

Achieving *Unlimited* Mileage 創意公關宣傳 with PR Activities



Integrated Public Relations Activities

Through different public relations (PR) activities, HKTB extensively publicised Hong Kong's tourism appeal. During the first-ever "Visa go Hong Kong Super Shopper" contest, international media was invited to follow the eight teams of contestants from various visitor source markets and captured their heart-racing shopping expedition in the city. The resulting media coverage helped to spread the message of the city as a shoppers' paradise.

In another example, the HKTB collaborated with the local film industry and an illustrator to create an animation based on the Hong Kong-produced film "Mr and Mrs Incredible", highlighting Hong Kong's appeal during the winter season to consumers in the region. Meanwhile, the HKTB and Animax jointly invited cosplayers from various Southeast Asian countries to a Halloween function in Hong Kong to showcase the spooky fun in the city via a programme of the network.



綜合公關宣傳活動

旅發局借助多項公關活動，推廣香港的各項特色。例如舉辦首屆「Visa go 香港購物王」比賽，邀請八個市場的旅客來港，參與「瘋狂」大購物。海外傳媒亦獲邀來港訪攝，藉此宣傳香港「購物天堂」的魅力。

另外，旅發局又與本地電影業界及設計師合作，將電影「神奇俠侶」的角色改編為動畫，向區內市場介紹香港的冬日特色。而在萬聖節期間，旅發局與電視頻道 Animax 合作，邀請東南亞 Cosplayers 來港參與萬聖節派對，透過 Animax 的節目向海外市場介紹香港的萬聖節特色。



借助不同媒體推廣香港

旅發局以具成本效益的公關宣傳，加強推廣效力。旅發局把握各項大型活動的時機，與海外媒體合作宣傳，安排傳媒到港考察。例如在「香港龍舟嘉年華」舉行期間，邀請美國 Discovery Channel 及韓國明星訪港，親身體驗香港端午節的傳統，透過傳媒報道收取更大宣傳效益。

另外，因應部分市場的博客極受歡迎，旅發局亦邀請他們訪港，借助他們的網誌，向廣大網民推廣香港。



Promoting Hong Kong through Different Media Channels

The HKTB strived to maximise publicity through cost effective PR campaigns in collaboration with the media. Not only was the media invited to publicise its mega events, but the HKTB also organised familiarisation tours so that the media could learn more about Hong Kong. For instance, TV station Discovery Channel and pop stars from Korea were invited to introduce the traditions and customs during the Hong Kong Dragon Boat Carnival.

Meanwhile, popular bloggers were also invited to experience Hong Kong, so that they could recommend the city to their fans.



Showcasing Hong Kong's Diversified Appeal

The HKTB flew the Best of the Best Culinary Awards-winning chefs to France, where they demonstrated the pairing of Chinese delicacies with Bordeaux wines to visitors and media at the Hong Kong Pavilion. Back in Hong Kong, the HKTB arranged for these chefs to indulge special guests and media executives from both Hong Kong and overseas with their signature Chinese dishes.

The HKTB published *A Guide To Hong Kong Arts & Culture*, in which Hong Kong artists and cultural workers share stories of Hong Kong art and culture in selected districts, for visitors to appreciate the distinctive fusion of Oriental and Western cultures.

宣傳香港多元特色

旅發局聯同曾獲「美食之最大賞」的本港名廚赴法國推廣香港的美酒佳餚，並以中式美點配搭波爾多佳釀，吸引國際傳媒到香港展台訪攝。而在本港，亦安排得獎廚師為一眾嘉賓、媒體高層獻技，藉此宣傳香港的中菜美味。

另外，為集中介紹香港的中西文藝特色，旅發局出版《香港文化藝術地圖》，邀請本地著名文化藝術工作者，深入介紹各區的文藝點滴和活動。

