

Hong Kong Tourism Board - Marketing Budget by markets

(\$ million) Market	Approved Budget 2006/07						Staff Business Travel Expenses (note 2)
	Trade Marketing	Business Development	Consumer Marketing & Communications	Promotional Materials & Distribution	Publicity Programmes	Total	
Mainland (note 1)	2.50	0.55	33.73	0.80	5.31	42.89	0.62
USA	4.79	1.79	21.25	2.47	6.37	36.67	0.61
Japan	6.50	1.25	13.40	4.10	9.75	35.00	0.35
Taiwan	2.20	0.54	10.09	1.12	6.05	20.00	0.00
UK	3.49	0.78	6.60	0.75	7.09	18.71	0.23
South Korea	1.84	0.35	10.03	0.32	1.76	14.30	0.02
Australia	1.70	2.90	6.32	0.62	1.90	13.44	0.34
Germany	1.75	0.14	4.86	0.40	2.57	9.72	0.22
Singapore	0.84	0.12	4.81	0.26	1.80	7.83	0.02
Canada	0.67	0.01	3.32	0.41	2.16	6.57	0.09
India	0.44	0.07	3.49	0.13	1.64	5.77	0.13
Thailand	0.51	0.12	2.86	0.18	1.98	5.65	0.11
France	0.93	0.55	2.09	0.29	1.76	5.62	0.09
Philippines	0.63	-	2.79	0.15	1.92	5.49	0.08
Malaysia	0.36	0.07	1.72	0.12	1.60	3.87	0.10
Indonesia	0.18	-	1.34	0.12	0.88	2.52	0.04
Other countries in Europe	3.22	0.27	3.29	0.15	2.69	9.62	0.17
New Zealand	0.16	-	0.39	-	0.21	0.76	0.07
South and Central America	0.38	-	0.22	0.07	0.07	0.74	0.02
	33.09	9.51	132.60	12.46	57.51	245.17	3.31

Note 1: Included China Development Fund of \$13.6 million.

Note 2: Budget was not estimated for project-related business travel. Actual expenses incurred by HKTB staff are extracted for reference.