





STRATEGIC FOCUS

FUELLING CREATIVITY IN TOURISM MARKETING

Insights into our market focus and our approach to different target markets and sectors to expand our visitor arrivals.



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Hong Kong Summer Fun

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Hong Kong Summer Fun



True to its name, the Hong Kong Summer Fun “Shop.Eat.Play” (HKSF) campaign delighted even the most discerning visitors with all the amazing surprises one could ask for in a holiday. Visitors were treated to a range of attractive packages, lucky draws and citywide rewards we solicited through vigorous trade cooperation. Together with our comprehensive public relations and consumer communications initiatives, the summer promotion was an excellent demonstration of the industry’s determination to power up Hong Kong’s tourism.

Developing Pre-Trip Awareness

A great vacation starts with well-thought-out planning, and we understand that everyone could do with a bit of inspiration to make the most out of their precious time off. Employing a 360-degree communication plan allowed us to reach consumers worldwide as early as their research stage to get them interested in Hong Kong’s summer attractions before they become overwhelmed with choices. The purpose of the appealing offers we put together was to make their decision-making easier.

Large-scale consumer communications campaign

New “Shop.Eat.Play” TV commercial

This 30-second video, showcasing some of Hong Kong’s finest shopping, eating and playing experiences during the HKSF campaign, was broadcast on Discovery Networks, Fox, Star Movies, CNN, BBC World News, National Geographic, and other major local channels.

Digital promotions

We extended our reach to a wider audience through key digital platforms, such as YouTube, Google and our own website and social media accounts. We ran a daily social media contest for a trip to Hong Kong to build up excitement during the countdown to the launch of the HKSF campaign. There were also localised promotions in various markets:

TAIWAN: Leveraged the reach of digital platforms of appledaily.com, bloggers and key opinion leaders to arouse young and mid-career travellers’ interests to visit Hong Kong.

SOUTH KOREA: Engaged YouTuber Jeongju and blogger Hyeinny to generate creative content related to the HKSF promotions, utilising their fame to enhance our destination appeal for young South Koreans.

SOUTHEAST ASIA: Collaborated with travel website Skyscanner in Singapore, seven mommy bloggers in the Philippines, and lifestyle portal Wanista in Malaysia to reach consumers from various segments.

AUSTRALIA: Organised a user-generated content competition featuring the hashtag #MyHiddenHK, which attracted a total of 2,766 entries, while the multimedia content posted by Geneva Vanderzeil on her blog “A Pair & A Spare” drew over 3.4 million viewers and directed a lot of traffic to DiscoverHongKong.com.

Off-line promotions

TAIWAN: Boosted the campaign’s exposure with posters at the Taipei Railway Station and in print media, including *U-Paper* and *Apple Daily*.

SOUTHEAST ASIA: Ran tactical advertisements in newspapers, magazines and radio stations in the Philippines (*Philippines Daily Inquirer* and *Philippine Star*), Indonesia (*Femina* magazine), and Malaysia (988 FM, Suria FM and *Sin Chew Daily*).

SOUTH KOREA: Developed co-op with Lotte Cinema to play the “Shop.Eat.Play” video at 214 theatres nationwide for one month.

Public relations

Our key initiatives included media events and familiarisation trips announcing our summer promotions, as well as partnerships with regional TV networks, such as Discovery Networks, to produce travel programmes. We also rode on overseas celebrities’ first-hand experience with HKSF rewards and in-town offers to create sustained publicity.

JAPAN: Pop band GENERATIONS from EXILE TRIBE’s visit as the Hong Kong Friendship Ambassador for 2015 resulted in 225 pieces of media coverage on TV, online and in print media.

SOUTHEAST ASIA: Facilitated the filming of travelogues by TV stations from Thailand (Channel One), Malaysia (Astro) and Indonesia (Trans TV).

In addition, several celebrities from our target source markets were invited to promote our Instant Mega Draw. Their popularity was crucial in generating spin-off coverage. The celebrities included:

- Taiwanese actor Joseph Cheng Yuan-chang,
- South Korean actor Ji Jin-hee, and
- British stylist and TV presenter Gok Wan.



Cooperation with trade partners

In-town offers

We solicited deals or e-coupons from merchants, which visitors could download from DiscoverHongKong.com, the My Hong Kong Guide mobile app, or Alipay before coming to Hong Kong.

Hotel offers

Members from Federation of Hong Kong Hotel Owners and Hong Kong Hotels Association provided attractive room packages as part of the HKSF promotions with direct booking available on a dedicated HKTB mini-site.

Travel package offers

Our worldwide offices also worked with airlines and travel trade partners to come up with tempting packages.

MAINLAND CHINA: We worked with trade partners, including Hong Kong Disneyland, Cathay Pacific, Dragonair, Ocean Park, Ngong Ping 360 and Sky100, to launch themed products via travel websites, such as Ctrip, Tuniu, Lvmama, and Mangocity, to drive arrivals during the HKSF period.

TAIWAN: We solicited five airlines and 13 travel agents to offer island-wide super-value packages.

JAPAN: Our projects with Vanilla Air and booking website H.I.S. boosted visitors' interest to visit Hong Kong through special offers, promoted through a series of breathtaking aerial movies and multi-talented artist Yosuke Imai's mesmerising photo essays on Hong Kong via various platforms.

SOUTH KOREA: We partnered with Cathay Pacific to roll out a month-long "Boss, I will take leave tomorrow" campaign, featuring special fares and a daily promotion to win a free air ticket.

SOUTHEAST ASIA: We partnered with Expedia to push offers in Thailand, Singapore and Malaysia and with airlines to offer good deals devoted to HKSF travel through online media platforms.

AUSTRALIA: We launched exclusive deals with Flight Centre and Qantas and leveraged their robust marketing platforms for further consumer promotions. We arranged other tactical cooperation with travel websites, including Expedia, TripAdvisor and Zuji.



Upon Arrival

All visitors were greeted with Hong Kong's summer excitement as soon as they arrived at Hong Kong International Airport (HKIA). Each guest received a welcome pack, which came with everything they needed to enjoy the attractive offers and activities we consolidated with our trade partners to help ensure the perfect vacation in Hong Kong.

Instant Mega Draw

- All visitors were invited to participate in the HKTB's Instant Mega Draw at HKIA.
- We distributed over 2.4 million prizes, with a total value exceeding HK\$500 million.
- The prizes included free room accommodations, dining offers, discount vouchers, and a total of 30,000 cash coupons (each valued at HK\$100) for in-flight shopping on Cathay Pacific and Dragonair.

Telecommunications offers

- Mobile phone service provider CSL offered all visitors arriving Hong Kong via HKIA a free seven-day WiFi pass.



In-Town

The VIP card visitors received at HKIA allowed them to enjoy comprehensive offers from QTS merchants and other travel trade, retail and dining merchants.

- The participating merchants could be identified by the promotional decal displayed at their outlets.
- Over 10,000 participating outlets provided offers on an array of goods and services.

We continued to pay efforts in drawing in-town visitors' attention to our HKSF programme through broadcasting our large-scale TV commercial on major channels, outdoor advertising and in attractions, creating a citywide ambience of "Shop.Eat.Play" in Hong Kong.



Departure

Before departure, visitors were treated to the Grand Lucky Draw, in which 10 winners earned the chance to "Return to Hong Kong Like a Millionaire" with a travel companion.

The luxurious trip started with a return business-class flight sponsored by Cathay Pacific or Dragonair, followed by a three-night stay at some of the city's most luxurious hotel suites, complete with private limousine transfers, spa treatments, HK\$50,000 spending credit, HK\$10,000 gift card with VIP experiences, luxury mobile phone and Michelin-starred dining experiences.

- Sponsorship from partners worth over HK\$4 million.
- The winners' luxurious stays during their revisit to Hong Kong were shared on various social media platforms to generate additional publicity for Hong Kong.



Overseas Promotions

Driving international exposure for Hong Kong is a top priority, in which the HKTB invests a lot of resources. Our goal is to increase the number of overnight arrivals, visitors' length of stay and per-capita spending. This section documents the tremendous effort each of our worldwide offices puts into fortifying Hong Kong's positive branding through public relations, marketing and trade collaboration.

Mainland China

Mainland China is our top source market and we go to great lengths to maintain a close bond with all our trade partners and to leave visitors with a lasting, positive impression of Hong Kong, regardless of their purpose of travel.

Emotional bonding and image building through media and KOL engagement

We collaborated with World Traveller Media (WTM) to roll out a series of emotional videos nationwide to promote Hong Kong's hospitable image and attract Mainland visitors to Hong Kong. The positive feedback it received encouraged us to further our consumer education in the Quality Tourism Services Scheme and Quality and Honest Hong Kong Tours, this time through advertorials in nine newspapers and online travel agents such as LY.com. We also kept up with the fast-growing digital trend by inviting local celebrities and key opinion leaders (KOLs), including Jiang Xin and Guo Tao, to help build destination awareness on their social media platforms throughout the year.

Highlights

- Publicity value generated by the WTM co-op: HK\$143 million



Extensive trade co-op projects

Among the trade partners we worked with to attract visitors by offering special packages were Alitrip, an online travel website popular with Mainlanders, Cathay Pacific/Dragonair, and China Eastern Airlines. Also crucial in delivering news of the latest happenings and promotional offers to entice spending was the strategic HK Value Offer Programme we built with digital platforms Sina, Alipay and Dianping.



Highlights

- Increase in the number of users of the Hong Kong Value Offer Programme: 380%

Hong Kong as the MICE and cruise hub of Asia

Corporate and consumer outreach is a great way to uphold the city’s reputation as Asia’s MICE and cruise hub. In 2015/16, to showcase our MICE offerings and seek partnerships, we organised dinner events in Beijing and Shanghai for 50 corporate decision makers, as well as a familiarisation trip for 18 convention organisers from the China National Association. To promote our cruise offerings, we invited pop singer Hins Cheung to participate in a series of photos of him enjoying various activities on a cruise. This was followed by several bursts of publicity and a familiarisation trip for KOLs and the media to maximise coverage of the event.



Highlights

- Publicity value generated by the “Word-of-mouth Cruise PR” campaign: HK\$5.19 million



Taiwan

Through promotions of Hong Kong's exciting mega events, we boosted the city's seasonal appeal and the desire of Taiwanese travellers to spend their vacations in Hong Kong.

Hong Kong Cyclothon

Ahead of our very first Hong Kong Cyclothon, we organised some trade familiarisation trips for inspiring Taiwanese co-op partners to create more attractive travel packages. As a result, a number of Taiwanese participants signed up for the race and a newly-created leisure cycling tour has now become a staple in the Taiwanese market.



Hong Kong WinterFest

Singer Crowd Lu and TV travel show host Rima Zeidan were invited to explore Hong Kong's winter offerings, resulting in two promotional videos and an interactive online campaign, which successfully captivated the interest of young Taiwanese in our unique living culture and the romantic aura during Hong Kong Winterfest.

Highlights

- Video views: 2,693,671



72 Hours in Hong Kong

In addition to leveraging the charm of the city's mega events, we rolled out an enchanting consumer-engagement campaign, which showcased many facets of Hong Kong visitors can experience in as few as three days. A charismatic video created in a style close to Taiwanese's heart captured the attention of many locals and inspired enthusiastic participation in a photo competition. The campaign fuelled many Taiwanese with a yearning to visit our city and started the momentum for the amazing range of Hong Kong Summer Fun promotions (p.21-25) that followed.



Japan

Collaboration with different sectors, leveraging their reach and strength, is a great way to magnify the work we do. In Japan, this included celebrity endorsement, media partnerships and trade networking.

Celebrity endorsement

Japanese boy band GENERATIONS from EXILE TRIBE, our Hong Kong Friendship Ambassador for 2015, promoted their trips to Hong Kong via various means, including a 20-minute appearance on popular TV show “King’s Brunch”. A series of videos and photos were also released to attract young Japanese on digital platforms and at consumer shows, such as the Japan Tourism Expo.

Media partnership

FRaU magazine published a special issue on hidden gems worth checking out in Hong Kong’s thriving dining and cultural scene. The magazine came with a comprehensive map of the trendiest digs and was especially sought after because actor Hideaki Takizawa was on the cover and train posters with the cover were put up in Tokyo and Osaka.

Trade networking

A high-level trade mission in 2015 saw 10 Japanese travel trade VIPs inspect and enjoy the Wine & Dine Festival and the Sai Kung area to better understand our tourism appeal. We also invited product managers from 43 Japanese trade partners to meet with local trade partners for some fruitful discussions at Contract Hong Kong 2015.

Highlights

- The spin-off digital competition attracted 12,000 applicants in a month.
- In addition to the initial 50,000 copies, an extra 25,000 copies of the map were reprinted at the request of our trade partners.



South Korea

TV culture has a particularly strong influence in South Korea. That is why we always seek to engage TV stations to film and broadcast our exciting happenings, capitalising on the draw of celebrities and the generous support of our trade partners.

Chef and My Fridge

This high-rated TV show on Seoul's JTBC network created a special Hong Kong edition, in which star chefs from both places competed against each other in a cook-off. The episode, also featuring celebrity guest hosts, including Super Junior M's Henry, attracted hundreds of press articles and generated a lot of buzz on social media platforms.



Highlights

- Publicity value: HK\$56 million



“A most fun night out in Hong Kong”

We developed a tactical consumer campaign in October with Jin Air to roll out a special air ticket offer with 20 visitors winning a spot in an exciting tram-ride party, after which they continued the evening's fun and excitement with culinary treats at the Wine & Dine Festival. Their journey was filmed and broadcast by KBS 2TV during prime time countrywide.

Highlights

- Publicity value: HK\$7.2 million

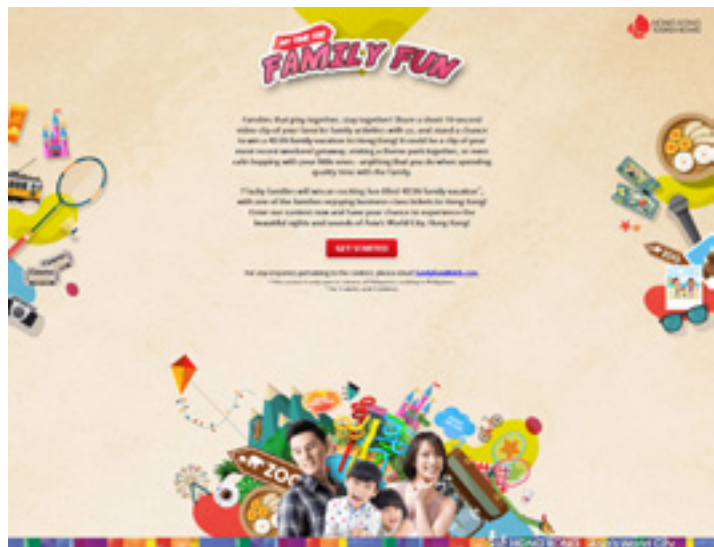


Southeast Asia

By first ensuring a meticulous understanding of each source market, we laid important groundwork for the planning and execution of all our initiatives. In Southeast Asia, that knowledge was translated into creative campaigns and trade events brimming with a strong local flavour.

Localised campaigns

Inspired by how digital savvy and family-oriented Filipinos are, we organised a three-week video contest on our Facebook page, asking everyone in the Philippines to submit a 10-second family-bonding video in a competition to win seven (the nation’s lucky number) pairs of free air tickets to Hong Kong.



Highlights

- Number of videos received: 3,900
- Views: over 70 million

In Thailand, based on the consumer insight that Thais are deeply spiritual, we designed an itinerary for Thai celebrities Yok and Gypso to visit temples to pray for a good year ahead. They also got a taste of various rituals during Chinese New Year. Six media representatives were invited to cover their journey, while 20 others attended a media luncheon held later in conjunction with the Thai International Travel Fair for an overview of their trip.



Highlights

- Publicity value : over HK\$1 million

Travel missions and consumer fairs

In addition to organising travel missions to Malaysia, the Philippines and Thailand, offering over 500 local travel trade operators the opportunity to explore business opportunities with their Hong Kong counterparts, we participated in and launched value offers at the Travel Tour Expo in the Philippines and the Thailand International Travel Fair in February to boost arrivals in the upcoming school breaks in both markets.

Trade collaboration

Targeting young and mid-career travellers in Malaysia, Singapore and Thailand, we launched value offers with airlines and online travel agencies in the local markets to entice them to spend their short break in Hong Kong. The partnerships were very successful in enhancing arrivals in the first quarter of 2016, with our partners recording double-digit growth in sales volume related to Hong Kong packages.

Also not to be overlooked was the vast array of effective initiatives each Southeast Asian market rolled out to boost arrivals to, and destination awareness of, Hong Kong, including media partnerships, popular trade offers and blogger campaigns designed especially for the Hong Kong Summer Fun campaign (p.21-25).

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hong kong: the perfect getaway

haggle at the bustling night markets, hike up the dragon's back, or explore the various theme parks for some high-octane entertainment. With a dizzying array of nightlife, shopping and dining options, Hong Kong truly is the perfect getaway. Book now to enjoy this exciting promo.

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New Markets

By inviting KOLs and TV celebrities to experience Hong Kong, we optimised the reach of our message in our New Markets – India, Russia and the Gulf Cooperation Council (GCC) – utilising their social influence, the power of the mass media and the boundless world of social media platforms.



Collaboration with Fox Life India and Star Plus

Leveraging the popularity of Fox Life India’s reality show “Once in a Lifetime” and Star Plus’ drama series “YRKKH”, we showcased the city’s iconic landmarks and exciting happenings by facilitating their filming in Hong Kong. Celebrities from both shows also drew a lot of attention with spin-off posts in their own social media accounts.

Highlights

- Publicity value “Once in a Lifetime” generated: over HK\$51 million
- Publicity value “YRKKH” generated: over HK\$360 million

Food adventures on Russia’s Friday Channel and NTV

Russian TV travel show “Food I Love You”, by Friday Channel, introduced to its audience Hong Kong’s unique East-meets-West culture through our culinary delights, while NTV’s “Let’s Go, Let’s Eat”, hosted by well-known TV presenter and chef John Warren, gave his audience a crisp run-down of Hong Kong’s dining culture, attractions and wide range of activities in two light-hearted episodes.



Highlights

- Publicity value “Food I Love You” generated: HK\$57 million
- Publicity value “Let’s Go, Let’s Eat” generated: HK\$6.85 million



Summer co-op with Emirati digital KOLs

We hosted Maitha and Hessa Ahrari, two very influential travel bloggers in the GCC. Together, they boast more than 480,000 followers on their social media platforms, through which we promoted Hong Kong’s stunning skyline and the large variety of attractions to generate destination knowledge and interest for family travellers.

Highlights

- Posts created: 151
- Reaction: 883,000 likes and 6,000 comments
- Audience reached: 480,000

Australia

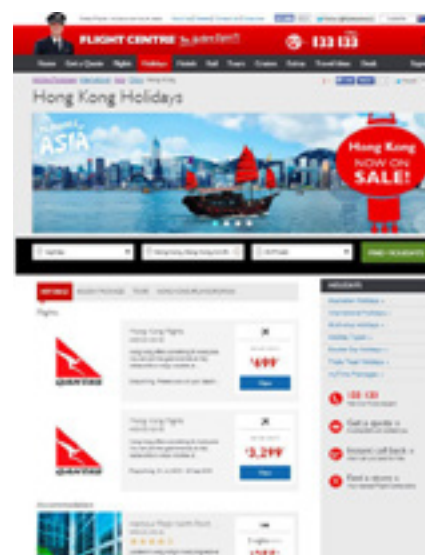
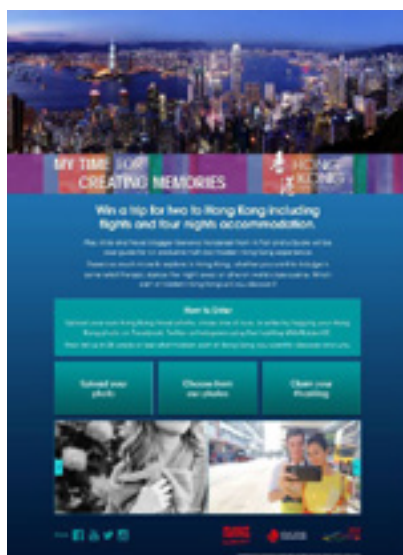
The Hong Kong Sevens is one of the pillar events upholding Hong Kong’s status as the Events Capital of Asia. To further increase the number of arrivals during the mega sports event, we boosted our promotions through media engagement in Australia.

Advertising campaign in *The Australian*

The Australian is Australia’s biggest-selling national newspaper. As its readership matches our target segment, we chose it to run our promotion campaign throughout December and January, placing eye-catching advertisements in both print and online editions. We also engaged readers on its social media platforms and ran a competition for them to win a trip for two to Hong Kong – business class flights with Cathay Pacific, a four-night stay at the Conrad Hong Kong, tickets to the Sevens, and dinner at Michelin-starred restaurant Hu Tong.

Highlights

- Publicity value: HK\$1.8 million



Fox Sports TV coverage

Fox Sports shot and aired eleven 60-second videos about the Sevens weekend that went to air on Foxtel, a TV broadcaster with over 2 million household subscribers in Australia and New Zealand. The videos covered not only the electrifying vibe and ecstatic audience in Hong Kong Stadium, but also the city’s iconic landmarks, expansive dining options and thrilling nightlife.

Highlights

- Publicity value: HK\$2.67 million

Americas

In Canada and the US, we used similar approaches to promote Hong Kong's various destination appeals, vigorously engaging celebrities, media and trade partners, and promoting inter-destination collaboration.

Word-of-mouth publicity

Travel expert and author Claire Newell's visit to Hong Kong was made into a collection of TV and radio programmes and editorials distributed widely in Canada. In addition to generating interest in visiting Hong Kong by broadcasting her wonderful time at the Peak, the Big Buddha and the like, we enhanced Canadians' incentive to visit the city by rolling out attractive tour packages with popular travel websites, such as Travel Best Bets and Silk Holidays.

In the US, host Michael Corbett and actor Chris Noth helped promote the city's glamour and sophistication in NBC's Emmy Award-winning show "Extra's Mansions & Millionaires", which had three national airings in the last three months of 2015. The show named Hong Kong one of the "World's Best Destinations" and generated publicity value of HK\$86 million.



Media and trade networking

To showcase Hong Kong's culinary delights, three Michelin-starred chefs prepared an afternoon of authentic cuisine at Hong Kong Live in Toronto, a luncheon held for over 30 media and trade guests in Canada's most populous city. It was a prelude to Think Asia, Think Hong Kong, a business convention organised by the Hong Kong Trade Development Council, where the chefs served up another luncheon for more than 1,000 business people.

The US office provided strong support to the Virtuoso Symposium 2015, which was attended by over 500 top executives. Held in Hong Kong, the high-level business meeting for the travel industry is an annual occasion for showcasing destination and supplier offers to participating members to get them excited about the host city.



Multi-destination promotions

Both offices highly encouraged local tour operators to promote multi-destination travel featuring Hong Kong and its neighbouring cities. Together with the Taiwan Tourism Bureau, we organised media receptions and trade networking events in the US and Canada to showcase our joint offerings. We also partnered with the Macao Government Tourist Office to arrange a trade mission to Los Angeles and New York to connect travel suppliers from Hong Kong and Macao with local operators. For details of our multi-destination promotions, please refer to p.66-67.



Europe

In Europe, each office rolled out different initiatives adapted to the distinctive preferences in their market to present Hong Kong to consumers and travel trade partners in the most attractive and memorable manner.

Mixed bag of collaborative projects

In addition to seizing the opportunity to promote Hong Kong at the world-famous travel trade show ITB Berlin, our office in Germany worked closely with Cathay Pacific, Lufthansa, tour operator FTI, and other key industry players throughout the year to strengthen the city's appeal as a desirable destination. The multi-layered campaign we rolled out with luxury tour operator Dertour was a highlight as our catalogue launch, participation at the DER Touristik Summer Lights trade exhibition and flyer distribution effort attracted a 23.4% growth in overnight bookings for the winter season.

It also secured a large amount of TV and print coverage, including the following:

- An episode titled “Kitchen Impossible” on VOX TV (Publicity value: HK\$19.6 million)
- Four dedicated features in “Austria’s Next Top Model” (Publicity value: HK\$10.5 million)
- An 11-page cover story in Lufthansa’s in-flight magazine (Publicity value: HK\$3.2 million)
- A seven-page article on the local art scene for the affluent readers of *MADAME* (Publicity value: HK\$1.2 million)



Consumer and trade engagement

In France, the highlights included an hour-long dedicated episode on France 5 TV's long-running travel show "Échappées Belles", which reached an audience of over 3.9 million, and two other TV and radio pieces.

As the HKTb's "Insider's Guide" has been identified as a go-to tool for gratifying French travellers' fondness for cultural immersion with authentic experiences, we used it for public relations stories, digital campaigns, consumer material and trade training. In addition to training over 150 French trade agents to enhance business opportunities, our annual travel mission to Paris gathered representatives from nearly 50 Hong Kong and French companies.



TV as a crucial messenger

For consumers in the UK, TV was our key platform for providing information about everything new and wonderful in Hong Kong. The series premiere of travelogue "Ching's Amazing Asia" recorded global publicity value of HK\$155 million, and the lively coverage by British-Chinese host Ching-he Huang was repeated 19 times across 94 countries, generating digital buzz among consumers and business for the travel trade.

And as part of BBC2's China Season, Hong Kong was featured in a special titled "Chinese New Year – The Biggest Celebration on Earth" for a total of 90 minutes in two episodes. TV presenters Kate Humble and Ant Anstead were shown taking lion dance training, shopping at a fish market and performing in the International Chinese New Year Parade. The special reached 3 million viewers and generated publicity value of HK\$48 million.



Marketing Initiatives

It is our job to push the envelope and produce creative marketing initiatives that highlight the incredible variety of experiences Hong Kong has to offer. In 2015/16, we delivered a series of impactful promotions and campaigns through both traditional and digital channels to communicate with the largest audience possible.

Visuals reign

With its impressive collection of photographs capturing destinations around the world in the most picturesque fashion or from the least expected, daredevil perspectives, it is no wonder the Instagram travel account Beautiful Destinations has built a loyal following of over seven million fans across 180 countries. Thanks to the group's popularity, the 14 stunning images and three 15-second videos they created of Hong Kong especially for the HKTB resulted in great feedback on multiple Instagram accounts.



Highlights

- Beautiful Destinations' Instagram account: close to 700,000 likes, 300,000 video views and more than 10,000 comments
- Instagrammers' personal accounts: close to 230,000 likes and 3,500 comments
- HKTB's social media accounts: close to 90,000 likes and 1,200 comments

A word-of-mouth triumph

In today's digital world, we know that real-time, peer-generated information on the internet is what steers travellers' destination choices and itinerary planning. That is why we partnered with the world's biggest travel review website, TripAdvisor. By customising Hong Kong's profile page, we drive travellers' interests and plans from their early research stage. The content comes in various formats: thoughtful, in-depth articles, intriguing lists of places to see, and regular updates on events and happenings.

Highlights

- The brand-new Hong Kong destination page on TripAdvisor is now available in 14 different languages, in 16 world regions.

Going social

Our digital marketing team is constantly keeping up with the ever-evolving social media scene to fully tap into the popularity of different platforms. In addition to generating authentic content to engage our fans, we are keen to try out new apps and functions. Our live-streaming videos on Facebook and YouTube, for instance, received an encouraging response. And by forging a first-in-Asia partnership with Instagram, we expanded our fan base by employing its new advertising feature.



Highlights

- The live-stream broadcast on one of our most popular events, the Hong Kong's New Year Countdown Celebrations, recorded impressive results. Engagement rate increased by 67% with over 50,000 shares.
- Fans across all social media platforms: 5.5 million
- Instagram fan growth in 2015: 842%

The travel encyclopedia of Hong Kong

DiscoverHongKong.com is a treasure trove of travel information on our exciting city, which we continually enhance and enrich for the convenience of every type of visitor. To capitalise on the growing use of mobile devices, we accelerated the development of the website's mobile version for a superior on-the-go browsing experience. We also continued to grow our partnership with third parties to generate point-of-interest content, and developed our own "Insider's Guide" to provide visitors with local experiences and insights.

Highlights

- Page views of DiscoverHongKong.com: 92.4 million (up 41% year-on-year)
- Downloads of the "My Hong Kong Guide" app: over 155,000 (up 85.7% year-on-year)

We extended our marketing support to two other major campaigns: Hong Kong Summer Fun (p.21-25) and Happy@hongkong Super JETSO (p.57). Please refer to relevant sections for full details.

Public Relations

Creative and relentless public relations efforts are key to placing Hong Kong in the global spotlight. Pitching appealing content to media outlets with worldwide reach generated an enormous amount of positive coverage throughout the year, effectively communicating our messages to different target audiences.



Enriching the content

Hong Kong is a unique travel destination brimming with charm, and we spared no effort in telling the world amazing stories of what the city has to offer. To create media content that appeals to potential visitors, we facilitated a range of coverage that showcased the city from fresh perspectives and explored some of Hong Kong's hidden gems in less well-trodden neighbourhoods.

Partnering with online news portals

A new, dedicated travel page titled "Experience Hong Kong" was launched on CNNI.com, providing colourful monthly features that allow readers a glimpse of genuine Hong Kong. The highly original articles, together with regular updates on the city's key happenings, were very well-received. After its launch in January, the site recorded over two million page views in just three months.

Drawing in global, regional and local broadcasters

The HKTb hosted over 420 media visits in 2015/16, about 100 of which were turned into an array of television programmes by Discovery, National Geographic, BBC, CNN, MBC Korea, and other channels. The programmes accumulated hundreds of hours of air time across major broadcast channels and the internet, showcasing Hong Kong's best views and experiences.

TV coverage of Hong Kong broadcast around the world:

Channel	Programme
NBC (USA)	Better Late Than Never Reality show with Hollywood's celebrities
BBC 2 (UK)	Chinese New Year: The Biggest Celebration on Earth A special feature on CNY celebrations in Hong Kong
VOX TV (GERMANY)	Kitchen Impossible A famous German cooking show
27 TV channels (MAINLAND CHINA)	World Traveller A series showcasing various experiences in Hong Kong
JTBC (SOUTH KOREA)	Chef and My Fridge A cooking reality show
TBS (JAPAN)	King's Brunch Features Japanese boy band GENERATIONS from EXILE TRIBE's trip to Hong Kong as the Hong Kong Friendship Ambassador for 2015.
Star Plus Channel (INDIA)	YRKKH (Family Soap Drama) 7 episodes in India's top 3 most-watched TV dramas in 2016
Discovery Channel TLC (ASIA)	A Taste of Hong Kong (Season 2) 3 episodes on Hong Kong's exciting core experiences
CNBC (ASIA)	Art on Squawk 4-part series on Hong Kong's art scene



Extending our reach

In addition to working with online platforms and broadcasters, collaborating with global news agencies enabled the HKTb to present Hong Kong to a massive international audience, regardless of their media preferences.

Leveraging the reach of global news agencies

The HKTb established year-round collaboration with Getty Images and Reuters to promote the city's culture and activities on an event basis. Highlights included a photo series which captured Australian actor Hugh Jackman enjoying the Tai Hang Fire Dragon Dance. This approach effectively reached thousands of media outlets worldwide, generating tens of millions of dollars worth of publicity with higher-than-average return on investment.

Highlights

- Total publicity value in 2015/16: over HK\$4 billion

Please refer to p.21-25 to see more PR initiatives for promoting Hong Kong Summer Fun, our largest campaign in the year.





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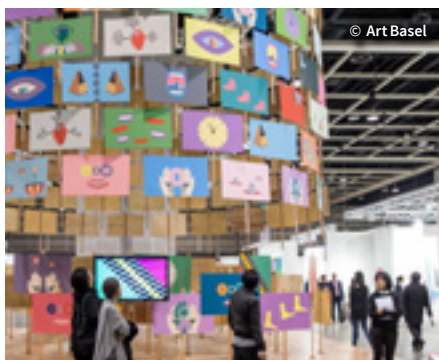
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Exciting Events

It is impossible not to fall in love with Hong Kong, as it boasts an exciting year-round calendar of events, which perfectly complement the innate charm of the city as a tourist destination. Whether you are a huge fan of food, arts and entertainment, sports, the great outdoors or living culture, the city's numerous events guarantee there is always something to suit your preferences.



Hong Kong Chinese New Year Celebrations



Hong Kong Arts Month



Hong Kong Cultural Celebrations



Hong Kong Dragon Boat Carnival



Hong Kong Cyclothon



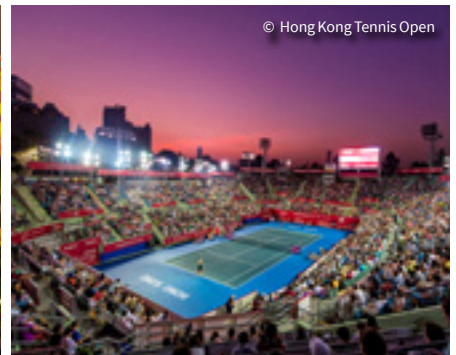
Hong Kong Wine & Dine Month



Hong Kong WinterFest



Special Features



Support for Third-Party Events

Hong Kong Chinese New Year Celebrations

It is no exaggeration to say that Chinese New Year is the most important festival in Hong Kong, and its celebratory events provide a good window for visitors to experience the city's living culture. Hong Kong ushered in the Year of the Monkey with auspicious fireworks, adrenaline-pumping horse races, and thrilling lion and dragon dances. For the ultimate fiesta, the International Chinese New Year Night Parade continued to be an all-time favourite.

Cathay Pacific International Chinese New Year Night Parade

An explosion of colours and excitement flooded through the streets of Tsim Sha Tsui on the first day of Chinese New Year when 35 floats and performing troupes from 10 countries and regions partied on a flamboyantly decorated route. Over 150,000 spectators lined the streets in this "Playground of the World • Party of the Year" as the city embraced its carnival spirit for the 21st year.

For the first time ever, we arranged a BBC presenter to get on the HKTB float to experience and share with his audience what was it like to be a part of one of the world's best Chinese New Year celebrations.

International Chinese New Year Night Parade was title-sponsored by



Hong Kong Arts Month

There is no better time to experience Hong Kong’s reputation as Asia’s Arts Hub than March, when various arts and cultural extravaganzas serve up an exceptional spectrum of exhibitions, performances and workshops. In 2015/16, in addition to supporting the promotion of such events as Art Basel, the Hong Kong Arts Festival, Art Central, the Asia Contemporary Art Show and the HKwalls Street Art Festival, we collaborated with galleries and travel platform Klook to present gallery walks designed to showcase a taste of the lesser-known appeal of the city.



Hong Kong Cultural Celebrations

May is an especially eventful month as the city celebrates four traditional festivals – the Cheung Chau Bun Festival and the birthdays of Tin Hau, Buddha and Tam Kung – with flashy rituals and street performances. Bundling the four festivals in our promotions allowed us to introduce them to visitors more efficiently via different channels and guided tours.



Hong Kong Dragon Boat Carnival

The annual Hong Kong Dragon Boat Carnival offers both the excitement of paddling and a party vibe. In the 2015/16 edition, over 160,000 spectators flocked to the Victoria Harbourfront to witness 4,000 athletes from 143 clubs worldwide battling it out in the CCB (Asia) Hong Kong International Dragon Boat Races. In East Tsim Sha Tsui, the San Miguel BeerFest offered a welcome spot to cool down and chill out, complete with cold beer, live music performances and plenty of other entertainment.



Hong Kong International Dragon Boat Races were title-sponsored by



中国建设银行(亚洲)
China Construction Bank (Asia)

Official Beer of Hong Kong
Dragon Boat Carnival



Hong Kong Cyclothon

The action continued with the debut of the Sun Hung Kai Properties Hong Kong Cyclothon, which attracted 100 professional cyclists from around the world eager to compete in the Union Cycliste Internationale-recognised criterium races. It also saw the iconic Tsing Ma Bridge opened for a cycling event for the first time, treating the 1,700 participants in the 35km Challenge Ride to breathtaking views during the race.

To promote a city-wide passion for sports and the spirit of charity, the line-up also featured the Kids & Youth Rides, Family Fun Ride, 10km Community Ride and CEO Charity Ride. The money raised was donated to several charitable organisations for developing children and youth welfare programmes.



Hong Kong Cyclothon was title- and charity-sponsored by



Hong Kong Wine & Dine Month

Since its inception, Hong Kong Wine & Dine Month has made autumn an even more enticing time to visit Hong Kong. It celebrates the city's superb gastronomic scene, and features an array of epicurean events and mouth-watering offers.

Hong Kong Wine & Dine Festival

Headlining the month-long fiesta was the four-day CCB (Asia) Hong Kong Wine & Dine Festival, the seventh and largest-ever edition. It was decked out as a lush garden at the Central Harbourfront Event Space to evoke a relaxed atmosphere, and included expanded food selections and several new themed zones, including one dedicated to whisky and craft beer, and two others – Star Avenue and Gourmet Trail – for sampling creations by chefs from Michelin restaurants in France and Hong Kong.

The Festival also presented masterpieces by winning chefs in the 2015 Best of the Best Culinary Awards. This special opportunity to showcase their excellence was part of the promotion we facilitated after they won the annual cooking competition, which we have organised since 2001 to acknowledge top Chinese culinary talent and establishments throughout Hong Kong.



Hong Kong Wine & Dine Festival
was title-sponsored by



中国建设银行(亞洲)
China Construction Bank (Asia)



© Anthony Kwan/Getty Images

Highlights

- Total attendance at the Hong Kong Wine & Dine Festival: 144,000
- Number of wine (from 23 countries and regions) and food booths: 349

Hong Kong WinterFest

As the mercury drops and Christmas approaches, more and more of Hong Kong’s buildings and malls get dressed up with dazzling decorations and illuminations for an exceptionally romantic ambience. In addition to exclusive events at top attractions, special shopping offers and festive menus, the 2015 edition was unique in that visitors were invited to enjoy the “Sparkling BVLGARI Roman Holiday” at Statue Square and send their loved ones bespoke greeting cards for a charitable cause.

Hong Kong New Year Countdown Celebrations

Hong Kong WinterFest reached its climax on the New Year’s Eve of 2015 with the CTEG Hong Kong New Year Countdown Celebrations. The eight-minute fireworks display mesmerised 336,000 spectators on both sides of the Victoria Harbour, and many more who enjoyed it via satellite broadcast.



The Hong Kong New Year Countdown Celebrations event was title-sponsored by



Special Features

Hong Kong Pulse 3D Light Show

During three periods – Hong Kong Summer Fun, Hong Kong WinterFest and Chinese New Year – the façades of the Hong Kong Cultural Centre and the Former Kowloon-Canton Railway Clock Tower were transformed into massive canvases to present this immersive visual spectacle. The three shows attracted over 770,000 spectators, 52% of them overseas visitors.



Great Outdoors Hong Kong 2015

For six consecutive years, we have organised Great Outdoors Hong Kong to promote the city's green attractions. In addition to recommending hiking and cycling routes on our official website, we published a handy Activities Guide, providing visitors with comprehensive information on how to best experience the routes.



© Hong Kong Discovery

Support for Third-Party Events

Hong Kong takes pride in being Asia's top destination for hosting events of all kinds. In addition to organising our own events, the HKTB provided promotional support to organisers of various local and international happenings, including the Tai Hang Fire Dragon Dance, Hong Kong Open 2015, Clockenflap Music and Arts Festival, Hong Kong International Races, and Hong Kong Marathon 2016 to name a few.



Tai Hang Fire Dragon Dance (September 26-28, 2015)

We worked with the event organiser to arrange a special appearance of Australian actor Hugh Jackman at the bad-luck-ridding ritual, which gained a lot of publicity worldwide.

Hong Kong Open 2015 (October 22-25, 2015)

We worked with trade partners to launch a four-day, three-night special-interest tour, bringing in South Korean visitors to witness the tournament.



© Hong Kong Open

Clockenflap Music and Arts Festival

(November 27-29, 2015)

The popular local festival boasted an impressive three-day line-up in its eighth edition, which received strong promotional support, including effective KOL campaigns, via our digital and social media platforms.



© Clockenflap Hong Kong's Music and Arts Festival



Hong Kong International Races

(December 13, 2015)

We generated a lot of global attention for one of the most anticipated meetings in Hong Kong's horse racing calendar via our social media platforms.

Hong Kong Marathon 2016

(January 17, 2016)

We recruited over 1,200 overseas runners by collaborating with travel agents worldwide to attract potential participants with appealing packages and deals.



Trade Partnership

The HKTB places special emphasis on facilitating funding, engagement and mutual support for all our travel trade partners to help them reach their full potential in their fields of expertise, which in turn benefits the whole industry.

Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA)

The challenges in 2015 prompted the Government to allocate additional resources for the HKTB to set up the MFTA. The scheme subsidised 50% of the marketing and promotional costs of each approved proposal to encourage local attractions to develop distinctive tourism initiatives to draw more high-spending overnight visitors to Hong Kong. It also doubled as a great incentive for attractions to build new partnerships among themselves.

Highlights

- Between November 2015 and March 2016, 62 promotional programmes were rolled out with the support of the scheme.
- Some of the 12 joint promotions were the result of a collaborative effort by as many as seven attractions.

Proactive engagement and networking with trade partners

Mega familiarisation tours

We believe enjoying Hong Kong first-hand is important for nurturing overseas partners who can promote the city with passion, so we organised four rounds of family-oriented familiarisation trips during the summer months for representative agents from nine markets to experience Hong Kong first-hand with their family members. In October, 70 key travel trade partners from such markets as Japan, Singapore and Thailand took part in a four-day Wine & Dine Festival mega familiarisation trip to experience the city's diverse offerings for themselves.

Trade shows and events

The year-round trade networking events we organised, including Contract Hong Kong and travel missions to selected markets, benefited our local partners and overseas buyers from at least eight countries – the USA, Australia, New Zealand, South Korea, Japan, Malaysia, the Philippines and Thailand – with deeper knowledge about Hong Kong as a travel destination and useful business connections. By taking part in the 2015 International Travel Expo (ITE), we were able to reach nearly 90,000 visitors from the trade and the public with some of the most exclusive offers and special packages.

Highlights

- Our trade networking events helped participating local trade partners to meet with nearly 1,000 overseas buyers.
- About 4,000 business appointments were generated.



Funds for original tour ideas

One of the best ways to boost Hong Kong's tourism appeal is to keep offering new experiences and attractive itineraries. Thanks to the New Tour Product Development Scheme (NTPDS), a number of our local travel trade partners were able to perk up their product variety by creating tours that offer a unique experience for visitors to the city. Non-funded applicants were encouraged to use our "Explore Hong Kong Tours" platform as a marketing and promotional channel for their new products.

Highlights

- 5 rounds of applications since the NTPDS was launched.
- 26 new products rolled out successfully.
- Around 40,000 visitors attracted to Hong Kong by the NTPDS.



Spending spree

To stimulate retail spending by both locals and tourists, we keenly supported the city-wide "Happy@hongkong Super JETSO" campaign, organised by the Quality Tourism Services Association (QTSA). The five-week shopping and dining promotion featured attractive offers from about 16,500 retailers and restaurants across the city. Consumers could easily identify the participating merchants by the eye-catching decal on their shop front, and an upbeat television commercial starring veteran pop group Grasshopper was produced to spread the news.



Highlights

- Over 2,500 TV spots to maximise awareness.
- 1.1 million page views and 53 million impressions.



MICE Business

Meetings, Incentives, Conventions and Exhibitions (MICE) are an important part of Hong Kong’s tourism industry. During the year under review, overnight MICE arrivals reached 1.72 million and their per-capita spending exceeded HK\$8,400, 16% higher than that of other visitors. As our Meetings and Exhibitions Hong Kong (MEHK) office continues to thrive with its all-round strategy, we are confident in keeping the momentum going.

Partnership building

Global connections

Collaboration with the American Society of Association Executives (ASAE), Global Conference Network (GCN), HelmsBriscoe (HB), International Association of Professional Congress Organisers (IAPCO) and other partners allowed us to leverage their communication platforms, such as e-channels, annual events and industry conferences, for networking and enhancing Hong Kong’s profile.

Ties with the Mainland

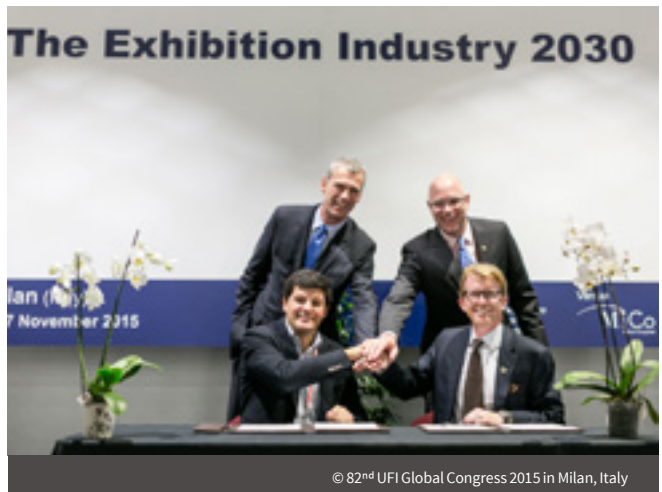
For the Mainland market, we identified industry-specific associations with offices based in Beijing and Shanghai, and organised a study mission with associations in the science and technology fields to pave the way for major conventions and conferences to be held in Hong Kong in the future.

Exhibition partners

To uphold the city’s image as the “Trade Fair Capital of Asia”, we also organised joint promotions with key industry players, including AsiaWorld-Expo, the Hong Kong Convention and Exhibition Centre, the Hong Kong Exhibition & Convention Industry Association and the Hong Kong Trade Development Council, at overseas industry events, such as the UFI Congress and Global CEO Summit.



© 82nd UFI Global Congress 2015 in Milan, Italy



© 82nd UFI Global Congress 2015 in Milan, Italy



Outreaching

In addition to hosting travel missions, road shows, corporate seminars and B2B marketing programmes overseas, MEHK reached out to buyers, corporations and MICE travel agents through our participation in international trade shows and events, such as Incentive Travel & Conventions, Meetings (IT&CM) in the Mainland, IMEX in Germany and the US, and SATTE in India.



Showcasing

As part of our strategic partnership with various industry associations, we hosted a number of study missions, familiarisation tours and Contract Hong Kong events to showcase Hong Kong's MICE products, venues and the latest developments to overseas trade partners.

We continued to motivate top travel agents by enhancing the MICE Top Agent Awards Programme. In 2016, 50 top agents from the Mainland, India and Indonesia attended the award presentation ceremony and learned about the latest MICE offers in Hong Kong.



Bidding for new opportunities

In the 2014/15 financial year, the Government earmarked additional funding to the HKTB for three consecutive years. With this funding, MEHK has been aggressively bidding for international MICE events which are of large scale or have high strategic value in enhancing the Hong Kong brand.

In 2015/16, Hong Kong won over 50 major bids, including a number of prestigious medical conventions and corporate meetings, generating about 100,000 overnight MICE visitors. They include the following:

- Nu Skin Greater China Regional Convention 2016 (20,000 pax)
- Asia Pacific Digestive Week 2017 (3,000 pax)
- International Conference on Oral and Maxillofacial Surgery 2017 (2,000 pax)
- 46th International Congress on Noise Control Engineering (Inter-Noise) 2017 (1,200 pax)
- World Recycling Convention & Exhibition 2017 (1,200 pax)
- World Psychiatric Association World Congress of Psychiatry 2020 (5,000 pax)

We invested additional resources to attract new small- to medium-sized MICE events with a view to bringing in more MICE visitors. A successful case is Worlddidac Asia, Hong Kong, which has confirmed that it will stage three editions in Hong Kong.

RISE Hong Kong 2015 staged its inaugural show in Hong Kong, and the 6th World Glaucoma Congress, iFX Expo Asia, and Hexagon LIVE Hong Kong 2015 were all held in Hong Kong for the first time. We also facilitated some new exhibitions, such as the International Design Furniture Fair Hong Kong and Mineral & Gem Asia.



© RISE Conference

© 6th World Glaucoma Congress

Cruise Experience

Hong Kong takes pride in its first-class cruise terminals, which are equipped with quality facilities and services to satisfy the savviest of globetrotters. By maintaining close collaboration with our trade partners, we ensure the smooth running of the Asia Cruise Cooperation and strive to cultivate healthy source markets in order to strengthen Hong Kong's position as one of the most sought-after cruise destinations.

Cultivating our source markets

In 2015/16, we cultivated source markets through initiatives to generate consumer demand and educated consumers in key target markets on the uniqueness and attractiveness of cruise vacations.

For example, the HKTB and Star Cruises launched a series of trade and consumer marketing campaigns in the Mainland, Japan and India to promote *SuperStar Virgo's* homeport sailings from Hong Kong. We also initiated various market-activation campaigns in Indonesia, Malaysia, the Philippines and Taiwan to build up the city's profile as an exciting cruise destination.

We focused on leveraging the popularity of local celebrities and the mass media in our source markets to enhance awareness of Hong Kong's cruise offerings. Some of the media we partnered with included *Lonely Planet Magazine India* and Zoom TV in India, MNCTV in Indonesia, GMA News in the Philippines, and *Asahi Shimbun* in Japan.

SAVOR THE BEAUTY OF HONG KONG AND SAMPLE THE FINEST ASIAN HOSPITALITY THE STAR CRUISES WAY.

1-night cruise from HK to 2 cities
1 night on the luxurious SuperStar Virgo in Hong Kong
1 night on anything.

DISCOVERY & SURPRISE

© Star Cruises

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© Star Cruises

Driving international ship deployment by boosting regional synergy

Riding on the success of the Asia Cruise Fund (founded in 2014) and Xiamen's entry since January 2016, we elevated the alliance into the Asia Cruise Cooperation (ACC), providing a one-stop platform to support cruise lines' development in Asia and reflecting our commitment to maximise the growth of cruise tourism in Asia.

We announced the exciting news of the ACC's establishment at Seatrade Cruise Global 2016 in Florida. The annual event, attended by over 11,000 delegates, exhibitors, key cruise executives and media from around the world, has for years proven to be a great occasion for us to showcase Hong Kong's cruise tourism offerings to the world. We also attended other international and regional cruise industry events to increase Hong Kong's exposure.

Highlights

- Total ship calls: 142
- Passenger throughput (visitors only): 746,000



Anchoring a bright future

The continual increase in the number of world-class cruise arrivals in Hong Kong is a promising sign that cruise lines are recognising our city as a prime port option in Asia's fast-growing cruise travel market.

Some of the world-class cruise ships to have graced our port include *Quantum of the Seas*, which is the largest cruise ship ever to have berthed in Hong Kong waters. We celebrated its maiden call in June 2015, and it revisited six months later for a mini homeport season.

And for the first time, *Voyager of the Seas* made Hong Kong its homeport for three months from July 2015, hosting more than 50,000 guests on 17 sailings.



© Royal Caribbean Cruises Hong Kong Ltd.

Top-Notch Service

Excellent visitor services make a world of a difference to a tourist's experience. That is why we task ourselves to lead the tourism industry, the retail sector and the whole community towards one common goal: to cultivate Hong Kong as a hospitable destination that will earn a special place in every visitor's heart.

Outstanding Quality Tourism Services (QTS) Merchant & Service Staff Awards

This award is our endeavour to recognise outstanding merchants and their frontline staff for setting an example of exceptional service. It is intended to serve as an incentive for them to keep up their effort and to inspire a city-wide hospitable culture. There are currently over 1,000 QTS merchants around town, which can be easily identified by the smartly designed decal displayed on the front of their 8,183 outlets.



Wider reach, higher commitment

The Concierge Hotline, operated by our visitor information and services team, extended its service to benefit more travel trade partners in handling client enquiries. As of March 2016, the Concierge Hotline supported a total of 96 subscribers – compared with 80 in the previous year, consisting of 84 hotels, eight shopping malls and, more recently, four QTS-accredited visitor accommodation providers.

Enhanced and personalised services

Charitable souvenirs

A strong tourism industry requires a city-wide commitment, and during the year, a contribution from one of the least expected segments of the community proved to make a difference. A collection of locally inspired souvenirs we launched in collaboration with the Mental Health Association of Hong Kong and New Life Psychiatric Rehabilitation Association have been very well received since we started selling them at our Visitor Centres in July 2015. Handcrafted by people with disabilities who are members of the two non-governmental organisations, the one-of-a-kind souvenirs both created job opportunities and helped keep tourists’ fond memories of Hong Kong alive.

Notable hospitality

The Hong Kong Pals programme recruits only the most passionate volunteer ambassadors to ensure visitors are introduced to our city in a genuine and in-depth manner. Visitors can trust them for insider tips to enjoying a memorable, hassle-free journey. Please refer to p.71 for more details.



Highlights

- Visitor Centres: served 2 million guests
- Contact Centre: handled 16,000 phone calls or email enquiries
- Response time: 97% of incoming calls answered within 20 seconds

Multi-Destination Travel

The strategic alliances we nurture with our neighbouring cities are crucial in promoting multi-destination travel and boosting tourists' desire to visit the region. We sparked great chemistry with some of our latest collaborators – Taiwan, Zhuhai and Macao – and look forward to working with more destinations soon.

Debut partnership with the Taiwan Tourism Bureau (TTB)

By cooperating for the first time with the TTB, we hope to boost leisure travel arrivals from North America and create new business opportunities for both destinations. In March 2016, we showcased the tourism offerings of Hong Kong and Taiwan to close to 200 airlines, trade and media representatives who attended our promotional receptions in Toronto and New York.



Strengthening the Hong Kong-Zhuhai-Macao cooperation

We anticipate that the imminent completion of the Hong Kong-Zhuhai-Macao Bridge will strengthen the connection between the three cities, so we took the initiative to sign a tourism cooperation agreement early on with the Zhuhai Culture, Sports and Tourism Bureau, and the Macao Government Tourism Office. We also organised a mega familiarisation trip in June 2015 to provide our Indian trade partners and their family members with an opportunity to experience an exciting multi-destination itinerary featuring Hong Kong and Zhuhai.



Ching's Amazing Asia

Chef-host Ching-he Huang's vibrant coverage of Guangdong, Hong Kong and Macao was an excellent testimony of what the concerted effort of multiple destinations could achieve. All three cities facilitated and contributed to the filming, presenting the crew with the best offerings in the region, which were ultimately introduced to the audience of Huang's popular television show, broadcast in the United Kingdom and other long-haul markets in January 2016. For more details, please refer to p.39.

