

Overseas Promotions

In 2016/17, we continued to focus our marketing resources on 20 key markets, which accounted for approximately 96% of all visitors to Hong Kong.

Mainland China

Our main tasks in the Mainland market were to maintain a positive and hospitable image of Hong Kong, promote the city's high-quality service, and cultivate the high potential of MICE and cruise tourism.

Promoting a hospitable image and culture of excellent service

We invited 200 Mainland celebrities and key opinion leaders (KOLs) from different sectors to subtly promote Hong Kong's hospitable image and diverse tourism appeal through their online platforms. To attract more visitors to Hong Kong, we partnered with Tencent to post positive stories and articles about Hong Kong across its digital platforms during major promotional windows.

We also collaborated with major media organisations and travel websites in the Mainland to conduct consumer education and step up promotion of Quality and Honest Hong Kong (Q&H) Tours especially in various cities in northeastern, northern and western China. In addition, we organised roadshows to increase consumer awareness of the Quality Tourism Services (QTS) Scheme and help them identify and choose quality Hong Kong travel products.

- Impressions for the KOL campaign during summer and winter bursts: over 500 million
- Publicity value generated from partnerships with Tencent: over HK\$20 million
- Reach and value of QTS Scheme roadshows: 470,000 consumers, generating publicity value of HK\$23 million

Building strategic partnerships

In addition to working with major airlines and travel agents to promote offers and travel packages, the HKTB expanded its partnership network, collaborating with popular online travel agencies such as Ctrip, Tuniu and Fliggy. We rolled out special tour products targeting Mainland public holidays and promotional windows of local major events, and enhanced the penetration of our messages through major online video platforms like Tencent, iQIYI, LeTV, Youku and Sohu.

We expanded the Hong Kong Value Offer Programme to more digital platforms, including WeChat and Meituan, to entice more Mainland visitors to Hong Kong and stimulate their spending in the city.



Number of users of the Hong Kong Value Offer Programme: 1 million, up 35% year on year

Actively promoting MICE and cruises

The Mainland has always been a key source market for Hong Kong's MICE and cruise tourism. This year we organised a familiarisation trip for over 20 enterprises' decision makers and 16 organisers of major academic conferences, summits and forums. We held a corporate event in Qingdao for 52 new corporate clients to showcase the attractiveness as a MICE tourism destination and encourage them to organise MICE events in Hong Kong.

To promote cruise tourism, we partnered with Tencent's online show "Modern Style" and invited four celebrities popular in the Mainland market – Yan Yikuan, Niki Chow, Kenny Kwan and Ke Hu – to film features that introduced Hong Kong's distinctive cruise travel products to the young and family segments.



- 12 large meeting and incentive groups with a total of 13,000 pax visited Hong Kong during the end-of-year peak season
- Online cruise tourism promotion results: 9 million video views with a publicity value of over HK\$7 million

Taiwan

We adopted an innovative marketing approach to entice visitors from Taiwan to explore Hong Kong in depth and discover authentic local culture to attract them to re-visit the city.

Best of All, It's in Hong Kong

In December 2016, we organised a ceremony to launch the “Best of all, it's in Hong Kong” new brand campaign in the Taiwan market. Michelin-starred chef Chan Yan-tak from Hong Kong's Four Seasons Hotel was invited to prepare exquisite Hong Kong cuisine for media participants. We also set up a Hong Kong pavilion with the new brand theme at the Taipei International Travel Fair (ITF), the largest travel event in Taiwan, to promote the diverse tourism experiences that Hong Kong offers, in a bid to attract consumers to purchase Hong Kong travel products on the spot.



Publicity value generated by the “Best of all, it's in Hong Kong” launch ceremony: HK\$4.5 million



Hong Kong Family Fun

To tie in with the launch of the “Hong Kong Family Fun” promotion, we partnered with the popular Hong Kong cartoon character Din Dong on a digital marketing campaign that used a lovely and entertaining video and an interactive online game about Hong Kong family fun to attract Taiwanese families to visit Hong Kong on their summer vacation.

“Hong Kong Family Fun” video in collaboration with Din Dong: 3.4 million views



Let's Go to Hong Kong guidebook

Since flights from Taiwan to Hong Kong take less than two hours, Hong Kong is a popular destination for Taiwanese taking weekend trips or short breaks. Therefore, to attract Taiwanese consumers to revisit Hong Kong and discover something they never knew about the city, the HKTB launched a new guidebook titled *Let's Go to Hong Kong*, which introduced three aspects of cultural experiences in Hong Kong covering old days of the city to today's most fashionable hotspots.



Let's Go to Hong Kong guidebook distribution to date: 100,000 copies



Japan

Japanese visitors attach importance to authentic experience, so we worked with Japanese celebrities and leveraged media partnerships to promote Hong Kong’s different experiences in a local way.

Celebrity endorsement

At a lunch reception for the new brand campaign “Best of all, it’s in Hong Kong”, famous Japanese model and actress Kiko Mizuhara and celebrity chef Yosuke Imada were appointed as “Star HK Mai” to share special experience in Hong Kong. In February 2017, Mizuhara joined popular alpinist Marin Minamiya to introduce special but lesser-known local dining and outdoor experiences in Hong Kong in an advertorial in the *Asahi Shimbun*, a popular national newspaper, in Tokyo and Osaka.



Publicity value generated by the “Best of all, it’s in Hong Kong” new campaign launch: over HK\$12.5 million

Media cooperation

Popular weekly fashion and beauty magazine *anan* published a special feature on travelling to Hong Kong, with a cover story highlighting famous Japanese model and actress Nozomi Sasaki’s experience exploring Hong Kong and featuring over 80 pages of Hong Kong recommendations from key opinion leaders from every walk of life. The magazine came up with a walking guide booklet and engaged a large number of readers from Sasaki’s promotion in her Instagram posts and train posters of the magazine cover put up in Tokyo and Osaka.



Publicity value generated by the feature in collaboration with magazine *anan*: over HK\$10.6 million

Trade networking

A large-scale travel mission to Osaka, Nagoya and Tokyo provided an effective platform for Hong Kong trade representatives to meet with over 150 Japanese buyers and explore business opportunities. To celebrate the 50th anniversary of HKTB's Japan office, industry players from Japan and Hong Kong were invited to join a VIP dinner. A TramOramic tour was also offered to over 500 Japanese travellers as a consumer privilege during the WinterFest promotion period.



Over 1,000 appointments were implemented during the travel mission



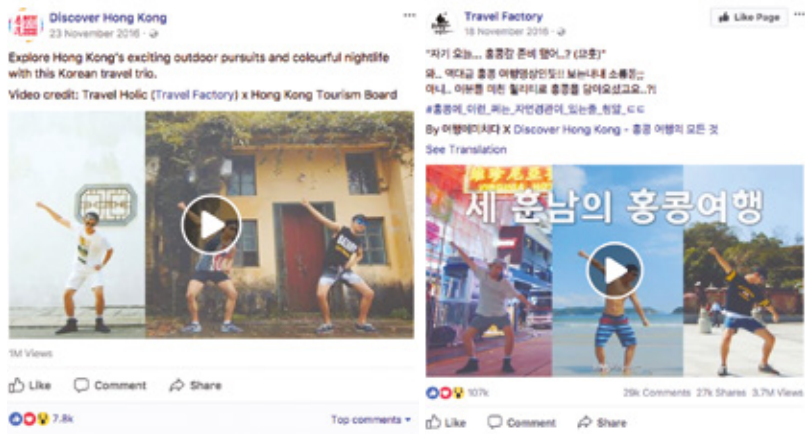
South Korea

Understanding that Korean visitors appreciate a chic and hip lifestyle, we focused on producing trendy and attractive content in our initiatives to showcase the city’s cutting-edge experiences.

Great Outdoors Hong Kong

Korea’s top travel Facebook page, Travel Factory was invited to produce a dynamic and fun-filled video featuring exciting outdoor activities in Hong Kong. The video became an instant hit and went viral among social media users. Targeting young fun seekers, the KBS VJ Special Unit produced a special feature highlighting Hong Kong attractions like Hong Kong Island’s Dragon’s Back hiking trail and Lantau Island’s Tai O Village.

- Video produced by Travel Factory generated views: over 3.6 million
- Publicity value generated by the Great Outdoors Hong Kong campaign: HK\$32.8 million



Family and young segment campaign

To coincide with the “Getaway to Hong Kong” and “Hong Kong Family Fun” campaigns, we partnered with Korea’s No.1 e-commerce site, Coupang.com, introducing main banner advertisements and leveraging other digital promotion tools, like mobile app push notifications, Facebook and blogs to further promote and push sales of our value packages. We also developed family target products in cooperation with Cathay Pacific and various hotels and attractions, which offered discounts and even free entrance for children travelling with their families.



Sales of Hong Kong travel products increased by 10% during the campaign promotion period



TV partnership

In view of the huge influence of TV on consumers in Korea, we worked with major terrestrial TV channels including SBS, MBC and KBS, to produce programmes showcasing Hong Kong's diverse experiences from summer fun, outdoor trekking, Hong Kong Wine & Dine Festival to Hong Kong's art and culture delights.



The TV programmes generated a total publicity value of HK\$300 million



Southeast Asia

Capitalising on the influence of celebrities and key opinion leaders (KOLs) in Southeast Asian markets, we invited them to enjoy a diverse travel experience in Hong Kong and disseminate their Hong Kong stories in different media for maximum mileage.

Reality TV shows in Hong Kong

We partnered with regional TV channel KIX to invite four celebrities from different fields to film five episodes of the reality show “The Ultimate BROcation” in Hong Kong about exploring the city’s most exciting and fashionable hotspots. Featured in the show were R&B singer and TV presenter Billy Crawford from the Philippines, multitalented rapper and musician SonaOne from Malaysia, top DJ and TV host P.K. from Thailand, and popular chef Bjorn Shen from Singapore. A large-scale online game with prizes was also part of the show. The four celebrity presenters were invited to regularly share highlights of their Hong Kong filming trips on social media, in order to promote Hong Kong as a top travel destination.



The Ultimate BROcation © 2016 Celestial Tiger Entertainment Limited. All Rights Reserved.

- Publicity value generated by the reality TV show “The Ultimate BROcation”: HK\$175 million
- Social media views: 59 million

Hong Kong Live in Bangkok

In October 2016, the HKTB joined forces with seven major Hong Kong attractions to host a large-scale, four-day promotion event in Bangkok’s fashionable shopping mall Siam Paragon, where we promoted a diverse range of Hong Kong experience. The honourable guests joining the event included Mr Rimsky Yuen, Secretary for Justice of the HKSAR Government, and Thai celebrities Gubgib and JJ. Local travel trade also set up booths at the venue offering Hong Kong travel products to Thai consumers.



- Publicity value generated by the Hong Kong Live in Bangkok event: nearly HK\$2.4 million

Launching the new brand campaign

To launch the “Best of all, it’s in Hong Kong” new brand campaign, we organised media events in the key source markets, the Philippines, Thailand and Indonesia. Local celebrities and personalities who lived in Hong Kong for many years were invited to the event to share their wonderful experiences of Hong Kong. Participating celebrities included Hong Kong chef Christian Yang, Asia’s Best Female Chef 2016 Margarita Forés and renowned Thai street artist Rukkit.



Publicity value generated by
“Best of all, it’s in Hong Kong”
launch events: nearly HK\$3.3 million

Trade delegation to Hong Kong

During the year, we invited more than 50 members of the travel trade from the Philippines and Thailand to visit Hong Kong and discuss collaboration opportunities with the local trade. During the visit, Meetings and Exhibitions Hong Kong (MEHK) gave a presentation on the latest MICE products that Hong Kong offered. The delegation also visited the largest-ever Hong Kong Wine & Dine Festival and many Hong Kong’s attractions.



Successfully developed about 15 Hong Kong Wine & Dine Festival travel products

New Markets

Capitalising on celebrity endorsement and social media networks, we stepped up our work in New Markets to reach target consumer groups and trade partners.

Romantic Hong Kong featured by Zee network

Since celebrities have considerable influence on Indian consumers, in late 2016, we partnered with Zee network TV to film a travelogue of six episodes starring Indian celebrity couple Sanjeeda and Aamir to showcase their romantic and exciting trip in Hong Kong. Spin-off digital content and social media engagement drew a lot of attention across social media platforms.



- Zee network’s travelogue and vignettes reached audience: 16 million
- Generated publicity value: over HK\$13 million

Family campaign on Times Network

The family segment makes up a large proportion of Indian visitors to Hong Kong. To target this segment, we leveraged the family trip of Indian Bollywood actress Neha Dhupia to produce 14 TVC vignettes of must-go attractions and other places for families visiting Hong Kong. The vignettes were broadcast on the Times Network, and behind-the-scenes photos and stories were posted on Neha’s social media accounts and other online platforms.



- Vignettes produced resulting from visit of Neha Dhupia reached audience: 17 million
- Generated publicity value: over HK\$1.6 million

Co-op with Russian lifestyle magazines and online portals

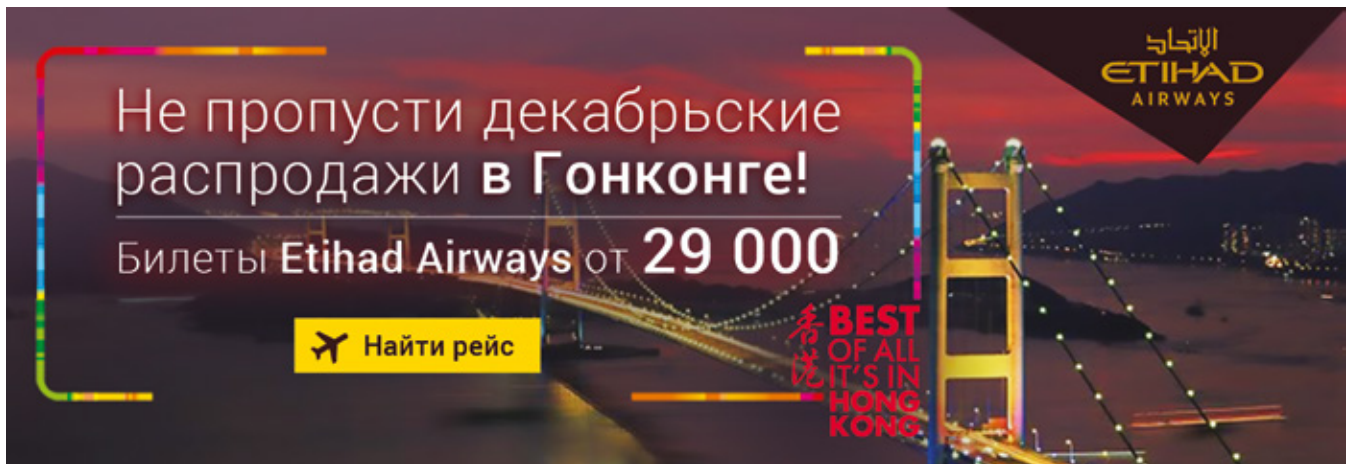
Our partnership with top-tier Russian lifestyle magazines *Hello*, *Cosmopolitan* and *Aeroflot Style* and online lifestyle portal Snmedia.ru allowed us to reach young and mid-career Russian consumers to share some of Hong Kong's hip and trendy boutiques and restaurants and some of the hottest spots for chilling out at night.



Coverage resulting from co-op with Russian media reached audience: 5 million

Trade cooperation with major airlines used by Russian travellers

Through strategic partnership with major airlines like Etihad Airways and China Eastern Airlines we encouraged Russian travellers to include Hong Kong on their journeys with special value offers.



Year-on-year increase in bookings to Hong Kong during campaign period: 60%

Australia

Sports, outdoor activities and gourmet dining are some of the experiences Australian travellers rarely miss on their travel itineraries. Leveraging highlight events and seasonal activities, we boosted our promotion through integrated campaigns and media cooperation.

Hong Kong Dragon Boat Carnival and Great Outdoors Hong Kong

To further showcase the healthy vibes and exciting dynamics of the city, we invited eleven dragon boat teams from Australia and New Zealand to participate in Hong Kong Dragon Boat Carnival 2016. With the strong line-up, the teams won several prizes and received extensive media coverage in the regional press.

Renowned landscape photographer and influencer William Patino explored Hong Kong's unique natural landscapes and green attractions, and shared his inspiring photos, videos and experiences on his Instagram, Snapchat and Youtube accounts and in his blog.



Publicity value generated by Hong Kong Dragon Boat Carnival and Great Outdoors Hong Kong campaign: HK\$7 million



Culinary journey on Channel 7Two

Celebrity Chef Manu Feildel, who is also the judge of the longstanding reality show “My Kitchen Rules”, travelled around the world on his culinary adventures. Aired on the highest-rating Australian free digital television multichannel, 7Two, the Hong Kong episode of “Around the World with Manu” featured cooking challenges from dim sum to street food, and explored retail food outlets from wet market to herbal tea shop.



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Publicity value generated by
“Around the World with Manu”
Hong Kong episode: HK\$4.7 million



Travel mission

In May 2016, the HKTB and 37 local trade partners hosted Australian trade, including wholesalers, meeting planners and travel agents in Sydney and Melbourne over 7 different events to explore business opportunities through one-on-one contracting meetings and to experience Hong Kong culture through various demonstrations. The HKTB also provided the latest MICE business update to the key professional conference organisers in Sydney.



Number of Australian trade
participants: 250

Americas

To raise the awareness of Hong Kong’s attractiveness among American and Canadian consumers, we initiated creative campaigns, engaged TV stations to shoot interesting videos in Hong Kong, and organised proactive trade and multi-destination promotions.

Word-of-mouth publicity

We rolled out a multimedia project, “Image Hong Kong”, which invited four renowned Canadian photographers to explore spectacular scenery in Hong Kong through their lens. The project generated extensive coverage in print, digital and social media, and a photo contest was arranged through media cooperation with *Photo News* and partnership with photography products and airline sponsors. The photos created huge awareness and are displayed on zenfolio.com, a major image-hosting site for photographers to share and sell images.



- Publicity value generated by “Image Hong Kong” campaign: close to HK\$3 million
- Total publicity value generated from promotions in the US in 2016/17: HK\$2.8 billion



In the US, the HKTb actively engaged TV channels to feature Hong Kong in various shows. Emmy-nominated TV host Darley Newman took an urban adventure and island hopping trip in Hong Kong, resulting in two episodes of her well-known “Travels with Darley” series on PBS. Also on PBS, veteran TV host Burt Wolf was invited to Hong Kong again to explore the city’s sophistication and unique culture for the premier of his 14th season of “Travels & Traditions”. Both shows reached a broad audience of US television households and had nation-wide airings on TV and various other platforms. NBC’s comedy reality show “Better Late Than Never”, starring four beloved legendary American celebrity actors, also visited Hong Kong, generating huge publicity.

MICE and cruise tourism promotion

To grow the high-potential MICE and cruise tourism segments, the HKTBT participated in IMEX America with hoteliers and major attractions for the sixth consecutive year to effectively and attractively present Hong Kong to blue chip convention, meeting and incentive prospects. To showcase the city’s state-of-the-art convention facilities and venues, the HKTBT also hosted a four-day study mission for members of the American Society of Association Executives (ASAE) to Hong Kong. Two international conventions were confirmed to be held in Hong Kong within two months after the study mission.

To promote cruise travel in Hong Kong, the HKTBT exhibited at the world-leading annual cruise event Seatrade Cruise Global, successfully enhancing Hong Kong’s profile via high-impact sponsorship, extensive brand exposure and one-on-one meetings with senior cruise line executives.

- Three-day event in IMEX America: arranged over 250 hosted buyer appointments and generated 40 MICE group leads
- Sponsored the “State of the Global Cruise Industry” opening session in Seatrade Cruise Global attracting more than 3,000 cruise executives, trade and media



Multi-destination promotions

The HKTBT actively promoted multi-destination itineraries to North American consumers. We partnered with the Taiwan Tourism Bureau and Macao Government Tourism Office to launch large-scale promotion campaigns and strategic collaboration with airlines and travel agents to promote special offers and increase visitors’ length of stay in each destination. We also organised travel missions and trade familiarisation tours for tour operators to showcase multi-destination products and services.

2 STORIES ONE TRIP

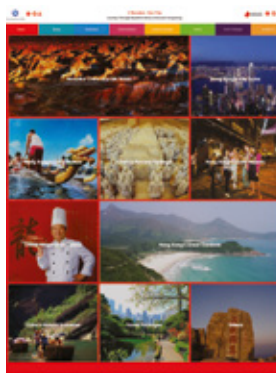
Discover unforgettable stories in Taiwan and Hong Kong

Board a journey of picturesque natural scenery with unique east-meets-west culture. With just an hour's flight between the two destinations, an amazing array of contrasting experiences awaits you in Taiwan and Hong Kong.

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- Gateway Travel 1,888,427,4879
- 80% Hong Kong and Taiwan Tour from \$1,799
- Jetz Travel 1,888,987,8287
- Jetz Travel 80% Hong Kong & Taiwan One Stop Tour (Discounted from \$1,800)
- Journeys of Discovery 1,888,268,1788
- 100% Discover Hong Kong and Taiwan from \$1,999
- Mandarin Holidays 1,888,752,3838
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- 100% 100% Spectacular Taiwan and Hong Kong from \$1,799

www.hktbt.com/hongkongtaiwan

- Marketing promotion jointly conducted by Hong Kong and Taiwan in the US: resulted in 109% sales growth during campaign period
- Canadian trade familiarisation tours: 22 new Hong Kong-Taiwan tour products developed



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Europe

Our European offices were keen on launching distinctive initiatives for consumer engagement and trade networking to meet the preferences of different markets.

Trade engagement and collaboration

In the UK, we concentrated on exploring business opportunities with professional groups, by giving a presentation at the annual meeting of the International Association of Professional Congress Organisers (IAPCO), for example, to develop future convention business for Hong Kong. We also built relationships with key airlines and tour operators by hosting an exclusive dinner to celebrate Chinese New Year.

We partnered with Wendy Wu Tours and Cathay Pacific to roll out an integrated trade and marketing campaign. Through Facebook, major travel sites and email, the campaign created a blast with its competition for a free trip to Hong Kong and the Mainland.

- The IAPCO presentation successfully attracted an attendance of over 100 professional conference organisers
- Marketing campaign with Wendy Wu Tours and Cathay Pacific generated over 200,000 page views and 15,000 competition entries



Diverse collaboration initiatives

Our Frankfurt office is dedicated to showcasing different facets of our city to entice German travellers. We again participated in ITB Berlin, the biggest tourism show worldwide and provided a platform for 21 Hong Kong trade partners for networking and sales promotion. We collaborated actively with Cathay Pacific, Lufthansa, SWISS, Austrian Airlines and Emirates and ran impactful business-to-business promotions including familiarisation trips to strengthen awareness of Hong Kong’s tourism features.

We also rolled out multi-layered campaigns, with partners such as leading German travel company DER Touristik covering its key brands namely Dertour, Dertour Deluxe and Meier’s Weltreisen to promote multi-destination packages with Macao while ensuring great awareness of Hong Kong by reaching out to 90% of travel agencies in the market. Furthermore we ran a successful collaboration with Emirates Airline on the online booking platform – Opodo.de featuring a special flight rates. With an aim to strengthen the position of Hong Kong as a stop-over destination in multi-destination itineraries, Hong Kong was prominently featured in the catalogue of the tour operator Explorer Fernreisen.

We also worked with TV stations and magazines to provide extensive coverage of Hong Kong's diverse tourism experiences:

- A 25-minute feature about cars related to the FIA Formula E Hong Kong E-Prix in "Grip TV" on RTL2
- A feature story on the Hong Kong Cyclothon in Germany's largest cycling magazine *RennRad*
- A cover story on Hong Kong in the magazine *Asia Pacific*, which was distributed through the Pacific Asia Travel Association and in all German trade and consumer shows
- A 12-page story on outdoor activities in Hong Kong in *Terra* magazine



- Total publicity value generated from promotions in Germany in 2016/17: close to HK\$93 million
- Coop campaign with Emirate Airline and Opodo.de: 35% increase of Hong Kong bookings during promotion period

Event driven promotions

To launch our new brand campaign in French market, we initiated an integrated campaign anchoring on Chinese New Year covering a feature story in the renowned programme "C à vous" on French 5 TV; broadcasting HKTB's four brand videos on digital channels; generating stories on social media; and organising a Hong Kong trade mission to France.

Leveraging the first-ever participation by a French team, which was composed of breast cancer survivors, we used the Hong Kong Dragon Boat Carnival as a sporty anchor to promote Hong Kong's culture and local food in French media. A press trip of female journalists from influential print, digital and social media channels was organised to explore the unique living style and gourmet in Tai O.

- Publicity value generated by the integrated promotion of the new brand campaign: HK\$10 million
- Publicity value generated by Dragon Boat Carnival press trip: over HK\$6 million

