## Hong Kong Tourism Board

## Distribution of Expenditure for 05/06 and 06/07

|          | Marketing        | Strategic        | Consumer Marketing         | Tourism           | Corporate Communications     | Destination       | Total   |
|----------|------------------|------------------|----------------------------|-------------------|------------------------------|-------------------|---------|
|          | Research (HK\$M) | Planning (HK\$M) | and Communications (HK\$M) | Marketing (HK\$M) | and Public Relations (HK\$M) | Marketing (HK\$M) | (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  |