

Annex 1

Hong Kong Tourism Board
Total Marketing Expenditure (By Market) (Slide no. 9)

2006/07 Budget
(HK\$'m)

Mainland China	29.25
Taiwan	20.01
Singapore	7.83
Thailand	5.66
Malaysia	3.87
Indonesia	2.52
Philippines	5.49
India	5.77
	31.14
Japan	34.99
S. Korea	14.30
	49.29
USA	36.65
Canada	6.57
Others	0.75
	43.97
UK	18.71
France	5.62
Germany	9.72
Others	9.65
	43.70
Australia & NZ	14.20
Grand Total	<hr/> 231.56

Hong Kong Tourism Board
Total Marketing Expenditure (Slide no. 13)

Expenditure	Marketing Budget
	HK\$'m
Travel Industry Promotion	
Trade Promotions	46.61
Trade Fam	10.20
Business Development	22.50
Tour Development	0.80
	80.11
Consumer Promotion	
Consumer Communication & Services	133.20
Mainland China Market development	15.70
Meet and Greet Programme and Promotion materials	17.30
Promotion of Mega Events	73.30
	239.50
Publicity Programmes	57.90
Destination Marketing	
-Mega Events	88.30
-Destination Marketing	40.73
-Quality Tourism Services (QTS) Scheme	17.20
-Others	40.70
	186.93
Grand Total	564.44