive groups is that they explore the city in large batches on a fixed itinerary, giving us less flexibility. Nonetheless, our team is proud to rise above all challenges and always maintain a high level of professionalism to stay agile and demonstrate effectiveness and efficiency," Wong said.

"When we found out that social incidents would take place near the MCI incentive group's hotel on the day of their arrival, we immediately contacted our ground operators," Wong recalled. "After close collaboration between our team, ground operator and the hotel partner involved, we successfully moved the entire group to a property to another district managed by the same hotel group. The guests were satisfied with the arrangement which caused minimal impact and even gave them greater convenience."



## Testimonials from MICE clients and guests

Despite the challenges in the external environment, Hong Kong hosted a number of successful events during the year in review; feedbacks showed that the city remained an enjoyable and enriching destination for MICE participants.

"Real testimonials are more convincing than any marketing effort, so we have invited some MICE organisers and participants to talk about their trips and experiences in Hong Kong. We shall let their honest opinions tell you why Hong Kong is rightfully the 'World's Meeting Place'," Wong said.

In 2019, Hong Kong won 24 bids for major events and hosted numerous events of high strategic value. The fact that many events chose to return to Hong Kong is proof of the city's appeal.





# MICE KEY ACHIEVEMENTS IN 2019/20

- **Overnight MICE arrivals to Hong Kong in 2019: 1.69 million**
- **Per capita spending of overnight MICE visitors was about HK\$7,200, 23% higher than that of other visitors**
- **Won 24 major bids, expected to attract 96,000 high-yield MICE visitors. The events include:**
  - Millionaire Club Indonesia Incentive Trip
  - Herbalife Nutrition (China) Extraordinary
  - China-Joymain Annual Meeting
  - The 23<sup>rd</sup> Hong Kong Jeunesse University 2019
  - International Annual Congress of the Endoscopic and Laparoscopic Surgeons of Asia 2021
  - World Congress of Paediatric Cardiology and Cardiac Surgery 2025
- **Well-balanced mix of MICE visitors, with 54% from the Mainland, 26% from short-haul markets and 20% from long-haul markets**

# ASIA CRUISE COOPERATION LUNCHEON

8 · 4 · 2019



## CRUISE

Kenneth Wong

General Manager, MICE & Cruise and Regional Director, Europe

### Harbouring Faith in Hong Kong's Cruise Tourism

“ The endorsement of our trade partners and cooperation with partnering destinations are essential for promoting the Hong Kong cruise experience – like fair winds for a smooth sailing. ”

As safety holds a high priority among cruise voyagers, the major challenge for the HKTB's cruise team in 2019/20 was to instil faith into cruise lines and travel agents while promoting Hong Kong as a safe and appealing cruise destination for their customers.

Kenneth Wong, who steers the HKTB's cruise business, talked about the importance of support from cruise service providers and partnering destinations, “Cruise development requires cooperation with neighbouring ports as popular cruise itineraries always include a number of attractive cruise destinations. And unlike other travellers who plan their own itinerary, cruise travellers rely greatly on cruise lines and travel agents to sort out their entire trip, both at sea and on land. The endorsement of our trade partners and cooperation with partnering destinations are essential for promoting the Hong Kong cruise experience – like fair winds for a smooth sailing.”



## Cruise trade enjoys authentic Hong Kong experience as travellers

To attract ship calls and cruise passengers to Hong Kong, the cruise team joined hands with their colleagues from the HKTB's Worldwide Offices (WWOs) to show trade partners the real Hong Kong, enabling agents to channel positive messages and ease the worries of their customers when promoting cruise travel to the city.

The WWOs lined up familiarisation trips to Hong Kong for Lion Travel, a Taiwanese agency, and travel agents in Western China with Royal Caribbean International, for the senior management of the companies and marketers to see Hong Kong with their own eyes. Wong elaborated, “During the familiarisation trips, the visiting travel agents explored Hong Kong as if they were cruisers. We introduced them to new points of interest in town as well as trending cultural hubs. These trips successfully rebuilt confidence in Hong Kong among the cruise trade in our source markets, and our Taiwanese partners were inspired to develop some new in-town and inter-port itineraries for different travel seasons that added unique appeal to each deployment.”



# 星夢郵輪 世界夢號

## 港覺玩不完

World Dream

海陸空大滿貫 你沒玩過的香港

### 【香港假期】船去機回 3天2夜

機票+兩人兩泊每人只要\$6,999 起(連稅\$9,099)

機票：香港飛台、廈門(停等嘉賓房)+早上麗文+香港巴士接機「陪隨嘉賓」

- ◎ 早鳥報名最高省\$3,000
- ◎ 三人房型之第三人「陰房免費」 「不適用於家庭套房及套房」
- ◎ 內閣客房不限艙等免費升等套房房 「每間最多可住4名成人」
- ◎ 限量送免費香港小旅行岸上觀光 「價值\$12,000起，上行有三晚一餐四龍兩鴨」
- ◎ 免付附降服務費及小費 「每人最高減價\$600」

### 星夢郵輪 世界夢號 (香港假期)

離港日期	兩人內河房價	早鳥價	離港日期	兩人內河房價	早鳥價
4天3夜 3/20 6/26	\$12,699 /人起	\$9,699 /人起	4天3夜 3/22 7/2	\$12,199 /人起	\$9,199 /人起
3天2夜 3/21 6/27	\$10,499 /人起	\$7,499 /人起	3天2夜 3/22 7/2	\$9,999 /人起	\$6,999 /人起

早訂加贈	兩人內河房價	早鳥價	备注
2天1夜 離去航線	3/22 6/28	\$3,700 /人起	\$2,700 /人起
2天1夜 船去機回	4/14 7/2	\$3,500 /人起	\$2,500 /人起

\* 2天內出發的  
早鳥價格只限頭等及豪華套房  
免費附贈晚餐及小費

★注意事項★

1. 以上優惠事項均只適用於訂於才滿期，且持有有效護照及通關證者不獲提供，亦不得向其委託代理要求。
2. 以上優惠事項均指香港假期，該假期對往來以上優惠區域之國際航線、國航、港航、中港、台北及馬尼拉等航線均無效。
3. 參加此項大人同住三人房，不可單算三人費用。嬰兒按位收；4歲以下兒童另收費；換船稅、郵輪服務費等個人支出未含。
4. 公眾假期香港假期（換船稅、郵輪服務費等個人支出未含）。

LION TRAVEL  
雄獅旅遊

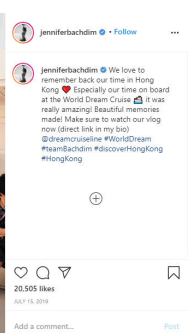
太平洋郵輪

香港旅遊發展局

## Stepping up consumer-facing promotions

Tactically, the HKTb further helped out with the marketing costs of cruise lines by increasing its share of the matching fund as an incentive to drive the development of marketing campaigns selling Hong Kong.

Wong quoted two of the HKTb's publicity initiatives in 2019/20, "Our Southeast Asian and Mainland offices play important roles in engaging the media and trade in their respective markets for developing co-op promotions that pinpoint specific consumer groups. During the year, we teamed up with Indonesia's national broadcaster Trans TV to feature celebrity families on a cruise homeported in Hong Kong in a two-episode programme *Modern Moms*. In Mainland China, we enlisted KOLs to post videos of their summer cruise trips to Hong Kong and share insider stories on their *Meipai* and *Weibo* channels. The reach of these publicity campaigns was tremendous, achieving over 10 million views in the two markets."



The strategy of the HKTb's cruise team worked as they had envisioned it. The number of ship calls and cruise passenger throughput both showed mild growth. "It proves that Hong Kong holds a strong appeal to cruise operators and travellers alike," Wong concluded.





## CRUISE KEY ACHIEVEMENTS IN 2019/20

- 218 ship calls and cruise passenger throughput of more than 903,000 in the calendar year 2019
- Welcomed maiden call of Asia's newest and largest cruise ship *Spectrum of the Seas*
- Launched 24 co-op programmes in 11 markets
- Mainland co-op programme achieved over 9.2 million views on *Meipai* and *Weibo*
- Trans TV's *Modern Moms* achieved a viewership of over 1.6 million in total