

Warming Hearts with the Olympic Glow

奧運聖火 燃亮香港

Hong Kong's hosting of the Olympic and Paralympic equestrian events offered an excellent platform for raising Hong Kong's profile in the international arena and for enhancing the exposure of Hong Kong worldwide.

香港協辦2008奧運和殘疾人士奧運馬術賽事，既可以提升香港的國際知名度，又增加全球曝光率，是推廣香港的良機。





Leveraging this golden opportunity, from late 2007 onwards the HKTb organised a series of marketing activities around the world to promote equestrian events and capitalise on Hong Kong's role as an Olympic co-host city. The aim of this campaign was to achieve substantial publicity for Hong Kong and to enhance the city's position as an international travel destination.

Locally, the HKTb worked with partners in the related sectors and launched various initiatives to enrich the travel experiences of in-town visitors.

旅發局把握這個黃金機會，由2007年底起，開展一連串全球推廣活動，宣傳奧運馬術賽事，突顯香港為奧運協辦城市。旅發局透過舉辦這些推廣活動大力宣傳香港，並提升香港作為國際旅遊熱點的地點。

另外，旅發局亦與本地相關界別夥伴合作，舉行各式推廣活動，讓旅客的訪港旅程更繽紛精彩。



1 Inaugurating a promotion for the Beijing Olympic Equestrian Events in New Zealand in late 2007.
2007年底於新西蘭展開北京奧運馬術推廣活動。

2 HKTb kicks off promotion in the UK for 2008 Olympic Equestrian Events.
旅發局在英國啟動2008奧運馬術推廣。





HKTB's Olympic promotional video was launched in **59** long-haul markets.

在59個長途市場播放奧運宣傳片。

Aiming for gold as a co-host city

Pulling in the long-haul visitors

From the end of 2007 onwards, the HKTB launched promotions in various long-haul markets that had teams participating in the Olympic equestrian events or where equestrian sports are popular, such as Australia, New Zealand, the US, Canada, the UK, France and Germany. In addition, the Board introduced combo-itineraries comprising Hong Kong, Beijing and other Mainland cities in various target markets.

To promote Hong Kong's position as the 2008 Olympic co-host city as well as the destination's tourism appeal, the Board launched an Olympic promotional video starring Jackie Chan in 59 long-haul markets via EUROSPORT in March 2008.

Capitalising on the short-haul peak season

Since summer is traditionally the peak travel season for short-haul markets, the HKTB capitalised on Hong Kong's role as an Olympic co-host city and stepped up promotions in Asian markets.

In April 2008, the HKTB joined hands with three regional cable channels namely AXN, National Geographic Channel and ESPN STAR Sports to produce promotional videos featuring nine celebrities and international sports personalities, including Eason Chan, Phil Greening, Lee Chi-wo, Lee Lai-shan, Karen Mok, James Stewart, Douglas Whyte, Donnie Yen and Miriam Yeung. The videos, together with a video starring Jackie Chan, were broadcast in more than 20 cities in Asia.





推廣香港為奧運協辦城市

吸引長途旅客

由2007年底起，旅發局已開始在參加奧運馬術賽事或愛好馬術運動的長途市場中，積極舉辦各類宣傳活動，當中包括澳洲、新西蘭、美國、加拿大、英國、法國和德國等地。此外，旅發局在多個目標市場中，推出包括香港、北京和其他內地城市的「一程多站」旅遊行程。

2008年3月，旅發局透過EUROSPORT頻道，在59個長途市場播放由成龍為旅發局拍攝的奧運宣傳片，宣傳香港為2008奧運協辦城市的訊息，同時介紹香港的旅遊特色。

配合短途市場的旅遊旺季

一般而言，夏天是短途市場旅客來港旅遊的旺季，因此，旅發局藉著香港協辦奧運的機會，在亞洲市場加強宣傳。

2008年4月，旅發局與AXN、國家地理頻道和ESPN STAR Sports三大區域有線頻道合作，邀請九位演藝界紅星和國際體壇名將，包括陳奕迅、Phil Greening、李致和、李麗珊、莫文蔚、James Stewart、韋達、甄子丹和楊千嬅，拍攝多輯奧運宣傳片，並連同成龍為旅發局拍攝的宣傳片，在超過20個亞洲城市播放。



- 1 HKTB launches TV video promotions for the Olympics starring nine renowned athletes and celebrities.

旅發局推出多輯以9位演藝及體壇名人為主角的奧運電視宣傳片。

- 2 Jackie Chan shoots a video publicising Hong Kong as an Olympic co-host city.

成龍拍攝宣傳片，推廣香港為奧運協辦城市。

- 3 Windsurfing Olympic gold medal winner Lee Lai-shan extols the scenery on the outlying islands.

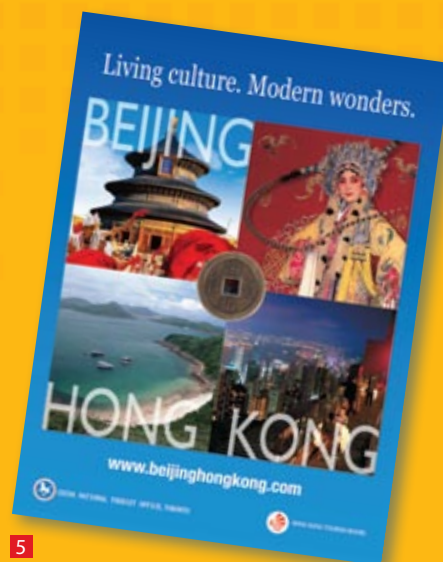
滑浪風帆奧運金牌得主李麗珊推介離島風光。

- 4 Celebrated singer Eason Chan introducing genuine "Hong Kong - style café" cuisine.

著名歌影紅星陳奕迅介紹地道茶餐廳美食。

- 5 Capitalising on the 2008 Beijing Olympics to introduce combo itineraries including Hong Kong and other Mainland cities in long-haul markets.

乘著北京奧運於長途市場推出包含香港及內地的一程多站行程。



More than 200 overseas journalists were invited to Hong Kong.

超過200位海外記者獲邀來港。

The worldwide wow factor

From late 2007 onwards and throughout 2008, the HKTB promoted Hong Kong as an Olympic co-host city at various international travel trade shows like the World Travel Market held in London, the NATAS and MATTA Travel Fair held in Singapore and Malaysia, the Guangzhou International Travel Fair, and the China Domestic Travel Fair in Zhengzhou, as well as the 2008 International Travel Expo.

Ensuring global exposure

In the run-up to the Olympics, the HKTB made extensive efforts through PR and media campaigns to generate

global publicity to enhance Hong Kong's exposure and highlight its image as an Olympic co-host city.

The Board collaborated with international media to promote Hong Kong's living culture. For example, the HKTB partnered with the Hong Kong SAR Government in hosting equestrian journalists and international media such as NBC TV (USA), CCTV, Channel 7 (Australia), Equidia TV (France), nTV (Germany) and CBC (Canada) on their visits to Hong Kong, helping them to feature the city's preparations for the Olympic equestrian events and its tourism appeal. In total, more than 200 overseas journalists were invited to Hong Kong, generating massive publicity worldwide.

The Board also cooperated with nationwide satellite TV channels namely Dragon TV and Beijing Travel TV to produce travel features covering Hong Kong's unique culture and the hottest shopping and dining spots, which were broadcast across Mainland China. In addition, the Board collaborated with official Olympic broadcasters and major TV stations to produce TV features on Hong Kong.

One click to Hong Kong

Internet channels were also used to generate exposure. During the year, the HKTB launched a mini-website dedicated to the Olympic equestrian events and uploaded an equestrian events video to the Hong Kong Reality Channel, the video-sharing channel introduced by the HKTB and hosted by YouTube.





4

吸引全球注目

由2007年底以至2008年內，旅發局在多個國際旅遊展銷會，宣傳香港為奧運協辦城市，包括：在倫敦舉行的「世界旅遊展」、分別在新加坡和馬來西亞舉行的「新加坡旅行社協會旅遊展覽」和「馬來西亞旅行社協會國際旅遊展覽」、「廣州國際旅遊展覽會」、在鄭州舉辦的「中國國內旅遊交易會」，和2008國際旅遊展。

爭取全球曝光

為迎接奧運，旅發局進行大量公關和傳媒活動，加強全球宣傳，提高香港的曝光率，突顯奧運協辦城市的形象。

旅發局與國際傳媒合作，推廣香港的地道文化。舉例而言，旅發局與香港特區政府合作，招待馬術賽事記者和國際媒體來港採訪，例如：美國NBC電視台、中央電視台、

澳洲的Channel 7、法國Equidia TV電視台、德國nTV電視台和加拿大的CBC電視台，協助它們採訪香港迎接奧運馬術賽事的準備工作，以及介紹香港的旅遊特色。超過200位海外記者先後獲邀來港，讓香港獲得龐大宣傳效益。

旅發局又與東方衛視、旅遊衛視等受歡迎的全國播放衛星電視台合作，製作多個旅遊特輯，介紹香港的獨特文化和購物及美食熱點。此外，旅發局又與奧運指定廣播機構和主要電視台攜手，製作介紹香港的電視節目。

網上一觸 認識香港

旅發局透過互聯網擴大宣傳層面。年內，旅發局推出專為奧運馬術而設的專題網站，並在YouTube網站設立的「樂在真香港」頻道，播放奧運馬術宣傳片。



1 Germany's nTV filming Hong Kong's equestrian event facilities.

德國nTV電視台來港拍攝馬術項目設施。

2 Several famed artists shoot travel videos introducing Hong Kong's lifestyle and attractions. 多位演藝紅星應邀拍攝旅遊特輯，介紹本港生活文化及景點。

3 Website dedicated to Olympic Equestrian Events. 為奧運馬術而設的專題網站。

4-5 Booths at travel trade shows: Highlighting Hong Kong's image as an Olympic co-host city. 透過多個旅遊展的展台，突顯香港為奧運協辦城市的形象。



The Olympic flame lights up the city

Locally, the HKTB supported the Hong Kong SAR Government in enhancing the citywide Olympic ambience and putting in place various initiatives to enhance the travel experiences of in-town visitors.

From 1 May to 31 December 2008, the HKTB installed Olympic Rings on the Hong Kong Museum of Art's facade. The Olympic rings structure measured 15 metres in height and 35 metres in width. The diameter of each ring was

about 10 metres. The Rings not only enhanced Hong Kong's international image, but also became a landmark on the harbour front, providing a perfect backdrop for visitors' photos of Hong Kong.

The Board also set up the Hong Kong Olympic Piazza at Hong Kong Cultural Centre Piazza from 25 July to 24 August 2008, featuring various Olympic-themed elements such as an Olympic torch and Fuwa lantern display themed with China's medal-winning Olympic sports, and a mock-up of the National Aquatics Centre – Water Cube – with spectacular light shows every night. In addition, the Piazza featured a range of facilities and displays such as Olympic Information Kiosks and e-books about the Olympic equestrian events as well as an Experience Hong Kong Area, allowing visitors to learn more about the Games and the unique facets of Hong Kong tourism. Every

Saturday and Sunday afternoon, colourful parades showcased Hong Kong's vibrancy and traditional Chinese culture.

The Piazza successfully enhanced the Olympic ambience across the city, and entertained some 190,000 patrons. In addition, some 230,000 members of the public and overseas visitors also participated in the event from outside the venue, by watching the broadcast of the Games on the facade of the Hong Kong Cultural Centre.

During the core period of the Games, the HKTB arranged for Olympic mascots to meet and greet visitors at the airport and HKTB staff distributed the *Beijing 2008 Olympic Games – Hong Kong Activities Guide* to visitors at major ports of entry. Olympic decorations festooned major ports of entry, while Olympic-themed ornaments were added to visitor signage in major tourist areas of the city.



奧運聖火 照耀全城

在香港，旅發局配合和支持香港特區政府，在本地推出多項活動，營造奧運氣氛，提升訪港旅客的旅遊體驗。

2008年5月1日至12月31日，旅發局在香港藝術館外牆設置「奧運五環」標誌。「奧運五環」高15米(約5層樓高)，闊35米，每個環的直徑約10米。這個巨型五環標誌有助突顯香港的國際形象之餘，更成為海旁地標，供旅客拍照留念。

旅發局又於2008年7月25日至8月24日期間，在香港文化中心露天廣場設立「香港奧林匹克廣場」，展出各式各樣奧運主題裝飾，包括奧運火炬、國家隊奧運奪金項目福娃燈籠和國家游泳中心「水立方」迷你模型，每晚呈獻燈光匯演。「香港奧林匹克廣場」更提供一系列設施和展品，讓旅客加深認識奧運賽事和香港的旅遊特色，當中包括奧運資訊站、奧運馬術電子書以及魅力香港專區。此外，逢星期六和星期日下午均會舉行特色巡遊，展示香港無窮活力和傳統文化。

「香港奧林匹克廣場」加強了全城的奧運氣氛，吸引約19萬人次前往參觀。此外，約有23萬市民及旅客參與旅發局在廣場外圍舉辦的活動，當中包括觀看投射在文化中心外牆上的奧運賽事轉播。

奧運期間，旅發局安排奧運吉祥物在機場迎接旅客。在主要入境口岸，除了佈置奧運裝飾外，旅發局職員更向旅客派發《北京2008年奧運會香港活動指南》。在主要旅客區的指示牌上，亦有加上奧運標記。

1-2 Lights on: The massive Olympic Rings are illuminated, spotlighting Hong Kong's image as an Olympic co-host city.

為巨型「奧運五環」標誌亮燈，加強香港的奧運協辦城市形象。

3 The Hong Kong Olympic Piazza opens to public.

「香港奧林匹克廣場」正式啟用。

4-5 Ambience enhancer: HKTB places Olympic decorations and mascots at major ports of entry to greet tourists.

旅發局於主要出入境口岸添上奧運裝飾，又安排奧運吉祥物迎接旅客，增加氣氛。

6 "Beijing 2008 Olympic Games—Hong Kong Activities Guide".

《北京2008年奧運會香港活動指南》。



An opportunity for getting to know Hong Kong

To enrich the experience of Olympic athletes and media in Hong Kong, the HKTB collaborated with the Equestrian Company and China Travel Service to offer a range of complimentary tours for Olympic equestrian athletes, accompanying team and family members, as well as visiting media. During the Olympic Games themselves, the HKTB also tailor-made a series of cultural programmes for accredited overseas Olympic media. These programmes included a Victoria Harbour Cruise, Tai Chi on the Peak, a Tea Appreciation Class, a Feng Shui Class, and an Architectural Tour by Tram.

Working with trade partners as ONE team

To help members of the travel trade and related sectors prepare for the Olympics, the HKTB organised a briefing session on the Olympic equestrian events in May 2008. During the session, the HKTB and representatives of government departments and the Equestrian Company and China Travel Service shared the latest updates on the Olympic equestrian events and on a host of HKTB's promotional initiatives worldwide.



The Board familiarised retail industry and restaurant frontline staff as well as taxi drivers with equestrian English phrases through Customer Service English training courses organised by the Quality Tourism Services Association. At the invitation of the Equestrian Company, the HKTB introduced the latest tourist information to equestrian events volunteers and shared experiences on receiving visitors at special training courses. The HKTB also provided taxi drivers with a publication named *Travelling Hong Kong Phrasebook (for Taxi Drivers)*, which contained equestrian terminology and information about the 2008 Olympic equestrian events.





40,000 copies of a multilingual phrasebook were distributed to taxi drivers.

向的士司機派發共約40,000本翻譯手冊。

把握良機展示香港

旅發局又與馬術公司和中國旅行社合作，為奧運馬術運動員、隨行人員、家屬和前來採訪的媒體，免費提供一連串觀光旅行團，令他們的香港旅程更豐富精彩。奧運期間，旅發局也為採訪賽事的海外媒體，特別安排多項別具文化特色的免費活動，包括：維港海上遊、太平山頂太極班、品茗班、風水班和古今建築電車遊。

與夥伴通力合作

2008年5月，旅發局為旅遊業界和相關行業舉辦「奧運馬術旅業簡介會」，協助他們為奧運作好準備。旅發局、多個政府部門、馬術公司和中國旅行社的代表跟與會者分享奧運馬術賽事最新消息，並介紹旅發局的全球宣傳項目。

另外，旅發局亦透過優質旅遊服務協會，為零售及餐飲業前線員工和的士業界舉辦顧客服務英語課程，向他們介紹奧運馬術的相關英文用語。旅發局又應馬術公司邀請，參與奧運馬術義工培訓課程，當中介紹了最新旅遊資訊，同時分享接待旅客的心得。旅發局又為的士司機編印《好客的士路路通—香港旅遊翻譯手冊》，介紹馬術用語和2008奧運馬術賽事資料，協助司機接載旅客到比賽場地，並方便彼此溝通。



1-2 HKTB arranges overseas media to take part in special events and experience local life. 安排海外媒體參與特色活動，感受本地生活文化。

3 Chairman James Tien distributes multilingual phrasebooks to taxi drivers to facilitate communication. 主席田北俊向的士司機派發翻譯手冊，協助他們與旅客溝通。