

2006 Discover Hong Kong Year | 2006 精采香港旅遊年

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The opening of new tourism projects in 2005 and 2006, including Hong Kong Disneyland, Ngong Ping 360 and Hong Kong Wetland Park, coupled with the growing international demand for travel to Asia and China, offers an ideal opportunity to project an entirely new and revitalised image for Hong Kong, and to sustain tourism growth to this city in the years ahead.

Prioritising segments

Taking advantage of these factors, the HKTb launched the 2006 Discover Hong Kong Year campaign, a worldwide promotion targeting consumers, the travel trade and media, with firm support from both the Hong Kong Government and the travel industry. In reaching the key target segments for the campaign – namely high-yield and high-growth family visitors and business travellers, including young executives – the HKTb has adopted two main strategies. On the one hand, it has set out to establish Hong Kong as the region's premier family destination by working with the travel trade to create “edutainment” products combining new attractions with established favourites. And on the other, it has capitalised on the opening of AsiaWorld-Expo and Hong Kong Disneyland to bring in more high-yield meeting, incentive, convention and exhibition (MICE) visitors to the city, while encouraging business travellers to extend their stay, spend more, and bring families and friends.

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2005年及2006年，本港多項旅遊設施如香港迪士尼樂園、昂坪360及香港濕地公園相繼啟用，加上世界各地前往亞洲及內地的旅客愈來愈多，旅遊業便把握這個良機，為香港建立新形象，並推動旅遊業的持續發展。

優先目標客群

旅發局基於這些有利因素，並在香港特區政府及旅遊業界的積極支持下，推出全球推廣計劃——「2006精采香港旅遊年」，推廣目標包括消費者、旅遊業界及傳媒。「2006精采香港旅遊年」是以高效益及高增長的家庭旅客，以及包括年輕行政人員在內的商務旅客為對象。旅發局透過兩大策略向這些客群推廣。一方面，旅發局與旅遊業界合作，把嶄新和現有的特色融合起來，開拓「遊學並重」的旅遊產品，將香港推廣為亞洲的首選家庭旅遊目的地。另一方面，隨著亞洲國際博覽館和香港迪士尼樂園啟用，旅發局致力吸引更多高效益旅客來港參與會議、展覽及獎勵旅遊，同時鼓勵商務旅客延長留港時間和增加消費，甚至與親友同行。



▲ Hong Kong's strengths of shopping, dining, culture and heritage, and its contrasts of city, harbour and countryside offer diverse experiences to visitors
香港的旅遊優勢包括：購物、美食、傳統文化，以及對比鮮明的都會、海港和郊野景致，為旅客提供多元化的旅遊體驗

New attractions and products

In addition to Hong Kong Disneyland and AsiaWorld-Expo, the HKTb has been actively promoting such new attractions as Ngong Ping 360, the Wisdom Path, the Hong Kong Wetland Park and Phase II of A Symphony of Lights, to offer an entirely new experience for visitors. As the HKTb's Mega Events programme is also a proven favourite with high-yield segments, two extra events – the Culture & Heritage Celebration and the Mid-Autumn Lantern Celebration – have been added in 2006 to create a year-round calendar of activities, as well as to showcase the cultural treasures that are intrinsic to Hong Kong's appeal.

Telling the world

To keep visitors abreast of all these developments, the HKTb has launched a range of sophisticated marketing and information tools, including a guide for business travellers formatted for hand-held PDA devices. These are in addition to the Board's DiscoverHongKong.com website, which is bigger, more comprehensive and available in more language and market versions than ever.

From its global advertising campaign involving broadcast, print and electronic media and a year-long programme of public-relations and trade activities around the world, to its front-line staff dressed in distinctive new uniforms, the HKTb is ensuring that millions of visitors will continue to discover the myriad faces and the enduring excitement of Hong Kong – now, and long into the future.

新景點、新產品

旅發局除了推廣香港迪士尼樂園和亞洲國際博覽館外，亦積極宣傳其他嶄新旅遊特色，例如昂坪360、心經簡林、香港濕地公園及「幻彩詠香江」第二期，為旅客推介煥然一新的旅遊體驗。旅發局的大型活動對高效益旅客一向極具吸引力，因此，在2006年增辦「傳統節慶巡禮」和「中秋綵燈慶全城」，令全年的盛事更加豐富，並藉此突顯香港的傳統及文化特色。

全球推廣

為向旅客介紹以上各項旅遊新動向，旅發局舉辦一連串特色市場推廣活動，並製作各式發放旅遊資訊的工具，當中包括為商務旅客而設的電子手帳版旅遊指南。此外，旅發局的互聯網站 DiscoverHongKong.com 以更多種語言和版本，方便各地旅客取得更詳盡的資訊。

旅發局期望，透過在廣播機構、刊物及電子媒體進行廣告宣傳，加上全年在世界各地舉行公關及業界活動，配合前線服務人員的新形象，繼續讓數以百萬計的訪港旅客，體驗這裡多元化的旅遊特色，並且鼓勵他們在來年及以後，不斷重臨香港。



▲ To promote 2006 Discover Hong Kong Year, the HKTb produces a wide range of publications in several languages
旅發局編印多種語言版本的刊物推廣「2006 精采香港旅遊年」