

Creating *Unlimited* Opportunities

through Partnership
群策群力 商機不絕

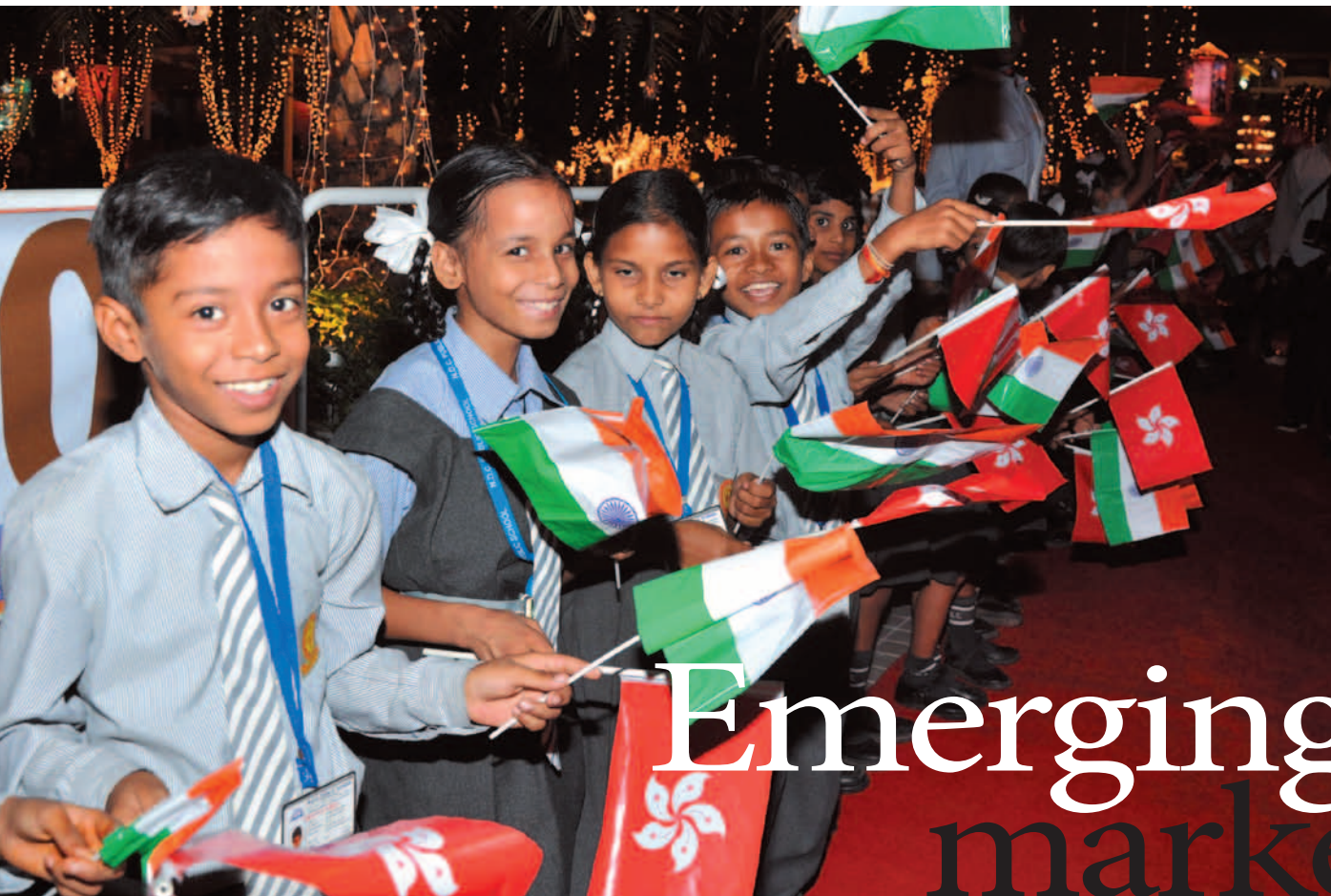


Accelerating Development of Emerging Markets

Capitalising on the economic growth in India, Russia and the Middle East, as well as the expanded flight capacity between these markets and Hong Kong, the HKTb increased its investment and intensified promotions in these three emerging markets.

In India, the HKTb organised a “Festive Hong Kong Week” consumer road show in New Delhi to raise awareness of Hong Kong among Indian consumers. It also invited the Hong Kong trade on travel missions to major Indian cities, during which they established networks with their Indian counterparts.





Emerging markets

加速發展新興市場

配合印度、俄羅斯及中東等新興市場的經濟增長及航班運力增加，旅發局繼續於該三個市場投放資源，舉行或參與不同的推廣活動。

在印度，旅發局以「香港節慶年」為平台，於新德里舉辦消費者推廣活動，加強印度消費者對香港作為旅遊勝地的認識。另外，亦聯同香港旅遊業界，到訪印度多個大城市，加強兩地業界的聯繫。

In Russia, the HKTb invited the Chief Executive and other government officials to its "Festive Hong Kong Week" promotion. Its other market-building efforts included participating in trade shows in the country and organising travel missions, which served to drive arrivals as well as create business opportunities for the Hong Kong travel trade.

In the Middle East, the HKTb took part in trade events to maximise Hong Kong's exposure in the market.

旅發局在俄羅斯舉辦「香港節慶週」，並邀請香港特區行政長官及主要政府官員出席。另外，又積極參與當地的旅遊展銷會，同時組織業務洽談會，在鼓勵旅客訪港之餘，亦為本地旅遊業界締造商機。

中東市場方面，旅發局繼續參與當地旅遊業界的活動，增加香港在當地的曝光。



共拓商機

旅發局與業界夥伴、多家「優質旅遊服務」計劃認證商戶及購物商場合作，透過各項優惠刺激旅客來港及消費。當中包括與中國工商銀行合作，吸引其內地高端客戶來港旅遊，並與該銀行合辦歡迎晚宴。

另外，為協助業界創造業務平台，旅發局與旅遊業界攜手在不同市場進行推廣，舉辦業務洽談會，或參與多項旅遊展銷會。例如，旅發局聯同本港業界代表團參與中國國際旅遊交易會，在這項參觀人數超過10萬人的展銷會中，推介香港多元化的旅遊資源。



Trade Promotions

Key initiatives in 2010-11 included:

- A mega consumer promotion in South Korea to publicise Hong Kong Halloween Treats and the Wine & Dine Festival. Hong Kong chefs were invited to create Hong Kong culinary delights for Korean consumers at the event.
- "Contract Hong Kong" events to foster partnership and business opportunities between Hong Kong and overseas trade partners.

年內部分重點工作：

- 在南韓推出大型消費者推廣活動，宣傳香港萬聖狂歡月、「香港美酒佳餚巡禮」等活動，並邀請本地名廚同行，讓當地消費者一嚐香港美食
- 舉辦「建關係、訂合同」活動，加強本地與海外業界的聯繫，促進雙方的業務來往



Opening up Business Opportunities Together

In partnership with the trade, merchants accredited under the Quality Tourism Services Scheme and shopping malls, the HKTb launched promotions featuring offers by these partners to stimulate visits and spending by Mainland visitors. One such promotion involved collaboration with the Industrial and Commercial Bank of China to attract the bank's high-end customers to Hong Kong, which featured a welcome dinner for these guests.

The HKTb also joined the travel trade in a number of events, such as travel missions and trade shows, to create new business opportunities. For instance, the HKTb and a trade delegation participated in the China International Travel Mart, showcasing Hong Kong's diverse tourism strengths to over 100,000 participants at the event.

