

## **For Information**

### **Legislative Council Panel on Economic Development**

#### **Hong Kong Tourism Board**

#### **Work Plan for 2018-19**

### **Purpose**

The paper at Annex sets out the Hong Kong Tourism Board (HKTB)'s work plan for 2018-19 for Members' information.

### **Background**

2. The HKTB is a statutory body established in 2001 under the Hong Kong Tourism Board Ordinance (Cap. 302). Its core function is to promote Hong Kong globally as a leading international city in Asia and a world-class tourist destination.

3. The HKTB's activities are primarily funded by the Government. Each year, the HKTB maps out its work plan for the year ahead, taking into account the macro environment and the tourism policy of the Government. In drawing up the work plan, the HKTB conducted extensive consultation with various tourism stakeholders, including travel agents, airlines, hotels, retailers, restaurants, attractions, as well as the academia. The work plan at the Annex has incorporated their views. It also gives an overview of the tourism performance in 2017.

4. The work plan will be submitted to the Secretary for Commerce and Economic Development for approval under Section 17B of the Hong Kong Tourism Board Ordinance. The subvention for the HKTB will form part of the Appropriation Bill, the passage of which is subject to the Legislative Council's approval.

5. Members are invited to note the HKTB's Work Plan for 2018-19 at the Annex.

**Tourism Commission**

**Commerce and Economic Development Bureau**

**February 2018**

## **HONG KONG TOURISM BOARD WORK PLAN FOR 2018-19**

### **PURPOSE**

1. This paper presents the work plan of the Hong Kong Tourism Board (HKTB) for 2018-19. It also gives an overview of Hong Kong's tourism industry in 2017 and the outlook for 2018, which form the background for developing the objectives, strategic focuses and key initiatives of the HKTB for 2018-19.

### **BACKGROUND**

2. The HKTB is a statutory body tasked with marketing and promoting Hong Kong as a preferred travel destination worldwide. Each year, the HKTB undertakes a structured planning process to map out its strategies and initiatives for the year ahead, taking into account various factors in the macro environment, such as global economic conditions and market trends, as well as the relevant policy directions of the Government. In 2018-19, the HKTB will take active steps to increase visitor arrivals by stepping up its marketing efforts in source markets, organising mega events, and promoting other tourism-related initiatives. The HKTB will also strive to maintain high visitor satisfaction levels and stimulate their spending to maximise the benefits from tourism to Hong Kong's economy and the community at large.

3. In devising the work plan for 2018-19, the HKTB conducted a series of consultations with stakeholders in the local tourism industry, including travel agencies, airlines, hotel owners and management, retailers, food and beverage caterers, attraction operators, and academics.

## OVERVIEW OF 2017 TOURISM PERFORMANCE

### Total visitor arrivals

4. After the downward adjustment in 2015 and 2016, the number of visitors from the Mainland regained growth momentum in 2017, which resulted in 3.2% growth to 58.47 million overall visitor arrivals. In 2017, international markets continued to see growth in visitor arrivals, increased by 1.1% over 2016. Details are as follows:

|                              | Visitor arrivals |        |               |
|------------------------------|------------------|--------|---------------|
|                              | 2017             | 2016   | 2017 vs. 2016 |
| Mainland China ('000)        | 44,445           | 42,778 | +3.9%         |
| International markets ('000) | 14,027           | 13,877 | +1.1%         |
| Short-haul markets ^ ('000)  | 8,907            | 8,653  | +2.9%         |
| Long-haul markets * ('000)   | 4,390            | 4,395  | -0.1%         |
| New markets ** ('000)        | 730              | 829    | -11.9%        |
| Total ('000)                 | 58,472           | 56,655 | +3.2%         |

Remarks: Owing to rounding, the total may differ from the sum of the individual figures.

^ Excluding the Mainland, Vietnam and India

\* Excluding markets in the Gulf Co-operation Council (GCC), the Netherlands and Russia

\*\* New markets include India, the GCC markets, the Netherlands, Russia and Vietnam.

5. The Mainland remained the largest visitor source market for Hong Kong. After a drop in the previous two years, the number of visitors from the Mainland resumed upward movement in the past year, as the adverse effects of the “one visit per week” policy gradually subsided, the performance of the Chinese economy remained steady, and Mainland visitors’ sentiment towards Hong Kong improved with the absence of unfortunate incidents involving Mainland visitors. However, many countries and regions relaxed their visa requirements for inbound travellers from the Mainland, or rolled out large-scale promotions to draw visitors from the Mainland, resulting in increasingly fierce competition for Mainland tourists. All these factors contributed to an increase of 3.9% in total arrivals from the Mainland in 2017.

6. For short-haul markets, riding on the good momentum in 2016, a number of short-haul markets saw continued growth in 2017. Arrivals from South Korea and the Philippines, in particular, hit record high again, exceeding 1.48 million and 0.89 million respectively, representing a respective year-on-year growth of 6.8% and 13.1%. The Japan market saw double-digit growth of 12.6%, while the performance of Taiwan remained steady during the year. The three key short-haul markets of Taiwan, South Korea and Japan combined account for a significant percentage of the overall short-haul market, so the impressive

performance of these markets was sufficient to offset the decrease in arrivals from Singapore, Thailand and Malaysia, resulting in 2.9% overall growth in short-haul performance.

7. In comparison with the performance of the Mainland and short-haul markets, the performance of long-haul markets was relatively stable in 2017, with overall visitor arrivals dropping slightly by 0.1% year on year. Among all our key markets, the US market recorded a slight increase, thanks to its revived economy, while the performance of our European markets was affected by the uncertain economic outlook.

8. Among new markets, Russia's performance continued to improve, while the other markets were affected by a number of different factors. For example, beginning in early 2017, Indian nationals were required to complete pre-arrival registration online before visiting Hong Kong, while the cancellation of Cathay Pacific's direct flights between Hong Kong and Saudi Arabia caused a decrease in visitor arrivals from the GCC markets. The overall number of visitors from new markets in 2017 decreased by 11.9%.

### Overnight visitor arrivals

9. In 2017, overnight visitor arrivals amounted to 27.88 million, a 5.0% increase over 2016. Overnight arrivals from the Mainland and short-haul markets rose. Details are as follows:

|                              | Overnight visitor arrivals |        |               |
|------------------------------|----------------------------|--------|---------------|
|                              | 2017                       | 2016   | 2017 vs. 2016 |
| Mainland China ('000)        | 18,526                     | 17,365 | +6.7%         |
| International markets ('000) | 9,358                      | 9,188  | +1.9%         |
| Short-haul markets ^ ('000)  | 5,694                      | 5,470  | +4.1%         |
| Long-haul markets * ('000)   | 3,139                      | 3,135  | +0.1%         |
| New markets ** ('000)        | 525                        | 583    | -10.0%        |
| Total ('000)                 | 27,885                     | 26,553 | +5.0%         |

Remarks: Owing to rounding, the total may differ from the sum of the individual figures.

^ Excluding the Mainland, Vietnam and India

\* Excluding the GCC markets, the Netherlands and Russia

\*\*New markets include India, the GCC markets, the Netherlands, Russia and Vietnam.

10. The performance of individual markets are as follows:

- (A) The Mainland: As mentioned in paragraph 5, owing to factors such as the Mainland's steady economic performance and the improved sentiment of Mainland consumers towards Hong Kong, an increase of 6.7% in overnight arrivals was recorded in 2017, mainly attributable to the strong double-digit growth in the fourth quarter.
- (B) Short-haul markets: Overnight arrivals from short-haul markets rose by 4.1% year on year, with Japan (+17.4%) and the Philippines (+12.4%) recording double-digit growth; arrivals from South Korea (+8.3%) and Indonesia (+6.3%) also increased.
- (C) Long-haul markets: Overnight arrivals from long-haul markets increased by 0.1% for the year. There was sustained growth in the US (+0.2%), Canada (+1.7%) and the UK (+0.3%) markets.
- (D) New markets: Overnight arrivals from Russia saw an increase of 3.9% in 2017. However, overnight arrivals from India, the source market which represents the largest share of new markets, declined by 14.5%, resulting in a 10.0% drop in total overnight arrivals from new markets.

### **Meetings, Incentive, Conventions and Exhibitions (MICE) visitors**

11. As a result of growing aviation ties between the Mainland and various regions, more business visitors who previously transited through Hong Kong instead opted for direct flights to the Mainland, which had a negative impact on Hong Kong's overnight business arrivals. In 2017, overnight business arrivals amounted to 3.96 million, a decrease of 2.3% year on year.

12. More MICE event organisers chose Hong Kong to host their events in the past year, resulting in a relatively stable performance for overnight MICE arrivals with an increase of 1.9% in 2017.

Please refer to Attachment I for a detailed breakdown of visitor arrivals from individual markets in 2017.

## Visitor spending and average length of stay

13. Visitor spending and the average length of stay by overnight visitors in 2017 are shown in the table below:

|  | 2017     | 2016     | 2017 vs. 2016 |
|--|----------|----------|---------------|
| Average length of stay by overnight visitors (nights)                                  | 3.2      | 3.3      | -0.1          |
| Per capita spending (PCS) by overnight visitors*(HK\$)                                 | \$6,447  | \$6,599  | -2.3%         |
| Total expenditure associated with inbound tourism (TEAIT) <sup>1*</sup> (HK\$ billion) | \$301.42 | \$296.21 | +1.8%         |
| Visitor satisfaction level* <sup>^</sup> (out of 10)                                   | 8.4      | 8.3      | +0.1          |

\* Projection made in January 2018

<sup>^</sup> Excluding same-day, in-town visitor arrivals

14. The average length of stay by overnight visitors was 3.2 nights, a decline of 0.1 nights compared with 2016. This was mainly because the average length of stay by overnight visitors from the Mainland, which accounted for 66% of total overnight arrivals, fell from 3.2 to 3.1 nights, while visitors from short-haul markets (excluding the Mainland) spent an average of 2.9 nights in Hong Kong, which is on par with that of last year. Visitors from long-haul markets spent an average of 3.9 nights in Hong Kong, a drop of 0.1 nights.

15. The PCS of all overnight visitors in 2017 decreased by 2.3% to HK\$6,447 due to a host of factors, including changes in the spending patterns of visitors, exchange rates and hotel room rates. Hotel room rates increased in the second half of the year, easing the drop in PCS. TEAIT increased 1.8% year on year to HK\$301.4 billion. Visitor satisfaction increased by 0.1 points to 8.4 on a 10-point scale.

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<sup>1</sup>The tourism expenditure figures were calculated according to methodology recommended by the United Nations World Tourism Organization (UNWTO). The two components of TEAIT are: (1) Total Destination Consumption Expenditure – the sum of all payments made by visitors for goods and services consumed in Hong Kong, including accommodation, shopping, meals and entertainment. This information is collected from the HKTB's Departing Visitors Survey; (2) Passenger International Transportation Expenditure – receipts of Hong Kong-based carriers for cross-boundary transportation of non-resident passengers by air, sea or land. The data is provided by the Census and Statistics Department of the Hong Kong Special Administrative Region Government.

## **TOURISM OUTLOOK FOR 2018**

### **Cautiously optimistic global economic outlook**

16. The global economy saw remarkable improvements in 2017 compared with that of the previous few years. The economic recovery is expected to continue in 2018, with a more optimistic overall outlook. However, the world's major economies are expected to face a number of uncertainties during the year, which may have an adverse effect on economic development. Therefore, it is necessary to remain cautious in view of the situation in different markets.

17. Despite facing various uncertainties and the continued transformation of its economic structure, the Mainland economy experienced steady growth in 2017 owing to various measures implemented by the Central Government. In 2018, the Mainland's economic growth is expected to steadily develop on the foundation of 2017, but the travel and spending desire of Mainland residents may be affected by uncertainties in the external environment, as well as possible short-term fluctuations in economic performance and the RMB.

18. Regarding the US, with a new Federal Reserve Chairman due to commence office soon, the market has been cautious about the continuity of US financial policies, as well as the movement of the US dollar and US interest rates. The US is the largest economy in the world, so any substantial change in its policies is expected to impact the recovery of the global economy, with no exception for Hong Kong. As for Europe, its economic recovery is expected to pick up pace in 2018, but the impact of various uncertain factors, including the latest developments in Brexit talks, separatism, the refugee crisis, and the risk of terrorist attacks, on the European economy, remains to be seen.

19. In the short-haul markets, the Japanese government may implement various measures to stimulate its weak economy. These initiatives include a controversial sales tax increase and the possible introduction of a departure tax, both of which would potentially affect consumer sentiment regarding overseas travel. On the other hand, infrastructure projects related to the 2020 Tokyo Olympic Games may stimulate economic growth and local consumer sentiment, giving a boost to consumer desire to travel abroad. Driven by growth in exports, the South Korean economy has seen increased economic activity and domestic demand, but economic development and consumer travel sentiment may still be affected by sustained political tensions in the region. Various Southeast Asian countries have experienced continuous economic growth owing to increased exports, but policy or economic changes in the target export markets could also affect these export-driven economies.

20. As for new markets, the economy of Russia is expected to be steady owing to stabilised crude oil prices in international markets, but the Russian economy might still be restrained by the sanctions imposed by Western countries. In 2017 the Indian government introduced various critical measures for the reformation of its economic structure and market conditions, which are expected to benefit India's economic development in the long run.

21. Currency-wise, due to the continuously improving US economy, the US Federal Reserve is highly likely to continue to increase the interest rate, although the frequency and magnitude of the rises will depend on the performance of the US economy, the fiscal policy of the administration, and the global economic situation. The US dollar exchange rate may also be affected by factors other than interest rate. For example, a US government official has said that a weak US dollar may benefit the US export trade earlier this year. Therefore, a certain degree of uncertainty remains in the development of the US dollar exchange rate. On the other hand, the euro and pound sterling have risen recently because of economic growth, but this trend will be affected by various factors, including Brexit. On the Mainland side, the RMB has appreciated against the US dollar since the middle of 2017 as US interest rates rose at a slower-than-expected pace, but with US interest rates expected to continue to rise due to the improving economic environment, greater volatility in RMB exchange rates is expected, and since the Hong Kong dollar is pegged to the US dollar, the pricing factor may affect consumer sentiment regarding travelling to Hong Kong.

22. According to a forecast by the UNWTO<sup>2</sup>, global tourism will grow by 4% to 5% in 2018.

### **Intensifying competition in source markets**

23. Tourist destinations around the world have stepped up their marketing efforts in the tourism industry, giving rise to fierce competition in the region. Several Asian destinations, including the Mainland, Taiwan, Japan, South Korea, Singapore and Malaysia, have introduced policies to facilitate the entry of foreign visitors, by relaxing visa approvals, simplifying application procedures, and allowing longer stays. These destinations have also proactively developed their tourism industry by enhancing their tourism facilities and launching large-scale marketing campaigns to attract visitors. In particular, the Japanese yen has remained weak in the past several years, making Japan a more appealing destination.

24. According to China Tourism Academy<sup>3</sup> statistics, the number of departures from the Mainland reached 127 million in 2017, up 4% year on year.

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<sup>2</sup> Forecast made by the UNWTO in January 2018.

<sup>3</sup> Data from China Tourism Academy in September 2017.



Many countries and regions will continue to proactively attract the Mainland visitors, resulting in more intense competition for Hong Kong. In view of the decrease in Mainland visitor arrivals, destinations such as South Korea and Taiwan have started to shift their marketing focus to Southeast Asian countries. We therefore expect it to be increasingly challenging to attract short-haul visitors to Hong Kong in the future.

25. Hong Kong has long been an aviation hub in the region, with an established edge in air connectivity. However, in recent years, a number of cities in the region have actively developed their air connectivity with overseas source markets, resulting in significant growth in the number of direct flights to and from these cities in 2017. According to the International Air Transport Association (IATA)<sup>4</sup>, in 2017, growth in the capacity of direct flights to Japan (+4.5%), South Korea (+5.5%) and Thailand (+5.7%) all surpassed Hong Kong's modest growth of 2.6%, while the growth in capacity of direct flights to Guangzhou achieved a notable increase of 13.6%. The IATA's outlook for 2018 includes further increases in direct flight capacity to Thailand (+2.1%), Singapore (+4.1%) and Mainland cities, such as Beijing (+4.7%), Shanghai (+2.8%) and Guangzhou (+3.1%). The IATA expects the capacity of direct flights to Hong Kong in 2018 to remain at the 2017 level.

26. Low-cost carriers (LCCs) are rapidly expanding in some Asian countries and regions, such as South Korea, Taiwan, Japan and Southeast Asia. Relatively lower airfares divert visitors to these countries for short visits. LCC development in Hong Kong has been lacklustre compared with nearby destinations, putting pressure on Hong Kong's competitiveness as a destination.

### **Opportunities arising from tourism-related policies and infrastructure development**

27. The Government always strives to invest in infrastructure projects in an effort to enhance connectivity between Hong Kong and the neighbouring regions to facilitate the development of source markets. With new transportation infrastructure connecting the Mainland and Hong Kong scheduled to complete soon, such as the Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section and the Hong Kong–Zhuhai–Macao Bridge, the entire Guangdong-Hong Kong-Macau Bay Area (Greater Bay Area) will become a region that offers an integrated mixture of tourism features and experiences. The Greater Bay Area concept will take tourism development in the region to the next level and provide rich resources to fuel the further development of multi-destination travel. The Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section connecting Hong Kong to the Mainland's high-speed rail network will make journeys to Hong Kong faster and more convenient for Mainland visitors and

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<sup>4</sup> Data from the IATA on 12 December 2017.

strengthen Hong Kong's crucial role as the Mainland's southern gateway, giving Hong Kong an edge in attracting foreign visitors to travel via Hong Kong to other cities in the Mainland.

28. In addition to the new momentum for Hong Kong's tourism development arising from major infrastructure projects, the Government issued the *Development Blueprint for Hong Kong's Tourism Industry*, which outlines its vision and mission for the tourism industry, with four development strategies, 13 implementation goals and various short-, medium- and long-term initiatives. The Government will continue to support source market development by providing funding support to the HKTB for launching promotions in major source markets worldwide to develop more diversified market base, and nurture the development of tourism initiatives and products with local and international characteristics with a view to attracting more overnight visitors to Hong Kong.

29. This year, the Government will continue to focus on attracting more overnight visitors, and will ensure the sustainable development of Hong Kong's tourism industry by supporting the HKTB's work in conducting marketing and PR promotions in source markets, organising and promoting various mega events in Hong Kong, providing support to the travel trade on product diversification and market development, developing MICE and cruise tourism, etc. To enrich Hong Kong's tourism offerings, last year, the Government provided the HKTB with additional annual funding of approximate HK\$33 million per year on a three-year term for HKTB to update the "A Symphony of Lights" show which was launched in 2004 with a variety of exciting lighting effects and a new soundtrack, as well as to organise creative light shows during summer and winter, to better complement the city's world-famous night view. The Avenue of Stars, which is scheduled to reopen in 2018 after undergoing repair and improvement works, will further enhance the tourism appeal of Victoria Harbour and the Tsim Sha Tsui waterfront.

30. On promoting mega events, in an effort to highlight Hong Kong's gourmet delights, dynamism and local culture, the Government also offered additional funding on a three-year term (approximately HK\$33 million a year) to support the HKTB to step up promotion of four home-grown events, the Hong Kong Dragon Boat Carnival, the Tai Hang Fire Dragon Dance, the Hong Kong Cyclothon, and the Hong Kong Wine & Dine Festival, to develop them as signature events in Asia. Related promotions will continue in 2018. Please refer to subsequent sections of this paper for details.

31. On planning for tourists attractions, a number of new cultural and heritage tourist attractions will be completed this year. The Government will soon finish updating and enriching the Dr Sun Yat-sen Historical Trail, including redesigning the memorial plaques and updating the content. The Historical Trail,

along with other neighbouring attractions, including the PMQ and Tai Kwun (the former Central Police Station Compound), which is due to open later in 2018, will transform Central and Western District into a community filled with an “art-across-time” ambience. In the medium term, the completion and imminent opening of various West Kowloon Cultural District (WKCD) attractions, including the Xiqu Centre (2018), the M+ Museum for visual culture (2019), the Lyric Theatre Complex (2021) and the Hong Kong Palace Museum (2022), will make WKCD the focal point of Hong Kong’s cultural tourism. Furthermore, the Tai Hang Fire Dragon Heritage Centre is expected to commence operations in 2020, introducing visitors to the traditional Fire Dragon dance, which epitomises the local culture of Hong Kong.

32. The two major amusement parks have also been actively enhancing their facilities and attractions. Ocean Park’s new water park is expected to commence operations in 2019, and the two latest hotel projects that coincide with Ocean Park’s development are scheduled for completion, one in 2018 and one in 2021. The Government and Hong Kong Disneyland are also working diligently on the theme park’s expansion and development with a view to introducing new attractions almost every year from 2018 to 2023, thus enhancing the attractiveness and competitiveness of the theme park. Meanwhile, the Government is planning to develop the “Kai Tak Tourism Node” project next to the cruise terminal aiming at attracting both locals and visitors. The Government will also continue with its planning studies in respect of the Lantau development, including to examine the development of North Lantau for leisure and tourism uses.

33. According to the current plan, hotel room supply will continue to increase. By 2020, the total number of hotel rooms is expected to reach around 90,000 (statistics as of December 2017), an approximately 11,800 increase over that in 2017, offering more choices for visitors.

## PROJECTIONS FOR 2018

34. Having taken into account the above factors in the macro environment, including risks and opportunities, tourism-related policies, trends of development in key source markets, movements of available seating capacity on direct flights, and analysis and forecasts by international organisations, the HKTB has made the following projections for various key tourism performance indicators in 2018:

| Key Tourism Performance Indicators                     | 2018 Projections | Compared with 2017 |
|--|------------------|--------------------|
| Total visitor arrivals ('000)                          | 60,558           | +3.6%              |
| Arrivals from the Mainland ('000)                      | 46,221           | +4.0%              |
| Overnight arrivals                                     | 19,329           | +4.3%              |
| Same-day, in-town arrivals                             | 26,892           | +3.8%              |
| Arrivals from short-haul markets ('000)                | 9,205            | +3.3%              |
| Arrivals from long-haul markets ('000)                 | 4,445            | +1.3%              |
| Arrivals from new markets ('000)                       | 687              | -5.9%              |
| Average length of stay by overnight visitors* (nights) | 3.1              | -0.1               |
| Visitor satisfaction^* (out of 10)                     | 8.4              | Unchanged          |
| PCS by overnight visitors* (HK\$)                      | 6,347            | -1.5%              |
| TEAIT* (HK\$ billion)                                  | 306.58           | +1.7%              |

^ Excluding same-day, in-town visitors

\* Comparison based on preliminary figures made in January 2018

## **FOCUSES OF THE 2018-19 WORK PLAN**

35. The HKTB Work Plan 2018-19 has five focuses:

### **Focus 1: Focus on driving overnight arrivals**

- Fine-tune investment mix and continue to focus on drawing overnight visitors
- Leverage Guangdong-Hong Kong-Macao Bay Area and Belt & Road opportunities to promote multi-destination itineraries
- Ride on the commissioning of the Hong Kong-Zhuhai-Macao bridge and Express Rail Link to attract visitors
- Strive to attract more MICE events to Hong Kong
- Strengthen Hong Kong's image as Asia's cruise hub

### **Focus 2: Promote diversified travel experiences and uphold the city's image as a world-class travel destination**

- Encourage visitors to discover Hong Kong like a local
- Promote 11 core experiences
- Launch new global PR campaign – Hong Kong Stories
- Leverage global and local TV networks to enhance consumer promotion
- Strengthen Hong Kong's image as the Events Capital of Asia and enhance district promotion
- Promote Quality Tourism Services to enhance service standards

### **Focus 3: Fortify consumer communications through various channels**

- Enrich content on the HKTB's digital and social media platforms
- Extend HKTB's reach through digital platforms
- Maximise Hong Kong's presence through films and online news platforms
- Upgrade digital tools for smart travel initiatives
- Enhance visitor service quality with new technology

### **Focus 4: Support trade to explore more business opportunities**

- Foster closer collaboration to create business opportunities
- Step up promotion to attract family and the young segment visitors
- Support local travel trade to develop tour products with characteristics
- Further enhance user experience on PartnerNet

### **Focus 5: Strengthen corporate governance**

- Set objectives
- Implement cost management
- Proactively seek additional resources

## **Focus 1: Focus on driving overnight arrivals**

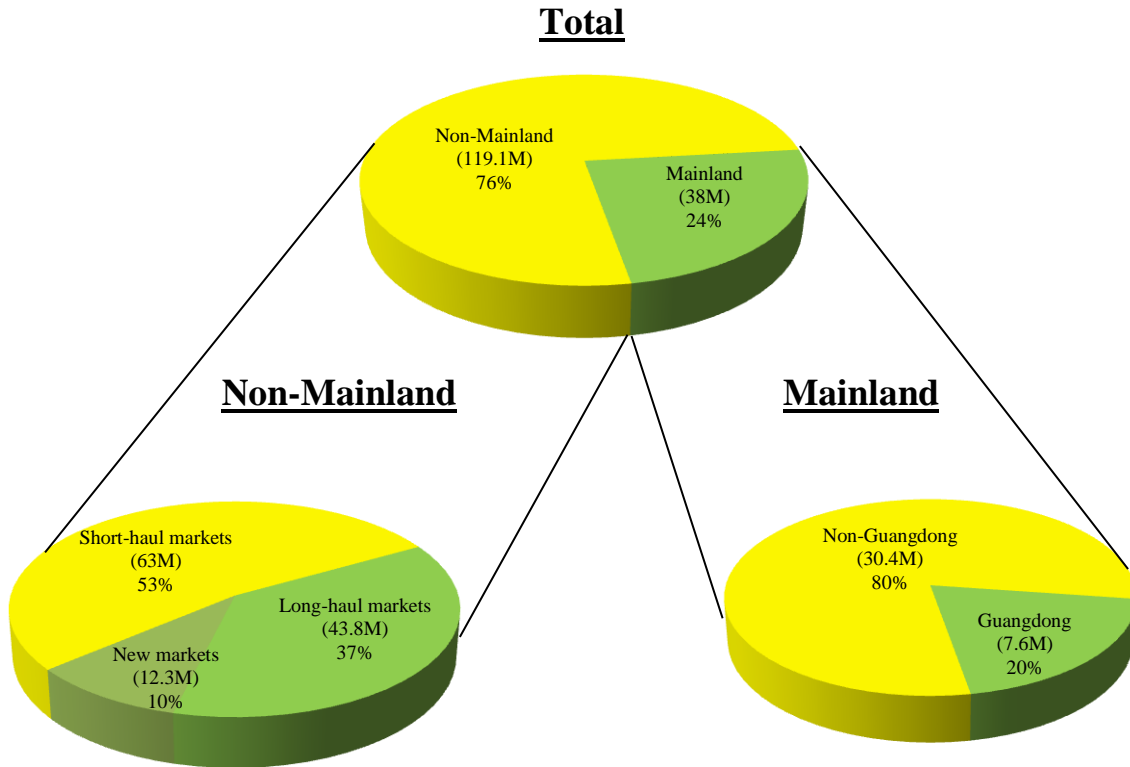
### **Fine-tune investment mix and continue to focus on drawing overnight visitors**

36. In 2018-19, the HKTB will focus its promotion in various source markets on the diverse travel experiences visitors can have in Hong Kong to differentiate the city from other destinations. The HKTB aims to attract more overnight visitors from different markets to maximise the economic benefits brought by the tourism industry.

37. In 2018-19, the HKTB will continue to focus its resources on 20 key markets, which together generate approximately 96% of all visitor arrivals to Hong Kong. To maintain a diverse market portfolio and balanced visitor mix, and uphold Hong Kong's image as Asia's world city and a world-class destination, the HKTB will continue to invest most of its marketing resources in the international markets, but some of the resources previously used in new markets will be reallocated to short-haul markets to further boost promotional efforts there. The HKTB will regularly review its market priorities and investments in different markets and report its findings to the Board. It will also maintain flexibility in its resource allocation to make adjustments in response to any unforeseeable changes in the macro environment, stepping up its promotion in major markets and attracting more visitors to Hong Kong.

38. The HKTB's total marketing budget in 2018-19 is estimated to be HK\$401.2 million, of which HK\$157.1 million will be invested in visitor source markets to drive overnight arrivals. Of this, 76% will be allocated to international markets – 53% of which will be invested in short-haul markets, such as Taiwan, Japan, South Korea and Southeast Asia; 37% will be used in long-haul markets, including the US, Canada, the UK, France, Germany and Australia; and the remaining 10% will be invested in key new markets, such as India and Russia. Resources invested in the Mainland market will account for 24% of the total budget invested in markets, about 80% of which will go to non-Guangdong areas.

The following diagram shows the distribution of resources in different visitor source markets in 2018-19:



(A) The Mainland market

To increase Hong Kong's tourism receipts from this market, the HKTB will continue to focus on attracting overnight arrivals. Leveraging the upcoming commissioning of the Express Rail Link Hong Kong Section and the Greater Bay Area Initiative, apart from continuing to invest in tier-one cities like Beijing and Shanghai, the HKTB will step up its promotion in tier-two and tier-three cities, particularly those in the central and western parts of the Mainland, in order to attract more first-timers to Hong Kong. Initiatives include the following:

- (i) Promoting Hong Kong's hospitable image and quality service culture:
  - Collaborate with celebrated young idols in the Mainland with a background related to Hong Kong, tying in mega events and travel experiences, to produce short promotional videos, stories and articles that will be released on social media platforms to promote Hong Kong's distinctive and diversified tourism appeal and deliver the message that Hong Kong welcomes all visitors, thus encouraging visitors from the Mainland to come and explore the different aspects of Hong Kong.

- Further strengthen collaboration with online media to distribute travel information about Hong Kong by means of posts, images, photos and animation via various online media channels, including Weibo, video, travel and entertainment. The coverage will be extended to include major video streaming platforms (e.g. Tencent, iQiyi, Youku, Baidu and Sohu) and social media platforms (e.g. WeChat, Mafengwo and bilibili) in order to extend our reach to young consumer groups.
  - Invite high-rating Mainland reality shows to film in Hong Kong to showcase Hong Kong’s vibrant and unique travel experiences.
- (ii) Partnering with the travel trade to entice visitors to Hong Kong by introducing themed promotions and offers:
- Step up collaboration with online travel platform Ctrip, leveraging its edge in sales and experience in the development of free and independent travel (FIT) products to produce short videos promoting various themed travel experiences in Hong Kong that will attract Mainland consumers to visit HK.
  - Step up collaboration with major online travel agencies and airlines in the Mainland to draw overnight visitors by rolling out special tour products targeting families and the young segment.
  - Partner with Cathay Pacific Airways to launch nationwide “gourmet” and “night life” themed winter promotions, with tailor-made offers to attract young travellers.

## (B) Short-haul markets

- (i) Collaborate with TV networks in source markets to produce travelogues, reality shows and variety shows promoting Hong Kong, highlighting the city’s unique and diverse experiences. Digital media platforms will be used to maximise reach in source markets.
- (ii) Continue to work with the travel trade, airlines, hotels and attractions to provide offers for family visitors during long school holidays in short-haul markets, such as Southeast Asia, South Korea and Taiwan, to attract more family visitors to Hong Kong.
- (iii) To attract the young segment, the HKTB will step up the promotion of Hong Kong as a desirable short-break getaway destination in markets such as Japan, South Korea and Taiwan. The HKTB will continue to



work with the travel trade, hotels and airlines to launch attractive travel products and offers alongside mega events to draw young visitors to Hong Kong during their short breaks.

(C) Long-haul markets

- (i) We expect travel sentiment in many long-haul markets to continue to be affected by uncertain economic conditions. The HKTB will approach these markets with caution and make use of public relations initiatives and digital marketing channels to maintain Hong Kong's presence.
- (ii) Since long-haul visitors are more interested in Hong Kong's natural scenery and outdoor activities, the HKTB will work with local TV networks, travel magazines and publications in various source markets, including the US, UK, France and Australia, to produce features about Hong Kong's natural scenery to entice consumers to come to Hong Kong for a first-hand experience.
- (iii) In view of the popularity of multi-destination travel among long-haul visitors, the HKTB will work closely with other tourism authorities in the Pearl River Delta region, Taiwan and Southeast Asian countries to promote multi-destination itineraries and products featuring Hong Kong in long-haul markets.

(D) New markets

In 2017, the performance of new markets, including India, Russia, the GCC markets, Vietnam and the Netherlands, varied due to economic and other reasons; this is expected to continue in 2018. In response to market conditions, in 2018-19, the HKTB will reallocate part of its resources from new markets to short-haul markets to boost promotion and marketing efforts in the short-haul markets, thereby maximising return on investment. The HKTB will continue its promotional efforts in new markets depending on the situation in individual markets; for example, we will continue to promote MICE and cruise travel in India.

Attachment II shows the breakdown of the HKTB's investment in promotion by market.

## **Leverage the Greater Bay Area and Belt & Road initiatives to promote multi-destination itineraries**

39. The commissioning of the Hong Kong-Zhuhai-Macao bridge and the Bay Area Initiative will facilitate the further development of multi-destination travel. In 2018-19, the HKTB will deepen its collaboration with the Pearl River Delta region to jointly promote multi-destination itineraries that include Hong Kong to visitors from overseas and the Mainland, to reinforce Hong Kong's position as the regional tourism hub. The HKTB will also keep an eye on the latest developments related to the Belt and Road Initiative and grasp any opportunities for the Hong Kong tourism industry to establish cooperative platforms with the regions close to Hong Kong to push forward the development of multi-destination itineraries. These efforts include the following:

### **(A) Collaboration with Guangdong Province and Macao**

- (i) There is an abundance of tourism resources in the Greater Bay Area, and its local delicacies, cultural and heritage sites, and festive events are greatly appreciated by Chinese visitors from overseas. The HKTB will join hands with the tourism authorities of Guangdong Province and Macao to capitalise on the "Guangdong, Hong Kong & Macau Tourism Marketing Organisation" platform to produce gourmet-themed TV programmes hosted by food celebrities. These programmes will be broadcast by TV networks and video streaming platforms in the Mainland, Southeast Asia and long-haul markets, promoting tourism features of the three places and encouraging visitors to travel to Hong Kong and the Bay Area on a multi-destination itinerary. Special packages and consumer promotions will also be launched in the central and western regions of the Mainland to boost promotional efforts.
- (ii) The HKTB will collaborate with the Macao Government Tourism Office (MGTO) to produce TV programmes promoting the tourism features of the Bay Area and the convenience of the Hong Kong-Zhuhai-Macao bridge to arouse consumer interest.
- (iii) The HKTB will collaborate with the travel trade to provide transportation offers and launch joint promotions in markets with direct flights to Macao, such as South Korea, Indonesia and Thailand, to promote multi-destination itineraries and travel products.

(B) Collaboration with other travel destinations

The HKTB will continue to work with other travel destinations, especially places along the Belt and Road, to promote multi-destination travel itineraries. The HKTB will also collaborate with the Taiwan Tourism Bureau, the Vietnam National Administration of Tourism, and the tourism authorities of various Southeast Asian countries to conduct joint promotions in the US and Canada to attract more international travellers to visit Hong Kong and other destinations in the region.

**Ride on the opening of the Hong Kong-Zhuhai-Macao bridge and Express Rail Link to attract visitors**

40. The commissioning of the Hong Kong-Zhuhai-Macao Bridge and the Express Rail Link Hong Kong Section will greatly enhance transport connections between Hong Kong, the Greater Bay Area and various cities in the Mainland, creating new opportunities for Hong Kong to further develop source markets in the Mainland. The completion of new infrastructures may also put the global spotlight on Hong Kong and freshen the tourism image of Hong Kong, which will help encourage overseas visitors to consider starting their journey to the Mainland in Hong Kong. In view of the opportunities created by these two infrastructure projects, the HKTB plans to introduce related promotions through various channels in the Mainland and overseas to attract more visitors. The initiatives include the following:

- (A) To complement the commissioning of the Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section, “Maiden ride” travel packages will be offered in Mainland cities, including Guiyang, Wuhan, Changsha, Xiamen, Nanchang, Fuzhou, Shantou, Guangzhou, Dongguan and Shenzhen. Regional and national media coverage will also be generated to encourage more Mainland visitors to visit Hong Kong via the Express Rail Link.
- (B) We will carry out marketing and PR campaigns overseas to generate consumer interest in multi-destination travel from Hong Kong to the Mainland via the Hong Kong-Zhuhai-Macao Bridge and the Express Rail Link network.
- (C) We will take advantage of the opening of the Express Rail Link (XRL) to launch joint promotions with cruise lines to offer combined cruise-and-XRL travel products, and step up promotions in the central and western regions of the Mainland. Furthermore, to complement the development of the Greater Bay Area and the imminent commissioning of the Hong Kong-

Zhuhai-Macao Bridge, we will step up promotion in the southern part of the Mainland of cruise itineraries departing from Hong Kong.

- (D) Leveraging the development of the Greater Bay Area, we will work with online platforms to promote travel products alongside mega events held in Hong Kong to free independent travellers (FITs) in the Guangdong-Pearl River Delta region.

### **Attract more MICE events to Hong Kong**

41. In 2018-19, the HKTB will continue to adopt tailored strategies for various MICE segments to attract more high-yield MICE visitors to visit Hong Kong. The HKTB will also provide MICE organisers and participants with customised support and attractive offers to bring in MICE events of different scale, thereby strengthening Hong Kong's image as the world's meeting place.

42. Currently, the HKTB provides support and subsidies to its trade partners to bid for more strategic and large-scale conventions to be held in Hong Kong; these initiatives will be extended to medium-sized conventions. The HKTB also supports its local trade partners in attracting more smaller-scale MICE events to Hong Kong. The HKTB would consider to continue offering fee waiver for local trade to participate in trade shows, travel missions and networking events overseas.

The HKTB's key strategies for the various MICE segments in 2018-19 are as follows:

#### **(A) Meetings and incentive travel**

- (i) Focus our promotional efforts on markets such as the Mainland, Southeast Asia (mainly Indonesia and Thailand), South Korea, India and the US, with direct selling industry as the key focus, while reaching out to sectors such as insurance and finance, information technology, manufacturing and pharmaceuticals to attract them to organise meetings and incentive travel in Hong Kong.
- (ii) Organise familiarisation tours, travel missions, large-scale workshops and one-on-one meetings for corporate clients and overseas travel trade to showcase Hong Kong's latest tourism offerings, MICE venues, unique travel experiences, and experience in hosting large-scale MICE events.
- (iii) Through an award programme, recognise the performance and contribution of the overseas travel trade, and motivate them to

promote Hong Kong to their corporate clients as the ideal destination for meetings and incentive trips; introduce to the overseas travel trade the latest MICE developments and unique experiences in Hong Kong through workshops and presentations.

- (iv) Participate in MICE trade shows in key source markets together with the local travel trade to help them foster connections with MICE event organisers.
- (v) Strengthen collaboration with MICE event organisers in key source markets, soliciting not only large-scale events, but also small- to medium-sized MICE events and meetings to come to Hong Kong.

(B) Professional association events

- (i) Events and meetings organised by professional associations in Asia Pacific usually switch hosting destinations more frequently, and most are of medium scale, which makes them more flexible in terms of the choice of venues. The HKTb will step up efforts to attract more professional associations in the Asia Pacific region to hold their meetings and events in Hong Kong.
- (ii) Continue to invest resources in the European and US markets to bring more medium-sized meetings to Hong Kong. The HKTb will form strategic partnerships with professional associations and professional conference organisers, and proactively reach out to the decision makers of the associations to persuade them to choose Hong Kong as their event destination.
- (iii) Participate in international MICE trade shows in Europe and the US, such as IMEX, together with the local trade, to strengthen their connections with professional conference organisers and promote Hong Kong's appeal to these event organisers through different networking activities held at these trade shows.
- (iv) Strengthen connections with professional associations in the Mainland, especially medical and high tech industry associations, and organise familiarisation tours for representatives of these associations to deepen their understanding of Hong Kong's competitive advantages as a MICE destination and encourage them to hold their meetings in Hong Kong.

## (C) Exhibitions

- (i) Showcase Hong Kong's core strengths at international industry events with key partners from the local exhibition sector, uphold the city's image as Asia's fair capital, and strengthen collaboration with the two main exhibition venues in Hong Kong to attract more small- and medium-sized exhibitions to the city.
- (ii) Offer support to exhibition organisers, including working with the travel trade to provide exhibition visitors with customised travel packages, special offers and hospitality support, and offer marketing support to events frequently held in Hong Kong to attract more participants, in order to retain recurrent events and attract new ones.

### **Strengthen Hong Kong's image as Asia's cruise hub**

43. In 2018-19, the HKTB will continue to promote Hong Kong's appeal as a cruise destination and raise the city's profile as Asia's cruise hub at large-scale international industry events, including Seatrade Cruise Global, the world's biggest cruise conference and exhibition. Its 2018 edition will be held in March in Florida, US.

#### Develop cruise markets and raise consumer demand for cruise travel

44. When planning the deployment of their cruise ships, cruise lines usually consider the scale and potential of the market. Thus, the HKTB will promote the appeal of cruise travel to consumers in various source markets through digital marketing, social media, public relations initiatives and trade collaboration to raise consumers' interest in, and demand for, cruise travel. These initiatives include the following:

- (A) Partner with airlines, cruise lines, hotels, attractions and tours operated by the local travel trade to offer competitive fly-cruise products in markets including the Mainland, Taiwan, South Korea, Japan, Southeast Asia, India, Australia, the UK and the US, encouraging travellers to visit Hong Kong prior or subsequent to their main destination. Meanwhile, the HKTB will capture business opportunities brought about by the commissioning of new transport infrastructure to conduct promotions such as introducing travel products that bundle Express Rail Link and cruise travel.
- (B) In view of competition in the region for the cruise market, the HKTB will step up its promotion in the South China region, by for example, collaborating with cruise lines, theme parks and local attractions to offer

competitive cruise packages to entice visitors to start their cruise journey in Hong Kong.

- (C) Team up with cruise lines to market cruise travel as part of the MICE programme in Hong Kong and promote this to MICE organisers from the Mainland, South Korea, Southeast Asia and India through various means, including familiarisation tours and travel missions.

#### Strengthen regional collaboration through Asia Cruise Cooperation

45. In 2014, the HKTB and the Taiwan Tourism Bureau set up the Asia Cruise Fund, which aims to promote cooperation among ports in the region and the development of Asian cruise tourism by pooling resources to subsidise cruise lines in their development and marketing of cruise products featuring the member ports. The participation of Hainan, the Philippines, Xiamen and South Korea has further bolstered the strategic alliance, which has been elevated to Asia Cruise Cooperation (ACC) to achieve synergy and enhance the strength of the promotion.

46. In 2018-19, the HKTB will strive to expand ACC by recruiting more member ports, especially those in Vietnam and Japan, to further expand the scale and scope of regional collaboration. In addition to encouraging cruise lines to include ACC member ports in their cruise itineraries, the HKTB plans to proactively reach out to consumers in key source markets through joint promotions to attract consumers to choose cruise products featuring ACC member ports, especially Hong Kong.

#### Encourage cruise lines to add Hong Kong to their cruise itineraries

47. The HKTB will continue to strengthen its ties with the management of major cruise lines, especially those that are interested in developing their Asian market, encouraging them to add Hong Kong to their cruise itineraries by providing them with marketing support in various areas and raising their awareness of Hong Kong's appeal, market potential and competitive advantages as Asia's cruise hub.

## **Focus 2: Promote diversified travel experiences and uphold the city's image as a world-class travel destination**

### **Encourage visitors to discover Hong Kong like a local**

48. In 2016, the HKTB rolled out a new brand campaign called “Best of all, it’s in Hong Kong”, to further promote Hong Kong’s diverse and unique tourism appeal. The new brand showcases Hong Kong’s essence of “non-stop intensity”, “compact variety”, “fascinating contrasts”, “distinctly trendy”, and “safe and hospitable”. In view of travellers’ growing interest in unique, in-depth travel experiences, in 2018-19, building upon the success of the new brand campaign, the HKTB will enhance communication by inviting local personalities from different walks of life to share their authentic Hong Kong stories to encourage visitors to discover Hong Kong like a local.

### **Promote 11 core experiences**

49. To differentiate Hong Kong from other travel destinations, the HKTB will strengthen its promotion of Hong Kong’s 11 core experiences: Chinese festivals, Western festivals, local culture, art, entertainment, sports, the outdoors, shopping, dining, nightlife and attractions. The HKTB will utilise online platforms, including social media, to encourage local photographers to contribute photos about architecture, street views, culture and lesser known scenes with regard to the above core experiences to promote Hong Kong’s diverse tourism appeal to consumers in different markets.

### **Launch a new global PR campaign – “Hong Kong Stories”**

50. In view of the media’s growing preference for authentic local stories and to encourage visitors to discover Hong Kong like a local, in 2018-19, the HKTB will launch its global PR promotion with “Hong Kong Stories” as the theme. Overseas TV networks and media organisations will be invited to experience and cover stories on Hong Kong’s unique travel experiences, local culture and major events, shared by personalities from different walks of life. The HKTB will continue to collaborate with global TV network CNN.com to host dedicated web pages about Hong Kong travel, featuring stories about traditional culture and personalities, in the promotion of Hong Kong’s diverse travel experiences and distinctive events.



## **Leverage global and local TV networks to enhance promotion to consumers**

51. The HKTB has been working with major TV networks in various source markets, leveraging their extensive coverage to promote Hong Kong's diverse tourism features. In 2018-19, the HKTB will continue to invite global and regional TV networks, as well as world-famous TV production firms, to film in Hong Kong in tandem with the HKTB's various district promotions, including "Old Town Central", to highlight Hong Kong's distinctive local culture. The HKTB will also continue to leverage the broad coverage of these global and regional networks and their online platforms to spread its message effectively.

52. Each year, the HKTB invites around 500 international media organisations to Hong Kong to experience the various appeals of Hong Kong according to the preferences of different source markets and target segments. In addition to the mega events organised by the HKTB, the media are invited to feature other local events, living culture and lesser-known tourism appeals. In 2018-19, the HKTB will continue these initiatives to promote Hong Kong's diverse travel elements through international media channels.

## **Strengthen Hong Kong's image as the Events Capital of Asia and enhance district promotion**

53. Each year, the HKTB stages a series of mega events to promote the city's festive celebrations, international events, arts and cultural performances, sports events and programmes organised by major attractions to highlight Hong Kong's tourism edge and enhance the city's image as the Events Capital of Asia. These mega events not only enrich the visitor experience, but also put Hong Kong under the international spotlight and create business opportunities for merchants in local districts by diverting visitor traffic to the districts where these events are held.

54. Last year, the Government provided additional funding on a three-year term to support the HKTB's efforts to enhance the promotion of four home-grown events and develop them into Asian brand events: the Hong Kong Dragon Boat Carnival, the Tai Hang Fire Dragon Dance, the Hong Kong Cyclothon and the Hong Kong Wine & Dine Festival. These events showcase Hong Kong's gourmet delights, dynamism and local culture. The additional funding also provides resources for the enhancement of the "A Symphony of Lights" show and the introduction of the "Hong Kong Pulse" light show to build Hong Kong's own brand of light attraction. In 2018-19, the HKTB will continue to enrich its mega events and step up related promotions with the additional funding to consolidate Hong Kong's position as Asia's events capital.

55. In recent years, a number of international large-scale sports and cultural events have been held in Hong Kong, including the Hong Kong Tennis Open, the Hong Kong Golf Open, the Lumieres Hong Kong Festival, the Clockenflap Music and Arts Festival, the FIA Formula E Hong Kong ePrix, the Hong Kong Marathon, the Hong Kong Sevens, the Hong Kong Arts Festival and Art Basel. The HKTb will continue to promote events and activities staged by other organisations and groups to reinforce Hong Kong’s image as an international cosmopolitan city and maximise the city’s exposure on the global stage.

56. The Pilot Scheme for Characteristic Local Tourism Events, established with the additional funding provided by the Government last year, is expected to subsidise a number of qualified events with local characteristics organised by non-profit organisations in 2018-19. The HKTb will be responsible for managing the operation of the pilot scheme and providing assistance to these organisations in promoting their events to overseas visitors.

57. The HKTb rolled out its Old Town Central campaign last year, which repackaged and positioned Central as a landmark with arts and culture, historical architecture, gourmet and entertainment elements, and promoted it to visitors, trade partners and the international media. The Old Town Central campaign has received positive response from visitors and the travel trade as it helps promote history, heritage and cultural tourism, and encourages visitors to extend their stay in Hong Kong so that they can visit more districts and explore the city like a local.

58. To tie in with the revitalisation of the Dr Sun Yat-sen Historical Trail and the re-opening of Tai Kwun (the former Central Police Station Compound) within 2018, the HKTb will further enrich the content of the Old Town Central campaign. The HKTb also plans to extend the Old Town Central promotional model to other districts in Hong Kong to encourage visitors to explore different parts of Hong Kong and experience their respective local appeal and culture. In 2018, the HKTb plans to extend the Old Town Central promotional model to two other districts, one of them being Sham Shui Po, and extend it to six or seven more districts in the next several years.

59. Following is a list of mega events organised and supported by the HKTb, covering Chinese and Western festivals, sports and the outdoors, and arts, culture and entertainment.

| <b>Tourism strength(s) to be highlighted</b> | <b>Mega Events (Tentative Time)</b>   |
|--|---|
| Traditional festivals                        | <ul style="list-style-type: none"> <li>• Birthday of Tin Hau, Cheung Chau Bun Festival, Birthdays of Tam Kung and Buddha (May)</li> </ul> |

|                   |   |
|-------------------|---|
|                   | <ul style="list-style-type: none"> <li>• Hong Kong Dragon Boat Carnival (June)</li> <li>• The Dragon Boat Water Parade of Tai O (June)</li> <li>• Mid-Autumn Festival and Fire Dragon Dance (September)</li> <li>• Chinese New Year Celebrations (February 2019)</li> </ul>   |
| Western festivals | <ul style="list-style-type: none"> <li>• Halloween Treats (October)</li> <li>• Hong Kong Pulse Light Show (tentatively August &amp; December)</li> <li>• Hong Kong WinterFest (December)</li> <li>• Hong Kong New Year Countdown Celebrations (December)</li> </ul>   |
| Sports & outdoors | <ul style="list-style-type: none"> <li>• Hong Kong Sevens (April)</li> <li>• Hong Kong Cyclothon (October)</li> <li>• Hong Kong Tennis Open (October)</li> <li>• Great Outdoors Hong Kong (October 2018 to March 2019)</li> <li>• Hong Kong Golf Open (November)</li> <li>• Hong Kong International Races (Horseracing) (December)</li> <li>• The FIA Formula E–Hong Kong ePrix (tentatively early 2019)</li> <li>• Hong Kong Marathon (February 2019)</li> <li>• Masters of Hong Kong (February 2019)</li> </ul> |
| Arts & culture    | <ul style="list-style-type: none"> <li>• Le French May Arts Festival (May)</li> <li>• Affordable Art Fair (May)</li> <li>• Fête des Lumières (November)</li> <li>• Hong Kong Arts Month (March 2019)</li> <li>• Hong Kong Arts Festival (February to March 2019)</li> <li>• Art Basel Hong Kong (March 2019)</li> <li>• Art Central (March 2019)</li> </ul>   |
| Shopping          | <ul style="list-style-type: none"> <li>• Summer promotion (July to August)</li> <li>• Hong Kong Book Fair (July)</li> <li>• Hong Kong Food Expo (August)</li> <li>• Hong Kong Brands and Products Expo (December 2018 to January 2019)</li> </ul>   |
| Entertainment     | <ul style="list-style-type: none"> <li>• Ani-Com &amp; Games Hong Kong (August)</li> <li>• Clockenflap Hong Kong Music &amp; Arts Festival (November)</li> <li>• Hong Kong International Film Festival (February to March 2019)</li> <li>• Hong Kong Entertainment Expo (March 2019)</li> </ul>   |
| Wine & Dine       | <ul style="list-style-type: none"> <li>• Hong Kong Wine &amp; Dine Festival (October)</li> <li>• Hong Kong November Feast (November)</li> </ul>   |

## **Promote quality tourism service to enhance service standards**

60. The Quality Tourism Services (QTS) Scheme encourages merchants to continuously improve their service standards. As at the end of 2017, the Scheme had around 1,250 merchant members, covering over 8,000 retail and dining outlets as well as visitor accommodation. In 2018-19, the HKTb will continue to support local merchants to enhance their service standards and further expand the coverage of visitor services. Related initiatives are as follows:

- (A) The HKTb will continue to expand the Scheme by acquiring new members, targeting merchants and shops that are popular among visitors, and large chain retail and catering groups.
- (B) To raise visitor awareness of the Scheme, the HKTb will step up promotion through advertising, digital marketing and public relations in the Mainland. The HKTb will also continue to help members of the Scheme gain greater exposure by promoting their visitor offers through strategic partnerships with popular online transaction platforms, consumer review websites and travel websites in the Mainland.
- (C) The HKTb will also collaborate with the Quality Tourism Services Association to roll out attractive visitor offers leveraging the HKTb's various events and platforms to raise visitor awareness of the Scheme and create business opportunities for participating merchants.

## **Focus 3: Fortify consumer communications through various channels**

### **Enrich the content on digital and social media platforms**

61. When making travel plans, consumers these days often refer to online videos and reviews on social media platforms and websites to learn about the appeals and features of different destinations. Appealing content therefore is an essential element in tourism promotions. In view of this trend, the HKTb will collaborate with local and overseas media, local personalities and cultural organisations to create engaging content highlighting core experiences in the city through a creative, storytelling approach with the latest filming technology such as 360 degree panoramic views, and the use of drone and virtual reality technologies. Contents will be distributed through various channels to promote Hong Kong's unique tourism appeal.

62. Contents will be produced around three themes — introduce the core experiences of Hong Kong through authentic stories of different personalities;

experience characteristic attractions and activities in Hong Kong with a local guide; coverage of mega events held in Hong Kong to entice visitor participation. Given the changes in consumer reading preferences and habits, the contents will not only be presented in text, but also beefed up with visuals, videos and other digital formats, and disseminated in source markets through various channels. In addition, creative formats such as live broadcasts and online voting will be adopted to enhance interaction with consumers.

### **Extend reach through digital platforms**

63. The HKTB will continue to utilise digital tools, including the internet, mobile applications and social media, to promote the diverse travel experiences Hong Kong offers. The HKTB will enrich the contents on its digital platforms and strengthen its collaboration with various major social and digital media to promote Hong Kong's unique experiences to visitors, leveraging the media's extensive reach. Related initiatives include the following:

- (A) Work with popular travel portals such as TripAdvisor, and online travel agents to create feature content on Hong Kong's diverse travel experiences, and promote local events and characteristic travel products. Lucky draws and quizzes will be organised to entice consumers in making purchase of travel products.
- (B) Leverage authentic, user-generated content online, encourage visitors to share videos, images and articles about their Hong Kong experience on the HKTB's digital platforms. These contents will be re-posted by the HKTB to further enhance their effectiveness in promoting Hong Kong's unique appeals to other viewers, drawing their further interest in visiting Hong Kong.
- (C) Collaborate with online celebrities and Instagrammers in source markets, inviting them to share their Hong Kong experiences on major video or social media platforms to entice more visitors.
- (D) Increase live broadcasts of mega events on social media platforms and include more interactive elements to enhance interaction with fans.

### **Maximise Hong Kong's presence through films and online news platforms**

64. The HKTB will leverage the extensive reach and influence of international films to showcase the many facets of the city to consumers in different markets. We will provide different kinds of support to production companies that film in Hong Kong, such as providing advice and assistance on filming locations and liaising with venue providers, to attract more filming

projects to Hong Kong. To drive more international exposure, the HKTB will roll out promotional campaigns through public relations, and digital and social platforms when the films are released.

65. The HKTB will strengthen its collaboration with major online news portals in various source markets, such as *The Guardian* (UK), *Tencent* (the Mainland) and *Toronto Star* (Canada), to communicate Hong Kong's travel appeals to local consumers. The HKTB will also continue to work with global newswires and stock photo agencies, and through their extensive networks, disseminate stories, photos and videos capturing unique features and major events held in Hong Kong to media organisations worldwide, generating more international exposure for Hong Kong.

### **Upgrade digital tools for smart travel initiatives**

66. In view of the popularity of digital tools among visitors for trip planning and destination exploration, the HKTB will revamp its digital tools to provide smart travel services. Related initiatives include the following:

- (A) Revamping DiscoverHongKong.com to enhance its content structure and webpage design for a better browsing experience, and upgrading its backend system to support more functions, including implementing an upgraded content management system to support target marketing, and introducing artificial intelligence (AI) to help visitors plan their trips to Hong Kong.
- (B) Updating Insider's Guide to make it more visually driven, with in-depth stories and integration with the content of special districts, such as Old Town Central.
- (C) Reposition the *My Hong Kong Guide* mobile app to become a smart tool to assist FIT travellers with in-town exploration. The navigation function will be enhanced to help visitors easily determine the route to their destinations. Based on the geographic location of the user, the app will provide nearby travel information and recommendations, and will send push notifications with related e-coupon offers provided by the local trade.
- (D) Developing a Chatbot in the HKTB Facebook Messenger account to answer travel-related enquiries.
- (E) Displaying QR codes at attractions for visitors who want to get more information about the attraction, such as its historical background, interesting facts and related routes. Virtual Reality (VR) technology will also be adopted to show visitors the old Hong Kong.

## **Enhance visitor service quality with new technology**

67. In 2018-19, the HKTB will enhance its visitor service standards with new technology and further expand its service coverage. Related initiatives are as follows:

- (A) To keep up with the FIT trends, the HKTB launched a mobile chat service through a popular messaging application to provide instant visitor service and assist with itinerary planning. In 2018-19, the HKTB will further expand the service to include a real-time chat function on both the website and the *My Hong Kong Guide* mobile app, allowing visitors to make enquiries to HKTB staff and get travel information more conveniently.
- (B) The HKTB proactively set up a hotline dedicated to helping the concierges of hotels and large shopping malls in Hong Kong answer enquiries from visitors. By the end of 2017, 107 hotels, five QTS-accredited accommodation providers, nine shopping malls, nine QTS-accredited department stores, eight tourist attractions and 14 MTR stations had subscribed to the hotline service. In the coming year, the HKTB will expand the hotline service to cover more local hotels, attractions and shopping malls.
- (C) With the commencement of the Guangzhou-Shenzhen-Hong Kong Express Rail Link, the HKTB will set up a new Visitor Centre in West Kowloon Station to provide assistance to visitors travelling by railway. The HKTB will also consider putting in place a pilot deployment of a robot assistant in the Airport Visitor Centre to provide visitor service.

## **Focus 4: Support the trade in exploring more business opportunities**

### **Foster closer collaboration to create business opportunities**

68. To explore more business opportunities for its trade partners, in 2018-19 the HKTB will continue to work closely with them on promotions in visitor source markets.

69. In 2018-19, the HKTB will take part in 36 travel trade events held in various source markets. These events, including consumer shows, large-scale trade shows, cruise trade shows, MICE travel shows, travel missions and networking events, help create business opportunities and facilitate exchanges between the local and overseas travel trade. The HKTB will also consider initiatives, such as continuing its fee waiver for the local travel trade joining these events, to encourage participation.

70. Consumer travel fairs in Asia are key platforms for Hong Kong's travel trade to connect with local consumers and drive product sales. To generate more business opportunities, the HKTB will work with the local and overseas travel trade and theme parks to step up promotion in various consumer fairs, highlighting different thematic products, such as Old Town Central and family fun packages.

71. To enhance overseas travel trade and MICE partners' understanding of Hong Kong's tourism appeal and its latest facilities for leisure and MICE travel, the HKTB will organise more than a dozen familiarisation tours for the overseas travel trade in 2018-19, inviting them to experience the latest offerings developed under the New Tour Product Development Scheme. The HKTB will also organise networking events for the local and overseas trade to strengthen their ties and explore business opportunities.

### **Step up promotion to attract family and the young segment visitors**

72. To step up our promotion of Hong Kong as a preferred travel destination for families and young travellers, the HKTB partnered with travel agents, airlines, local attractions and hotels to roll out special travel products in the Mainland and short-haul markets, including Taiwan, South Korea and Southeast Asia, in 2016-17. These offers included discounts for air tickets and accommodation for accompanying children, and entry fees to attractions. The promotion generated positive feedback from our trade partners and visitors over the past two years. In 2018-19, the HKTB will continue to run this promotion and plans to collaborate with its trade partners from more industries, such as retail and catering, museums and exhibitions, to roll out a wider range of offers.



73. In 2018-19, the HKTB will continue to engage the young segment by collaborating with various trade partners to roll out special tour products, including deals on air tickets, hotel accommodation and admission to attractions and mega events, to encourage young travellers to spend their short breaks in Hong Kong. In addition to working closely with the local travel trade, hotels and airlines to boost their promotions in the Mainland and various short-haul markets, the HKTB will invite more trade partners from different industries to provide offers targeting young travellers to enhance the attractiveness of the promotions and create business opportunities for related industries.

74. The two programmes will be rolled out in various source markets to coincide with their school holidays (for family promotion) and low travel seasons (for young segment promotion), and integrated with the promotional windows of mega events to increase their attractiveness.

75. In 2018-19, the HKTB will strengthen its partnership with local and regional airlines to entice more free and independent travellers from the short-haul markets.

### **Support the local travel trade to develop tour products with local characteristics**

76. In order to enrich the in-town visitor experience, the HKTB launched the New Tour Product Development Scheme<sup>5</sup>, which aims to encourage the local travel trade to develop new creatively themed tour products by subsidising part of the costs for marketing the tours. By late 2017, the scheme had subsidised 46 tour products. The HKTB will continue to run this scheme in 2018-19.

77. The HKTB will continue to promote the latest tour products developed under the New Tour Product Development Scheme through its DiscoverHongKong.com website, PartnerNet website, public relations initiatives, and trade co-op platforms, such as trade familiarisation tours and trade shows, both locally and in visitor source markets. It will also partner with major online travel portals and online travel agents to raise awareness of these tour products internationally to attract more visitors to explore the dynamic experiences Hong Kong offers. In addition, the HKTB will continue to run the Hong Kong Transit Programme, the Hong Kong Extended Stay Programme, and the Green Tourism Pilot Scheme which were launched last year, and review their effectiveness.

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<sup>5</sup> Under the New Tour Product Development Scheme, successful applicants, selected by an evaluation panel, will receive dollar-for-dollar subsidies from the HKTB, amounting to no more than HK\$500,000, for one to three years to market the approved products.

## **Further enhance the user experience on PartnerNet**

78. The HKTB's PartnerNet website is an all-in-one interactive platform that provides our trade partners with the latest information and helps them with business building. As of today, 14 market versions in eight languages have been launched.

79. In 2018-19, the HKTB will continue to enhance the features of the PartnerNet website, including launching a virtual e-marketplace to maximise business matching opportunities between local and overseas trade partners, enhancing the graphical presentation of statistics and hotel information for easier reference by the travel trade, and enhancing the customised functions. At the same time, the HKTB will continue to enhance the user experience through various initiatives to drive usage.

80. The HKTB will also step up the Hong Kong Specialist programme, and through a membership privilege programme, offer qualified trade partners priority in attending trade networking events and experiencing brand new tour products to encourage more travel industry practitioners to enrol in training offered by the programme, thus deepening their knowledge of the latest tourism developments in Hong Kong and raising their service excellence.

## **Focus 5: Strengthen corporate governance**

### **Setting objectives**

81. When carrying out its work in visitor source markets, the HKTB strives to continuously enhance its corporate governance by regularly conducting audits and reviews of its financial policies and procedures to ascertain compliance and ensure stringent internal controls. It also identifies areas for improvement and enhances its accountability through consultation with academics and other stakeholders. To ensure the effective use of public resources, the HKTB has drawn up a set of objectives for measuring the effectiveness of its promotions, based on the strategic focuses of 2018-19.

82. Given the volatility in the global economic and tourism environments, the HKTB will regularly review developments and its investments in individual source markets, and flexibly adjust its investments and strategies as required after consulting the Board with a view to responding to contingencies and changes in the macro market environment.

## **Cost management**

83. The HKTB's projected marketing budget for the Mainland, overseas markets and Head Office in 2018-19 is approximately HK\$401.20 million, of which about HK\$157.10 million (approximate 39%) will be allocated to promotions by its Worldwide Offices.

84. The remaining portion of the budget, which is around HK\$244.10 million, will be used mainly by the Head Office for global and regional promotions, and for implementing mega events and other initiatives, such as marketing of the QTS Scheme and providing visitor information and other services in Hong Kong. Attachment III sets out the detailed breakdown.

85. The HKTB will continue to exercise caution in investing its marketing resources and will vigorously control costs. Currently, the HKTB has a worldwide network of 15 offices and representatives in six markets. In 2018-19, the HKTB's total headcount in its Head Office and Worldwide Offices will remain at 377.

## **Proactively seek additional resources**

86. In addition to enhancing its promotional activities through innovative and cost-effective methods, the HKTB will continue to solicit sponsorship for its mega events and other promotions, and maintain the revenue from advertising on its websites and in its publications.

87. The HKTB has an established mechanism for seeking sponsorship for mega events. In addition, after staging each mega event, the HKTB immediately follows up with the sponsoring organisations and discusses further co-operation, with the objective of securing sponsorship agreements lasting more than one year. The HKTB has already started discussions with different organisations on sponsorships for the mega events in 2018-19. The HKTB aims to generate around HK\$80 million in cash sponsorships and other commercial sponsorship income in 2018-19. In the event that the HKTB is unable to identify suitable sponsors before the promotion of a mega event starts, it will initiate the contingency mechanism and consult the Board and its Product and Event Committee regarding alternative strategies.

## CONCLUSION

88. The HKTB will continue to invest according to its market prioritisation model and flexibly deploy its resources to maintain a diverse visitor portfolio. In 2018-19, the HKTB will concentrate on drawing overnight visitors to maximise the economic benefits brought by tourism. In addition, the HKTB will continue to grow its MICE and cruise businesses to expand the consumer base and attract more high-yield visitors.

89. The HKTB considers that the tourism industry to be steadily developing on a sound foundation after consolidating over the past two to three years. While 2018 is expected to be a year with plenty of challenges in the face of various external factors, the HKTB believes that Hong Kong's tourism industry offers many advantages and opportunities. The HKTB will seize the opportunities and continue to work closely with the travel trade to promote Hong Kong's unique and appealing travel experiences to attract more overnight visitors and promote business growth, by undertaking various promotional initiatives locally and in its source markets. The HKTB will also join hands with the travel trade to enhance service excellence of the tourism industry to maintain Hong Kong's competitive edge in the longer run for the sustainable development of the industry, and under the direction of the Government, uphold Hong Kong's position as a preferred world-class travel destination.

Hong Kong Tourism Board  
February 2018

**2017 Visitor Arrivals by Market**

| ( '000)                    | 2017          | 2016          | 2016 vs. 2017 |
|----------------------------|---------------|---------------|---------------|
| The US                     | 1,216         | 1,212         | +0.3%         |
| Canada                     | 370           | 369           | +0.3%         |
| Central and South Americas | 196           | 192           | +1.8%         |
| Europe                     | 1,901         | 1,905         | -0.2%         |
| The UK                     | 555           | 552           | +0.6%         |
| The Netherlands            | 95            | 96            | -1.0%         |
| Nordic Countries           | 140           | 142           | -1.6%         |
| Germany                    | 225           | 227           | -0.6%         |
| France                     | 204           | 214           | -4.5%         |
| Italy                      | 105           | 105           | -0.4%         |
| Iberia                     | 90            | 92            | -2.1%         |
| Russia                     | 148           | 143           | +3.8%         |
| Europe Others              | 339           | 335           | +1.3%         |
| South Africa               | 65            | 66            | -1.6%         |
| Africa Others              | 65            | 79            | -17.2%        |
| The Middle East            | 170           | 176           | -3.5%         |
| GCC Markets                | 39            | 50            | -22.7%        |
| Non-GCC Markets            | 131           | 126           | +4.1%         |
| Australia                  | 568           | 576           | -1.4%         |
| New Zealand                | 107           | 97            | +10.3%        |
| South Pacific Others       | 12            | 11            | +9.4%         |
| Japan                      | 1,230         | 1,092         | +12.6%        |
| South Korea                | 1,488         | 1,392         | +6.8%         |
| Southeast Asia             | 3,181         | 3,164         | +0.5%         |
| Indonesia                  | 482           | 464           | +3.8%         |
| Malaysia                   | 517           | 536           | -3.5%         |
| The Philippines            | 894           | 791           | +13.1%        |
| Singapore                  | 628           | 674           | -6.9%         |
| Thailand                   | 560           | 595           | -5.8%         |
| Vietnam                    | 56            | 59            | -6.4%         |
| SEA Others                 | 44            | 45            | -1.9%         |
| India                      | 393           | 481           | -18.3%        |
| Other Asian & Indian Sub.  | 53            | 57            | -7.5%         |
| Taiwan                     | 2,011         | 2,011         | *             |
| Macau SAR                  | 1,001         | 995           | +0.6%         |
| The Mainland               | 44,445        | 42,778        | +3.9%         |
| Non-Guangdong              | 10,763        | 10,107        | +6.5%         |
| Guangdong                  | 33,682        | 32,671        | +3.1%         |
| <b>Total</b>               | <b>58,472</b> | <b>56,655</b> | <b>+3.2%</b>  |

Remarks: Owing to rounding, the total may differ from the sum of the individual figures.

\*Figure changes are less than 0.05%

**2018-19 Proposed Marketing Budget**

|  | <b>2018-19 Proposed Budget<br/>(HK\$M)</b> | <b>2017-18 Revised Estimates*<br/>(HK\$M)</b> |
|--|--|---|
| <b><i>The Mainland</i></b>                           | <b>38.0</b>                                | <b>65.6</b>                                   |
| South China  | 11.4                                       | 19.7  |
| Non-Guangdong  | 3.8  | 6.6   |
| Guangdong  | 7.6  | 13.1  |
| Central China  | 8.7  | 16.4  |
| East China   | 6.5  | 9.8   |
| North China  | 11.4                                       | 19.7  |
| <b><i>Short-haul Markets</i></b>                     | <b>63.0</b>                                | <b>60.2</b>                                   |
| Japan  | 12.4                                       | 13.3  |
| Taiwan   | 12.2                                       | 12.1  |
| South Korea  | 15.2                                       | 14.8  |
| Singapore  | 2.3  | 2.0   |
| The Philippines                                      | 7.3  | 6.6   |
| Malaysia   | 2.7  | 3.4   |
| Indonesia  | 5.5  | 3.0   |
| Thailand   | 5.5  | 5.1   |
| <b><i>Long-haul Markets</i></b>                      | <b>43.8</b>                                | <b>44.9</b>                                   |
| The US   | 15.6                                       | 16.1  |
| Australia  | 8.5  | 9.0   |
| The UK   | 8.0  | 8.2   |
| Canada   | 4.1  | 4.0   |
| Germany  | 4.8  | 4.8   |
| France   | 2.8  | 2.8   |
| <b><i>New Markets</i></b>                            | <b>12.3</b>                                | <b>15.0</b>                                   |
| India  | 7.5  | 9.9   |
| Russia   | 3.0  | 3.1   |
| The GCC Markets                                      | 0.9  | 1.3   |
| Vietnam  | 0.5  | 0.4   |
| The Netherlands                                      | 0.4  | 0.3   |
| <b>Total Marketing Budget for<br/>Source Markets</b> | <b>157.1</b>                               | <b>185.7</b>                                  |
| <b>Total Marketing Budget for<br/>Head Office</b>    | <b>244.1</b>                               | <b>467.5</b>                                  |
| <b>Total Proposed Marketing<br/>Budget</b>           | <b>401.2#</b>                              | <b>653.2*</b>                                 |

Remarks: Owing to rounding, the total may differ from the sum of the individual figures.

# This amount does not include the possible additional fund from the Policy Address and Budget for this fiscal year to be announced later.

\* The revised estimates include the additional fund provided to the HKTb by the Government in the 2017-18 Budget announced in February last year.

**2018-19 Proposed Marketing Budget**  
**(By Strategic Focus)**

| <b>Strategic Focus</b>  | <b>Head Office (HK\$M)</b> | <b>Worldwide Offices (HK\$M)</b> | <b>Total (HK\$M)</b> | <b>2017-18 Revised Estimates (HK\$M)</b> |
|---|----------------------------|----------------------------------|----------------------|--|
| <b>1. Consolidate “Hong Kong · Asia’s world city” brand and step up public relations promotions</b>   | <b>19.6</b>                | <b>40.2</b>                      | <b>59.8</b>          | <b>64.4</b>                              |
| <b>2. Intensify digital marketing</b>   | <b>22.9</b>                | <b>34.9</b>                      | <b>57.7</b>          | <b>82.6</b>                              |
| <b>3. Strengthen the appeal of mega events</b>  | <b>122.4</b>               | <b>15.2</b>                      | <b>137.6</b>         | <b>275.6</b>                             |
| <b>4. Promote Hong Kong as the hub for multi-destination travel in the region</b>   | <b>1.2</b>                 | <b>1.9</b>                       | <b>3.1</b>           | <b>2.9</b>                               |
| <b>5. Drive MICE business</b>   | <b>22.1</b>                | <b>17.6</b>                      | <b>39.6</b>          | <b>59.4</b>                              |
| <b>6. Build cruise demand</b>   | <b>12.1</b>                | <b>2.3</b>                       | <b>14.4</b>          | <b>34.0</b>                              |
| <b>7. Strengthen trade support and partnerships</b>   | <b>11.3</b>                | <b>38.6</b>                      | <b>49.9</b>          | <b>89.4</b>                              |
| <b>8. Maintain quality service</b>  | <b>13.7</b>                | <b>-</b>                         | <b>13.7</b>          | <b>19.2</b>                              |
| <b>9. Uphold corporate governance</b><br><i>(Includes resource management, financial management, application of information technology, visitor surveys and strategic planning)</i> | <b>18.9</b>                | <b>1.9</b>                       | <b>20.8</b>          | <b>20.9</b>                              |
| <b>10. Others</b>   | <b>-</b>                   | <b>4.5</b>                       | <b>4.5</b>           | <b>4.8</b>                               |
| <b>Grand Total</b>  | <b>244.1</b>               | <b>157.1</b>                     | <b>401.2#</b>        | <b>653.3*</b>                            |

Remarks: Owing to rounding, the total may differ from the sum of the individual figures.

# This amount does not include the possible additional fund from the Policy Address and Budget for this fiscal year to be announced later.

\* The revised estimates included the additional fund provided to the HKTb by the Government in the 2017-18 Budget announced in February last year.

**Awards Won by the HKTB in 2017**

**Destination – Hong Kong**

- Best Business City in Asia, Business Traveller Asia-Pacific Travel Awards 2017
- Best City for Meetings in Asia, Best in Travel Poll 2017, *Smart Travel Asia* magazine
- Best MICE Destination, India's Best Awards 2017, *Travel+Leisure India & South Asia*
- Favourite Business City in the World, Business Traveller China Awards 2017, *Business Traveller China* magazine
- Most Attractive MICE City Destination, 10th China MICE Industry Golden Chair Awards 2016/17, *MICE* magazine
- Muslim-friendly Destination, Silver Award in the Destination Marketing – Campaign – Advertising/ Marketing category, Travel Weekly Magellan Awards 2017
- World's Leading Business Travel Destination, World Travel Awards 2017

**Hong Kong Tourism Board**

**1. Organisation**

**HKTB**

- Best Convention and Exhibition Bureau in Asia Pacific, CEI Readers' Choice Awards 2018
- The Progressive Association, Exhibition Excellence Awards 2017, *Exhibition Showcase* magazine

**HKTB's Seoul Office**

- Best National Tourism Office, *Korea Travel News*

**2. Marketing Initiatives**

**Art is Everywhere**

- Grand Award in the Design – Photography category, Galaxy Awards 2017
- Gold Award in the Design – Photography category, Galaxy Awards 2017
- Gold Award in the Promotion – Special Project category, Galaxy Awards 2017

**“Best of all, it's in Hong Kong” Launch**

- Silver Award in the Destination Marketing – Campaign – Advertising / Marketing category, Travel Weekly Magellan Awards 2017

**“Best of all, it's in Hong Kong” New Brand Campaign**

- Gold Award in the Excellence in Travel and Hospitality Marketing category, Marketing Excellence Awards 2017, *Marketing* magazine
- Gold Award in the Promotion – Brand Identity category, Galaxy Awards 2017
- Silver Award in the Advertising – Multi-Media Campaign category, Galaxy Awards 2017
- Bronze Award in the Best Place or Nation Brand category, Transform Awards Asia-Pacific 2017, *Transform* magazine
- Honours Award in the Campaigns category, Astrid Awards 2017



### **“Best of all, it’s in Hong Kong” New Brand Campaign Site**

- Gold Award in the Websites/Mobile Media: Brand Awareness category, 2016/2017 Mercury Awards
- Silver Award in the Campaigns category, Astrid Awards 2017
- Silver Award in the Websites – Travel/ Tourism category, Galaxy Awards 2017

### **“Best of all, it’s in Hong Kong” Social Marketing Campaign**

- Silver Award in the Destination Marketing – Web Marketing / Advertising category, Travel Weekly Magellan Awards 2017

### **Cruise Planners’ Passenger Acquisition Test**

- Silver Award in the Destination Marketing – Web Marketing/ Advertising category, Travel Weekly Magellan Awards 2017

### **Discover Hong Kong – A Traveller’s Guide**

- Gold Award in the Non-Profit Organizations category, Astrid Awards 2017

### **Discover Hong Kong Facebook Page**

- Silver Award in the Social Content & Marketing – Corporate Communications category in the W3 Awards 2017
- Bronze Award in the Self-promotion category, Astrid Awards 2017

### **Discover Hong Kong Instagram**

- Silver Award in the Social Media category, 2016/2017 Mercury Awards

### **#DiscoverHongKong Stories UGC campaign**

- Bronze Award in the Promotion category, Astrid Awards 2017

### **From Granny to Trendy**

- Honours Award in the Videos – DVDs, URLs & USBs – Fashion category, Galaxy Awards 2017

### **“Hong Kong New Year Countdown Celebrations 2016” Campaign**

- Best of Social Media, 2016/2017 Mercury Awards
- Gold Award in the Promotion/Marketing: Social Media Campaigns category, 2016/2017 Mercury Awards
- Gold Award in the Social Media category, 2016/2017 Mercury Awards

### **Hong Kong Pulse 3D Light Show (2016 Hong Kong Summer Fun)**

- Platinum Award in the Special Event category in 2017 AVA Digital Awards.

### **International Chinese New Year Night Parade 2017 – HKTB Parade Floats & Mascot**

- Bronze Award in the Special Projects: Holiday Event category, Astrid Awards 2017

### **International Chinese New Year Night Parade 2017**

- Silver Award in the Destination Marketing – Campaign – Advertising/ Marketing category, Travel Weekly Magellan Awards 2017

### **“My Hong Kong Guide” Mobile App**

- Bronze Award in the Best App – Hospitality and Travel category, Mob-Ex Awards 2017

### **“Old Town Central” Campaign**

- Kam Fan Highest Ranking – Silver Award in the Outdoors category, Kam Fan Awards 2017
- Gold Award in the Design & Crafts – Design Single – Advertising Posters Design category, Kam Fan Awards 2017
- Gold Award in the Design – Various: Other/Misc. category, Galaxy Awards 2017
- Silver Award in the Design & Crafts – Design Single – Brand Environments and Space Design category, Kam Fan Awards 2017
- Silver Award in the Design & Crafts – Print Crafts Single – Illustration category, Kam Fan Awards 2017
- Silver Award in the Promotion – Other/Misc. category, Galaxy Awards 2017
- Silver Award in the Outdoors – Outdoors Campaign – Creative Use of Standard Outdoor Billboard Space category, Kam Fan Awards 2017
- Merit Award in the Promo & Activation – Promo & Activation Single – Use of Mobile Marketing and Technology category, Kam Fan Awards 2017

### **Old Town Central Self-guided Walks in the Heart of Hong Kong**

- Silver Award in the Best Media Campaign – Print category, The Spark Awards for Media Excellence 2017

## **3. Public Relations Initiatives**

### **20 of the Best in Hong Kong’s Old Town Central**

- Jury Award, 13th China Golden Awards for Excellence in Public Relations
- Gold Award in the Overseas Communications category, 13th China Golden Awards for Excellence in Public Relations
- Silver Award in the Global PR Campaign category, Marketing PR Awards 2017, *Marketing* magazine
- Bronze Award in the Excellence in Public Relations category, Marketing Excellence Awards 2017, *Marketing* magazine

### **“A Taste of Hong Kong” Regional Campaign (Season 3)**

- Best of Publicity, 2016/2017 Mercury Awards
- Gold Award in the Publicity: Celebrity Campaign category, 2016/2017 Mercury Awards
- Silver Award in the Innovation in the Use of Celebrities or Public Figures category, Asia-Pacific Stevie Awards 2017

### **HKTB Annual Report 2015/16**

- Silver Award in the Innovation in Annual Reports category, Asia-Pacific Stevie Awards 2017
- Bronze Award in the Non-Profit Organization Online Annual Report category, ARC Awards 2017
- Bronze Award in the Online Annual Reports: Tourism category, iNOVA Awards 2017
- Honours Award in the Mobile Media – Annual Report category, Galaxy Awards 2017

### **Hong Kong Cyclothon 2016**

- Winner of Issue & Reputation Management category, Asia-Pacific Excellence Awards 2016, *Communication Director* magazine
- Silver Award in the Stakeholder Communications category, The 3rd Hong Kong Public Relations Awards (2016)

- Bronze Award in the Innovation in the Use of Social Media – All Other Industries category, Asia-Pacific Stevie Awards 2017

#### **Hong Kong LIVE in Bordeaux 2016**

- Gold Award in the Event Management category, The 3rd Hong Kong Public Relations Awards (2016)
- Silver Award in the Innovation in Consumer Events – All Other Industries category, Asia – Pacific Stevie Awards 2017

#### **Hong Kong Wine and Dine Festival 2016**

- Bronze Award in the Special Events – Publicity category, Galaxy Awards 2017

### **4. Visitor Services**

#### **Ashley Li, Koey Hsu**

- Corporate Excellence Award, Hong Kong International Airport – Customer Service Excellence Programme 2017

#### **Cecilia Tsang, Mimi Ho**

- Individual Excellence Award, Hong Kong International Airport – Customer Service Excellence Programme 2017

#### **Concierge Hotline Service**

- Gold Award in the Innovation in Customer Service Management, Planning & Practice – Other Service Industries category, Asia-Pacific Stevie Awards 2017

#### **HKTB Visitor Centres**

- Bronze Award in the Front-Line Customer Service Team of the Year – All Other Industries – 100 or More Employees classification of the Customer Service & Contact Centre Team category, 2017 Stevie Awards for Sales & Customer Services
- 2017 Certificate of Excellence, TripAdvisor

#### **“Hong Kong Travel Buddy” – Your Virtual Travel Companion**

- Gold Award in the Innovation in the Use of Technology in Customer Service – All Other Industries category, Asia-Pacific Stevie Awards 2017

#### **“Meet-the-Pals” Programme**

- Winner of Storytelling category, Asia-Pacific Excellence Awards 2016, *Communication Director* magazine