

OUR INITIATIVES



COVID-19 pandemic has brought global tourism industry to a halt in the year 2020/21. Destinations around the world including Hong Kong have imposed travel restrictions. As the number of inbound visitor arrival dropped to nearly zero, the HKTb has swiftly adjusted its strategy to support the city's tourism industry.

Firstly, the HKTb shifted the focus to rebuilding the local ambience by encouraging locals to be the city's own tourists to build their love and appreciation towards the city's fascinating tourism offerings, with a view to broadcasting a positive voice about Hong Kong to global audiences. In visitor source markets, the HKTb maintained Hong Kong's visibility through new tourism appeals and perspectives. At the same time, the HKTb worked unceasingly with various partners to gear up for tourism resumption by enhancing hygiene and service standards, and strengthening trade partnerships.

HOLIDAY AT HOME

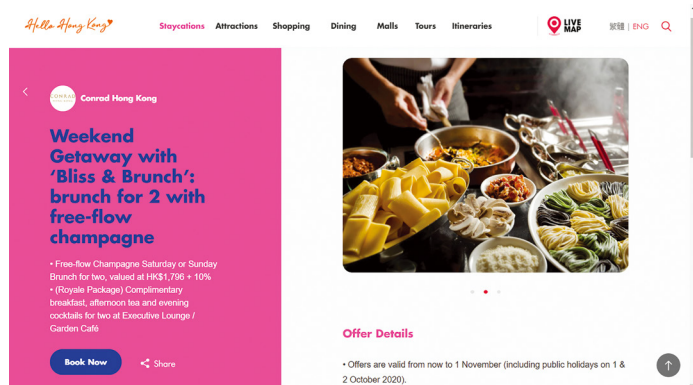
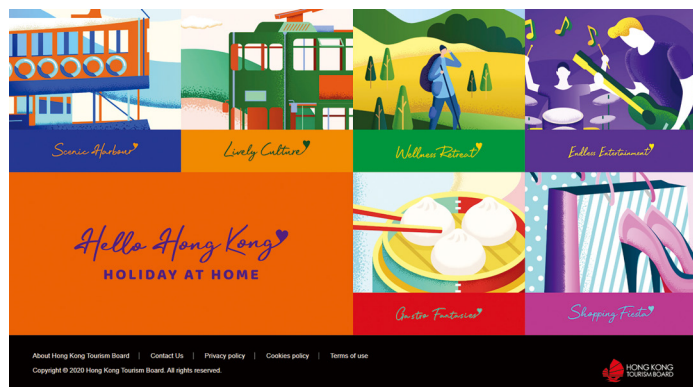


In light of the evolving pandemic situation, the HKTB has launched a first-of-its-kind promotion “Holiday at Home”. The campaign encourages local Hong Kong people to be “our own tourists” and rediscover the tourism appeal of the city, and ultimately creates a positive ambience and boosts local consumption. This unprecedented approach of the HKTB has won a Bronze Award for Marketing Excellence and the Excellence in Agility and Crisis Management Award in 2021 Hong Kong Management Association (HKMA) Awards for Marketing Excellence, and was awarded an honourable mentions in the “Native Advertising” category of the INMA Global Media Awards 2021.

Cheerleading for Local Tourism and Multiplying Local Consumption

To stimulate local tourism atmosphere and boost local spending, the campaign launched 3 rounds of Spend-to-Redeem activities to provide incentives to local consumers to support businesses in town, generating a multiplying effect along the consumption chain and fostering cross-sector synergy.

A ONE-STOP PLATFORM OF ENTICING OFFERS AND EXPERIENCES

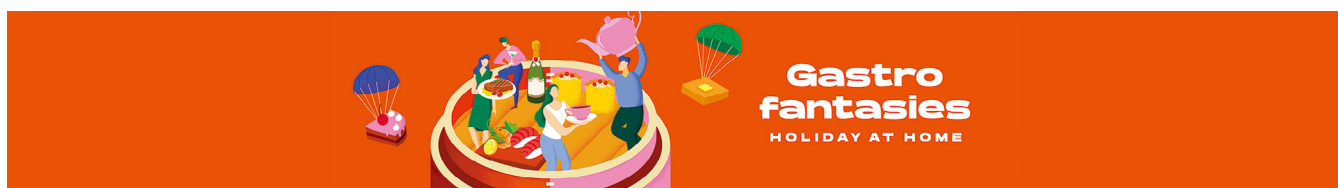
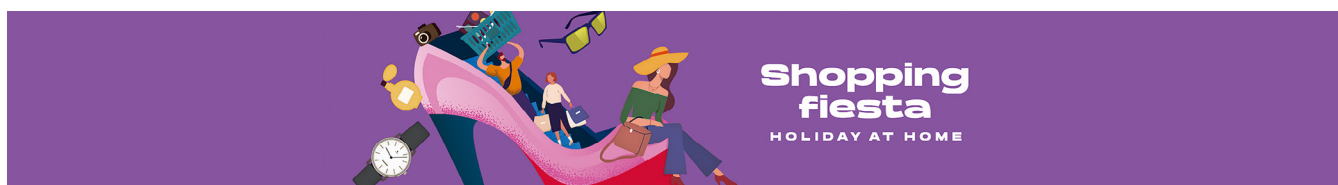
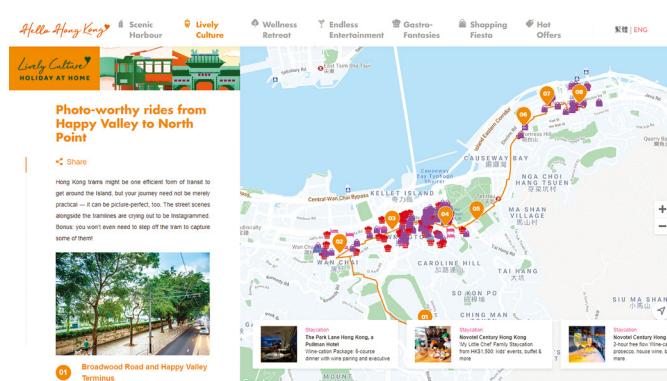


In June 2020, the “Holiday at Home” campaign website went live with over 15,000 offers from dining and retail outlets, shopping malls, and attractions across the city.

While businesses were striving to control their marketing cost under the pandemic, the all-encompassing “Holiday at Home” platform came as a collective marketing channel for local businesses to promote their products and offers, including value-for-money staycation offers, attractive discounts from award-winners and Michelin restaurants.

To promote touchless payment during the pandemic, “Holiday at Home” joined hands with 5 major payment gateways – Visa, MasterCard, American Express, Union Pay and WeChat Pay, to feature their special deals.

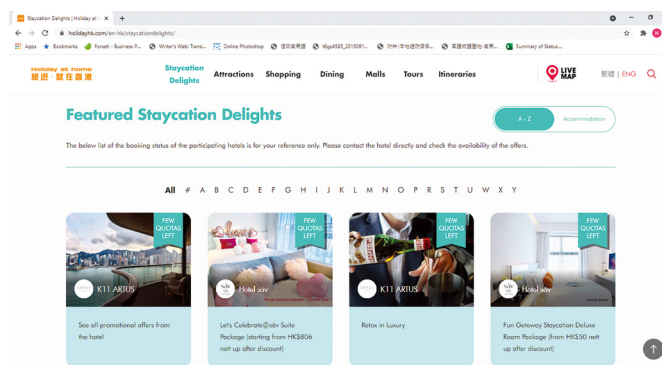
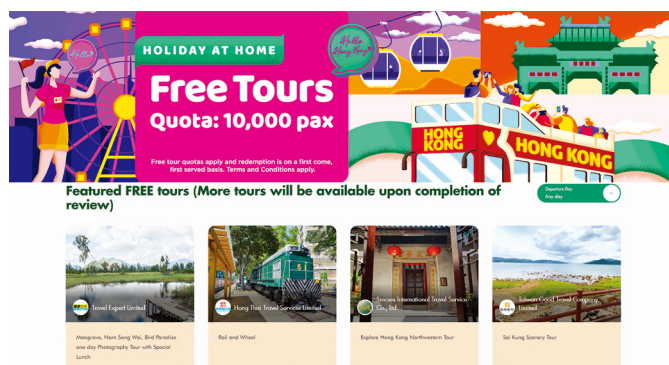
IN-DEPTH THEMATIC LOCAL EXPERIENCES



As the revival of tourism will begin with the local market, the “Holiday at Home” campaign has 6 themes – Scenic Harbour, Lively Culture, Wellness Retreat, Endless Entertainment, Gastro-fantasies and Shopping Fiesta to showcase Hong Kong’s core appeals and new tourism trends under the new normal, with 15 itineraries under the first 5 themes to provide the public with new angles to rediscover Hong Kong. The itineraries boast a collection of 120 points of interests, and were made available to the public on an interactive digital map, which also promotes other hot offers and deals from merchants nearby.

The HKTb also created 10 bite-sized videos under the theme “Hello! Hong Kong” with fun facts and lesser-known information on some of Hong Kong’s traditional culture and hidden tourism assets to guide local and worldwide audiences to appreciate Hong Kong from an angle they have not thought of. The videos tell the behind-the-scene stories of locations and local icons, ranging from Lai Chi Wo, Yim Tin Tsai and Chun Yeung Street to the story of dim sum masters from Tim Ho Wan and soy sauce makers.

SPEND-TO-REDEEM: BOOSTING CONSUMPTION VIA THE MULTIPLYING EFFECT



Launched in October 2020, the second phase of the “Holiday at Home” campaign further drives the formation of the consumption chain with the “Spend-to-Redeem” programmes. Under the pandemic, the overall economic outlook is far from optimistic and thus consumer sentiments are affected. As such, the Spend-to-Redeem “Free Tours” and “Staycation Delights” programmes leverage on local consumers’ tourism demands during travel restrictions to turn such demands into economic support to local businesses.

Upon spending HK\$800 in physical retail or dining outlets, members of the public can redeem their spending for a free trip on a local tour or enjoy a HK\$500 discount of staycation offers at hotels in town. With all quotas filled in no time in all rounds of activities, the Spend-to-Redeem programmes have proven to be a success: satisfying local demand for travel and hospitality experiences, driving patronage to the retail and dining sectors, strengthening cross-sector consumption chain, providing support to the tourism sectors, allowing Hong Kong people to rediscover their city’s tourism appeals and uncovering new tourism assets for new product development, and as a result, preparing Hong Kong for welcoming back visitors with greater hospitality.

8 WEEKS OF OFFERS FROM “MEAL-TUAL FUN”



Enjoy a food tour in Hong Kong

OpenRice is delighted to announce our latest campaign – Meal-tual Fun. Not only offer you 50% off cash vouchers* among Quality Tourism Services (QTS) Scheme qualified restaurants, but also provide special dining privileges, which two offers can be used jointly. Don't delay, head to your favorite spot or pick something new in this foodie city! Holiday at home!



Campaign period: 22 Sept – 14 Dec 2020

*50% off cash vouchers are \$200 and \$50 respectively. Starting from 22 Sept 2020, they will be launched at 10 am on every Tuesday for 8 consecutive weeks, offering 8,000 quotas for each voucher during the promotion period. Each participant can only purchase one \$200 and one \$50 voucher during the promotion period while both vouchers can be purchased at the same time. Offers available while stock lasts!

Please refer to Terms and Conditions for more details.

Campaign partner



In addition to boosting local consumption, the HKTb also collaborated with one of Hong Kong's largest and most popular online dining guides OpenRice to create business opportunities for dining merchants. The “OpenRice x HKTb Meal-tual Fun” offered attractive 50-percent-off dining vouchers that can be used in restaurants under the Quality Tourism Services Scheme. The weekly promotion was made available over a two-month promotion to gain market exposure for a longer period and benefit more individual consumers.

Through content marketing, OpenRice adopted a multichannel promotion approach to reach out to a larger audience, including blog articles on their much-shared website with recommendations on restaurants and dishes in addition to a specialised campaign minisite, followed by EDM and eNewsletter blasts to call for actions among the vast group of OpenRice members. The campaign impression was further boosted among the public through Facebook post sharing and push notifications for mobile users. As a result, all vouchers were sold out shortly after launch every week, selling a total of 16,000 vouchers during the campaign period.

“HOLIDAY AT HOME” IN NUMBERS

- “Holiday at Home” campaign website: over 4 million individual visits
- Themed itineraries: 15 itineraries covering 120 points of interests
- “Hello! Hong Kong” Fun Fact Videos: 850,000 views and engagement
- Spend-to-Redeem “Free Tours” (first round): 45 immersive itineraries from 45 travel agencies, contributed to HK\$12 million local consumptions, fully booked in 5 days
- Spend-to-Redeem “Staycation Delights”: contributed to HK\$28 million local consumptions, benefitted about 140 hotels, driven round HK\$25 million sales in hotels, contributed to around 20,000 room occupancies
- OpenRice x HKTb Meal-tual Fun: Generated at least HK\$1 million patronage for more than 200 QTS diners