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Bold initiatives,  
grand ambitions  
果敢進取 雄圖偉略



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## Mainland China

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While the Sars crisis strongly affected outbound travel from the Mainland to Hong Kong, the recovery in arrivals was stronger and faster than from any other key source market. Mainland arrivals for June 2003, for example, were 11% higher than those for the same month in the previous year, while the nearly 8.47 million annual arrivals was 24.1% higher than in 2002. This was partly due to relatively positive perceptions of health and safety standards in Hong Kong among Mainland travellers, both during and after the outbreak.

Regular updates kept the trade and media informed on developments during the outbreak, and monitored their response. Following Hong Kong's delisting by the WHO and the launch of the Global Tourism Revival Campaign, the HKTB targeted Mainland consumers with a range of tactics that included thematic advertising, advertorials, co-operative trade advertisements, editorials and media familiarisation visits, all carrying the *Hong Kong Welcomes You!* message. These activities were immediately followed by the launch of the *Hong Kong – Live it, Love it!* campaign, reinforcing perceptions of Hong Kong as a dynamic and exciting destination.

Both phases of the revival campaign were well received by consumers, while media partners responded with extensive coverage and the travel trade co-operated by creating special *Hong Kong Welcomes You!* packages at attractive rates. The latter included a tactical promotion involving 21 key travel agencies and three airline partners, which generated travel by some 156,500 visitors.

Other factors that encouraged increased outbound travel included the continued positive economic outlook in the Mainland, satisfactory GDP growth and political stability. Although other countries and cities posed strong competition, Hong Kong remained the favoured outbound travel destination among Mainland consumers. A further stimulus came from the launch of the Individual Visit Scheme (IVS) in selected cities from July 2003, making travel to Hong Kong by Mainland citizens easier and more convenient, and helping to boost total arrivals.

### High-yield focus

Following immediate recovery efforts in the Mainland, the HKTB has continued to focus on such high-yield and high-potential segments as young people, middle-aged couples and families with young children. Young couples, and office ladies and men were especially targeted during the *Hong Kong Super Draw* promotion and July and August sales, with marketing initiatives that included advertising, media familiarisation visits, and national TV and print coverage. Other initiatives involved co-operation with Kodak in thousands of outlets, promoting Hong Kong as a leading cosmopolitan city for leisure travel to all key segments, and with Beijing TV to rebuild confidence and generate traffic during the *Hong Kong Welcomes You!* promotion. Also in Beijing, an outdoor parade featuring the Hong Kong Police Band and a Cheung Chau float display promoted the city's diversity in general and the *Hong Kong – Live it, Love it!* campaign in particular.

儘管「沙士」事件嚴重影響內地到訪香港的旅遊業務，這市場的復甦步伐遠較其他主要客源市場強勁及迅速。雖然在2003年6月，香港仍然受「沙士」事件影響，但在這個月，內地訪港旅客人次與2002年同月比較高11%，2003年全年內地旅客接近847萬人次，較2002年增加24.1%，部分是由於內地旅客在「沙士」事件爆發期間及之後，均認為香港較為衛生和安全。

旅發局在「沙士」期間定期向業界和傳媒提供資訊，讓他們得悉事件的最新發展，同時跟進他們的反應。隨著世界衛生組織將香港從疫區名單中剔除，旅發局推出「全球旅遊推廣計劃」，針對內地旅客推出連串促銷宣傳，包括主題廣告、廣告特刊、與業界聯合刊登廣告、專稿和傳媒考察等，全部以「香港歡迎您！」為主題，其後，以「香港 — 樂在此，愛在此！」宣傳活動鞏固旅客對香港的觀感，是個活力充沛、令人興奮雀躍的旅遊勝地。

消費者對「全球旅遊推廣計劃」兩個階段的反應理想，傳媒夥伴亦以大篇幅報道，旅遊業界更鼎力支持，以極具吸引力的價格推出特別的「香港歡迎您！」行程，包括由21家主要旅行代理商和三家航空公司攜手推出促銷計劃，吸引約156,500位旅客參團來港。

其他推動出境旅遊增長的因素包括，內地的經濟前景樂觀、國民生產總值增長理想和政治穩定，雖然來自其他國家和地區的競爭激烈，香港仍是內地旅客喜愛的出境旅遊目的地。此外，2003年7月開始，內地部分城市實施「個人遊」政策，讓居民來港旅遊更容易和方便，亦幫助刺激旅客人次上升。

### 高收益客源

旅發局致力令內地市場復甦，並繼續集中吸納高收益和潛力優厚的客源，如年輕人、中年夫婦和有年幼子女的家庭。「勁享勁賞大抽獎」和7、8月的大減價宣傳均以年輕夫婦和白領男女為對象，市場推廣攻勢包括廣告、傳媒考察，以至全國性的電視和報章雜誌報道等。其他宣傳包括與柯達公司合作，在旗下數以千計的分店推介香港是最佳的消閒旅遊大都會，適合不同層面的旅客。此外，又與北京電視台合作，重建旅客訪港的信心，在「香港歡迎您！」推廣活動期間吸引更多旅客來港。旅發局又在北京舉辦戶外巡遊，得香港警察樂隊和長洲飄色表演助興，展示香港多元化的旅遊吸引力，並特別宣傳「香港 — 樂在此，愛在此！」。

為吸引內地年輕白領男性來港作商務或消閒旅遊，旅發局安排一連串宣傳活動，包括與信用卡公司合作，以及舉辦傳媒考察團。旅發局的調查顯示，這客群不論在訪港人次和消費均具有龐大發展潛力。



The Beijing launch of the Hong Kong – Live it, Love it! global brand marketing campaign  
旅發局在北京啟動「香港 — 樂在此，愛在此！」全球品牌推广活動



Special Hong Kong Winterfest packages were offered to Mainland visitors  
業界為內地旅客推出多款圍繞「香港繽紛冬日節」為主題的特色行程



A trade mission to Shenzhen was an early element of the HKTB's Global Tourism Revival Campaign  
旅發局啟動「全球旅遊推廣計劃」後，隨即組織旅遊業界赴深圳交流業務

A series of marketing initiatives, including credit-card co-operation and media familiarisation trips, was also arranged to reach young office men from the Mainland travelling to Hong Kong on either business or leisure, a segment that HKTB research shows has great potential in terms of both arrivals and spending.

Key messages of the *Hong Kong – Live it, Love it!* marketing platform, as well as the Mega Events programme, have been included in almost all the HKTB's marketing activities in the Mainland, including consumer shows, trade shows, media familiarisation trips and advertising. All have helped to reinforce Hong Kong's image of diversity and sophistication. Following the implementation of the Individual Visit Scheme (IVS), the HKTB also increasingly undertook a range of educational activities, in both TV and print media, showing potential visitors how to apply for a visa and travel independently.

### **Travel flexibility**

The extension of IVS to more Mainland cities and the flexibility it provides in terms of mode of travel are among the major factors likely to boost tourism to Hong Kong in the future, while the increased sophistication of Mainland travellers should ensure a wider choice of tour programmes and itineraries, and permit the addition of new elements and attractions.

Although Hong Kong remains the leading outbound destination from the Mainland, it must strive to maintain its pre-eminence against competition from the growing number of approved destinations for Chinese citizens. Marketing activities stressing Hong Kong's uniqueness, a wider variety of products and enhanced visitor satisfaction will all be essential to sustain a high level of repeat visits.

Challenges are also likely to be posed by a perceived lack of new tourism infrastructure until late 2005, hotel-room pricing and supply considerations, and a growth in same-day-in-town arrivals, especially from Guangdong, which has resulted from IVS and Hong Kong's role as an aviation hub.

In counteracting such tendencies, the HKTB will ride on the forthcoming opening of Hong Kong Disneyland, the Hong Kong Wetland Park and other new attractions, bundling these with existing "edutainment" elements to reinforce Hong Kong's image and appeal as the preferred family-friendly destination for Mainland travellers. Young couples, and office ladies and men will also be wooed with seasonal shopping and dining discounts and promotions, as well as the Mega Events programme and festivals, while the HKTB will leverage on the databases of potential partners and trade-related organisations to reach the Mainland's high-yield business segment, using e-commerce portals, direct marketing, seminars and advertising.

Meanwhile, the HKTB will reinforce Hong Kong's reputation for quality services by highlighting the protection and assurance offered to Mainland visitors through the Quality Tourism Services (QTS) scheme. Consumer promotions are enhancing Mainland consumers' awareness of the scheme, while QTS information continues to be disseminated through existing channels, educating potential travellers about the scheme prior to their arrival in Hong Kong.

旅發局在內地的市場推廣活動，包括消費者展覽、旅遊業展覽、傳媒考察和廣告攻勢等，幾乎全部都包含「香港 — 樂在此，愛在此！」市場推廣平台的主要訊息及舉辦的各項大型盛事，有助強化香港多元化及細緻深刻的形象。「個人遊」政策實施之後，旅發局透過內地的電視及印刷傳媒，陸續加強推行教育活動，向有意來港旅遊的內地居民介紹申請簽注的手續，以及自行來港旅遊。

### 靈活旅遊模式

「個人遊」政策擴展至內地更多城市，為旅客提供靈活的旅遊模式，將會是未來推動內地旅客到香港的重要因素之一，而內地旅客的層面和要求日趨細緻，亦推動業界發展更多種類的旅遊節目及行程，增加更多新元素及景點供旅客選擇。

雖然香港是內地旅客出境旅遊的首選目的地，但中國公民可申請出境觀光的地點不斷增加，在激烈的競爭下，香港必須致力保持固有的地位和優勢，並要加強宣傳活動，強調香港的特質以及推出多元化的旅遊產品，提高旅客的滿意程度，才能持續爭取旅客多次來港。

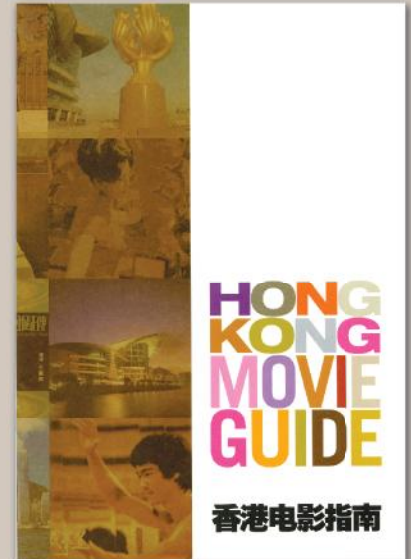
而且，香港旅遊業需要面對多方面的挑戰，包括在2005年底缺乏新旅遊設施這觀感，酒店房間的定價和供應情況；此外，「個人遊」政策及香港作為區內主要航空交通樞紐的地位，導致即日離港的旅客，特別是廣東省的即日離港旅客不斷增加。

面對這些趨勢，旅發局會把握即將開幕的香港迪士尼樂園，香港濕地公園和其他新景點帶來的機遇，配合現時集教育及娛樂於一身的旅遊特色，鞏固香港適合內地家庭旅遊的形象和吸引力；旅發局又會在不同節令推出購物及飲食優惠和推廣計劃、連串大型節目和節慶，吸引年輕夫婦和白領男女來港；更會善用有合作機會的夥伴和相關業界組織的客戶資料，透過電子商業網絡、直接推銷、研討會及廣告等，把香港的訊息滲透至內地高收益的商務客群。

與此同時，旅發局會繼續推動「優質旅遊服務」計劃，強調香港能為內地旅客提供優質服務的保障和保證，鞏固香港優質服務的美譽，有關的推廣活動能增進內地消費者對「優質旅遊服務」計劃的認知，旅發局亦會繼續以現有的渠道傳遞計劃的訊息，務求令有意來港的旅客在抵港前已了解「優質旅遊服務」計劃。



Shanghai TV relayed coverage of the *International Chinese New Year Night Parade* across the Mainland  
上海電視台將「新春國際匯演之夜」的盛況傳送到內地各省市



A Simplified-Chinese version of the *Hong Kong Movie Guide* was prepared for Mainland visitors  
旅發局特別為內地旅客以簡體字編印《香港電影指南》



The *Hong Kong - Live it, Love it!* campaign reinforced the city's dynamic image to Mainland consumers

「香港 — 樂在此，愛在此！」宣傳活動有效強化內地消費者對香港的印象 — 是個活力澎湃的國際大都會

# Taiwan

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Sars posed a major threat to Taiwan's tourism industry, both inbound and outbound. The combination of a World Health Organization (WHO) travel advisory and a government quarantine created a general reluctance to cross the Taiwan Strait. The economic background, including GDP growth of 5.4% and a relatively stable currency, remained largely favourable, but lingering safety concerns over Sars and the subsequent threat of avian influenza persisted into 2004.

Although consumers in Taiwan were reluctant to travel to Hong Kong in the short to medium term, there was a widespread appreciation of the prudent measures adopted by Hong Kong to prevent any future outbreaks. The HKTB also played a crucial role in the post-Sars revival, working with four major airlines and 12 designated agents to create an attractive, market-specific "two-for-one" promotion. Around 44,000 packages were sold between 28 June and 30 September, including 21,000 bookings in a single week, and the promotion's popularity helped reinstate Hong Kong to the list of desirable destinations among Taiwan consumers.

## High-profile re-launch

The high-profile launch of the *Hong Kong – Live it, Love it!* campaign to trade and media partners was accompanied by thematic advertising on TV and in print media, tactical campaigns and related publicity activities. For example, a consumer promotion was conducted in the second city, Kaohsiung, to encourage more spontaneous travel. Trade activities included a *Contract Hong Kong* programme, which, in addition to showcasing new and forthcoming products, and opportunities to package the city, also highlighted Hong Kong's full recovery from Sars.

Positioning Hong Kong as a romantic destination, a series of promotions was launched in late 2003, leveraging on the Taiwan screening of the HKTB-supported *Romancing Hong Kong* TV drama. Stars Aaron Kwok and Li Bing Bing were invited to Taipei for the International Travel Fair, while the HKTB also co-operated with a leading Taiwan TV station to organise tours featuring romantic Hong Kong itineraries. In a similar vein, the HKTB also organised an Internet *Top Ten Romantic Attractions Competition* and gained celebrity endorsement for Hong Kong's romantic image through a co-operation with *United Daily News*.

## Events emphasis

Following immediate revival efforts, the HKTB maintained its marketing focus on the family and young office ladies segments in the major population centres of Taipei and Kaohsiung, creating promotions around the *Best of the Best Culinary Awards* and *Hong Kong WinterFest*, two events that had already proved effective in generating incremental arrivals. Other segments in Taiwan showing potential are corporate meetings, and employee outings and incentives, with Hong Kong regarded as particularly competitive in terms of cost, services, efficiency and expertise compared with domestic travel.

Overseas leisure travel from Taiwan continues to be negatively affected by political uncertainty, while increased choices in travelling to and from the Mainland – including the growth of direct ferry services permitting travel between Hong Kong International Airport and Pearl River Delta destinations without the need to pass through Hong Kong immigration – are also impacting on arrivals to Hong Kong, especially with regard to business visitors. On the other hand, a growth in single-destination travel to Hong Kong is an encouraging trend that suggests increased numbers of leisure travellers can be attracted to Hong Kong in the long term.

「沙士」事件嚴重威脅台灣的入境和出境旅遊業務，世界衛生組織的旅遊勸諭和政府頒令的隔離檢疫措施令旅客望而卻步。雖然台灣的經濟情況大體上仍然樂觀，國民生產總值上升5.4%，貨幣亦相對穩定，但旅客對「沙士」及其後禽流感的威脅，至2004年仍然猶有餘悸。

雖然台灣消費者在短期至中期對來港旅遊仍然態度遲疑，卻廣泛讚揚香港採取審慎措施，防止日後再次爆發任何疫症。為重振「沙士」後的旅遊業務，旅發局與四家主要航空公司及12家指定旅行代理商攜手，針對台灣市場推出極具吸引力的「買一送一」優惠，在6月28日至9月30日期間，出售約44,000個行程，其中21,000個名額是在一星期之內預訂，這些促銷工作及宣傳效應幫助重建香港在台灣消費者心目中的地位，是他們理想的旅遊目的地。

### 強勁宣傳攻勢

旅發局在台灣的電視及印刷媒體播放及刊登主題廣告，推出促銷活動，並進行連串公關工作，高調向業界和傳媒推出「香港 — 樂在此，愛在此！」宣傳活動，例如在第二大城市高雄舉行消費者推廣活動，鼓勵更多旅客即時訪港。業界活動包括組織赴港交流團，展示全新及即將推出的產品、把香港重新包裝的機會，以及強調香港已從「沙士」事件中全面復甦。

旅發局在2003年底展開連串推廣工作，包括全力支持在台灣播放的《動感豪情》電視劇集，將香港定位為浪漫的旅遊勝地，又邀請演藝界名人郭富城先生及李冰冰小姐到台北出席國際旅遊展；旅發局亦與台灣主要電視台合作舉辦觀光團，推介香港具浪漫色彩的景點；此外，又與《聯合報》合作舉辦香港十大心動景點網絡票選活動，邀請名人推介香港的浪漫情懷和形象。

### 盛事推介

旅發局致力爭取業務復甦，把市場推廣的焦點集中在台北和高雄這兩個人口密集城市的家庭和年輕白領麗人客群，並環繞「美食之最大賞」和「香港繽紛冬日節」兩項證實能提高訪港旅客人次的活動，展開宣傳攻勢。台灣其他具發展潛力的客群包括企業活動、僱員短途旅程和獎勵旅遊，而相對當地的本土旅遊，香港無論在價格、服務、效率和專業質素方面均更具競爭優勢。

政局不穩繼續對台灣的外遊消閒業務構成負面影響，而來往內地的交通選擇增加，包括香港國際機場至珠江三角洲其他旅遊點的直接輪船服務不斷增長，旅客毋須通過香港的入境事務處，都影響訪港旅客人次，特別是商務客群。而另一方面，以香港作為單一旅遊目的地的趨勢有所增長，顯示長遠而言，香港可吸引更多消閒旅客。



Promotional material showcasing the *Romancing Hong Kong* TV series was produced for visitors from Taiwan. 特別為台灣旅客製作介紹電視劇《動感豪情》的宣傳品。



Taipei was among the venues selected for a high-profile launch of the *Hong Kong - Live it, Love it!* campaign.

台北是其中一個隆重啟動「香港 — 樂在此，愛在此！」宣傳活動的重要城市。

## North Asia

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Sars dealt a devastating blow to travel from Japan, with total outbound departures down by as much as 55.6% in May, compared with 2002. Japanese travellers are particularly sensitive to health and safety issues, and the rebound in traffic to Hong Kong remained sluggish, even after the lifting of the WHO advisory.

During the early stages of the recovery campaign, the HKTB's efforts to maximise favourable media exposure included nationwide newspaper advertisements emphasising that Hong Kong was safe for travel. Familiarisation visits arranged for trade and media, including a July mega-fam in co-operation with Cathay Pacific, were accompanied by *Hong Kong Welcomes You!* receptions and seminars in Tokyo, Osaka and Nagoya. A delegation from the Japan Association of Travel Agents (JATA) took part in the August *Welcome Day* programme in Hong Kong, where they concluded a Memorandum of Understanding with the HKTB, promoting co-operation, communication and the positive development of tourism between the two markets. The HKTB also joined the Hong Kong Economic and Trade Office (HKETO) in a series of soft-sell programmes in major Japanese cities.

A Hong Kong concert given by popular singer Yumi Matsutoya was positioned as a trigger event paving the way for the revival, and was publicised extensively nationwide. More than 1,000 special tour packages were sold to Yuming fans who attended the concert. Despite such activities, however, arrivals from Japan to Hong Kong have yet to return to real levels of growth, and a further booster campaign was launched in Japan during the spring of 2004.

Following immediate recovery efforts, the HKTB targeted repeat visitors among the young office ladies segment in areas such as Tokyo, Kansai and Kanagawa as being most likely to wish to resume travelling. Business travellers were also viewed as a high-potential segment. To reach Japanese consumers, Hong Kong's Tourism Ambassador Jackie Chan appeared in various marketing vehicles, including a TV commercial with Yuming, to underline the messages that Hong Kong was back to normal, and offering a variety of attractions and experiences in line with "Hamaru, Miriyoku, Hong Kong", as the *Hong Kong – Live it, Love it!* campaign is known in Japan.

### Segments to watch

As families and middle-aged couples are already making their way back to Hong Kong, the HKTB regards young office men as another segment offering longer-term growth potential. Special-interest segments, such as bird-watchers, hikers, and sports and cultural tourists, as well as short-break travellers, are also being monitored for future development.

The four product pillars inherent in the *Hong Kong – Live it, Love it!* campaign play a key role in consumer and trade promotions in Japan, and are reflected in all the HKTB's activities. For example, some 120 travel agents sold tours featuring such special privileges as free lessons in the Chinese tea ceremony, *tai chi* or *kung fu*.



「沙士」事件嚴重打擊日本的旅遊業務，在事件發生期間，當地5月份的出境外遊總人次與2002年同月比較下降55.6%，日本旅客對健康及安全的事項特別敏感，即使世界衛生組織解除到香港旅遊的勸諭，日本訪港旅遊的復甦步伐仍然緩慢。

「沙士」事件結束後，旅發局在開展推廣計劃的初期，致力爭取廣泛的傳媒報道，包括利用覆蓋全國的報紙廣告，強調香港是安全的旅遊點。旅發局亦為業界及傳媒安排多項考察行程，包括在7月與國泰航空合辦大型考察活動，又在東京、大阪及名古屋舉辦「香港歡迎您！」接待會和研討會，日本旅行代理商聯會亦組織代表團參加8月在港舉行的「好客日」活動，期間與旅發局簽訂合作協議，承諾促進兩地旅遊業的推廣合作、訊息交流和業務的正面發展。旅發局更參加香港經濟及貿易辦事處在日本多個主要城市舉辦的軟性展銷計劃。

流行歌手松任谷由實在香港舉行音樂會，被視為重振日本旅客訪港的牽頭活動，在日本全國獲得廣泛報道，松任谷由實的歌迷購買超過1,000個特別旅遊行程來港欣賞這場音樂會。雖然推出各項推廣活動，訪港的日本旅客仍未真正重返實質增長的水平，所以旅發局在2004年春季，在日本推出另一項推廣攻勢。

展開各項推廣工作後，旅發局把焦點集中在吸引旅客重臨香港，特別是針對大都會如東京、關西、神奈川的年輕白領麗人，這客群最有可能在短期內再次外遊；商務旅客亦是另一個極有發展潛力的客群。此外，為接觸日本的消費者，「香港旅遊大使」成龍積極協助在不同的媒介推廣香港，包括與松任谷由實攜手在電視宣傳，強調香港已回復正常，並具備多姿多彩的旅遊特色，能豐富旅客的體驗，令他們樂在香港，愛在香港！

### 焦點客群

當家庭及中年夫婦開始再次到訪香港，旅發局視年輕白領男士為另一個具長遠發展潛力的客群，又跟進喜愛特別興趣旅遊的客群，例如觀鳥、遠足、體育與文化，以及短途休息旅遊，為未來發展做好準備。

旅發局的所有活動都推介「香港 — 樂在此，愛在此！」推廣計劃的四大核心產品，並在日本消費者及業界推廣活動中擔當重要元素，約120家的旅遊代理商一同銷售包含中國茶道、太極或功夫課程的特別優惠旅行團。

旅發局因應日本市場的情況，特別設計消費者推廣活動，例如把握香港電影《無間道》2003年9月在東京舉行首映禮的機會進行宣傳，片中主要演員及松任谷由實均有出席，成龍更在會上致歡迎辭。在暑假及寒假等旅遊旺季，旅發局與當地的業界夥伴利用印刷傳媒及公共交通工具的廣告，攜手推廣以購物及「香港繽紛冬日節」為主題的行程。此外，旅發局在主要及二線城市舉行超過40次研討會，吸引約1,200位日本旅遊業界參加，又組織8個訪港考察團和「香港歡迎您！」大型考察活動。



Popular singer Yumi Matsutoya triggered the revival campaign in Japan with a Hong Kong concert

著名歌手松任谷由實在香港舉行演唱會，並為旅發局啟動在日本的推廣工作



A Memorandum of Understanding was signed with Japan Association of Travel Agents in August 2003

旅發局與日本旅行代理商聯會於2003年8月簽訂合作備忘錄

The HKTb's market-specific consumer activities in Japan included leveraging on the September 2003 Tokyo premiere for the Hong Kong movie *Infernal Affairs*. The premiere was attended by the film's stars and Yuming, and featured a personal welcome message from Jackie Chan. During peak summer and winter vacation periods, co-operative campaigns with local trade partners promoted shopping and *Hong Kong WinterFest* packages, using print media and public transport advertising. For the Japanese trade, a programme of more than 40 seminars netted attendance of some 1,200 in major and secondary cities, while eight groups were invited to Hong Kong for familiarisation visits, in addition to the *Hong Kong Welcomes You!* mega-fam.

The *Hong Kong Shinhakken* ("Finding the New Hong Kong") campaign, which specifically addresses the Japanese market, was launched in 2004 to alter perceptions of Hong Kong by promoting new tour products and lesser-known aspects of the city. The campaign, which is successfully boosting visitor arrivals towards pre-2003 levels, will continue as a major marketing and promotional platform into 2005.

The emerging and fast-growing young office men segment will be developed in tandem with young office ladies through the promotion of short-break travel. Such activities will be assisted by the recent move of several public holidays to a Monday, creating an additional seven long-weekend breaks in Japan each year.

### **Short-break potential**

Although a drastic decrease in outbound travel was seen in South Korea at the height of the Sars outbreak, the market responded much more quickly to recovery activities. The revival campaign was boosted by co-operative advertising leveraging on new direct flights from South Korea's second city, Busan, as well as charter-flight programmes and the *Mid-Autumn Lantern Celebration*. Familiarisation tours for the trade and media, and price-competitive tactical promotions also helped Hong Kong to regain its reputation as a must-visit destination, and monthly arrivals from South Korea began to show real levels of growth by the end of the financial year.

Korean young office ladies were a primary target in the early recovery stage, particularly in view of a recently introduced five-day working week offering greater opportunities for short-break travel. The HKTb used a combination of marketing and PR activities – including television, media familiarisation trips, large events and the Internet – to maximise awareness and change perceptions of Hong Kong. The five-day working week is also creating new opportunities in South Korea's growing families with children segment, while business travellers also offer potential, especially when travelling with partners and family.

From late October until early November, the *Hong Kong – Live it, Love it!* roadshow highlighted Hong Kong's diversity to Korean consumers, attracting more than 20,000 visitors and participants in the lucky draw. The opening was attended by the Chief Secretary for Administration, The Hon Donald Tsang, and celebrity Leon Lai, attracting strong media coverage both for the event and for Hong Kong. This was preceded in July by a South Korea Travel Mission, when Korean trade partners attended an HKTb seminar and met Hong Kong counterparts.

Other activities in South Korea included co-operation with Kookmin Bank between July and September, and a December consumer promotion with LGeShop. The latter involved cable television advertising, Internet advertising and catalogue mailing, introducing the HKTb's message to more than three million LGeShop consumers.

Looking to the future, the move to a five-day working week will bring clear benefits in terms of short-break travel, as will direct flights from Busan. Against competition from other short-haul markets, the HKTb has continued its full programme of marketing and promotional activities, including thematic advertising, summer and winter tactical advertising, consumer and trade roadshows, a travel mission to Seoul and Busan, trade visits, seminars and workshops, and new product promotions.

踏入2004年，旅發局啟動特別為日本市場設計的「香港新發現」推廣活動，推介新的旅遊產品及香港較鮮為人知的面貌，從而改變當地人士對香港的觀感。這個推廣活動成功推動日本旅客人次至接近2003年前的水平，將繼續成為2005年的主要市場推廣及宣傳平台。

年輕白領男士是一個增長迅速的新興客群，加上近年日本將多個公眾假期移至星期一，令日本每年額外多7個長周末，配合這些因素，旅發局會集中發展年輕白領男士和年輕白領麗人兩個層面，推廣來港作短途休息和旅遊。

### 發掘短途休息旅遊的潛力

雖然在「沙士」期間，南韓的外遊業務大幅下調，卻迅速回應香港的推廣活動，旅發局與當地的業界合作，配合第二大城市釜山推出直航香港的服務、包機計劃和「中秋綵燈慶全城」活動等，推出合作廣告，推動重振業務計劃；另外，旅發局又為業界和傳媒組織考察行程，以及推出價格極具競爭力的促銷活動，都有助重建香港成為南韓旅客必到的旅遊勝地。截至本財政年度，每月訪港的南韓旅客已開始出現實質增長。

南韓的年輕白領麗人亦是重振業務初期的主要客群，特別是南韓近年推行每星期工作5天的政策，旅客有更多機會作短途休息旅遊。旅發局推出結合市場推廣及公關的活動，包括電視宣傳、組織傳媒考察團、舉辦大型活動及利用互聯網等，盡量提升旅客對香港的認知，並改變他們對香港的觀感。每星期工作5天亦為開發南韓育有子女的家庭客群帶來更多新機會；同樣，商務旅客亦深具發展潛力，特別是鼓勵他們與伴侶和家人一同來港旅遊。

由10月底至11月初，「香港 — 樂在此，愛在此！」巡迴展覽重點向南韓消費者推介香港多元化的旅遊特色，吸引超過20,000位旅客和當地人士參加幸運大抽獎，政務司司長曾蔭權及演藝名人黎明為展覽主持開幕，吸引傳媒廣泛報道。7月，旅發局組織南韓業界訪問團來港，出席研討會及與香港的同業交流。

在南韓進行的其他推廣活動包括，在7至9月期間與Kookmin Bank合作，以及於12月與LGeShop合辦消費者推廣活動，透過在有線電視推出廣告、網上廣告及郵寄目錄推廣，向超過300萬LGeShop客戶傳遞旅發局的訊息。

展望未來，南韓推行每星期工作5天的政策，以及釜山至香港新增直航班次，都會為旅遊業帶來裨益，特別是短途休息這模式的業務。面對其他短途市場的競爭，旅發局會繼續全力推行各項市場推廣活動，包括利用主題廣告、在暑假及寒假推出策略性廣告，消費者及業界巡迴展覽，組織前往首爾(漢城)及釜山的旅遊業界訪問團、業界考察、研討會及工作坊，以及新產品宣傳等。



Hong Kong's Chief Secretary for Administration, the Hon Donald Tsang, at an HKTb roadshow in South Korea

政務司司長曾蔭權先生出席旅發局在南韓舉行的巡迴展覽



South Korea's Kookmin Bank co-operated with the HKTb in a 2003 consumer travel promotion

旅發局在2003年與南韓的Kookmin Bank聯合舉辦推廣活動

## South & Southeast Asia

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Most South & Southeast Asian markets were strongly impacted by Sars, with negative media coverage and, in some countries, travel advisories and quarantine measures for visitors returning from affected areas. Even after Hong Kong's WHO delisting, lingering concerns over health standards led many prospective visitors to choose non-Sars-affected destinations for leisure travel, with the result that recovery remained sluggish until a discernible pick-up in September.

In the interim, the HKTB and the Hong Kong Economic & Trade Office (HKETO) conducted a series of media and travel-industry briefings to inform regional markets of the delisting, and to highlight the high standard of precautionary measures taken by the Government, the hospitality industry and the travel trade. These yielded positive media coverage and built confidence among consumers and the trade. *Hong Kong Welcomes You!* roadshows, in co-operation with the HKETO and the Hong Kong Trade Development Council (HKTDC), also renewed consumer interest, showcasing the city's vitality and appeal through the participation of Hong Kong attractions, such as Madame Tussauds, and the appearance of celebrities. These messages were reinforced with attractive packages that yielded encouraging sales, while publicity value from media coverage of these activities was worth an estimated HK\$24 million.

Market-specific post-Sars revival strategies launched under the Global Tourism Revival Campaign included *Hong Kong Welcomes You!* roadshows in Malaysia, the Philippines, Singapore and Thailand. The *Welcome Day*, to which key trade and media were invited, was also aimed at building awareness and instilling confidence. Positive media coverage and trade support, and a high turnout were achieved in all markets. A *Visit Hong Kong Now* tactical promotion undertaken with Cathay Pacific in India, Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam netted an average 2,000 visitors from each market.

### Market focuses

Following immediate recovery efforts, the HKTB's primary focus was on Thailand, the Philippines and India, with a secondary focus on Malaysia, Singapore and Indonesia. In the run-up to the opening of Hong Kong Disneyland, families with children are the key segment in all markets. Other targeted segments include business-with-leisure in Singapore and India, and incentive and meetings in India, Malaysia, Singapore and Thailand, while young office ladies also offers growth potential.

大部分南亞及東南亞市場都受「沙士」事件嚴重影響，傳媒的負面報道，世界衛生組織對部分國家發出旅遊勸諭，也有國家要求旅客從受感染地區返國後接受隔離，即使香港獲世界衛生組織剔除「沙士」疫區名稱之後，很多預期訪港的旅客仍關注香港的衛生水平而選擇前往其他沒有受「沙士」影響的旅遊點，所以在9月前，香港旅遊業的復甦步伐仍然停滯不前。

為推動業務復甦，旅發局聯同香港經濟及貿易辦事處，為傳媒及旅遊業界舉行連串簡報會，向區內各個市場指出，香港已在受感染地區名單上除名，並重點介紹政府、服務行業及旅遊業界採取的高水平防疫措施，結果贏得傳媒的正面報道，重建消費者及業界對香港的信心。旅發局與香港經濟及貿易辦事處及香港貿易發展局合作舉辦「香港歡迎您！」巡迴展覽，加上多個旅遊景點，如香港杜莎夫人蠟像館的參與，以及各界名人的親身呼籲，一再展現香港的澎湃活力和吸引力，重新提起消費者對香港的興趣，這些訊息與別具吸引力的旅遊行程相輔相成，大受消費者歡迎，而傳媒對這些活動的報道亦帶來相等約2,400萬港元的宣傳效益。

「沙士」過後，旅發局的「全球旅遊推廣計劃」因應個別市場訂定重振業務的策略，包括在馬來西亞、菲律賓、新加坡及泰國舉辦「香港歡迎您！」巡迴展覽；又邀請當地業界翹楚及主要傳媒參加「好客日」，加深他們對香港的了解及重建訪港的信心。在傳媒的廣泛報道和業界支持下，各地市場的旅客人次顯著回升。旅發局與國泰航空在印度、印尼、馬來西亞、菲律賓、新加坡、泰國及越南聯手進行 *Visit Hong Kong Now* 促銷活動，平均每個市場有2,000位旅客參團來港。

### 市場焦點

重振業務之後，旅發局將推廣重點集中在泰國、菲律賓及印度，其次是馬來西亞、新加坡及印尼，並以育有子女的家庭為各個市場的焦點客群，為香港迪士尼樂園開幕作好準備。其他目標客群包括新加坡和印度的商務加觀光旅遊；印度、馬來西亞、新加坡及泰國的獎勵及會議旅遊；此外，年輕白領麗人也是具發展潛力的客群。

融合公關活動及旅遊業界合作的綜合推廣計劃，在爭取市場推廣效益、刺激旅遊意欲及維持高度認知方面特別有效，例如旅發局在南亞及東南亞採用報章雜誌、電台及電視多種媒體宣傳，介紹當地名人家庭在香港度假的豐富體驗，對提升訪港旅客人次有正面成效，並取得甚高的宣傳效益。



A Malaysian familiarisation trip to Hong Kong during the early days of the Global Tourism Revival Campaign

旅發局推出「全球旅遊推廣計劃」後，隨即邀請馬來西亞的旅遊業界來港考察



A celebrity promotion in Singapore positioned Hong Kong as an ideal family destination

在新加坡，旅發局邀請知名人士推廣香港是家庭旅遊的理想地點

Integrated campaigns combining public relations activities and trade collaboration have proved especially effective in achieving marketing efficiency, spurring the intention to travel and sustaining top-of-mind awareness. For example, a multi-media print, radio and TV campaign across South and Southeast Asia, showcasing the Hong Kong vacation experiences of local celebrity families, has positively affected visitor arrivals and achieved high publicity value.

The *Hong Kong – Live it, Love it!* global brand marketing campaign was launched in the six key South & Southeast Asian markets in October and November 2003. Turnout of 80-100 trade partners was achieved in each city.

The Mega Events programme was used as a platform to launch media, tactical and marketing programmes with greater depth than previously. The wide range of activities connected with these events also enabled more dynamic itineraries to be drawn up for trade and media familiarisation tours. In Singapore, for example, a *Hong Kong WinterFest* print-media programme involving a celebrity family vacation in Hong Kong showcased Hong Kong's diversity and positioned the city as a family destination through a six-page supplement seen by 200,000 readers.

Other activities in the region included a *Hong Kong Star Search* programme in Singapore, Malaysia, Thailand and Indonesia, and the production of a 20-page Hong Kong Movie Guide in co-operation with a media partner in Singapore and Malaysia. Both generated pre-opening publicity for the *Avenue of Stars*.

### **Low-cost competition**

The emergence of low-cost carriers (LCCs) in the region has increased competition across the aviation sector, as bigger airlines respond with low-price fares. As low fares will encourage consumers to travel more frequently, with greater choices in terms of price and schedules, LCCs clearly offer both opportunities and challenges to Hong Kong. Affordable family-friendly packages leveraging on the competitive airfares are likely to be among the most effective means of maximising their potential.

In any event, the trend towards shorter and more frequent intra-regional travel is likely to persist, and Hong Kong will continue to be positioned as a destination with a diversity of attractions to suit visitors of all ages. In most South & Southeast Asia markets the HKTB will therefore maintain its primary focus on such targeted segments as families with children, and young office women and men, and continue leveraging on the *Hong Kong – Live it, Love it!* marketing platform.

「香港 — 樂在此，愛在此！」全球品牌推廣計劃2003年10月及11月在6個主要的南亞及東南亞市場展開，每個城市都吸引80至100位旅遊業界夥伴參與啟動儀式。

旅發局以大型盛事作為宣傳平台，以更深入的手法展開傳媒、促銷和市場推廣計劃。有關計劃涉及多元化的活動，能為業界及傳媒組織不同範疇的考察行程，例如在新加坡，印刷傳媒以6頁特刊報道一個名人家庭來港享受「香港繽紛冬日節」的渡假旅程，接觸20萬讀者，展現香港多姿多采的旅遊特色，並把香港定位為家庭旅遊勝地。

區內還有其他推廣工作，包括在新加坡、馬來西亞、泰國及印尼進行的香港星影追蹤活動，以及在新加坡和馬來西亞與傳媒機構合作編印一份20頁的《香港星、影、情電影地圖》，兩個項目都為「星光大道」開幕前營造宣傳聲勢。

### 低成本競爭

區內出現廉價航班服務，較大的航空公司亦以較低的票價迎戰，令整個航空界的競爭轉趨激烈。由於廉價機票有助鼓勵消費者更頻密地外遊，亦為旅客提供更多航機票價和班次的選擇，明顯地對香港的旅遊業既是機會，也是挑戰。要發掘這客群的發展潛力，最有效的途徑相信是善用具競爭力的機票，以可接受的價格，推出方便家庭旅客的行程。

無論如何，消費者作較短程而頻密的旅遊趨勢將會持續，旅發局亦會繼續將香港定位為具備多元化旅遊吸引力、適合不同年齡旅客的旅遊勝地。在南亞及東南亞地區的大部分市場，旅發局會以育有子女的家庭，以及年輕白領男女這些客群為首要推廣目標，並善用「香港 — 樂在此，愛在此！」這市場推廣平台。



A Memorandum of Understanding was signed with the Philippine Convention & Visitors Corporation

旅發局與Philippine Convention and Visitors Corporation簽訂合作備忘錄

## Australia, New Zealand & South Pacific

The year 2003 began positively for the Australia, New Zealand and South Pacific region, with arrivals to Hong Kong in January and February respectively 10.5% and 19.4% higher than in 2002. By the end of March, however, the negative effects of Sars were already apparent in rapidly falling arrivals.

While the crisis had an immediate impact on consumer and trade perceptions of Hong Kong and the region, the HKTB's information-dissemination activities, and subsequent positive coverage on the handling of the crisis and precautionary measures quickly turned any negative opinions around. Indeed, it would be fair to say that in the mid to long terms, the effects of Sars on consumer sentiment towards Hong Kong in this region have been negligible. Positive response to the *Hong Kong Welcomes You!* and the *Hong Kong – Live it, Love it!* campaigns, combined with a range of attractively priced packages, helped to restore arrivals from the region to pre-Sars levels by the end of 2003, with figures for the first half of 2004 higher by 11% than for the same period in 2002.

A combination of political and economic stability in Australia, a strong Australian dollar, and pent-up demand for outbound travel in the wake of the Bali bombing of October 2002 and Sars led to a general surge in leisure travel from the region in late 2003. Other significant market trends include shorter lead-in times between booking and travel, and an increasing value-consciousness among consumers that in part can be attributed to the rapid growth in low-cost carriers (LCCs).

### **Attractive opportunities**

A print advertising campaign in co-operation with other Asian national tourism organisations, and Qantas and Qantas Holidays, launched immediately after Sars delisting, was aimed at reviving travel to Asia, and offered attractive deals at selected hotels in Hong Kong. Further co-operation with airlines, wholesalers and retail partners, combined with hotel special offers, stimulated short-term arrivals during the *Hong Kong Welcomes You!* promotion, while the launch of the *Hong Kong – Live it, Love it!* global brand marketing platform from late September to November was accompanied by a three-week TV campaign and six to eight weeks of print and online advertising. A series of tactical campaigns with major trade partners offering attractive opportunities for consumers continued to drive short- and mid-term traffic, with assistance from a range of Hong Kong operators and hotels.



在2003年初，澳洲、新西蘭及南太平洋地區的業績理想，1月及2月份訪港旅客人次分別較2002年上升10.5%及19.4%，然而至3月底，「沙士」的出現令這地區的旅客人次急速下調。

「沙士」危機影響消費者及業界對香港及整個亞洲地區的觀感，旅發局透過各種活動發佈正面消息，其後傳媒對香港處理危機及採取的預防措施均有正面報道，而且很快將負面評論扭轉。事實上，中至長期而言，「沙士」事件影響旅客前往香港旅遊的意欲可說是微乎其微。區內旅客對「香港歡迎您！」及「香港一樂在此，愛在此！」宣傳計劃反應熱烈，加上一連串價格具吸引力的旅遊行程，幫助推動這地區的旅客人次在2003年底回復至「沙士」前的水平，而2004年上半年的旅客人次更較2002年同期增加11%。

澳洲的政治和經濟情況穩定，澳元強勁，而且自從2002年10月印尼峇里的恐怖襲擊，以及爆發「沙士」之後，這地區開始累積外遊意欲，這些因素推動度假旅遊人次在2003年底全面回升。其他較顯著的市場趨勢包括，旅客由預訂行程至出發外遊，所需的時間比以往更短；此外，消費者更注重旅程要物有所值，部分是由於廉價航機的業務在區內急速發展。

### 機會難逢

香港獲剔除「沙士」疫區名稱後，旅發局隨即與亞洲其他的國家旅遊推廣機構、澳洲航空及澳航假期合作，在報章雜誌進行廣告宣傳，並與香港多間指定酒店合作，提供具吸引力的優惠，藉此吸引旅客再次到亞洲旅遊；此外，又與航空公司、旅遊批發商及零售商合作，配合酒店的特別優惠，刺激旅客短期內在「香港歡迎您！」活動期間來港；為配合9月底至11月的「香港一樂在此，愛在此！」全球品牌推廣平台，旅發局亦推出3星期的電視廣告，及6至8星期的報章雜誌和網上廣告；又與主要的業界夥伴合作推出促銷活動，加上香港旅遊經營商及酒店的支持，為消費者提供各種具吸引力的優惠，繼續推動短期及中期的訪港業務。



A co-operative promotion in Australia with the Hong Kong Government  
旅發局聯同香港特區政府在澳洲展開宣傳攻勢



Hong Kong's Rugby Sevens tournament is popular among visitors from Australia, New Zealand and South Pacific  
在香港舉行的七人欖球賽深受澳洲、新西蘭及南太平洋旅客歡迎

Other activities included a dining promotion in November, a Rugby Sevens promotion in November and December, and a programme of press familiarisation visits that resulted in considerable broadcast and print-media coverage in national and regional media throughout Australia and New Zealand. The weather on Australia's morning TV *Today Show*, for example, was broadcast live from various Hong Kong locations over a five-day period in late August, with content focusing on the diversity offered by Hong Kong's four core product pillars. Again, most activities involved the support of airline and hotel partners, as did the programme of trade familiarisation visits.

Aside from its immediate efforts to revive overall tourism from the region, the HKTB continued to prioritise middle-aged couples for strongest growth, followed by seniors. Other segments showing promise include families and young office women and men.

### **Positive outlook**

The strong economy and political stability, continued demand for outbound travel, increases in aviation capacity and greater competition on routes to Australia will all contribute positively towards travel to Hong Kong from the region. The opening of Hong Kong's new tourism attractions from the second half of 2005, as well as the growing interest in – and accessibility of – the Mainland will have a similarly beneficial impact.

As in other markets, LCCs are likely to present challenges by opening up new areas of Asia to tourism from the region – challenges that are likely to be exacerbated by the emergence of alternative, price-competitive destinations, an increase in direct flights to the Mainland and hotel-capacity restraints. To overcome such competition, the HKTB will further co-operate with airlines serving major regional hubs, utilise increased air capacity to grow the convention, exhibition and corporate events sector, further promote Hong Kong's diversity – particularly by emphasising city, harbour and green attractions – and capitalise on Hong Kong's forthcoming tourism attractions to further grow arrivals from the region.

其他推動業務復甦的活動包括，11月舉行的美食推廣、11及12月宣傳七人欖球賽，以及為傳媒安排考察行程，舉辦這些考察活動之後，澳洲及新西蘭的國家及地區性電子及印刷傳媒都廣泛報道香港的情況。在8月底的5個早上，澳洲早晨電視節目 *Today Show*，以香港多個不同地點作為直播天氣報告的取景場地，當中更重點突顯香港四項核心產品多元化的特色。同樣，大部分推廣活動與業界的實地考察一樣，都得到航空公司及酒店的鼎力支持。

除致力重振這地區的整體業務外，旅發局繼續以中年夫婦為增長潛力最高的優先客群，其次是長者客群，其他具增長潛力的客群有家庭和年輕白領男女。

### 前景樂觀

經濟強勁、政治穩定、外遊需求和航空載客量持續上升，以及往來澳洲的機票價格競爭加劇，均對訪港的旅遊業務有利。隨著香港多個新的旅遊項目在2005年下半年陸續開幕，而內地市場又備受關注而且更為方便，都對香港旅遊業大有裨益。

另一方面，香港要面對多項挑戰，包括廉價機票的航空公司可能推出更多往來區內其他新興旅遊點的航班；而且有其他旅遊點冒起，在價格上更具競爭力；加上直航內地的班次增加；以及香港酒店房間數目的限制。面對競爭，旅發局會加強與往來區內交通樞紐的航空公司合作，利用增加的航班機位，促進會議、展覽及企業活動客群的發展，進一步推廣香港多元化的旅遊吸引力，特別強調都會、海港及郊野的景致，並善用香港快將落成的旅遊設施，爭取區內更多旅客訪港。



Australia's morning TV *Today Show* was broadcast live from Hong Kong over five days in August

2003年8月，澳洲的早晨電視節目 *Today Show* 在本港進行為期五天的直播節目

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## The Americas

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2003 was both a challenging and an inspiring year. Against a backdrop of economic uncertainty, the North American market was dealt a further blow in April by Sars, plunging arrivals into double-digit negatives. In response to WHO and governmental travel advisories, the HKTB suspended advertising and promotions, launched PR activities with the media and trade, and planned revival strategies.

Following WHO delisting, public relations was optimised to reverse the downward arrivals trend and negative perceptions of Hong Kong. For greater impact, satellite transmissions, video news releases and audio news releases featuring endorsements of Hong Kong by business and industry leaders were distributed to more than 2,000 news outlets.

In accordance with strategic plans to revive traffic before rebuilding yield, the HKTB brought together five airlines and 29 tour operators in a two-for-one campaign aimed at motivating US travellers to return to Hong Kong and rediscover the city. With research showing ethnic Chinese to be responsive to low prices and likely to be among the first to travel to Hong Kong, programmes were launched to this segment on a small scale before being introduced to the wider market. More than 19,500 such packages were sold within two months, with recovery in full swing by September. The next focus was boosting yield from groups and business travel, which was expected to surge due to pent-up demand.

In Canada, trade workshops were organised in Vancouver and Toronto, while tactical packages with airlines and wholesalers offered immediately after delisting achieved excellent results. Canada's Chinese community was the primary target market of the *Hong Kong Welcomes You!* campaign in July and August, followed by the *Romancing Hong Kong* TV drama promotion. Value-added packages offered by online partners proved very successful.

### Image enhancement

The centrepiece of the revival campaign in the US, *Hong Kong – Live it, Love It!* was launched in New York and San Francisco by the Chief Secretary for Administration, The Hon Donald Tsang. A two-day consumer event in San Francisco's Union Square transformed one of the city's most famous landmarks into a colourful replica of Hong Kong and 22 September was officially declared *Hong Kong Tourism Day* to commemorate the campaign's launch. More than 2,500 Hong Kong travel packages were sold during the event, further bolstering tourism growth from this key gateway city.

2003年是一個既富挑戰，又充滿啟發意義的一年。北美地區經濟情況不穩，在4月又發生「沙士」事件，令美洲訪港旅客人次出現雙位數字的降幅。由於世界衛生組織及美國政府就前往香港發出旅遊勸諭，旅發局立即暫停所有廣告及推廣宣傳，向傳媒及旅遊業界開展公關活動，並擬定重振旅遊業的策略。

香港獲剔除「沙士」疫區名稱後，旅發局隨即透過公關活動，致力扭轉旅客下調的趨勢及對香港的負面觀感。為加強宣傳效應，旅發局安排衛星傳送、邀請商界及旅遊業界的翹楚推介香港的情況以製作新聞短片和聲帶，分發予超過2,000個新聞機構。

為重振訪港旅客人次，旅發局聯繫5家航空公司及29家旅遊經營商，推出「買一送一」優惠，吸引美國旅客再次來港探索旅遊樂趣。調查顯示，華裔旅客對價格下調的反應敏銳，也是最有可能第一批重返香港的旅客，因此，旅發局進行龐大的市場推廣工作前，先以小規模向這客群推出優惠計劃，結果旅遊業界成功在兩個月內售出超過19,500個行程，至9月，訪港旅客人次已全面復甦。由於旅遊團及商務旅遊一直累積需求，旅發局的另一個焦點，是刺激這些客群的旅遊業務。

在加拿大，溫哥華及多倫多均有舉行旅遊業研討會，而航空公司及旅遊批發商在香港獲剔除「沙士」疫區名稱後即推出優惠行程，亦取得美滿成績。加拿大的華人社區是7、8月份「香港歡迎您！」推廣活動的首要目標市場，其後則推出《動感豪情》電視連續劇的宣傳活動，由互聯網業界夥伴提供的增值行程亦備受歡迎。

## 提升形象

政務司司長曾蔭權分別在紐約及三藩市為「香港 — 樂在此，愛在此！」宣傳活動主持啟動儀式，成為旅發局重振美洲業務的焦點。聯合廣場是三藩市最著名的地標，旅發局在這裡舉行為期兩天的消費者推廣活動，把聯合廣場變為繽紛的香港，有關當局更把9月22日正式命名為「旅遊香港日」，以標誌這項大型活動盛大舉行。在活動中，旅遊業界售出超過2,500個香港行程，進一步推動香港這門戶城市的旅遊業務。



New York was the venue for one of two launches of the Hong Kong – Live it, Love it! campaign in the United States  
旅發局在美國兩個重要城市啟動「香港 — 樂在此，愛在此！」宣傳活動，紐約市在當中佔重要席位



The Hong Kong – Live it, Love it! campaign's West Coast launch in San Francisco's Union Square  
「香港 — 樂在此，愛在此！」宣傳活動在西岸三藩市的聯合廣場隆重揭幕

The October 2003 ASTA World Congress in Miami also provided an excellent platform for the HKTB to relaunch Hong Kong to the US travel trade. A reception for 2,500 was hosted by an HKTB and Hong Kong Hotels Association delegation, assuring participants of Hong Kong's continued vibrancy and its positive future outlook. Delegates were also invited to participate in ASTA 2004 in Hong Kong.

Supporting publicity, involving interviews with the HKTB's Chairman on NBC TV, the ABC radio network and print media including the *Wall Street Journal*, further enhanced Hong Kong's image. *Hong Kong – Live it, Love it!* advertising was placed in 18 lifestyle and travel magazines, and shown for four weeks on cable TV. Internet marketing and newspaper advertisements featuring high-value packages in key markets also helped to revitalise Hong Kong's image as a sophisticated and stylish destination. The result was a steady flow of US arrivals during the final quarter of 2003, with December's total of more than 70,000 visitors just 12.4% below the 2002 figure. Industry recognition capped the year, with Hong Kong winning the "Best Destination – Asia/Pacific" prize in *Travel Weekly's* Readers' Choice Awards.

### **Reinforcing partnerships**

Opportunities in the future include the opening of Hong Kong Disneyland in September 2005, which will not only position the city among the major world destinations where the company operates, but also serve as a draw for the ethnic market, since the Hong Kong property will feature special destination-specific attractions to differentiate it from other Disney parks. In the longer term, the 2008 Beijing Olympics will offer the potential to increase arrivals by including Hong Kong in pre- and post-games travel packages, leveraging on the city's cosmopolitan diversity.

The current weak US dollar makes Asia more attractive and cost-effective than European destinations. Indeed, with many Asian destinations experiencing a resurgence of interest, some US airlines are increasing capacity to the region.

There will, of course, be challenges, not least from the increase in direct flights from the US to Beijing, Shanghai and Guangzhou, and the HKTB must work even more closely with trade partners, and complementary destinations in the Mainland and the region to ensure that Hong Kong is included in every itinerary. Competition from other Asian destinations will increase as governments look to tourism to improve national economies and boost foreign currency reserves. Packages created around new air services and low- or shoulder-season fares should facilitate the development of emerging regional markets and price-sensitive segments in the US.

The HKTB will continue to attract high-yield segments such as conventions, exhibitions and corporate events, in which Hong Kong enjoys a traditional edge in terms of infrastructure, professionalism and service. On the leisure front, the HKTB will focus on segments such as middle-aged couples that generate the greatest return, with a sustainable and impactful brand-building campaign that ensures top-of-mind recognition for Hong Kong.

2003年10月，美國旅行社協會在邁阿密舉行世界年會，為旅發局提供一個向美國旅遊業界再次推介香港的理想平台，旅發局及香港酒店業協會的代表向當地2,500位出席的業界強調，香港仍然是個前景樂觀、活力充沛的城市，並邀請這些業界代表出席2004年在香港舉行的「美國旅行社協會世界年會」。

其他宣傳活動包括安排旅發局主席接受NBC電視、ABC電台及印刷媒介如《華爾街日報》的訪問；「香港 — 樂在此，愛在此！」廣告在18份生活品味及旅遊雜誌刊登，並在有線電視播放4個星期；在主要市場進行的互聯網推廣及報章廣告，介紹香港的優質旅遊行程，亦有助重振香港作為細緻深刻及時尚旅遊勝地的形象。經過連串努力，2003年最後一季的美國旅客人次穩定增長，12月的總數超過70,000人次，僅較2002年同月少12.4%。在《旅遊周刊》(Travel Weekly)的讀者選擇大獎中，香港贏得「亞太區最佳旅遊目的地」大獎，業內的嘉許可作為這年努力的總結。

### 鞏固夥伴合作

展望未來，香港迪士尼樂園將會在2005年9月開幕，令香港成為迪士尼樂園全球業務的其中一個主要旅遊勝地，更在華人市場形成龐大吸引力，因為香港迪士尼樂園具備獨特的本地特色，與其他地方的迪士尼樂園不同。而長遠而言，香港本地特色的確具備吸引力，北京將會在2008年舉行奧運會，若能充分利用這特色，在各項奧運項目比賽前，或比賽後包裝不同的訪港行程，必定可以吸引更多旅客來港。

現時美元疲弱，令亞洲旅程較其他歐洲旅遊地點更富吸引力和更具成本效益。事實上，不少亞洲旅遊勝地再次備受注目，部分美國航空公司更增加到區內的載客量。

而且，航空公司增加美國至北京、上海及廣州直航班次，面對這些挑戰，旅發局更要與業界夥伴及內地和區內配套的旅遊點緊密合作，確保香港包含在每個推介的行程之中。由於亞洲各國政府都視旅遊業能幫助改善國家經濟，提高外匯儲備，因此來自這些旅遊景點的競爭將愈趨激烈。旅遊業界可以圍繞新的空運服務，並把握航空公司在旅遊淡季或較為淡靜的時候推出特惠票價的機會，設計創新行程，都能促進美國市場內新興地區的業務，以及進一步發展那些對價格敏感的客群。

旅發局會繼續吸引更多高收益客群，例如參與會議、展覽及企業活動的人士來港，傳統上，香港已在基礎設施、專業水準及服務方面顯出優勢。在消閒旅遊方面，旅發局會集中吸引中年夫婦等客群，爭取最大的回報，並以持續而具震撼力的品牌宣傳，確保香港得到最廣泛的認同。



The HKTb and Hong Kong Hotels Association delegation at the October 2003 ASTA World Congress in Miami

旅發局與香港酒店業協會組成代表團出席2003年10月在邁阿密舉行的「美國旅行社協會世界年會」



NBC TV broadcast its popular Today Show from Hong Kong to viewers in the United States

NBC電視台極受歡迎的Today Show節目來港進行拍攝工作，向美國觀眾介紹香港的旅遊特色

## Europe, Africa & the Middle East

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After an encouraging start to 2003, the onset of Sars impacted adversely on short-term business, as well as inhibiting longer-term bookings. Many consumers considering vacations to Hong Kong and Asia opted to travel elsewhere. During the crisis, only a small number of businessmen travelled to Hong Kong, with early recovery hindered by a lack of capacity as airlines took time to reinstate suspended flights. While the impact of Sars was exacerbated in some markets by terrorism concerns and the war in Iraq, key markets proved resilient in the long term, with arrivals beginning to return to pre-Sars levels by the end of the financial year.

The recovery, backed by market research, demonstrates that Hong Kong remains a must-see destination, a perception reinforced by the transparency and professionalism of its crisis handling, the HKTb's market reassurance efforts and tourism recovery campaign, and by competitive pricing. It also shows that European consumers will not easily forego their annual vacations.

Revival strategies were mainly focused on the UK, Germany and France, which together deliver more than 60% of Hong Kong's European arrivals. Trade reassurance via frequent updates, and visits to Hong Kong by key buyers and other partners kept the focus on Hong Kong rather than alternative destinations. A major PR push and enhanced advertising convinced consumers that Hong Kong was once again safe to visit.

### Loving it in London

The HKTb's *Hong Kong – Live it, Love it!* campaign was launched in London's Covent Garden by a three-day promotion culminating in a grand finale at which Hong Kong's Chief Executive, The Hon Tung Chee Hwa, officiated. Audiences of up to 10,000 enjoyed stage shows, videos, competitions and pyrotechnics and laser effects, while tour operators sold packages during the event. Meanwhile, an integrated campaign with a leading long-haul specialist involving television, radio, billboard and print advertising ensured rapid post-Sars recovery. The company's bookings to Hong Kong were 48% higher in September-December than for the same period in 2002.

A pan-European *Contract Hong Kong* programme in November brought around 50 trade partners to Hong Kong, to show them that the city was safe to visit, introduce new products and facilitate new contacts with the local trade. Subsequent consumer activities included a German thematic advertising campaign in conjunction with Cathay Pacific and six tour operators in early 2004, focusing on Hong Kong's mixed Chinese and colonial heritage, while French consumers were simultaneously targeted in a Hong Kong Arts Festival promotion, which generated excellent response and exposure to an audience of more than two million.



2003年初的成績雖然令人鼓舞，但「沙士」的出現，不但對短期業務造成負面影響，旅客對預定稍後出發的行程亦望而卻步，不少原先考慮到香港及亞洲區度假的消費者都轉往其他地點。發生「沙士」事件期間，只有少數商務旅客來港，航空公司需要一段時間才能恢復已暫停的航班，缺乏機位妨礙業務盡早復甦。雖然「沙士」事件、恐怖襲擊和伊拉克戰事影響部分市場的表現，但主要客源市場仍具備長遠的復甦動力，至本財政年度結束，訪港旅客人次已開始回復至「沙士」前的水平。

市場調查顯示，業務復甦反映歐洲旅客仍然視香港為必到的旅遊勝地，香港在處理這次危機中充分的透明度和專業的水平、旅發局鞏固業務的努力及推出「全球旅遊推廣計劃」，以及到港旅遊的價格具競爭力，都有助強化這觀感。而市場復甦亦顯示歐洲的消費者不會輕易放棄他們每年的渡假旅程。

由於英國、德國及法國佔這個地區的訪港旅客60%以上，重振旅遊業的活動亦集中在這三個國家。為確保業界維持對香港的信心，旅發局經常提供最新資訊，安排主要買家及其他業界夥伴到香港考察，令他們集中促銷香港；此外，又籌辦大型的公關活動和廣告宣傳，說服消費者香港是個安全的旅遊城市。

### 在倫敦的推廣工作

旅發局在倫敦的高雲花園(Covent Garden)舉行為期3天的「香港 — 樂在此，愛在此！」宣傳活動，由香港特區行政長官董建華先生主持壓軸的閉幕典禮，各項舞台演出、錄像節目、比賽及煙火激光表演吸引10,000名觀眾，旅遊經營商亦在活動期間售出訪港行程。旅發局與當地專營長途旅遊行程的經營商合作，透過電視、電台、巨型廣告及印刷廣告進行綜合推廣，確保「沙士」事件過後業務盡快復元，在9至12月期間向該旅遊經營商訂購訪港行程的旅客，較2002年同期增加48%。

11月，旅發局組織泛歐洲的旅遊同業赴港交流，約50位業界夥伴參與，旅發局向他們展示香港是個安全的旅遊城市，並推介新產品，促進與香港業界夥伴建立新的聯繫。其後的消費者活動包括，在2004年初，與國泰航空及6家旅遊經營商合作，在德國推出主題廣告，重點介紹香港融會中國及殖民地色彩的歷史文物；又針對法國的消費者推廣香港藝術節的活動，反應非常熱烈，接觸的觀眾超過200萬人。

在意大利及荷蘭，推動業務復甦的額外撥款主要用於消費者廣告宣傳，這些推廣活動在2004年1月之後對於增加兩個市場的客源擔當重要作用。2003-04年，多個歐洲主要市場亦舉行多項商務旅遊推廣計劃，鼓勵商務旅客在公幹前後在港消閒度假，以及帶同伴侶來港旅遊。雖然德國的經濟情況阻礙復甦步伐，這些策略在英國卻迅速見效。法國旅客趨向以一程多站的方式同時到訪內地和香港，但由於「沙士」困擾內地的時間較長，影響旅客到這地區旅遊的信心。



Trade and media visitors from Germany arrive in Hong Kong for the Welcome Day extravaganza  
德國的旅遊業界和傳媒代表抵達香港，參與「好客日」的精彩節目



Hong Kong SAR Chief Executive The Hon Tung Chee Hwa at the London launch of the Hong Kong - Live it, Love it! campaign  
香港特區行政長官董建華先生出席在倫敦舉行的「香港 — 樂在此，愛在此！」宣傳活動和慶祝節目

Additional funding promoting recovery in Italy and the Netherlands went mainly on consumer advertising and played a key role in growing both markets after January 2004. Several business-travel programmes in key markets were initiated in 2003-04, encouraging combined business-and-leisure travel, and visits by accompanying partners. Such strategies produced fastest results in the UK, although economic issues hindered recovery in Germany. A trend in France towards multi-destination travel to the Mainland, where Sars took longer to defeat, also held back arrivals to Hong Kong.

The *Hong Kong – Live it, Love it!* global marketing platform was well received in the region and continues to form the basis of the HKTb's consumer and trade communications. Such activities not only reassured target audiences after Sars, but also revitalised Hong Kong's image by highlighting both familiar and little-known attractions. Emphasis was placed on Hong Kong events with greatest appeal to European consumers, such as the *Mid-Autumn Lantern Celebration*, the *International Chinese New Year Night Parade* and, especially in the UK, the Rugby Sevens.

Broadcast media also proved effective, with excellent results achieved from promotions and competitions, live transmissions from Hong Kong and syndicated interviews. Europe's biggest breakfast television channel, the UK's GMTV, visited Hong Kong for three days, interspersing live and pre-recorded clips with studio presentation in London, and gaining coverage worth more than HK\$10 million. Two UK radio stations also broadcast morning shows live for one week during the Chinese New Year period, while a three-week promotion in the Netherlands involved 200 slots, a competition and a web site presence with leading broadcaster Sky Radio.

### **Encouraging prospects**

Current prospects look encouraging, due to the strong UK economy, and the recovery of Germany and France from periods of weakness. Economic trends in other markets are also improving and exchange rates remain in Hong Kong's favour. Recent increases in airline capacity from the UK, Germany, Italy and Israel also present opportunities for growth, though the absence of direct air links from the Iberian peninsula and most Nordic countries inhibits the realisation of true potential.

New strategies must be devised to protect Hong Kong's market share against regional competition. The Mainland's growth as a business and leisure destination is generally positive for Hong Kong, but also creates competition from other Chinese cities and gateways; however, it is hoped that the Pan-Pearl River Delta initiative will offer a range of interesting options to capitalise creatively on such trends. In any event, given the trend towards multi-itinerary travel, Hong Kong must be packaged with existing and new partner destinations in new and innovative ways.

Although major mature markets will continue to provide most business in the foreseeable future, investment will be fine-tuned according to individual market prospects and performance in the short-term. Opportunities offered by emerging Eastern European, Middle Eastern and African markets will also continue to be reviewed. Further growth is still possible in mature markets, which can be tapped via maximising awareness of Hong Kong, tactical price mechanisms, close co-operation with trade partners and complementary destinations, adapting the HKTb's activities to changing distribution patterns, and by identifying consumer segments with high future potential.

「香港 — 樂在此，愛在此！」推廣平台在這地區大受歡迎，繼續成為旅發局與消費者及業界溝通的基石。這些活動不但在「沙士」過後鞏固目標客群的信心，更突顯香港那些為人熟悉，以及那些鮮有人知的旅遊景點，從而再次提升香港的形象。旅發局特別重點推介那些能吸引歐洲消費者的活動，例如「中秋綵燈慶全城」、「新春國際匯演之夜」，在英國則特別強調7人欖球賽。

以電子傳媒進行推廣工作亦非常奏效，各項宣傳活動、比賽、在香港進行的現場直播或聯合訪問，都取得卓越成績。歐洲最大的早晨電視頻道，英國的GMTV到訪3天直播有關香港的節目，倫敦的錄影廠更配合播放預先錄影的片段，為香港帶來的宣傳效益超過1,000萬港元。此外，在農曆新年期間，英國兩家電台在香港直播為期一星期的晨早節目；在荷蘭，旅發局又與大型廣播機構Sky Radio合辦三星期的推廣活動，包括推出200個宣傳環節、一項比賽及在網頁推介。

### 未來的機遇

英國經濟強勁，德國及法國的經濟逐漸復甦，現時的前景令人鼓舞，其他歐洲客源市場的經濟情況亦不斷改善，匯率的走勢亦對訪港旅遊業務有利。雖然香港仍未有直航服務到伊比利半島及大部分北歐國家，阻礙吸引這些市場的旅客來港，但近期航空公司增加往返英國、德國、意大利及以色列的載客量，為本港旅遊業提供增長的契機。

由於區內的競爭越趨激烈，旅發局必須擬訂新的策略，鞏固香港的市場佔有率。整體而言，內地發展成為商務及消閒度假勝地對香港有利，但同時令香港與內地其他城市形成競爭，旅發局期望業界能把握泛珠三角區域發展的趨勢，以創新意念為旅客推出更多具吸引力的旅遊選擇。現時的旅客傾向一程多站旅遊，香港亦必須與現時及新興的旅遊景點加強夥伴合作，以新穎和具創意的手法進行包裝和推廣。

雖然歐洲主要而成熟的市場在可見的未來都會繼續發展，但旅發局必須因應個別市場的前景及短期的表現調校投放的資源，繼續檢討東歐、中東及非洲這些新興市場帶來的機遇。只要盡量提升旅客對香港的認知、配合市場的價格機制、與業界夥伴及鄰近旅遊勝地緊密合作、因應不斷轉變的分銷模式調校推廣活動，以及辨識具優厚發展潛力的客群，進一步發展成熟市場仍然大有可為。



The UK's GMTV broadcast from Hong Kong over a three-day period in 2003  
英國GMTV電視台來港進行為期三天的直播



The Contract Hong Kong programme brought more than 50 European trade partners to the city in November 2003  
旅發局在2003年11月安排50多位歐洲的業界夥伴來港交流和洽談業務