

Executive Director's Statement | 總幹事導言



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Hong Kong – Unlimited City, Unlimited Excitement!

香港 — 無限潛力，無限繽紛！

It has been a highly exciting and rewarding year for both the HKTB and Hong Kong's travel-related sectors in 2010.

As we moved into the year with renewed optimism, we introduced a brand new tactical campaign "Festive Hong Kong Year" to show to the world the unlimited excitement in Hong Kong.

Highlighting our year-round celebrations of traditional Chinese and Western festivals and our unique, colourful living culture, the campaign gave visitors new, tempting reasons to visit our city. And what better time to launch the campaign than the International Chinese New Year Night Parade,

which along with the city's other celebrations of this most important lunar festival, was dubbed by Forbes magazine as one of the Top 10 Best Events in the World.

To give visitors some of the world's most unique and fascinating experiences, we divided the year into six major promotional windows, each featuring different cultural celebrations of our city.

The highlight of the year was a brand new Dragon Boat Carnival in July 2010, when we brought the Hong Kong International Dragon Boat Races back to the Tsim Sha Tsui East waterfront with the Hong Kong Dragon Boat Association. Altogether more than

190 teams from 12 countries and regions paddled in Victoria Harbour amidst rolls of drums and roaring cheer.

To add to the splashing fun, we staged a carnival ashore at the UC Centenary Garden, serving participants with live music, food and beer, as well as a dragon boat plaza with games and colourful displays.

Another major event during the year was the second staging of the Hong Kong Wine and Dine Festival at the West Kowloon Waterfront Promenade. Not only did we extend it into a four-day event, but we also made it bigger by expanding the size of the venue by 40% to accommodate an extra 50% or some 230 wine and food booths, as well as a number of new elements and programmes, such as a Grand Tasting Pavilion for sampling fine wines. And to further whet visitors' appetites, we turned the entire November into a Wine and Dine Month, pouring out a series of culinary events across four weekends.

對旅發局和香港旅遊相關行業來說，2010年確實是成果豐碩和令人鼓舞的一年。

記得剛踏入2010年，本港旅遊業再現增長動力，令我們對業務前景更添信心，而旅發局亦在此時推出新的市場推廣計劃——「香港節慶年」，向全球展示香港無限繽紛的吸引力。

這項計劃重點介紹香港全年不絕的傳統中西節慶，呈現本地多姿多采的獨特生活文化，目的是以新角度吸引旅客，為香港製造新的賣點。每年農曆年，「新春國際匯演之夜」都是香港的焦點盛事，加上城中的賀歲活動，獲美國財經雜誌《福布斯》譽為世界十大盛事之一，在匯演當晚為「香港節慶年」打響頭炮，實在最適合不過。

我們把整個「節慶年」劃分為六大推廣時段，每個時段均突顯香港的不同節日慶典，吸引旅客來港分享獨特而精采的旅遊體驗。

全年焦點為2010年7月首辦的「香港龍舟嘉年華」。我們與香港龍舟協會攜手合作，將「香港國際龍舟邀請賽」再次帶回尖沙咀東部海旁舉行。來自12個國家和地區的190多隊龍舟健兒，在維多利亞港的喧天鑼鼓聲和歡呼聲中乘風破浪，全力爭勝。

龍舟比賽期間，岸上同樣熱鬧。我們在市政局百週年紀念花園舉行大型嘉年華會，為參加者呈獻現場音樂演奏、美食、啤酒，還有以龍舟為主題的攤位遊戲和繽紛佈置，打造一場盛大的夏日派對。

年內另一項大型活動，是在西九龍海濱長廊舉行的第二屆「香港美酒佳餚巡禮」。我們不僅將活動延長至四天，還擴大規模，場地面積增加四成，美酒美食攤位增加五成至大約230個，而且又加入多項新元素和節目，如設立「尊尚名酒區」讓參加者品嚐優質餐酒。我們更將整個11月定為「美酒佳餚月」，連續四個周末推出一系列美食推廣活動，務求進一步提升旅客的體驗。

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To communicate all these exciting happenings to global consumers, we intensified our digital marketing efforts in 2010, utilising new channels and platforms for reaching out to global travellers. With our powerful DiscoverHongKong.com website as the backbone, we made the most of online and social media platforms to engage and connect with consumers. For example, we invited celebrity bloggers in the region to come and experience Hong Kong, so that they can share with fans their amazing adventures in the city. We also devised a number of interesting mobile apps, riding on the prevalence of smart phones. These apps provided visitors with useful and convenient tools for exploring the city, adding value to their travel experience.

The “Festive Hong Kong Year” campaign offered us new opportunities to raise media interest in Hong Kong. Leveraging on collaboration with international media, especially the influential broadcasters, we were able to generate TV, print and online coverage worth HK\$4.2 billion in advertising value equivalent. We also held high-profile PR events in different markets, including a large-scale cosplay promotion in co-operation with Animax to publicise the Halloween Treats and exciting

experiences of Hong Kong in Southeast Asia.

Another major area of our collaboration was multi-destination travel. Joining hands with six Mainland cities, namely Beijing, Guangxi, Hainan, Xi’an, Yunnan, as well as Shanghai – where the World Expo was hosted in 2010 – we promoted the unlimited combinations and experiences that Hong Kong can offer together with these Mainland cities. In the Pearl River Delta, we devised and publicised new themed excursion itineraries with Macau and Guangdong, capitalising on the “Chinese and Ethnic Chinese Tourism Year” campaign by the Guangdong Provincial Tourism Administration.

As the world economy and business sentiments improved, we took active steps to raise Hong Kong’s profile as a leading MICE (meetings, incentives, conventions and exhibitions) hub in the region, making use of the additional funding from the Government and a segment-focused approach.

On the cruise front, with the Government signing the contract on the building of the new cruise terminal at Kai Tak in May 2010, we enhanced our efforts to build market demand, especially in the Mainland, and lobbied cruise companies and operators

to include Hong Kong in their itineraries, paving the way for the commissioning of the new terminal by 2013.

I am immensely thankful to the Hong Kong Government and our Board for their guidance and advice, as we devised and implemented all these initiatives in the past year. I am also grateful to our trade partners in the travel, hospitality, retail, dining and other sectors for their longstanding staunch support. Last but certainly not the least, my heartfelt thanks to my colleagues at the HKTB, who continued to do their utmost for delivering greater results for our tourism.

As we consolidate the growth in 2010, we are ready for a new global thematic campaign to build an even stronger tourism brand for Hong Kong. Working in partnership with the Government and our industry partners, we will continue to explore new growth opportunities in the potential markets, broaden our destination appeal with new events and programmes, and convey to the world the unlimited excitement in Hong Kong, Asia's World City.

Anthony Lau
Executive Director

為了把這些精采項目介紹給世界各地的消費者，我們在2010年進一步加強數碼媒體推廣，利用新渠道和平台，把資訊發放給全球旅客。除了以DiscoverHongKong.com網站作為基礎外，我們還大量採用網上及社交媒體平台來吸引及聯繫消費者。例如，我們邀請區內的博客名人來港，以便他們與網民分享在港的旅程。我們亦因應智能電話的普及，推出多個有趣的流動電話應用程式，為旅客提供方便實用的旅遊資訊工具，令他們的旅程更添樂趣。

藉著「香港節慶年」，我們致力向國際媒體推廣香港。我們與具影響力的傳媒機構合作，令香港廣獲電視、報刊和網上的正面報道，宣傳效益相等於42億港元。我們還在不同的客源市場舉辦公關宣傳活動，包括與Animax合辦大型的動漫角色扮演推廣活動，在東南亞各地宣傳「香港萬聖狂歡月」等精采體驗。

「一程多站」旅遊是我們另一個重要合作範疇。年內，我們與北京、廣西、海南、西安、雲南及上海(2010年世界博覽會舉辦城市)六個內地省市攜手，致力推廣包括香港在內的「一程多站」旅遊選擇。在珠江三角洲，我們則配合廣東省旅遊局的「華人華僑旅遊年」，與澳門和廣東共同設計及宣傳新的主題行程。

隨著全球經濟和營商環境改善，我們運用政府提供的額外撥款，

鎖定目標客群，積極強化香港作為區內會展獎勵旅遊樞紐的形象。

在郵輪旅遊方面，配合特區政府在2010年5月簽訂興建啓德郵輪碼頭的合約，我們進一步加強推廣，刺激市場需求，並特別以內地為目標，游說郵輪公司和營運機構把香港納入行程內，為2013年新郵輪碼頭投入運作而鋪路。

在策劃和實踐各項工作計劃時，特區政府和旅發局理事會均給予我們許多寶貴意見和指導，本人謹此衷心感謝。另外，也非常多謝旅遊界、酒店及賓館、零售、餐飲業和其他界別的業界長期以來的支持。最後，當然要多謝旅發局內各位同事，他們為推動本港旅遊業而努力不懈、全情投入的專業工作表現，令我引以為傲。

2010年旅遊業績增長，為我們打穩了向前邁步的基礎。我們已準備推出新的全球市場推廣計劃，為香港建立更強而有力的旅遊品牌。旅發局將繼續與政府和業界攜手合作，在各個具潛力的市場開拓新的機遇，透過新的推廣計劃和活動，擴闊香港的旅遊吸引力，向全球證明：香港能為旅客提供無限繽紛和精彩的體驗，是名副其實的「亞洲國際都會」。

總幹事
劉鎮漢