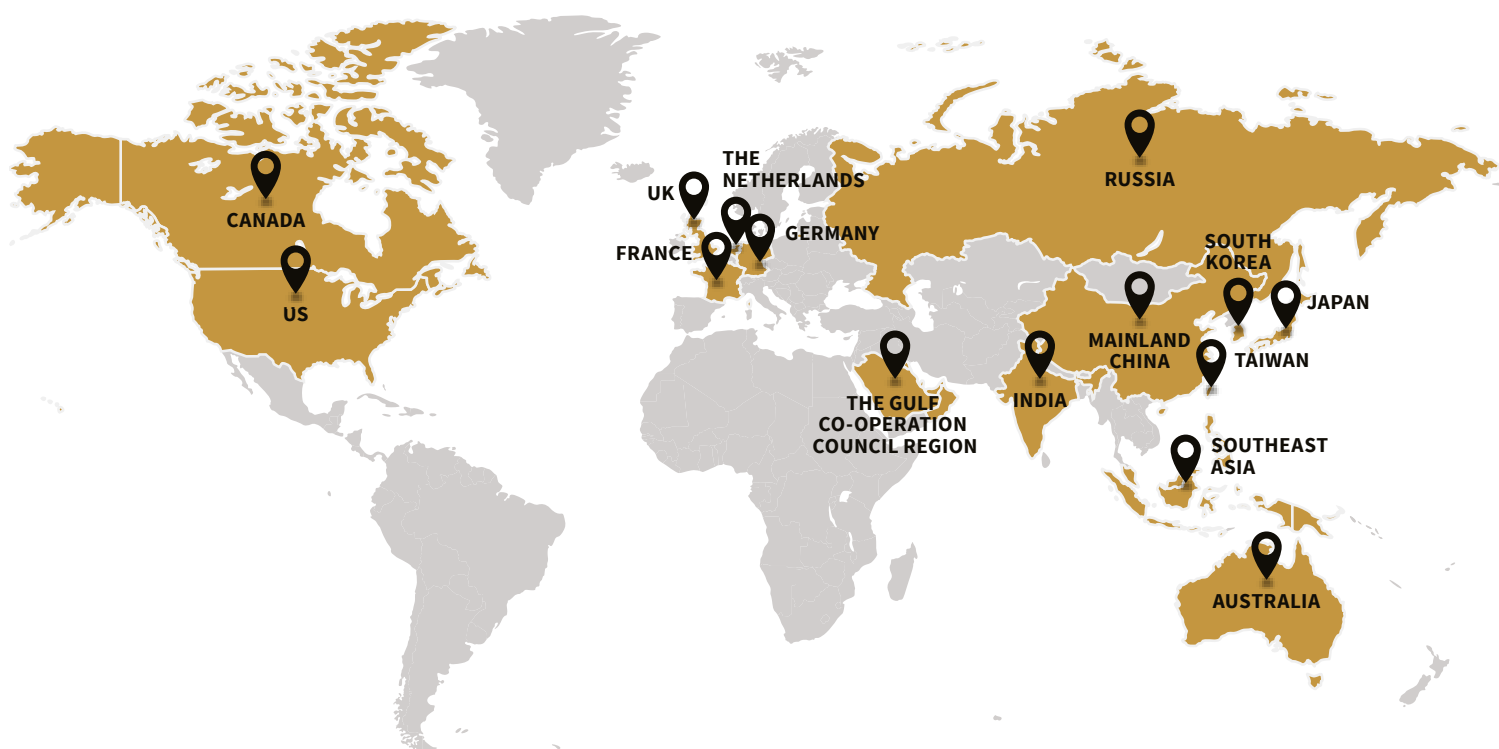


Overseas Promotions

The “think globally, work locally” marketing mindset is manifest in the HKTB’s overseas promotions. With promoting Hong Kong innovatively in mind, the HKTB adapts its strategies according to the local situation in individual markets, ensuring its promotions are rolled out in the right place, at the right time and for the right visitor segments.

In 2013/14, the HKTB invested three quarters of its marketing budget in overseas markets and rolled out a great variety of initiatives. In the next few pages, we would like to share with you some examples.



Mainland China

Taste of Hong Kong Exhibition

What happens when you combine dining and technology? In the HKTB’s case, it stimulated visitors’ imagination, creating a desire to try “the real thing” in Hong Kong.

In early 2014, the HKTB staged “Taste of Hong Kong” exhibitions in Beijing, Shanghai, Chengdu and Xiamen. The consumer-oriented exhibitions, interactive in nature, consisted of four sections: a simulated dining experience, featuring the winning dishes from the Best of the Best Culinary Awards, a mock-up of a *cha chan teng* corner,

a *dim sum* exhibit, made from ceramics by Taiwanese artist Chu Fang Yi, and screenings of documentaries about four traditional dishes, namely congee, rice noodles, noodles and rice.

In addition to tempting consumers with virtual delicacies, the HKTB introduced an award element with a lucky draw: the exhibition visitors who showed they were following the HKTB on social media platforms *Weibo* and *Weixin* on their smart phones could receive scratch cards for a chance to win prizes, including a cruise trip, return flights to Hong Kong, free hotel accommodation, and souvenirs.



Highlights
Results:
One exhibition, four cities,
263,818 visitors, over 41 million RMB
in publicity value.



Taiwan

Pumpkin Field at Huashan 1914 Creative Park

Formerly a wine-producing factory, Huashan 1914 Creative Park today is a major creative arts hub in Taipei, with cultural activities like exhibitions and outdoor concerts.

Since the cultural precinct is a favourite hangout of young people and families, it became the perfect venue for the HKTB's Hong Kong Halloween Treats promotion. From late September to early October 2013, 60 pumpkin installations, large and small, were scattered on the lawn of the park, creating an amazing sight, especially in the evening

when they were lit up. In only one week, the pumpkin field attracted over 260,000 visitors.

Complementing the static pumpkin field, the Halloween Treats' iconic pumpkin mascot led flash mobs to major MRT stations, shopping malls, Eslite bookstores and landmarks to arouse curiosity. The HKTB's Facebook page was also filled with posts on Hong Kong Halloween Treats during the promotion period to drum up publicity for both the pumpkin field and Hong Kong.



Highlights

In Taiwan, the HKTB's promotions are closely tied with its mega events, particularly those that appeal to young people and families.

Japan

Hong Kong Live at Roppongi Hills

In today’s social media-crazed world, everyone seems to have their 15 minutes of fame, but de facto celebrities continue to hold a special place in people’s hearts, and this is especially so in Japan.

Well aware of celebrities’ influence in the popular culture-dominated market, the HKTB drew attention to its “Hong Kong Live at Roppongi Hills” promotion with programmes hosted by public faces, including super model Ai Tominaga, make-up artist IKKO, and singer-songwriter

Reo leiri. Staged at the upscale Roppongi Hills district in early November 2013, the promotion was an attempt to reboot tourism traffic from Japan to Hong Kong, which was, for a sustained period, hampered by natural disasters and currency-exchange factors. The promotion’s highlight was the announcement of Japan’s top dance and vocal unit EXILE as “Hong Kong Friendship Ambassador 2014”.

With support from Japanese celebrities and the Hong Kong travel trade, the three-day consumer promotion showcased, and reignited Japanese travellers’ interest in, Hong Kong’s local culture and Chinese cuisine.



Highlights
Celebrity endorsement and large-scale consumer promotions are effective tools for maintaining Hong Kong’s presence in Japan, a mature market for Hong Kong.



South Korea

Cosmopolitan Feature Story & LG’s Worldwide Promotional Video

Whereas many office ladies in Hong Kong have fallen head over heels for (almost) everything Korean, young office ladies in South Korea like travelling to Hong Kong for its food and fashion.

Targeting this fun-loving visitor segment, the HKTB invited singer-actress Eugene Kim to visit Hong Kong for the feature story “Get it Beauty” in *Cosmopolitan*, which was published in the summer. Making a trip to Hong Kong even more tempting were special packages featuring the voguish,

Westernised SoHo district for free independent travellers, with discounts on the packages for BC Card holders, rolled out by the HKTB and its trade partners right after the release of the *Cosmopolitan* feature.

In the winter, in another major PR campaign generating huge publicity for Hong Kong, LG was persuaded to include Hong Kong – the only Asian city chosen – in the promotional video for their new 8k ultra high-definition TV. Given the popularity of the LG brand around the world, consumers not just in South Korea but also in major cities around the world can enjoy a beautifully choreographed light show, featuring Hong Kong’s skyline in shops selling LG TVs.



Highlights
The HKTB leverages the popularity of Korean pop culture, particularly TV, to reach both Korean and other Asian travellers.



Southeast Asia

Celebrities Promoted Summer in Hong Kong

The HKTB invited young, energetic bloggers, actresses, TV hosts and other lifestyle icons to take part in the “2013 Visa go Hong Kong Super Shopper” for a reason: to entice young people with Hong Kong’s hip lifestyle and trendy offerings.

The HKTB’s major summer promotion in Southeast Asia in 2013/14 tied in with the shopping contest, the tour de force of its Hong Kong Summer Spectacular campaign. In Thailand, Singapore, Malaysia, the Philippines and Indonesia, young celebrities were invited to pair up with one of their fans to take part in the Hong Kong

Super Shopper competition. To generate pre-publicity, the HKTB partnered with media organisations based in these five markets to recruit the fan contestants.

The HKTB also took care of other visitor segments. In Malaysia, where two-thirds of the population is Muslim, the HKTB invited Aaron Aziz, a top actor in Malaysia and also a devoted Muslim, to visit Hong Kong and develop four Muslim-friendly itineraries. And in Indonesia, where an estimated 23 million people are native speakers of Bahasa Indonesia, the HKTB published a Hong Kong guidebook written in the Indonesian language, and distributed it through *Femina*, a leading Indonesian women’s magazine.



Highlights

Families and young people are two key visitor segments for the HKTB in Southeast Asia. Many of its promotions are therefore strategically rolled out to drive arrivals in summer and winter.

The Hong Kong Super Shopper contest was title-sponsored by



© Femina



© Femina

India

Hold My Hand in Hong Kong

Film adaptations have been around for almost as long as films have existed, but using a novel and a film for tourism promotion is relatively new.

In India, the HKTb became the first tourism bureau in the world to promote a destination using the two media together. Two trends gave rise to the idea: first, rising literacy and book sales in the Indian market, and second, the continued strong influence of Bollywood.

In the first part of the campaign, the novel *Hold My Hand* was a joint project with bestselling young author Durjoy Datta.

He came up with the love story after a trip to Hong Kong, and the book soon swept to the top of various booklists, including the top 10 list of HT Nielsen.

The HKTb extended the campaign to the film industry, partnering with Whistling Woods International, one of the world’s best film schools, on a short-film making competition riding on Durjoy Datta’s book. The winning and shortlisted films, available on YouTube, together with the “Hold My Hand Romantic Package” the HKTb developed with tour operator Thomas Cook, proved a successful driver of visitor traffic from India to Hong Kong in the winter, with Indian arrivals to Hong Kong up 4.9% year on year in 2013.



Highlights

Hold My Hand in Hong Kong – a widely recognised campaign:

- Grand Award of Excellence, 2nd Hong Kong Public Relations Awards (2014)
- Most Creative Campaign Award, 2nd Hong Kong Public Relations Awards (2014)
- Gold Award in the “Integrated Marketing Communications” category, 2nd Hong Kong Public Relations Awards (2014)
- Winner in the “Marketing – Primary Government Destination” category, PATA Gold Awards 2014
- Silver Award in the “Campaigns” category, Astrid Awards 2014
- Bronze Award in the “DVDs/ Video: Travel/Tourism” category, Mercury Awards 2013/2014
- Certificate of Excellence, South Asia PR Campaign of the Year, PRWeek Awards Asia 2014

The HKTb employs an integrated strategy in India that covers PR, tactical trade co-ops and digital marketing.

The Gulf Co-operation Council Region Pre- and Post-Ramadan Family Promotion

In its promotions targeting the Muslim population in the Gulf Co-operation Council region, the HKTB puts the main focus on the period prior to Ramadan – the ninth month in the Islamic calendar, which Muslims observe as a month of fasting – in order to encourage Muslim consumers to think of Hong Kong when deciding where to go during the post-Ramadan holiday. As the peak holiday season in 2013 began in August, in June the HKTB distributed a family guidebook through a magazine in the United Arab Emirates to arouse interest in Hong Kong.

The HKTB’s promotion wasn’t, however, limited to the summer. In winter, it organised a large-scale consumer event at the family-friendly Mirdif City Centre, featuring cultural performances and games. Since the promotion targeted family visitors, the HKTB invited Hong Kong theme parks and other attractions to showcase their products at the shopping centre, and Hong Kong packages were promoted at the event.



Highlights
Since awareness of Hong Kong as a travel destination is not widespread in the GCC region, the HKTB sticks to more traditional forms of promotion, such as consumer events and cultural performances, to raise Hong Kong’s profile.



Australia

An Integrated Summer Campaign with Travel Retailer Flight Centre

As value for money is a primary concern for Australian travellers when they consider a trip to Hong Kong, the HKTB tries to increase their incentive to book a Hong Kong trip by rolling out special packages from time to time with travel agencies.

During summer in 2013, the HKTB partnered with Flight Centre, Australia’s biggest travel retailer, to launch a range of value-added, four-night packages to Hong Kong. Along with trying to reduce the price barrier, the HKTB raised

Hong Kong’s profile and instilled in travellers a sense of urgency to visit Hong Kong in the summer through advertising in both traditional and online channels, including outdoor advertising, TV commercials, online displays, social media and search engine enhancement.

The HKTB also reached out to the young professionals, one of the target segments of the summer promotion, through bloggers Lady Melbourne and An Australian Wintour, who shared their personal experience of Hong Kong’s shopping, fashion, dining and nightlife on their blogs.



Highlights
 For this long-haul market, the HKTB makes travelling to Hong Kong more tempting to consumers through tactical travel packages launched in partnership with airlines and travel agencies.



US

Hong Kong Live at The Grove

If you ever have the chance to visit The Grove, an upmarket retail and entertainment complex in Los Angeles, you may find a trace of Hong Kong on the electric-powered Grove Trolley that takes you to the Farmer’s Market. According to Rick Caruso, the owner of The Grove, the double-decker tram idea was inspired by a visit to Hong Kong several years earlier.

Of course, the connection between Hong Kong and Los Angeles is much more than the Grove Trolley; there are also strong tourism ties between the two cities. The US has been one of Hong Kong’s top visitor markets for many years, with LA one of the top cities. To further strengthen these ties, the HKTB brought its “Hong Kong Live” promotion to The Grove in early summer in 2013. Rick Caruso was personally present

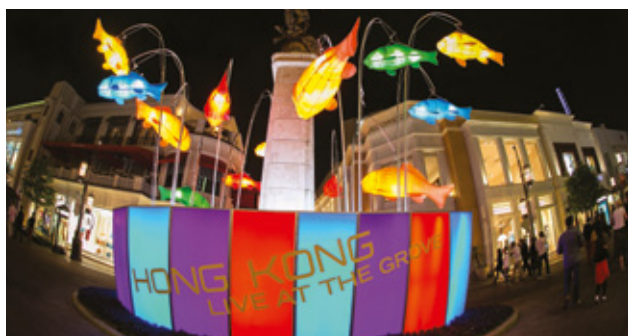
at the event’s opening as an officiating guest, as was Los Angeles City Council Member Tom LaBonge.

The three-day consumer event was a showcase of Hong Kong culinary flair. All five epicurean activities, including cooking classes and live demonstrations by three Hong Kong Michelin-starred chefs, were sold out. The fine flavours even attracted Pulitzer-winning food critic Jonathan Gold, who wrote about the promotion in the *Los Angeles Times*.

The Grove visitors also experienced some of Hong Kong’s best-kept traditions, such as face-changing and *tai chi*. Adding vibrant colour to The Grove throughout the promotion was Hong Kong architect William Lim’s fish installations, which were crafted using the bamboo-scaffolding method unique to Hong Kong.



Highlights
In the US, Hong Kong’s biggest long-haul visitor market, the HKTB employs a mix of marketing strategies and public relations, from consumer events to digital marketing. It also strives to attract large-scale conventions from the market, where many major international conference organisers and industry associations are headquartered.



Canada

Promoting Multi-Destination Travel

The majority of Canadians who travel to Hong Kong also go somewhere else on the same trip – the percentage was as high as 87% in 2013. Therefore, one of the HKTB’s key strategies for this market is to partner with other Asian national tourist offices, such as the China National Tourist Office (CNTO) and the Tourism Authority of Thailand (TAT), as well as the Shenzhen Municipal Bureau of Culture, Sports and Tourism and the Guangdong Tourism Administration in the Pearl River Delta, to promote multi-destination travel.

Early last summer, the HKTB, together with the CNTO and TAT, launched an integrated marketing campaign with the

Toronto Star, Canada’s largest daily newspaper, to drive traffic to Hong Kong, Mainland China and Thailand. In co-operation with the CNTO, the HKTB organised an out-of-home campaign targeting Calgary, as well as a media-familiarisation visit to Hong Kong and Sichuan. And with TAT, the HKTB launched a digital campaign promoting Hong Kong and Thailand as the best Asian city/ beach combo package.

Along with its multi-destination promotions, the HKTB reinforced the Hong Kong Asia’s world city brand through digital campaigns on AdoTube and YouTube, and ran an aggressive Facebook fans acquisition campaign.

Embracing Hong Kong’s greener side



Head city's bright lights and skyscrapers, there's something for nature lovers.

RELATIONSHIP DEVELOPMENT
The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's unique blend of urban and natural beauty. The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's unique blend of urban and natural beauty.

On the way, cable car riders can enjoy the view through the windows of the slightly swaying carriage. The view is truly spectacular, with the city's green hills and the harbor in the background. The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's unique blend of urban and natural beauty.

ABOUT THE FACTS
Hong Kong is one of the world's largest cities, but it is also a city with a rich natural heritage. The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's unique blend of urban and natural beauty.

© Toronto Star

Mesmerizing sights, memorable people



Summer activities and scenery abound in Hong Kong, China and Thailand.

RELATIONSHIP DEVELOPMENT
The vibrant night scene in Hong Kong is a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's unique blend of urban and natural beauty. The city's green landscape and scenic views are a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's unique blend of urban and natural beauty.

ADIA NOW SERIES
The ADIA NOW series is a collection of articles that highlight the unique features of Hong Kong. The series includes articles on the city's green landscape, its vibrant night scene, and its rich cultural heritage. The series is a major attraction for tourists. The millions of visitors who flock to Hong Kong each year are drawn to the city's unique blend of urban and natural beauty.

© Toronto Star



HONG KONG

the star.com

ASIA TRAVEL

HONG KONG

© thestar.com



HONG KONG

the star.com

ASIA TRAVEL

HONG KONG

© thestar.com



HONG KONG

the star.com

ASIA TRAVEL

HONG KONG

© thestar.com

Highlights

Promoting multi-destination travel is one of the HKTB’s key strategies in Canada.

- Results of campaigns:
- Integrated marketing campaign with the *Toronto Star*: 2.6+ million impressions
 - Digital campaigns on AdoTube and YouTube: 700,000+ completed viewership of the HKTB-brand video
 - Facebook fans acquisition campaign: earned the Discover Hong Kong Facebook page 25,000+ Canadian fans

UK

“Ching” in Hong Kong

Finding a link between a celebrity and a product is the key to success of celebrity endorsement. In 2013/14, the HKTB identified chef and TV personality Ching-he Huang, better known as “Ching” in the UK, to promote Hong Kong’s dining scene to the British audience. Having appeared in popular cookery programmes, including BBC1’s *Saturday Kitchen*, written five bestselling cookbooks, and developed her own cooking utensil brand, Ching has made a name for herself in the UK and even the US.

In September 2013, the HKTB invited Ching to film various mini-travelogues in Hong Kong, in which she visited her

favourite spots for *dim sum*, authentic British food, cocktails, and more.

Back in the UK, Ching met with the travel trade and media during World Travel Market, the biggest industry event in the UK, and attended a Chinese New Year lunch organised by the HKTB to promote both Hong Kong and the bespoke Hong Kong tour package she developed with Wendy Wu Tours.

If you like cooking, check out Ching’s website for the original recipes she created with inspiration from her Hong Kong trip. You can also find the mini-travelogues on both her website and the UK version of DiscoverHongKong.com.



Highlights
In the UK, PR, especially co-ops with TV, plays an important role in the HKTB’s promotions.



France

Promoting Hong Kong's Art Scene

French people are known for their love for the finer things in life. Catering for their refined tastes, the HKTB invited major TV and print media to showcase Hong Kong's thriving art scene to their viewers and readers throughout the year.

Through pitching by the HKTB, *Valeurs Actuelles*, a conservative magazine with almost 200,000 readers and subscribers, published a spread on Hong Kong's edge as an arts hub in Asia, with a focus on galleries in Central

and other major arts facilities, such as the Hong Kong Arts Centre. Design magazine *IDEAT* did a substantial feature story titled "Hong Kong plateforme de la creation", portraying Hong Kong's creative energy through extensive reporting on the arts scene and glossy images of trendy faces and places. And TV5 produced a programme on art and French influences in Hong Kong, including a special interview with Dr Lars Nittve, chief of M+, West Kowloon Cultural District Authority.



Highlights
 The HKTB raises Hong Kong's profile in France mainly through the media. It also showcases Hong Kong's food culture and living culture through the Bordeaux Wine Festival, the world's best-known culinary and cultural festival, held every other year.



En l'époque historique où les pilotes de Jumbo se battaient entre les buildings pour trouver la piste de l'aéroport Kai Tak, certains au Nord de la baie de Hong Kong. Les attractions restent des moments inoubliables pour ceux qui les ont connus. Aujourd'hui, l'arrivée est moins périlleuse, tout en gardant un certain caractère de surprise, avec cette sensation de se poser en pleine mer sur une île artificielle, ouverte au trafic depuis 1998. En tant qu'île, même avec l'Airport Express, la ville n'est qu'à une demi-heure. Mais attention ! Hong Kong désigne l'île sur laquelle la cité s'est construite mais aussi l'ensemble d'îles périphériques et la péninsule de Kowloon, sur le continent, autrement nommée les Nouveaux Territoires et qui s'étendent sur un millier

d'îles. Il faudra ainsi attendre quelques décennies pour voir arriver le premier Mandarin Oriental. Aujourd'hui, on ne compte plus les hotels. Ritz Carlton, Four Seasons et W mais aussi tout un bataillon de boutiques-hôtels indépendantes qui proposent une offre moins conventionnelle. « La clientèle à Hong Kong a évolué et elle est maintenant demandeur de nouveaux produits, plus personnelle et surtout qui désignent une autre approche de luxe », assure le Français Henry Muller, à la tête du récent Mira Moon mis en œuvre par le designer néerlandais Marcel Wanders. Il en va de même pour le secteur de la restauration qui a bien saisi les enjeux gastronomiques à relever ici, partant du principe « merci, monsieur de Talleyrand ? - qu'on ne fait pas de bonnes affaires sans un bon

vité de shopping n'échappe pas. On assiste constamment à l'évolution de boutiques originales et plus intimistes qui proposent une véritable alternative à la vision d'enseignes de luxe, positionnées tout au long de Queen's Road et de Nathan Road à Kowloon.

La culture, enjeu d'attraction touristique
 Pour autant, il manquait une dernière pièce à ce puzzle lifestyle pour sortir du strict phénomène de la consommation pure et dure, et pour faire en sorte que Hong Kong ne soit pas qu'une cité marchande mais bel et bien une destination attractive pour les touristes. Autrement dit, il fallait qu'elle soit un véritable havre culturel et artistique. Or on ne peut pas

© IDEAT

Germany

Hong Kong at ITB Berlin

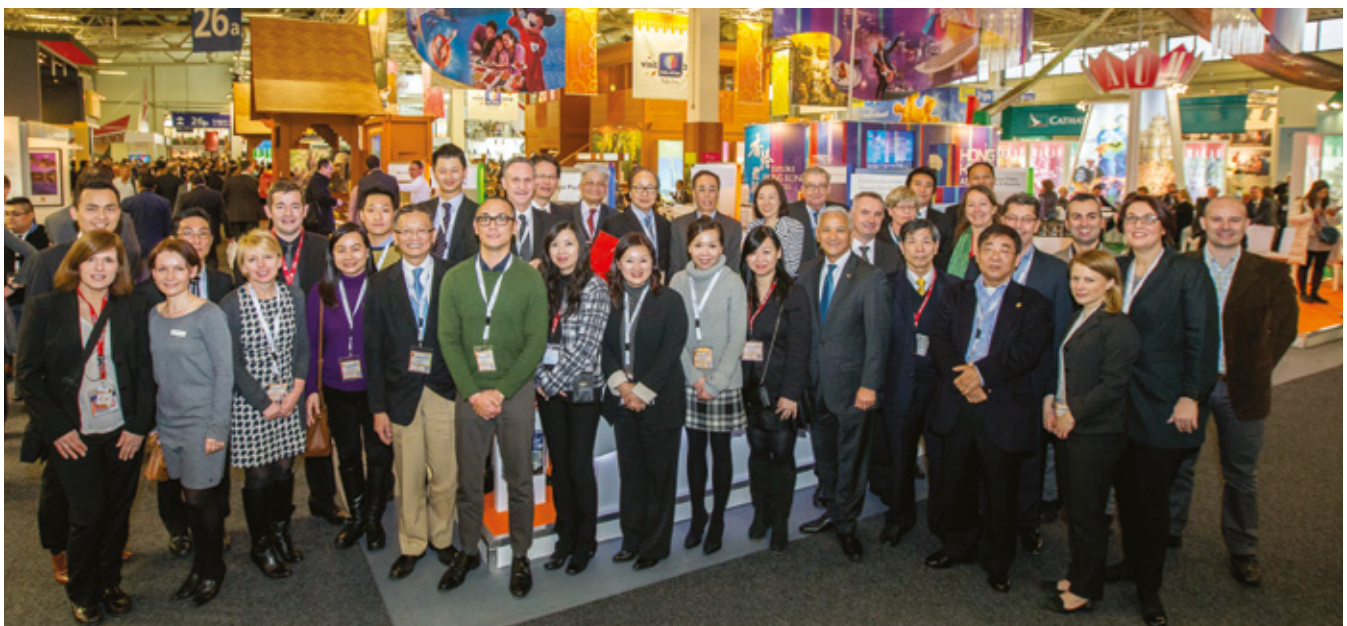
One of the biggest and most established travel trade shows in the world, ITB Berlin is a solid platform for the HKTB to reach out to its trade partners, not just in Germany, but also from around the globe. During 2013's event, which attracted over 10,000 exhibitors and 110,000 trade visitors, the HKTB was joined by numerous Hong Kong trade partners to promote Hong Kong's latest offerings. The HKTB also leveraged the industry event to introduce some of its initiatives, including the "Explore Hong Kong Tours",

developed under the New Tour Product Development Scheme, and the "Hong Kong Specialist" programme, an online training programme on the PartnerNet website, both of which help overseas travel agents better promote Hong Kong to their clients.

In addition to this important industry event, the HKTB raised Hong Kong's profile in Germany through the media. In 2013/14, over 20 media organisations, including NDR's Mare TV, GQ and ELLE, sent representatives to Hong Kong for a variety of stories.



Highlights
The HKTB reaches out to the travel trade in Germany and central Europe via ITB Berlin, the world's leading trade fair. It also invites media from the German market to Hong Kong for familiarisation visits to generate publicity.



The Netherlands

“The Mole” in Hong Kong

Despite competition from the Internet and smart devices for people’s leisure time, TV remains an influential media, and reality shows continue to be a popular form of mass entertainment.

In the Netherlands, the game show *Wie is de Mol*, meaning Who is the Mole, has a rating second only to that of the country’s national news programme, with each episode watched by over two million viewers. In each season, the contestants go to one or several cities to take up challenges where the cities’ local cultures and landscapes are smoothly woven in.

For season 14, the crew, including 10 Dutch celebrities, filmed five episodes in Hong Kong. Many of the challenges

were adrenaline-boosting – dangling from the dam in Pok Fu Lam Reservoir, for example – while others involved the local culture – spotting fellow contestants in a traditional Cantonese opera performance in a bamboo theatre, and asking for directions in Cantonese. Hong Kong’s extraordinary skyline and iconic Victoria Harbour took centre stage in one challenge, in which teams had to send messages across the harbour to other teams with laser beams and torches during the Symphony of Lights.

The five episodes vividly brought to the eyes of the Dutch audience Hong Kong’s dynamic city life and buzzing energy. On average, the Hong Kong segment of the show had 2.7 million viewers, not to mention many more who watched the show on YouTube.



© Hans Duran and IDTV

Highlights
In the Netherlands, one of Hong Kong’s new markets, the HKTB’s strategy is to raise destination awareness through PR initiatives and building relationships with the Dutch travel trade.



© Hans Duran and IDTV

Russia

HKTB/S7 Mega Fam for Siberia & the Far East

While it makes sense for tourist destinations to concentrate their marketing resources for Russia in Moscow and St Petersburg, the two most affluent and developed cities in Russia, the HKTB doesn't miss opportunities to open up new visitor sources in this new tourism market, which promises great growth potential.

One such opportunity arose when the airline S7 launched direct flights from Siberia and the Far East to Hong Kong in 2013. Riding on the launch, the HKTB jointly organised a mega familiarisation trip with S7 for 33 travel agents from the two regions in September. Besides site visits and tours for the agents to familiarise themselves with Hong Kong's tourism products, the HKTB arranged a special networking session for them to meet with their Hong Kong counterparts so that they could turn their collaborative ideas into reality.



Highlights
Tourism traffic from Russia to Hong Kong depends heavily on flight capacity, and so the HKTB works closely with airlines to promote Hong Kong in this new market.

