

Hong Kong Tourism Board

Distribution of Expenditure for 05/06 and 06/07

	Marketing Research (HK\$M)	Strategic Planning (HK\$M)	Consumer Marketing and Communications (HK\$M)	Tourism Marketing (HK\$M)	Corporate Communications and Public Relations (HK\$M)	Destination Marketing (HK\$M)	Total (HK\$M)
FY 05/06	17.38	1.94	202.85	84.58	50.39	115.40	472.54
FY 06/07	17.21	2.48	177.60	66.20	59.2	121	443.69