

# Fostering Win-Win Co-operation with Business Partners

## 加強與業務夥伴合作締造雙贏



- 1 Given the enormous potential of the Russian market, the HKTB holds its first consumer promotion in Moscow in June 2009, promoting Hong Kong to a wider Russian community.

俄羅斯外遊市場具有龐大潛力，旅發局加速發展俄羅斯市場，並於2009年6月首次在莫斯科舉行消費者推廣活動，加大力度宣傳香港。

- 2 In the Middle East, another emerging market, the HKTB organises several travel missions to help establish network between agents in Hong Kong and the Middle East.

在另一新興市場中東，旅發局亦加強推廣力度，舉辦多次業務洽談會，促成兩地業界建立業務網絡。



3 Capitalising on the mutual visa-free arrangement between Hong Kong and Russia, the HKTb further develops the Russian market by actively participating in the Moscow International Travel and Tourism Exhibition and other promotional activities.

隨著香港與俄羅斯落實互免簽證安排，旅發局把握契機，參加莫斯科國際旅遊展及其他推廣活動，為香港拓展客源。

4 As the affluent middle-class in India expands and number of direct flight to Hong Kong increases, the HKTb steps up its promotion in India and partners with the travel trade to hold a "Discover Hong Kong Fair" in Mumbai and New Delhi which targets the family segment.

印度的富裕及中產客群漸多，加上往返香港的直航航班增加，旅發局聯同旅遊業界前往孟買及新德里等城市舉辦大型推廣活動，集中向當地家庭旅客宣傳。



New markets,  
new opportunities  
把握新興市場的契機

With the economic growth and flight capacity increase in the emerging markets, and the HKSAR government policies in attracting investments from these markets, the HKTb increased its investments in the emerging markets during the year, further driving arrivals from these markets.

隨著新興市場經濟增長，航班運力增加，加上香港政府鼓勵該等市場的企業來港投資，旅發局年內增加投放於新興市場的推廣資源，吸引該等市場的旅客訪港。



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- 1 To foster stronger relationship with trade partners, the HKTB hosts the annual "Hong Kong Tourism Overview", and shares with participants HKTB's strategic focuses and market projections.

旅發局每年均會舉辦「香港旅業展望」，與業界分享旅發局的策略重點及對旅遊業的展望，藉此增強彼此之間的聯繫。

- 2 In order to mitigate the impact brought by cross-strait direct links, the HKTB further develops markets in central and southern part of Taiwan. During the year, the HKTB participates in the Lantern Festival promotion in Taichung, with an objective to arouse local consumers' interest in travelling to Hong Kong.

隨著兩岸實施三通，旅發局加強開發台中及台南市場以彌補旅客流失。年內，旅發局參與台中的元宵彩燈會，以提升當地消費者訪港的興趣。

- 3 As the Mainland remains the most important growth market in terms of arrivals and spending, the HKTB continues to join hands with trade partners in participating in various trade shows and missions in the Mainland, securing more business for the industry.

以旅客人次或消費額計算，中國內地是最重要的增長市場。旅發局繼續與業界攜手合作，參與中國內地舉行的多項展銷會及業務洽談會，為業界爭取更多生意。

- 4 In the UK, the HKTB continues with its annual "Contact & Contract" event, which provides a platform for Hong Kong hoteliers to contact and enter into contracts with UK tour operators.

在英國市場，旅發局繼續每年度舉辦「建關係、訂合同」活動，加強香港酒店業界及英國旅遊代理商的聯繫，促成雙方的生意來往。



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- 5 Riding on the platform of "Hong Kong - Japan Tourism Exchange Year", a "Hong Kong Week" event is rolled out in Tokyo to promote Hong Kong as a must-visit destination. This campaign is joined by Hong Kong Police Band and celebrity Mr Ekin Cheng.

旅發局借助「香港日本觀光交流年」推廣平台，在東京推出「香港週」活動，並邀得香港警察樂隊及歌手鄭伊健協助宣傳，推廣香港為必到的旅遊景點。

The HKTB strives to create business platforms in order to support local travel trade partners, and works closely with partners to tap new business opportunities.

旅發局致力支持本地旅遊業界，積極為業界創造業務平台；同時亦和業界緊密合作，把握新商機。



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Joining hands in paving  
the way to success  
攜手共創新機



Year-round efforts  
to drive arrivals  
積極鼓勵旅客來港消費

The HKTB collated offers from strategic partners and promoted them to attract visitors, with an objective to boost business of local trade partners.

旅發局串連策略夥伴所提供的優惠，藉此吸引更多旅客訪港，為業界夥伴帶來更多業務。



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- 1-2 Riding on the Mainland's new policy of allowing non-Guangdong residents ordinarily residing in Shenzhen to apply for endorsement under the Individual Visit Scheme, the HKTb co-operates with local travel-related sectors to present first batch of visitors with gifts and discounts. The HKTb also launches large-scale promotions, targeting these Shenzhen visitors with high spending power.

配合內地允許非廣東籍深圳居民在當地辦理「個人遊」簽注來港的措施，旅發局與業界合作，為首批經此渠道來港的旅客送上優惠和禮品。旅發局亦作出針對性宣傳，吸納更多具消費力的深圳旅客來港。

- 3 In April 2009, the HKTb partners with the travel trade and packages an array of offers and privileges for Shenzhen residents at different times of the year, capitalising on the measure implemented by the Central Government that allows qualified Shenzhen residents to apply for year-round multiple-entry visas to Hong Kong, thereby creating a steady visitor source.

2009年4月，旅發局與業界在深圳展開宣傳活動。因應中央政府批准深圳戶籍居民可辦理多次往返香港的個人遊簽注，旅發局在不同時段將業界提供的優惠包裝推廣，向深圳居民派發，為香港建立一個穩定的旅客群。



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- 4 Regarding Women's Day as another potential promotional window, the HKTb collaborates with Guangdong Provincial Women's Federation to organise tours to Hong Kong for over 10,000 women and their relatives in March. Related offers are also available to attract more female visitors to Hong Kong in March.

旅發局亦把握婦女節的宣傳平台，與廣東省婦女聯合會合作，舉辦「春遊粵港 三八同樂」活動，安排超過1萬名廣東婦聯成員及親友於3月訪港。同時又與本地業界合作推出優惠，吸引更多內地婦女來港，以便將3月打造為另一個旅遊高峰期。

- 5 A promotion campaign collaborated with China UnionPay, selected Quality Tourism Services (QTS) scheme accredited merchants and several shopping malls is launched, riding on the National Day holiday window to drive Mainland visitors' spending through offering special discounts and privileges.

於國慶黃金週長假期，旅發局聯同中國銀聯、多家「優質旅遊服務」計劃認證商戶及購物商場等，共同推出「銀聯優質二重賞」活動，透過各項消費優惠刺激內地旅客來港意欲，為各合作夥伴帶來宣傳和商機。



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