

## Europe, Africa & the Middle East

### 歐洲、非洲及中東

**This market took the lead in long-haul arrivals with a record 1.72 million visitors, 25% more than in 2004 and comfortably exceeding the region's previous all-time high set in 1996. The United Kingdom (UK) was the biggest national source market with more than 460,000 visitors, while France and Germany also performed well. Emerging source markets, such as the Netherlands, the Middle East and South Africa, all showed significant growth.**

**2005年，來自歐洲、非洲及中東的旅客人次為長途市場之首，刷新172萬人次的紀錄，較2004年上升25%，並超越了1996年創造的最高紀錄。英國是該區最大的國家客源市場，旅客超過46萬人次，而法國和德國亦有出色的表現。一些新興客源市場如荷蘭、中東及南非的業績均有顯著的增長。**

#### MARKET OVERVIEW

The region contains two of the world's largest outbound travel markets, Germany and the UK, where consumer confidence remained positive and from which departures continued to grow in 2005/06. The strong euro and sterling benefited tourism to Asia, as did the growing European interest in Asian and Chinese cultures.

#### MARKET STRATEGIES

The HKTB concentrated its marketing efforts on the three major European markets – the UK, Germany and France – which together accounted for almost 50% of the region's arrivals to Hong Kong. As leisure travel accounted for 40% of overnight visitor arrivals from this region in 2005, the HKTB focused its promotions on leisure travel among young people, middle-aged couples and seniors.

Whether travelling on single- or multiple-destination itineraries, leisure visitors from Europe greatly appreciate Hong Kong's cultural and heritage attractions, and its contrasts of city, harbour and countryside. With Europe, Africa and the Middle East being the second-largest source of MICE arrivals to Hong Kong, and regional attendance at MICE events growing by 5.7% in 2005, this high-yield segment was also a key focus.

To address the intense competition from domestic, European and global destinations in this high-travel market, the HKTB adopted an integrated approach combining advertising, trade promotions, and media activities to build awareness of the Hong Kong brand. It leveraged tactical promotions to achieve sales targets in major markets, while initiatives

#### 市場概覽

這地區包括全球其中兩個最大的外遊市場 – 德國及英國，兩國的消費者信心持續強勁，令2005/06年度的外遊旅客人次保持升勢。歐元和英鎊的強勢，加上歐洲各國對亞洲及中國文化的興趣不斷增加，均有助推動該區的旅客前往亞洲旅遊。

#### 推廣策略

旅發局的推廣工作集中在三個主要歐洲客源市場，即英國、德國及法國，三國共佔該區訪港旅客總數近50%。2005年，來自該區的過夜旅客之中，有40%為消閒旅客，因此旅發局集中以年輕旅客、中年夫婦及長者為目標，推廣消閒旅遊。

來自歐洲的消閒旅客，無論是以香港為唯一目的地，抑或以「一程多站」形式來港旅遊，均十分欣賞香港的文化和傳統特色，以及城市、海港和郊野景致的鮮明對比。同時，歐洲、非洲及中東是本港第二大會議、展覽及獎勵旅遊的客源市場，2005年來自該區的這類客群錄得5.7%的增長，因此這個高效益客群亦是旅發局的主要目標。

旅發局在歐洲、非洲及中東這個龐大的旅遊市場，要面對區內以至全球的激烈競爭。為此，旅發局採用綜合的推廣方式，結合廣告、業界推廣及公關活動，提升旅客對香港這個品牌的認知程度。在區內的主要市場，旅發局透過策略性推廣活動，以達至

directed at the travel trade tended to prove more effective in emerging source markets.

### Broadening Hong Kong's appeal

The 2006 Discover Hong Kong Year campaign, which formed the focus of all HKTB marketing in 2005 and 2006, and emphasised alternative and cultural aspects of Hong Kong, was formally launched in Europe in the fourth quarter of 2005. In the UK launch on 4 November, which was attended by the Hong Kong SAR's Chief Executive, The Hon Donald Tsang, the HKTB was partnered by London's world-renowned Harrods department store in a month-long integrated marketing campaign.

In Germany, the HKTB co-operated with the leading news channel n-TV to produce a three-part celebrity feature *This is My Hong Kong*, highlighting lifestyle, culinary and outdoor adventure aspects of Hong Kong. Filmed in October 2005 and screened in January, April and August 2006, the feature also promoted the city as a business-cum-leisure destination.

Record media coverage was achieved in French-speaking Europe through a multi-targeted campaign covering consumers, travel-trade partners, and the media. The magazine of the up-market French daily *Le Monde* published an eight-page supplement featuring new aspects of Hong Kong – such as style, cinema, the outdoors and districts of the city – which was distributed at the Top Resa travel-trade show in

銷售目標；而在新興客源市場，為取得更大的成效，旅發局則主力向旅遊業界推廣。

### 展現香港魅力

於2005年及2006年內，旅發局以「2006精采香港旅遊年」為推廣重點，當中包括突顯香港較少為人知的旅遊特色，以及多姿多采的文化，有關的推廣工作於2005年第四季在歐洲正式啟動。旅發局於11月4日在英國啟動「2006精采香港旅遊年」，出席嘉賓包括香港特區行政長官曾蔭權先生。旅發局並聯同世界知名的英國百貨公司 Harrods，推出為期一個月的綜合市場推廣活動。

在德國，旅發局與主要電視新聞頻道 n-TV 合作，攝製三集名為「This is My Hong Kong」的旅遊專輯，由當地名人推介香港的生活品味、美食和戶外活動，亦同時推廣香港為商務及消閒旅遊勝地。有關專輯於2005年10月拍攝，並於2006年1月、4月及8月播放。

旅發局在歐洲的法語地區，透過消費者、旅遊業界及傳媒推廣活動，獲得歷來最廣泛的報道。以高消費讀者為對象的法語日報《Le Monde》，刊登共八頁的專輯，推介香港的生活品味、電影、戶外活動，以及香港不同地區的特色，並在2005年9月舉



▲ Leading German news channel n-TV produces a three-part celebrity feature highlighting various aspects of Hong Kong  
旅發局與德國主要電視新聞頻道 n-TV 合作，攝製三集旅遊專輯，由當地名人推介香港的旅遊特色

September 2005. A four-page “Moments of Discovery” supplement was also published in the weekend edition of *Le Monde* in October 2005, and distributed at consumer shows during the month.

Meanwhile, the women’s title *Madame Figaro* featured Hong Kong as backdrops to fashion shoots in three consecutive issues starting in September 2005, while Liberty TV aired the *Meet Hong Kong – Events Capital of Asia* feature in December 2005. An editorial was also carried in the Belgian edition of the women’s monthly *Elle*. In late 2005, the HKTB co-operated on features about Hong Kong on the national TV stations TF1 and France 2, with the positive publicity reinforced by newsstand and billboard advertising in and around Paris, in conjunction with local tour operators.

As part of the sustaining effort to promote 2006 Discover Hong Kong Year, the HKTB launched its pan-regional consumer advertising campaign in the first quarter of 2006. The coverage spanned across major key markets including those in the Europe, Africa and Middle East region via the National Geographic and CNN International (Europe) channels.

### Successful co-operation in Europe

In all markets, partnerships with both travel and non-travel partners were vital in maximising reach, with tactical campaigns complementing brand-building initiatives to convert interest in Hong Kong into actual

行的「法國旅遊展銷會」(Top Resa) 上派發。2005年10月,《Le Monde》亦在周末版刊登四頁名為「時刻發現精采香港」的專輯,並於該月舉行的多個消費者展銷會中派發。

同時,女性雜誌《Madame Figaro》由2005年9月起,一連三期均刊登以香港為背景的時裝特輯。而2005年12月,Liberty TV亦播出名為「Meet Hong Kong – Events Capital of Asia」的特輯。另外,女性月刊《Elle》的比利時版亦刊登了有關香港的專稿。2005年底,旅發局與覆蓋全國的TF1和France 2電視台合作,播放以香港為主題的特輯,並與當地旅遊經營商合作,利用巴黎市及附近一帶的報攤及廣告板,加強宣傳效應。

為持續向整個地區推廣「2006精采香港旅遊年」,旅發局於2006年第一季,推出以消費者為對象的廣告,在國家地理頻道和CNN國際(歐洲)頻道播放,覆蓋的範圍十分廣泛,包括歐洲、非洲及中東地區的多個主要市場。

### 夥拍業界成績斐然

旅發局在所有市場均與旅遊業內外的夥伴緊密合作,進行策略性的宣傳,並配合品牌推廣工作,吸引有意來港的旅客預訂行程,並使推廣工作取得最



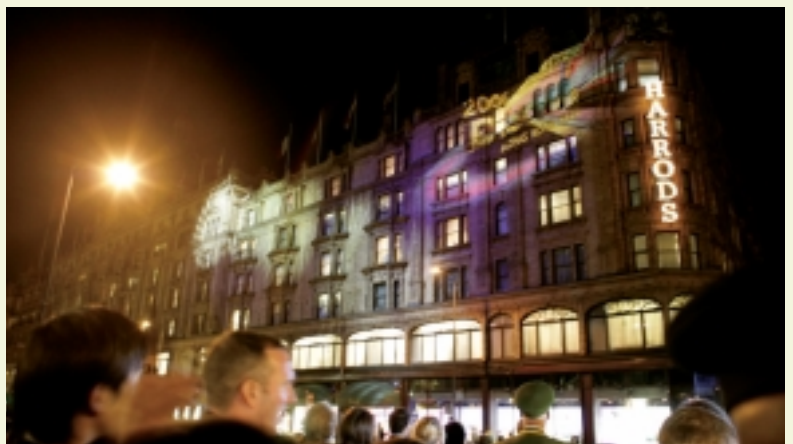
▲ A range of attractive Hong Kong “Super City” tour packages tempts consumers in Germany  
一系列「香港萬象之都」的行程折扣優惠,吸引德國的消費者

### A prestigious partnership to promote Hong Kong

The launch of 2006 Discover Hong Kong Year in the UK in the final quarter of 2005 took the form of a fully integrated campaign in conjunction with the famous Harrods department store in London – a prestigious partner with an affluent customer base. Targeting consumers, the travel trade and the media, the promotion showcased Hong Kong's new image through a one-month campaign comprising window displays, in-store posters and lift wraps, participation in the store's Christmas parade, advertisements in its customer magazine, and an in-store lucky draw. The highlight of the promotion was a VIP reception for key trade partners and the media at Harrods on 4 November, when the switch-on of Harrods' Christmas lighting was attended by the Hong Kong SAR's Chief Executive, The Hon Donald Tsang. Interest in Hong Kong was sustained through radio promotions designed to drive consumers to Harrods, as well as supplements in the up-market national newspaper *The Guardian* and the UK edition of *Sing Tao Daily*. The Harrods promotion reached more than 2 million shoppers and passers-by, with press advertising reaching 10 million consumers, radio promotions 1.4 million and *The Guardian* supplement another million.

### 夥拍品牌 加強成效

2005年最後一季，旅發局在英國正式啟動「2006精采香港旅遊年」，夥拍客戶均為高消費人士的著名英國百貨公司 Harrods，推出全面的綜合推廣活動。這項活動為期一個月，以消費者、旅遊業界和傳媒為對象，展示香港的全新形象。宣傳渠道包括櫥窗裝飾、在店內張貼宣傳海報、於升降機張貼大型宣傳品、參與 Harrods 舉辦的聖誕巡遊、於 Harrods 的消費者雜誌刊登廣告，以及在店內舉辦幸運大抽獎。整項活動的焦點，是 11 月 4 日舉行的 Harrods 聖誕亮燈儀式，出席的貴賓包括香港特區行政長官曾蔭權先生。旅發局並在亮燈儀式期間，為主要業界夥伴和傳媒貴賓舉辦招待酒會。旅發局還透過不同的渠道刺激旅客的訪港意欲，例如推出電台宣傳活動，吸引消費者前往 Harrods，並在全國性報章《衛報》和英國版《星島日報》刊登專輯，以上兩份報章均以高消費讀者為對象。這項與 Harrods 合作的推廣活動，接觸超過 200 萬位購物人士和途人；刊物廣告則達 1,000 萬名消費者；電台廣告達 140 萬人次，而閱讀《衛報》專輯的讀者共 100 萬名。



- ▲ Targeting consumer, the travel trade and media, the UK launch of 2006 Discover Hong Kong Year comprises an integrated campaign with world-famous department store Harrods.

旅發局夥拍著名百貨公司 Harrods，在英國啟動「2006 精采香港旅遊年」，透過綜合推廣活動，向消費者、旅遊業界及傳媒推介香港

bookings. For example, a direct-response TV campaign was conducted with UK tour operators Airline Network and Tradewinds in late March 2006, to sell packages in advance of the Culture & Heritage Celebration Mega Event.

In Germany, participating trade partners in the Hong Kong “Super City” campaign generated a triple-digit increase in bookings for the Super City discounted rates compared with the previous year. The HKTB joined Cathay Pacific Airways and six tour operators in this long-term promotion, which involved radio advertising and the wrapping of 15 buses in eight German cities. In January 2006, the number of partner operators grew to eight with the participation of FTI and TUI.

A newspaper, outdoor and radio advertising campaign began in March 2006. In a separate campaign, the HKTB also placed a number of “business-cum-leisure” advertorials in targeted publications, and invited journalists from business-related titles, such as *Handelsblatt*, to Hong Kong for familiarisation visits.

The HKTB adopted a web-based approach to target senior and middle-aged segments in France through the tactical Seniorplanet web campaign, which featured Hong Kong WinterFest. The campaign achieved more than 12,600 visits to the website concerned.

### PR maximises exposure of Hong Kong

Aside from trade partners, the HKTB also worked closely with the media,

大的成效。例如，旅發局於2006年3月底，與英國旅遊營運商 Airline Network 及 Tradewinds 合作，在電視推出廣告，吸引旅客即時預訂大型活動「傳統節慶巡禮」的訪港配套行程。

在德國，旅發局參與國泰航空及六間旅遊經營商合作推出的「香港萬象之都」計劃，推介名為「香港萬象之都」的行程折扣優惠。與前一年相比，有關行程的預訂數字增長以倍計。這個長期推廣活動，除了包括電台廣告之外，又在八個德國城市的15輛巴士車身張貼宣傳海報。2006年1月，旅遊經營商 FTI 和 TUI 亦加入行列，令參與的經營商增至八間。

2006年3月，旅發局推出了一項結合報章、戶外及電台廣告的宣傳活動。而在另一個推廣活動中，旅發局亦在部分刊物刊登多份寓商務於消閒的旅遊專稿，又邀請以商務旅客為對象的報章如《Handelsblatt》的記者來港考察。

在法國，旅發局採取網上推廣手法，並以長者及中年客群為目標，透過「Seniorplanet」互聯網推廣活動，宣傳「香港繽紛冬日節」，瀏覽次數超過12,600人次。

### 公關活動增曝光

公關活動一向是為香港建立品牌形象的有效途徑，



- ▲ In Italy, the HKTB's innovative “Vino in Villa” promotion features a photo exhibition and *dim sum* tasting
- ▶ 旅發局在意大利推出名為「Vino in Villa」的推廣活動，活動內容包括圖片展覽及點心試食



with public relations proving an important tool in brand positioning. High-profile publications in the UK carrying Hong Kong coverage included *The Daily Telegraph*, *The Sunday Times* and *OK!* magazine. In the latter, a major feature covering a shopping trip to the city by celebrity actress Nikki Sanderson helped promote the 2005 Hong Kong Shopping Festival.

PR activities also helped pave the way in emerging markets, such as the launch of a shopping mall initiative promoting Hong Kong as a shopper's paradise to consumers in Italy. In the same country, the "Vino in Villa" promotion leveraged the launch of the new production from 75 producers of Prosecco wine to target consumers, the media and the travel trade with a programme in a castle that included a photo exhibition, a *dim sum* tasting and seminars on Hong Kong. Meanwhile, consumers in the Netherlands were targeted by a PR campaign positioning Hong Kong as a "Hip & Trendy" destination for younger visitors.

**Enhancing Hong Kong's image through major trade shows**

The HKTB participated in several major trade shows around the region, and returned to the World Travel Market in London in November 2005 to help build momentum for 2006 Discover Hong Kong Year. In March 2006, the annual Contact and Contract event was held in London prior to ITB Berlin, when 50 travel-trade representatives from Hong Kong met 38 UK delegates.

因此，除了業界夥伴之外，旅發局亦與傳媒緊密合作。在英國，多份著名報刊，包括《The Daily Telegraph》、《The Sunday Times》及《OK!》雜誌，均刊登有關香港的報道。其中，後者更以大量篇幅報道著名女演員Nikki Sanderson來港購物，這些報道均有助宣傳「2005 香港購物節」。

公關活動亦有助拓展新興市場，例如，旅發局在意大利的一間購物商場向消費者介紹香港「購物天堂」的形象。旅發局又在意大利推出名為「Vino in Villa」的推廣活動，藉著 Prosecco 餐酒的 75 家生產商推出新產品的時機，在一座古堡舉辦宣傳活動，向消費者、傳媒及旅遊業界推廣香港，活動內容包括圖片展覽、點心試食及有關香港的研討會。另外，旅發局在荷蘭舉行公關活動，向消費者推介香港為充滿時尚氣息，和適合年輕旅客的目的地。

**參與展覽提升形象**

為加強「2006 精采香港旅遊年」的推廣效力，旅發局參與了區內多項大型業界展銷會，並於 2005 年 11 月再次參加於倫敦舉行的「世界旅遊展」。2006 年 3 月，在「柏林國際旅遊展覽」舉行前，旅發局於倫敦舉辦每年一度的「建關係、訂合同」活動，與會的 50 名香港旅遊業界代表，跟 38 名英國同業洽商業務。



▲ In March 2006, the HKTB adopts a high profile at ITB in Berlin, the world's biggest travel show  
2006 年 3 月，旅發局在德國參與了全球最大的業界展銷活動——「柏林國際旅遊展覽」，並擴大參展的規模



▲ The HKTB and Cathay Pacific join forces with a stand at the Top Resa travel-trade show in France in September 2005  
旅發局於 2005 年 9 月與國泰航空公司在「法國旅遊展銷會」(Top Resa) 上，設置聯合展館

In Germany, the Board achieved a highly visible presence at the world's largest travel show, Berlin's ITB in March 2006, with outdoor consumer promotions throughout the city further boosting exposure for Hong Kong during this major travel industry event. The HKTB had a presence at IMEX 2005 in Frankfurt in April 2005, an event that targets the MICE sector. It also joined the Pacific Asia Travel Association (PATA) Roadshow and the PATA mini-mart in November 2005, which helped promote Hong Kong in a number of major German cities, including Dusseldorf, Stuttgart, Cologne, Nuremberg and Munich.

In June 2005, the HKTB team conducted seminars on Hong Kong to UK delegates from major travel companies, including Thomas Cook and Premier Holidays. It also joined the Kuoni Worldwide Brochure Launch Roadshow, visiting Glasgow, Manchester and London in June to promote the company's Hong Kong holidays. In the following month, the Board ran a successful preview of 2006 Discover Hong Kong Year to trade partners in the UK at Newbury Racecourse, the temporary location for the Ascot Races Hong Kong Day, and provided hospitality to leading figures in the travel trade and media.

The HKTB also invited the presidents of France's top travel agents networks to Hong Kong for their annual meeting in February 2006, which was organised by the trade publication *Univers des Voyages*. By leveraging this event, the HKTB was able to offer leading trade partners a unique experience that generated a number of important business development opportunities, as well as considerable coverage of Hong Kong and the event.

2006年3月，旅發局在德國參與全球最大型的業界展銷活動——「柏林國際旅遊展覽」，並擴大參展的規模。在活動期間，旅發局在市內進行戶外消費者推廣，進一步增加香港的曝光率。2005年4月，旅發局參與在法蘭克福舉行，以會展及獎勵旅遊業界為對象的「IMEX 2005」。2005年11月，旅發局參與了亞太旅遊協會的巡迴展覽和交易會，於多個主要德國城市包括杜塞爾多夫、斯圖加特、科隆、紐倫堡及慕尼黑推廣香港。

2005年6月，旅發局為來自英國的主要旅行社包括 Thomas Cook 及 Premier Holidays 的代表，舉辦有關香港的研討會。同月，旅發局亦參與了 Kuoni Worldwide Brochure 的發佈會暨巡迴展覽，前往格拉斯哥、曼徹斯特及倫敦，推廣該旅行社的香港遊行程。7月，旅發局於英國紐百利馬場，即「雅士谷香港賽馬日」的臨時場地，為業界夥伴率先介紹「2006 精采香港旅遊年」，並接待了多位來自旅遊業界和傳媒的翹楚。

2006年2月，旅發局邀請了法國著名旅行社集團的多位總裁，來港參與由旅遊刊物《Univers des Voyages》主辦的周年會議。藉著這次活動，旅發局安排主要業界夥伴體驗香港的旅遊特色，成功營造多項商機，為香港及有關活動帶來廣泛的報道。



▲ The annual Contact and Contract event in London offers a perfect platform for the Hong Kong travel trade to meet UK counterparts 每年一度在倫敦舉辦的「建關係、訂合同」活動，成為香港旅遊業界與英國同業洽商業務的理想平台



▲ The HKTB co-operates with French sandwich chain Lina's to promote Hong Kong as "City to Savour" 旅發局與法國三文治連鎖店 Lina's 合作，推廣香港為「美食之都」

A major familiarisation trip for some 100 travel agents from German-speaking countries in June 2005 was complemented by workshops on Hong Kong for around 3,000 agents. The HKTB also took part in a number of roadshows in Germany, including the five-day Go Asia in June 2005, and a show by leading tour operator Meier's Weltreisen that visited 480 travel agents in July 2005. In October 2005, the HKTB partnered with the China National Tourism Administration (CNTA) and Kiel-based operator Gebeco, part of the TUI Group, to support the China Roadshow in October 2005.

## PROSPECTS

With the forthcoming 2008 Beijing Olympics augmenting the already keen interest in Mainland China in most European markets, the HKTB is working closely with trade partners to position Hong Kong as the perfect destination to combine with the Mainland and other popular holiday spots in Asia, as well as an attractive stopover on the "kangaroo" route.

The HKTB will also capitalise on further increases in air capacity, especially in the UK, from where Air New Zealand and Oasis Hong Kong Airlines are both expected to begin services in the fourth quarter of 2006. The increase from seven to 10 Cathay Pacific services each week from Frankfurt, and from five to seven Lufthansa flights from Munich also demonstrate the commitment of both airlines to routes between Hong Kong and Germany. On a related note, the integration of Dragonair into the Cathay Pacific Group should offer increased opportunities for Hong Kong to co-operate with other regional destinations in joint promotion in Europe.

Building on the growing awareness of Hong Kong, its expanded portfolio of attractions and the 2006 Discover Hong Kong Year campaign, the HKTB will continue working closely with its trade partners in devising tactical programmes to further drive arrivals. Online marketing demonstrated initial success and will also play an increasingly important role in the Board's activities.

2005年6月，旅發局為約100家來自德語國家的旅行社，組織大型考察活動，並同時為參與活動的3,000名導遊舉辦有關香港的工作坊。旅發局在德國亦參與多個巡迴展覽，包括於2005年6月舉行，為期五天的「Go Asia」展覽；以及於2005年7月由主要旅遊經營商 Meier's Weltreisen 舉辦的展覽，並與480家旅行社會面。2005年10月，旅發局聯同中國國家旅遊局，以及TUI集團旗下、總部設於基爾的旅遊經營商 Gebeco，參與推廣中國旅遊的簡報會。

## 展望

2008年北京奧運舉行在即，將會進一步刺激歐洲旅客前往中國內地旅遊的意欲，旅發局正把握機會與業界夥伴緊密合作，令香港成為內地及其他亞洲熱門渡假勝地的首選配套目的地，以及成為來往澳洲及歐洲航線的必經中途站。

此外，區內的航空載客量將會進一步上升，尤其是新西蘭航空及甘泉香港航空，將在2006年第四季於英國市場推出新服務。而國泰航空及德國漢莎航空均十分重視往來香港和德國的服務，前者將來往香港及法蘭克福的航班，由每周七班增至十班；後者則將來往香港及慕尼黑的航班，由五班增至七班。旅發局將把握機會，加強在這個地區的推廣工作。另一方面，港龍航空加入國泰航空集團亦有助香港與區內其他旅遊點合作，在歐洲進行聯合推廣活動。

香港的知名度正不斷提升，而旅遊特色亦愈趨多元化，旅發局將透過「2006精采香港旅遊年」，繼續與業界夥伴緊密合作，推出策略性宣傳活動，以進一步推高旅客人次。此外，在網上推廣的初步成效相當理想，今後旅發局在推廣各項活動時，互聯網所扮演的角色將會愈趨重要。