



HKTB Around the World 旅發局在全球的推廣工作



Hong Kong saw steady growth in visitor arrivals from the world's major markets during 2006, reflecting the cumulative success of the 2006 Discover Hong Kong Year (DHKY) campaign and its emphasis on Hong Kong's diversified appeal, particularly for high potential segments such as family and business visitors.

In order to create global interest in Discover Hong Kong Year, HKTb has launched an array of marketing initiatives, including a worldwide advertising campaign that was rolled out in two phases from March 2006 onwards using CNN, Discovery Networks International and National Geographic Channel. Through vignettes, advertising and on-line presence, the campaign reached more than 60% of the target segments in short haul.

In addition, the HKTb partnered with regional cable TV channel AXN in an innovative venture showcasing the excitement, action and adventure offered to visitors by Hong Kong. Screened for six weeks from mid-September 2006 across 20 countries in Asia, the series of videos featured the Hong Kong impressions of three leading movie directors from South Korea, India and Thailand.

Report of various marketing initiatives in individual markets will be covered in greater details in this chapter.

2006年，來自全球主要客源市場的訪港旅客人次均穩步增長，反映「2006精采香港旅年」推廣計劃特別以高潛力客群如家庭和商務旅客為目標，集中推廣香港多元化的旅遊吸引力，取得了豐碩的成果。

為了吸引世界各地旅客對「精采香港旅遊年」的興趣和注目，旅發局進行了一連串的推廣工作，包括由2006年3月起，透過CNN、Discovery Networks International，以及國家地理頻道，分兩階段推出全球宣傳活動。活動內容包括宣傳短片、廣告，以及互聯網推廣，成功接觸短途市場超過六成目標客群。

此外，旅發局又以創新的形式，與區內的有線電視頻道AXN合作，向旅客展現香港精彩而又充滿動感的一面。該輯短片由2006年9月中起，分六個星期在亞洲20個國家播出，內容主要環繞三位來自南韓、印度及泰國的頂尖國際電影導演對香港的印象。

下文將詳細介紹年內在各個市場進行的多種推廣工作。



Hong Kong's traditional festivities remain top attractions for long-haul visitors.
香港傳統節慶對長途旅客別具吸引力。



Partnership with TV Channel AXN to showcase Hong Kong through video produced by renowned South Korean director Kwak Jae Yong.
與AXN頻道合作，邀請南韓著名導演郭在容先生拍攝短片宣傳香港。

Mainland China

中國內地

Mainland China provided more than half of Hong Kong's total visitors in 2006. The 13.59 million arrivals represented a moderate increase of 8.4% over 2005. The share of visitors travelling under the Individual Visit Scheme (IVS) rose to almost half of Mainland arrivals (49%) as more cities were opened for the IVS while consumption visitors under the scheme, particularly those from neighbouring Guangdong cities, surged significantly.

2006年，整體訪港旅客中有超過半數為內地旅客，達1359萬人次。內地旅客人次的增幅溫和，較2005年上升8.4%。年內，由於「個人遊」計劃延伸至更多內地城市，以及廣東鄰近城市以「個人遊」來港消費及旅遊的人次顯著上升，令整體的訪港內地旅客當中，接近一半（49%）為「個人遊」旅客。



Trade partner endorsement 業界評語

"2006 Discover Hong Kong Year has proved a wonderful resource for both the travel trade and visitors to explore the city, the various new attractions and promotional activities had been great marketing tools for us to package Hong Kong."

*Manager, GZL International Travel Service Co., Ltd.
Mr Li Nian Yang*

「『2006精采香港旅遊年』為業界及遊客都帶來了很多新的亮點，為業界提供了很多新的熱點和思路去包裝香港的旅遊產品。」

廣之旅國際旅行社股份有限公司港澳遊部經理
李念陽先生

Market Overview

Mainland China's robust economy and the increasing purchasing power of the growing middle class combined to stimulate further demand for outbound travel in 2006. The convenience of the IVS, ease of transport and improved economic circumstances also stimulated rapid growth in short-duration "consumption" visits for shopping, dining and entertainment from nearby cities.

There were some challenges. Hong Kong as a destination faced intensifying competition from the growth in direct international air services to and from Mainland cities and the increasing number of countries granted Approved Destination Status (ADS) for outbound travel. There was also some lingering impact on consumer confidence from the recurring problem arising from "low-fare" tours from Mainland China.

To encourage the supply of quality products by operators and travel agents, HKTB has set up designated counters for "Quality & Honest Hong Kong Tours" in key travel agency outlets in cities such as Beijing, Shanghai and Shenzhen since the last quarter of 2006 and extended the scheme to Guangzhou, Nanjing and Hangzhou in early 2007. These Quality & Honest Hong Kong Tour itineraries offered freedom of shopping with absolutely no pressure on visitors to do designated shopping or to join self-paid activities. With the support from its Mainland counterparts, the HKTB launched a series of media, trade and online promotions, and stepped up consumer education and publicity for these tours in the Mainland.

市場概覽

2006年，內地經濟表現強勁，加上消費力愈來愈強的中產人士持續增加，進一步刺激外遊需求。此外，便捷的「個人遊」措施、快捷的交通網絡，以及較佳的經濟環境，均有助刺激鄰近城市的內地旅客來港，享受購物、飲食及娛樂，令短暫留港的「消費」旅客人次上升。

然而，香港亦要面對一些挑戰。由於直接往來內地城市的國際航空服務增加，以及獲內地批准的境外遊目的地的持續增加，令香港面對其他旅遊目的地的激烈競爭。同時，內地「訪港低價團」引伸的問題，也影響消費者的信心。

為鼓勵營運商及旅行社提供優質的旅遊產品，旅發局自2006年最後一季在北京、上海及深圳等城市的主要旅行社設立「優質誠信香港遊」專櫃，並於2007年初延伸至廣州、南京及杭州。「優質誠信香港遊」行程不會強迫旅客於指定的地點購物或參與自費活動，旅客享有自由購物的樂趣。得到內地同業的支持，旅發局推出一系列媒體、業界及網上的推廣活動，加強教育內地消費者及宣傳這類行程。

Media endorsement 傳媒評語

“2006 Discover Hong Kong Year was a huge success as the year-round promotions allowed us to keep discovering the richness and diversity of the city, which definitely enhanced the overall Hong Kong experience!”

*Executive Chief Editor, South Metropolitan Daily
Mr Zhuang Shen Zhi*

「我認為『2006精采香港旅遊年』辦得非常成功，全年不斷的推廣活動讓大家不斷發現了一個令人喜出望外的精彩香港，令香港旅遊更豐富！」

《南方都市報》執行總編輯
莊慎之先生

At the same time, the HKTB leveraged on the rapid expansion of internet usage in Mainland China to stimulate direct travel booking. The success of the travel portals such as Ctrip.com and eLong.com along with newcomer Mangocity.com contributed to double-digit growth in internet transaction sales.

Marketing Strategies

The HKTB's marketing strategies take into account not only the marked differences in consumer aspirations and the varying degrees of maturity of each Mainland region, but also the overall growing sophistication of Mainland visitors' travel plans.

There is now less of an arrival boom during Golden Week as Mainlanders avoid travelling during such peak periods. On the other hand, thanks to such campaigns as 2006 Discover Hong Kong Year and related activities like Family Promotion, Hong Kong Shopping Festival and marketing initiatives in the IVS cities, Hong Kong now attracts a steady flow of arrivals during summer months, particularly among the vacation lifestyle segment for families and young people. In 2006, family arrivals grew powerfully by 15% to reach 1.91 million and young segment arrivals grew by 10% to reach 1.51 million.

2006 Discover Hong Kong Year

Leveraging on the additional events of Discover Hong Kong Year, the HKTB rolled out a countrywide marketing campaign in January followed by multi-media road shows in Beijing, Shanghai, Guangzhou and Chengdu to heighten awareness and generate consumer interest in

同時，旅發局把握內地互聯網使用量的急速發展，刺激消費者直接在網上預訂行程。旅遊網站如携程旅遊網、藝龍旅遊網及嶄新的芒果網等十分成功，令網上預訂行程的交易錄得雙位數字的增幅。

市場策略

旅發局在釐定市場策略時，不單考慮內地消費者的不同喜好及不同地區的發展程度，亦考慮旅客對整體行程要求愈來愈細緻的需要。

雖然內地旅客在黃金周期間外遊的情況已比往年稍為放緩，但另一方面，「2006精采香港旅遊年」以及相關活動如家庭旅遊推廣活動、「香港購物節」，以及在「個人遊」城市進行的推廣活動，均成功吸引一批旅客在夏季期間來港旅遊（尤其是家庭及年青旅客），令暑假期間的內地訪港旅客人次保持穩定。年內，家庭旅客人次增幅顯著，上升15%達191萬人次，而年青旅客則上升10%達151萬人次。

「2006精采香港旅遊年」

旅發局利用「精采香港旅遊年」內新增的活動，於1月在內地推出全國性的推廣計劃，繼而在北京、上海、廣州及成都舉辦多媒體的巡迴展覽，提升消費者對本港旅遊項目的認知及興趣，當中包括了本港嶄新及經

the new and revitalised attractions of Hong Kong. In collaboration with local trade partners a mobile truck was run in 10 cities of Guangdong, Guangxi and Fujian provinces to promote Discover Hong Kong Year.

In addition, a series of photo exhibitions in IVS cities showcased the diversity and sophistication of Hong Kong through the eyes of celebrities, including new attractions, Mega Events and the Quality Tourism Services (QTS) scheme. Consumer awareness was boosted by tactical partnerships with influential TV channels for a special year-round Discover Hong Kong Year TV programme.

In order to develop innovative Discover Hong Kong Year tours for both packaged and free independent travellers (FIT), the HKTB joined with trade partners to promote a balanced and diverse mix of attractions targeting different segments via Mega Events and Golden Week promotional windows. The point-of-sale display network in travel agency outlets was extended from 24 high potential cities to 30 cities to strengthen the distribution of promotional materials. Meanwhile, in Guangdong province, the HKTB leveraged on major newspaper and national magazine, internet and China Post channels to develop advertorials and direct mailing to frequent consumption visitors.

In December, the HKTB further developed the MICE segment through a multi-media dinner presentation in Beijing to highlight the attractiveness and sophistication of Hong Kong for MICE travel.

提升後重開的景點。旅發局又與當地業界合作，利用流動旅遊車於廣東、廣西及福建三省的10個城市，推廣「精采香港旅遊年」。

此外，旅發局又在「個人遊」城市舉辦連串圖片展覽，透過名人的分享，展現本港多元化及細致深刻的特色，當中包括新的景點、大型活動及「優質旅遊服務」計劃。旅發局更與具影響力的電視頻道合作，在全年不同時間播放「精采香港旅遊年」電視特輯。

為向選購配套行程的旅客及自助旅遊人士推廣具創意的「精采香港旅遊年」行程，旅發局與業界合作，透過大型活動及黃金周的推廣活動，向不同客群推介本港包羅萬象又多元化的特色。旅發局更將旅行社展示宣傳物品的網絡，由24個高潛力城市擴展至30個，加強派發宣傳物品。同時，旅發局在廣東省透過主要報章及全國雜誌、互聯網及中國郵政等渠道，刊登專稿及向經常訪港的消費旅客發送直郵。

12月，旅發局在北京舉辦名為「香港會展及獎勵旅遊推介會」的晚宴，透過多媒體的推介會，突顯本港的吸引力及細致深刻的會展及獎勵旅遊特色。



HKTB's mobile truck promoting Discover Hong Kong Year in the Mainland. 旅發局以流動專車在內地推廣「精采香港旅遊年」。



Photo exhibitions organised by HKTB to showcase Hong Kong in IVS cities. 旅發局在「個人遊」城市舉辦香港圖片展覽。



Various HKTB marketing initiatives to promote Hong Kong. 旅發局透過不同的宣傳途徑推廣香港。



HKTB's multi-media presentation to highlight the attractiveness of MICE travel. 在多媒體推介會上，旅發局宣傳香港的會展及獎勵旅遊特色。

Making Hong Kong attractive for Mainland's families

Using the platform of events and attractions for Discover Hong Kong Year, the HKTB sought to attract more families with children in order to drive incremental arrivals and stimulate higher party spending. Particular focus was laid on Hong Kong Disneyland, Hong Kong Wetland Park, existing family attractions and “edutainment” products.

From May to July, the HKTB partnered with the Mainland Education Bureau, local tourism boards and local travel agencies to run a dedicated Family Promotion, leveraging on the Bureau's national network of 810 primary schools in 17 cities. The aim was to disseminate information and sharpen Hong Kong's image as an ideal all-round family destination through programmes like bulletin board beautification at schools, family fun guides and edutainment flash cards. The HKTB conducted school seminars under the theme of “Discover More Through Fun Learning” and organised drawing competitions as well as collaborating with local travel agents to promote family packages to Hong Kong.

The campaign was boosted through tactical co-operative advertising promoting Hong Kong's family tour products in all the major regions of the Mainland, as well as a Hong Kong drama “Discover Magic World” that was staged in Beijing, Shanghai, Chengdu and Guangzhou. The school programmes reached around 700,000 students, while an audience of some 130,000 students and parents saw the Hong Kong drama. The total publicity value amounted to about HK\$3.42 million, with 60,438 persons joining related tour packages.

香港 — 親子遊勝地

旅發局借助「精采香港旅遊年」的活動及景點，吸引更多育有子女的家庭訪港，以推高旅客人次及刺激整體消費。推廣的焦點為香港迪士尼樂園、香港濕地公園、現有的家庭景點及「遊學並重」的產品。

5月至7月期間，旅發局夥拍內地的教育部，利用其遍佈全國17個城市的810間小學，與當地的旅遊局及旅行社合辦專為家庭而設的親子遊推廣活動，透過學校壁報板裝飾、親子遊手冊及印有「遊學並重」景點的閃卡，發放有關香港的訊息，以及鞏固香港作為家庭旅遊勝地的形象。旅發局亦以「快樂學習，發現精彩」為主題，在內地學校舉行講座，又舉辦繪畫比賽及與當地旅行社合作，推廣來港的家庭配套行程。

為加強推廣力度，旅發局透過策略性的聯合廣告，於內地主要的地區推廣香港家庭旅遊產品，同時在北京、上海、成都及廣州上演名為「Discover 魔法國」的話劇。這些在學校進行的推廣活動，接觸約70萬名學生，約有13萬名學生及家長欣賞過話劇，整體宣傳效益達342萬港元，共吸引60,438名旅客購買有關的訪港行程。

Revitalising consumption visits

In order to target the young segments, particularly in southern China, the HKTB leveraged on the platform of Hong Kong WinterFest to revitalise the year-round consumption visit programme. Through partnership with *Modern Weekly*, a national magazine aimed at young professionals with a 500,000 circulation, the HKTB promoted Hong Kong's unique winter festival as well as the attractions of Hong Kong.

Modern Weekly's strong editorial team helped the HKTB to produce a 60-page winter travel guide with information on Hong Kong and content based on recent focus group findings. Using the magazine's distribution channels, the travel guide reached 25 cities in 18 Mainland provinces and cities with a total publicity value of about HK\$3.63 million.

Riding the internet wave

The internet has become a reliable and cost-effective means to reach a mass audience in Mainland China. In order to target the young and family segments, and to optimise awareness of Discover Hong Kong Year, the HKTB entered into a tactical co-operative partnership with Ctrip.com, the leading travel portal in Mainland China. Ctrip.com provides a full range of travel services to an effective customer base, and has an extensive sales network of 10 round-the-clock branch offices and sales representatives in 37 Mainland cities.

推動消費旅遊

旅發局以年青人（特別是華南地區）為對象和利用「香港繽紛冬日節」作平台，重新推出全年的消費旅遊推廣活動。年內，旅發局與以年青白領為對象的雜誌《周末畫報》合作，推廣香港獨特的冬季節慶活動及本港的旅遊特色，這份雜誌的發行量達50萬本。

此外，旅發局與《周末畫報》的編輯部合作，編製一本60頁的冬日旅遊指南，內容除包括香港的資訊外，亦因應新近的市場調查結果而編定，之後利用雜誌的分銷渠道，在內地18個省份共25個城市派發，整體宣傳效益達363萬港元。

把握互聯網熱潮

在內地，利用互聯網接觸廣大客群既可靠亦具成本效益。為有效地針對年青及家庭客群，以及提升「精采香港旅遊年」的認知程度，旅發局與內地的主要旅遊網站攜程旅遊網合作。該網站的顧客數量龐大，網站透過10個24小時運作的辦事處，以及遍佈全國37個城市的分支機構，形成強大的促銷網絡，為顧客提供全面的旅遊服務。



Drawing competition (left) and drama "Discover Magic World"(right) to promote Hong Kong as an ideal family destination. 旅發局藉著繪畫比賽（左圖）及「Discover 魔法國」話劇（右圖），推廣香港為親子遊勝地。



Partnership with Ctrip.com to promote Hong Kong. 夥拍「攜程旅遊網」推廣香港。



Partnership with China UnionPay to promote UnionPay Discover Hong Kong Club. 與中國銀聯合作推廣「銀聯精采香港旅遊會」。

Eight promotional campaigns, including a family promotion and three Mega Events, reinforced Hong Kong's image as the most preferred destination. The campaigns offered tailor-made quality tour packages and optional tours to aggressively grow incremental arrivals and encourage business travellers to travel with companions. A total of 43,384 visitors came to Hong Kong as a result of the campaigns.

Close co-operation with trade partners

In July 2006, the HKTB and China UnionPay Co Ltd (UnionPay) launched the UnionPay Discover Hong Kong Club promotional programme to encourage repeat visits and spending by Mainland visitors in Hong Kong. Leveraging on the platform created by the UnionPay Discover Hong Kong Club, the HKTB and China UnionPay introduced attractive offers and privileges for members at different times of the year and during the Mega Event periods. These included a range of welcome privileges by attraction and transport operators, as well as bonus points and ongoing offers by more than 1,700 local merchant outlets.

Prospects

The HKTB will focus its key activities in Mainland China's core cities to maintain its leading share of the outbound travel market as well as in selected affluent high growth cities to boost incremental arrivals. In order to further establish Hong Kong as a preferred destination for family travel and to fully harvest the new tourism attractions and existing edutainment

旅發局與攜程旅遊網合共進行了八個推廣計劃（包括一項家庭推廣活動及三項大型活動），鞏固香港作為首選旅遊勝地的形象。這些推廣計劃提供度身設計的優質配套行程，以及多種行程選擇，以助推動內地旅客增加，並鼓勵商務旅客結伴來港，合共吸引43,384名旅客。

與業界夥伴合作

2006年7月，旅發局與中國銀聯共同推出「銀聯精采香港旅遊會」推廣活動，鼓勵內地旅客不斷來港旅遊及消費。旅發局把握這個平台與中國銀聯合作，在全年的不同時段及大型活動期間，為會員推出具吸引力的優惠，包括一系列由景點及交通運輸營運商提供的迎賓優惠，以及由超過1,700間本地商舖提供的獎賞積分及特惠。

展望

旅發局將集中在內地的核心城市進行重點推廣，以維持香港在當地外遊市場的佔有率，同時亦會在富裕的高增長城市，推動旅客人次增加。為了進一步鞏固香港作為首選家庭旅遊勝地的形象，以及更充分利用嶄新景點及「遊學並重」的產品，旅發局將會努力維持

products, the HKTB will aim at sustainable growth of the family segment. At the same time, the young segments will be further developed to fuel arrival growth during non-family travel seasons.

On a less positive note, incremental growth is not expected to be as pronounced as in previous years. The opening of more IVS cities will not stimulate significant growth in incremental arrivals since the new cities are secondary ones that are less economically developed, have lower connectivity with Hong Kong and a smaller affluent segment. In addition, there will be fierce competition from neighbouring countries and regions such as Macau, Malaysia, Singapore and Thailand, which are all aggressively promoting to Mainland travellers.

Nevertheless, there are significant opportunities. The HKTB will encourage policy facilitation to maximise the results of its marketing initiatives. Policy improvement areas include multiple entries, the issuing of Hong Kong permits to non-permanent residents in Guangdong, entry for Mainland visitors that hold Macau permits, express channels for exhibition attendance, and inexpensive transportation for the Hong Kong-Shenzhen Western Corridor (HK-SWC). The completion of this corridor and of the KCR Lok Ma Chau Spur Line will increase convenience and facilitate the growth of consumption visits.

家庭客群的增長，同時會進一步發展年青客群，藉以刺激非家庭旅遊旺季期間旅客人次的數字。

根據市場趨勢，預計內地旅客的增幅，不會如以往數年般顯著。雖然內地將會有更多城市實施「個人遊」，但這些均為二線城市，經濟發展較慢，與香港之間的交通網絡較不發達，加上富裕的客群較少，所以不會令內地旅客人次有顯著的增長。此外，香港亦要面對鄰近國家及地區如澳門、馬來西亞、新加坡及泰國的競爭，這些國家及城市都積極向內地旅客作推廣。

儘管如此，內地市場仍有不少商機。旅發局會游說政府修訂政策，包括：多次入境許可證、向非廣東省戶籍的居民簽發香港的入境許可證、容許持澳門旅遊簽注的內地旅客訪港、為出席展覽人士設立特快通道，以及提供收費合理的交通工具來往深港西部通道。深港西部通道及九廣鐵路落馬洲支線的落成，令來港旅遊更便捷，相信有助推動消費旅遊。



Numerous "edutainment" products of Hong Kong prove particularly attractive to Mainland family visitors. 香港有多個「遊學並重」的景點，對內地家庭旅客別具吸引力。



Partnership with Mainland's national magazine *Modern Weekly* to produce a 60-page winter travel guide. 與內地《周末畫報》合製60頁的冬日旅遊指南。

Taiwan

台灣

Visitor numbers from Taiwan grew moderately to 2.18 million in 2006 (+2.2%). While Taiwan has always provided the highest number of same day in-town visitors, as many travellers from this market are in transit to and from the Mainland or other regional destinations, the percentage of overnight visitors grew from 29.1% in 2005 to 31.1% in 2006, reflecting an increase in leisure travel from the island.

2006年，來自台灣的旅客穩步上升至218萬人次，較去年增加2.2%。由於很多來自台灣的訪港旅客，均是經香港往來中國內地或其他地區，因此，台灣旅客一直為香港帶來最多「入境不過夜旅客」。但與此同時，台灣「過夜旅客」的比例亦已由2005年的29.1%上升至2006年的31.1%，反映當地消閒旅客有所增加。



Trade partner endorsement 業界評語

“Cathay Pacific Taiwan worked with the HKTB Taiwan team to promote Discover Hong Kong Year in 2006. Our joint efforts generated incremental arrivals to Hong Kong and hit a record high for sales performance.”

Marketing Communications Manager, Cathay Pacific Taiwan
Ms Joy Wang

「國泰航空與旅發局台灣代辦合作推廣『2006精采香港旅遊年』的成績斐然，訪港旅客人次上升，銷售數字更突破紀錄。」

國泰航空公司企劃部經理
王倩玲女士

Market Overview

Hong Kong remains an attractive destination for visitors from Taiwan. By adding new tourism attractions and events to the familiar product mix, the 2006 Discover Hong Kong Year campaign offered an excellent opportunity to refresh Hong Kong's positioning as a diverse destination with a unique combination of style, international shopping, fine dining, traditional Chinese culture and green spaces.

One of the Mega Events of the campaign was the Hong Kong Shopping Festival, which brought significant growth in arrivals during July and August (around 7% to 9%). From September onwards the arrival performance slackened, primarily due to slowing economic growth and political uncertainties in Taiwan.

Marketing Strategies

The key target segments remained families with children, young office ladies and men, and business travellers. Although the HKTB continued to direct much of its energies to the Greater Taipei area, which accounts for 70% of Taiwanese visitors to Hong Kong, efforts were also made to enhance the awareness of Hong Kong on image-building campaigns in major secondary cities, such as Taichung and Kaohsiung. The HKTB leveraged on consumer travel fairs in these cities to promote Mega Events as well as new attractions in Hong Kong and to sell specially packaged tourism products.

市場概覽

香港一直是台灣旅客嚮往的旅遊勝地。「2006精采香港旅遊年」正好為香港締造良機，透過加添多項嶄新旅遊景點及大型節目，重新定位為集時尚品味、世界級購物、精彩美食、文化傳統及綠色景致於一身的多元化旅遊勝地。

「香港購物節」是其中一項大型活動，令7月及8月期間來自台灣的訪港旅客人次顯著上升（約7%至9%）。不過，隨著台灣的經濟增長放緩，加上政局不穩，台灣市場的表現由9月起亦略見放緩。

推廣策略

在台灣，旅發局的主要目標客群仍然為育有子女的家庭、年輕白領男女及商務旅客。鑑於來自台灣的訪港旅客中，七成均來自大台北地區，旅發局繼續集中在當地推廣。不過，旅發局亦同時加強在二線城市如高雄和台中的宣傳，藉旅遊展銷會舉行期間，向消費者推廣香港的大型活動及嶄新旅遊景點，並促銷特備的旅遊產品。

Media endorsement 傳媒評語

“The opening of new attractions such as Hong Kong Disneyland and Ngong Ping 360 has enhanced the product diversity. All these additions will extend the image of Hong Kong beyond shopping and dining.”

*Reporter and Co-ordinator, United Daily News
Mr Wu Hsueh-ming*

「眾多嶄新大型旅遊景點如香港迪士尼樂園及昂坪360相繼啟用，令香港的旅遊形象不再局限於購物及美食，變得更多元化。」

聯合報戶外旅遊組召集人
吳學銘先生

Launching Discover Hong Kong Year

Riding on the Discover Hong Kong Year campaign, the HKTB used TV commercials, web marketing, advertorials, trade and media co-operative programmes to reinforce Hong Kong's reputation as a hot and new destination for short breaks, for the young segments and for family fun. The main focus was on Mega Events such as the Hong Kong Shopping Festival, Hong Kong WinterFest and the International Chinese New Year Parade. Together with Cathay Pacific, a Gem Shine deluxe tour package was created that attracted over 8,000 customers in four months, thereby stimulating other trade partners to create designated Hong Kong tour packages.

The HKTB partnered with a Taiwanese fashion magazine to publish an “In-Style Hong Kong Guide” that featured modern fashions, accessories, sports and lifestyle to strengthen the hip and trendy positioning of Hong Kong. New itineraries such as island hopping and evening harbour cruises were designed for young office ladies and office men to feature more hidden treasures and new travel experiences. To further boost arrivals by young segments, the HKTB offered online interactive games with incentives to encourage participation and to spread positive word-of-mouth recommendations.

Leveraging on Mainland connections

In order to increase incremental arrivals from Taiwan, the HKTB developed a “leveraging Mainland China” strategy, the aim being to tap into the large number of Taiwanese business people and their families in Pearl River Delta and in the Greater Shanghai region. The main thrust of this strategy was to build relationships with the Taiwanese travel trade in Mainland China and to develop business opportunities between Hong

啟動「精采香港旅遊年」

透過「2006精采香港旅遊年」全球推廣活動，旅發局借助電視廣告、網上推廣、廣告專輯、業界和傳媒夥伴，加強推廣香港為適合短假期、年輕客群，以及家庭旅客的全新旅遊勝地。旅發局除了主力推廣大型活動如「香港購物節」、「香港繽紛冬日節」及「新春國際匯演之夜」外，更與國泰航空聯合推出「靚香團」豪華旅遊配套，並於四個月內吸引超過8,000名旅客，刺激其他業界仿效推出特備的旅遊套餐。

此外，旅發局還與當地時裝雜誌合作刊印以時尚為題的旅遊指南《女人•情迷香港購物》，展示香港潮流服飾、運動及生活時尚，藉此鞏固香港作為時尚大都會的地位。旅發局亦特別為年輕白領男女編製行程，如離島暢遊及維港海上夜遊等，讓旅客發掘香港的旅遊寶藏及嶄新旅遊體驗。為進一步吸引年輕客群來港旅遊，旅發局更推出網上互動遊戲，鼓勵年輕人參與及建立口碑。

背靠內地

為吸引更多台灣旅客，旅發局採用「借助內地」(leveraging Mainland China) 的策略，目標客群是大量居住在珠江三角洲及大上海區的台灣商人及其家庭。策略重點是跟在內地的台灣旅遊業界建立關係，從而促進香港與這些業界之間的業務商機。旅發局的

Kong and Taiwan agents in the Mainland. In the long term, the HKTB hopes to grow this strategy in other regions where large clusters of Taiwanese business people live and work.

Chinese New Year campaign rolls out

Integrated marketing that included a Chinese New Year press conference with a local celebrity, a gourmet tour advertorial, and tactical advertising and media partnerships helped to support the Chinese New Year refresher campaign in Taiwan. Together with Cathay Pacific, China Airlines and over 23 travel agents, the campaign featured the Chinese New Year celebrations that had a particular appeal for the family segment and that would attract families to choose Hong Kong as a destination for the Chinese New Year holidays. As a result of the promotion, tour packages were sold to more than 19,000 customers in Taiwan.

Developing the travel trade's knowledge

To furnish major trade partners with sufficient product knowledge to promote Hong Kong more efficiently, the HKTB launched a trade knowledge enhancement programme aimed at top-tier agents from Taipei and major secondary cities. Activities included Contract Hong Kong as well as a whole series of programmes related to 2006 Discover Hong Kong Year. These included familiarisation tours, trade advertising, an Internet campaign, island-wide trade and consumer seminars, as well as MICE presentations for the travel trade. During the knowledge enhancement programme, a total of 22 trade seminars and four corporate seminars were held, while the Contract Hong Kong was attended by 71 travel agents and 76 Hong Kong trade representatives.

長遠目標，是將此策略擴展到其他有大量台灣商人居住的內地城市。

香江新歲 旅客紛至

旅發局在台灣的綜合推廣工作，包括聯同台灣著名美食家召開農曆新年記者簡報會、推出美食遊的專題報道、策略性的廣告宣傳及與傳媒合作，大力推介香港的新春節日。旅發局亦與國泰航空、中華航空及當地超過23間旅行社合作進行推廣計劃，以慶祝農曆新年作為號召，吸引家庭客群來港歡渡新春假期，並成功鼓勵19,000位台灣消費者購買香港配套行程。

旅遊業界推廣

為了令主要的旅遊業界夥伴對香港的旅遊產品有充分的認識，以便他們有效地促銷香港行程，旅發局以台北及主要二線城市的頂級旅行代理商為對象，推行業界知識提升計劃。當中包括旅業訪港考察活動及一系列與「2006 精采香港旅遊年」相關的課程，還有考察團、業界廣告、互聯網宣傳活動、在台灣各地舉行的業界和消費者研討會，以及為業界而設的會展及獎勵旅遊簡報會。在業界知識提升計劃期間，分別舉行了22場業界研討會及四場企業研討會，而旅業訪港考察共有71間旅行代理商及76名香港旅遊業界代表出席。



Chinese New Year campaign rolled out as a major attraction for Taiwan families.
香港的新春慶祝活動，可吸引台灣家庭旅客來港渡歲。



Familiarisation tours to enhance knowledge of Hong Kong among Taiwanese trade partners.
藉訪港考察活動提升台灣業界對香港的認識。



Advertisement for Gem Shine deluxe tour package.
「靚香團」豪華旅遊配套的宣傳廣告。



Taiwanese teenage idols help boost arrivals among young segments.
借助台灣年輕偶像，向年輕客群推廣香港。

Prospects

Against a background of moderate economic growth, the outlook for the Taiwan market is positive. The marketing efforts of the HKTB will leverage on the new attractions and the hidden treasures to educate consumers about the new attractions offered by Hong Kong. While continuing to focus on the young and the family segments, the Board will ride on last year's success of deluxe packages for the high-yield segment and promote more tour packages that feature business class travel, 5-star hotels and premium shops and restaurants.

Although the unstable political situation is expected to continue in 2007 and direct chartered flights across the straits to the Mainland may expand to include more holiday or even weekend scheduled flights, Hong Kong's brand image has been strengthened in the past year and more diversified products of Hong Kong are available in the marketplace. The HKTB will work with airlines and local travel agencies to offer more choices for selected target audiences.

展望

在台灣經濟穩步增長的情況下，台灣市場前景令人樂觀。旅發局將透過推廣本港嶄新景點及寶藏，展示香港的全新旅遊魅力。除了以年輕及家庭客群為宣傳重點外，旅發局會參考去年的成功經驗，繼續推出迎合高效益客群口味的豪華行程，並會推介更多以尊享飛機商務客位、住宿五星級酒店、光顧各式名店及高級食肆為特色的旅程。

儘管台灣政局不穩的情況在2007年將會持續，而前往中國內地的直航包機服務亦可能擴展至更多節日，甚至成為定期周末航班，然而在過去一年，香港的品牌形象已獲得強化，並在市場上提供更多元化的旅遊產品，旅發局將積極與航空公司及當地旅行社合作，為目標旅客推出更多旅遊選擇。

North Asia

北亞

Arrivals from North Asia grew by 9.5% in 2006 to 2.03 million. Despite a weakening yen affecting overall leisure travel, Japanese arrivals grew satisfactorily by 8.3%, consolidating the country's position as Hong Kong's third largest single source market. On the other hand, South Korea continued the lead in growth, with arrivals rising by 11.9%.

在 2006年，來自北亞的訪港旅客達203萬人次，上升9.5%。雖然日元疲弱對整體觀光旅遊構成影響，日本的旅客人次仍上升逾8.3%，繼續穩佔香港第三大單一客源市場的地位。另一方面，該區的增長繼續由南韓旅客帶動，來自南韓的旅客升幅達11.9%。



Trade partner endorsement 業界評語

"The variety of attractions Hong Kong offers is amazingly wide. We can discover something new every time we visit. I must say that every year can be Discover Hong Kong Year. This is the message to my clients!"

H. I. S. Co., Ltd (Japan)
Mr Yasuyuki Kishimoto

「我會向我的客戶推介香港，讓他們知道香港有多元化的特色，而且每次訪港都會發現新事物、新驚喜。總之每年都是精采香港旅遊年！」

日本H. I. S. Co., Ltd
岸本康之先生

Market Overview

Due mainly to a steady recovery of the Japanese economy, the total number of outbound travellers from Japan grew slightly to 17.5 million in 2006, the second highest annual ever. This included upturns in both corporate and incentive travel, as exemplified by Hong Kong's hosting of the Charle Festa in February 2007. In regional markets, increased air capacity also benefited Hong Kong, with promotional activities being focused on tour campaigns for a series of chartered flights flying out of local cities.

In South Korea, overnight visitor arrivals rose 21% in 2006. The extended implementation of the five-day working week offered more time to young office workers and young families to look for overseas destinations to spend weekends. Hong Kong is well positioned against other competitors in terms of accessibility, diverse attractions, and its calendar of Mega Events. Consequently, chartered flights to Hong Kong were launched from secondary cities such as Busan, Daegu and Gwangju during the winter vacation season, which resulted in record-breaking arrivals.

Marketing Strategies

In the Japan market, the opening of Hong Kong Disneyland in 2005 paved the way for the HKTB to tap the family segment throughout 2006 Discover Hong Kong Year, especially in the West Japan region. It also added to the line of attractions for promoting incentive travel. The HKTB worked closely with Disney Destinations International (Walt Disney Japan) to expand marketing efforts for Hong Kong Disneyland in Japan.

市場概覽

由於日本的經濟穩步復甦，2006年日本的外遊旅客總數輕微上升至1,750萬人次，為歷來第二高的紀錄。企業活動及獎勵旅遊業務亦向好，於2007年2月在香港舉行的Charle Festa便是其中一個成功例子。在地區市場方面，由於加開包機航空服務令載客量增加，因此推廣活動亦集中在這些地區進行，為香港的旅遊帶來裨益。

2006年，來自南韓的「過夜旅客」上升達21%。當地政府大力推行五天工作周，令年輕白領及家庭可利用周末到海外旅遊。與其他競爭對手相比，香港擁有一些優勢，包括便捷的交通、多元化的旅遊景點和全年不絕的大型活動。因此，二線城市如釜山、大邱、光州等均在冬季假期開辦前往香港的包機服務，令訪港旅客人次刷新紀錄。

推廣策略

2005年開幕的香港迪士尼樂園正好讓旅發局作好部署，以便在「2006精采香港旅遊年」內吸引更多日本家庭旅客來港（特別是來自日本西部）。旅發局亦將香港迪士尼樂園列為獎勵旅遊的其中一項特色景點，並與Disney Destinations International（日本迪士尼）緊密合作，加強在當地的推廣。

In addition to the family segment, the HKTB partnered with the travel trade to produce high-priced deluxe tours targeting the “Dankai” baby-boomer generation, many of which have surplus money from retirement annuities and time for leisure travel.

The overall strategic focus in South Korea was to showcase the diverse spectrum of attractions and Mega Events in Hong Kong under the Discover Hong Kong Year platform, focusing on young office ladies and married couples with children. Young students emerged as the fastest growing segment, largely due to an aggressive HKTB campaign on major online portal sites, as well as the creation of the best student itinerary and travelogue postings in university student newspapers. The HKTB supported a growing number of internet marketing and sales promotions by online travel agencies to stimulate more outbound visitors as free independent travellers (FIT) to Hong Kong.

Unlocking the promise of 2006 Discover Hong Kong Year

With families and young office workers as key targets, the HKTB launched an advertising campaign in June with Japan’s *Asahi Shimbun* newspaper. Covering the regions of Kanto (Tokyo and its vicinity, circulation 785,700) and Kansai (Osaka and its vicinity, circulation 423,100), the promotion featured various Discover Hong Kong Year tour products and attractions. It took the form of a six-page combined panorama advertisement that created a strong impact on its target audience.

除了家庭客群外，旅發局亦與旅遊業界合作，開辦較高價的豪華團，對象是嬰兒潮時代出生的人士，他們大部分均有充裕的退休金和時間觀光旅遊。

至於在南韓，旅發局的整體策略是利用「精采香港旅遊年」作平台，集中向年輕白領麗人及育有子女的家庭，展示香港多元化的特色和精彩的大型活動。旅發局積極於多個主要門戶網站進行推廣，加上大學學生報舉辦最佳行程設計及旅行遊記選舉下，年輕的學生成為增長最快的客群。此外，旅發局亦積極參與更多網上旅行社的互聯網宣傳及促銷推廣活動，藉此刺激更多外遊人士以自助方式訪港。

啟動「精采香港旅遊年」

2006年6月，旅發局在《朝日新聞》刊登報章廣告，宣傳「精采香港旅遊年」的旅遊產品及特色，主要對象為家庭及年輕白領。該報覆蓋關東（東京及鄰近地區，發行量達785,700份）及關西（大阪及鄰近地區，發行量達423,100份）。廣告以六個版面併合而成，成功吸引讀者的注意。



Advertisement on deluxe Hong Kong tours jointly organised with Japanese trade partners to target well-off social segment. 以廣告宣傳與日本業界合辦的香港豪華團，吸引當地富裕人士。



Attracting young Korean students with competition to create the best student itinerary. 在南韓舉辦大學生訪港行程設計比賽，吸引當地年輕學生。

Media endorsement 傳媒評語

“The marketing campaigns of the Hong Kong Tourism Board always stand out against other tourism boards in Korea in terms of creativity and the messages that it wants to deliver. The 2006 Discover Hong Kong Year campaign effectively changed Hong Kong’s image as an ideal destination for both ladies and families with the new tour attractions in Hong Kong.”

Reporter, Travel Times (South Korea)

Ms Shin Joong-sook

「香港旅遊發展局在南韓的市場推廣活動，在創意及傳遞的訊息方面，總較其他旅遊推廣機構突出。『2006 精采香港旅遊年』推廣活動，配合多項嶄新的旅遊景點，成功將香港推廣為女士及家庭的首選旅遊勝地。」

南韓《旅行新聞》記者
慎重淑女士

Hong Kong Getaway

In March 2006, the HKTB and Cathay Pacific Airways held a press conference in Japan for their joint destination campaign “2006 Hong Kong Getaway”. The conference hosted 149 invitees from the media and travel trade. The integrated marketing campaign was one of the major promotions of 2006 Discover Hong Kong Year in Japan. Ms Mori Izumi, who was the campaign image model for 2006, talked about her favourite parts of Hong Kong, the new attractions and the Discover Hong Kong Year.

In September 2006, the HKTB and Cathay Pacific Airways held a Hong Kong Getaway consumer event at the 2006 JATA World Tourism Congress & Travel Fair, one of the most important travel events for consumers in Japan. This time Ms Mori Izumi presented a talk show about Hong Kong at a staged event on Consumer Open Day. The HKTB also ran an attractive booth with the theme of Discover Hong Kong Year at the Fair. With the participation of 67 travel agents in Tokyo, Osaka, Nagoya, Fukuoka and Sapporo, a total of 56,283 bookings were made for Hong Kong Getaway packages, an increase of 55% over the previous year.

Attracting high-yield Japanese visitors

More than a third of overnight visitors from Japan travel to Hong Kong for business and meetings, including MICE events. Leveraging on the growing trend, the HKTB made determined efforts to capture this high-yield segment using the platform of 2006 Discover Hong Kong Year. The Hong Kong Value Plus programme upgraded its offers to tour organisers

香港逃避行

2006年3月，旅發局與國泰航空在日本召開新聞簡報會，宣傳「香港逃避行」的聯合推廣活動，簡報會共招待149名傳媒及旅遊業界代表。「香港逃避行」是「2006精采香港旅遊年」其中一項主要的宣傳活動。名模森泉小姐更以活動代言人身份，向與會代表分享喜愛香港之處，並介紹香港嶄新的景點及「精采香港旅遊年」。

2006年9月，旅發局與國泰航空參與「2006 JATA 國際觀光協會·世界旅行博」，該旅遊展是為日本消費者而設的主要旅遊盛事。在「消費者開放日」，名模森泉小姐更與當地消費者暢談香港。旅發局亦在會場設立美輪美奐的攤位，宣傳「2006精采香港旅遊年」。由於得到東京、大阪、名古屋、福岡市及札幌市67間旅行社的支持，當地消費者反應熱烈，「香港逃避行」配套行程的預訂數字達56,283個，較去年增加55%。

吸引高效益旅客

在來自日本的「過夜旅客」之中，超過三分之一是來港進行商務活動及出席會議，包括會展及獎勵旅遊活動。因此，旅發局致力透過「2006 精采香港旅遊年」的平台，吸納這批高效益的商務客群。旅發局加強一直在日本進行的「香港物超所值」優惠計劃，為活動

and under its umbrella a series of trade familiarisation programmes and trade seminars were conducted throughout the year. A total of 39,754 arrivals from 641 companies were generated in 2006 as compared to 18,254 people from 434 companies in 2005.

In February 2007, the Japanese ladies underwear manufacturer, Charle Co. Ltd., brought 5,000 female business members to AsiaWorld-Expo. The trip included a chartered night at Hong Kong Disneyland and performances by Hong Kong-born singer – Agnes Chan, and a hand-shaking ceremony challenge that broke the previous record published in *The Guinness Book of World Records*. Charle's trip was the largest Hong Kong has seen from a single company in Japan visiting Hong Kong at the same time. It was also the first time that anyone had chartered the entire Disneyland since its opening.

Singing Hong Kong's praises in Seoul

To announce 2006 Discover Hong Kong Year, the HKTB partnered with Korea's five major travel agents and KMTV (Korea's major music TV channel) to present the Discover Hong Kong Year Music Festival at Seoul's Jamshil Olympic gymnasium. A thematic advertising campaign on KMTV and subway screen doors featured the new tourist attractions in Hong Kong for Korean consumers. 15 leading Korean singers serenaded an audience of some 5,000, with KMTV broadcasting the two-hour spectacle with four reruns. The total publicity value was estimated at HK\$10 million and over 1,000 packages were sold.

籌辦機構帶來更多優惠，並於年內舉辦一連串業界考察活動及研討會，吸引了641間企業共39,754人來港，較2005年434間企業共18,254人為多。

2007年2月，日本女裝內衣直銷公司Charle Co. Ltd. 安排5,000名直銷商到香港亞洲國際博覽館出席企業活動。該公司於晚上租用香港迪士尼樂園及邀請香港出生的女歌手陳美齡演唱，並進行別開生面的握手儀式，以打破同類型的健力士世界紀錄。在由單一日本企業所舉辦的訪港活動中，Charle這次屬歷來最大規模，亦是香港迪士尼自開幕以來首次有公司租用整個樂園。

唱好香港

為宣傳「2006精采香港旅遊年」，旅發局夥拍南韓五間主要旅行代理商及KMTV（南韓主要音樂電視頻道）於首爾蠶室奧運體育場，舉辦「精采香港旅遊年音樂節」。同時，在KMTV及地下鐵路幕門推出的宣傳推廣活動，亦以本港的嶄新旅遊景點為主題。此外，15位頂尖南韓歌手為5,000名當地觀眾獻唱，其後，KMTV將表演輯錄成長達兩小時的節目，於其電視頻道播放四次。整項活動的宣傳效益達1,000萬港元，更售出超過1,000套訪港行程。



Jointly launched "Hong Kong Getaway" campaign with Cathay Pacific Airways, featuring Ms Mori Izumi (right) as the image model. 與國泰航空合作「香港逃避行」，並邀得名模森泉小姐(右圖)擔任活動代言人。



Presenting the Discover Hong Kong Year Music Festival in Seoul.
在南韓首爾舉行的「精采香港旅遊年音樂節」。



Joint promotions with Korea's O'live TV Network, Hana Tours and McDonald's.

與南韓 O'live TV Network、Hana Tours 及麥當勞合作推廣。

Creating family excitement to visit Hong Kong

The HKTB focused on enhancing the brand power of Hong Kong as a family destination in Korea by promoting various new family attractions. Together with McDonald's, the O'live TV Network (a TV station targeting young office ladies and married couples with kids), and Hana Tours (Korea's leading wholesaler), the HKTB ran an integrated marketing campaign based on a 30-minute "Our Family Trip to Hong Kong" TV programme aired by O'live TV Network.

Features of the campaign included an O'live TV Network event spot advert, a McDonald's event application ticket and event page on the website, an HKTB produced event leaflet to distribute through McDonald's top 100 branches, and a Hana Tour's special gift to "Happy Meal" purchasers who booked Hong Kong packages.

The HKTB also joined with Hana Tours and VIPS, a nationwide family restaurant chain, to promote Hong Kong Disneyland to families with children. Targeting VIPS' one million customers nationwide and the 23,536 participants in the "VIPS town" online event page, wide exposure was given to Hong Kong, particularly to Hong Kong Disneyland and the Mid-Autumn Lantern Celebration.

韓國家庭 樂聚天倫

在南韓，旅發局透過宣傳嶄新的家庭旅遊景點，以提升香港作為家庭旅遊勝地的品牌效應。旅發局更與麥當勞、the O'live TV Network（該電視台以年輕白領麗人及育有子女的夫婦為對象）及 Hana Tours（南韓的主要旅遊批發商）合作，透過在 O'live TV Network 播放一齣 30 分鐘名為「Our Family Trip to Hong Kong」的電視節目，進行綜合推廣。

此綜合推廣活動的內容，包括在 O'live TV Network 播放宣傳廣告、麥當勞活動入場券及專題網頁。此外，旅發局亦印製推廣活動的單張，在當地最受歡迎的 100 間麥當勞門市派發；Hana Tours 更為預訂香港行程的開心樂園餐顧客送上特別禮物。

旅發局亦與 Hana Tours 及全國連鎖家庭餐廳 VIPS 合作，向當地家庭及兒童宣傳香港迪士尼樂園。旅發局以 VIPS 在全國各地的 100 萬顧客，以及「VIPS town」網上宣傳活動的 23,536 名參加者為對象，進行各項推廣工作，成功令更多人認識香港，尤其是香港迪士尼樂園及「中秋綵燈慶全城」活動。

Prospects

Hong Kong faces increasing competition from the rapid development of business and trading between Mainland China and Japan, with direct flight services linking the two countries on a sharp increase. The introduction of ferry services linking Hong Kong International Airport and Pearl River Delta cities is also encouraging business travellers to proceed direct to those Chinese cities. Together with direct flight services to Guangzhou, these trends are having a negative effect on arrivals. Nevertheless, prospects for the Japanese market remain buoyant. The HKTB is vigorously building on the platform of 2006 Discover Hong Kong Year to reinforce the appeal of Mega Events and new attractions, targeting young office men and ladies, middle-aged single achievers, families with children, business and incentive travellers.

In South Korea, the five-day working week will encourage Koreans to travel to short-haul destinations for weekend breaks. The strength of the Korean won is also stimulating the outbound travel market. In the coming year, the HKTB will further promote the diversity of Hong Kong's living culture with a particular emphasis on family attractions. The merger of Cathay Pacific Airways and Dragonair will also offer ample opportunities for more creative product development, including tour packages combining Hong Kong with other Mainland destinations such as Hainan, Guilin and Shanghai.

展望

隨著日本與中國之間的商務及貿易頻繁，令往來兩地的直航班機激增，香港面對的競爭正不斷加劇。香港國際機場開辦到珠江三角洲城市的渡輪服務，亦鼓勵商務旅客直接往返內地，再加上廣州的直航服務，這些趨勢均會為訪港旅客人次帶來影響。然而，日本市場的前景仍令人樂觀，旅發局將借助「2006精采香港旅遊年」向年輕白領男女、事業有成的中年人士、育有子女的家庭、商務及獎勵旅遊旅客，加強推廣香港的大型活動和嶄新景點。

在南韓，五天工作周鼓勵國民利用周末到海外享受短線消閒旅遊。韓圓匯價強勁亦推動外遊業務。旅發局將於來年進一步推廣香港多采多姿的生活文化，以及集中宣傳適合家庭旅客的景點。國泰航空及港龍航空的合併，亦將會帶來更多機會，讓業界開拓更多別具創意旅遊產品，例如推出結合香港和其他內地城市，如海南、桂林和上海的配套行程。

South & Southeast Asia

南亞及東南亞

Visitor arrivals reached 2.66 million in 2006, an increase of more than 10% over 2005, underlining South and Southeast Asia's position as Hong Kong's second largest source market. Major markets like Indonesia and Malaysia recorded double-digit growth while arrivals from the Philippines reached a new record, increasing by more than 16%.

2006年內，來自這區的訪港旅客較2005年上升超過10%，達到266萬人次，令南亞和東南亞穩佔香港第二大客源市場的地位。區內主要市場例如印尼和馬來西亞均錄得雙位數字的增長率。來自菲律賓的旅客人次則創新高，上升超過16%。



Market Overview

Many Asian economies continued to grow at a sustained rate and the political arena was relatively stable (except for Thailand and the Philippines), while Avian flu remained a serious threat around the region.

To some extent the advent of low-cost carriers (LCCs) resulted in increased air travel to regional countries by boosting air capacity and introducing more competitive pricing. However, the LCCs also brought challenges in the form of intensified competition from other destinations.

Marketing Strategies

Hong Kong has a reputation as a vibrant, sophisticated and cosmopolitan city that is shared by all countries in the region. Nevertheless, the HKTB has always been careful to tailor its marketing to address key differences in culture, spending power and entertainment preferences in individual markets such as greater emphasis on shopping and arts for Filipino visitors; while dining and trendy shopping for Singapore market. The HKTB's new initiatives, marketing efforts (like TV commercials and external advertisements on bus), events and attractions for the 2006 Discover Hong Kong Year projected a diversified Hong Kong to target the core family segment and fast growing young segments across the region.

Whilst focusing on major markets such as the Philippines and Singapore, the HKTB maintained a balanced approach in its marketing efforts in other important markets like Thailand, Malaysia, India and Indonesia. The Board also continued to leverage on the increasing trend towards free independent travel, especially among young travellers. At the same

市場概覽

年內，多個亞洲國家的經濟持續平穩增長，政局亦頗為穩定（泰國和菲律賓除外）；然而，禽流感則仍是區內的一大隱憂。

某程度上，廉價航空公司崛起增加了航空客運量，並引入更具競爭力的機票價格，令區內國家之間的航空旅遊上升；可是，這也同時加劇了區內旅遊目的地的相互競爭，帶來新的挑戰。

推廣策略

香港以動感無限、精彩繽紛及大都會氣息濃厚而稱譽區內。此外，旅發局也因應不同市場在文化、消費能力和消閒喜好的差異，審慎設計推廣策略，例如集中向菲律賓旅客推介香港的購物樂趣和藝術氣息，在新加坡市場則主要推廣香港的美食和時尚購物等。旅發局為「2006精采香港旅遊年」推出的嶄新活動、推廣工作（例如電視廣告和巴士車身廣告）、盛事和旅遊項目，均展現香港多元化的面貌，並以區內的家庭客群和迅速增長的年青客群為目標。

旅發局除了以主要市場如菲律賓和新加坡為推廣焦點外，在其他重要市場亦保持均衡的推廣策略，如泰國、馬來西亞、印度和印尼等。同時，旅發局繼續把握自助旅遊人士，尤其是年青旅客的上升趨勢，並在區內客源市場，尤其在新加坡、泰國、印度和馬來西

Trade partner endorsement 業界評語

"The Discover Hong Kong Year campaign was fabulous when it was launched in Glorietta Mall in Manila. We sold so many Hong Kong Packages and had so many consumers attending the fair."

*President & General Manager, Skynet Travel Corporation, Philippines
Ms Dorothy Lauron-Aytona*

「『精采香港旅遊年』在馬尼拉的Glorietta Mall舉行啟動儀式時，場面盛大。我們售出許多香港旅遊配套行程，前來參觀展覽的客戶不計其數。」

菲律賓Skynet Travel Corporation總裁及總經理
Dorothy Lauron-Aytona女士

Media endorsement 傳媒評語

"I participated in one of the Discover Hong Kong Year campaigns – Family Fun Adventure – and found the marketing campaign different in as much as it tried to take an Indian family to Hong Kong so that they would spread the word back home in India. This was a novel manner in which to do tourism promotions."

Assistant Editor, The Times of India
Mr Agnello Noel Figueredo

「我參與了『精采香港旅遊年』其中一項活動 — Family Fun Adventure，發覺其市場推廣手法與眾不同之處，是邀請印度家庭親身前往香港旅遊，讓香港的特色可以透過旅客口述相傳。在旅遊推廣來說，不愧為嶄新的手法。」

The Times of India 助理編輯
Agnello Noel Figueredo 先生

time, the HKTB intensively marketed Hong Kong as a world-class MICE and business travel destination, especially in Singapore, Thailand, India and Malaysia.

Leveraging on 2006 Discover Hong Kong Year

The HKTB capitalised on the Discover Hong Kong Year platform to explore and engage in new marketing initiatives. In line with the Discover Hong Kong Year's focus on family visitors, the HKTB developed a regional family-focused publicity campaign. In addition, the HKTB developed various Discover Hong Kong Year packages with consortium agents to promote selected Hong Kong attractions, highlighting the new family attractions that would especially appeal to Southeast Asian markets.

Discover Hong Kong Family Fun Adventure

The multi-media Discover Hong Kong Family Fun Adventure campaign showcased the diversity of Hong Kong through its new and revitalised attractions. To enrich the family experience, the campaign promoted the hospitality of the people in Hong Kong as well as its shopping, dining and new attractions. Tactical media partners supported the campaign with editorial coverage and post-trip reports, while hotel and other trade partners facilitated on-ground treasure hunt logistics.

The winning families undertook a two-phase challenge showcasing the family attractions of Hong Kong. The first phase comprised a family fun challenge in which the families participated in a *dim sum* making contest and a treasure hunt with five tasks. The second phase synergised with HKTB's "My Hong Kong Family" programme, in which a Hong Kong family hosted a South and Southeast Asian family for a local Hong Kong experience.

亞，積極推廣香港為世界級的會展、獎勵旅遊及商務旅遊的目的地。

「精采香港旅遊年」推廣平台

旅發局利用「精采香港旅遊年」的推廣平台，推出或參與嶄新的市場推廣工作。配合「精采香港旅遊年」以家庭旅客為對象的主題，旅發局推出以家庭為焦點的區域性宣傳活動，並與聯營旅行代理商合作，設計多款「精采香港旅遊年」配套行程，宣傳多個香港景點，重點推介適合東南亞市場的全新親子旅遊景點。

「精彩香港親子樂悠遊探險之旅」

「精彩香港親子樂悠遊探險之旅」是一項跨媒體推廣活動，透過介紹嶄新及經翻修的景點，展現香港的多元化面貌。活動介紹香港人的好客之道以及香港的購物樂趣、琳瑯美食和嶄新景點，以提升家庭旅客的旅遊體驗。這活動獲得多個策略性媒體夥伴支持，刊登專題報道及相關遊記，而酒店和業界夥伴則為尋寶遊戲提供場地協助。

於選拔賽勝出而獲邀來港的家庭，參與了兩項以香港親子樂為主題的考驗。在第一階段的考驗中，這些家庭比拼製作點心，以及找尋五大寶物。進入第二段，比賽配合旅發局的「家·家樂悠遊」計劃，由香港家庭接待這些來自南亞及東南亞的家庭，體驗香港的生活方式。

Discover Hong Kong Shopping Festival Promotion

Leveraging on publicity for Discover Hong Kong Year, the HKTB joined up with Voyages Television India (VTV) to create a tactical platform for promoting “value for money” Hong Kong packages during the Hong Kong Shopping Festival. VTV was chosen because it is Asia’s first direct response television channel for the sale of travel holidays. Its geographical reach extends to five million homes across top 10 metros and mini metros in the country.

Integrated marketing activities included product development and tactical packaging as well as a TV travelogue with a celebrity anchor and advertorial promotions in the print media. Over 2,000 contest entries were received for the consumer promotion and more than 1,000 packages were sold.

Zuji.com “Express Hong Hong” promotion

Targeting the fast-pace and IT-savvy young segments, as well as families with children, the HKTB partnered with Zuji.com, a key online travel portal, to provide a variety of packages for Hong Kong. Using Zuji.com’s wide base and high potential reach, the HKTB provided tactical packages with different itinerary and price points, as well as Hong Kong write-ups and coverage via e-editorials, newsletters and banner advertisements. The average number of impressions at the site was seven million, with page views standing at three million. A number of tour packages were sold to 10,125 customers in 2006, making Hong Kong one of the top-selling destinations.

精彩購物享受

配合「精采香港旅遊年」，旅發局與 Voyages Television India (VTV) 合作，在「香港購物節」期間推廣「物有所值」的香港遊行程。VTV是亞洲首個讓觀眾即時回應的旅遊假期銷售電視頻道，可滲透印度全國10個大、小城市500萬個家庭。

其他綜合市場推廣活動包括：產品拓展及策略性促銷、邀請著名主播拍攝電視旅遊特輯、以及印刷媒體的廣告特輯。有關消費者推廣活動則吸引超過2,000位參賽者，並售出超過1,000個配套行程。

夥拍Zuji.com進行推廣

旅發局與主要旅遊入門網站Zuji.com合作，以生活節奏急速又喜用資訊科技的年青客群及育有子女的家庭為對象，在網站介紹各式各樣的香港遊行程。透過Zuji.com，旅發局成功接觸龐大而潛力優厚的客群，介紹不同節目及價格的行程。另外，旅發局亦透過Zuji.com的電子文稿、通訊和橫額廣告，刊載有關香港的主題報道。該網站的平均點擊率達700萬，瀏覽頁次亦達300萬。2006年內網站共銷售旅遊配套行程予10,125位旅客，令香港成為最暢銷的旅遊目的地之一。



VTV’s celebrity anchor shooting TV travelogue in Hong Kong. 印度VTV電視頻道著名主播來港拍攝旅遊特輯。



Advertisements on buses to promote DHKY in Singapore. 在新加坡，利用巴士車身廣告推廣「精采香港旅遊年」。



Winning families from across the region to participate in Discover Hong Kong Family Fun Adventure. 於東南亞選拔賽勝出的家庭，來港參與「精采香港親子樂悠遊探險之旅」。

Prospects

The outlook for the region is robust. There is strong untapped potential in the Philippines and Singapore. India continues to be an emerging market with expanding air capacity, strong outbound growth and a rising number of big travel spenders, while Malaysia and the Muslim segment are ready for further exploration. Key target segments are families and young adults, as well as MICE visitors.

In addition, the HKTB will leverage on the trend towards free independent travel and the increase of first-time travellers. These in turn are being encouraged by low cost carriers (LCCs), such as those in the Philippines. However LCCs are also a challenge, since they lead travellers to competing destinations. Nevertheless, the HKTB is in a good position to promote Hong Kong's expanded portfolio of attractions in the future and to build on the success of Discover Hong Kong Year to revitalise Hong Kong's image and attract more visitors.

展望

南亞和東南亞市場的發展前景樂觀，其中，菲律賓及新加坡的龐大發展潛力仍有待開發。而仍屬新興市場的印度，在航空客運量、出境旅遊業務及高消費旅客人次方面，均持續增長。至於馬來西亞和回教客群則可加以開拓。區內的主要目標客群是家庭、年青的成年人、以及會展和獎勵旅遊的旅客。

另一方面，廉價航空公司的出現（例如在菲律賓），令自助旅遊人士及首次外遊旅客的數目上升，旅發局會善用這個趨勢。可是，廉價航空公司為旅客提供更多目的地選擇，則同時為旅遊點之間帶來競爭和挑戰。無論如何，旅發局仍會繼續推廣香港比以往更多元化的景點，並以「精采香港旅遊年」為基礎，推介香港煥然一新的形象，吸引更多旅客來訪。

Australia, New Zealand & South Pacific

澳洲、新西蘭及南太平洋

Arrivals from Australia and New Zealand once more set new records in 2006, with visitor arrivals from Australia reaching 564,000, an increase of 7.3% over 2005, and those from New Zealand attaining almost 98,000, a growth rate of 9.2%.

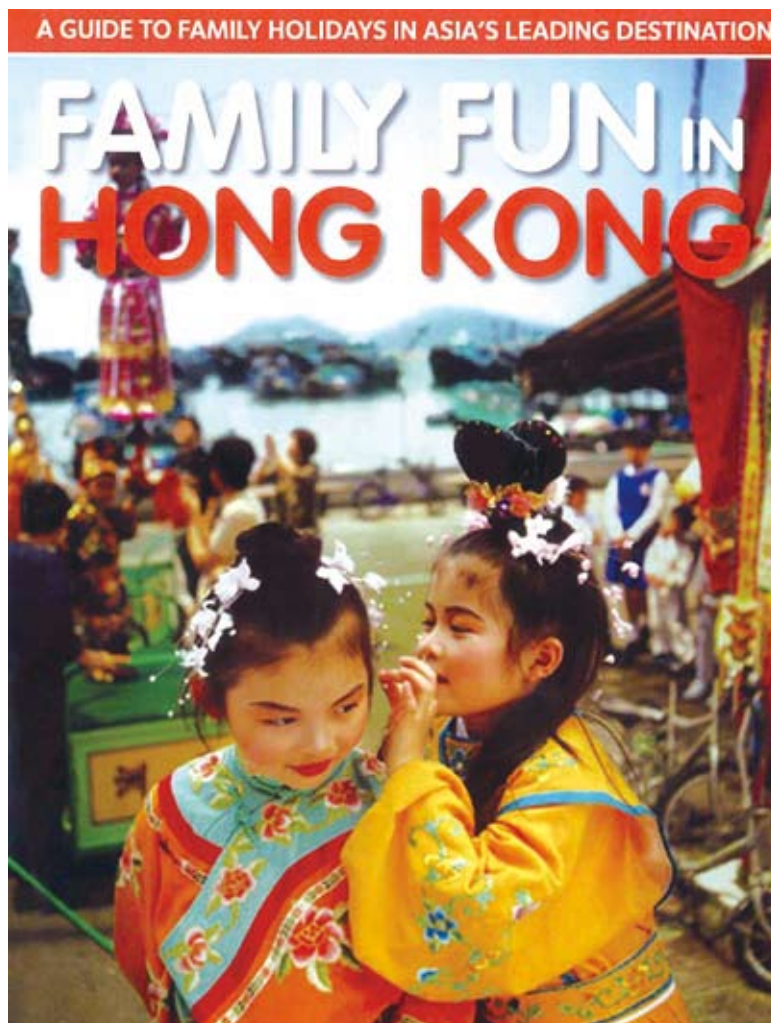
2006年來自澳洲及新西蘭的旅客人次再刷新紀錄。來自澳洲的旅客達564,000人次，較2005年上升7.3%；而來自新西蘭的旅客約98,000人，增幅達9.2%。

Market Overview

Against a background of ongoing strength in the region's economies and the Australian and New Zealand dollars, the growth in outbound travel continued. The advent of Jetstar, the low-cost carrier in Australia, stimulated leisure traffic to competitively priced short-haul destinations

市場概覽

由於區內的經濟、澳元及新西蘭元持續強勁，令外遊業務保持增長。此外，澳洲提供廉價機票的捷星航空投入服務，推動消閒旅客前往具競爭力的短途旅遊勝地；而新西蘭航空於2006年10月開辦每日經香港往



Trade partner endorsement 業界評語

“The co-operative work we undertook with HKTB had positive effects on awareness and resulted in significant sales improvements. On average, we have seen sales grow by 39% in real passenger terms at the end of both the most recent campaigns we have run.”

Creative Holidays
Mr Justin Montgomery

「我們與旅發局合作的推廣活動，大大提升旅客對香港的認知，使我們的業績顯著上升。在最近兩項推廣計劃完結時，旅客平均增長高達39%。」

Creative Holidays
Justin Montgomery先生

while Air New Zealand’s launch of daily schedules to London via Hong Kong in October 2006 caused the numbers of arrivals from New Zealand to surge in the last quarter (up17%).

來倫敦的航班，令來自新西蘭的旅客人次在最後一季上升17%。

Marketing Strategies

Leveraging on the 2006 Discover Hong Kong Year, the HKTB continued to build on Hong Kong’s appeal as a short-break destination offering an extensive programme of Mega Events, genuine cultural experiences, unique traditions and contrasts of city, harbour and nature. In particular, the HKTB targeted the young professional and middle-aged couples segments, which delivered the major share of the leisure traffic, amounting to 50% of total Australian visitor arrivals. The family segment also grew at significant levels.

The HKTB developed tactical packages to position Hong Kong as an attractive and diversified short-break stopover on the “kangaroo” route to the UK and Europe. With growing interest and increased business activities in Mainland China from the region, the Board also leveraged on Hong Kong’s gateway position to attract both business and leisure travellers.

推廣策略

配合「2006精采香港旅遊年」，旅發局繼續以香港作為短假期渡假勝地的吸引力為基礎，推出一系列大型活動，展現香港的地道文化、傳統，以及對比鮮明的都市、海港及綠色景致。旅發局特別以年青行政人員及中年夫婦為對象，因為大部分來自澳洲的消閒旅客均屬於這兩類客群，而他們亦佔澳洲訪港旅客人次的半數。此外，家庭客群亦有顯著的增長。

旅發局推出策略性的配套行程，將香港定位為澳洲往來英國及歐洲途中既具吸引力又多元化的短假期渡假勝地。由於區內對前往中國內地旅遊的意欲日益增長，兩地的商務亦逐漸頻繁，旅發局利用香港作為內地門檻的地位，吸引商務及消閒旅客。

2006 Hong Kong Shopping Festival

As part of the 2006 Discover Hong Kong Year campaign, the Hong Kong Shopping Festival promoted the diversity of Hong Kong's shopping experiences as well as the city's cultural activities and events, particularly to middle-aged females and young professionals. Tactical co-operative partners such as Fairfax media group, ninemsn and Yahoo! 7 online portals were chosen to extend the outreach to the media- and computer-savvy young professionals segment. An online consumer promotion competition encouraged consumers to access a virtual "Hong Kong calendar", showcasing a range of shopping and cultural attractions. The online competition was a great success, producing over 760,000 unique users, 60,000 competition entries, 21,000 unique entries, and 50% opt-ins for further information on Hong Kong.

Targeting different segments

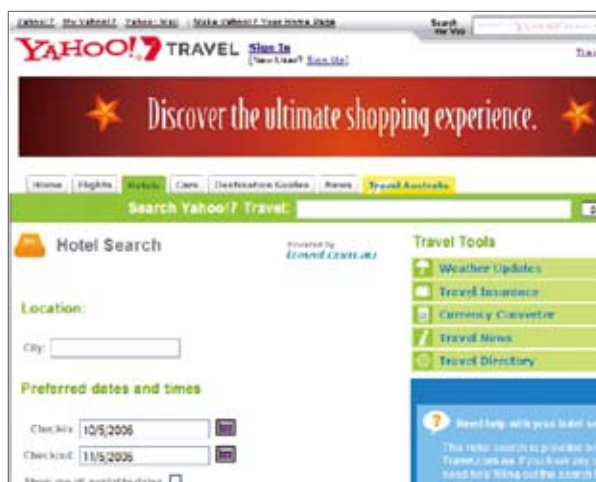
To leverage on the appeal of the half-hour "Hong Kong Special" on Getaway TV, Australian TV's top travel show, the HKTB developed an online consumer advertising and promotional campaign in autumn to increase awareness of Hong Kong's new attractions, cultural traditions and Mega Events in Discover Hong Kong Year. Aimed principally at the seniors, middle-aged, families, and young professionals segments, the TV campaign included show, print and online advertising, as well as an online consumer competition. Nearly two million viewers saw the TV Special and the online competition generated over 900,000 unique users and 20,000 competition entries.

2006 香港購物節

「香港購物節」是「精采香港旅遊年」推廣計劃的活動之一，特別以中年女性及年青行政人員為對象，推廣香港多元化的購物體驗及文化活動。為廣泛接觸對媒體及電腦科技瞭如指掌的年青行政人員，旅發局與 Fairfax 傳媒集團、ninemsn 網站及雅虎!7 門戶網站等策略性夥伴合作，以消費者為對象，推出網上互動比賽，鼓勵消費者登入展示香港各種購物及文化活動的互動年曆。此項網上比賽十分成功，瀏覽人次超過 76 萬，共收到 6 萬份參賽登記，以及 21,000 個用戶登記，當中更有一半選擇收取有關香港的進一步資訊。

針對各類客群

Getaway TV 是澳洲受歡迎的電視旅遊節目，旅發局把握該節目播放半小時特輯 "Hong Kong Special"，以消費者為對象，於秋季推出網上廣告及推廣活動，介紹「精采香港旅遊年」內本港推介的嶄新景點、傳統文化與大型活動。這項電視推廣計劃主要針對長者、中年人士、家庭及年青行政人員，內容包括表演節目、印刷及網上廣告，以及為消費者而設的網上比賽。約有 200 萬名觀眾透過電視收看這個特輯，網上比賽則吸引超過 90 萬瀏覽人次，並收到合共 2 萬份參賽登記。



Partnership with online portals such as Yahoo!7 to launch an online consumer competition in Australia, which encouraged consumers to access a virtual "Hong Kong calendar" (right) showcasing shopping and cultural attractions.

在澳洲，旅發局與門戶網站如雅虎!7合作，推出網上互動比賽，並鼓勵消費者登入展示香港多元化活動的互動年曆(右圖)。



Australian top travel show "Getaway TV" in Hong Kong for shooting.
澳洲 Getaway TV 來港拍攝電視旅遊特輯。



Australian families in Hong Kong to participate in "My Hong Kong Family" programme.
來自澳洲的家庭來港參與「家·家樂悠遊」活動。

Promoting Hong Kong as a family destination

In line with Discover Hong Kong Year's focus on high potential segments such as family and business visitors, the HKTB launched a Family Campaign in March 2006 in Australia, highlighting Hong Kong's family-oriented attractions, services and infrastructure. A dedicated 96-page family guide was produced and distributed to generate consumer interest and to offer related packages. The guide was featured on targeted websites and in window displays in 400 Jetset Travelworld retail outlets, as well as being distributed through family databases. The result was an ongoing increase in family travel to Hong Kong in 2006.

Prospects

With outbound travel still predicted to grow in both the short and long term, and the opening up of Mainland China offering increasingly attractive business and tourism opportunities, the outlook for independent travel, business travel and leisure traffic to Hong Kong is positive. In the first quarter of 2007, visitor arrivals from Australia, New Zealand and South Pacific continued to show robust growth, with figures for March up 19.4% to 61,402 visitor arrivals.

香港 — 家庭旅遊勝地

配合「精采香港旅遊年」以家庭及商務等高潛力客群為對象，旅發局於2006年3月在澳洲推出以家庭客群為主的推廣活動，突顯香港最適合家庭旅客的景點、服務及設施，並製作一本96頁的家庭旅遊指南，刺激消費者來港旅遊的意欲，以及促銷有關的配套行程。指南的內容亦可於指定的網站下載，並展示於Jetset Travelworld 共400間零售店的櫥窗，更透過數據資料庫寄送予澳洲的家庭，有關活動令年內前往香港的家庭旅客人次持續上升。

展望

不論是短期或長遠而言，預計區內的外遊業務仍會繼續增長；加上中國內地逐步開放，為貿易及旅遊業提供商機，來港的自助旅遊、商務旅遊及消閒旅遊業前景令人樂觀。在2007年首季，來自澳洲、新西蘭及南太平洋的旅客人次增長持續強勁，3月份的旅客人次上升19.4%，達61,402人次。

Media endorsement 傳媒評語

"The Discover Hong Kong Year campaign was very impressive as it gave an insight into some new projects and activities to cover in Hong Kong as well as maintaining the core message about the great shopping and food available to travellers in Hong Kong."

Associate Editor, Harper's Bazaar
Ms Margaret Merten

「我認為『精采香港旅遊年』推廣計劃令人印象深刻，因為計劃在深入介紹香港部分嶄新項目及活動之餘，同時繼續帶出香港能為旅客提供購物及美食樂趣的主要訊息。」

著名女性雜誌《Harper's Bazaar》副總編輯
Margaret Merten女士

In order to further stimulate traffic, HKTB's strategic focus will be to build on the success of the 2006 Discover Hong Kong Year campaign. The HKTB will highlight Hong Kong's festivals and accessibility to Eastern culture, but with the added convenience of modern infrastructure, as well as Hong Kong's sophistication and diversity through its shopping, dining and nightlife and its contrasting city, harbour and green attractions. The HKTB will also capitalise on the Mainland's increasing appeal and accessibility, and Hong Kong's strategic position as both a gateway to Greater China and a stopover en route to the UK and Europe.

The likely challenges ahead include the intensifying competitiveness of regional destinations, such as Malaysia, Korea and Vietnam, especially with the advent of low-cost carriers, the increase in direct flights to Mainland China, and rising interest rates.

However, the HKTB sees major new opportunities for the year ahead. These include Beijing's hosting of the 2008 Olympics, with Hong Kong presenting the equestrian events. The merger of Cathay Pacific and Dragonair will provide increasingly smooth connectivity to Mainland China through Hong Kong. Meanwhile, the increase in flight capacity from Australia and New Zealand is expected to further boost stopover opportunities from the region, which in turn will expand the potential for growing the family segment.

展望未來，旅發局將以「精采香港旅遊年」為基礎，進一步刺激旅客人次增長。旅發局將會集中推廣香港的傳統節日，同時突顯香港在洋溢著東方文化魅力之餘，亦有方便和現代化的基礎建設。另一方面，旅發局亦會推廣香港的購物、美食、夜生活及對比鮮明的都市、海港及綠色景致，展示香港細致及多元化的特色；並會把握中國內地的吸引力、便捷的交通，以及香港作為大中華門檻和前往英國及歐洲中途站的地利，推動旅客人次增長。

未來的挑戰則包括來自區內對手如馬來西亞、韓國及越南等的激烈競爭，加上多間廉價航空公司相繼投入服務、直航中國內地的航班增加，以及利率的逐步上升。

然而，旅發局亦會把握未來的主要商機，包括於北京舉辦的2008年奧運會，由香港協辦的馬術比賽項目；國泰與港龍航空合併，將強化香港連接內地的航空網絡；同時，來自澳洲及新西蘭的航班載客量增加，將進一步加強香港作為區內中途站的地位，增加家庭客群的發展潛力。

The Americas

美洲

Aggregate arrivals from the Americas reached 1.63 million, a moderate increase of 4.2% over the previous year. The United States (US) contributed 1.16 million visitors, remaining Hong Kong's top long-haul source market, while arrivals from Canada grew at 8.7% to reach 335,697 visitors.

來自美洲的訪港旅客總數達到163萬人次，較前一年輕微上升4.2%。美國依然是香港最大的長途客源市場，旅客人次達116萬；來自加拿大的旅客則上升8.7%，達335,697人次。

Market Overview

Rising oil prices and a weak US dollar made overseas travel more costly for US consumers in 2006. Lack of additional commercial air services into Hong Kong from the US coupled with a growing number of non-stop

市場概覽

由於石油價格上升，加上美元疲弱，對美國消費者來說，2006年的外遊成本較高。美國方面沒有增加前來香港的航空服務，加上美國的航空公司提供更多不停



Trade partner endorsement 業界評語

"The Discover Hong Kong Year campaign provides new ideas and fresh direction for the packaging and marketing of Hong Kong to our clients. If anything, it highlights the destination's amazing ability to reinvent itself year after year while still maintaining the classic appeal for new and repeat visitors alike."

Managing Director, Tauck World Discovery
Mr Scott Supernaw

「『精采香港旅遊年』推廣活動為我們帶來嶄新的意念和方向，將香港重新包裝，並推介給我們的客戶。總的來說，這項推廣活動突顯了香港年復一年不斷創新的驚人能力，對初訪和再次訪港的旅客，保持一貫的吸引力。」

*Tauck World Discovery*董事總經理
Scott Supernaw先生

or direct flights by US carriers into Beijing and Shanghai contributed to the modest rise of 1.4% in arrivals. However, Canada's stable economic and political situation, along with a strong Canadian dollar, allowed Canada arrivals to grow significantly in both the leisure and business segments.

In the US, the HKTB continued to focus on the affluent middle-aged, with achievers in their 40s leading all market segments. For the second year in a row, US business travellers outnumbered leisure visitors. In Canada, the primary focus was on middle-aged couples with children, seniors and achievers in the major source markets of Ontario, British Columbia, Alberta and Quebec. Ethnic groups also emerged as a segment to test and explore. In both the US and Canada markets, integrated campaigns based on the 2006 Discover Hong Kong Year stimulated growth in each of the target segments and geographic markets.

Marketing Strategies

In both the US and Canada, there was a continuation of acquisitions and mergers among both tour operators and retail agencies. Traditional medium-sized operators achieved diminished market share in this environment. By contrast, strategic partnerships between selected operators and major online travel portals such as Travelocity saw rapid growth.

站或直航北京和上海的航班，令美國旅客人次輕微上升1.4%。可是，加拿大的經濟和政局平穩發展，配合加元強勢，令加拿大的消閒及商務旅客人次均顯著上升。

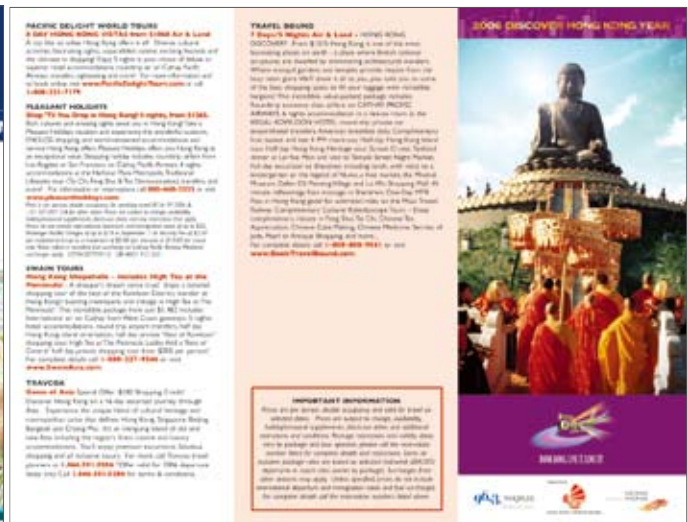
在來自美國的不同客群中，以年屆40歲的人士佔大多數，而旅發局繼續以富裕的中年客群為推廣目標。此外，美國的商務旅客人次亦連續兩年超越觀光旅客。加拿大方面，主要的推廣對象為育有兒女的中年夫婦、長者和中年人士，主要的客源市場為安大略省、卑詩省、艾伯塔省和魁北克省。亞裔人士亦逐漸成為可嘗試開拓的客群。在美國和加拿大市場，以「2006精采香港旅遊年」為主題的綜合推廣活動，均能夠推動兩地目標客群和地區市場的增長。

推廣策略

在美國和加拿大，旅遊經營商和旅遊零售商之間的收購合併活動持續。在這種市場環境下，傳統中型旅遊經營商的市場佔有率下降。相反，個別旅遊經營商夥拍主要旅遊門戶網站如 Travelocity 進行推廣的情況迅速增加。



Partnership with travel portals such as Travelocity to promote Hong Kong.
夥拍旅遊門戶網站如Travelocity推廣香港。



Partnership with New York's WQXR Radio to present cultural vignettes of Hong Kong, 與美國紐約WQXR 電台合作推出香港文化簡介節目。

Against this background, the HKTB co-operated with tactical partners to develop integrated marketing strategies that showcased 2006 Discover Hong Kong Year, particularly Hong Kong's authentic cultural and heritage attractions. These are key drivers for regional travellers in their choice of vacation destinations.

在這個市場環境下，旅發局與多個策略性夥伴合作，以「2006 精采香港旅遊年」為題制訂綜合市場推廣策略，當中尤其強調吸引美洲區旅客的兩大重要元素——地道文化和傳統特色。

Celebrating Chinese New Year in Hong Kong

From October 2006 to February 2007, the HKTB partnered with NBC New Media, United Airlines and Borders bookshops to create an engaging and cost-effective multi-platform marketing campaign to enhance the awareness of Chinese New Year celebrations in Hong Kong. Promoting the city's vibrant living culture and unique blend of East and West, the campaign aimed to elevate and revitalise Hong Kong's profile.

歡渡農曆新年

2006年10月至2007年2月期間，旅發局與NBC New Media、聯合航空及Borders書店合作，舉行一項有效及鼓勵業界參與的多平台市場推廣活動，加深旅客對香港農曆新年的認識。活動宣傳香港的無限動感、地道生活和糅合中西文化的特色，從而提升和重新推廣香港的獨特面貌。

- In New York, Michael Feinstein, legendary American vocalist and pianist, broadcasted one-minute cultural vignettes on WQXR radio, inviting listeners to experience Hong Kong's living culture. The full-month campaign was supplemented by partnerships with the New York Botanical Gardens' concert series, the New York Philharmonic and the Metropolitan Opera.
- 在紐約，著名美國主音歌手及鋼琴家Michael Feinstein在WQXR電台主持一分鐘文化簡介節目，讓聽眾體驗香港的生活文化。這項電台宣傳活動為期一個月，期間旅發局分別與New York Botanical Gardens演奏會系列、New York Philharmonic和Metropolitan Opera合作，進行宣傳活動。

Media endorsement 傳媒評語

"I was impressed by the size and scope of the Discover Hong Kong Year marketing campaign. It was very well organized and comprehensive. The campaign highlighted things about Hong Kong that might not be immediately apparent such as its green spaces, its outer islands and its sophisticated international cuisine."

Travel Editor, Toronto Sun
Ms Robin Robinson

「『精采香港旅遊年』推廣活動的規模，令我印象難忘。活動組織得井然有序且包羅萬有，突顯了未必即時為人熟悉的香港面貌，例如青蔥的郊野、寧靜的外島和琳瑯滿目的環球美食。」

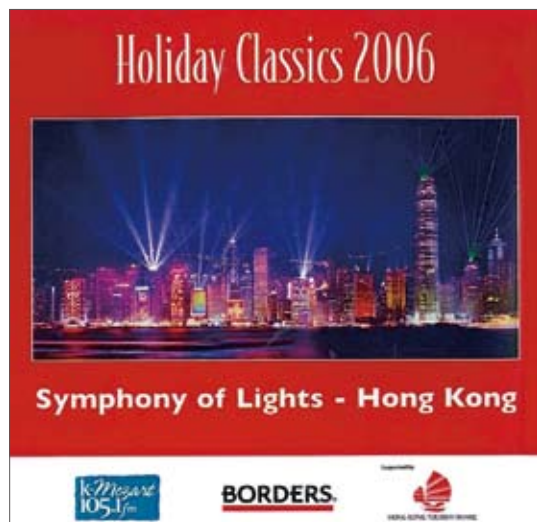
Toronto Sun 旅遊版編輯
Robin Robinson 女士

- In Los Angeles, KMZT-FM and KKG0-AM aired the one-minute cultural vignettes. Boosting the campaign were partnerships with the Walt Disney Concert Hall and Los Angeles County Museum of Art concert series on KMZT. In addition to brochure distribution, HKTB opened each concert with an invitation to visit Hong Kong for its culture and arts.
- Kenny Wood, a member of the UCLA Marching Band that performed at the International Chinese New Year Parade in 2006 was HKTB's brand ambassador as he broadcasted a one-minute Chinese New Year vignette on KMZT, encouraging everyone to visit Hong Kong.
- 在洛杉磯，KMZT-FM和KKG0-AM兩家電台播放有關香港的一分鐘文化簡介節目。同時，旅發局與Walt Disney Concert Hall及洛杉磯縣立藝術博物館的演奏會系列合作，在KMZT電台宣傳香港。旅發局除了派發宣傳小冊子外，更在每場演奏會開場前，邀請觀眾前來香港，體驗這裡的文化和藝術特色。
- 美國加州大學步操樂隊曾於「2006新春國際匯演之夜」演出，樂隊成員Kenny Wood應邀擔任旅發局的大使，主持在KMZT電台播放的一分鐘文化簡介節目，介紹香港的農曆新年，並鼓勵聽眾到香港觀光。



Partnering with tour operators to promote Hong Kong as a holiday destination for Chinese New Year.

與美洲旅遊經營商合作，鼓勵消費者來港渡歲。



“Holiday Classics 2006” CD sold in Borders bookstores to promote Chinese New Year in Hong Kong. 於 Borders 書店推出《Holiday Classics 2006》光碟推廣香港農曆新年。

- Beginning in October, all the way to December, the “Holiday Classics 2006” CD was sold in Borders bookstores. The CD cover featured Hong Kong’s spectacular Symphony of Lights, while the inside CD jacket offered a Chinese New Year travel package from Pacific Delight Tours. Further promotions included Chinese New Year programmes on National Geographic TV, Discovery Channel, and the Travel Channel, while online promotions were undertaken with NBC Interactive, United Airlines and United Vacations.
- 10月至12月期間，旅發局於Borders書店推出《Holiday Classics 2006》光碟，光碟以「幻彩詠香江」為封面，內頁則介紹由Pacific Delight Tours提供的農曆新年配套行程。其他宣傳活動包括：在國家地理頻道、Discovery Channel和Travel Channel播放農曆新年特輯，並與NBC Interactive、聯合航空和United Vacations合作網上宣傳活動。

The campaign was extremely effective in creating exposure from coast to coast, and worldwide. National Geographic TV reaches 150 million homes in 164 countries, and Discovery Channel has 1.4 billion subscribers in 170 countries and territories. United Airlines, United Vacations and NBC Interactive generated more than six million impressions.

這項推廣活動非常有效，成功在美國東至西岸及全球提升香港的曝光率。國家地理頻道在全球164個國家播放，可接觸1.5億個家庭。Discovery Channel則在全球170國家及地區共有14億訂戶。此外，聯合航空、United Vacations和NBC Interactive網站的瀏覽頁次亦超過600萬。

Attracting affluent travellers from Washington DC

To drive incremental arrivals and Hong Kong brand awareness among affluent travellers in the Washington DC area, the HKTB launched a marketing campaign together with the *Washington Post*, the Legg-Mason Classic and Swain Tours, as well as seven other trade partners. The *Washington Post Magazine*, on-site exhibitions, and advertising at the Legg-Mason Classic offered packages specially tailored for the DC market. Coverage reached 500,000 *Washington Post* readers and Legg-Mason Classic attendees, and a post-event e-blast was sent to two

吸引華府旅客

旅發局與《華盛頓郵報》、梅森網球精英賽、Swain Tours和另外七家業界夥伴合作，攜手進行市場推廣活動，讓首都華盛頓的富裕旅客加深認識香港，從而提高該區的訪港旅客人次。旅發局又透過《Washington Post Magazine》、展覽以及於梅森網球精英賽展示宣傳廣告，介紹專為該市場而設的訪港行程。這些宣傳工作成功接觸合共50萬位《華盛頓郵報》讀者和梅森網球精英賽的觀眾。活動完結後，旅發局更按資料庫

million database consumers. The result was a 17% growth in Swain Tours' package sales to Hong Kong from the DC area.

Promoting "must-see" Hong Kong

To showcase Asia as the "hottest" travel region and to promote Hong Kong as the must-visit destination in any Asia or China itinerary, the HKTB joined with five other Asia national tourist organisations and 20 trade partners including top Asia-Pacific retail agents in key US cities to develop an Asia Now Challenge. This promotion was created to educate and update travel agents on the Asia Now destinations and to receive the latest packages from participating wholesalers. A national road show covered 10 cities and reached more than 1,000 key agents.

Bringing Hong Kong's diversity to Canada

To further promote 2006 Discover Hong Kong Year and present Hong Kong as a diverse, cultural and sophisticated metropolis, the HKTB joined with CHUM TV, *Style at Home* magazine, citytv.ca, mochasofa.ca., Cathay Pacific Airways and Langham Place Hotel, Hong Kong to target achievers and middle-aged couples with children across Canada. The innovative and integrated communications programme included a dedicated contest, TV promotions, magazine advertorials, radio promotions and a media launch reception. The total publicity value was HK\$6 million and the contest received 10,365 entries, with 20 million impressions being generated.

寄發網上通訊給200萬位消費者。結果，在該地區，Swain Tours的香港旅遊配套行程銷量上升達17%。

香港：「必到」之地

旅發局聯同五個亞洲國家旅遊機構以及20家業界夥伴（包括美國主要城市內的頂尖亞太旅遊零售商），推出Asia Now Challenge宣傳活動，推廣亞洲為熱門旅遊區域，同時推介香港為亞洲或中國行程的「必到」之地。宣傳活動讓旅行社認識亞洲旅遊目的地，同時向參與的旅遊批發商介紹最新配套行程。此外，在美國全國10個城市舉行的巡迴展覽，成功接觸超過1,000家主要的旅遊代理商。

展現香港多元面貌

旅發局與CHUM TV、《Style at Home》雜誌、citytv.ca、mochasofa.ca、國泰航空和香港朗豪酒店合作，以育有子女的加拿大中年人士和中年夫婦為對象，加強宣傳「2006精采香港旅遊年」，同時展現香港的多元化面貌、文化氣息和獨特的大都會魅力。這項創新的綜合市場推廣活動包括精心設計的比賽、電視宣傳、雜誌特輯、電台宣傳和啟動儀式新聞發佈會；整體宣傳效益達600萬港元，參賽申請共10,365份，而整個推廣活動的瀏覽次數達2,000萬。



Asia Now Challenge promotional initiative to showcase Asia as the "hottest" travel region.
Asia Now Challenge 宣傳活動，推廣亞洲為熱門旅遊區域。



Partnership with trade partners and media such as CHUM TV to promote Discover Hong Kong Year.
與 CHUM TV 等傳媒和業界合作，宣傳「精采香港旅遊年」。



Promotional activities targeting family segment across Canada.
加拿大多倫多以家庭客群為目標的推廣活動。



Canada's Omni TV in Hong Kong to cover HKTB's "My Hong Kong Family" programme.
加拿大 Omni TV 來港拍攝「家·家樂悠遊」活動。

Showcasing family travel to Hong Kong in Canada

To promote Hong Kong as the ideal family travel destination, a Hong Kong Family Fun Contest was launched in partnership with Toronto Dragon Boat Races Festival, Rogers Omni TV, Rogers Radio, Air Canada and The Fleming Hotel in Hong Kong. Activities to promote the contest included the Hong Kong – Toronto Historic Adventure Race, TV promotions, print, online, e-blast and radio advertising. A total of 85,000 entries were received for the contest, making it the most successful ever sweepstakes for the Rogers Omni TV group. Total impressions for the promotion were 4.6 million and the total publicity value of the campaign was HK\$3.4 million.

Prospects

Growth prospects for the US are positive, especially with the increase in air capacity to Hong Kong from Los Angeles and San Francisco. In October 2007, United Airlines launched its daily non-stop passenger and cargo service between Los Angeles and Hong Kong. In the same month, Cathay Pacific Airways launched its second daily, non-stop flight between San Francisco and Hong Kong, and on 15 November, a third daily flight from New York's John F. Kennedy International Airport will begin non-stop service. The Beijing Olympics in 2008 will provide a further strong stimulus to outbound travel to China, including Hong Kong.

推介親子遊

旅發局與 Toronto Dragon Boat Races Festival、Rogers Omni TV、Rogers Radio、加拿大航空和香港芬名酒店合作，舉辦 Hong Kong Family Fun Contest，推廣香港為首選家庭旅遊勝地。有關宣傳活動包括：傳統文化探索比賽、電視宣傳、書刊廣告、網上廣告、網上通訊和電台廣告。參賽申請達 85,000 份，是 Rogers Omni TV 集團歷來最成功的比賽。宣傳活動的網站瀏覽頁次達 460 萬，宣傳效益達 340 萬港元。

展望

美國市場的增長前景良好，尤其是香港往來洛杉磯及三藩市的航空載客量上升。2007 年 10 月，聯合航空推出每天往來洛杉磯及香港的客運及貨運直航服務。同月，國泰航空亦每天加開第二班往來三藩市及香港的不停站航班，並於 11 月 15 日起每天加開第三班往來紐約甘迺迪國際機場及香港的不停站航班。此外，2008 年北京奧運亦會大大推動當地前往中國（包括香港在內）的外遊業務。

In Canada, the overall outlook is promising as the macro environment continues to be stable and the Canadian dollar strong. These factors, coupled with the announcement of additional capacity to Hong Kong from Canada by the two major airlines, Air Canada and Cathay Pacific Airways, and Oasis Airlines' new service between Vancouver and Hong Kong, will provide a platform for the HKTB to step up marketing campaigns to capture more arrivals.

The HKTB will strongly promote the diversity and sophistication of Hong Kong's "living culture", headlining the fusion of East and West culture, dining and shopping as a cultural encounter, interaction with local culture, and Hong Kong's city, harbour and green contrasts.

加拿大方面，由於整體市場環境繼續穩健發展，加元亦保持強勢，市場前景亦見理想。此外，加拿大航空及國泰航空兩家主要航空公司，已宣佈增加往來加港的客運量，加上甘泉香港航空往來溫哥華及香港的新服務，有助旅發局加強市場推廣，吸引更多旅客。

旅發局會積極推廣香港多元化而獨特的「生活文化」，並重點介紹香港糅合中西文化的特色、琳瑯美食和購物樂趣，以及香港的都會、海港和郊野景致所構成的鮮明對比。



Partnership with United Airlines to promote tour packages to Hong Kong. 與聯合航空合作，在美國推廣香港旅遊配套。



Canadian magazine featuring Hong Kong's culture and heritage. 加拿大雜誌報道香港的傳統文化及其他特色。

Europe, Africa & the Middle East

歐洲、非洲及中東

This market saw the highest growth of all of the HKTB's seven regions, achieving a record 1.92 million visitor arrivals in 2006, an increase of 11% over 2005. The UK was the largest national source market, recording over half a million arrivals for the first time, while France reached over 200,000 visitors. The emerging source markets of the Netherlands, Russia and the Middle East also showed significant growth. The percentage of married couples bringing their children with them to "family-friendly" Hong Kong grew in all key markets.

2006年，在旅發局的七個地區市場中，歐洲、非洲及中東市場的增幅最高，旅客刷新192萬人次的紀錄，較2005年上升11%。英國是該區最大的國家客源市場，並首次錄得逾50萬訪港旅客人次，來自法國的旅客則超過20萬人次。同時，在荷蘭、俄羅斯及中東這些新興客源市場的業績，亦有顯著增長。此外，香港是個適合一家大小旅遊的勝地，因此，帶同子女訪港的夫婦的百分比，在各個主要市場均錄得增長。



Trade partner endorsement 業界評語

"The scope of this (Discover Hong Kong Year) marketing plan has certainly meant that demand for Hong Kong has been high in what has been a challenging year. The HKTB is one of the most professional teams I have had the pleasure of working with."

*Commercial Director, Tradewinds
Mr Karl Thompson*

「從這個(『精采香港旅遊年』)推廣計劃所涵蓋的範疇可見，在這充滿挑戰的一年，來港旅遊的市場需求仍然強勁。在與我們合作過的機構中，旅發局可算是其中一個最專業的團隊，我很高興能夠與他們共事。」

*Tradewinds 商務總監
Karl Thompson先生*

Market Overview

Against a background of sustained economic growth and marked strength in the euro and sterling, which made travel to Hong Kong more affordable, long-haul travel continued to be increasingly popular in all key markets. A major development in the UK was the launch of Oasis Hong Kong Airlines in October 2006, which offers daily low cost flights from London Gatwick to Hong Kong. The HKTB leveraged on increased air capacity to develop Hong Kong's position as the key travel hub in Asia.

Marketing Strategies

During the year, the HKTB continued to focus on the "big three" markets of UK, Germany and France, which again represented nearly half of all the region's arrivals to Hong Kong. At the same time, activities were stepped up in the Netherlands, which the HKTB identified as a market with significant growth potential along with other emerging source markets such as the Middle East and Russia.

In most key markets the young and senior visitor segments remained priority, but the HKTB was able to leverage on the new products and opportunities generated by 2006 Discover Hong Kong Year to increase its targeting of the high-potential family segment. With the MICE segment also key in this region, the HKTB continued to devote special attention to attracting high-yield business visitors.

市場概覽

由於區內經濟持續向好，以及歐元和英鎊匯價強勁，令香港遊的價格更具競爭力，使該區各主要市場的長途旅遊意欲持續增長。年內，英國市場的重要發展為2006年10月，甘泉香港航空正式啟航，提供每日來往倫敦Gatwick機場及香港的廉價航班服務。旅發局把握航空載客量增加的時機，推廣香港為亞洲的主要旅遊中心。

推廣策略

年內，旅發局繼續以英國、德國及法國這「三大」市場為重點，這三個國家共佔該區訪港旅客總數接近一半。與此同時，旅發局亦在極具增長潛力的荷蘭市場，以及中東和俄羅斯這類新興市場，加強推廣力度。

在大部分主要市場，旅發局仍然以年輕及長者客群為主要對象，此外，旅發局更借助「2006精采香港旅遊年」的新產品及商機，加強針對高潛力的家庭客群。鑑於該區的會展及獎勵旅遊人士也是本港的主要客群，旅發局繼續以高效益的商務旅客為目標。



Family Ambassadors with visiting German family.
「好客家庭大使」與訪港德國家庭合照。



Partnership with UK's leading direct selling operator Trailfinders to launch an integrated promotional campaign.
與英國直銷營運商 Trailfinders 合作推出的綜合宣傳推廣。

The 2006 Discover Hong Kong Year was used as the primary marketing platform, promoting new attractions, bringing out new and existing cultural aspects and highlighting Hong Kong's hidden treasures. The aim was to generate high visibility for Hong Kong, reinforcing its status as the must-see destination in Asia, supplemented by tactical activities in co-operation with trade partners.

旅發局利用「2006精采香港旅遊年」為主要的平台，推廣香港的新景點、嶄新及現有的文化特色，以及突顯香港的旅遊寶藏，並與業界夥伴合作策略性推廣活動，致力提升香港的曝光率，鞏固香港作為亞洲「必到」旅遊勝地的地位。

Promoting awareness of Hong Kong in the UK

In the UK, the raising of Hong Kong's profile through Discover Hong Kong Year took the form of an integrated promotional campaign that targeted the young professional and achiever segments. By working with strategic trade partners such as Trailfinders, the leading direct selling operator, and Air New Zealand, which had just launched its direct

向英國旅客推廣香港

在英國，旅發局以年輕專業人士及中年客群為目標，透過「精采香港旅遊年」的綜合推廣活動，提升香港的知名度。旅發局與業界如主要的直銷營運商 Trailfinders，以及剛增設由倫敦至香港直航服務的新西蘭航空等合作，成為策略性夥伴，舉辦一系列具成

Media endorsement 傳媒評語

"Discover Hong Kong Year certainly raised the profile of Hong Kong among the trade and gave travel agents some good, fresh ammunition with which to sell the destination."

*Freelance Journalist
Ms Teresa Machan*

「『精采香港旅遊年』推廣活動不單提升香港在業界間的知名度，並給予旅行社嶄新及富創意的構思去推廣香港。」

自由傳媒工作者
Teresa Machan女士

London to Hong Kong service, the HKTB aimed to drive visitor arrivals through a range of cost-effective integrated activities. These included an Ultra Hong Kong supplement in the *Daily Telegraph*, which sold 600,000 copies and received one million page impressions on the website; national press advertising with circulation of five million; direct response TV with over five million viewings; and promotion in Trailfinders magazine with circulation of 1.3 million.

Attracting France's young consumers

Hong Kong's image as Asia's must-visit city was reinforced in France through "Lina's Campaign", which took place from April to June 2006. In alliance with Lina's chain of trendy sandwich shops in strategic locations in Paris and Cathay Pacific Airways, the campaign included window displays, point-of-sale stands, a Hong Kong photo exhibition and sale of a "Hong Kong sandwich" in 23 Lina's restaurants, as well as a special magazine with tactical Hong Kong holiday offers, online promotion on Lina's website and a *Classic FM* magazine promotion. The campaign resulted in increased requests for promotional material and bookings via the HKTB's partner tour operators.

High interest of young Dutch travellers in the Hong Kong lifestyle

The Veronica TV programme "My Best Friends" and BNN TV programme "Weg met BNN" showed young Dutch travellers experiencing Hong Kong for the first time. The highlights for these young visitors were the authentic Chinese traditions as well as the trendy lifestyle. In addition,

本效益的綜合推廣活動，推高旅客人次。活動包括在銷量達60萬份及網站瀏覽人次達100萬的《每日電訊報》刊登「Ultra Hong Kong」專輯，並在當地總發行業量達500萬份的印刷媒體、超過500萬人收看的直銷電視頻道，以及發行量達130萬的《Trailfinders》雜誌刊登廣告。

吸引法國年輕消費者

在法國，旅發局於2006年4月至6月，與分佈巴黎主要地區的時尚三文治連鎖店Lina's，以及國泰航空合作，舉辦名為「Lina's Campaign」的活動。活動內容包括在店舖的櫥窗和銷售點展示宣傳物品、舉辦有關香港的圖片展覽、於23間Lina's餐廳售賣「香港三文治」、出版刊物提供策略性的訪港旅遊優惠、於Lina's的網頁刊載推廣資訊，以及於《Classic FM》雜誌作推廣，鞏固香港作為亞洲「必到」城市的形象。有關的推廣活動，令透過旅發局旅行社夥伴索取宣傳物品的查詢及預訂行程的數目增加。

吸引年輕荷蘭旅客

在荷蘭，Veronica TV電視頻道播放的「My Best Friends」，以及BNN TV播放的「Weg met BNN」，均是介紹年輕荷蘭旅客首次來港的體驗，向年輕旅客展示香港地道的中國傳統特色，以及時尚的生活模式。此外，旅發局與國泰航空及荷蘭的旅遊代理商合作，



Lina's Campaign launched in France in alliance with Lina's restaurants and Cathay Pacific Airways. 在法國，旅發局與 Lina's 和國泰航空合作，推出「Lina's Campaign」推廣活動。



Dutch TV programme "My Best Friends" promoting Hong Kong among young travellers. 荷蘭「My Best Friend」電視節目向當地年輕客群推介香港。



Joint promotion with FNAC department stores in Italy. 與意大利FNAC百貨公司合作進行推廣。

a major integrated advertising campaign with Cathay Pacific Airways and Dutch tour operators in four newspapers and nine magazines promoted Mono Hong Kong and Hong Kong combination offers. The response helped to increase arrivals from the Netherlands by almost 15%.

Going up-market in Italy

A one-month in-store promotion was launched in May 2006 with a high profile brand – FNAC department stores, thereby driving arrivals particularly from the medium- and high-yield segments. Other partners included Cathay Pacific Airways and TV Moda, plus five up-scale tour operators. The result was 400% more page views on the HKTB website during the campaign than for the whole of the previous year's average.

Leveraging German partnerships

In order to drive visitor arrivals from Germany, a multi-platform campaign in association with tactical co-operative partners was launched in mid-2006. Activities included advertising Hong Kong's unique cultural festivals and Mega Events in the classified sections of national newspapers. Top German tour operators were chosen as partners to add value to the campaign through their own promotional activities such as direct mail, online and trade promotions.

推出大型的綜合廣告計劃，於四份報章及九份雜誌推廣香港遊，或包括香港在內的行程優惠，推動荷蘭旅客人次增長近15%。

推動意大利市場增長

在意大利，旅發局於2006年5月在FNAC百貨公司，進行了為期一個月的推廣活動，推動特別是中至高效益客群的增長。此外，旅發局亦與國泰航空、TV Moda及五間頂尖的旅遊代理商組成策略性夥伴。期間，旅發局網頁的瀏覽頁次，較前一年的全年平均數字上升400%。

與德國夥伴合作

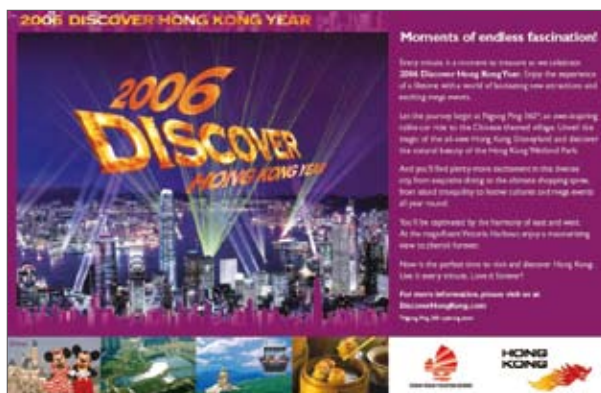
為了推高德國旅客的人次，2006年中，旅發局與策略性夥伴合作，利用多元化平台舉辦推廣活動，包括在當地全國報章刊登分類廣告，介紹香港獨特節慶及大型活動。旅發局亦與德國頂尖旅行社合作，透過直郵、網上及業界推廣活動，加強這計劃的宣傳效益。

Prospects

The growing interest in China in most European markets will provide excellent leveraging opportunities for promoting Hong Kong, especially with the 2008 Olympics being held in Beijing. The growth in long-haul travel in the region shows no sign of abating and the positive impact from increased air capacity will continue. Hong Kong's stopover role may come under challenge from direct air links to and from the Mainland, but to counter this the HKTB will continue its strategic focus on Hong Kong's authentic and living culture, building on the positive image delivered by 2006 Discover Hong Kong Year to reinforce Hong Kong's core attributes.

In most markets, direct bookings and independent travel are on the increase as the internet grows in influence. The HKTB will focus on promoting enhanced awareness of Hong Kong through the internet.

In addition to the "big three markets", the HKTB will focus resources on markets with major potential such as Russia and the Middle East, which showed the highest growth in arrivals in 2006. In the Middle East, the HKTB will continue to work closely with regional air carriers, undertaking arrivals-generating activities and maintaining a longstanding presence at the annual Arabian Travel Market in Dubai. In Russia, the HKTB will have on-the-ground representation for the first time in 2007 and will focus on forging close relationships with the Russian travel trade, as well as raising consumer awareness of Hong Kong through PR activities.



Advertising campaign in Germany's national newspapers to promote Discover Hong Kong Year.
在德國全國報章刊登廣告推廣「精采香港旅遊年」。

展望

大部分歐洲國家對中國的興趣日益增加，尤其是北京即將舉辦2008年奧運，令旅發局可以利用這些機會推廣香港。區內長途旅遊沒有減少的跡象，而航班載客量增加所帶來的正面影響將會持續。儘管來往中國的直航服務令香港作為航空樞紐的角色受到挑戰，但旅發局將繼續致力推廣香港地道色彩及生活文化，並以「2006精采香港旅遊年」所營造的正面形象為基礎，鞏固香港的核心優勢。

隨著互聯網的發展，在大部分市場，直接預訂行程及自助旅遊人士亦不斷增加。旅發局將集中透過互聯網，提升香港的知名度。

除了「三大」市場外，旅發局將會集中投放資源於具潛力的市場如俄羅斯及中東。在2006年，這兩個市場的旅客人次升幅最高。在中東，旅發局將繼續與區內的航空公司合作，進行有助推高旅客人次的活動，以及繼續參與在杜拜舉行的一年一度「阿拉伯旅遊展銷會」，維持香港的曝光率。2007年，旅發局將首次設立駐俄羅斯的代表，致力加強本港與俄羅斯旅遊業界的關係，以及透過公關活動，提升當地人對香港的認知。



Partnership with German tour operators to launch online promotions.
與德國旅行社合作在網上推廣香港遊。