

4

OUR INITIATIVES

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

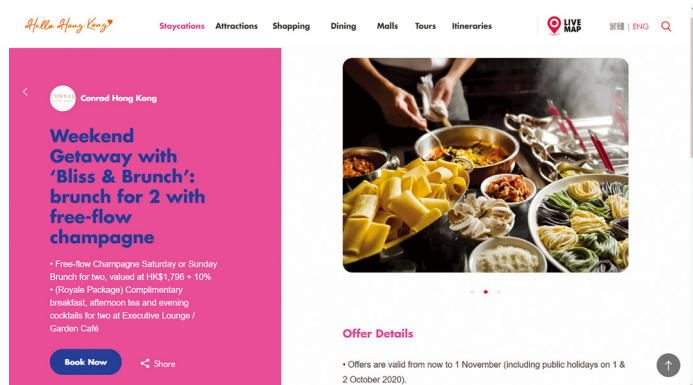
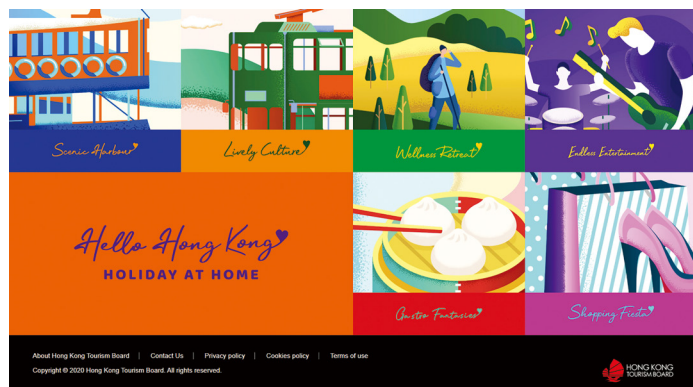


In light of the evolving pandemic situation, the HKTB has launched a first-of-its-kind promotion “Holiday at Home”. The campaign encourages local Hong Kong people to be “our own tourists” and rediscover the tourism appeal of the city, and ultimately creates a positive ambience and boosts local consumption. 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

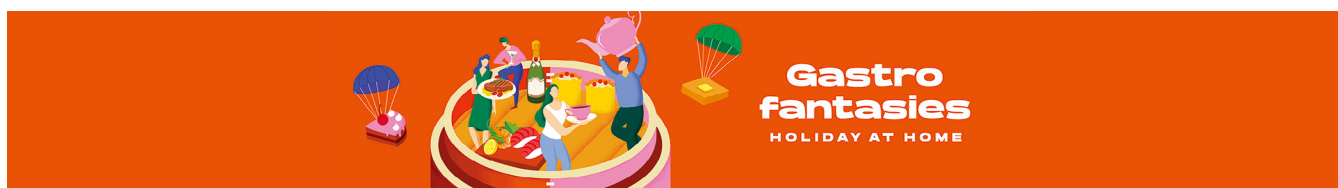
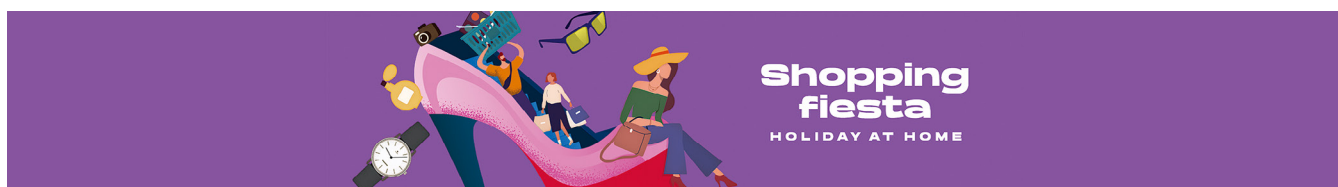
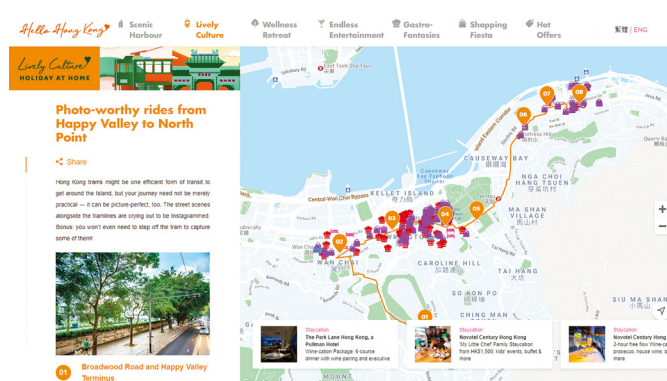


In June 2020, the “Holiday at Home” campaign website went live with over 15,000 offers from dining and retail outlets, shopping malls, and attractions across the city.

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.

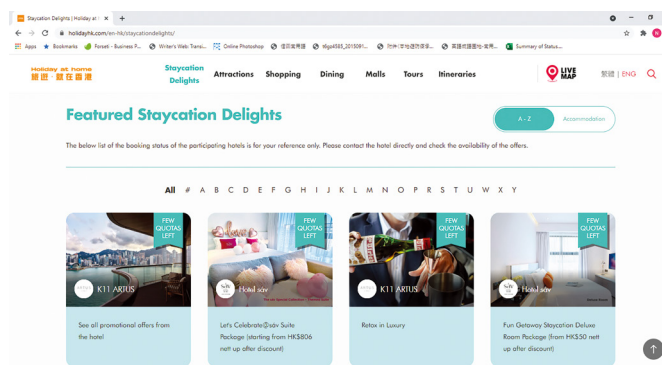
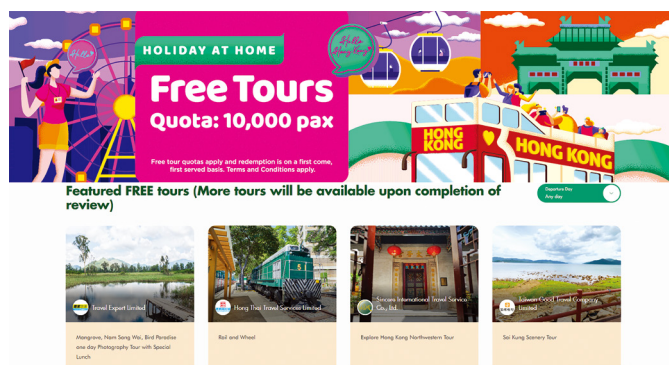
IN-DEPTH THEMATIC LOCAL EXPERIENCES



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



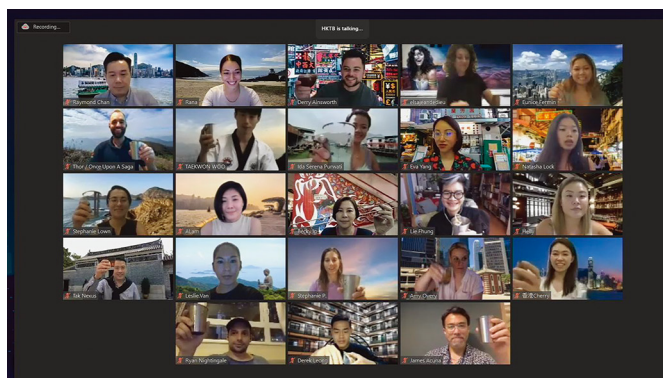
In addition to boosting local consumption, the HKTb also collaborated with one of Hong Kong's largest and most popular online dining guides OpenRice to create business opportunities for dining merchants. The “OpenRice x HKTb Meal-tual Fun” offered attractive 50-percent-off dining vouchers that can be 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

GLOBAL VISIBILITY



Apart from “Holiday at Home”, the HKTG strives to maintain Hong Kong’s global visibility in its 20 major source markets. At the beginning of the pandemic, the HKTG launched the “#MissYouToo” thematic promotions in visitor source markets to keep Hong Kong in the top of consumers’ mind even when they were not able to travel, followed by immersive promotions under “360 Hong Kong Moments” to provide them with a renewed tourism perspective into Hong Kong. In addition, HKTG’s signature mega events continued to run on an innovatively renewed format to maintain the brands and warm up consumers’ interests in visiting Hong Kong to attract them to Hong Kong as soon as they can travel again.

#MISSYOUTOO

KEEPING HONG KONG CONNECTED WITH THE WORLD



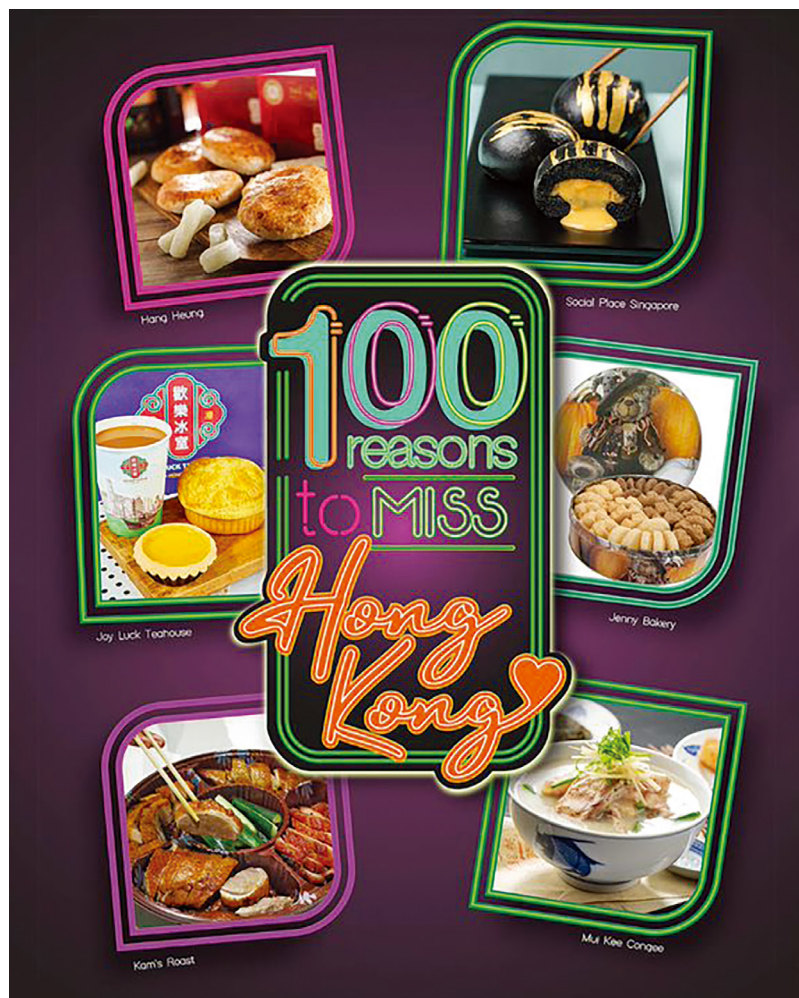
Starting from Hong Kong, the HKTb rolled out the “#MissYouToo” thematic promotions in various source markets, especially in short-haul ones, to maintain the connection between Hong Kong and consumers worldwide. The HKTb first engaged a wide selection of trade partners, local celebrities and various personalities in different sectors in Hong Kong under the “#MissYouToo” campaign to leverage on their influence to rekindle the love of the public for Hong Kong. Together with a series of creative marketing campaigns and promotions, “#MissYouToo” spread the same encouraging and welcoming messages to keep Hong Kong a top-of-mind destination among consumers in these markets during travel restrictions.

#MISSYOUTOO

First launched in April 2020 when travel restrictions started to come into place, the HKTb leveraged on various stakeholders’ influence in the society to spread the message of “#MissYouToo”. Celebrity chefs, singers, influencers, expatriates, food writers as well as trade partners from tourism-related sectors, including the aviation, attractions and hospitality sectors shared the things they missed most in Hong Kong and their fond memories with visitors.

The videos were available on the HKTb’s social media platforms and media channels including expat media *Localiiz* to broadcast to audiences outside Hong Kong a positive and embracing message that our city loves to welcome back visitors and remains a hospitable travel destination.

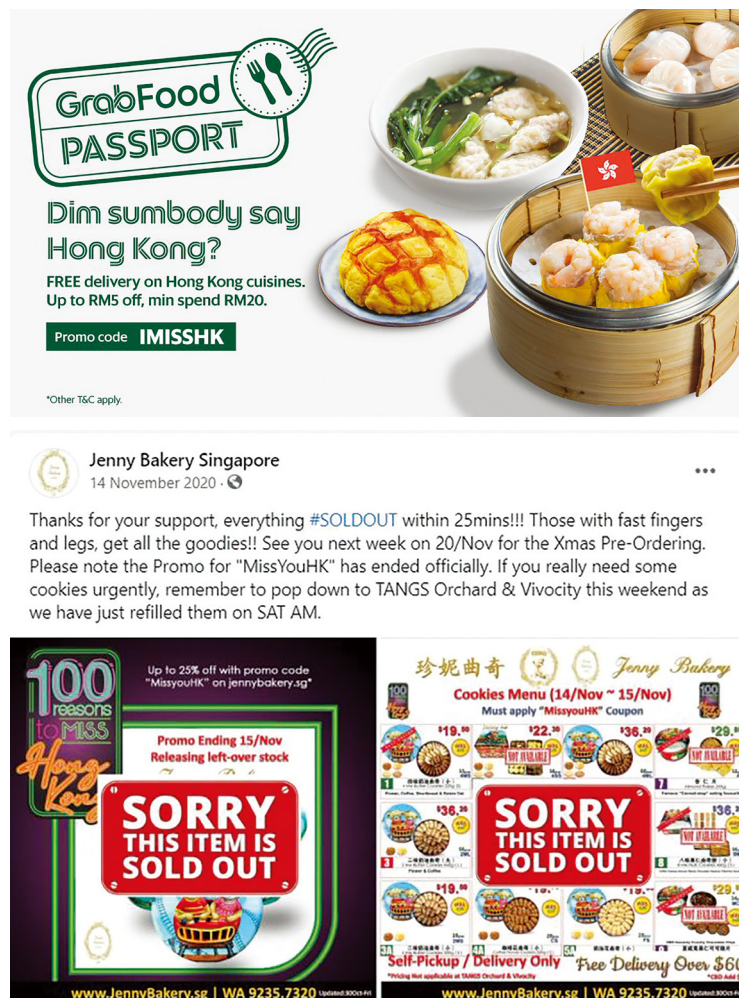
SOUTHEAST ASIA: 100 REASONS TO MISS HONG KONG



In short-haul markets including Singapore, Indonesia, Malaysia, Thailand, Philippines and Vietnam, the thematic promotion “100 Reasons to Miss Hong Kong” came into scene in July 2020 to engage consumers in the market through unceasing reminder of Hong Kong’s unique appeal in food, harbourview and streetscape, and its local culture that cannot be found elsewhere.

The HKTB specially curated various snack packs, cooking kits and drop kits to local celebrities, online personalities and media partner to offer them an at-home experience of Hong Kong’s food and cultural offerings. The influencers then reposted their experience to share the joy with their followers. Together with a series of virtual real-time events such as escape room game, cook-along classes and hiking tours, and other on-demand contents such as Cantonese learning videos and Cha Chaan Teng recipes, Hong Kong lovers in the SE Asian markets can continue to get a taste of Hong Kong even though they cannot visit.

SINGAPORE & MALAYSIA: FINDING BRAND WITH HK EXPERIENCES



Partnering with household brands such as Grab, Malaysia's major delivery platform, the HKTb made Hong Kong's foodie experience reachable to home-bound consumers. The joint "Grab Food Passport" promotion offered discounts on local eateries that offer Hong Kong cuisines such as Cha Chaan Teng food, dim sum and Cantonese roasts.

Popular souvenir shop Jenny Bakery's Singaporean branch also made record-breaking sales during a joint promotion with the HKTb during the "#MissYouToo" promotions and Singapore consumers had to make bookings to get their favourite Hong Kong crafted cookies. Other Hong Kong Brands with overseas branches, including Hang Heung, Joyluck Teahouse, Kam's Roast, Mui Kee Congee, were also introduced to local consumers in a time-limited promotion.

JAPAN: TASTE HONG KONG NOW

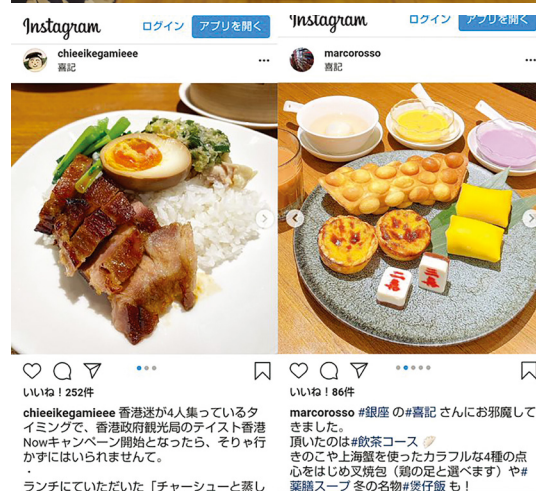


お得なクーポンや、抽選で香港往復航空券をプレゼント!

テイスト香港 Now キャンペーン実施中

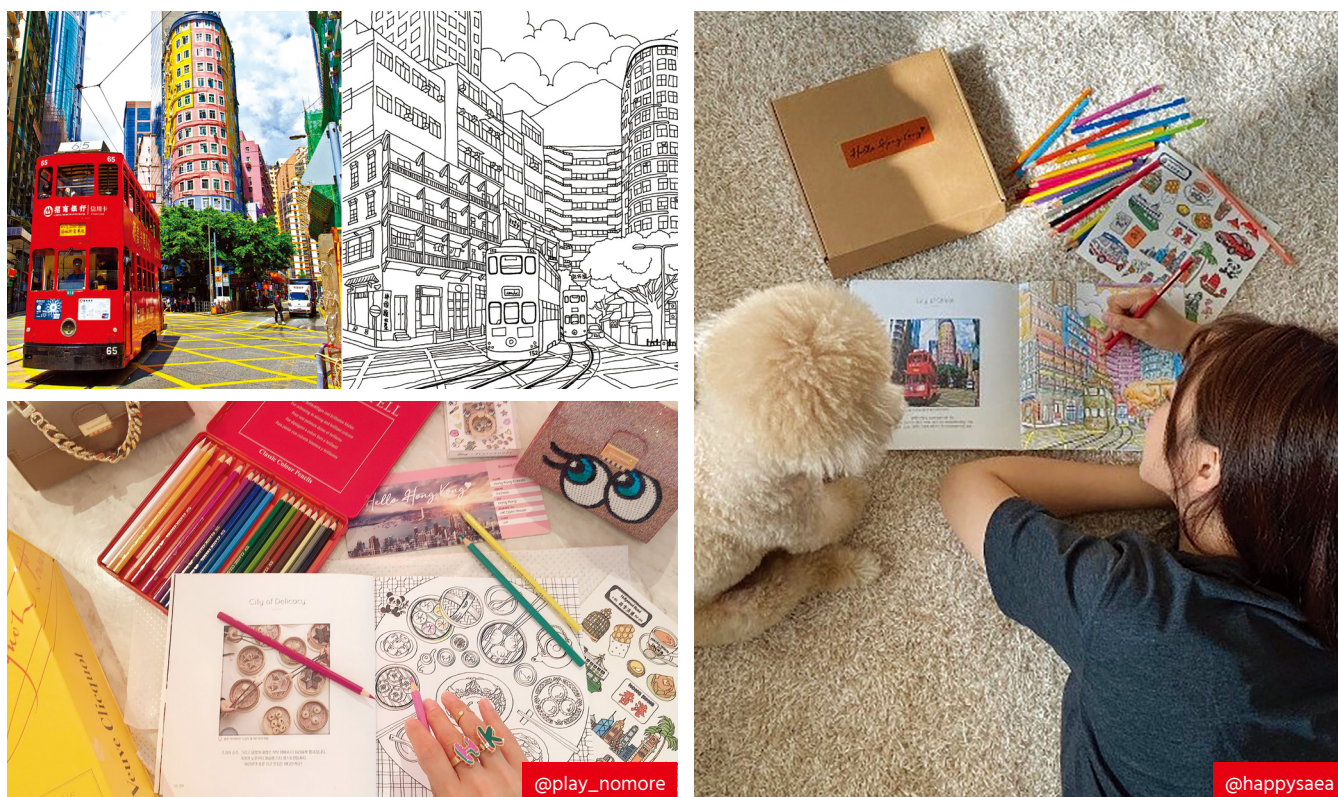
2020.10.12(MON) - 2020.11.15(SUN)

日本で 香港の食を楽しもう



With the participation of 24 selected restaurants in 4 major regions in Japan, the "Taste Hong Kong Now" online-offline promotion offered Japanese not only value-added Hong Kong gourmet experience but also a chance to win air tickets and other prizes by sharing luscious photos of their culinary journey on social media. Participating restaurants ranged from street snacks such as egg waffle stall Bubble Shop Tamagochan to Michelin names Tim Ho Wan and top-tier restaurants Hei Gei Seafood Restaurant. TV icons and famous food writers also contributed their foodie photos to encourage consumers to visit Hong Kong restaurants in Japan before travel resumption.

SOUTH KOREA: COLOURING HONG KONG



The HKTb curated a series of symbolic icons and landmarks of Hong Kong in collaboration with Korean illustrators and combined them into a portable *Hello! Hong Kong* colouring book as a gift to our correspondences and young opinion leaders in South Korea. A similar campaign, “Paint Hong Kong Now”, was also launched in Japan.

Tapping into the new stay-home trend under COVID-19, the *Hello! Hong Kong* colouring book provides a fun and safe pastime to explore Hong Kong while travel remains restricted. The Korean and Japanese public could also download the colouring pages on the HKTb’s website to win a copy of the colouring book or a specially designed handkerchief.

“#MISSYOUTOO” IN NUMBERS

- “#MissYouToo” local personality videos: 12 videos on YouTube with 600,000 views
- “100 Reasons to Miss Hong Kong”: 260 KOLs reaches 97 million on social platforms
- “100 Reasons to Miss Hong Kong” worldwide publicity: more than 220 media clips with over HK\$6.1 million publicity value
- “Grab Food Passport” Singapore brand partnership: about 3,000 redemptions
- Jenny Bakery Singapore brand partnership: sold out in 3 days
- “Taste Hong Kong Now” Japan trade partnership: 24 participating restaurants in 4 regions of Japan
- “Taste Hong Kong Now” Japan publicity programme: HK\$5.7 million publicity value
- “Paint Hong Kong Now” South Korea social media giveaway: more than 500 entries

360 HONG KONG MOMENTS

NEW PERSPECTIVES



Echoing the new travel trend of in-depth experiences, including the trending wellness tours, “360 Hong Kong Moments” was launched with a series of virtual-reality (VR) experience. An ongoing series since October 2020, 360 Hong Kong Moments presented Hong Kong through a series of 360-degree VR films that take viewers on immersive adventures across Hong Kong’s various streetscapes, green territories as well as urban sensations from whole new perspectives and created awe-inspiring impressions. These impressions were broadcast globally and turned international spotlights on the city’s renewed vibrancy.

With its innovative perspectives, 360 Hong Kong Moment has won a Gold Award in the PATA Gold Awards 2021 in the “Marketing Campaign (State & City - Global)” category with the “360 Hong Kong Moments: Great Outdoor” edition, proving the campaign’s excellence on an international level.

AWARD-WINNING PERSPECTIVES



To showcase Hong Kong's beauty in a never-before-seen angle, the HKTb invited local photographer Andy Yeung, Second Place Winner of the Cities Section of 2017 National Geographic Travel Photographer of the Year, to produce an impressive collection of 360-degree photos of Hong Kong's natural scenery, traditional tea houses, streetscapes and various experience across the city as the opening of the series.

Apart from the surprisingly accessible nature, 360 Hong Kong Moments also reinvented the city's image of its neighbourhoods, harbourview, shopping, dining, art and cultural offerings and wellness experience. The collection of videos and images was featured in media worldwide, hyping up Hong Kong's impression.

CONNECTING THE SENSES

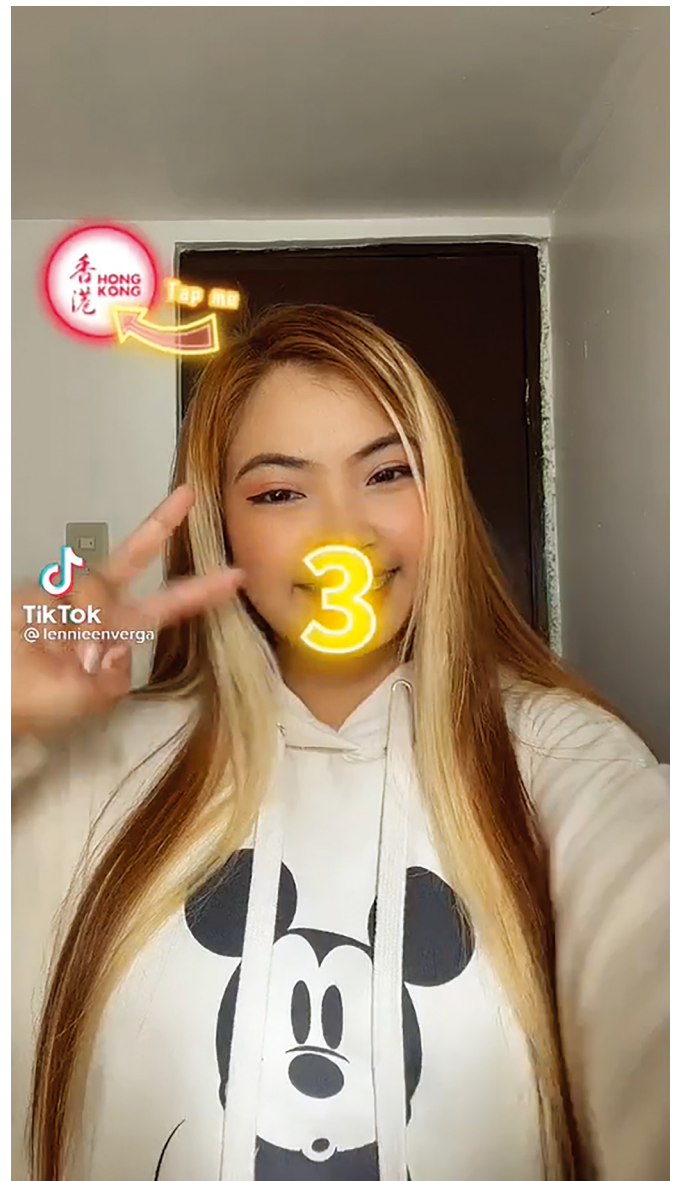


Showcasing Hong Kong's natural beauty, the "360 Hong Kong Moments: Great Outdoor" featured 10 hiking trails and 1 cycling trail through 5 local personalities in the theme of 5 senses: sight, taste, touch, smell and hearing. Featured contents were made available through e-guidebooks in 6 versions, as well as media co-op with Hong Kong's leading English media *South China Morning Post*.



The HKTb also joined hands with Brand Hong Kong of the HKSAR Government's Information Services Department to invite the Hong Kong Philharmonic Orchestra, which was the first Asian winner named the Orchestra of the Year in the 2019 UK Gramophone Awards, to reimagine Edvard Grieg's *Peer Gynt Suite no. 1* in "Hong Kong's back garden" Sai Kung. The performance entered the world's largest virtual city festival WRLDCITY in October 2020 to indulge worldwide audiences in a sensory feast which combines the restorative aural therapy properties of classical music with stunning nature scenes from Hong Kong, for a wholesome, all-encompassing wellness experience and a brand new green and cultural travel perspective.

SEA: A 5-BILLION-VIEW TIKTOK CHALLENGE




Targeting the Gen-Z who are social media-savvy, the HKTb launched a #360HKFoodMoments global hashtag challenge on TikTok in 6 markets, including Thailand, Malaysia, Philippines, Indonesia, Vietnam and Japan. The challenge also included an AR-based gamified effect to get influencers and TikTok users engaged with Hong Kong's classic dishes such as egg tarts, milk tea and dim sum. Users were also invited to create their own videos and apply the hashtag to expand the programme influence in these markets.

SOUTH KOREA: HITTING THE ROAD IN CGV CINEMAS

12월 30일(수) 저녁 9시 LIVE

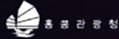
홍콩 야경 랜선투어

후기 91개, 평점 4.9/5.0점을 기록한
대표 인기 랜선투어



홍콩 현지에서 있는 베테랑 가이드와 실시간으로 떠나는 홍콩 여행
22년간 오직 홍콩 한자리만 지켜온 홍콩신짱 신용훈 가이드와 함께
홍콩 야경을 내 방에서 느껴보세요.

Myrealtrip X Guidelive X 홍콩관광청에서 준비한
무료 방송 이벤트도 놓치지 마세요!

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여행앓이 극복 프로젝트

생중계 랜선투어 무료 이벤트 LIVE

인기 랜선투어를 무료로 즐기고
푸짐한 경품까지 받을 수 있는 기회!


Joining hands with South Korea's leading online travel agent My Real Trip and number 1 cinema chain CGV, the HKTb brought in live-streamed virtual tours to the Korean public through a phased Online+Offline event. In the first phase, My Real Trip offered live tours to Hong Kong's Christmas scenes and iconic night views free of charge to maximise exposure among its 4 million members, followed by a paid event in CGV theatres. A first-ever event of its kind, the CGV event showcased the 360 Hong Kong Moments VR videos on movie theatre screens to impress viewers with Hong Kong's vibrancy and diverse experiences on top of the live tours. All 4 sessions of the paid event were sold out in few hours.

EUROPE: COUNTRY-WIDE EXPOSURE



Outside Hong Kong, the HKTB identified partners of regional or national scales to broadcast the charms of the award-winning “360 Hong Kong Moment: Great Outdoor” experience. In Germany, the Great Outdoor videos were broadcast on the in-store “Travel @Channel” in 850 McDonald’s outlets across the country; the Great Outdoor reports on UK’s *Daily Telegraph* reaches over 2 million readers on the British Isles, while the 360 videos were amplified on social and digital marketing in both the UK and the Netherlands. In France, the Great Outdoor videos were featured on 5 interest-specific travel media including *Elle* magazine, Yonder.fr and other trade media, and revamped French consumers’ and trade’s perspective to Hong Kong from “skyscrapers city” to “a city surrounded by nature”. The French media line-up reached an audience of 6 million on social media.


CANADA: GAINING AN UPPER HAND OVER OTHER DESTINATIONS




SPONSORED

11 Traditions That Are Important During Chinese New Year

How Hong Kongers are welcoming the Year of the Ox.



Hong Kong Tourism Board Virginia Chan | Hong Kong Tourism Board



Jennifer Browne · February 11, 2021 · Updated May 07, 2021

If 2021 isn't going your way yet, for some, there's another shot at a new beginning right around the corner. Across the globe, millions of people are getting ready to honour Lunar New Year.* Intended to wipe the past 12 months clean, this celebration is basically a chance to drive away negative vibes and start fresh.

Marked by the arrival of spring and filled with enormous feasts, family gatherings, symbolic traditions, and plenty of fireworks, Lunar New Year (also called Spring Festival, Chinese New Year and Vietnamese Tet) is one of the largest and most important annual Asian observances in the world – and the celebrations in Canada are no different.

On February 12, Canadians celebrating Lunar New Year will say goodbye to 2020's tumultuous Year of the Rat and welcome the Year of the Ox, which symbolizes strength and positivity, something we could all use a bit of right now.

For Hong Kongers, celebrations typically involve lion dances in Chinatowns across Canada, parades like the *International Chinese New Year Night Parade* in Hong Kong, and lots of hustling about in preparation. But since things are a little different this year, let's be more creative with the celebrations!

In Canada, the HKTb worked to launch a Connected TV campaign in the market with Rogers Network to advertise the “360 Hong Kong Moments” campaign, with the footage appearing in the intervals between some of Canada’s most popular TV shows, such as *Hell’s Kitchen* and National Hockey League games. The Connected TV campaign boosted HKTb’s social media and advertising efforts and brought the total impressions of the campaign to 14.3 million in the country.

“360 HONG KONG MOMENTS” IN NUMBERS

- “360 Hong Kong Moments” worldwide publicity: more than 1,200 media clips with HK\$55 million publicity value
- “360 Hong Kong Moments: Great Outdoor Hong Kong” worldwide publicity: around 2,000 media clips with over HK\$300 million publicity value
- Great Outdoor Hong Kong: Five Senses with Five Personalities videos: reached 3.8 million
- *South China Morning Post* Great Outdoor co-op: over 670,000 impressions
- South Korea “MyRealTrip” virtual tours: reached 1.9 million with more than 20,000 participation in online virtual tours
- South Korea “My Real Trip x CGV” event: 300 participants
- Global TikTok “#360HKFoodMoments” Hashtag Challenge: around 2 million videos created by users with 5 billion views
- “McDonald’s Travel @Channel” Germany publicity partnership: generated publicity value of HK\$7 million in 850 outlets
- *UK Daily Telegraph* readership on “360 Hong Kong Moments: Great Outdoor”: more than 2 million
- “360 Hong Kong Moments: Great Outdoor” UK social media publicity: reached more than 7.4 million
- “360 Hong Kong Moments: Great Outdoor” France publicity: generated publicity value of around HK\$8 million
- “360 Hong Kong Moments: Great Outdoor” France social media publicity: reached more than 6 million
- “360 Hong Kong Moments: Great Outdoor” Canada advertising campaign: 14.3 million impressions

MEGA EVENTS

MAINTAINING APPEALS



While most of the world's mega events were cancelled due to social distancing concerns, the HKTb has continuously monitored the pandemic development in Hong Kong with a view to keeping the mega events running in Hong Kong by adopting a hybridised "Online+Offline" format to bring its signature mega events to the public, making them available to visitor source markets outside Hong Kong.

HONG KONG WINE & DINE FESTIVAL



A favourite of both locals and visitors, the Hong Kong Wine & Dine Festival 2020 was staged in resilience with an extended programme from 4 days to 5 weeks to indulge gourmet lovers and wine aficionados with a combo of online masterclasses and wine cellar, menus delivered to doorsteps and citywide restaurant offers from over 500 outlets.

As HKTb's debut mega event since the pandemic began, the Wine & Dine Festival 2020 was recognised with 3 awards from the Marketing Events Awards 2021, a premiere platform for large-scale event markets and planners. The event won a Gold in the "Best Experiential Event" category and 2 Silvers in "Best Hybrid Event" and "Best Virtual Event", in addition to 2 other awards in DigiZ Awards 2021 Hong Kong (Gold Award in "Best Virtual Events for Marketing" category) and MICEBOOK 2021 (Best Consumer Campaign).

UNQUENCHABLE CULINARY EXPERIENCE



Star-rated hotels and reputed restaurants offered special Gourmet at Home Menus for takeaways to deliver Hong Kong's culinary experience to consumers under social distancing measures. For those who prefer dine-in experiences, the Wine & Dine Festival curated offers from over 500 restaurants, including Michelin-starred establishments serving menus with discounts up to half price.

ONLINE MASTERCLASSES AMASSING VIEWERS OUTSIDE HONG KONG



The Festival live-streamed 34 real-time, interactive cookery and wine-tasting masterclasses with food and wine kits of participants' choices. Celebrity hosts included global wine critic James Suckling (bottom left), Chef Vicky Cheng of Michelin-starred restaurant VEA Restaurant & Lounge, Chef Dai Long (right) who created the famous cha siu rice in Stephen Chow's movie *God of Cookery*, and actress-turned-winemaker Bernice Liu.

UK: A TESTIMONY FROM MASTER CHEFS



johnatorodecooks ✓



One of my favourite places to eat in the whole world! From its legendary street food to Michelin starred restaurants, Hong Kong is truly a city of incredible flavours... You can learn all about Cantonese cuisine, wine pairings and more in this year's Hong Kong virtual Wine & Dine festival. Check out Wine & Dine festival at winedinefestival.discoverhongkong.com #discoverhongkong



1,820 likes

NOVEMBER 25, 2020

[Log in](#) to like or comment.



Michel Roux Jr ✓
@michelrouxjr

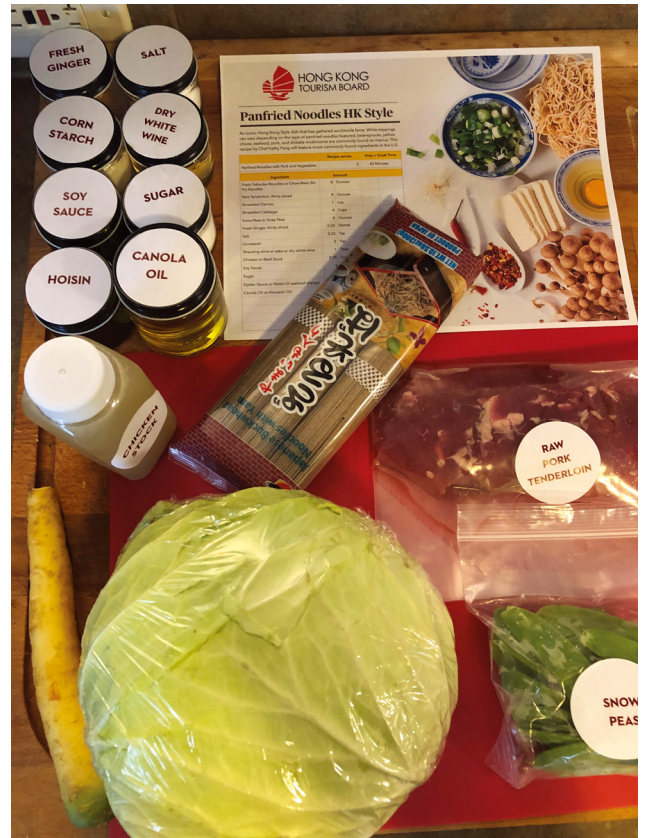
Hands down, one of my favourite foodie destinations in the whole world. Find out more about Hong Kong's vibrant cuisine at the winedinefestival.discoverhongkong.com #discoverhongkong



4:36 pm · 29 Nov 20 · [Twitter for iPhone](#)

Master chefs around the world also endorsed in various occasions and showed their support towards the Festival. Two-star Michelin chef Michel Roux Jr talked to BBC Radio Oxford, Radio Times, Talk Radio and Radio News Hub about the Festival, while *MasterChef* presenter John Torode (left) recalled his gourmet journey in Hong Kong on his personal social media platforms.

UK & US: FIRST-HAND GOURMET EXPERIENCE FOR TRADE PARTNERS



A virtual beer tasting was hosted in partnership with Hong Kong's brewer Gwei.Lo Beer and carrier Cathay Pacific for MICE trade partners in London to bring back their fond memories of hanging out with their Hong Kong friends. In another cook-along class for the US travel agents, Mr Terry Dale (left), President of the United States Tour Operators Association, fried some noodles in Hong Kong congee shop style. Yum!

Coverage about the Wine & Dine Festival has been covered around the world. BBC's *Good Food* magazine in South Korea ran an 8-page feature interviewing Korean chefs and TV producers why they miss Hong Kong cuisines.

[illegible]

FRANCE: TRAVEL ON YOUR TASTE BUDS



The French love it most when it comes to good food and good wine. KOLs in France leveraged the Wine & Dine Festival to introduce Hong Kong recipes that speak to their hearts and taught their followers to cook a meal that can cure their travel bug during Paris' second lockdown – of course, not without a glass of nice champagne that pairs perfectly with the snacks! They gave out specially designed Hong Kong aprons to their followers who had won an online contest.

"HONG KONG WINE & DINE FESTIVAL" IN NUMBERS

- Online masterclass viewership: 850,000 views with 30% from visitor source markets
- Participating restaurants: more than 500 in Hong Kong
- Online wine cellars: more than 100 wine merchants
- "Gourmet at Home" takeaway menus: offers from more than 30 hotels and premium restaurants
- Global publicity: generated more than HK\$150 million publicity value with more than 4,000 media clips
- Michel Roux Jr UK radio interviews: 11 interviews reaching over 6 million in the UK
- KOL Partnership on Hong Kong recipes in France: generated more than 40 media clippings and over 60 posts and Instagram stories, reaching an audience of 300,000 in France

HONG KONG WINTERFEST



Recreating the stunningly decorated Christmas Town in Statue Square Central online, the 2020 Hong Kong WinterFest reconceptualised the traditional celebration with immersive, interactive elements with 360-degree virtual 3D technology, bringing the seasonal vibes through music, storytelling and handicraft workshops at the cybernetic Santa Lodge on an on-demand basis. With its combo of interactive features delivering an immersive experience, 2020 Hong Kong WinterFest pocketed the Bronze Award in the “Best Virtual Event Experience” Category at Event Marketing Awards 2021, a regional award renowned in Asia, topped only by e-sport figurehead “League of Legends” and tech mogul Tencent. The Eventex Awards 2021 also awarded the event a Silver in the “Virtual Experience – Non-for-profit/Government” category.

AUGMENTING THE SEASONAL AMBIENCE



The 2020 Hong Kong WinterFest promoted various attractions in town and festive activities organised by different organisations with themed itineraries and events targeting on segments such as families, couples and friends, offering an eventful festival to everyone.

The virtual Christmas Town featured, a gigantic Christmas tree with latest technologies available on visitors' mobile devices. Visitors can also explore the Town with the voice guidance of Uncle Siu, a local English-learning influencer who arguably has the most enigmatic voice, to uncover a series of winter-time stories. Seamlessly enhancing the experience at the virtual Christmas Town, the vocally guided tour formed part of the influencer-led experience available across the whole WinterFest event, which has secured a Silver Award in the "Best Use of Influencer" category in the Marketing Events Awards 2021 for the Event together with the "Music House", WhatsApp stickers and workshops.

SHARING THE JOY



The “Music House” offered a selection of Christmas classics such as *Deck the Halls*, *Santa Claus is Coming to Town*, *Jingle Bells*, all performed by local artists Janice Vidal, Jason Chan, George Lam and Alex Lam. In addition, the public can download a collection of thematic WhatsApp stickers by local illustrators – Din Dong, Dustykid, Cat Ip and Messy Desk – from the Christmas Town and send seasonal blessings to their friends online.

MAKE YOUR OWN PRESENT



The Santa Lodges also offered on-demand handicraft classes of festively decorated clay doughnuts, pop-up greeting cards, aromatic Christmas wreaths and holiday candelabrum, allowing viewers to make their own presents with the comfort and safety at home.

“HONG KONG WINTERFEST” IN NUMBERS

- Worldwide publicity: generated publicity value of around HK\$26 million from over 700 clips in more than 10 markets
- “Music House” Christmas Carol videos: reached 2 million on HKTb-owned social media platforms

2021 HONG KONG NEW YEAR COUNTDOWN CELEBRATIONS



On 31 December 2020, Hong Kong welcomed its first-ever virtual Hong Kong New Year Countdown Celebrations. Because of public hygiene concerns, the physical firework was transformed into a digital video and was broadcast to worldwide audiences through many major media organisations. Winning a Bronze Award in the “Best Virtual Event” category of the Marketing Events Awards 2021 and another in the “Virtual Experience – Non-for-profit/Government” category of the Eventex Awards 2021, the New Year Countdown integrated the city’s views, fireworks, light effects with motion graphics, music and messages of blessings, spreading Hong Kong’s image as a world-class destination to the world.

5! 4! 3! 2! 1! WITH LOVE



Featuring the Victoria Harbour, rooftop pyrotechnics and light effects from *A Symphony of Lights*, the 2021 New Year Countdown spread love and blessings with motivational messages such as “Happy New Year”, “Hello Hong Kong”, “HK ♥ U”, “Good Luck” etc to add a touch of heartfelt connection between Hong Kong and audiences around the world.

The countdown video was live-streamed or replayed widely around the world to welcome a new year of 2021, including TVB, Phoenix TV, TBS, CNN and BBC.

“HONG KONG NEW YEAR COUNTDOWN CELEBRATIONS” IN NUMBERS

- Worldwide publicity: generated publicity value of HK\$70 million from more than 900 media clips, including 100 global TV channels
- Total viewership: around 5.5 million on HKTb-owned channels

FORTUNES IN HONG KONG · CHINESE NEW YEAR CELEBRATIONS



"Fortunes in Hong Kong · Chinese New Year Celebrations" was a three-week event highlighting Hong Kong's east-meet-west appeal by blending traditional festive customs and cultures with reinvented offerings. The event boosted Hong Kong's ambience during the Chinese New Year while providing business opportunities to the trade through the first-ever "CNY Online Mart".

ONLINE CNY MART



The “Online” CNY Mart pushed forward local creativity by offering an exclusive collection of delightful collaborations between traditional local businesses and the latest trend-setting brands to showcase HK’s unique flavours and characters, such as dried sausage croissant DIY kit and herbal tea-flavoured Spanish bon-bon. A physical pop-up mart “Mart in HK” was set up in PMQ, Central for convenient collection of goods. A mini game was launched on the event website with discount coupons or gifts with purchase to encourage spending and social sharing.

GOURMET AT HOME



The "Gourmet at Home" takeaway dining programme offered blissful CNY menus from over 20 hotels and restaurants, with four festive categories of big bowls, themed menus, desserts and afternoon tea sets to enjoy at home.

FENG SHUI ON YOUR PHONE



Alongside money-for-value time-limited offers, the campaign website came with enriched contents on Chinese New Year customs and culture which can be easily retrieved on various device, including *Feng Shui* tips for the Year of Ox by Thierry Chow, a modern *Feng Shui* master, to boost your luck in different aspects of life.

GREETINGS WITHOUT BORDERS AND BOUNDARIES



The HKTB has launched a series of CNY virtual tours including foodie tours, Central walking tour for media, online celebrities, friends and fans of Hong Kong, and familiarisation trips for trade partners. Participants learnt about Hong Kong customs in Chinese New Year through real-time interactions with our tour guide and local stall owners on Pottinger Street, and send congratulations and greetings to each other real-time. All participants received a fortune bag with gifts and souvenirs full of CNY colours, such as tiny windmill and red socks with prosperous messages.

UK: TURN UP THE FESTIVE HEAT



In the UK, celebrity chef and cook book author Ching He Huang (right on the photo on the right) promoted Hong Kong's Chinese New Year celebrations, cuisine and traditions on national broadcast media including BBC 1 and in radio interviews streamed to about 50 stations in Britain.

FRANCE: TASTING YOUR CNY LOCALLY



© Patrik A. Sater



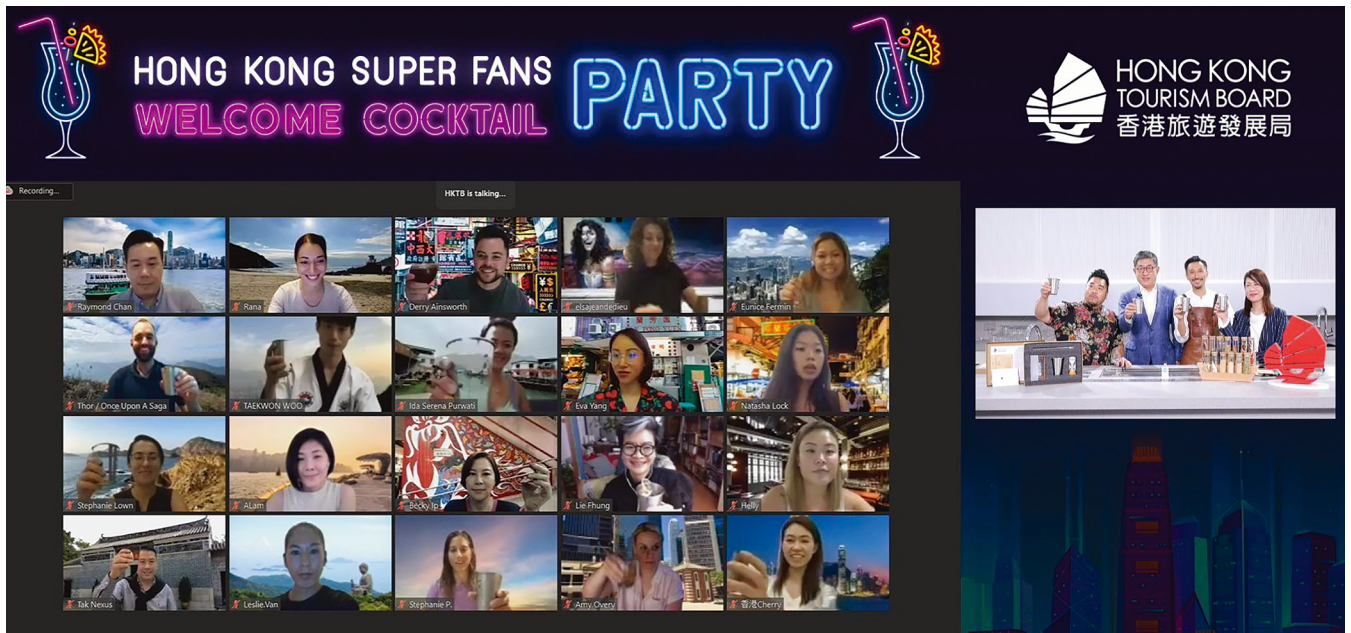
© My Bouche, Sortir à Paris

The HKTB worked with Yoom and Chef Khanh-Ly Huynh from The Hood, modern Asian restaurants in Paris, France, to create a special CNY Menu available for takeaway enjoyment when restaurants all over France were still closed out of public hygiene concerns. The HKTB transformed the hard times into opportunity to impart Hong Kong memories to local people by sending festively themed lunch care packs to influencers and media partners. 3 other cookery influencers also recreated CNY menus on their Instagram accounts. The gourmet experience, alongside other CNY customs, were hence covered widely in major French publications *Le Figaro*, *Le Parisien*, *Elle* magazine, France Bleu Radio, and many more.

“FORTUNES IN HONG KONG - CHINESE NEW YEAR CELEBRATIONS” IN NUMBERS

- Global publicity: generated HK\$165 million of publicity value from more than 1,400 clips
- Online CNY Mart: more than 3,000 products sold from over 70 merchants
- “Gourmet at Home” takeaway menus: offered special menus from 24 local hotels and restaurants
- Online mini game: attracted about 74,000 times of plays
- Ching He Huang interviews:
 - TV coverage on BBC 1 *Saturday Kitchen*: 1 million audience
 - Radio interviews: about 50 stations with 5.54 million audience
- UK *Daily Telegraph* coverage: 92 million reach

HONG KONG SUPER FANS POWERFUL TESTIMONY

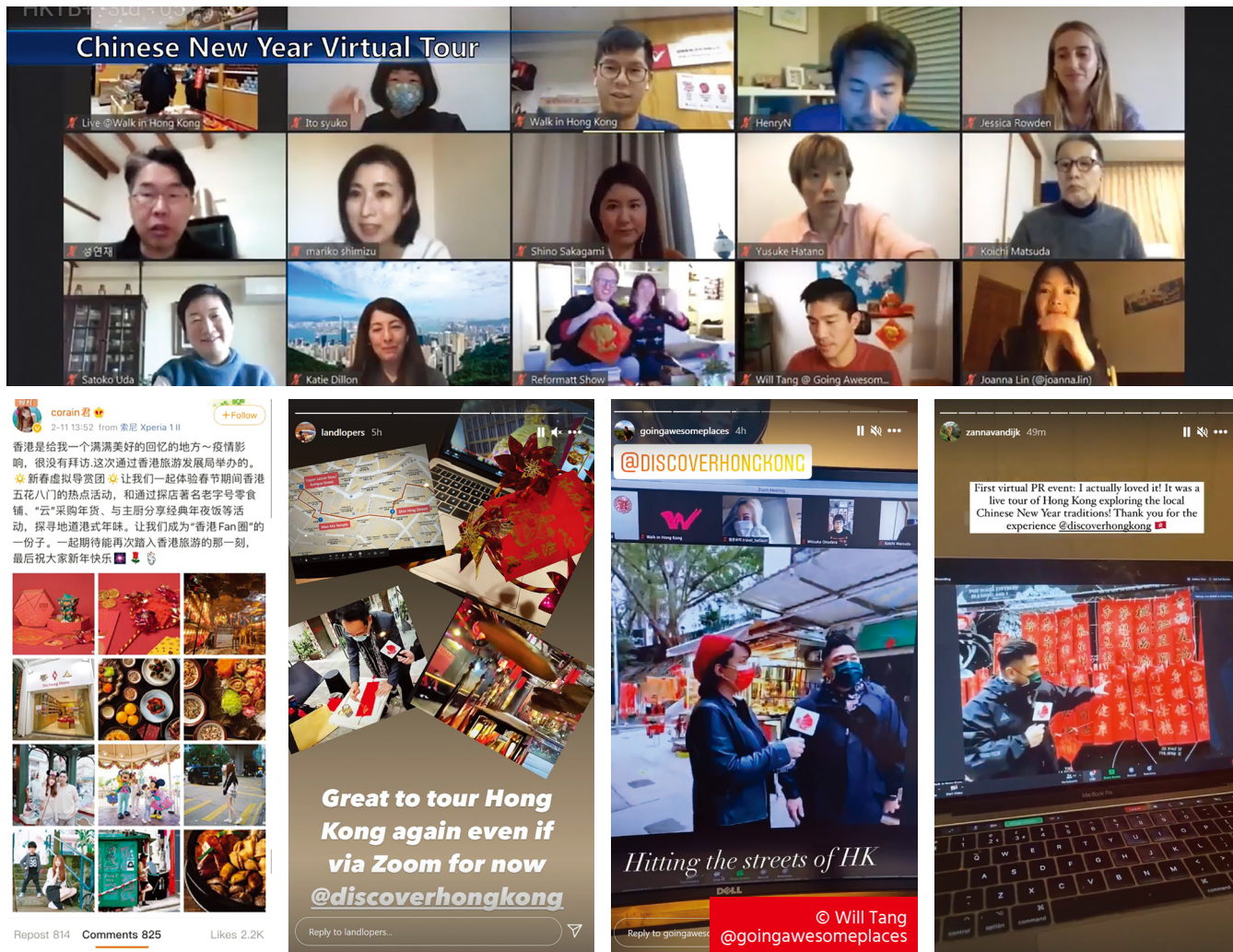


While Hong Kong is geared up in welcoming back visitors and interested consumers with new tourism assets, it is expected that, when travel resumes, people who have an enduring love for Hong Kong, those who have previously visited the city and those who have a connection with Hong Kong are more likely to return first. On the other hand, under the intensifying regional competition for visitors in foreseeable future, reliable testimony that speaks to our target segments' interests and genuine words of mouth would play an instrumental role in bringing back visitors to Hong Kong. Therefore, the HKTb rolled out a global engagement programme and invited friends and fans of Hong Kong to become "Hong Kong Super Fans", leveraging on their influence and heartfelt passion to spread positive word-of-mouth endorsement and encourage visitors from markets worldwide to head to Hong Kong as soon as travel resumes.

FRIENDS AND FANS OF HONG KONG

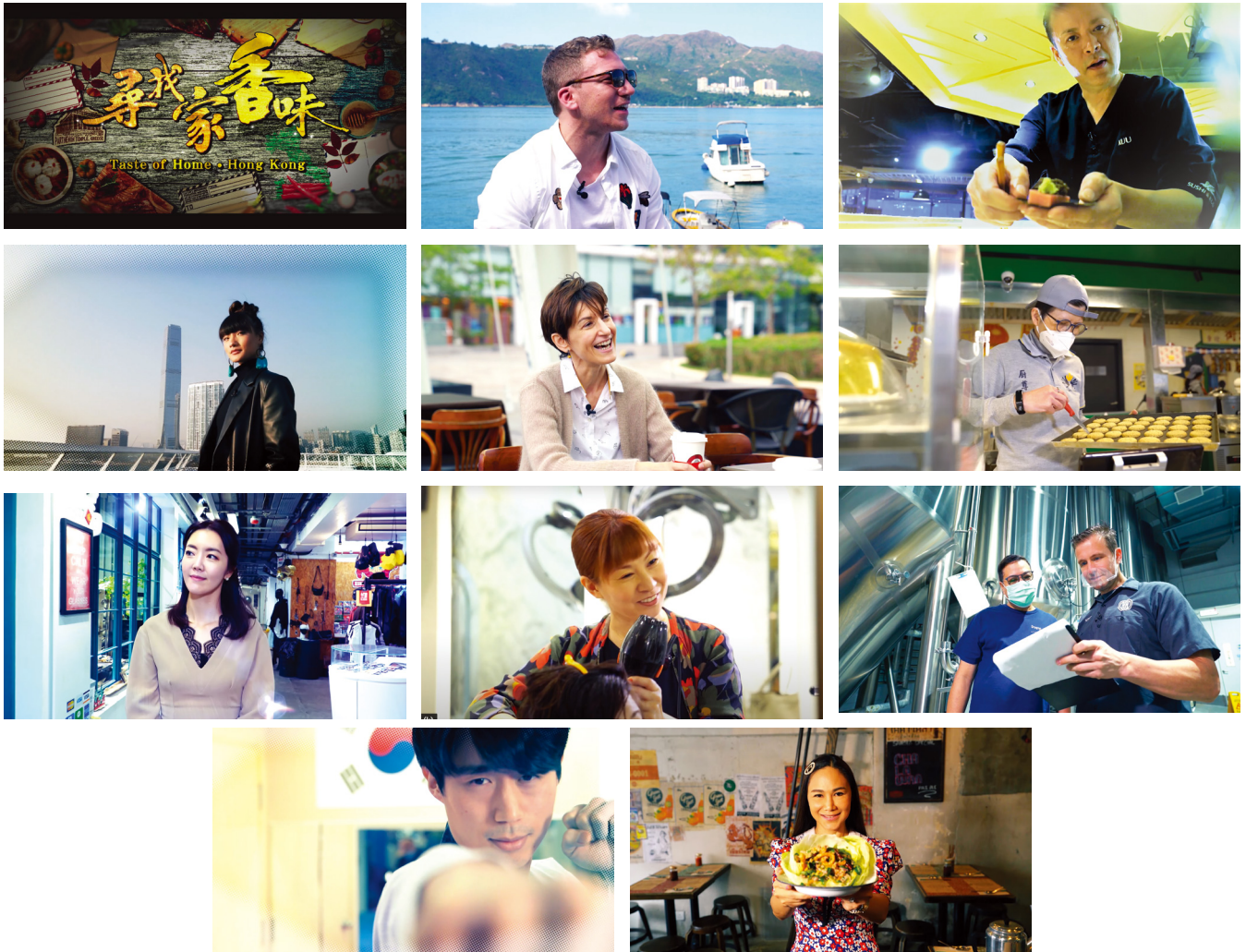
"Hong Kong Super Fans" include expatriates living in Hong Kong as well as public figures of social and online influence in 16 key source markets. The Super Fans is an important and integral element of the HKTb's tourism recovery plan as they will be the ambassadors who speak to their respective markets with their genuine and first-hand experience.

TRY-AND-TELL: SIMPLE BUT DIRECT



With various expertise and interests, the Hong Kong Super Fans are entitled to exclusive events of various themes. These events include virtual tours, workshops and physical events, so that they can immerse themselves in the authentic experience, and make genuine recommendations to their followers and friends in a “try-and-tell” mechanism. The regular updates on the latest tourism offerings and activities in Hong Kong via a dedicated Facebook group also keep fueling their passion for Hong Kong and inspiring these enthusiasts to share more happenings in Hong Kong with their followers.

TELEVISION RENEWED LOVE FOR HONG KONG



The Hong Kong Super Fans will also be ambassadors of Hong Kong to share what they love about Hong Kong. In January 2021, *Taste of Home · Hong Kong* premiered on local broadcaster TVB Jade, featuring 10 expatriates. The expatriates told the stories about their life in Hong Kong, why they chose Hong Kong for chasing their dreams and where they could find authentic tastes of their homes here. It is a collaboration that HKTB has initiated to leverage local voices to bring out the core strengths of Hong Kong as an international city that attracts talents from different parts of the world and the beauty of the city that Hong Kong people are proud of.

“HONG KONG SUPER FANS” IN NUMBERS

- Number of Super Fans: about 400 fans and friends of Hong Kong
- *Taste of Home · Hong Kong* media co-op: 4.3 million viewers in Hong Kong, generated HK\$44 million publicity value globally

GEARING UP THE TRADE



The HKTB has closely monitored the pandemic development throughout 2020/21 to adjust its strategies flexibly. Although Hong Kong saw few inbound visitors, the behind-the-scenes work with various stakeholders in the tourism sectors did not stop; on the other hand, the HKTB seized the chance to gear up and enhance the tourism sector to stand up to increasing regional competition when travel resumes.

UNCEASING COMMUNICATIONS

As border closure limited exchange between Hong Kong and its visitor sources, the HKTB maintained close communications with trade members to keep audiences in visitor source markets updated with accurate information about Hong Kong.

QUICK RESPONSE TO TRAVEL RESTRICTION – ONLINE TOURISM UPDATE



Shortly after the HKSAR Government adopted stringent boundary/border control measures in March 2020 to prevent the spread of the pandemic, the HKTb hosted its first-ever online annual Tourism Update in April 2020 to present a recovery plan for Hong Kong's tourism industry.

In addition to our regular presentation of HKTb's annual business plan by HKTb Chairman and Executive Director, representatives from various worldwide offices also shared their insights in the event to keep local trade members abreast about pandemic development, attracting about 1,500 trade members from various sectors.

GLOBAL ONLINE FORUM CONNECTING WORLDWIDE TRADE PARTNERS



In June 2020, the HKTb hosted an online forum titled “Beyond COVID-19: Global Tourism’s New Normal” – the first event of its kind focusing on the post-pandemic tourism prospects for Hong Kong, Mainland, Asia, and the world.

The global online forum secured the support of 7 respected global industry leaders, including McKinsey & Company Partner, Google Sector Lead in Travel & Vertical Search APAC, Trip.com CEO, World Travel & Tourism Council (WTTC) President and CEO, International Air Transport Association (IATA) Director General and CEO, Hong Kong and Shanghai Hotels Ltd COO, and The Global Association of the Exhibition Industry (UFI) Managing Director and CEO, to discuss the latest consumer sentiments and behaviour and share insights into the challenges confronting the industry.

Besides, the HKTb has hosted more than 100 webinars since March 2020, among them is a major webinar in April to analyse the pandemic's impact on tourism, drawing 1,500 trade representatives from Hong Kong. The webinars were well received by trade partners around the world and generated many news reports in major media platforms.

POOL OF ELITE FOR BIDDING WORLD-RENOWNED EVENTS



The HKTB invited leaders with significant influence in respective sectors and wider community such as the medical science, commerce, innovation and technology, and various academic sectors to become Hong Kong Convention Ambassadors to promote Hong Kong as a leading destination for meetings, incentive travels, conventions, exhibitions (MICE).

With extensive connections, influence and personal standing in their respective fields, Convention Ambassadors have a significant advantage when they lobby potential conference organisers to consider Hong Kong as the preferred host city for future MICE events. The Ambassadors have been leading a number of conventional events, including Hong Kong International Dental Expo and Symposium (bottom), International Airline Transport Association (IATA) World Cargo Symposium, Asia Pacific League of Associations for Rheumatology (APLAR).

REGIONAL PARTICIPATION TO SEIZE UPCOMING CHANCES



At the same time, the HKTb maintained Hong Kong's exposure among international trade associations by actively participating in different large-scale regional and global industry events, such as the 87th UFI Global Congress, M&C Asia Connection, the China Congress of Association and Chamber of Commerce, and Seatrade Cruise Virtual to solicit their support towards the tourism industry in preparation for welcoming back MICE and business travellers as well as high-yield visitors when travel restrictions are lifted.

Mainland will continue to be Hong Kong's largest visitors source when boundaries reopen. In light of this, the HKTb collaborated with trade partners to conduct a MICE Virtual Trade Show and business matching sessions among the Mainland MICE buyers, agents and potential corporate clients, to create business opportunities for Hong Kong and Mainland trade partners.

To keep Hong Kong on the radar of Mainland trade partners, in March 2021, the HKTb organised a physical MICE trade seminar in Guangzhou with trade partners from Southern China to capitalise on the Greater Bay Area opportunity as detailed in the National Fourteenth Five-Year Plan. In addition, the HKTb also facilitated trade partners to network and discuss business with Mainland consumers through setting up the Hong Kong Pavilion at the physical China (Guangdong) International Tourism Industry Expo (CITIE) in September 2020 which helped trade partners generate business leads prior to boundary reopening.

TRADE ENGAGEMENT INITIATIVES AND MICE EVENTS IN NUMBERS

- Tourism Update 2020: Around 1,500 representatives from Hong Kong travel trade attended
- “Beyond COVID-19: Global Tourism’s New Normal” Global Online Forum: 4,000 registered viewers including trade representatives, academics and media from 75 markets; 55% of which are non-local viewers
- HKTb Trade Webinars: More than 100 webinars with 15,000 trade representatives from the Mainland and overseas; generated around 40 media clippings with publicity value of HK\$1.1 million
- Hong Kong Convention Ambassadors: More than 100 distinguished leaders of business and professional bodies in Hong Kong
- MICE Virtual Trade Show & Business Matching Sessions for Mainland market: Collaborated with 85 Hong Kong partners with 77 virtual exhibition booths; successfully generated more than 1,300 appointments between buyers and providers
- Physical MICE trade seminar in Guangzhou: Attracted over 40 industry executives from the Mainland
- Online+Offline Business Matching Sessions for local, Mainland and overseas markets: Lined up around 7,000 appointments in 12 sessions
- CITIE Hong Kong Pavilion: Exposed to 20,000 visitors and 500 buyers, winning the “Best Organisation Award”

RESTORING CONFIDENCE AND ENHANCING SERVICES

While preparing for tourism recovery, the HKTb focused on restoring consumer confidence in Hong Kong's safety against COVID-19 as well as our relatively stable pandemic situation, highlighting the efforts in combating the virus by trade partners and the true testimonies of business leaders. At the same time, the HKTb made use of the pandemic as a chance to accelerate our digitalisation to provide effective, seamless and customisable visitor services.

REASSURING COVID SAFETY WITH STANDARDISED HYGIENE PROTOCOL



Campaign partner

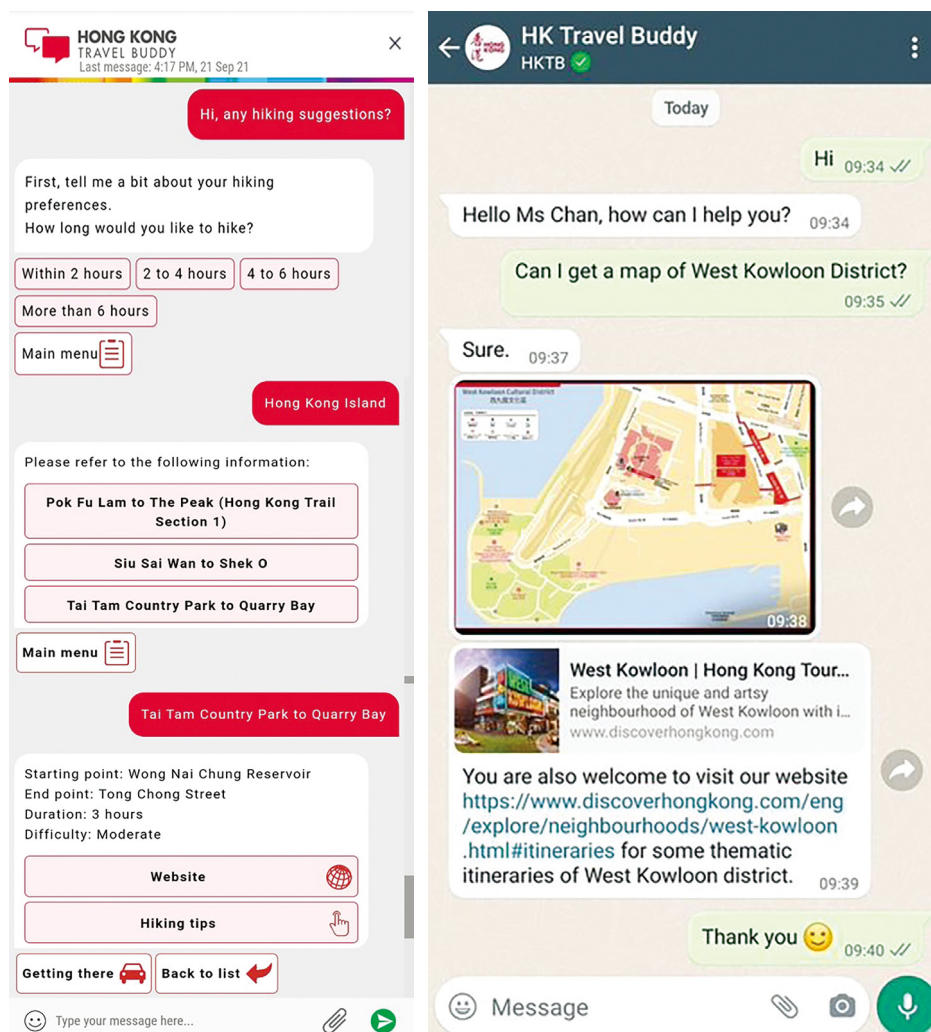


To restore consumers' confidence and deepen their understanding in Hong Kong businesses' hygiene measures against COVID-19, in October 2020, the HKTb joined hands with the Hong Kong Quality Assurance Agency to lay down a standardised set of hygiene and anti-epidemic protocol for tourism-related industries, including hotels, shopping malls, attractions, travel agencies, the dining and retail sectors. The "Anti-Epidemic Hygiene Measures Certification Scheme" will help visitors easily identify up-to-par outlets and become a source of confidence for having an enjoyable stay in Hong Kong.

The protocol was endorsed by trade partners and Dr Yuen Kwok-yung, Chair of Infectious Diseases, in the Department of Microbiology at The University of Hong Kong who also advised the government on pandemic-response measures.

To further support the industry through these difficult times, the HKTb fully sponsored the application fee for eligible businesses.

ACCELERATING DIGITALISATION



In terms of visitor information and services, the HKTb has made use of the time in pandemic to enhance its automated and online services. The HKTb launched an AI visitor service chatbot in October 2020 and WhatsApp live chat services in December 2020 to provide local consumers and travellers with more efficient services. The services allow travellers to receive accurate information from a reliable source and increase their confidence to come to Hong Kong under the pandemic. The existing email inquiry and hotline systems were also upgraded to incorporate the online services so that inquirers can switch to other communication means once they get in touch with HKTb's staff, making the inquiry process more convenient and highly customised.

STANDARDISED HYGIENE PROTOCOL AND AI VISITOR SERVICE CHATBOT IN NUMBERS

- “Anti-Epidemic Hygiene Measures Certification Scheme”: around 3,000 certified outlets
- AI Visitor Service chatbot: handled more than 11,000 inquiries, equivalent to 40% of inquiries received from webchats on DiscoverHongKong.com