

THE WINNING FORMULA

HONG KONG TOURISM BOARD ANNUAL REPORT 2012 / 13



STRATEGIC FOCUS

Winning Brand



We are fully utilising “**Hong Kong · Asia’s World City**” as our brand to project Hong Kong’s image as an international, trend-setting city enlivened by an East-meets-West culture, variety and dynamism, where “**every moment is a different world**”.

In 2012-13, our brand promotion went full throttle with the re-launch of our official website. We incorporated the multi-hued stripes, the key design element of the brand, into the website design and enhanced the contents and functionality to make the site more user-friendly.

We also beefed up our brand video collection, launching two new videos that speak directly to achievers and family visitors. The brand has been applied across all our business segments as well.