
STRATEGIC FOCUS 2011/2012

策略重點

HONG KONG · Simply the BEST!

Hong Kong is a city that offers one of the world's best travel experiences. To showcase the full spectrum of the city's tourism offerings, the HKTb adopted a new thematic marketing platform - **"Hong Kong. Asia's World City"** starting in 2011. Through a range of promotional initiatives and close partnership with its travel trade partners, the Board has built an even stronger tourism brand for Hong Kong, showing the world that Hong Kong, Asia's World City, is Simply the Best!

香港是世界級的旅遊勝地，帶給旅客獨一無二的旅遊體驗。由2011年起，旅發局以**「香港·亞洲國際都會」**作為全新推廣平台，突顯香港多元化的旅遊特色。旅發局不斷推出各項宣傳推廣工作，並與業界夥伴保持聯繫和合作，進一步強化香港的旅遊品牌，讓旅客知道，香港這個「亞洲國際都會」，就是全球最佳旅遊目的地！