

An aerial photograph of the Hong Kong skyline, featuring the Victoria Harbour, the International Finance Centre (IFC), and the Bank of China Tower. The image is overlaid with a large red graphic element in the top right corner, which contains the text "OUR INITIATIVES".

OUR INITIATIVES

OUR INITIATIVES

NAVIGATING THE FUTURE TOGETHER

The COVID-19 pandemic has brought unprecedented challenges to the tourism industry. In 2021/22, the Hong Kong Tourism Board (HKTB) remained agile, flexible and continued to adjust its strategy and work directions to maintain Hong Kong's tourism competitiveness and exposure.

While the HKTB continued its efforts in cheerleading for a positive local ambience through "Holiday at Home", a brand-new promotion on "West Kowloon" was launched in the year under HKTB's "Hong Kong Neighbourhoods" platform to further showcase Hong Kong's diverse travel experiences and connect the community with tourism. On the other hand, the HKTB brought back some of its signature mega events to continuously create a city-wide positive vibe while showcasing Hong Kong's diverse appeal and experiences to the world, which is strengthened by a series of market-targeting and consumer campaigns to sustain the city's exposure in the Mainland and overseas markets, so as to sustain visitors' interest in visiting Hong Kong as soon as cross-boundary / border travel resumes.

In addition, the HKTB worked closely together with the tourism industry to navigate the challenges with resilience, innovation and solidarity.



Holiday at Home



Hong Kong Neighbourhood –
West Kowloon



Mega Events



Global Visibility



Trade Partnership



Sustainable Tourism Development



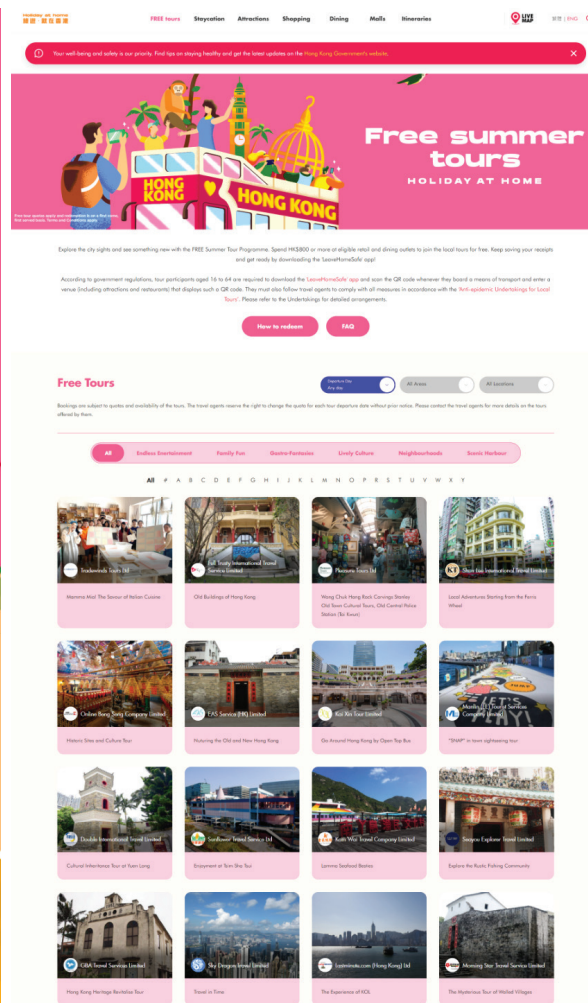
Holiday at Home

Extending the spirit of “Holiday at Home” first rolled out in 2020, the HKTb continued to boost local ambience through a series of local tourism initiatives, with a view to unceasingly encouraging the local public to keep exploring the city and rediscovering the charm of Hong Kong from a new perspective, while sending out a positive message to global consumers that Hong Kong remains a vibrant and attractive international travel destination. Meanwhile, the active spirit of social and economic activities also served to support local businesses amidst the pandemic, especially with the multiplying effect of the Spend-to-Redeem promotions, while providing tourism-related sectors an opportunity to warm up to welcome back visitors when travel resumes.

FROM “WHAT WE SEE” TO “HOW WE SEE”

To motivate the local public to explore Hong Kong and be its own tourist, especially the new attractions and hidden gems, the HKTb introduced six new themes to explore the city with new perspectives through social media activations, namely “urban garden”, “light & shadow”, “geometry”, “street exploration”, “colour mix & match” and “exotic holiday”. The HKTb mobilised a group of celebrities and influencers to share their experiences in unexplored locations with a view to encouraging the public to appreciate the hidden gems around us. More than 200 influencers created social posts for the campaigns with over 2 million views and 500,000 engagements.





EXPANDING THE SPEND-TO-REDEEM PROGRAMME

In light of the excellent public reception of the first round of Spend-to-Redeem "Free Tours" programme launched in 2020, the HKTb extended the Spend-to-Redeem programme with new rounds of the activity, with additional elements to enrich the Free Tours experiences. The programme was also expanded to the hotel sector with discounts on staycation offers for the public to incentivise the local to enjoy the hospitality services and experiences in Hong Kong. In addition, the HKTb also launched a "Free Tours Lucky Draw" to encourage the public to get vaccinated against COVID-19 during the pandemic.

FREE LOCAL TOURS WITH NEW ELEMENTS

The HKTb launched the second round of "Free Tours" in May 2021 to meet the popular demand from the public. The new round of "Free Tours" offered a doubled quota of 20,000 and new tourism elements of novel themes, such as stargazing workshops, ethnic cultural dance class, recycled paper DIY and fishing village excursions, to allow the public to explore and appreciate Hong Kong from new perspectives. The second round of Free Tours offered around 190 itineraries, and each itinerary took participants to at least two points of interest, such as photo hotspots and attractions with unique Hong Kong characteristics.

The second round of "Free Tours" was extremely well received, with the first batch of itineraries full booked within four days of enrolment, while all quotas of the second batch were filled on the day of registration.



OFFERING INCENTIVES TO VACCINATION

In support of the Government's COVID-19 vaccination programme to create a safe environment, the HKTb also introduced a "Free Tours Lucky Draw" in August 2021 to reward the vaccinated with quota to join the tours. A total of 20,000 tour places were given out in the Lucky Draw.



STAYCATION DELIGHTS

Similar to Free Tours, consumers could enjoy a discount of HK\$500 for any accommodation staycation offers available in participating non-quarantine hotels upon spending HK\$800 at physical retail and dining outlets in town. Two rounds of "Staycation Delights" were launched in March to May 2021 and August to October 2021 respectively and contributed to a total of about 40,000 hotel room nights.

The "Staycation Delights" programme was found to have effectively raised the public's awareness towards hotel offerings among the local public as hotel room occupancy gradually rose since the launch of the campaign. In addition, the two rounds of programme brought a direct subsidy of HK\$20 million to about 150 participating hotels. It also contributed HK\$54.5 million local consumptions and generated a total revenue of HK\$48 million in participating hotels.

Altogether, the HKTb provided the trade partners with direct subsidies of HK\$40 million through the Spend-to-Redeem programmes and Free Tours Lucky Draw.



SUPPORTING CRUISE-TO-NOWHERE ITINERARIES

Cruise tourism is one of the key sectors of our tourism industry. The resumption of cruise-to-nowhere itineraries in July 2021 allowed the public to enjoy cruise travel before the resumption of cross-boundary / border travel. The HKTB worked closely with cruise trade partners to promote among consumers the dedicated hygiene and safety protocols as well as anti-epidemic measures newly promulgated, and to disseminate relevant messages through various marketing channels, thereby restoring public confidence over cruise travel. A total of 88 sailing were completed within the year, serving over 130,000 passengers.

Besides, the HKTB strengthened its promotion among the younger consumer segment, so as to stimulate demand on cruise tourism from the local market. The HKTB joined hands with Joyce Cheng, a local artist who is greatly popular among youngsters, to promote culinary offerings, outdoor experiences and wellness relaxations on board from a new and energetic perspective. The HKTB also collaborated with leading local travel and lifestyle media to feature cruise-to-nowhere itineraries by showcasing a wide spectrum of experiences and enjoyment on board.





CREATE MODERN TRADITIONS

The HKTb put together a series of new, in-depth experiential tourism products from arts and cultural perspectives to “Create Modern Traditions”. With the rich history and diverse heritage preserved by the community in West Kowloon, the HKTb bridged local elements of the bustling communities of Yau Ma Tei and Jordan and the artistic lure of WKCD in the promotion through the works of local art talents in a series of thematic visuals and a storytelling brand film.



Hong Kong Neighbourhood – West Kowloon

West Kowloon is where old meets new. Leveraging the world-class, state-of-the-art cultural infrastructure commissioned in the West Kowloon Cultural District (WKCD), the HKTb launched a brand-new promotion “West Kowloon” under the “Hong Kong Neighbourhoods” campaign in September 2021, reinventing the neighbourhood of WKCD, Jordan and Yau Ma Tei into an up-and-coming cultural destination with world-class art offerings, vibrant street life and traditional heritage.

Although travellers were yet to return in person, “West Kowloon Neighbourhood” aimed not only to showcase Hong Kong’s new art and cultural experiences globally to motivate visitors to come to Hong Kong when travel resumes, but also to entice the local community in the area to savour the experience first and rekindle their enthusiasm for the art-life aura in the area, which would

in turn encourage them to share their experience with friends and families outside Hong Kong and prepare them for being a good host when visitors return, while helping businesses in the community to plan ahead.

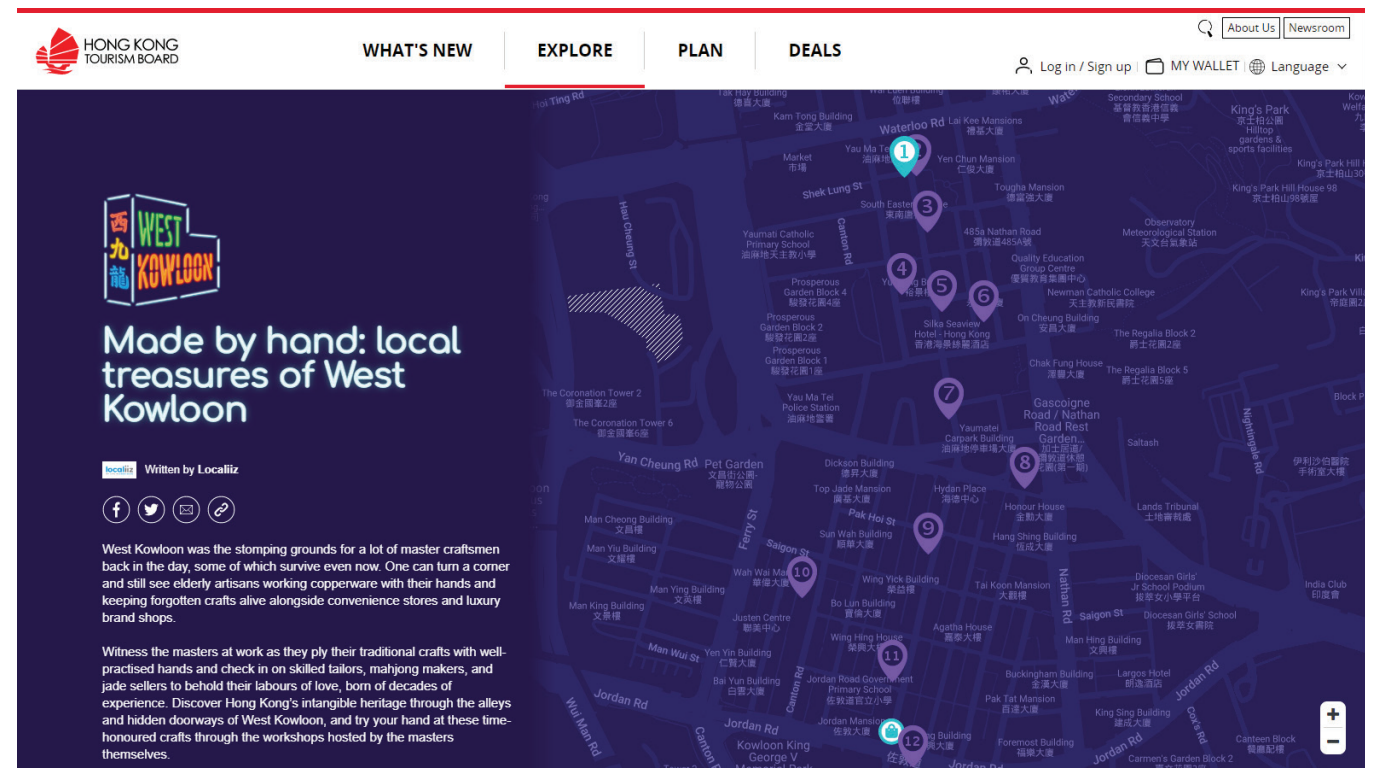
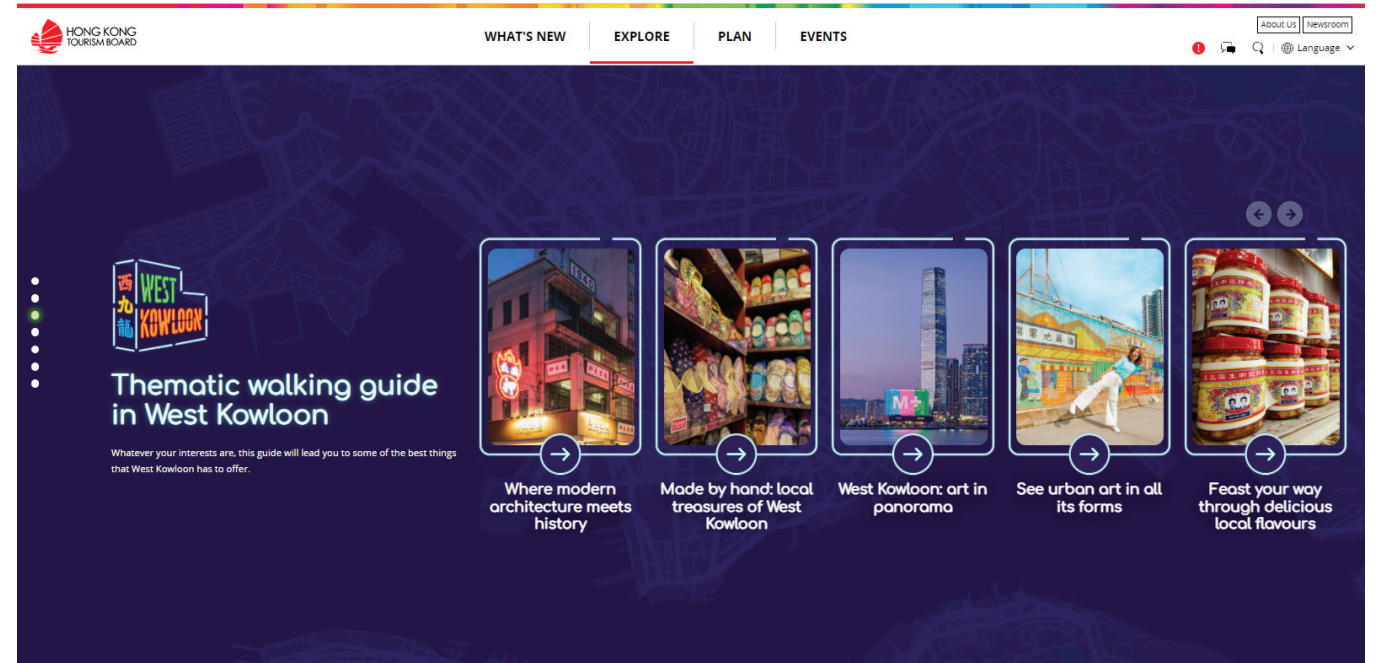
The story of the reinvented West Kowloon and the HKTb’s efforts in connecting the neighbourhood with tourism and local community has won the campaign international awards, including the Grand Award in Marketing of the Pacific Asia Travel Awards (PATA) Grand Awards 2022 and a Silver Award in the “Special Events: Community Involvement” in the Galaxy Awards 2022, as well as leading local industry award such as Excellence Social Goods in Campaign Awards of 2022 HKMA Awards for Marketing Excellence.





EXPLORING WITH LOCAL INSIDERS

To further deepen the cultural experiences, the HKTB curated five thematic itineraries focusing on historic architecture, traditional craftsmanship, world-class cultural offerings, urban arts in the neighbourhood and local flavours, featuring not only attractive locations but also local personalities who preserved the traditional heritage and craftsmanship in the neighbourhood. More than 50 artsy and cultural locations and shops were covered in the five routes and were made available to the public in an interactive, on-demand online e-guidebook which could be retrieved anytime, everywhere.





INTERNATIONAL ART COLLABORATION – FRIENDSWITHYOU

Alongside the rejuvenated local experiences, the “West Kowloon” promotion also collaborated with international pop art duo FriendsWithYou – Samuel Borkson (Florida, USA) and Arturo Sandoval III (Cuba) – to bring into the neighbourhood an impactful art exchange with cheerful characters.

To inject loving and energetic vibes to the West Kowloon community, the artists created 12 mega-sized inflatable art installations for an outdoor exhibition at the Art Park of WKCD between 23 September and 6 October 2021 to create a fun-filled space next to the scenic Victoria Harbour that the public can enjoy. In addition, the HKTB also partnered with the Hong Kong Space Museum, an iconic attraction at Tsim Sha Tsui, to decorate the landmark with the signature FriendsWithYou smile on its well-recognised bun-shaped dome, which is visible to the public from afar, spreading positivity to the neighbourhood.

In addition to the local audience, the HKTB also created a series of online flash mob videos and AR interactive experiences with the happy characters to allow global audiences to embark on a virtual journey across Hong Kong and its world-beating attractions. The videos also highlighted the incredible diversity of artistic elements in West Kowloon and encouraging worldwide viewers to explore Hong Kong from an artistic and cultural perspective.





WEST KOWLOON BEYOND HONG KONG

Since the launch of the programme, “West Kowloon” has amassed attention not only from the local public, but also from outside Hong Kong. More than 2,500 media reports were generated around the world.

NEW TASTE OF HONG KONG FROM THE NEIGHBOURHOODS

On top of the local campaign, the HKTb also gave the world a taste of the reinvented “West Kowloon” through global publicity campaign. A Taiwan-based French actor Fabio Grangeon visited some of the Hong Kong Super Fans in town to check out the new experiences of Hong Kong as he explored the city for a potential home in Asia. The cast travelled from West Kowloon to Sai Kung and Central in TLC’s two-part travel programme *New Taste of Hong Kong*, talking to owners of traditional soybean product shop Liu Ma Kee, Michelin-starred VEA Chef Vicky Cheng, Antonio Lai, mixologist of World’s Top 50 Bar Quinary, as well as other local and expat artists in Hong Kong, to get a unique and exclusive look at the creative and culinary scene of the neighbourhood and Hong Kong.



VIRAL ON SOCIAL

To present the reinvented excitement for Mainland visitors with a view to encouraging them to rediscover the neighbourhood when travel resumes, the HKTb ran a series of social media campaign on Mainland platforms. The social media posts and videos reached an audience of 48.1 million in various Mainland markets.

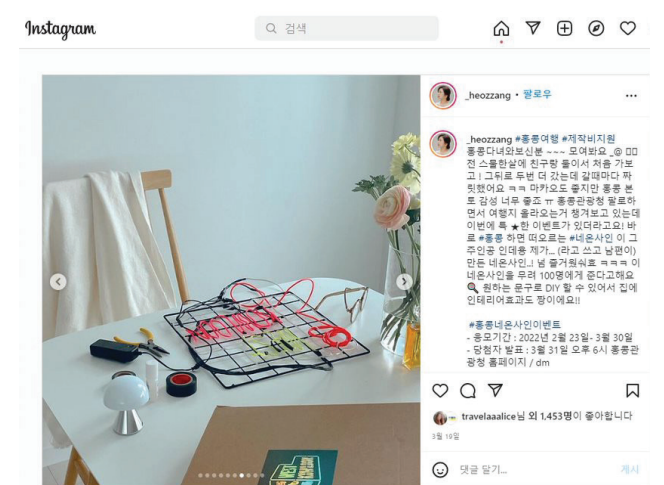


Instagram



BRIDGING THE EXPERIENCE WITH DIY

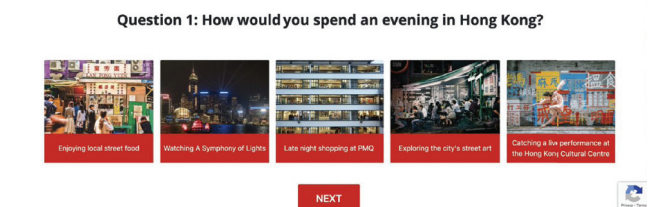
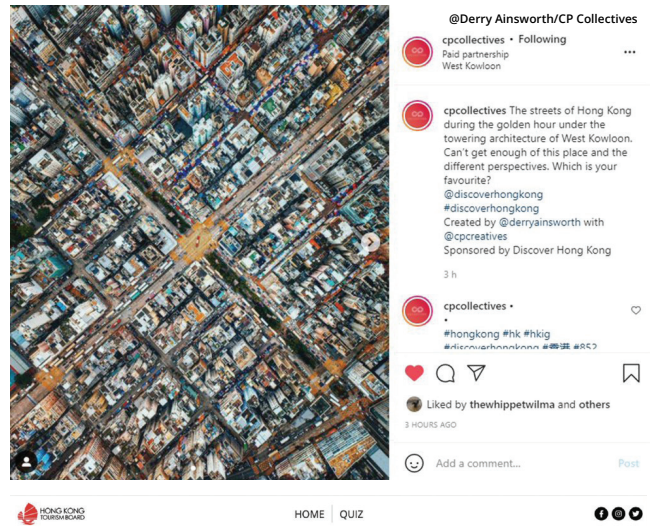
In North Asia, the HKTb connected with trade partners, major media organisations and Hong Kong Super Fans through exclusive virtual tours to inform them about Hong Kong's state-of-the-art world class arts and cultural infrastructure in South Korea. To deepen their experience with Hong Kong's signature neon signs, the HKTb shared a DIY kit to influencers for them to make and own their own West Kowloon Neon Sign. The experience was well loved by the influencers and their sharing reached a total of 6.1 million among South Korean readers and their network.





ONLINE-OFFLINE EXPOSURE

The HKTb also launched a wave of release in the market, including media partnerships and collaboration with local influencers to demonstrate the new attractions and modern-mixes-tradition, and gourmet highlights in the neighbourhood. In addition to traditional media, the HKTb also live-streamed the stories on LINE, one of Taiwan's most used instant messaging app, which attracted an overwhelming viewership of 250,000 visits from consumers at large.



TOURING WITH JUAN

The HKTb collaborated Filipino actor Richard Juan, one of HKTb's Hong Kong Super Fans who has not been in Hong Kong for years. Juan visited West Kowloon with a virtual tour guide to see, hear and feel like he was in West Kowloon in person. Juan published a vlog on the West Kowloon tour on his social media platform, which went viral and reached 2.84 million readers. The video successfully drew media attention, with other media reports raising the awareness of West Kowloon in the Philippines.



CAPTIVATING THE PUBLIC WITH QUIZZES

The HKTb also strived to amplify the West Kowloon experience in long-haul markets. In the UK, Hong Kong Super Fans Derry Ainsworth, a Hong Kong-based British photographer, created a series of photos published on a creative Instagram channel CP Collectives, which has a wide audience base in the UK. Along the photos published, a competition was launched, in which entrants could discover their most preferred West Kowloon itinerary through a simple quiz and get the chance to win a prize. A total of 9,000 entries were recorded.



DEEPENING THE BOND WITH LOCAL COMMUNITY & STAKEHOLDERS

With a view to strengthening the connection between the revamped West Kowloon experience and the local community, the HKTb engaged a wide spectrum of stakeholders and younger members of the community through a series of experience walking tours and educational activities.

Media representatives, tourism industry members, political parties and official authorities, academics, expats and various local communities such as university students, teachers' associations and school principals, and the West Kowloon Communities were invited to the tours. The walking tours visited humble local businesses where these traditional cultures were preserved with direct sharing from the shop owners, facilitating exchanges between the keepers of the heritage and the community at large. More than 1,000 stakeholders participated in the experience walks in person during the campaign period.





Mega Events

As Hong Kong strived to remain competitive as an international travel destination, the HKTb leveraged the city's core strength and our signature mega events to highlight our diverse experiences, positive local ambience and the exciting happenings to keep Hong Kong on the global radar.



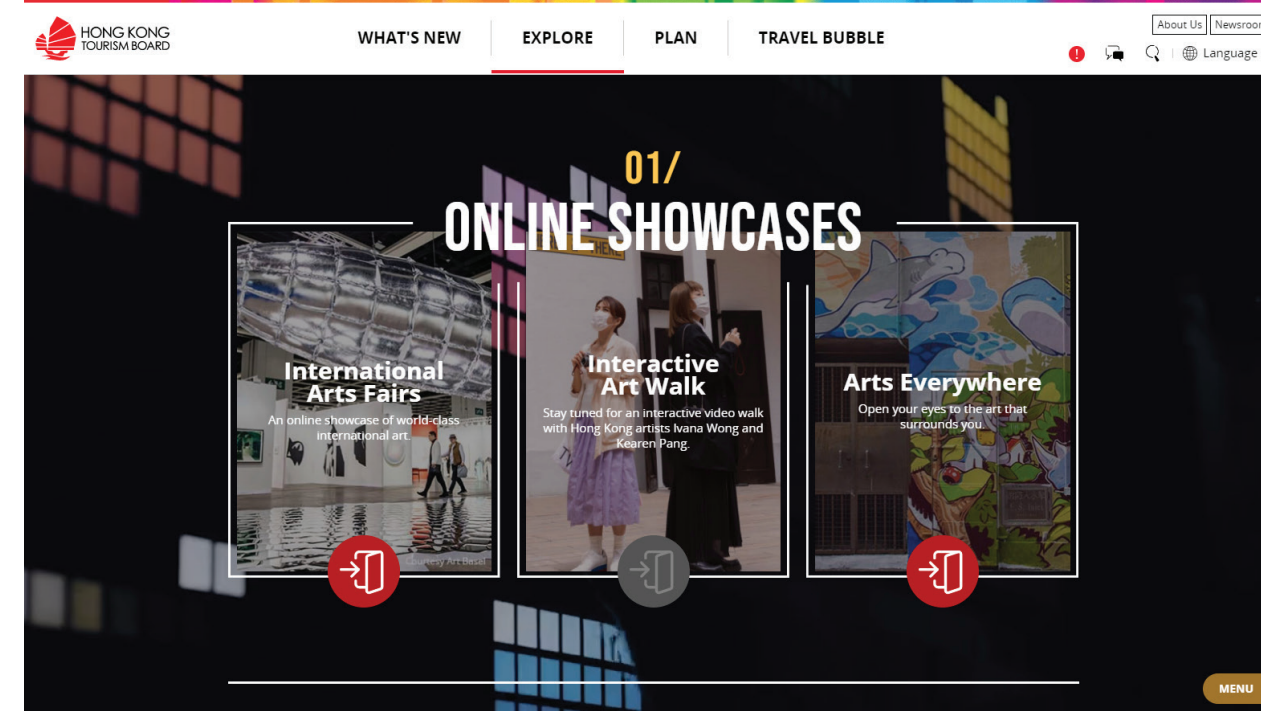
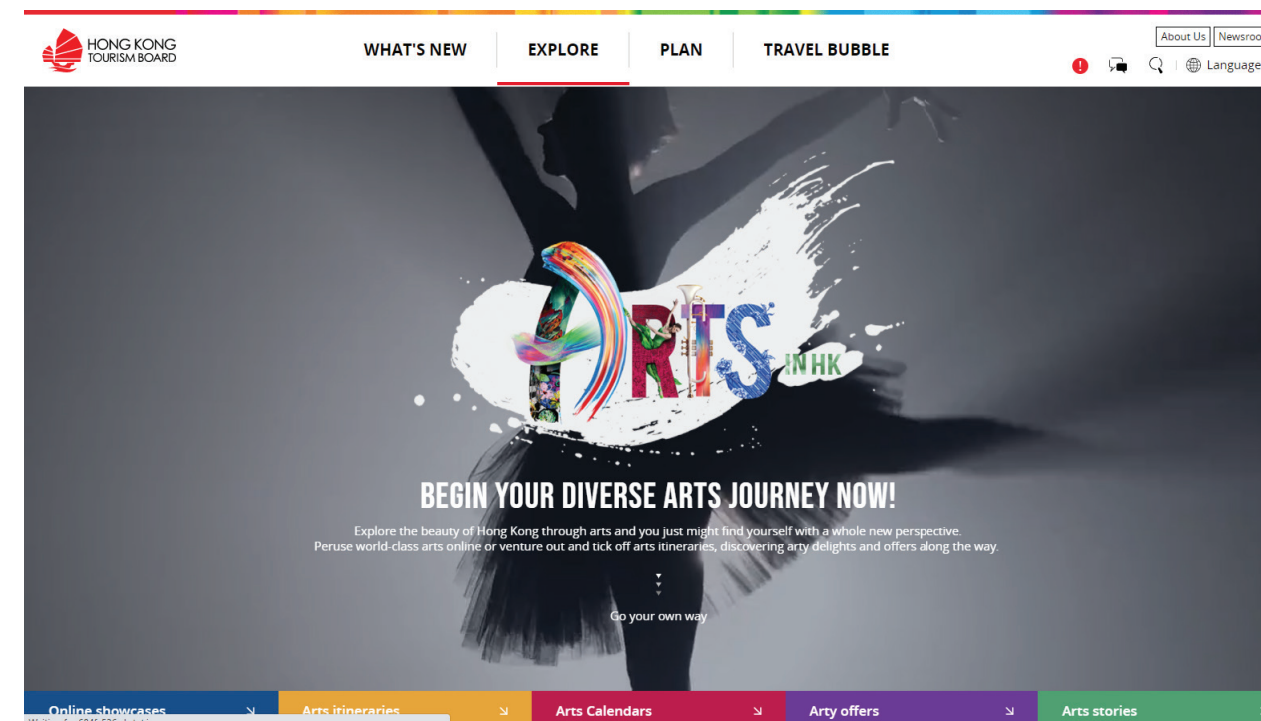


Arts in Hong Kong

While navigating the future of the industry in the new tourism landscape, arts and culture has risen to prominence in consumers' newfound travel demand. The HKTb captivated the uniqueness of Hong Kong's art and culture in promoting Hong Kong's tourism appeal. Rebranded in May 2021 as an always-on platform for the public to access hybrid, in-venue and online arts events through one integrated content hub, "Arts in Hong Kong" catalogued the profuse listing of arts happenings in-town, ranging from international art fairs to local offers. Art lovers could explore the three thematic programmes, "Art itineraries", "Art of Flavours" and "Online Showcases" on the platform, at the ease of the digital journey, which allowed both the local public and global audiences to appreciate Hong Kong's art and cultural offerings.

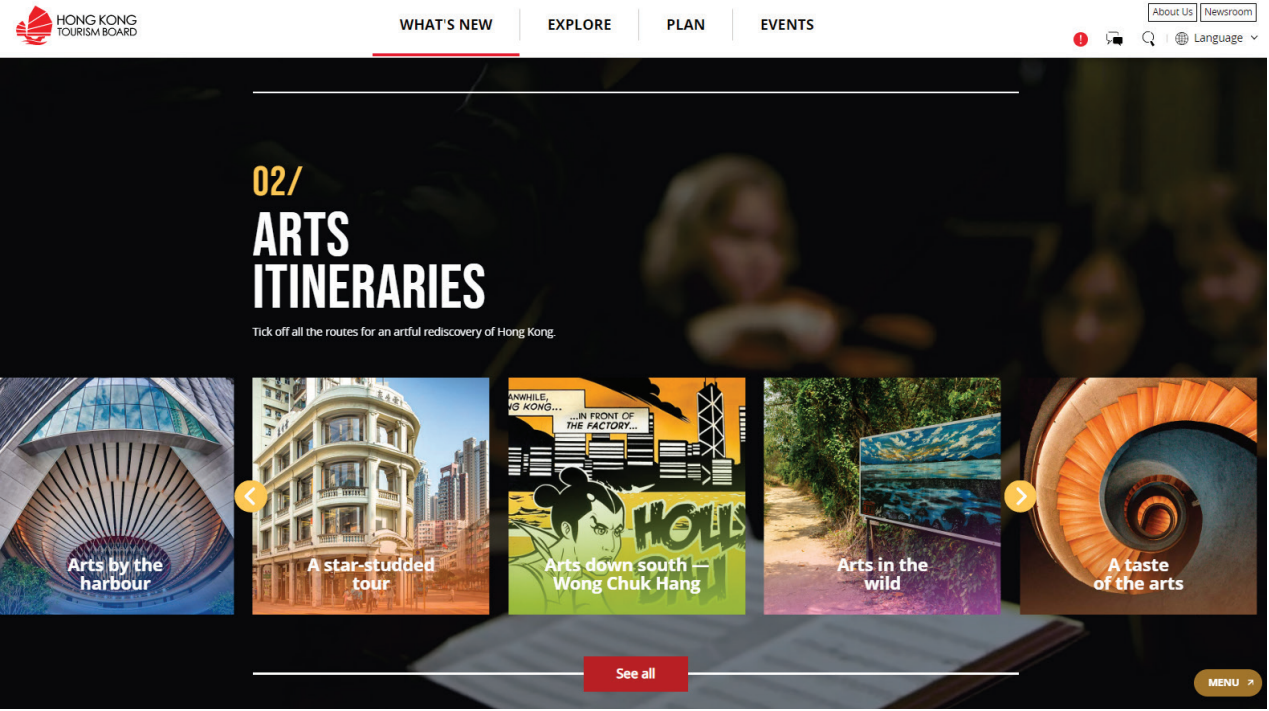
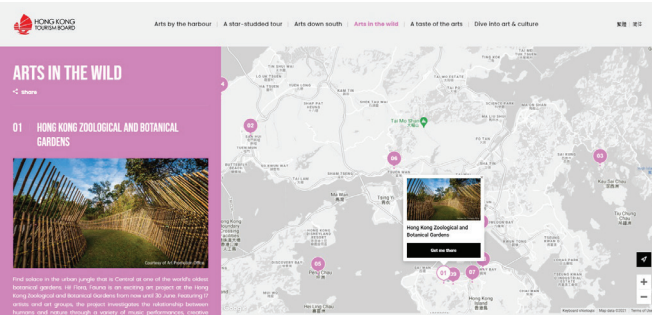
ENJOYING CITY-WIDE ART HAPPENINGS ONLINE & OFFLINE

"Arts in Hong Kong" promoted about 60 art and cultural happenings in the city, including the internationally acclaimed Art Basel, Affordable Art Fair, French May and Art Central. The diversity of events and richness of artworks reinforced Hong Kong as Asia's art hub by highlighting the city's East-meets-West capacity for all kinds of arts. A collection of arts related to Hong Kong and local artists' works encouraged viewers to rediscover Hong Kong in new, artistic perspectives. In particular, "Online Showcases" were set up to allow local and global audiences to navigate hybrid and virtual art happenings online. The artistic experiences of "Arts in Hong Kong" drew worldwide attention, having generated more than 750 media clippings worldwide.



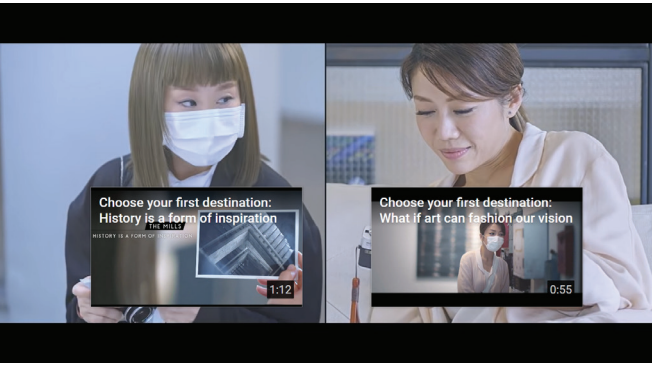
THEMATIC WALKS WITH ATTRACTIVE OFFERS

To enable the public to explore art across the city during the pandemic, the HKTb curated a series of thematic itineraries of walking tours under six themes across 12 districts with an engaging digital art map, covering over 50 points of interests. The HKTb also partnered with online restaurant portal Dining City to feature more than 300 F&B deals from more than 200 local restaurants, in addition to other offers from arty outlets, to allow the public to get a taste of “Art of Flavours”.



INTERACTING WITH ARTS & CULTURE

Two award-winning local art icons, singer-songwriter Ivana Wong and cross-media creator Kearen Pang, embarked on the artistic tours and recorded their journey in two interactive micro-films “Interactive Art Walk – Explore with Hong Kong artists” that took viewers from Hong Kong and around the world on an immersive art tour around Hong Kong. Viewers could choose which artsy locations to visit in the micro-films, including some newest checkpoints such as The Mills and West Kowloon Cultural District, and the two artists would guide the viewers on a customised virtual tour. The micro-films attracted more than 4 million views.



ARTSY DIALOGUE WITH THE WORLD

Leveraging the city's scenic harbour view, the HKT B merged arts with wellness in its "Sip Back & Sketch" Hong Kong Super Fans virtual art class in May 2021. The art class introduced the soothing and meditative art of Zentangle drawing and combined it with sketches of iconic Hong Kong skyline, while transporting the audiences to art landmarks around the city, such as the Hong Kong Museum of Art and West Kowloon Cultural District. Together with a glimpse of the Art Basel exhibition in Hong Kong, the virtual tour offered friends and fans of Hong Kong a participatory experience of Hong Kong's artistic vibes. The virtual experience was attended by more than 220 participants from around the world and led to a sharing of over 200 posts on social media.

As another testimony of Hong Kong's art appeal for international artists, two of Hong Kong Super Fans, female French artists Caroline Tronel and Elsa Jean de Dieu shared with local media on how they drew inspirations from the city for their creations.

The stories of Caroline and Elsa also caught the attention of major art, travel and lifestyle media in France, including *IDEAT*, *The Good Life* and Geo.fr. The media reported the artists' stories and explored more on Hong Kong's art scene with two other Hong Kong Super Fans, gallery owners in Hong Kong Arthur de Villepin and Baptiste Droniou, introducing the city's cultural appeal to art lovers in Europe.



Hong Kong Wine & Dine Festival

In November 2021, the HKTB brought back the well-loved Hong Kong Wine & Dine Festival. A total of 400 brick-and-mortar F&B outlets participated in the Festival to offer an all-around-town gourmet experience.

Introducing the fresh new theme “Taste around Town”, the Hong Kong Wine & Dine Festival extended the relishable, chillaxing Wine & Dine experience to four local neighbourhoods in the new-fashioned “City Wine

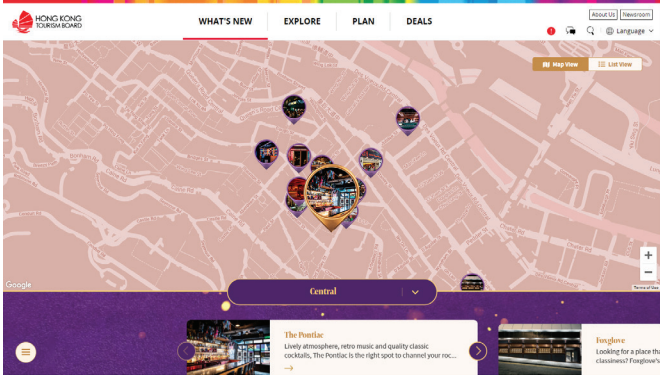
Walk”, which incorporated a digital tasting pass for the first time. Together with the well-received “Tasting On-Air” livestreamed masterclasses and the dine-in “Restaurant Celebrations”, the Wine & Dine Festival continued to connect Hong Kong’s irresistible gastronomic offerings with both local consumers and food lovers from all around the world.

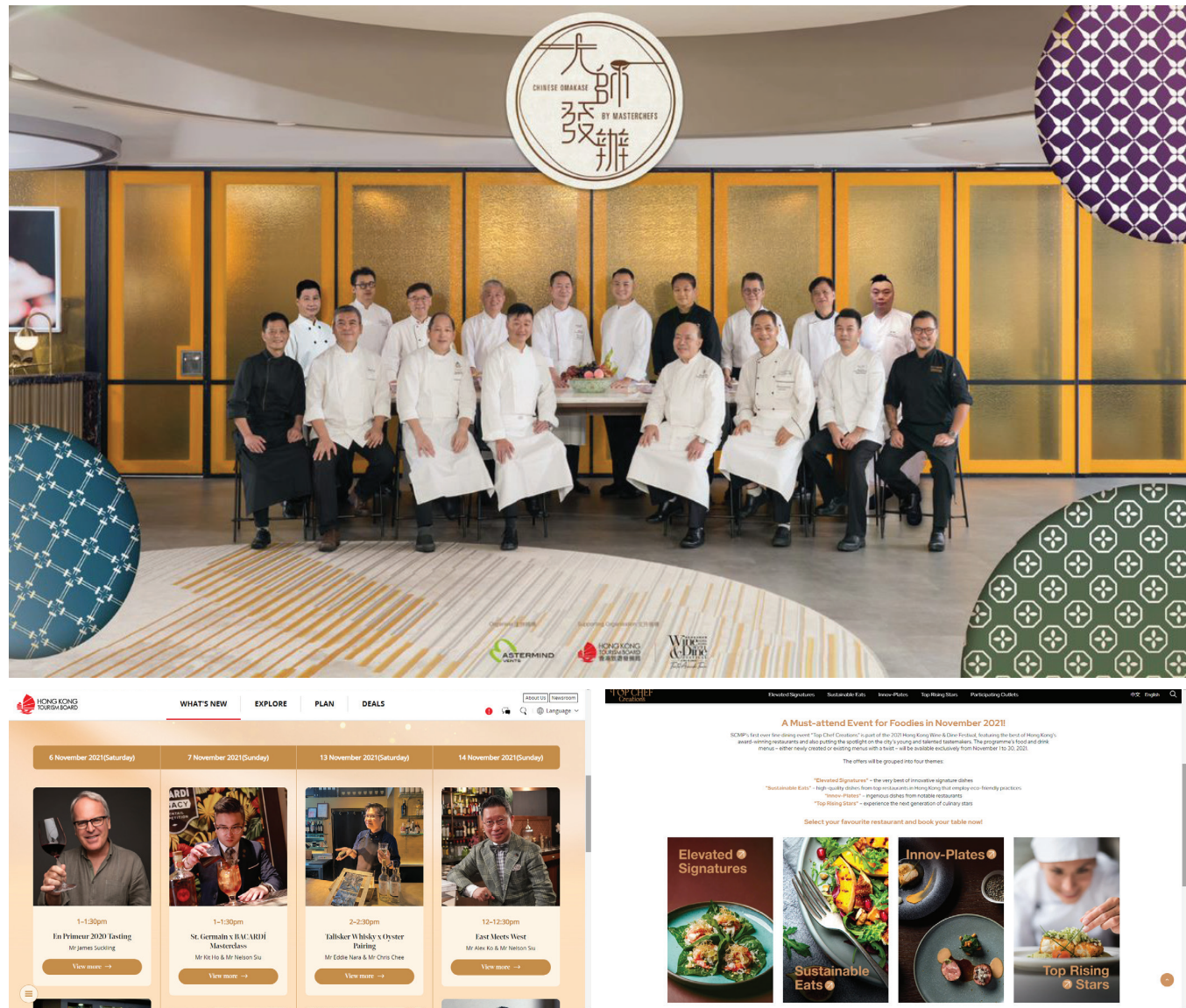




CITY WINE WALK

Getting into the neighbourhoods for the first time, the Festival has undergone a makeover and ran through the whole month of November to allow participants to enjoy the offerings with greater ease and safety. The “City Wine Walk” boasted a diverse range of 200 offers from 50 specially selected outlets in Central, Wan Chai, Tsim Sha Tsui and Kennedy Town, including internationally acclaimed restaurants and bars and award winners. To enhance the seamless consumer experience, the City Wine Walk offered a Digital Tasting Pass with pre-purchased food or drink tokens stored on the e-wallet of participants’ mobile device, allowing gourmet aficionados to go on their restaurant or bar hopping tours with one single pass.





ENJOYING NEW EXPERIENCES WITH EXPERTS

Riding on the overwhelming reception of the livestreamed masterclasses from the 2020 event, the “Tasting On-Air” programmes continued to team up with gourmet and wine experts to lead interactive tasting workshops with limited-edition experiences that were uncommon on market, such as “en primeur” samples of Bordeaux fine wines, whisky and oyster pairing or fusion cocktail DIY. The nine interactive livestreamed masterclasses were enjoyed by 570,000 gourmet lovers from around the world.

For those who preferred an in-person dine-in experience, the HKTB also lined up a selection of exciting offerings in 400 outlets in town, ranging from trendsetting “Chinese Omakase”, wine tasting with celebrated global wine critic James Suckling, to sustainable seafood feast and degustation menus by rising stars in Hong Kong’s gastronomic scene.

WINE-CATION AND MASTERCLASS ON CRUISE

To extend the variety of the wine and dine experience in Hong Kong, the Wine & Dine Festival also partnered with the hospitality and cruise sectors to create new experiences, new adventures with a new gastronomic perspective. Top 100 participants of the City Wine Walk with the tasting pass could receive a HK\$1,000 future Cruise Credits for any 4-night itineraries on a cruise liner. The HKTB also gave away packages to participants of the “The Art of Pairing: Johnnie Walker & Chocolate” online masterclass.

During the event period, the HKTB also rolled out a “Wine-cation” promotion with more than 20 star-rated hotels to offer Wine & Dine-themed staycation deals, such as Michelin dinners, complimentary cocktail DIY workshops, free-flow drinks or degustation dinners for guests with room stays.



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Staycation就聽得多，Cruiseation大家又試過未？遊輪上除咗提供一站式嘅飲食、住宿、娛樂體驗，仲會有限定嘅主題活動！就好似今個11月嘅Wine & Dine Festival 就延伸至海上舉行，今次一於等試玩專員同大家介紹一下「海洋光譜號」上有咩必試餐飲推介同娛樂設施嘅！如果大家都想體驗精彩嘅遊輪假期，只要參加問答遊戲，答得最有創意嘅1位參加者，有機會免費贏走由皇家加勒比國際遊輪送出「海洋光譜號」Cruiseation露台客房1間（二人入住）！Click入內文即睇詳情：<https://www.gotrip.hk/671463/>

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#GShare #有獎問答 #皇家加勒比國際遊輪 #海洋光譜號 #RoyalCaribbean #海上美酒佳餚節 #WineAndDine #公海遊 #Cruiseation

試玩專員推介「海上美酒佳餚節」
皇家加勒比「海洋光譜號」Cruiseation體驗

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TASTE HONG KONG AROUND THE WORLD

While the Wine & Dine Festival was fondly missed by travellers from around the world, the HKTb also staged various thematic campaigns and launched promotions to share Hong Kong's gourmet experiences with visitor source markets.

In Mainland markets, from October 2021 to January 2022, the HKTb hosted four physical events in Beijing, Shanghai, Guangzhou and Chengdu, each with a unique theme or experience such as wine tasting and nightlife, dim sum sharing, immersive dining in Hong Kong iconic landmarks, or Canto-pop inspired gathering to bring the Hong Kong culinary culture and Mainland travellers' fondness towards Hong Kong to media, Hong Kong Super Fans and influencers. Over 150 trade partners and media representatives participated in the experiences and generated social media posts that reached 18 million readers in Mainland markets.



The HKTb also organised a series of livestreamed virtual tours during the Festival for those who could not visit Hong Kong in person. Working with local trade partners in South East Asia, the HKTb organised 40-minute "Taste Around Town" live webcasts combining virtual tour to



Hong Kong and exclusive cocktail-making workshop to showcase Hong Kong's trendiest gastronomy scene to audiences in Indonesia, Malaysia, Thailand, Singapore and the Philippines.

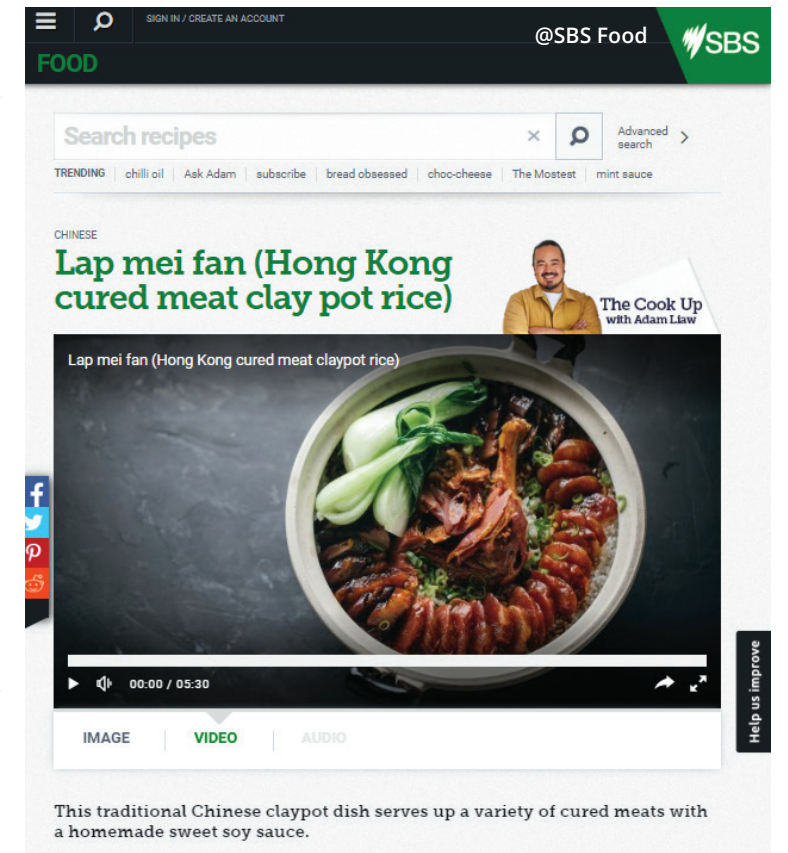


To maximise the reach of the virtual tours on Hong Kong's gourmet in Asian markets, in November and December 2021, the HKTb engaged a Hong Kong-born, Taipei-based Michelin chef Lam Ming-kin to share on instant messaging app LINE and deliver the captivating Wine & Dine contents to the app's users in the Taiwan market through a real-time virtual tour, with more than 260 participants from the market. Similarly, the HKTb secured the support from Taiwanese bartender Angus Zou, whose bar in Hong Kong received a Michelin recommendation, to share his views on Hong Kong's vibrant bar hopping culture on *Traveler* magazine. Other reputed chefs also shared their experience with their food trips to Hong Kong. Japanese chef Hidaki Sato discussed his memories on the diverse gourmet experience available across various neighbourhoods in Hong Kong, including Central and Sham Shui Po.



During the Wine & Dine Festival, worldwide broadcasters also showcased Hong Kong's flavour on TV. A group of professional athletic celebrities in South Korea, including national Olympic representatives and NBA player, visited a Hong Kong-styled Dai Pai Dong in the university district of Hongdae in Seoul and shared their favourite dish on E Channel's variety show *Sporty Brothers*.

In addition, celebrity chef and winner of *Master Chef Australia* Adam Liaw hosted a "Hong Kong Week" with five episodes on free broadcaster SBS Food's prime time show *The Cook Up*. Adam invited several Sydney-based Hong Kong Super Fans and together they cooked up a variety of Hong Kong-inspired meals while discussing Hong Kong food, culture, connections and memories. The recipes were shared on the TV programmes website and the dishes were posted on social media, reaching 2 million Australians through social media and another 2 million on SBS Food website.



Hong Kong WinterFest

The festive season is a time when destinations around the world strive to showcase their appeal. Following a virtual showcase in 2020, the return of the physical Hong Kong WinterFest at a new location, Art Park of West Kowloon Cultural District, not only boosted local ambience by providing a festive celebration, but also showcased the new, iconic art and cultural cluster of the West Kowloon Cultural District, against Hong Kong's celebrated skyline along Victoria Harbour front. "Hong Kong WinterFest" won Bronze Awards in "Best Public Event" and "Best Event Production" in the Event Marketing Awards 2022.

2021 HONG KONG WINTERFEST

香港繽紛冬日巡禮

Organiser 主辦機構:



Venue Partner 場地夥伴:

westKowloon
西九文化區





NEW LOCATION, NEW FESTIVITY

The 2021 Hong Kong WinterFest brought back the signature high-rise Christmas Tree and a romantic decoration of Christmas Town as an extension of the “Hong Kong Neighbourhood – West Kowloon” promotion by relocating the event to West Kowloon Cultural District. The 20-metre Christmas tree was the tallest in town and brightened up Victoria Harbour with festive ambience. It topped the list of “Hong Kong’s Top Five Christmas Display of the year” by *South China Morning Post*. The Christmas tree and Christmas Town drew a total of more than 910,000 visitors to the West Kowloon Cultural District, raising the public’s awareness of West Kowloon Cultural District and M+ as the city’s latest cultural destination.

In addition to the Christmas tree, the campaign’s website also featured a comprehensive calendar of city-wide happenings during the festive season. A wide range of exclusive seasonal privileges in unique themes including shopping coupons, dining promotions, and discounts from hotels and restaurants were made available on the Holiday at Home website to stimulate local consumption.



CHRISTMAS-THEMED SEACATION

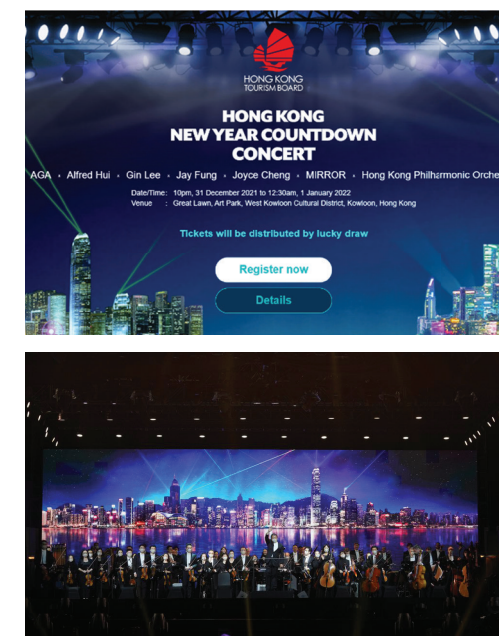
The HKTb also partnered with the cruise sector to present a Christmas-themed seacation on-board as the cruise liner homeported in Hong Kong, with a miniature Christmas Town staged on the open deck. An exciting array of culinary delights, themed activities, workshops and season-limited entertainment were also available to further enhance product offerings and attractiveness of cruise-to-nowhere tourism in Hong Kong. The Christmas-themed seacation experience attracted 55,000 passengers on board.





Hong Kong New Year Countdown Celebrations

To further capture worldwide attention towards Hong Kong's excitement and normality under the pandemic, and to showcase the city's signature night view and state-of-the-art tourism infrastructure, the Hong Kong New Year Countdown Celebrations returned in with a first-ever physical outdoor countdown concert and was livestreamed to worldwide audiences, with a view to upholding Hong Kong as "Asia's World City" through demonstrating the city's ability to stage world-class events.



HKTb's FIRST-EVER OUTDOOR COUNTDOWN CONCERT

The Hong Kong New Year Countdown Concert invited a list of popular Cantopop singers and the Hong Kong Philharmonic Orchestra (HKPhil) to stage a star-studded collaboration between modern and classical music against the dazzling Victoria Harbour skyline. To allow the general public a chance to participate in the celebrations, a public lucky draw was organised to allow members of the public fair chances to win a ticket to the Countdown Concert. More than 200,000 members of the public entered the lucky draw. To ensure fairness, a real-name ticketing pre-registration was implemented through an online lucky draw preventing transfer or resale of tickets.

To maximise public enjoyment, the concert and the countdown moments were livestreamed on HKTb's own online platform as well as more than 750 media platforms in Hong Kong, mainland and overseas. 30 shopping malls across Hong Kong also shared the livestream at various locations. The livestream of the concert attracted 12 million views on HKTb's platform, and reached an audience of 2.4 billion around the world.



NEW ELEMENTS, NEW EXCITEMENT

To display Hong Kong in its full beauty, an enhanced version of the multi-media laser show *A Symphony of Lights* was launched with pyrotechnic effects and accompanied by both western and traditional Chinese classical music by HKPhil as the time was leading up to the countdown moments. The giant façade of M+ was transformed into a striking countdown clock along the Kowloon coastline, which was clearly visible on both sides of the Harbour. The countdown clock sent out congratulatory messages to the world in 15 languages to connect Hong Kong with worldwide audiences.



GLOBAL SENSATION

The HKTb specially facilitated live broadcast of the Celebrations in various regional and international broadcasters in key source markets when Hong Kong welcomed 2022 at midnight, such as BBC, Reuters, Associated Press, Sky News, Channel News Asia, CBS News, CNN, CCTV, People's Daily, Fox News Channel, among others. Many post-countdown news reports around the world also covered or rebroadcast Hong Kong's countdown celebrations in respective markets, generating clippings from more than 1,300 media platforms worldwide.

Global Visibility

Alongside cheerleading local ambience and organising mega events, the HKTb hoped to proactively uphold Hong Kong's tourism competitiveness by sustaining the visibility of the city in global markets to stay on worldwide travellers' radar amidst the intense regional competition for visitors as foreseen. The HKTb addressed the global consumers' new travel demands with its promotions on Hong Kong's core experiences, while continuing to invite its community of Hong Kong Super Fans, a group of personalities with Hong Kong connections in visitor source markets or expats living in Hong Kong, to share their positive words-of-mouth to broadcast the positive stories and their love to Hong Kong to visitor source markets through their mass network of fans and followers. On the other hand, the HKTb entered strategic media partnership and rolled out a series of consumer campaigns with specific target segments to maintain Hong Kong's presence globally, with a view to presenting Hong Kong as a travel destination that has stayed exciting and diverse and bringing back travellers' fond memories of Hong Kong.





360 Hong Kong Moments – Answering New Travel Trends

While the global pandemic has reshaped the global tourism landscapes, new tourism trends such as consumers' increased interests in green and wellness tourism, arts and cultural lifestyle, and authentic local culture have taken a more crucial role in maintaining the tourism appeal of a travel destination. As such, the HKTb capitalised on Hong Kong's uniqueness as a metropolis in nature and its East-meets-West culture to display the city's offerings in response to the new trends. Following the launch of the "360 Hong Kong Moments" series in 2020, the HKTb developed a series of engaging contents on Hong Kong's authentic neighbourhood, scenic harbour, great outdoors, and tireless urban appeal by expanding the series, directing globetrotters' attention to Hong Kong – a destination that meets all of their newfound travel demands.



Applying the latest 360-degree virtual reality technique and real-time interactive virtual tours, 360 Hong Kong Moments created an immersive journey through content marketing to engage global audiences with the iconic travel experiences that Hong Kong has to offer – wellness, harbour, nightlife, art, and entertainment – in addition to the previously introduced themes of neighbourhood, food and shopping. The "360 Hong Kong Moments" reached 9.4 million viewers on social media.

To maximise the immersive experience to those who could not visit Hong Kong in person, 12 ASMR videos showcased the various facades of the city's natural landscape in different seasons as they highlight a selection of natural destinations in Hong Kong such as Peng Chau, Sai Kung, Lai Chi Wo and New Territories Cycling Trails.



Inspired by the series, the HKTb partnered with Japanese travel agency Panda Travel Agency to present the hiking experience of Hong Kong and the unparalleled ease of enjoying city life in minutes after their natural experience through an award-winning vlog "Ossan's Hong Kong – Great Outdoors". Riding on the increasing interest in the life of charismatic middle-aged men in Japan, two "common uncles" documented their journey of visiting Fei Ngo Shan and the surrounding local eateries through public transport from first-person, panoramic and 3D points of view. The video was well received among Japanese trade partners and has won the most votes from consumers in the "Superb Views" of the Japan Association of Travel Agents (JATA) Online Tour Award.

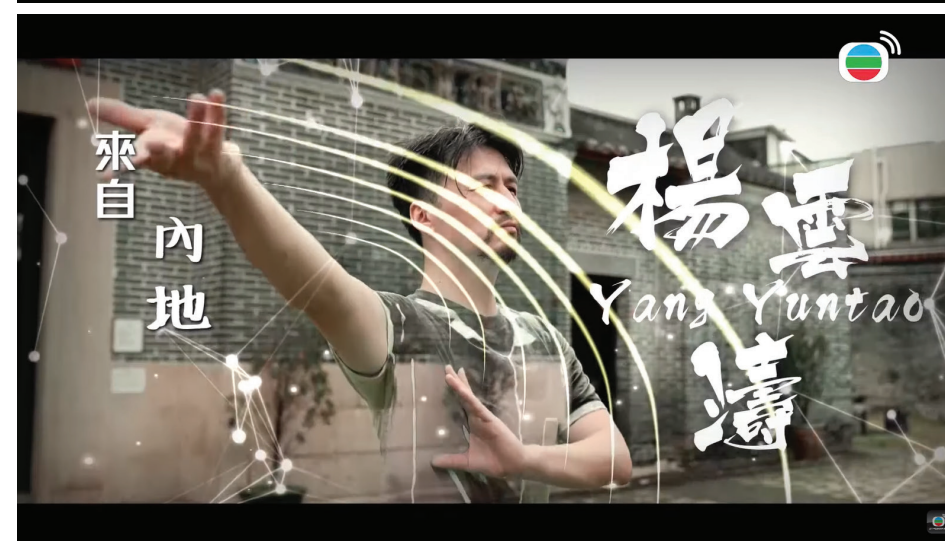
Hong Kong Super Fans

Since its launch in early 2021, the HKTb's Hong Kong Super Fans has grown into a worldwide community with more than 600 fans and friends of Hong Kong from all around the world with a network of 101 million social followers. Through the genuine sharing and active engagement of the Super Fans with their diverse backgrounds and interest focus, they provided the worldwide audience an insiders' perspective on the charm of Hong Kong through local, regional, and global media.

LOVE FOR MY HOME · HONG KONG

Riding on *Taste of Home · Hong Kong*, the HKTb partnered with Hong Kong's longest-operating TV broadcaster TVB to create another series of real-life story documentaries *Love for My Home · Hong Kong* of expats from around the world finding Hong Kong an ideal location for their career and personal life away from home. Featuring Malaysian Cantopop singer Gin Lee, Hong Kong Film Award Winner and Japanese composer Hatano Yusuke, Australian Wing Chun master Nima King, Artistic Director of Hong Kong Dance Company Yang Yuntao, and former Olympic volleyball medalist Sun Yue, the series demonstrated how the city's core strengths in various aspects allowed elite expats to develop their careers, from cinematographic music and performing arts to sports.

The programme successfully rekindled the mainland and overseas audiences' love of Hong Kong through a first-hand account of how the expats fell in love with the city. The programme was also broadcast and rerun through TVB's global network to reach audience in Southeast Asia, the USA, Australia, Canada, the UK and Europe.





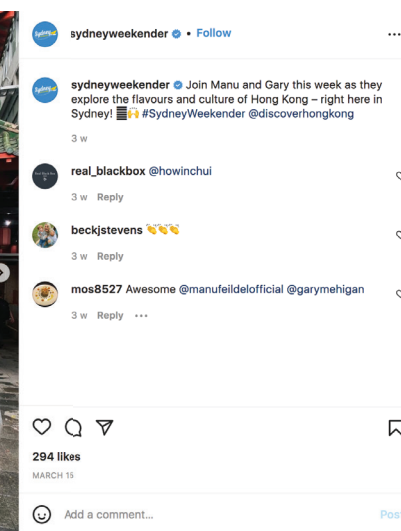
WOK THE WORLD

The HKTB also leveraged Hong Kong Super Fans' personal presence and influence beyond Hong Kong to highlight the city's status as an international city with a strong connection with various markets. The HKTB partnered with CJ ENM to broadcast a new season of *Wok the World* in three 24-minute episodes on the regional TV channels tvN Asia and Viu, which had an extensive reach in key Southeast Asian markets including Thailand, Malaysia, Indonesia, Singapore, the Philippines, India and Taiwan, attracting a viewership of 16 million. In the series, Super Fans chef Eric Chong and his mentor, television sensation "Demon Chef" Alvin Leung of Bo Innovation, took the show's viewers on a multi-destination journey to explore the unique flavours in three Hong Kong neighbourhoods, namely West Kowloon, Old Town Central, and Sai Kung, and other cities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) such as Macao, Guangzhou, Zhuhai, Shunde, and Foshan.



BRIDGING THE HONG KONG EXPERIENCE WITH THE OCEANIA

Similarly, celebrity chefs and HKTB's Hong Kong Super Fans Gary Mehigan and Manu Feildel recreated some of Hong Kong's quintessential experiences in Sydney to inspire Australians to discover the best of Hong Kong at home on *Sydney Weekender* on Australian national broadcaster Channel 7. The duo recreated the Hong Kong experiences of *pu erh* tea tasting, dragon boat race, lion dance, and the wellness class of *taichi* in Sydney. The programme reached a total of 400,000 viewers and 1.3 million social media users. In addition, the HKTB partnered with Hong Kong's flagship carrier Cathay Pacific to giveaway return flights between Sydney and Hong Kong and 4-night stay packages at The Fullerton Ocean Park Hotel Hong Kong to viewers of *Sydney Weekenders* in a lucky draw.



Strategic Media Partnership

On top of the endorsement of the Hong Kong Super Fans and 360 Hong Kong Moments, the HKTb enlisted a line-up of influential national, regional and international media to broadcast specifically made TV programmes to allow the well-loved experiences of Hong Kong to further penetrate various visitor source markets, displaying the city's appeal from culinary sensations to the wide range of outdoor activities available, keeping visitors in source markets warm about visiting Hong Kong when travel resumed.

SAILING IN THE GREATER BAY AREA

With the geographical advantage, the GBA is one of Hong Kong's largest visitor source markets. Many in the GBA have visited Hong Kong before and it is anticipated that they have been looking forward to returning to Hong Kong when travel resumes. Therefore, the HKTb also leverage broadcasters' reach on the Mainland to reconnect with GBA consumers.

Celebrating the new year of 2022, the HKTb worked with renowned singer Hacken Lee in producing a congratulatory music video set in Hong Kong's West Kowloon Cultural District for CCTV's 2022 New Year Concert *Sailing in the Greater Bay Area* to share the festivity of Hong Kong with viewers in GBA as well as Mainland while introducing the new cultural landmark. The concert was broadcast to 40 billion viewers in the Mainland markets.



CJ ENM PARTNERSHIP

Beyond the Greater China region, the HKTb also targeted to help Hong Kong penetrate other Asian markets more effectively through mass media exposure, and signed a three-year Memorandum of Understanding for 2022-2024 with South Korean media group CJ ENM, one of Asia's industry leaders, to produce dramas and variety TV shows set in Hong Kong, which have a wide and loyal fan base in Asia, in order to promote Hong Kong as a travel destination with diverse offerings. The HKTb was the first tourism organisation to enter a strategic partnership of the kind with CJ ENM.

The partnership would encourage audiences to relive the trails from some of their favourite scenes from these K-dramas and shows at authentic locations in Hong Kong and would help drive tourism recovery when travel resumes. CJ ENM's highly popular original content is currently available across more than 200 countries, and has been viewed worldwide through partnerships with some of the world's most popular streaming platforms.



VOYAGING IN HONG KONG IN NETHERLANDS

To maintain the exposure of the Hong Kong experiences among consumers in long-haul markets, the HKTB also rolled out promotions in Europe. The HKTB invited Cheung Chang-ju, a Hong Kong TV personality living in the Netherlands, to explore Hong Kong culture on his show *Chang* on national TV channel AT5. In five in-depth episodes, Chang reconnected with his heritage through the five themes of Chinese New Year, the Hakka culture, Cantonese opera, Wing Chun and the Tanka culture in Tai O. Chang's exploration was covered in other media, such as popular talk show *De Sociëteit* and national radio NPO.



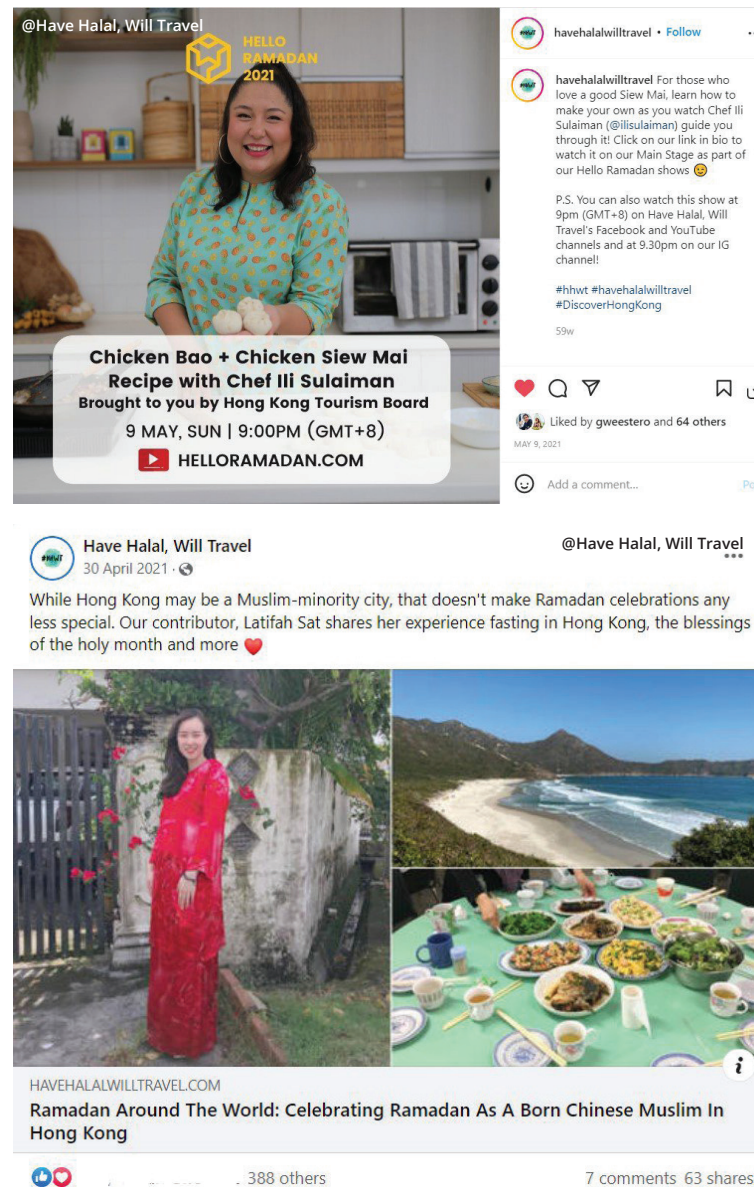
Targeting Emerging Segments

As new travel trends emerge, the HKTB understood that visitors would expect a travel experience with more customisation that could better serve their travel needs than what they used to before the pandemic. In view of the increased demand for customised experiences, the HKTB worked with trade partners in key visitor source markets to roll out market-specific consumer promotions targeting various consumer segments.

MUSLIM MARKET IN SOUTHEAST ASIA: RAMADAN IN HONG KONG

As Hong Kong has been developing the Muslim travel segment and positioning Hong Kong as a Muslim-friendly destination before the pandemic hit in, the HKTB featured local and expat Muslims in the “Ramadan in Hong Kong” promotions, showing Muslim travellers in Indonesia and Malaysia how they can observe the holy month of Ramadan while travelling in Hong Kong.

Through popular Muslim content partners such as Have Halal, Will Travel and HalalTrip, Muslims in Hong Kong shared how they celebrate Ramadan in Hong Kong, such as sharing her Ramadan recipe by Malaysian chef Ili Sulaiman and the inter-cultural life of variety show sensation and Malaysian singer Shila Amzah, who have lived in Hong Kong for 3 years for her Chinese singing career. The promotions generated 110 media clippings in SEA markets.



HIGH-YIELD SEGMENT IN SEA: INDULGE IN HONG KONG

Another growing segment in Southeast Asian markets that the HKTB has been working on is the high-yield segment in the region. “Indulge in Hong Kong” was rolled out to appeal to this segment with a series of luxurious travel experiences that Hong Kong has to offer, co-operating with high-end media partners such as *Esquire*, *Prestige*, and *Elle*. Identifying fine dining as one of high-yield travellers’ preference in post-pandemic travels, the HKTB teamed up with the Michelin Guide in illustrating the city’s culinary experiences a four-part video series “Hong Kong Chef’s Playbook”, where four Michelin starred chefs in Hong Kong shared their inspirations, culinary tips and how Hong Kong’s environment and its local produce shaped their culinary journey. More than 32 million viewers were reached online and the promotion was reported in more than 180 media coverage.



Fostering Connection through Consumer Participation

To foster a sense of connection to Hong Kong among consumers who have yet to visit Hong Kong during travel restrictions, the HKTb also included interactive and engaging elements in its market promotions to allow consumers to actively participate in the Hong Kong experiences.



RELIGIOUS VISITORS IN THAILAND: TEMPLES OF HONG KONG VIRTUAL TOURS

Leveraging the cultural similarity in religion between Hong Kong and Thai consumers, the HKTb curated a temple-themed virtual tour, which encouraged Thai consumers to consider Hong Kong for cultural exchange. The Thai travel trade partners covered Wong Tai Sin Temple, Kwun Yam Temple in Hung Hom and Che Kung Temple in Sha Tin on the online pilgrimage. More than 13,000 from Thailand participated in the tour. More than 13,000 visitors embarked on the virtual pilgrimage.



JAPAN: #10 CURIOUS THINGS TO DO IN HONG KONG

In north Asia where the pandemic situation was still unstable during 2021/22, the HKTb turned to digital consumer promotions to keep Hong Kong in the mind of Japanese consumers. As a lover of Hong Kong, actor Shingo Fujimori led a series of video tours around ten of his favourite places in Hong Kong and shared his trips on social networking sites. He then invited the netizens to vote among the ten places they would want to visit most after travel resumes. The video tours and the voting were both well received. The voting reached 37 million consumers in Japan and Fujimori's tour recorded 350,000 views on YouTube.



1番気になる香港はどこ?



SOUTH KOREA: SHINSEGAE PARTNERSHIP "I MISS TRAVELLING IN HK"

The HKTb invited the South Korean public to recall their fond memories of Hong Kong in a consumer competition hosted in partnership with Shinsegae Department Store. The Korean public were invited to share videos about their memories of Hong Kong, and selected videos were displayed on a media wall at the duty free shop DFS in the department store.



Trade Partnership

The groundwork of HKTb's efforts in supporting the tourism industry and maintaining Hong Kong's regional and international tourism competitiveness builds on the cooperation with both our local trade members and partners in source markets. Even though inbound control measures were in place for containing COVID-19 development, the HKTb worked tirelessly to strengthen trade communications to create synergy for the works of driving tourism recovery, while seizing the chance to uplift the service quality and visitor experiences.



Strengthening Trade Communications

HKTb TOURISM UPDATE

The HKTb held the annual Tourism Update with the theme “Navigating the Future Together” online with local and source market trade members in May to discuss latest tourism trends and sharing details of the HKTb’s latest strategic plans with around 2,700 trade representatives from Hong Kong, mainland and overseas travel agencies, attractions, hotels, airlines, retailers, restaurants, meeting and exhibition operators, cruise lines, and other travel sectors.

In addition to the HKTb’s update, the event also hosted two industry forums – “Seize the Business Development Opportunities in the Mainland and Greater Bay Area” and “Global Hong Kong Brands Gear Up for the Recovery” – to provide participants with insights on getting ready for travel resumption, enlisting a wide spectrum of tourism figureheads of in Mainland and Hong Kong such as Meituan, ByteDance, Alibaba online travel agent Fliggy, Wharf Hotels, Cathay Pacific, Klook, and Black Sheep Restaurant Group.



ON-GOING REGIONAL ALLIANCE FOR RECOVERING HIGH-YIELD SEGMENT

Meetings, Incentive travels, Conventions and Exhibitions (MICE) can bring high-yield visitors to Hong Kong. As such, the HKTb has proactively engaged MICE trade partners in Hong Kong and source markets with a view to strengthening regional alliance and driving the revival and development of the MICE sector; the HKTb targeted some national corporates and the world’s top 500 enterprises through building up Hong Kong’s presence with sales pitches and one-on-one on-site business matching appointments in major industry events to encourage these corporates to organise MICE events in Hong Kong. In 2021/22, the HKTb reached out to MICE trade partners and associations in both Mainland and worldwide markets and participated in related trade events,



including 2021 China Sourcing Seminar (Shanghai), 2021 Direct Selling Forum (Beijing), Trip.Biz corporate seminar in Hefei, IT&CM China 2020 virtual event, American Society of Association Executives (ASAE), International Association of Professional Congress Organisers (IAPCO), MICE India and Luxury Travel Congress (MILT), Worldwide Exhibition for Incentive Travel, Meetings, and Events (IMEX) America and the IBTM Global Meeting & Incentives Exhibition in Barcelona, Spain. On these events, the HKTb shared Hong Kong’s latest situations and presented the city’s core strength in MICE and professional services with a view to encouraging these influential MICE associations to help bring in events to Hong Kong.

RAMP UP EXPOSURE IN TRAVEL TRADE THROUGH TRADE SHOWS

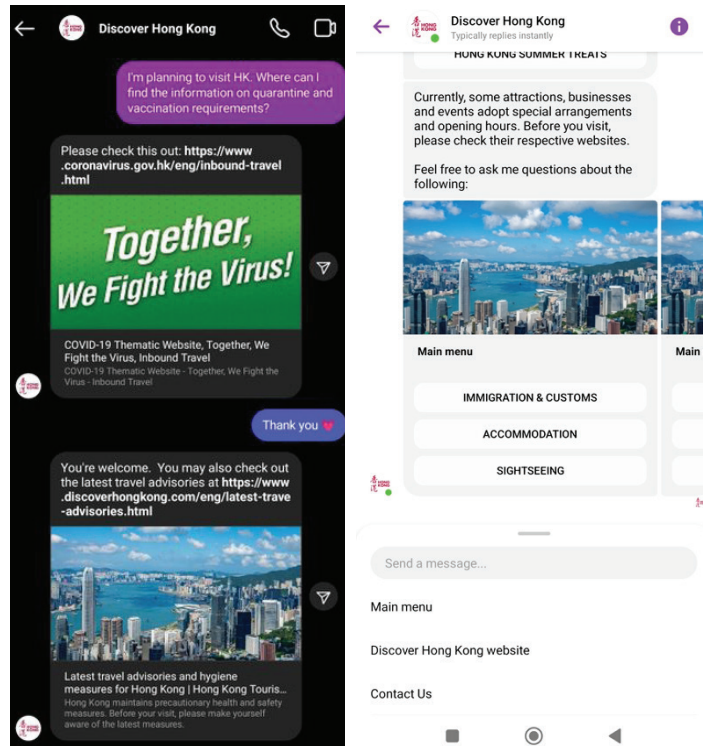
In addition, The HKTb participated in various trade shows, such as China Council for the Promotion of International Trade (CCPIT) Webinar, China (Guangdong) International Tourism Industry Expo (CITIE), China International Import Expo (CIIE), and Guangzhou International Travel Fair (GITF). The HKTb promoted Hong Kong to increase the city’s exposure among the travel trades in visitor source markets.

Together with the participation in MICE trade events, the HKTb engaged over 2,300 corporate and association organisers and completed more than 170 offline business matching appointments.

Continuous Pursuit of Excellence

To gear up for welcoming back visitors with enhanced services and hardware throughout the visitor journey, the HKTB worked with the tourism sector to continue to improve Hong Kong's travel experiences. On one hand, the HKTB extended its digital visitor services to more online platforms to cater for different consumer needs; on another, the HKTB further improved the Anti-epidemic Hygiene Certification Scheme to provide reassurance to consumers. Moreover, the Quality Tourism Services (QTS) Association of the HKTB also rolled out a couple of initiatives for cheerleading the best practise of quality frontline services, which provided trade members and merchants the support they need to get prepared for the return of visitors.

MAKING THE DIGITAL JOURNEY AVAILABLE ON SOCIAL MEDIA



Under new travel trends, it is expected that more travellers will plan their trips ahead, and preferred remote, contactless inquiry even when they are in town to address their social distancing concerns. As such, the HKTB continued to optimise various digital service channels to ensure that travellers can get the latest travel essentials and sightseeing information round-the-clock.

In addition to LINE chat, Facebook Messenger, Web Chat on DiscoverHongKong.com and WhatsApp, the HKTB extended its Artificial Intelligence (AI) live chat service to Instagram, one of the most popular social media apps among young travellers. Visitors can obtain essential travel information via the automated chatbot timely, instead of waiting for a live agent in a different time zone to answer them. In addition to sightseeing information, the chatbot can provide information related to quarantine arrangement, vaccination requirements and medical services etc. The service has handled 30,000 enquiries via digital channels, with over 75% of responses delivering accurate answers to consumers.

EXTRA ASSURANCE ON HONG KONG AS A CLEAN AND DESTINATION

As Hong Kong saw the return of social and economic activities, the Anti-epidemic Hygiene Certification Scheme, jointly rolled out by the HKTB and the Hong Kong Quality Assurance Agency, extended the certification to cover event venues, with a view to better preparing the related business sectors and providing better coverage to event organisers and participants. Some major museums and performance venues have been included since the extension, with more than 2,850 outlets accredited in total.

To help the tourism-related sectors pave way for the return of travellers, especially from the imminent markets on the Mainland, the HKTB partnered with Dianping, a popular lifestyle app in Mainland markets, to create identification logos on the Dianping profile pages of certified outlets, so that mainland consumers can identify which outlets are certified.



MULTI-PRONGED SUPPORT FOR MERCHANTS

The HKTB also navigated the challenges with merchants through a multi-pronged support approach. During 2021/22, the HKTB continued to provide a series of supports for Quality Tourism Services (QTS) Scheme merchants and staff. The HKTB extended the full renewal fee waiver for all QTS-accredited merchants, and offered a 50% reduction on the application fee for new participants.

Besides fiscal support, the QTS Association organised a series of free seminars and training workshops for QTS merchants to foster a positive service culture and maximise frontline service performance of tourism-related sectors. Throughout the year, a total of ten sessions were organised with more than 1,200 participants.

Moreover, to demonstrate Hong Kong's hospitality, the QTS Association also kick-started a new campaign to promote sincere quality services. In December 2021, the QTSA invited reality show winner-turned-pop stars to serve as café and apparel boutique managers for one day. The experiences of the two celebrity shop runners were broadcast in a reality series on local TV to motivate frontline service staffs to deliver quality services.



Sustainable Tourism Development

The HKTBA is committed to our responsibility in social aspects of tourism development, environmental and corporate governance.



ASPIRE MANAGEMENT TRAINEE PROGRAMME

First launched in early 2021, the Aspire Management Trainee Programme has successfully recruited 11 passionate talents through the highly competitive selection process. With job rotations across different functions, coupled with Mainland and overseas placements across the 3-year intensive programme, it is hoped that these young professionals would inspire a culture of innovation in the industry and contribute to a sustainable future of Hong Kong's tourism.

Nurturing Future Tourism Talents

On the social and communal front, the HKTBA is also committed to nurturing young talents with the aim to support the sustainable growth of the local tourism industry. As such, the Aspire Management Trainee Programme and the HKTBA Youth Academy were launched in 2021 respectively, to groom local youths' interest in tourism development and leverage their innovation to inject new momentum into the industry.

HKTBA YOUTH ACADEMY – EDUCATIONAL PROGRAMMES

For 2 consecutive years, the HKTBA has partnered with local universities in Hong Kong to groom undergraduate students to become the city's tourism ambassadors. Selected students were trained to be virtual tour guides to provide fellow incoming exchange students with curated tours around Hong Kong's neighbourhoods virtually, as they were not able to come to Hong Kong in person during the pandemic. Close to 50 virtual tour guides were recruited, with over 400 overseas students from mainland and 26 countries world-wide participating in the tours cumulatively.



HKTBA YOUTH ACADEMY – CREATIVE ART PROJECTS

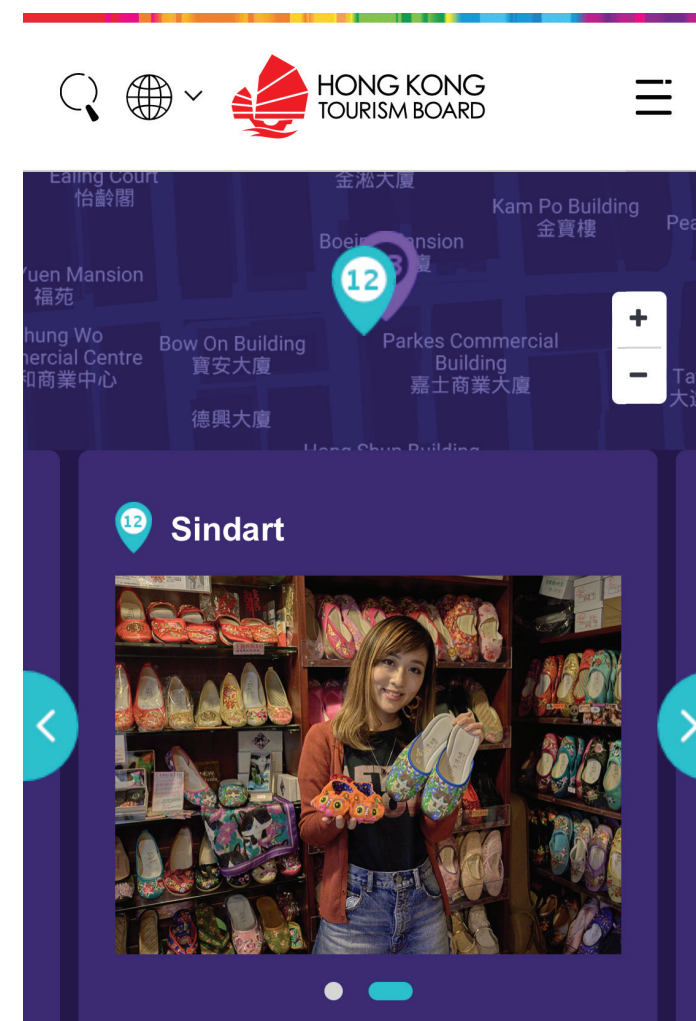
Following the launch of the "Hong Kong Neighbourhood – West Kowloon" in 2021, the HKTBA conducted a series of guided tours and creative art workshops to inspire local youths to appreciate and honour Hong Kong's tourism appeals innovatively. The HKTBA trained over 40 of Hong Kong Federation of Youth Groups' Youth Ambassadors to deliver guided tours around the neighbourhood for close to 500 primary and secondary school students, including ethnic minority students. This was coupled with over 40 art workshops held in partnership with the Department of Cultural and Creative Arts of the Education University of Hong Kong, where student artists from the university led the primary and secondary school students to recreate signature West Kowloon landmarks via different art mediums.





Promoting Historical and Cultural Heritage

In addition to nurturing future talents for the tourism industry, the HKTB also contributed to raising the awareness of the city's invaluable cultural heritage through promotions and campaigns. The "Hong Kong Neighbourhood - West Kowloon" campaign, for instance, incorporated elements of both tangible heritage, such as time-tested architecture, and intangible heritage of various artisanal craftsmanship, with a view to demonstrating the city's unique local heritage through tourism.





Go Green at Events

We are dedicated to environmental sustainability and has launched a series of green policies in designing new tourism products and mega events. The HKTB has specially stepped up its effort in driving digital transformation and green event practices this year.

DIGITAL TRANSFORMATION

The HKTB has underpinned digital transformation as one of its key initiatives in recent years. At Wine & Dine 2021, the HKTB partnered with Hong Kong's leading online ticket platforms to launch digital tasting passes in replacement of traditional paper tokens in an effort to go paperless. The HKTB is also developing an integrated e-platform to facilitate upcoming offers distribution and programme participation in a convenient and environmentally friendly manner.



MINIMISE EVENT WASTE

Besides the long-term commitment to the Green Event Pledge by the Environmental Protection Department, the HKTB has taken a further step this year to transform remaining event materials from the FriendsWithYou outdoor exhibition installations in "Hong Kong Neighbourhood – West Kowloon" and gave them a second life. The inflatable art installations were disassembled and transformed into polyvinyl chloride (PVC) scraps, and a local environmental company was commissioned by the HKTB to monitor and certify the whole process closely.



Green Office

On top of the close adherence of green event practices, the HKTB also strives to embody sustainability across various touchpoints in the organisation's day-to-day operation through recycling, providing sustainable alternatives and maximising energy conservation.

RECYCLING

The HKTB has initiated a company-wide effort to foster sustainable practices with the provision of recycling bins across all levels at the Head Office, from which the collected waste will be processed at the local community recycling centre "Green in Tin Hau". It is hoped that improved accessibility of the facilities will encourage colleagues to adopt and embed recycling habits into their everyday lives.

Corporate Governance

Details of the HKTB's governance of 2021/22, including "structure and board management" and "internal control and compliance", are listed in the section "About HKTB – Corporate information".

SUSTAINABLE ALTERNATIVES

To further reduce the production of waste, the HKTB has opted out of disposable plastic and paperware at the office, and only provides reusable tableware in meeting rooms, joining on the organisation's commitment to go green at the workplace.

ENERGY CONSERVATION

HKTB has consistently operated a centralised electrical automation system to switch off any air-conditioning after office hours, with increased advocacy around the office to encourage light and AC energy saving practices.