

HONG KONG TOURISM BOARD

Welcome to Hong  
The 1,000,000<sup>th</sup> Korea

CATHAY PACIFIC  
BUSINESS CLASS

THE TEAM SEE A WING  
TO KOREA

Welcome to Hong Kong  
The 1,000,000<sup>th</sup> Korean Visitor

12 Dec



The Royal Garden  
Kowloon, Hong Kong  
(A SUBSIDIARY OF SUN HING SECURITIES)

PAY TO The 1,000,000<sup>th</sup> Korean Visitor \$  
Two Night Accommodation in Junior Suite with Crown Club  
Dining Voucher at Dong Lai Shun

MR KEVEN CHAN, VICE PRESIDENT



Achieving  
**the Best  
Results**  
through Close  
Partnership

**夥伴合作 拓展商機**

In promoting Hong Kong, **the HKTB worked closely with the tourism and related sectors in launching a variety of promotions worldwide, targeting 20 key source markets to maintain a balanced visitor portfolio.**

Under the joined efforts of the HKTB and the travel trade, total visitor arrivals to Hong Kong surpassed the 40-million mark within a single year for the first time to reach an all time high of 41.92 million in 2011. The number of vacation travellers went up by 25% to 23.57 million. In terms of individual markets, Mainland China, Taiwan, South Korea and various Southeast Asian markets all saw prominent growth.

To pave way for the longer term development of Hong Kong's tourism industry, the HKTB set up an office in Taipei to reinforce promotional efforts in Taiwan. In India, the Board expanded promotional coverage from New Delhi and Mumbai to Bengaluru and Chennai. Capitalising on the visa free arrangement and increased flight capacity, the HKTB enhanced its promotions in Russia, such as by making a big presence with Hong Kong trade partners at the Moscow International Travel & Tourism (MITT) Exhibition. The Board also expanded its marketing in two new markets, Vietnam and the Netherlands.





旅發局與香港旅遊業界保持緊密合作，於全球**20**個主要市場推出一系列推廣計劃，致力保持均衡的客源組合。

年內，訪港旅客人次首次打破4,000萬大關，最高達到4,192萬人次，創下新紀錄。度假旅客增加25%，達到2,357萬人次。而且，來自中國內地、台灣、南韓及各東南亞市場的旅客均錄得增長。

配合香港旅遊業的長遠發展，旅發局在台北設立了辦事處，加強在台灣的推廣工作。在印度，旅發局進一步擴張市場版圖，除了在新德里及孟買兩地加強宣傳外，還於班加羅爾及欽奈拓展新客源。配合航班運力的增長及免簽證措施的便利，旅發局聯同本地業界夥伴遠赴俄羅斯，參加莫斯科國際旅遊展，增加香港在當地的曝光。另外，旅發局亦於越南及荷蘭兩個新興市場進行推廣，以取得更大協同效應。