



# Best of all, it's in Hong Kong

**HONG KONG TOURISM BOARD**

Annual Report 2017/18



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# Messages from Chairman & Executive Director

## Chairman's Message





I would like to express my heartfelt appreciation to the Government and our industry partners for their stalwart support of the Hong Kong Tourism Board (HKTB) and for helping ensure we maintain our status as one of the world's leading destinations.

Your hard work and commitment have paid dividends. We saw a rebound in visitor numbers in 2017 after two years of decline with overall arrivals rising 3.2% and overnight arrivals jumping 5%. The quality of visitors' experience improved too with more people saying they were satisfied with their stay and likely to return and more people saying they would recommend Hong Kong to their friends.

These impressive achievements lay the foundations for continuing tourism growth and have been made possible by the dedication of our friends and partners in the Government and the hospitality sector and, of course, the people of Hong Kong who give a unique personal touch to every visit.

Our continuing success as a world-class travel destination depends upon our ability to imagine and constantly innovate. The HKTB has worked closely with the Government and our industry partners on a range of exciting new initiatives aimed at attracting more high-yield visitors and raise the quality of the visitor experience.

Supported by Government funding in 2017, we organised Hong Kong's first e-Sports and Music Festival, rolled out a dazzling new Symphony of Lights show, enhanced various mega events and rolled out a series of trade support programmes. Besides, the HKTB has initiated an enticing neighbourhood programme, starting with the Old Town Central promotion, to offer travellers authentic, up-close encounters with our rich culture and living past.

The future for Hong Kong tourism is exceptionally bright. The High Speed Rail link to the Mainland, the Hong Kong-Zhuhai-Macao Bridge, the Greater Bay Area development, and the visionary Belt and Road Initiative open the door to immense new travel possibilities, particularly in the development of multi-destination itineraries.

Tourism is a pillar of Hong Kong's economy. It touches every citizen and positively affects our quality of life by providing jobs and generation income for people working in a multitude of sectors and trades. We cannot succeed without the support of the Government and the community and we depend upon a united approach to take our tourism industry forward.

Let's build on our unity and sense of common purpose and continue to work together to guide this city of wonders towards an even more remarkable tourism future.

**Dr Peter Lam, GBS**

Chairman, Hong Kong Tourism Board



## Executive Director's Statement





Hong Kong is an extraordinary spirited and resilient city. Thanks to a concerted and determined effort from all sectors of society including the Government, the travel trade, and the Hong Kong community at large in 2017, we were able to reverse two years of decline in visitor arrivals.

Throughout the year, the Hong Kong Tourism Board (HKTb) worked hand in hand with the Government and travel trade partners to roll out comprehensive visitor engagement programmes to enhance their experience at every single stage, from choosing Hong Kong as their destination to sharing happy moments with friends after visiting.

To inspire visitors, we used HKTb's digital and PR communications platforms as the backbone to bring Hong Kong's story to a worldwide audience, spreading our message to every continent using social media and global media along with our DiscoverHongKong.com site that has 10 million followers and 120 million page views a year. In 2017, our global publicity impact reached a value of more than HK\$7 billion.

To give visitors more reasons to book a trip to Hong Kong, we teamed up with about 160 travel trade partners covering hotels, airlines, attractions, retail, and catering merchants to provide more enticing deals to visitors, following up on the success of our "Hong Kong Family Fun" and "Getaway to Hong Kong" promotions.

Our work doesn't stop after a holiday is booked. We worked throughout 2017 to ensure a richer, more satisfying experience for every visitor to ensure they return to our city again and again and recommend it to their friends.

Over the course of the year, we staged and promoted more than 90 different events. We also hosted our most spectacular ever Wine and Dine Festival and brought the city's first Union Cycliste Internationale (UCI) Class 1.1 road race event to the annual Cyclothon. And to increase the diversity of our visitor appeal, we launched Old Town Central, the first in a series of exciting new initiatives that take visitors deep into our distinctive neighbourhoods to explore their culture and discover Hong Kong like a local.

Considerable effort was made to ensure Hong Kong is much more than just a destination and is a place that lives on in the hearts and minds of everyone who comes here long after they have returned home. That is reflected in the way visitors have shared more than one million images and videos from their Hong Kong trips through #DiscoverHongKong.

A healthy, vibrant tourism industry that continues to develop and evolve depends upon the united efforts of everyone in the industry. The HKTb supported its trade partners in business ventures worldwide. Thanks to the Government funding in 2017, we subsidised the travel trade in attracting more small and medium-sized MICE groups to Hong Kong and launched the "Hong Kong Transit Programme" and "Hong Kong Extended Stay Programme" to encourage transit passengers and short-term visitors to stay a little longer in Hong Kong. A Green Tourism Pilot Scheme was also introduced to encourage travel operators to develop new products highlighting Hong Kong's outstanding natural scenery.

None of these mentioned initiatives would have been possible without the unstinting support of the Government, our trade partners, our sponsors, and the people of Hong Kong. I would also like to express my profound gratitude to the members of the HKTb board for their guidance and support, and my colleagues for their tireless dedication and hard work.

As always, Hong Kong manages to weather the storms of adversity. With the completion of the milestone rail and road infrastructure projects linking us to the Mainland, we stand at the beginning of a golden new era of opportunity that will make Hong Kong a hub for travellers from every corner of the world.

With our unity, our ingenuity, our passion and our unquenchable spirit, I am confident that we will seize the opportunities before us and cement Hong Kong's status as a city for all seasons, and one of the world's most exciting and unforgettable travel destinations.

**Anthony Lau**

Executive Director, Hong Kong Tourism Board



# Board Members

As at October 2018

## **Dr Peter Lam, GBS**

*Chairman*

Chairman  
Lai Sun Group



## **Joe C. C. Wong, JP**

*Deputy Chairman*

Commissioner for Tourism  
Commerce and Economic  
Development Bureau  
The Government of  
the Hong Kong SAR  
(note i)



## **T. C. Chan, BBS, JP**

*Chairman of Audit Committee*

Senior Adviser  
The Bank of East Asia, Limited



## **Victor Chan**

General Manager  
The Kowloon Hotel



## **Winston Chow**

Director & Deputy General Manager  
Chow Sang Sang Holdings  
International Limited



## **Margaret Fong**

Executive Director  
Hong Kong Trade Development Council



## **Alice Kwok**

Chief Editor  
Hong Kong Economic Journal Co.  
Ltd.  
(note ii)



## **Clarence Leung, JP**

Director  
Sun Hing Knitting Factory Ltd.  
(note ii)



## **Barry D. Nassberg**

*Chairman of Marketing and  
Business Development Committee*

Group Chief Commercial Officer  
Worldwide Flight Services



## **Paulo Pong, JP**

*Chairman of Product and Event  
Committee*

Founder & Managing Director  
Altaya Group International Limited



**Nansun Shi**

Executive Director  
Film Workshop Co. Ltd.

**Jason Shum**

Executive Director  
Nan Hwa (Express) Travel Service  
Limited

**Winnie Tam, SC, JP**  
*Chairman of Staff and Finance  
Committee*

Barrister-at-law

**James Tong**

Director Public Affairs  
John Swire & Sons (H.K.) Ltd.

**Jason Wong, JP**

Executive Director  
Hong Thai Travel Services Limited

**Thomas J. Wu, JP**

Deputy Chairman and Managing  
Director  
Hopewell Holdings Limited

**Belinda Yeung**

Executive Director & Chief Operating  
Officer  
Regal Hotels International Holdings  
Limited

**Jeny Yeung**

Commercial Director  
MTR Corporation Limited

**Yip Wing-sie, BBS, JP**

Music Director  
Hong Kong Sinfonietta  
(note iii)

**Carrie Yu**

Partner, Consumer Markets  
PricewaterhouseCoopers



**Notes:** (i) Mr Joe C. C. Wong succeeded Miss Cathy Chu as the Commissioner for Tourism and Deputy Chairman of the Hong Kong Tourism Board on 20 February 2018.  
(ii) Appointment effective from 1 November 2017.  
(iii) Photo courtesy: Yvonne Chan  
(iv) The following members also served the Board during the year ended 31 March 2018: Sir Wayne Leung and Mr Perry Mak retired on 31 October 2017.



# 2017 Tourism Performance

**Total Arrivals:**

58.47 million

**Overnight Arrivals:**

27.88 million

**Same-Day Arrivals:**

30.59 million



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**Total Tourism Expenditure Associated  
with Inbound Tourism:**

HK\$ 296.7  
billion



**Overnight Visitors' Per Capita  
Spending:**

HK\$ 6,443



**Average Length of Stay among  
Overnight Visitors:**

3.2 nights



**Overall Satisfaction of Overnight  
Visitors (Max: 10 points):**

8.4 points





# Strategic Initiatives

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**Tourism &  
The Community**

# Impactful Global Promotions

Exhilarating experiences and diversified tourism products are what make Hong Kong stand out from its competitors. In 2017/18, we strategically rolled out market-specific integrated campaigns to encourage visitors from 20 key markets to explore the “Best of All” in Hong Kong, and discover Hong Kong like a local. Let’s take a look at some of our BEST initiatives.

## Mainland China

While the Mainland is currently Hong Kong’s biggest tourism market in terms of visitor arrivals, many other destinations are trying to get a share of this huge market. In the face of fierce competition, our main objective was to revitalise re-visit desire and entice first-timers, by providing attractive offers leveraging festive occasions and promotional windows, as well as making use of influencer marketing, celebrity endorsement and creative MICE and cruise promotions.

### Stepped up trade promotions and partnerships riding on the 20th anniversary of the establishment of the HKSAR

Riding on the commemoration of the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), we strengthened our partnership with key airlines and travel agents including Air China, Cathay Pacific, Hong Kong Airlines, China Eastern Airlines and China Travel Service, and rolled out special travel packages through digital and traditional media channels to arouse consumer awareness of the celebration and draw FIT visitors from targeted cities. We also continued to work with popular online travel agents like Ctrip, Tuniu and Fliggy to roll out new products targeting young and family travellers as well as introduce exclusive offers for the 20th anniversary celebration and promotional windows.

Targeting the digitally savvy Mainland consumers who are in the habit of getting travel ideas and advice through online platforms and travel websites, we renewed our partnership with Tencent and entered into a strategic collaboration with Mafengwo to create positive stories riding on the 20th anniversary

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**BEST OF ALL IT'S IN HONG KONG**

**萌宝游香港 同行庆回归**  
亲子生日团招募

**招募对象：**小孩在7月份出生的家庭，核实以身份证信息为准 **出发时间：**7月15日

**活动亮点：**

- 亲子特色：畅游【香港海洋公园】，安排海洋明星【幕后之旅】
- 特别安排【海龙王·海底世界】或【冰极·企鹅】主题餐厅享用特色美食
- 嗨玩【香港迪士尼乐园】，约会“Marvel夏日超级英雄”，与美国队长和蜘蛛侠亲身会面
- 游览香港回归的经典景点如金紫荆广场、会展中心，感受香港回归20周年的变迁
- 特色赠送【Jenny Bakery珍妮曲奇小熊饼干】
- 亲子教练指导互动游戏
- 行程期间更有生日礼遇

**点击报名**

**更多精选行程推荐**

**会教练**

<香港5日游>深度体验百年香港，嗨玩迪士尼整天，海洋公园亲子互动，夜...

特惠价 ¥5591起

**立即购买**

<香港4晚5日游>海、陆、空挑战夏令营

特惠价 ¥3375起

**立即购买**

<香港迪士尼乐园5日自助游>入住1晚迪士尼探索家度假酒店 全新开幕 新...

特惠价 ¥2902起

**立即购买**

<香港5日半自助游>畅游海洋公园全天，迪士尼乐园两日嗨翻天，一晚迪士...

特惠价 ¥6079起

**立即购买**



celebration, with a view to reviving Hong Kong's image as a welcoming, hospitable and chic destination.

To strengthen emotional bonding while sustaining our “Best of all, it's in Hong Kong” brand campaign promotion, we incorporated the 20th anniversary promotional message into our brand videos which were shown on key national video portals.

- Sales from airline co-op campaigns for the 20th anniversary of the establishment of the HKSAR: over 13,000 air tickets and close to 5,000 packages
- Travel packages sold by Ctrip, Tuniu and Fliggy throughout the year: over 1.5 million
- Total publicity value generated from partnerships with Tencent and Mafengwo: over HK\$32 million



## KOL endorsement to capture the young segment

To revive Hong Kong's tourism appeal among Chinese visitors, especially those born in the 1980s and the 1990s, who accounted for 70% of China's outbound travel market share in 2016 according to a market research study<sup>1</sup>, we invited celebrities and KOLs to endorse our promotions.

In February 2018, we appointed popular Hong Kong-born pop idol Jackson Wang as the “Hong Kong Tourism Envoy” to engage young Mainland visitors. A crowning event was held and the news was promoted across various social media platforms. As part of the promotion, we invited Jackson to ride on the HKTB float during the International Chinese New Year Night Parade.

Apart from soliciting support from influencers, we stimulated interest about Hong Kong by inviting high-rating Mainland reality shows, including “Day Day Up”, “Happy Camp”, “Amazing Race”, “Go Fighting” and “Chef Nic” to film in Hong Kong. These shows,



<sup>1</sup> “Chinese Tourists Spend 229 Billion USD in 2015.” Press Release | GfK Global, GfK, 14 Jan. 2016, [www.gfk.com/insights/press-release/chinese-tourists-spend-229-billion-usd-in-2015/](http://www.gfk.com/insights/press-release/chinese-tourists-spend-229-billion-usd-in-2015/).



which featured famous celebrities from Mainland and Hong Kong and were widely broadcast on provincial satellite TV channels and online TV platforms, helped promote Hong Kong's tourism appeal to a wide audience.

During the Halloween promotional window, we collaborated with Wang Nima, an online character popular among young netizens for his humour, to promote festive themed products on Yaochufa.com, an online travel platform. The character's comical style matched perfectly with the Halloween promotion.

- Publicity value generated by “Day Day Up”, “Happy Camp”, “Amazing Race”, “Go Fighting” and “Chef Nic”: over HK\$600 million



## Tapping into new MICE segments and markets and promoting cruise tourism on social media

We cooperated closely with our trade and media partners to promote Hong Kong as a MICE and cruise destination. Through corporate outreach, we successfully partnered with direct selling industry media partner HOPE MEDIA to open up new opportunities for incentive tourism. This partnership brought us two Mainland familiarisation trips. The customised itineraries allow MICE event organisers, corporate decision makers and convention organisers from an array of industries and academies to experience Hong Kong's appeal for incentive events. In addition to developing new segments, we organised two integrated MICE events to tap the potential of new markets such as Guangzhou and Chengdu.

For cruise tourism, we adopted seasonal promotions supported by media collaboration with popular news apps, Toutiao and Netease, partnership with social media KOLs and tag-on promotion on media channels, targeting the family and young segments. Riding on World Dream Cruise's maiden voyage ceremony in late 2017, we launched a series of advertisements and social media communications on WeChat to generate awareness and arouse consumer aspiration to enjoy a cruise holiday in Hong Kong.



- The achievements of integrated MICE events in Guangzhou and Chengdu: 21 MICE groups with close to 7,000 arrivals
- Impressions for cruise seasonal promotions: Over 380 million



# Taiwan

To many Taiwanese travellers, Hong Kong may be no strange place. In an effort to entice more repeat visitors from Taiwan, we introduced a host of innovative marketing and PR promotions to inspire them to explore Hong Kong in depth and discover the authentic local culture.

## Intensive promotion of Old Town Central

We invited two Taiwanese expatriates living in Hong Kong to share their own experiences in Central at a media launch in May 2017 to introduce our Old Town Central (OTC) promotion. The launch was followed by a series of marketing and PR promotions, including outdoor advertisements at Taipei Mass Rapid Transit (MRT), distribution of the Old Town Central guidebooks along with local magazines, media familiarisation trips, TV news stories and teaser videos on digital platforms.

We also engaged Taiwanese illustrators, writer, actress and bloggers to shoot six fun-filled videos sharing their recommendations for the best experience in the OTC neighbourhood. The videos became instant hit and went viral on social media.

Meanwhile, we aroused awareness of the campaign among our Taiwanese travel trade partners by inviting them to participate in walking tours and dress up in the traditional *qipao*. We also entered into strategic partnerships with Cathay Pacific, China Airlines and 11 travel agents.

- Publicity value generated by the Old Town Central media launch: HK\$3 million
- Old Town Central influencer videos: viewed by over 2 million
- Sales of air tickets and packages resulting from Old Town Central trade co-op: 14,000 pax



## Innovative seasonal promotions

Conventional promotions can no longer satisfy sophisticated Taiwanese travellers. In 2017/18, we adopted creative approaches to boost our city's seasonal appeal. For example, we invited professional Taiwanese cyclist Feng Jun Kai to join the Hong Kong Cyclothon and the press conference to promote the first-ever Union Cycliste Internationale (UCI) Asia Tour Class 1.1 Road Race in Hong Kong. Together with sports journalists joining the media familiarisation trip, a total of 48 Taiwanese cyclists participated in the sporting event and generated extensive media coverage.

Winter is another high season for Taiwanese visitors to travel. Partnering with popular music band Won Fu, we produced a customised Christmas digital video and showed it on a dedicated campaign site to promote the Hong Kong WinterFest. To encourage consumers to watch the video, a promotional code was embedded in the video for purchasing China Airlines flights at special prices.



- Publicity value generated by Hong Kong Cyclothon Taiwan promotion: HK\$5.2 million
- Publicity value generated by Hong Kong WinterFest Taiwan promotion: HK\$5.9 million

## Promoting fly-cruise as the next big thing

Fly-cruise is promoted in the Taiwan market as a new trend of travelling. We actively showcased the appeal of fly-cruise to Taiwanese consumers by cooperating with a famous TV travelogue and generating coverage from numerous media familiarisation trips. We also worked with Dream Cruises, Eva Air and travel agents to roll out a four-day, three-night tour product with a night's stay in Hong Kong. The tour product was promoted widely through outdoor advertising at MRT stations and as a special highlight at various consumer travel shows.

- Arrivals generated by fly-cruise packages under long-term tactic co-op with Dream Cruises : 7,200 pax



# Japan

Enticed by its gastronomy and eclectic mix of Chinese and Western cultures, many Japanese consumers consider Hong Kong to be an ideal short-break getaway travel destination. In 2017/18, we rolled out a number of creative campaigns endorsed by celebrities with support from the media and the travel trade to reinforce Hong Kong's appeal to Japanese travellers.

## Hong Kong Shingo Art

We invited Japanese celebrity Shingo Katori, who is hugely famous in Japan, to paint a street art piece on the side wall of the Central-Mid-Levels escalator, the world's longest outdoor covered escalator system. This collaboration helped attract Japanese art lovers to visit Hong Kong, especially during Hong Kong Arts Month in March 2018, and draw their attention to Old Town Central (OTC).

With the title *Large Mouth Dragon Boy*, Katori had chosen dragon, an auspicious symbol in *feng shui*, as the theme of his first overseas art piece. An integrated promotion was launched with an unveiling ceremony performed by Katori in Central, followed by cooperation with key Japanese national newspapers, distribution of the making-of videos and photos via media outlets and social media platforms with hashtag “hkshingoart”, and the launch of travel packages featuring Katori's art piece by major Japanese travel agents.

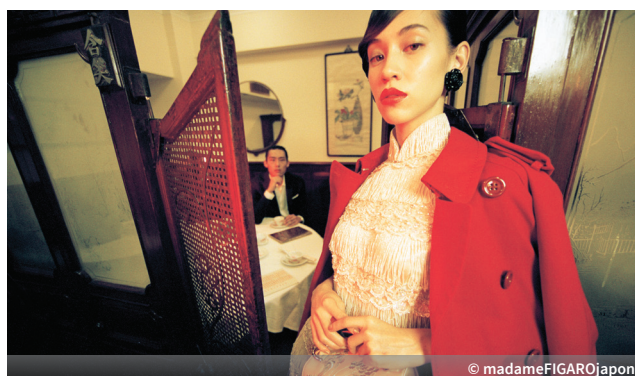
- As of late September of 2018, global publicity value generated from Hong Kong Shingo Art: HK\$55 million





## Story featuring Kiko Mizuhara in madame Figaro japon

Fashion magazine *madame Figaro japon* published a special feature of over 40 pages titled “24 hours, addicted to Hong Kong” to showcase Hong Kong’s allure from day to night. Featuring the HKTB’s “Star HK Mai” and famous Japanese model and actress Kiko Mizuhara, the story paid homage to the internationally renowned Hong Kong director Wong Kar Wai, whose films are widely appreciated in Japan. A dedicated page with a video of Mizuhara and 15 related articles were published on the magazine’s official website and generated widespread publicity.



• Publicity value generated by the *madame Figaro japon* feature: HK\$4.5 million

## Biggest-ever Japanese trade delegation

The biggest-ever trade delegation comprising 60 key travel agents from Tokyo, Nagoya, Osaka, Fukuoka and Sapporo visited Hong Kong in June 2017. We arranged a four-day familiarisation trip for them to experience the latest tourism offerings, including Great Outdoors Hong Kong and OTC, and a contracting day on which they had the opportunity to meet over 100 Hong Kong travel trade representatives in one-on-one meetings to generate business leads.

- Five top Japanese wholesalers, namely JTB, H.I.S., Nippon Travel Agency, Kinki Nippon Tourist and JALPAK had included Old Town Central in their tour packages



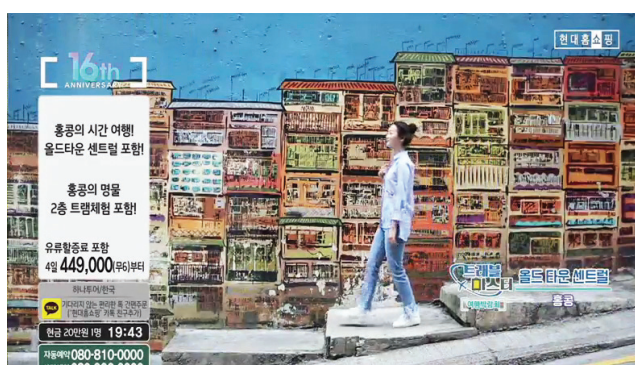


# South Korea

Korean visitors are often after hip and trendy elements when they travel. We therefore collaborated with different sectors to introduce integrated marketing campaigns with stylish and trendy themes to capture their attention.

## Celebrities and KOLs to promote Old Town Central

A core highlight of our Korean promotion was the Old Town Central (OTC) neighbourhood, which is famous for street art, east-meets-west architecture and local delicacies. To enliven the experiences offered by OTC, we collaborated with Travel Factory, a major Korea-based social media travel platform, to make two artistic and romantic videos and disseminated them with photos across the digital platforms of selected social media influencers.



We also engaged TV channels, including KBS, SBS and MBC to film their programmes and dramas at signature spots in OTC. Korean celebrities such as Jang Hyuk were featured to attract their fans' attention. To further enrich visitors' in-town experience, a Korean version of the OTC guidebook, map and special coupon booklet were published.

Parallel to our PR and marketing effort, we lined up various trade cooperation projects, including attractive airfare and tour packages offered by Asiana Airlines and key travel agents, to stimulate tour booking. We also participated in two major consumer shows, Korea World Travel Fair (KOTFA) and Hana Tour Travel Mart, to introduce related products to the consumers.

- Publicity value generated by the Old Town Central-related promotions: HK\$300 million
- Number of attendees in the two consumer shows: 160,000

## Down the memory lane

Apart from arts and culture, many Korean consumers are fond of hiking. Mixing greenery with beautiful photo opportunities, a hiking trail from the Peak to Hong Kong University themed “Down the memory lane” was introduced to Korean consumers during Great Outdoors Hong Kong. A video was produced in partnership with a social media community to highlight the stunning views along the hiking trail. Partnering with eight FIT travel agencies, Korea’s top wholesaler Hana Tour and Hong Kong airlines Cathay Pacific, attractive packages and products featuring the hiking trail were developed. Free guided hiking tours and various food and transport offers were also provided to enhance the campaign’s appeal.

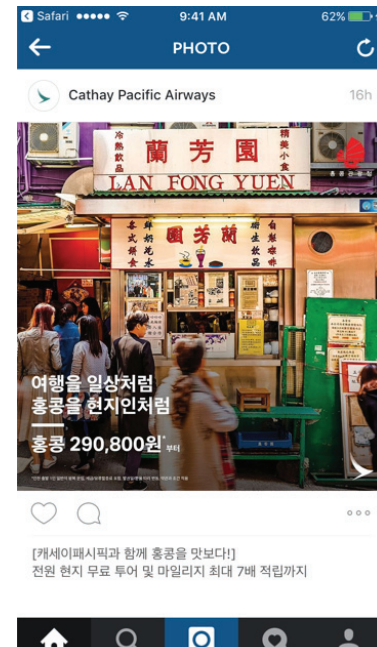


- Sales of tour packages in cooperation with FIT travel agencies, Hana Tour and Cathay Pacific: around 5,200 pax

## Hot airfare deals for Hong Kong Summer Fun

Like their counterparts in other short-haul markets, Korean consumers enjoy spending a few days with their friends and families in neighbouring destinations during the summer holiday. In view of this opportunity, we entered into a tactical partnership with Cathay Pacific to promote hot airfare deals and rolled out consumer campaigns via a wide range of online platforms including Facebook, Instagram and the official websites of the HKTB and Cathay Pacific, to make Hong Kong the first choice of Korean travellers during summer.

- Impressions generated by Hong Kong Summer Fun: 33.8 million
- Sales of Cathay Pacific’s tickets during Hong Kong Summer Fun: over 16,000 pax





# Southeast Asia

While rolling out integrated campaigns targeting Southeast Asia as a market region, we address the needs of individual markets – particularly Singapore, Malaysia, the Philippines, Thailand and Indonesia – by localising our promotions.

## Integrated communication campaigns with market-specific elements

In conjunction with major events and promotional windows, the HKTb rolled out creative integrated campaigns across the region.

Leveraging our global PR initiative, “20 of the Best in Hong Kong’s Old Town Central”, expatriates from the five Southeast Asian markets who were living in Hong Kong were featured to attract media interest. Around 200 print and TV features encompassing local culture, street art and history were generated.



During Hong Kong Arts Month in March 2018, we invited four Indonesian influencers from the arts and lifestyle sectors to explore the city’s glamorous art scene. Together with three top Indonesian media outlets, the trip generated extensive media coverage across print, online and social platforms covering the Indonesian, Singaporean and Thai markets. A community gathering with the renowned Indonesian curator Vivi Yip was also held to engage the local arts community and collectors.

Since cycling activities are popular in Thailand, we actively promoted the Hong Kong Cyclothon in the market and successfully attracted many avid Thai cyclists to join the event, including two famous Thai cyclists, Vanitcha Mint and Nick Sagarik, who subsequently shared their experience with a wide range of Thai media and on their social media accounts. Related travel packages were launched to draw sports enthusiasts from Thailand.



- Publicity value generated by all Old Town Central-related campaign and publicity: over HK\$15 million
- Publicity value generated by the Hong Kong Arts Month integrated campaign: HK\$7.4 million
- Number of Thai cyclists participating in the Hong Kong Cyclothon: 110

## Hong Kong Live in Kula Lumpur

To promote Hong Kong as a Muslim-friendly destination and showcase its latest offerings, we joined hands with eight key attractions to organise a large-scale six-day promotion at Suria KLCC, a premier shopping mall in Malaysia. To celebrate the 20th anniversary of the HKSAR, Mr Rimsky Yuen, the then Secretary of Justice of the HKSAR Government, was invited to officiate at the event with a Malaysian Muslim celebrity family, Awal Ashaari, Scha Alyahya and their daughter. A Muslim corner was set up displaying Hong Kong's Muslim-friendly offerings. Exclusive Hong Kong packages were offered to consumers by Malaysia's top travel agencies and airlines.



- Publicity value generated by the Hong Kong Live in Kuala Lumpur promotion: HK\$3.4 million

## Extensive trade collaboration and promotion

As many Southeast Asian visitors like travelling en famille, we launched a total of eight “Hong Kong Family Fun” campaigns in the five markets during the year in partnership with travel agents and airlines to attract families during school holidays. In Thailand, we participated in the Thailand International Travel Fair together with 10 travel agents and launched special deals on airfares, hotels and attractions. We also engaged Hong Kong-based Thai lifestyle and parenting social influencer, “Eat Like 852”, to share her recommendations on Hong Kong food and family activities from a mom’s perspective.

In the Philippines, we joined two of the biggest consumer travel fairs, namely Travel Madness Expo and Travel Tour Expo, to arouse consumer awareness and promote package sales. Leveraging the HKTB’s promotional windows including Old Town Central and Great Outdoors Hong Kong, we cooperated with AirAsia and Singapore Airlines as well as online travel booking platform Klook to roll out special fare promotions in Malaysia and Singapore respectively. In Indonesia, a consortium of five top travel agents was formed to raise awareness and boost sales of multi-destination travel packages featuring Hong Kong, Macao, Shenzhen and Zhuhai.

- Air ticket sales performance under co-op with Singapore Airlines and Klook: year-on-year increase of over 40%





## Fostering trade partnership to promote MICE tourism

With four emerging markets, Southeast Asia presents great potential for MICE tourism. During the year, we organised a four-day trip so that over 25 MICE travel agents from the market region could meet with over 90 Hong Kong trade partners and experience Hong Kong's MICE offerings.

We also co-hosted two corporate dinners with Garuda Indonesia and Cathay Pacific to showcase Hong Kong as an ideal meeting and incentive destination to Indonesian corporations.



- Number of meeting and incentive companies joining the two corporate dinners: 90



# New Markets

In view of the strong influence of KOLs and celebrities in the New Markets, which include India, Russia and the markets in the Gulf Cooperation Council (GCC), the HKTB solicited their support to maximise the effectiveness of our promotions.

## Exploring Hong Kong with Indian KOLs

During the year, we identified and collaborated with two major KOLs, namely model-actress Bani J and celebrity chef Kunal. With Bani J, we filmed an inspirational, call-for-action video about Old Town Central (OTC) which was shown on the famous travel planning website Kayak as well as digital and app platforms to maximise reach. As for Kunal, we produced five thematic videos during the Hong Kong Wine & Dine Festival in partnership with Cathay Pacific and ABP TV channel, on which the celebrity chef's visit was featured.



- Impressions resulted from Bani J's Old Town Central campaign: over 1.2 million
- Publicity value generated by Chef Kunal's Hong Kong visit: HK\$1.1 million



## Romantic Hong Kong presented by Viu India

We worked with popular digital TV platform Viu India to produce the romantic comedy series “It happened in Hong Kong”, which featured two solo travellers’ experience in Hong Kong. In addition to Viu India, the web series was edited and broadcast on Zoom TV, a major TV channel in the market.



- Audience reached through Viu India and Zoom TV: 110 million

The poster for the web series "It happened in Hong Kong" features a collage of images. At the top, the title is written in a stylized font, with "viiu original" above it. Below the title is a red silhouette of the Hong Kong skyline. The collage includes several photos of the main characters: a woman smiling, a man smiling, a couple walking, and a couple lying down. There are also icons representing different emotions: a sad face, a happy face, and a face with a heart. The bottom of the poster has a yellow banner with the text "ONLY ON viiiu Kaafi Feels Bro!" and "Coming Soon in March! Download Now" with links to the App Store and Google Play, and the website "viiu.com".

## Trade partnerships and networking in Russia

To bring Hong Kong to the top of the mind of young and mid-career Russian travellers, we entered into strategic partnerships with various airlines, including Finnair and Emirates for joint promotions. We also promoted trade networking by inviting 18 Russian buyers from Moscow, St Petersburg and Vladivostok to visit Hong Kong. The delegation had a first-hand experience of OTC with a trial of *qipao* dress-up and met with 92 Hong Kong trade partners to generate business leads.

- Year-on-year increase of online booking of Finnair flights from Russia to Hong Kong during the campaign period: 102%



## Four days in Hong Kong with Emirati KOL

As Cathay Pacific celebrated 40 years of its Hong Kong-Dubai direct flight, we joined hands with the airline to host an influential TV anchor, Mahira Abdelaziz, from the GCC on a four-day tour in Hong Kong where she was introduced to the dazzling art scene in OTC and Muslim-friendly locations across the city including a wide range of Halal restaurants. The trip was featured across different platforms including the social accounts of Mihira, Cathay Pacific, and digital travel platform Travall World.



- Overall reach on social media generated by Mahira's four-day Hong Kong trip: close to 1 million



# Australia

Authentic experiences offered by Hong Kong – from street food to traditional festivals, the stunning night view of Victoria Harbour and natural landscape – are on many Australian travellers' bucket list. Through media engagement and trade partnership, we employed a call-to-action strategy to invite Australian travellers to turn their wish into reality.

## Discover Hong Kong with Studio 10

A two-week long feature with five seven-minute travelogues and five one-minute live reads were aired on Studio 10, an Australian morning lifestyle talk show broadcast every weekday on Network Ten, covering nearly all aspects of travel experiences in Hong Kong with a special highlight on Old Town Central and the 20th anniversary of the establishment of the HKSAR.

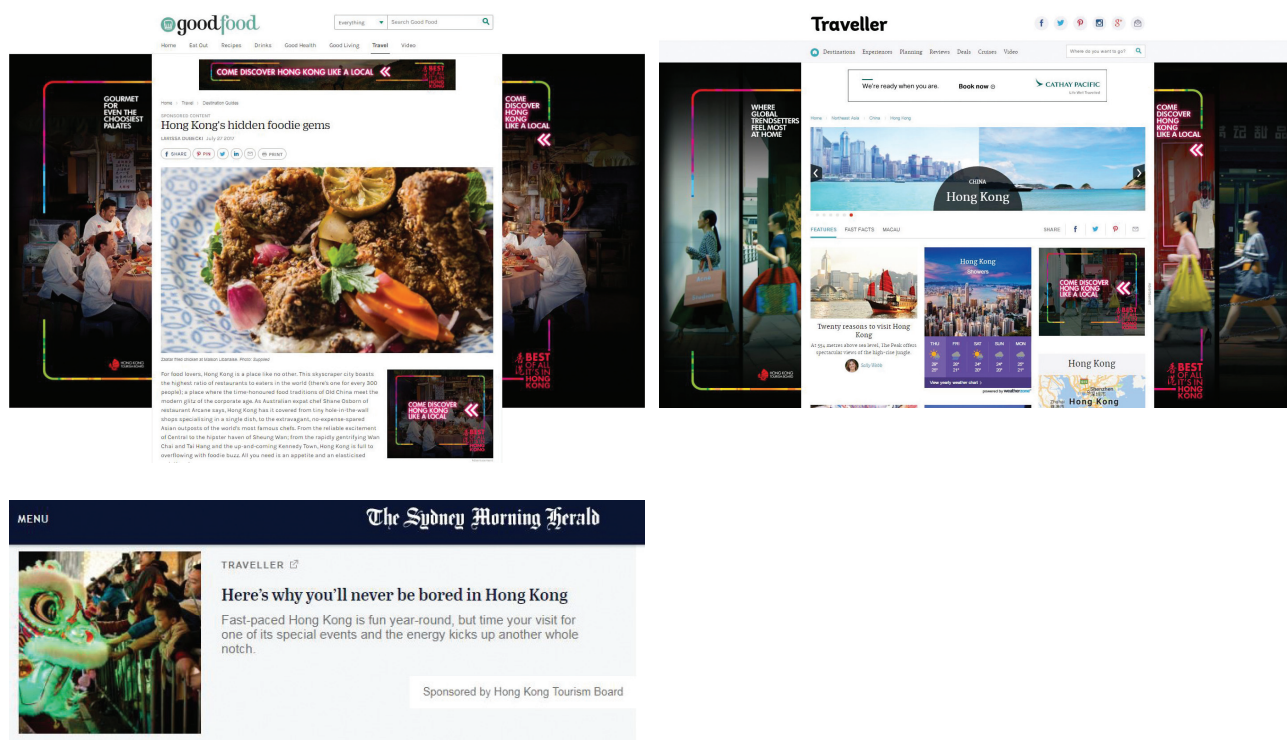


- Publicity value generated by the two-week feature on Studio 10: HK\$2.4 million



## Content marketing with Fairfax Media

We entered into a one-year partnership with Australian media giant Fairfax Media and developed creative content across the group's various platforms, including the oldest national newspaper *The Sydney Morning Herald* and online lifestyle brands *Good Food* and *Traveller*. The messages were amplified with three up-weighted bursts highlighting Hong Kong Summer Fun, Hong Kong Wine & Dine Festival and local culture. The cooperation also included a dedicated Hong Kong hub on the *Traveller* website, takeovers advertising and trade partner engagement in each burst: in partnership with Cathay Pacific, the Macao Government Tourism Office, Wendy Wu Tours and Dream Cruises.



- Publicity value generated by all the online and social media coverage across Fairfax Media's platforms: HK\$3 million

## Tactical promotional campaigns with Qantas and Virgin

Airline collaboration is the most direct way to boost arrivals. With our strategic partner, Qantas Airways, we promoted special airfare and package sales through a host of media tools, including travel aggregators, social media accounts and search engine advertisements to drive bookings. Meanwhile, leveraging Virgin Australia's inaugural flight from Melbourne to Hong Kong in July 2017, we actively showcased Hong Kong as a preferred travel destination and hosted a familiarisation trip for eight media titles flying with the inaugural flight for a four-day tour in Hong Kong.



- Reach of the coverage generated by the launch of the Virgin Australia inaugural flight: 2.2 million

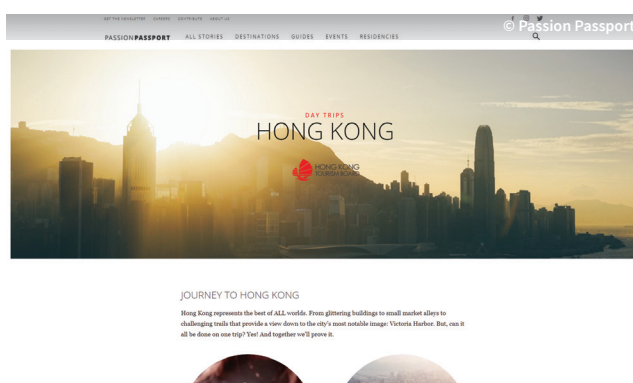


# Americas

In the light of the popularity of TV, social media and multi-destination travel among consumers in the Americas, the HKTb rolled out numerous TV and social media promotions and partnered with the tourism organisations of neighbouring destinations to drive traffic to the region.

## Multimedia marketing and PR promotions

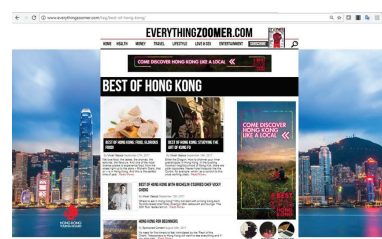
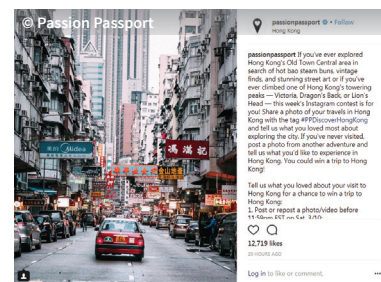
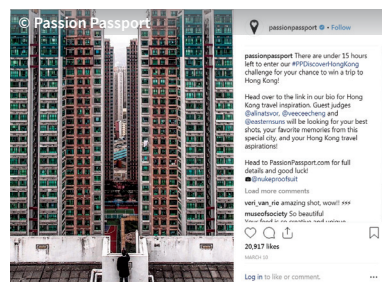
TV remains the best tool to reach consumers in the US. During the year, we hosted US travel expert Rudy Maxa, who filmed two episodes of his PBS show “Rudy Maxa’s World” in Hong Kong, exploring the city’s gastronomy, architecture and nightlife with another US-based chef. The TV opportunity was supplemented by five online videos, a two-hour national radio show and social media promotions.



In addition, Hong Kong was prominently featured in the finale of the 30th season of the ever-popular show “The Amazing Race” on CBS.

As for social media, partnering with two US influencers and dominant Instagram travel platform Passion Passport, multiple posts and powerful visuals with an emphasis on Old Town Central and Great Outdoors Hong Kong had been generated. A custom Hong Kong page was also created on Passion Passport together with a feature video and an Instagram Challenge contest for the participants to win a trip to Hong Kong.

In Canada, where our major target segments were mid-career travellers and achievers, we joined hands with media group Zoomer Media to convey our brand message across its platforms, including two double-page spread features in the magazine *Zoomer*, and “Hong Kong Content Hub” on the lifestyle website everythingzoomer.com with travel stories, videos, banner advertisements, e-blasts and e-newsletters.



**Central is full of history and stories, and is the birthplace of colonial Hong Kong.** It reflects the evolution of Hong Kong from a sleepy British colony to one of the world's great cities. Central is well-known as a glitzy financial district, jam-packed with skyscrapers, but beneath the stunning skyline, history, art, food and culture take hold in this once colonial neighborhood, where East and West, past and present, tradition and innovation, and bustle and tranquility coexist, blend and collide.

To provide visitors with a unique perspective when exploring Central and neighbouring Sheung Wan area, five themed walking routes have been thoughtfully designed to reveal over 100 years of Hong Kong history. The routes take visitors to colonial monuments, temples, art galleries, street art display, antique stores, hip boutiques, trending restaurants, and bars and local delicacies, with hidden gems at every turn.

- Impressions generated by the Passion Passport social influencer campaign in the US: 27 million
- Impressions generated by the Zoomer media co-op in Canada: 2.6 million



## Actively participating in MICE and cruise industry events to generate business

The US is one of Hong Kong's important sources of MICE and cruise arrivals. For the seventh consecutive year, we set up a Hong Kong Pavilion at the largest MICE trade event in the Americas, IMEX America, which was held in Las Vegas. Teaming up with 25 trade partners including hotels, venues, attractions and destination management companies, we promoted Hong Kong's latest MICE products and the HKTb's professional services to the event participants.



Meanwhile, to sustain Hong Kong's image as "Asia's Cruise Hub", we once again exhibited in the world-leading annual cruise event Seatrade Cruise Global in the US. This year, we hosted a media lunch for the trade media and cruise line executives to announce the recent major infrastructure development in Hong Kong, the Hong Kong-Macao-Zhuhai Bridge and the Hong Kong Section of Guangzhou-Shenzhen-Hong Kong Express Rail Link. HKTb Executive Director Mr Anthony Lau also shared his insight as a panel speaker. To grow the high-potential fly-cruise business, we rolled out a fly-cruise marketing campaign in the US to amplify destination awareness for cruise-focused retail consortia. On top of a series of consumer marketing campaigns rolled out through print, digital and social media networks, we specially provided destination training and conducted trade engagement for the agents of Cruise Planners, an American Express Travel representative, to build their awareness and market knowledge.





- Buyer appointments and group presentations arranged at IMEX America: over 230
- Increase in sales of Hong Kong cruise products after the Cruise Planners fly-cruise marketing campaign in the US: 45%
- International awards won by the Cruise Planners fly-cruise marketing campaign:
  - Gold Award in the “Integrated Marketing Campaign” category, HSMIA (Hospitality, Sales & Marketing Association International) Adrian Awards 2017
  - Silver Award in the “Destination Marketing – Web Marketing/Advertising” category, Travel Weekly Magellan Awards 2017

## Multi-destination promotions

Our US and Canadian offices actively promoted multi-destination itineraries featuring Hong Kong and its neighbouring destinations to North American consumers. With the Taiwan Tourism Bureau, we held a partnership reception in Vancouver, entered into tactical co-ops with major airlines, cooperated with Canadian ethnic media Fairchild Media Group to produce a travel series, conducted trade events in Los Angeles and San Francisco to boost awareness of key US trade partners and organised travel missions as well as media and trade familiarisation visits. And with the Macao Government Tourism Office, we rolled out a search engine marketing co-op campaign to raise awareness of the vacation packages by key US tour operators featured on the HKTB's official website.



- Year-on-year increase in the sales of travel packages in Canada during multi-destination cooperation with Taiwan Tourism Bureau: 183%
- One-on-one appointments with Hong Kong and Taiwan suppliers in Los Angeles and San Francisco arranged: 405



# Europe

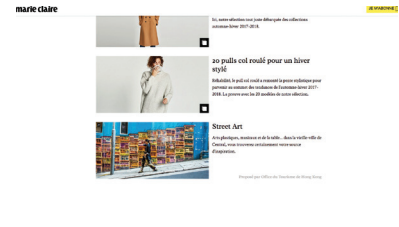
We collaborated extensively with the media and the travel trade to increase Hong Kong's brand presence in Europe. Leveraging our “Best of all, it's in Hong Kong” brand campaign and Old Town Central (OTC) campaign, we tailor-made promotions that catered to the interests of consumers in the various target markets.

## Showcasing the authentic Hong Kong experience in France

French people are known for their love of culture and good food. Our Paris office therefore focused on promoting “Best Dining”, “Best Cultural Immersions” and “Best Outdoor Adventures” under the “Best of all, it's in Hong Kong” brand campaign to capture the hearts of French consumers.

A major initiative was the collaboration with the prime-time travelogue “Le Plein de Sensations” on France 4 TV to produce a 90-minute TV show featuring two celebrities' visit to Hong Kong, which generated immense publicity. We also launched a digital campaign in France to showcase captivating experiences offered by OTC on the websites of influential media including *Cosmopolitan* and *Marie-Claire*.

Another exciting initiative was our participation in the Lyon Street Food Festival. As Hong Kong was the destination of honour, we piqued the interest of the patrons by offering authentic local food including dim sum, baos and noodles, a mahjong workshop, and OTC street art.



- Publicity value generated by all “Best of all, it's in Hong Kong”-related campaigns in France: HK\$ 98 million
- Reach of the OTC digital campaign and Lyon Street Food Festival: 8 million consumers



## Reaching consumers through KOL, media co-op and trade activities in Germany

We invited Marc Baechtold, a GoPro ambassador to experience Hong Kong's hip lifestyle and great outdoors. The result was impressive — his videos and photos were prominently featured on GoPro online communities around the world and his Hong Kong brand video was broadcast on McDonald's in-store TV channel in the fast food chain's 850 branches in 575 cities across Germany.



**MEIER'S WELTREISEN**  
DER SPEZIALIST FÜR ALLES FERNE

**HONG KONG – METROPOLE DER GEGENSÄTZE UND KULTUREN**

Entdecken Sie mit uns die Weltstadt mit dem Szeneviertel Old Town Central bei einem Stop Over. Es erwarten Sie eine gute Auswahl an Hotels. Bei einem halbtägigen Ausflug erkunden Sie Hong Kong Island. Sie haben auch die Möglichkeit, den Stop Over individuell zu verlängern. Es gibt in Hong Kong noch so viel zu entdecken.

**HONG KONG, STOP OVER PROGRAMM**  
**Sheraton Hong Kong** ★★★★★  
2 Nächte  
**Inklusive:** Transfer Flughafen – Hotel – Flughafen, halbtägiger Ausflug nach Hong Kong Island  
Pro Person im DZ ab € **347**  
Flug mit Cathay Pacific ab/bis Deutschland  
Pro Person ab € **640**

Weitere Informationen und Buchung in Ihrem Reisebüro.  
HONG KONG TOURISM BOARD

The GoPro ambassador was also invited to speak about our collaboration at ITB Berlin 2018, the world's largest tourism trade fair, where we promoted Hong Kong through interesting programmes such as sampling of Michelin Guide-recommended egg waffles by Mammy Pancake.

We worked extensively with both the travel trade and the media to promote Hong Kong in Germany. Throughout the year, we partnered with *Lonely Planet*, leading German travel companies including DERTOUR, STA Travel and Meier's Weltreisen and major airlines to roll out promotions. We also engaged high-end magazines including the magazine of the biggest German outdoor supplier *Globetrotter* and prime geographic magazine *Geo Saison*, and disseminated audio kits featuring various events and promotions to 200 radio channels with an average broadcasting time of one hour per channel.



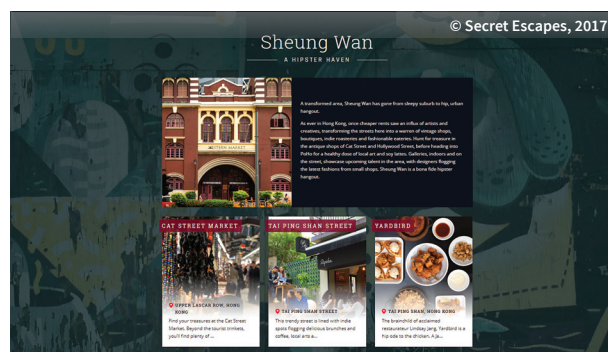
- Publicity value generated by Marc Baechtold's influencer campaign: HK\$13.7 million



## Manifold collaborative projects in the UK

Leveraging our new OTC campaign and the 20th anniversary of the establishment of the HKSAR, our UK office lined up comprehensive PR programmes to promote Hong Kong via top media outlets, including travel programme “Travel Man” on Channel 4, national newspapers such as *The Guardian*, *Metro*, *The Times*, *The Sunday Times*, *The Mail Online* and *The Daily Telegraph*, and magazines like *Lonely Planet Traveller* and *Reader’s Digest*. To inspire British travellers to explore different neighbourhoods and core experiences, we cooperated with British Airways and British digital travel platform Secret Escapes to launch a multimedia micro-site which categorised the various districts of Hong Kong by their specialties. We also embedded the HKTB competition site onto this micro-site to drive traffic to our official website.

At the same time, we continued to engage convention organisers by presenting at the annual meeting of the International Association of Professional Congress Organisers (IAPCO) and successfully secured a study mission of world-class professional organiser K.I.T. Group to Hong Kong. We also led a trade mission with 44 Hong Kong trade partners including hotels, attractions and ground handling agents to the UK and met with 33 UK buyers from across the leisure and business-to-business sectors.



- Total publicity value generated by the PR programme related to Old Town Central and the 20th anniversary of the establishment of the HKSAR: HK\$40 million

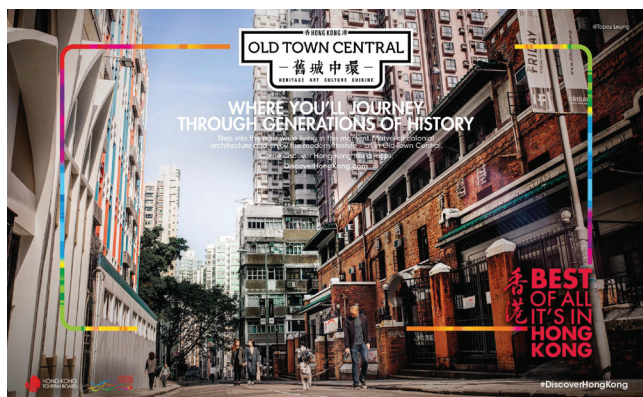
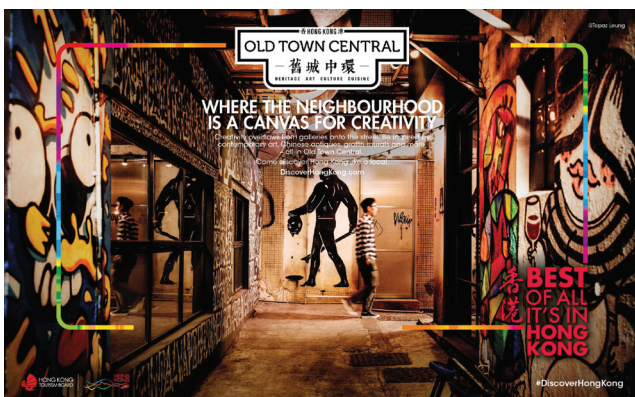


# Creative Marketing Promotions

In addition to the creative social media campaigns for various mega events and to tie in with the Old Town Central (OTC) promotion in 2017/18, the HKTb has rolled out a series of innovative marketing promotions and in-town ambience building placements to attract attention of worldwide consumers and excite visitors during their stay in Hong Kong.

## Old Town Central—A district where worlds collide

In 2017/18, HKTb kicked off its “Hong Kong Neighbourhoods” promotion. Beneath Hong Kong’s glamorous surface lie many unique and fascinating neighbourhoods, each a destination in its own right. Starting with Old Town Central (OTC), HKTb is enabling travellers to experience these neighbourhoods in close-up detail, supporting our brand message to “discover Hong Kong like a local.”





As part of the campaign, the HKTB initiated promotions at several points along the consumer journey, from inspiring social media and online video promotions, to building in-town ambience and encouraging user-generated content (UGC), aiming to reach consumers at each stage of the decision-making journey.

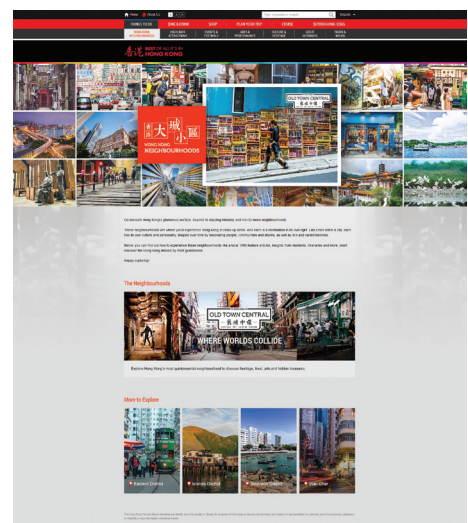
## Inspiring – catching the attention of consumers

- We invited a local family of Shibu inu dogs, We5, residents of the Central-Sheung Wan district, to film a fun video. Each dog was fitted with a tail-activated camera which took pictures automatically when the dog saw exciting things and wagged its tail. The activities of the “photographers” were documented and turned into a social video supported by an outdoor campaign, which went viral across social media platforms.
- We developed 360 ° videos interviewing residents, with themes of history, treasure hunt, local flavours and arts in OTC. We also created a then-and-now photo album of iconic OTC locations, using archive photographs. Both visuals and videos were disseminated via HKTB social media channels.



## Planning – once we caught consumers’ attention with OTC, we gave them the means to really experience the district themselves

- A dedicated website section named “Hong Kong Neighbourhoods” was created to promote the neighbourhoods, including OTC. Content included local insights, descriptions of Points of Interest, itineraries, routes etc.



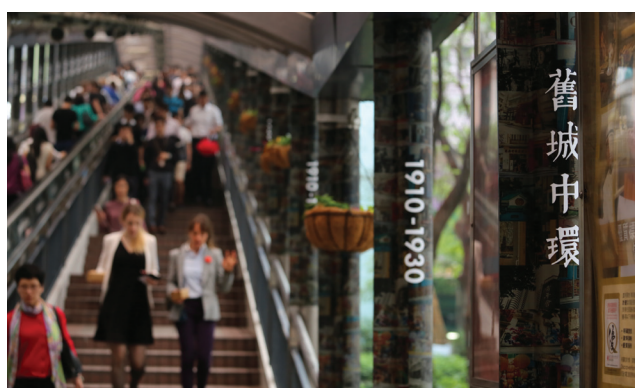


## Experience – once visitors got to Hong Kong, we enhanced their experience of OTC

- We created a series of contemporary and chic signs representing different experiences, accompanied with insights into local culture. The signs also incorporated QR codes to lead visitors to the OTC website and Google Maps routes.
- We collaborated with Google to develop a designated Google Maps route to help visitors navigate and explore the district.
- We also transformed the Central Mid-Levels Escalator into a “time tunnel” and partnered with local illustrator Flying Pig to create an interactive art installation with interesting local stories at PMQ.

## Share – once we enabled visitors to fully explore, experience and enjoy OTC, we then provided a hashtag to make it easier for them to curate their experiences

- With #OldTownCentral, the campaign drove user-generated content as visitors shared their experiences, providing authentic peer-to-peer content to further promote OTC.
- Audience reach of OTC Facebook posts: 17 million
  - Impression generated from OTC Instagram posts: 3.1 million
  - 87% of visitors think OTC enhanced their satisfaction of their stay in Hong Kong



## Creative digital content for viral marketing

Throughout the year, we have introduced various creative digital campaigns with creative content and stunning visuals on HKTB's social media platforms and DiscoverHongKong.com to encourage viral marketing and inspire worldwide travellers to choose Hong Kong as their travel destination.



- Used “7 colours” as the theme to showcase stunning images of Hong Kong’s great outdoors and natural beauty taken by numerous photographers and local groups
- Produced a video featuring a veteran gas delivery man, Uncle Hung “battling” with professional cyclist Wong Kam Po to promote Hong Kong Cyclothon in an interesting angle





- Through story of Hong Kong's Master of Christmas Lights, Terence Wong, and creative light painting work produced by local enthusiastic light painters, two videos were produced to promote the glittering Hong Kong WinterFest
  - Encouraged consumers to explore the best arts experiences in Hong Kong from A-Z through a Hong Kong Art Month trailer
- Social Media reach during the period of 2017/18: over 200 million
  - Video Views on digital platforms during the period of 2017/18: over 52 million



# Global Public Relations Initiatives

In this era of information overload, we strive to connect with consumers and capture their attention through creative public relations initiatives. In 2017/18, we worked with broadcasting big names and other global media outlets to tell interesting stories about Hong Kong with a human touch, and successfully generated massive exposure about this photogenic and energetic city.

## Storytelling through TV partnerships

Throughout the year, we hosted over 500 media visits, about one-fifth of which involved TV programme productions by major broadcasters such as the BBC, the CNN, CNBC and TLC. Be they travelogues or reality shows, food programmes or dramas, we ensured these TV programmes hosted by celebrities and influencers from all walks of life told interesting stories about Hong Kong and featured the city's living culture and other offerings as well as the HKTb's mega events to arouse the interest of consumers.

Capitalising on the success of the previous series, we continued to work with Discovery Networks TLC to present the fourth series of the TV programme "A Taste of Hong Kong", with renowned Hong Kong singer and actress Josie Ho playing host this time. As an insider of Hong Kong, she took various influencers from Southeast Asia on a trip to experience the hipster vibe of Old Town Central, the lesser-known great outdoors and the local nightlife. Released in summer 2017, the three-episode show was broadcast in Southeast Asia and India and was rerun several times.



© The Sam Willows & Josie Ho in TLC's A Taste of Hong Kong



- Total global publicity value generated by all PR efforts in 2017: over HK\$7 billion



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

Central is much more than a financial district packed with skyscrapers. During the year, we developed a global campaign, “20 of the Best in Hong Kong's Old Town Central”, in partnership with CNNTravel.com to showcase Central's hidden gems to the global audience and convey a consistent message that is relevant to 16 key source markets. Under the campaign, 20 diverse personalities, with 16 of them representing 16 source markets who were living in Hong Kong were invited to be spokespersons and speak about their personal stories and connections with Central. These stories were then compiled and featured on a dedicated webpage of CNN. The personalities also participated in various overseas TV and radio productions and guided overseas media to visit their favourite spots in Central. To sustain and localise the content in the different source markets, we organised PR launches, engaged TV networks and generated media stories in both Hong Kong and the 16 source markets.



- Global publicity value generated by the “20 of the Best in Hong Kong's Old Town Central” campaign: HK\$140 million
- Number of media attracted by the campaign: over 190 international media organisations invited, generating 1,400 media stories
- International awards won by the campaign:
  - 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
  - Gold Award in the “Publicity: Media Exposure” category, Mercury Awards 2017/18, MerComm
  - 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

## Believe it or not, it's Hong Kong!

The “Great Outdoors Hong Kong” promotion had been run for almost ten years. To recapture the media’s interest in the promotion, we developed the key message “Believe it or not, it’s Hong Kong!” to highlight the stunning greenery that many visitors are unaware of. Under the campaign, we disseminated a press release with a wealth of astonishing images and a time-lapse video clip featuring the works of award-winning photographers to wow the global media with Hong Kong’s natural landscape. We also invited more than 120 journalists from 80 media titles from around the world to experience Hong Kong’s great outdoors during the campaign period. The campaign successfully generated feature stories in various leading international media outlets including the CNN, UK Daily Mail Online and Sohu from the Mainland, reaching a massive audience worldwide.

- Global publicity value generated by the “Believe it or not, it’s Hong Kong!” campaign: HK\$170 million



The screenshot shows a CNN travel article. At the top, the CNN logo and 'travel' tag are visible, along with navigation links for DESTINATIONS, FOOD & DRINK, PLAY, STAY, VIDEO, and a search icon. The article title is 'BEST OF HONG KONG Tai Mo Shan: How to tackle Hong Kong's highest peak'. Below the title, it says 'Maggie Wong, CNN • Updated 7th February 2018'. There are social media sharing icons for Facebook, Twitter, and Email. A video player is embedded, showing a landscape with the text 'This is Hong Kong' and 'Will Cho' in the top right corner. Below the video player, there is a quote from CNN: '“The first time I saw a sea of clouds over the city atop Tai Mo Shan in April 2012, I was stunned,” says Hong Kong photographer Will Cho.' This is followed by a paragraph about the location of Tai Mo Shan. Another paragraph describes the high humidity and rare views of the city. A final paragraph mentions the number of mountains and hiking trails. At the bottom, there is a 'Related content' section with a link to 'Hong Kong's wildest dining experience'.





# Exciting Events & Promotions

Dubbed the “Events Capital of Asia”, Hong Kong is famous for its action-packed calendar filled with exciting happenings year-round. In 2017/18, we not only organised and supported over 90 events in town, but also came up with new campaigns to give visitors an authentic experience of Hong Kong.



Old Town Central



Hong Kong Chinese New Year Celebrations



Hong Kong Arts Month



Hong Kong Summer Fun



Hong Kong Dragon Boat Carnival



e-Sports and Music Festival Hong Kong



Hong Kong Cyclothon



Hong Kong Wine & Dine Festival



Hong Kong WinterFest



Hong Kong New Year Countdown Celebrations



Hong Kong Pulse Light Show



A Symphony of Lights



Great Outdoors Hong Kong



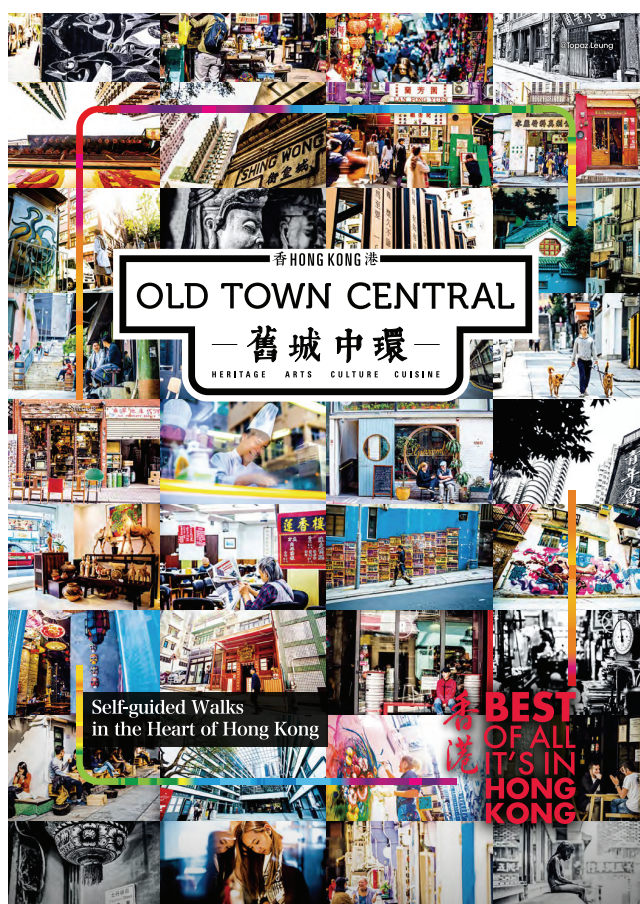
Supporting other events



# Hong Kong Neighbourhoods - Old Town Central

Much of Hong Kong's charm lies in the unique local culture and in the everyday life of the people. To bring visitors closer to the heartbeat of this pulsating city, the HKTB put together an original promotion called "Hong Kong Neighbourhoods", with a view to expanding visitors' footprint, inviting them to go beyond the traditional areas to explore the local communities, and extending their stay in Hong Kong.

Launched in April 2017, Old Town Central (OTC) was the first district promoted under "Hong Kong Neighbourhoods". Five walking routes, highlighting historical architecture and landmarks, arts and culture, dining outlets and lifestyle boutiques, were designed to refresh visitors' perspective of Central and Sheung Wan. In addition to working with our trade partners to promote the guided tours, we collaborated with local celebrities and long-time expatriates to unveil the district's genuine charm and hidden gems through public relations campaigns as well as digital and social platforms.





# Hong Kong Chinese New Year Celebrations

Chinese New Year is a joyous festival in Hong Kong, with the city filled with festivities and celebratory events including the International Chinese New Year Night Parade, flower markets, a spectacular fireworks display, the Lam Tsuen Well-Wishing Festival and many others.

## International Chinese New Year Night Parade

Nine resplendent floats, 56 performing teams and 2,500 performers in constant motion and high spirit ushered in the Year of the Dog with a bang as part of the Cathay Pacific International Chinese New Year Night Parade, a real moveable feast for the eyes!

Themed “Best Fortune. World Party”, the 23rd edition of the parade staged by the HKTb featured the strongest international performing cast the event had ever seen. Among the world champions and world record holders were: the US’s XPOGO Stunt Team, which had 13 Guinness World Records under its belt; the Czech Republic’s Zee Comedy Magic and Zeejay Juggler, an award winner and world record holder; and Japan’s Unicycle Circus Theatre Witty Look, which had bagged multiple international busking awards, to name just a few.

Over 150,000 spectators crowded the Hong Kong Cultural Centre Piazza and major roads in Tsim Sha Tsui to take in the extravaganza, which was watched by many more through live broadcasts on TV channels and news agencies worldwide.

Title Sponsor of the International  
Chinese New Year Night Parade





# Hong Kong Arts Month

Prestigious arts events like Art Basel Hong Kong, Art Central and the Hong Kong Arts Festival require little introduction. While supporting the promotion of these events, the HKTB leveraged the promotional window of Hong Kong Arts Month to present lesser-known gems to visitors to enrich their experience and understanding of Hong Kong's arts scene.

In 2018, we highlighted three art clusters, namely: Fo Tan, where various established and up-and-coming artists alike have set up their studios; South Island Cultural District, a hidden contemporary art scene with spacious galleries tucked away in industrial buildings; and Sham Shui Po, where a series of shutter artworks reflect the everyday life of the community.

On top of promoting 27 events and activities on various platforms, we adopted a proactive approach by hosting tours for the international media and travel trade and introducing guided tours for visitors.





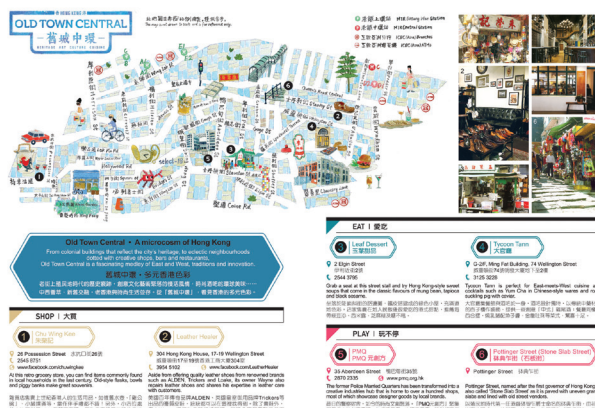
# Hong Kong Summer Fun

With an action-packed programme from concerts to exhibitions, parties at key attractions and themed tours, and an array of hot deals on shopping, dining and accommodation, summer in Hong Kong is all about “shop, eat and play”.

To help visitors explore the different fun aspects of Hong Kong according to their preferences, we built a dedicated website and published brochures to introduce trendy shops, markets and eateries popular with locals in selected neighbourhoods with unique characteristics, including Old Town Central, Southern District, Sham Shui Po and Yuen Long. With these handy tools, visitors could experience the city's hidden gems at much greater ease.

Title Sponsor of Hong Kong Summer Fun

ICBC 工银亚洲





# Hong Kong Dragon Boat Carnival

A record-breaking 5,000 paddlers representing 162 local and international dragon boat teams took part in the 8th Hong Kong Dragon Boat Carnival, organised by the HKTB and the Hong Kong China Dragon Boat Association.

The number of spectators was also impressive – some 66,000, including more than 14,000 visitors, attended the carnival over the course of three days.

As one of the events commemorating the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), the carnival saw not only the size of its venue increased compared to the previous year, but also the staging of the special HKSAR 20th Anniversary CCB (Asia) Trophy, which was participated in by dragon boat teams from the 18 districts of Hong Kong, and the new “Red Bull Dragon Roar” obstacle race.

In addition to being a sporting event, the carnival featured the San Miguel BeerFest, which offered live entertainment and local delicacies from 14 food trucks.

Title Sponsor of the Hong Kong International Dragon Boat Races



Official Beer of the Hong Kong Dragon Boat Carnival





# e-Sports & Music Festival Hong Kong

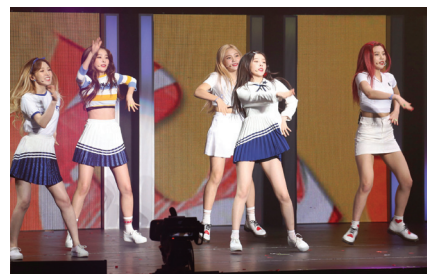
The inaugural ICBC (Asia) e-Sports & Music Festival Hong Kong took place with over 60,000 participants in three days at the Hong Kong Coliseum, presenting to young visitors from the Mainland and short-haul markets a brand-new entertainment experience.

The festival included the world's first-ever "Return of the Legends" tournament, in which 20 e-sports veterans with a combined social media following of 23 million fans vied for glory. The three matches of the tournament, which were live-streamed in six languages, were viewed by more than seven million people worldwide.

The festival also featured Hong Kong's first-ever SMTOWN SPECIAL STAGE in HONG KONG, where some of the most popular K-pop heartthrobs performed their latest hits together with group-crossover performances.

Title Sponsor of the  
e-Sports & Music Festival Hong Kong

ICBC  工银亚洲





# Hong Kong Cyclothon

The 2017 Sun Hung Kai Properties Hong Kong Cyclothon showed how the cycling event had evolved in class and stature in merely three years.

For the very first time, a Union Cycliste Internationale (UCI) Asia Tour Class 1.1 Road Race was held in Hong Kong, attracting about 100 top cyclists from around the world.

The quota of the 50km ride was increased in view of the race's popularity, with more than 300 local, Mainland and overseas cyclists participating.

In total, the event was joined by close to 5,000 cyclists, both professionals and amateurs, while more than 51,000 roadside spectators were recorded, of whom 30% were visitors.

Title and Charity Sponsor of the  
Hong Kong Cyclothon





# Hong Kong Wine & Dine Festival

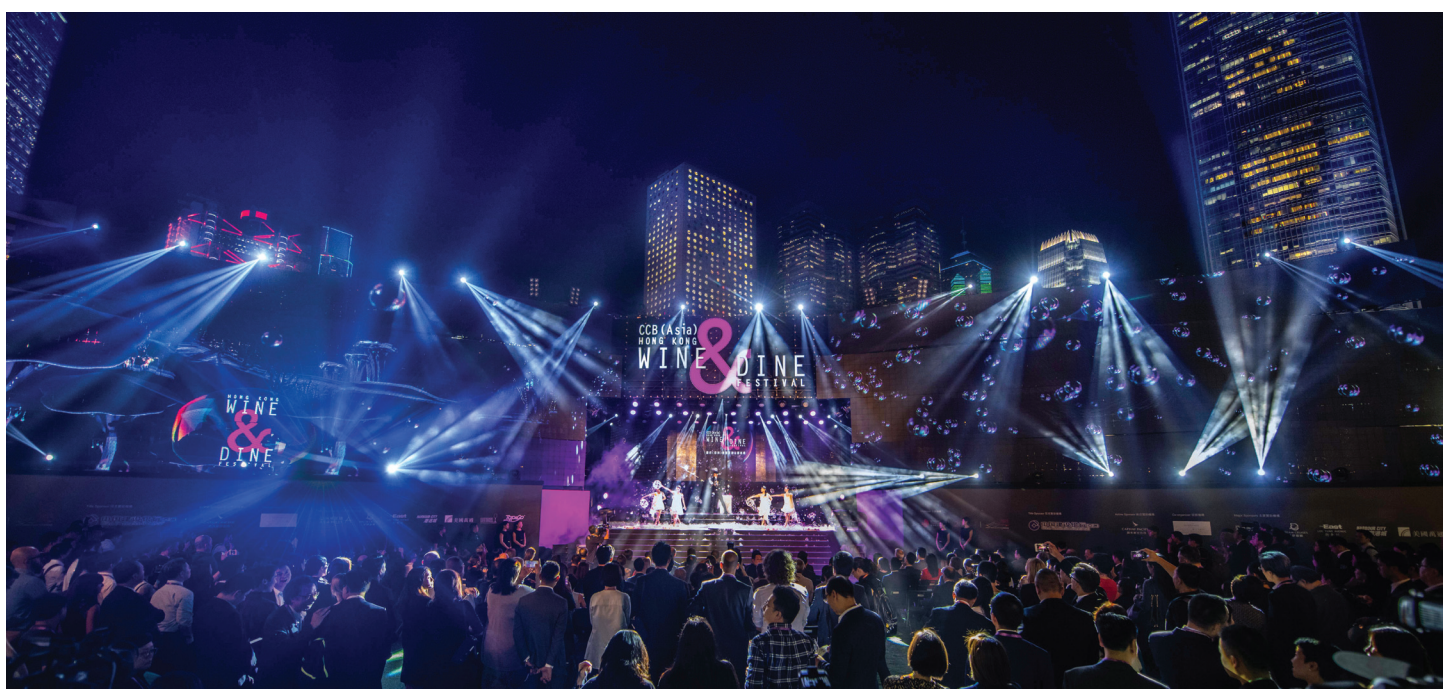
The 2017 CCB (Asia) Hong Kong Wine & Dine Festival easily became one of the most anticipated culinary events during the year. Within four days' time, over 141,000 bon vivants made their way to the waterfront stretching from the Central Harbourfront Event Space to Tamar Park, where they were spoilt for choice by 400 wine and food booths.

The event showcased some of the finest gastronomic experiences anywhere in the world: The Master Chef Dinner jointly created by Michelin-starred and celebrity chefs from the US, Singapore and Hong Kong; highly rated wines in the "Robert Parker Wine Advocate Pavilion"; three Michelin-starred delicacies at the "Tap & Go" FeedMe Lane; and a thoughtful selection of wines by masterclass sommelier James Suckling. Other new additions to the event included the Bubbly Gala dedicated to party wines, and the Concept Store, where patrons could buy premium culinary products.

## Hong Kong Great November Feast

For those who did not have enough at the Wine & Dine Festival, they could continue to indulge themselves in the culinary journey during the Hong Kong Great November Feast, in which they could enjoy a wide array of gourmet food and drinks at the many dining hotspots and bars with discounted offers in Hong Kong throughout November.

Title Sponsor of the Hong Kong  
Wine & Dine Festival





# Hong Kong WinterFest

Christmas in Hong Kong is not complete without a massive, glittering Christmas tree in the heart of the city. As the centrepiece of our Hong Kong WinterFest promotion, we set up an 18-metre-tall Christmas tree at Statue Square in Central, and organised activities including photo opportunities with Santa Claus and carols singing to enrich the festivities.

Together with Christmas lights all around town, holiday decorations and events at top attractions and malls, special shopping offers and festive menus, the WinterFest promotion offered visitors a genuine taste of a festive winter season.





# Hong Kong New Year Countdown Celebrations

On the last evening of 2017, over 360,000 people crowded the two sides of Victoria Harbour to watch the CTS Hong Kong New Year Countdown Celebrations 2018 and welcome the year 2018 in unison.

Spanning across a 35% wider fireworks display area than the previous year, the event was more spectacular than ever. It also featured two new elements to intensify spectators' experience: fireworks by an award-winning European fireworks maker which were scattered upon the harbour like "Magical Stardust", and "Deco-Sphere", a tantalising performance by Australian performing arts group "Strange Fruit".

The show has attracted many local and international media to broadcast it live on TV and social media platforms, drawing millions of viewers from around the world.

Title Sponsor of the Hong Kong New Year Countdown Celebrations





# Hong Kong Pulse Light Show

The Hong Kong Pulse Light Show continued in 2017 to give visitors another reason and a different perspective to admire the night vista of Hong Kong.

Two editions, linked by one motif – the dragon, were staged to synergise with the Hong Kong Summer Fun and Hong Kong WinterFest campaigns.

While exuberant images were projected onto the walls of the Hong Kong Cultural Centre and the Clock Tower using the 3D projection mapping technology, the summer edition also featured off-screen, interactive elements, including photo-worthy light sculptures and giant floating creatures in the shape of local delicacies such as pineapple buns and dim sum, and a stepping competition called “Wake up the Dragon”.

The summer and winter shows combined attracted more than 730,000 spectators, of whom 41% were visitors.





# A Symphony of Lights

On 1 December 2017, a new edition of the mega light and sound show – “A Symphony of Lights” – was unveiled to visitors’ delight.

First launched in 2004, the multi-media light show features a variety of lighting effects including searchlights and lasers emitted from a number of buildings on both sides of Victoria Harbour.

In the new show that is ongoing, 10 LED screens on various harbourside buildings display images and messages to encourage participation of audience in the show. All-new beam lights are also sent out from the roof of the Central Government Offices and the Revenue Tower, creating a special fan-shaped lighting effect.

Altogether, 40 buildings and tourist attractions on both sides of the harbour are participating in this new light show.

Together with music from the homegrown Hong Kong Philharmonic Orchestra, the light musical is a real spectacle that puts Hong Kong’s night views on the world’s stage.





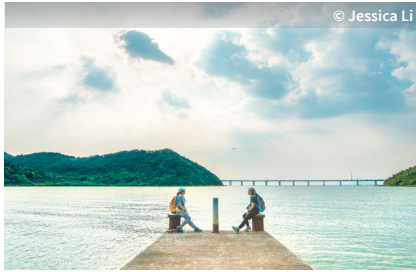
# Great Outdoors Hong Kong

The HKTb launched the Great Outdoors Hong Kong campaign again during the hiking season in 2017, highlighting 10 hiking routes and two cycling trails under four different themes.

Catering for the need of free independent travellers, we published a guidebook in both print and e-version in five languages.

Targeting Australia, Japan, South Korea and Taiwan, where visitors are interested in green tourism, we worked with the travel trade to generate 20 tour packages featuring hiking activities, offering some 5,000 visitors an eye-opening experience of Hong Kong's natural wonder.

We also worked with KOLs and journalists and conducted extensive social media promotion. Massive publicity was generated as a result.





## Supporting other events

To uphold Hong Kong's image as an events capital, the HKTB not only organises its own events but also proactively supports other organisations in promoting their events to visitors.

The events we helped to promote last year were diverse in nature, from world-class sporting events like the FIA Formula E Hong Kong ePrix, Hong Kong Golf Open, Hong Kong International Races, Hong Kong Marathon, Hong Kong Sevens, Hong Kong Tennis Open, Masters of Hong Kong and Volvo Ocean Race, to arts events like the Clockenflap Hong Kong's Music & Arts Festival and Lumieres Hong Kong, and traditional cultural celebrations such as the Tai Hang Fire Dragon Dance, among others.













# Closer Trade Partnerships

The support of the travel trade is vital to the success of the HKTB's promotions. In 2017/18, in addition to the well-established programmes, we rolled out a series of new initiatives to strengthen collaboration with our trade partners and open up more business opportunities for the industry players.

## “Hong Kong Family Fun” and “Getaway to Hong Kong”

Riding on the success of the “Hong Kong Family Fun” and “Getaway to Hong Kong” campaigns in the past year, we joined hands again with attractions, airlines, hotels, malls and travel agents to roll out tactical co-ops to draw family and young travellers.

**ครอบครัวสุขสันต์ ที่ฮ่องกง**  
DiscoverHongKong.com

**มาสนุกกันที่ฮ่องกง**

รับข้อเสนอพิเศษกับ **FAMILY FUN DEALS!**

ติดต่อตัวแทนการท่องเที่ยวฮ่องกงเพื่อขอข้อมูลเพิ่มเติม

AT NETWORK • DHAKU • CHAN NICE HOLIDAYS DISCOVERY • FIRST WORLD TOUR • KTC WORLD TRAVEL SERVICE • NS TRAVEL & TOURS • QUALITY EXPRESS • VARITA TRAVEL • WONDERFUL PACKAGE • WEEKEND TOURS AND TRAVEL SERVICE • ZIGO TRAVEL

**缤纷好礼 精彩来袭**

**香港20周年庆 赏“新”悦目超值游**

**1 GO 香港新自由行A** ¥997元/起

● 搭乘香港航空公司航班，直飞往返北京香港  
● 赠送香港迪士尼乐园门票（含山景山顶缆车票及波多黎各观景台门票）

**1 GO 香港新自由行B** ¥1997元/起

● 包含香港迪士尼乐园门票、香港迪士尼乐园飞越香港精彩旅程  
● 包含入住三晚5星级酒店

**1 GO 香港新自由行C** ¥2017元/起

● 搭乘香港航空公司航班，直飞往返北京香港  
● 包含入住三晚五星级酒店  
● 赠送香港会议展览中心、流水湾、太平山、香港迪士尼乐园、赤柱、铜锣湾

**香港一日游产品**

● 二日四日五日游 ¥228元  
● 香港迪士尼乐园一日游 ¥348元  
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**OLD TOWN CENTRAL 一舊城中環一**  
HERITAGE ART CULTURE CUISINE

**WHERE WORLDS COLLIDE**  
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**ENJOY HOLIDAYS**  
BONUS: ASURANSI PERJALANAN  
All In Tour Price (Include Fuel & Tax)  
Get Discount up to IDR 500,000\*

**5D MONO HONGKONG + DISNEYLAND & OCEAN PARK**  
Hong Kong  
Dep. Jul - Sep **IDR 11,799,000**  
Victoria Peak, Madame Tussauds, Iron Man Experience, Garden Of Stars & Starry Gallery

**5D MONO HONGKONG + DISNEYLAND & NGONG PING 360**  
Hong Kong  
Dep. Jul - Sep **IDR 11,999,000**  
Victoria Peak, Madame Tussauds, Iron Man Experience, Lantau Island, Ngong Ping Village, Garden Of Stars & Starry Gallery

**Flexi Holidays**  
Create your own holiday  
**4D MAGICAL HONG KONG DISNEYLAND**  
INCLUDE:  
- 2 nights accommodation at Imperial Hong Kong Hotel  
- 1 night stay at Disney's Hollywood Hotel  
- Return airport transfer by SIC  
- Magic World ticket  
- Hong Kong Disneyland ticket + Meals Voucher  
**IDR 5,720,000**  
(Min 2 pax - Land Only)

Sponsored By: **HONG KONG TOURISM BOARD**

#DiscoverHongKong

- Total number of promotions under the two campaigns: launched 37 promotions in 12 source markets with 157 partners including attractions, airlines, hotels, malls and travel agents
- Travel products sold to over 440,000 visitors
- Increase in family and young overnight vacation arrivals in target markets: 41% and 16% respectively



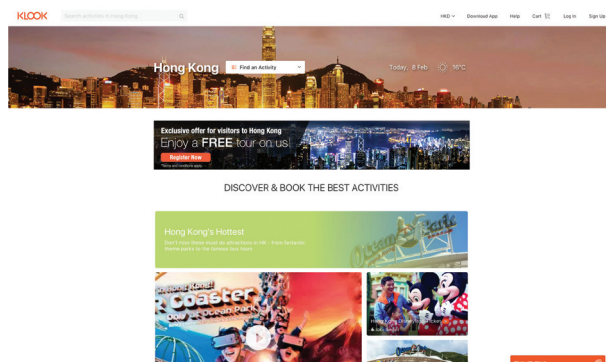
## Enjoy Hong Kong on Us

With funding from the Government, we launched two new programmes under “Enjoy Hong Kong on Us” to boost visitors’ spending in town.

Capitalising on Hong Kong’s competitive edge as a transit hub, we rolled out the Hong Kong Transit Programme to encourage transit passengers to visit nearby attractions and boost their in-town spending.

We also introduced the Hong Kong Extended Stay Programme to encourage travellers who stayed in Hong Kong for three nights or more to extend their stay and spend in the city.

- Trade partners included: Cathay Pacific Airways, Cathay Dragon Airways, Hong Kong Airlines, Ctrip and Klook



## Celebrating the 20th Anniversary of the Establishment of the HKSAR with Smart Deals

To commemorate the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), the HKTb partnered with the Tourism Commission to provide tempting offers to visitors.

- Smart deals: over 40 deals and offers from 21 attractions, airlines and transportation partners
- Coupon booklets: over 800,000 copies distributed in various locations, including the HKTb Visitor Centres, hotels and travel agencies





## “Think Asia, Think Hong Kong” London

The HKTb and the Hong Kong Trade Development Council jointly launched a mega campaign in London called “Think Asia, Think Hong Kong” to generate top-of-mind awareness. The event was kicked off with the “Hong Kong Dinner”, attended by the Chief Executive of the HKSAR Mrs Carrie Lam and the UK Chancellor of the Exchequer Mr Philip Hammond.

The campaign endeavoured to promote Hong Kong’s vibrant living culture through music and culinary experiences.

A highlight was a full-day symposium, at which signature *cha chaan teng* dishes and *dim sum* were offered for sampling in the traditional setting of a vintage tea house.





## Enhancing support for the travel trade

Apart from the New Tour Product Development Scheme (NTPDS) which supports the promotion of new thematic tours featuring Hong Kong's living culture, heritage, outdoor activities and tours for families and multi-destination travellers, the HKTb launched the Green Tourism Pilot Scheme, which aims to provide funding support to the travel trade to develop in-depth green tourism products.

We also continued running the Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA) Scheme. In 2017/18, the Government allocated a further HK\$10 million for the HKTb to support local attractions by subsidising 50% of the marketing cost of each approved programme and facilitating the launch of new tourism products and promotions in collaboration with other travel trade partners. Funding was granted to 107 programmes between August 2017 and March 2018.



**Lai Chi Wo Hiking Tour**

Dating back to 400 years ago, Lai Chi Wo was once among the most affluent villages in the Northwestern New Territories. The houses and the feng shui woods behind the village remain well preserved. The guided tour leads you to the largest bed of Coastal Heritiera (Heritiera littoralis) in Hong Kong and the White-flower Derris which forms a 'natural swing' along the mangroves. Following the coastline, you will see the impressive reddish landscape caused by 400 million years of rock oxidation.

**Start Point:** MTR Tai Pei Market Station  
**End Point:** MTR University Station

**Frequency:** Mondays to Fridays  
**Language:** English

**Departure Time/Duration:** 10am, approximately 8 hours  
**Tour Price:** HK\$1,000/person (Lunch included, Minimum 3, maximum 20 people)

**Enquiries:** Walk Hong Kong Ltd, waikhongkong.com



**Geopark Hiking Tour**

The long and sinuous coastline at Sai Kung is a natural geological gallery, featuring spectacular landforms and rock formations shaped by volcanic activities 140 million years ago as well as waves and weathering. The guided tour takes you through magnificent hexagonal columnar joints, a natural tombolo at Sharp Island and an inland water dam wall at High Island Reservoir.

**Start Point:** Central  
**End Point:** Sai Kung Pier

**Frequency:** Mondays to Fridays  
**Language:** English

**Departure Time/Duration:** 8:30am, approximately 8 hours  
**Tour Price:** HK\$1,000/person (Lunch included, Minimum 3, maximum 20 people)

**Enquiries:** Walk Hong Kong Ltd, waikhongkong.com



**Dawn on the Horizon: Tai Mo Shan Sunrise Hike**

Stand at the peak of Hong Kong to observe the dramatic change from night to day. This pre-dawn hike to the city's highest peak is the best way to appreciate the light gently unfolding over the skyscrapers. Follow the dizzying city lights to the top and experience the awe-inspiring faces of Hong Kong.



**A Journey through Art: Tour and Coffee Workshop**

Immerse yourself in Hong Kong's rich artistic soul! Tour a vast collection of over 1,000 ancient Chinese masterpieces, and engage with the city's experimental contemporary art communities at Oil, a Grade II historical building. This tour also includes a coffee-making workshop that takes you through the roasting and brewing process, with a peek at the Hong Kong's coffee culture.



**Eileen Chang's Hong Kong Journeys**

Popular writer Eileen Chang visited Hong Kong three times, eventually spending seven years in the city and writing of its sights and flavours in her books. Experience the beauty and romance of both her works and the city she loved with this tour.

- Number of tour products selected by the NTPDS since the launch of the scheme in 2012: 46
- Number of new products developed under the Green Tourism Pilot Scheme: 5, covering hiking and boat tours in Sai Kung, Northern District and Lantau Island



# Strategic MICE Business

MICE (Meetings, Incentives, Conventions and Exhibitions) tourism is vital for attracting more high-yield visitors and underlining Hong Kong's leading position as an international city in Asia. During the year, the HKTB's Meetings & Exhibitions Hong Kong (MEHK) office worked closely with the industry partners to attract more MICE visitors to Hong Kong and enhance their in-town experience.

## Bidding for mega MICE events

The HKSAR Government has allocated additional funding to the HKTB to bid for large-scale events. In 2017, Hong Kong successfully secured 32 international MICE events which are in large scale or with strategic value, generating 107,000 high-yield MICE visitors. The events included:

- Mary Kay China Leadership Conference 2019 (24,000 pax)
- Cloud Expo Asia & Data Centre World 2018 (14,500 pax)
- Herbalife Asia Pacific Extravaganza 2019 (18,000 pax)
- Asian Attractions Expo 2018 (9,000 pax)
- International Congress of Parkinson's Disease & Movement Disorders (MDS Congress) 2018 (4,000 pax)
- Asia-Pacific Vitreo-retina Society Congress (APVRS) 2020 (1,800 pax)



- Overnight MICE arrivals in 2017: 1.93 million, a year-on-year increase of 1.9%
- Per capita spending of overnight MICE visitors: over \$8,500, 33% higher than the average of all overnight visitors
- Source of MICE visitors: a balanced mix, with 51% from the Mainland, about 28% from the short-haul markets and 21% from the long-haul markets



## Strengthening strategic partnerships

- The MEHK continued to actively participate in key trade shows and events in different markets with its trade partners to reach out to international buyers, corporations and MICE travel agents. The trade shows we took part in during the year included Incentive Travel & Conventions, Meetings (IT&CM) in the Mainland, SATTE in India, and IMEX in Germany and the US. About 70 Hong Kong trade partners including hotels, venues and attractions joined us at these four events.
- We continued to strengthen our partnership with the American Society of Association Executives (ASAE), HelmsBriscoe (HB), International Association of Professional Congress Organisers (IAPCO), International Congress and Convention Association (ICCA), etc. Through such collaborations and the communications platforms of these organisations including e-channels, annual events and industry conferences, we expanded our network and enhanced Hong Kong's profile. In 2017, these partnerships helped us identify 42 business leads for quality conventions.
- To uphold Hong Kong's image as the "Trade Fair Capital of Asia", joint promotions were organised at overseas industry events, such as the UFI Congress, with key Hong Kong industry players, including AsiaWorld-Expo, the Hong Kong Convention and Exhibition Centre, the Hong Kong Exhibition & Convention Industry Association and the Hong Kong Trade Development Council.



- In 2017/18, we hosted 15 study missions, familiarisation tours and Contract Hong Kong events to showcase Hong Kong's MICE products, venues and latest developments to 210 trade partners from different markets



## Enhancing trade support

- In 2017, we introduced a revolutionary upgrade to the Hong Kong Rewards! programme with the aim of introducing new dining and entertainment options at world-class attractions for MICE groups to enhance their in-town experience. Value-added rewards included free-of-charge cocktail receptions offered by about 50 hotels, complimentary dinners and attractive shopping discounts at Hong Kong Disneyland and fun-filled entertainment and a free combo meal at Ocean Park Hong Kong, and free food and beer at Hong Kong Jockey Club's Happy Wednesday carnival-themed events.
- With additional funding from the Government, a pilot scheme was introduced in 2016 to support local travel agents to attract small and medium-sized Meeting, Incentive and Convention (MIC) groups to Hong Kong. In 2017/18, the HKTb supported over 430 applications, which attracted about 35,000 visitors from MIC segments.
- The largest-ever Top MICE Agent Awards Ceremony and Familiarisation Trip organised by the HKTb in early 2018 recognised over 70 top MICE agents from the Mainland, India, Indonesia and South Korea, and brought them first-hand experiences of Hong Kong's latest MICE products and offerings.





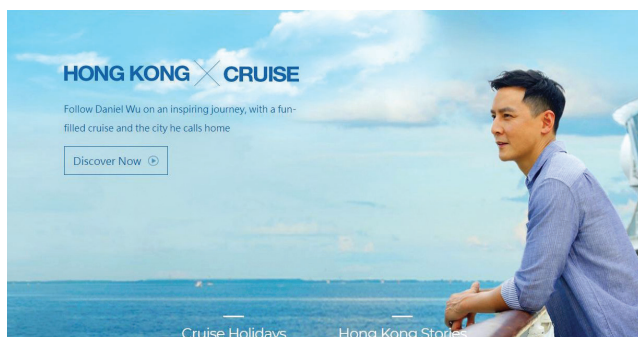
# Strengthened Cruise Promotions

Asia's fast-growing cruise industry offers a lot of opportunities for Hong Kong. To build up Hong Kong's image as the leading port of choice, the HKTb developed its own initiatives while working closely with cruise lines and other industry players to promote Hong Kong as an appealing cruise destination and cultivate cruise markets.

## Cultivating cruise markets

We keep striving to expand cruise visitor sources and introduced a number of new strategic initiatives in 2017/18.

- To attract fly-cruise visitors, we cooperated with cruise lines and consortia to promote fly-cruise packages featuring Hong Kong sailings and encourage pre-cruise and post-cruise stay in Hong Kong.
- To further tap the South China market, we collaborated with cruise lines including Dream Cruises and Royal Caribbean International to devise attractive cruise packages bundled with admission tickets to attractions such as Hong Kong Disneyland, Ocean Park Hong Kong and Ngong Ping 360.
- To capture the interest of visitors from the Mainland, Taiwan and Southeast Asia, we introduced a promotional campaign featuring Hong Kong actor-director Daniel Wu the year before to promote Hong Kong as a posh destination. In 2017/18, we injected new elements to the campaign to showcase Hong Kong's unrivalled tourism especially cruise offerings and spread words of the campaign through different channels.



- Number of fly-cruise co-op campaigns launched in 2017/18: a total of 33 campaigns in 12 source markets, including West China, North Asia, Taiwan, Southeast Asia, India, Australia, the UK and the US



## Driving ship deployments

- Following *Genting Dream*, which was homeported in Hong Kong for a year, we were excited that Dream Cruises deployed their second new cruise ship, *World Dream*, to Hong Kong in November 2017. Hong Kong had the honour to host the christening ceremony of *World Dream*, which was the first-ever christening of an international cruise ship in the city.
- Two other cruise liners, *Voyager of the Seas* and *Ovation of the Seas*, have also made Hong Kong their homeport seasonally. To promote these cruise ships, the HKTB collaborated with Royal Caribbean International on promoting fly-cruise packages to Hong Kong and cultivating the South China market.

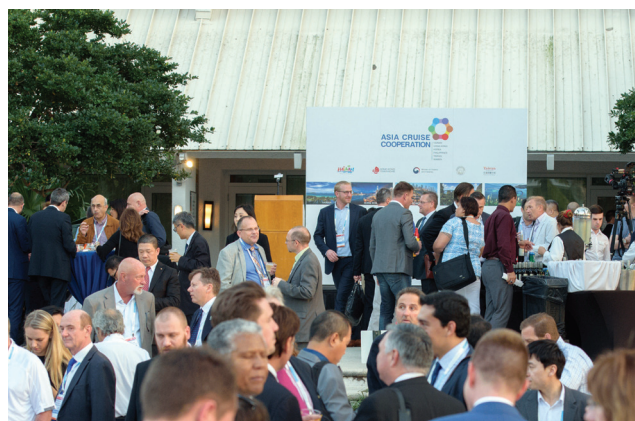


- | • Publicity value generated by the christening of *World Dream*: HK\$11 million



## Strengthening regional cooperation

Cooperation among different ports is crucial to the growth of cruise tourism in a region. To this end, the HKTB has been encouraging the sustainable development of the regional cruise industry through the Asia Cruise Cooperation (ACC). In March 2018, the HKTB and other ACC members including Hainan, the Philippines, South Korea and Taiwan jointly sponsored the Opening Night Cocktail Reception of Seatrade Cruise Global 2018, held in the US, to promote regional cooperation and solicit support for the ACC members from the global cruise industry.



- Participants joining Seatrade Cruise Global 2018: over 11,000 industry leaders from 113 countries and hundreds of international media
- Publicity value generated by media activities jointly hosted by ACC members at Seatrade Cruise Global 2018: Over HK\$52 million



# Multi-Destination Travel

According to HKTb’s survey, many travellers to Hong Kong want to make the most of their holidays by travelling to two or even more neighbouring destinations on one trip. To capture these travellers, the HKTb has been working with the tourism organisations of other destinations in the region to lure travellers into going on multi-destination itineraries in order to enjoy the multifarious attractions of Hong Kong and its partnering destinations all in one go.

## Promoting Hong Kong-Taiwan combo in North America

Within two hours by air from one another, Hong Kong and Taiwan are an attractive combo for long-haul travellers, especially given the availability of low airfares. To step up this promotion, the HKTb and the Taiwan Tourism Bureau (TTB) jointly organised multi-destination travel promotions in Vancouver, Los Angeles and San Francisco in June 2017 to attract visitors from North America. New travel packages and itineraries had been created as a result of the promotions.

### DISCOVER TAIWAN & HONG KONG

**\$1,360 • 8 Days / 6 Nights**

Start your adventure in fast-paced Hong Kong and see some of the city's natural and man-made wonders before learning about this city's world-renowned culinary scene. Then, head to buzzing Taipei, where you will find streets steeped in history along with a way of life woven from diverse cultural influences.

### WONDERS OF TAIWAN & HONG KONG

**\$2,200 • 12 Days / 10 Nights**

This comprehensive itinerary takes you across Taiwan, exposing you to some of the country's most awe-inspiring natural landscapes and cultural landmarks. Then find



### TAIWAN & HONG KONG

HOME EXPERIENCES DEALS TRAVEL INFO

## 2 STORIES ONE TRIP

From Canada, Taiwan and Hong Kong are very accessible by various airlines. Cruising between Taiwan and Hong Kong is a comfortable 1.5-hour flight, with over 70 daily departures to choose from, about every 20 minutes, you can easily travel between two destinations. With such frequency and short travelling time, setting your own travel pace is effortless allowing you to maximize your experiences in both. The columns of breathtaking nature and surprises of city life, plus the close proximity of both destinations, make Taiwan and Hong Kong a perfect holiday combo. Beyond your experience and discover what both destinations have to offer: Instagram-worthy food tours, epic shopping, rich culture, the green outdoors and lavish festivals.

#### FIND YOUR STORY

Taiwan & Hong Kong Must See & Taste

Cultural Celebrations & Round-Island Cycling

Nature Wanderlust & Asia's World City

#### HOT DEALS

6-10 Weekends-Discover Taiwan and Hong Kong

Carnival Travel Hong Kong Taipei 6 Days Package

Haha-Holiday Festivals: Taiwan & Hong Kong

Road Trips: A Tale of Two Cities: Hong Kong & Taipei

Jelly Time Travel Taipei & Hong Kong Express

The Ultimate Taiwan & Hong Kong Trip

Top Connections: Best of Hong Kong & Taiwan

Super Value Taiwan Visit Taiwan & Hong Kong

• Number of packages sold in 2017: over 4,000



## Guangdong-Hong Kong-Macao Bay Area Travel Trade Cooperation Summit

In view of the vast opportunities provided by the development of the Greater Bay Area for multi-destination travel, the HKTb and the Travel Industry Council of Hong Kong co-organised the Guangdong-Hong Kong-Macao Bay Area Travel Trade Cooperation Summit in Hong Kong in December 2017. The event successfully established a platform for the travel trade in the Greater Bay Area to get together and explore opportunities for closer cooperation.

- Attendance of the summit: over 300 representatives from government organisations, tourism associations and related sectors in the Greater Bay Area





# Top-Notch Service

Thoughtful services are key to winning the hearts of visitors and making them want to come back time and again.

To make visitors feel welcome in Hong Kong, the HKTB has been working closely with different parties to uphold a culture of hospitality and quality service throughout the tourism sector.

## Quality Tourism Services (QTS) Scheme

- As of 31 March 2018, there were 1,244 QTS-accredited merchants covering over 8,100 outlets and 575 rooms in QTS-accredited licensed guesthouses in Hong Kong.
- The HKTB and the Quality Tourism Services Association (QTSA) jointly rolled out the Hong Kong Quality Tourism Services Awareness Enhancement promotion in core second- and third-tier Mainland cities to raise awareness of the QTS Scheme via an array of news channels and social media platforms.
- To encourage Mainland visitors to spend in Hong Kong, the QTSA introduced a campaign with UnionPay International in summer to offer attractive discounts to UnionPay cardholders at over 2,000 designated merchant outlets. The HKTB helped promote the campaign on DiscoverHongKong.com and other channels including the WeChat and other social media platforms of KOLs.
- The HKTB joined hands with Krungthai Card Public Company (KTC) to offer its cardholders special discounts at over 220 designated QTS merchant outlets in Hong Kong. To raise the awareness of Thai visitors, we marketed the campaign across different promotional channels.

Hong Kong Quality Tourism Services Awareness Enhancement promotion:

- Publicity value: over HK\$11 million
- Video views: over 6.7 million
- Impressions: over 340 million
- Engagement: over 14 million

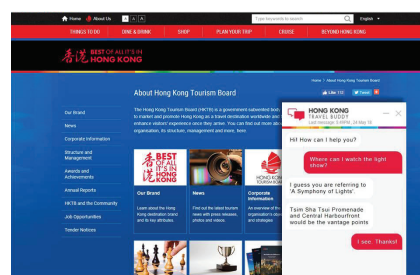




## Quality visitor services

It has always been our top priority to continuously enrich the visitor experience. While providing face-to-face services at our Visitor Centres and answering visitors' enquiries via the visitor hotline and email, we introduced two initiatives in early 2018 to give visitors brand-new experiences.

- Our Visitor Centres at the airport had been further upgraded to provide instant service to visitors round the clock. Visitors can now download itineraries and other information directly onto their mobile phones at the self-service kiosks. The kiosks are equipped with the state-of-the-art chatbot technology which allows visitors to chat as in a normal conversation and get the information they need.
- We launched a first-ever web chat service on DiscoverHongKong.com and My Hong Kong Guide app so that visitors can get advice and recommendations from Hongkongers instantly and explore Hong Kong like a local.



- Number of visitors served by our Visitor Centres in 2017/18: over 1.5 million
- Number of registered users of the Concierge Hotline: 160, including 115 hotels, 9 malls, 8 attractions, 5 QTS-accredited accommodation services, 9 QTS-accredited department stores and 14 MTR stations (Hong Kong railway stations)



# Tourism & The Community

The development and promotion of tourism requires the participation of everyone in the community. To engage people from all walks of life to support the tourism industry of Hong Kong, we organised and supported a variety of initiatives in 2017/18 and continued to maintain close connection with different sectors of the community. The HKTB encourages every member of the public to be Hong Kong's tourism ambassador and promote Hong Kong as a hospitable city.

## Befriending our guests

Apart from traditional sightseeing activities, many visitors nowadays are eager to experience the authentic local culture. To better serve the needs of these visitors, we introduced a volunteer initiative "Meet the Pals" under the Hong Kong Pals programme. By giving personal recommendations, itinerary planning assistance and demonstration of local craftworks, the programme provides a platform for our pals from overseas to better experience the vivid Hong Kong culture and connect with the local people and the city.

Since the launch of the Hong Kong Pals programme nine years ago, we have recruited a team of over 70 passionate volunteers, more than 40 of whom have served as a Pal for over five years. New joiners in the Hong Kong Pals programme receive training and guidance from veteran Pals. Together, the team has provided over 10,200 hours of service to visitors and conducted over 220 meet-up sessions. The Pals' dedication not only helped promote the authentic Hong Kong culture, but also received great compliments from visitors.

"Sam Mun Tsai Fishermen Culture Experience Tour", a training and familiarisation activity was offered to the Hong Kong Pals. The Pals had the chance to learn a traditional fishermen dance during the tour.



Hong Kong Pals went to Nam Sang Wai for a bird-watching familiarisation tour.

A visiting family learnt to write a tradition Chinese New Year couplet "Fai Chun" in Chinese calligraphy.





## Nurturing the younger generation

Nurturing young talents is vital to the long-term development of tourism. To deepen the younger generation's understanding of the tourism industry, the HKTB held a total of 12 lectures and sharing sessions at various educational institutions, including The Chinese University of Hong Kong, The Hong Kong Polytechnic University, the Community College of City University, HKU SPACE and the Hong Kong Institute of Vocational Education. In 2017/18, over 1,000 students were introduced to the latest development of the tourism industry and the HKTB's strategic marketing, public relations and trade initiatives.

Over 200 students from various tertiary educational institutions were invited to the Hong Kong Tourism Overview organised by the HKTB. At the event, they gained a deeper understanding on the latest tourism development, market trends and HKTB's initiatives, as well as insights from industry experts on the opportunities offered by the Greater Bay Area and the global economic outlook.



In support of the Hong Kong Young Ambassador Scheme organised by the Tourism Commission and the Hong Kong Federation of Youth Groups, HKTB Chairman Dr Peter Lam attended the Appointment and Awards Ceremony of the Scheme, in which 226 youngsters were appointed as Young Ambassadors to help promote Hong Kong to visitors.

The HKTB hosted a sharing session for tourism students from the Hong Kong Community College, introducing to them the HKTB's strategies in promoting Hong Kong tourism.



HKTB Executive Director Mr Anthony Lau attended the prize presentation ceremony of the "2017 International Year of Sustainable Tourism for Development Art and Design Competition", organised by Po Leung Kuk, as Guest of Honour to present awards to the winning students from Hong Kong, the Mainland and overseas.



## Promoting service excellence

The HKTB values the contributions of the frontline staff in the service industry, which are indispensable to upholding Hong Kong's image as a hospitable destination. To promote a culture of service excellence and make Hong Kong a home away from home for visitors, we supported a number of activities during the year.

HKTB Chairman Dr Peter Lam attended the award presentation ceremony of the Hong Kong International Airport Customer Service Excellence Programme 2017 as an officiating guest to commend airport staff for their excellent customer service.



Invited by the Hong Kong Association for Customer Service Excellence, HKTB Chairman Dr Peter Lam attended the Service Appreciation Day kick-off ceremony to support the promotion of a service-appreciation culture.

HKTB Chairman Dr Peter Lam presented prizes to local shopping malls to commend them for providing excellent services at the Shopping Mall Awards 2017/18 presentation ceremony organised by the *Hong Kong Economic Times*.



The HKTB continued to support the Most Courteous Immigration Control Officers Election organised by the Immigration Department. The winner was appointed the Hong Kong Courtesy Ambassador in appreciation of his outstanding services.

The HKTB supported the Top Service Awards 2017 organised by *Next Magazine* and presented awards to corporations and staff in recognition of their quality service.





## Strengthening ties with various sectors

Collaboration among different stakeholders is the key to Hong Kong's tourism development. In 2017/18, the HKTb continued to strengthen its relationship with stakeholders from various industries and organisations, including members of the travel trade, Legislative Council, chambers of commerce and scholars, to foster a good understanding on the HKTb's works and the exchange of views on tourism promotions.

HKTb Executive Director Mr Anthony Lau attended a roundtable luncheon organised by the Retail and Tourism Committee of the Hong Kong General Chamber of Commerce and shared with the guests the HKTb's investment strategies and latest promotion initiatives.



HKTb Executive Director Mr Anthony Lau delivered a keynote speech on sustainable tourism development at the opening ceremony of the 5th Annual Conference of Travel and Tourism Research Association Asia-Pacific, organised by the School of Hotel and Tourism Management of The Hong Kong Polytechnic University.

Invited by the School of Hotel and Tourism Management of The Hong Kong Polytechnic University, the HKTb supported the 3rd Global Tourism and Hospitality Conference (Hong Kong 2017), which served as an important networking platform for different sectors to exchange insights on global tourism and hospitality development.





# Awards & Achievements









## 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* magazine
- 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
- MICE Destination of the Year 2017, 2017 Miracle Workers MICE Award, *China BTMICE* magazine



# Hong Kong Tourism Board

## 1 Organisation

### HKTB

- Best Convention and Exhibition Bureau in Asia Pacific, CEI Readers' Choice Awards 2018

## 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
- Bronze Award in the "Integrated Marketing Campaign" category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2017

### "Best of all, it's in Hong Kong" brand TV commercial

- Honours Award in the "Advertising: Television Ads – Campaign" category, Mercury Awards 2017/18

### "Best of all, it's in Hong Kong" influencer campaign

- Bronze Award in the "Digital Marketing/ Social Media/ Social Networking" category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian 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 Marketing Media - Website category, PATA Grand and Gold Awards 2017
- 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

## **Better Late Than Never**

- Bronze Award in the “Public Relations/ Feature Placement Television” category, HSMIA (Hospitality, Sales & Marketing Association International) Adrian Awards 2017

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

- Gold Award in the “Integrated Marketing Campaign” category, HSMIA (Hospitality, Sales & Marketing Association International) Adrian Awards 2017
- 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

## **#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 Wine & Dine Festival website**

- Bronze Award in the “Website/ Mobile Media: Event Site” category, Mercury Awards 2017/18

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

- Platinum Award in the “Special Event” category, 2017 AVA Digital Awards



## Hong Kong Summer Fun campaign site

- Gold Award in the “Websites/ Mobile Media: Travel/ Tourism” category, Mercury Awards 2017/18

## 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
- Bronze Award in the “Special Events: Holiday Celebration” category, Mercury Awards 2017/18
- Bronze Award in the “Public Relations/ Special Event” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2017

## My Hong Kong Buddy campaign

- Gold Award in the “Best Use of Digital” category, MARKies Awards 2018
- Gold Award in the “Best Use of Content” category, MARKies Awards 2018
- Silver Award in the “Best Idea - Digital” category, MARKies Awards 2018
- Silver Award in the “Best Use of Social” category, MARKies Awards 2018
- Silver Award in the “Promotion/ Marketing: Social Media Campaign” category, Mercury Awards 2017/18
- Bronze Award in the “Social Media: Integrated Digital Campaign” category, Mercury Awards 2017/18
- Bronze Award in the “Video – DVD/ Online: Special Project” category, Mercury Awards 2017/18

## My Hong Kong Guide mobile app

- Winner of “Enhancing Social & Cultural Awareness” category, Best M-Government Service Award 2018, United Arab Emirates Government

## “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



- Bronze Award in the “Campaigns – Non-Profit/ Public Affairs: Marketing Communications” category, Mercury Awards 2017/18
- Bronze Award in the “Video – DVD/ Online: Online Video” category, Mercury Awards 2017/18
- 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

## Segmenting PBS for Maximum Relevancy and Gain

- Bronze Award in the “Public Relations/ Feature Placement Television” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 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
- Gold Award in the “Publicity: Media Exposure” category, Mercury Awards 2017/18
- 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)

- Silver Award in the “Innovation in the Use of Celebrities or Public Figures” category, Asia-Pacific Stevie Awards 2017

## HKTB Annual Report 2015/16

- Winner of “External Publication or Report” category, Nonprofit Awards 2018, PR News
- Silver Award in the “Innovation in Annual Reports” category, Asia-Pacific Stevie Awards 2017
- Silver Award in the “Website/ Mobile Media: Interactive Annual Report” category, Mercury Awards 2017/18
- 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
- Bronze Award in the “Annual Reports – Overall Presentation: Tourism” category, Mercury Awards 2017/18
- 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

## 2017 Certificate of Excellence, TripAdvisor

### Concierge Service

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

## Hong Kong International Airport – Customer Service Excellence Programme 2017

- Individual Award: Cecilia Tsang, Mimi Ho
- Corporate Excellence Award: Ashley Li, Koey Hsu

## HKIA Environmental Management Recognition Scheme

- “Good Class” in the “F&B sector, Retail sector and Office & other sectors” category

## “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
- Merit Award in the “Service Innovation” category, HKACE Customer Service Excellence Award 2017

## “Meet-the-Pals” programme

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



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Scan here for 360° panoramic view









# Corporate Information

## Corporate Governance

As a Government-subsidised body, the HKTb is determined to implement high standards of corporate governance practices and enhance the transparency of its operational and financial matters. During the year, the HKTb strictly observed applicable regulations and procedures, and maintained a high level of integrity in its operations.

### Structure and Management

#### The Board

The Board of the HKTb comprises 20 Members, representing a broad cross-section of the tourism and other industries. Members of the Board are appointed by the Chief Executive of the Hong Kong Special Administrative Region. They are broadly based and include, amongst others, passenger carriers, hotel operators, licensed travel agents, tour operators, retailers and restaurant operators.

The Board is the governing body of the HKTb, and is given the authority to exercise the general powers conferred under the Hong Kong Tourism Board Ordinance. The Board is also empowered to appoint committees to oversee various aspects of the HKTb's operations and provide advice to the Board on corporate governance matters arising from the Committee's work. The various committees are described in the following paragraphs.

#### Marketing and Business Development Committee (MBDC)

This committee provides strategic input and advice to the Board on its marketing direction and business development, reviews the draft annual business plan, and provides advice on new marketing directions and opportunities, global developments affecting tourism in Hong Kong, and strategies for enhancing the Board's external communications and industry relations. The committee meets four times a year, and extraordinary meetings can be convened if necessary. It comprises a chairman and seven Members from the Board, with the Director, Strategic Planning & Insights acting as Committee Secretary.

#### Product and Event Committee (PEC)

This committee provides strategic direction and input on the development of product and event strategy, and evaluates the contribution of any initiatives to the HKTb's overall marketing direction set by the Marketing and Business Development Committee. It reviews and approves the Product and Event Strategy Plan by providing comments and recommendations on new product initiatives and infrastructure development. It also approves the concepts and implementation of Mega Events. The committee meets four times a year, and extraordinary meetings can be convened if necessary. It comprises a chairman and eight Members from the Board, with the General Manager, Event & Product Development acting as Committee Secretary.



## **Staff and Finance Committee (SFC)**

The committee reviews and endorses financial matters, including financial policies, management control, audited annual accounts, and matters involving long-term financial commitment by the HKTb such as office lease. It also reviews and endorses manpower planning, human resources policies, terms and conditions of employment, the creation and deletion of senior managerial positions, and the promotion of senior executives. The committee meets four times a year, and extraordinary meetings can be convened if necessary. It comprises a chairman and five Members from the Board with the General Manager, Human Resources & Administration acting as Committee Secretary.

## **Audit Committee (AC)**

This committee provides advice to the Board on the adequacy of internal controls and the effectiveness and efficiency of the HKTb's operations, and is authorised to investigate any activities within its terms of reference. It reviews and endorses the annual audit plan to ensure adequate audit coverage of critical operations, reviews findings, recommendations and the implementation of actions arising from internal audit and other relevant authorities. It also reviews the annual audited financial statements before submission to the Board. The committee meets three times a year, and extraordinary meetings can be convened if necessary. It comprises a chairman and seven Members from the Board, with the Director, Internal Audit acting as Committee Secretary.

## **Quality Tourism Services Committee (QTSC)**

This committee acts as the governing body of the Quality Tourism Services Scheme (QTS Scheme) and provides strategic input and advice to the Board on the development of the QTS Scheme. It also approves the assessment criteria, scheme rules, complaint handling policy and pricing policy of the QTS Scheme. The committee meets twice a year, and extraordinary meetings can be convened if necessary. It comprises a chairman, six Members from the Board and four industry members, with the General Manager, Business Development acting as Committee Secretary.



## Board Members' Meeting Attendance

For the year ended 31 March 2018

Board Members	Board Meeting	Marketing & Business Development Committee	Product & Event Committee	Staff & Finance Committee	Audit Committee	Quality Tourism Services Committee
Dr Peter Lam (Chairman)	7/7					2/2*
Mr Joe C. C. Wong (Deputy Chairman) (i)	7/7	7/7	5/5	4/4	3/3	2/2
Sir Wayne Leung (ii)	3/4		3/3			
Mr Perry Mak (iii)	4/4	2/3		3/3		
Ms Yip Wing-sie	4/7		3/5			
Mr T C Chan	7/7				3/3*	
Ms Nansun Shi	3/7		2/5			
Mr Winston Chow	5/7		3/5			2/2
Mr Barry D. Nassberg	2/7	4/7*			1/3	
Mr Paulo Pong	6/7		4/5*			2/2
Ms Winnie Tam	4/7			4/4*		1/2
Mr Victor Chan	7/7	6/7		3/4		
Mr James Tong	7/7	6/7		2/4		
Ms Belinda Yeung	5/7		2/5			2/2
Mr Thomas J. Wu	7/7		3/5		2/3	
Mrs Carrie Yu	6/7			3/4	3/3	
Ms Jeny Yeung	5/7	4/7			1/3	
Mr Jason Wong	5/7	6/7				2/2
Mr Jason Shum	7/7		5/5		2/3	
Ms Margaret Fong	5/7	3/7				
Mr Clarence Leung (iv)	2/3		N/A#		2/2	
Ms Alice Kwok (iv)	2/3	2/2		N/A~		

(i) Mr Joe C. C. Wong succeeded Miss Cathy Chu as the Commissioner for Tourism and Deputy Chairman of the Hong Kong Tourism Board on 20 February 2018.

(ii) Appointment and Chairman of Product & Event Committee until 31 October 2017.

(iii) Appointment until 31 October 2017.

(iv) Appointment effective from 1 November 2017.

\* Committee Chairman as at 31 March 2018.

# Appointed as a member of Product & Event Committee with effect from 23 November 2017. There was no meeting held from 23 November 2017 to 31 March 2018.

~ Appointed as a member of Staff & Finance Committee with effect from 23 November 2017. There was no meeting held from 23 November 2017 to 31 March 2018.

## Internal Control and Compliance

One of the Board's responsibilities is to ensure that satisfactory systems and procedures of internal control are in place. These procedures are to provide reasonable assurance that management policies are adhered to, assets are safeguarded, operations are efficient and effective, misconduct and errors are prevented or detected, accurate and complete accounting records are compiled, and financial information is prepared in a timely manner. An exception reporting mechanism is in place through which cases of significant violation of internal rules and respective follow up actions are reported to the Board or its relevant committees. The compliance with legislations relevant to the HKTb is regularly reviewed by the internal Legal Counsel.

The Internal Audit Department has an independent role to evaluate the adequacy and effectiveness of the internal control. It formulates an audit plan yearly, covering the financial, operational and compliance control of functional units and worldwide offices. The Department has unrestricted access to information and personnel to perform its duties under the Internal Audit Charter. The Director, Internal Audit reports to the Executive Director and has direct access to the Audit Committee and its chairman, thereby ensuring his/her independence.

Apart from internal audit, the HKTb also engages an external auditor to perform statutory audit. The Audit Committee meets, at least once a year, with the external auditor without the presence of the HKTb Management, and discusses the nature and scope of the statutory audit before the audit commences.

## Management

Under the current organisation structure, the HKTb's activities are conducted through the following divisions:

- Business Development Division
- Corporate Affairs Division
- Corporate Services Division
- Event and Product Development Division
- Human Resources & Administration Division
- Internal Audit Department
- Marketing Division
- MICE & Cruise Division
- Strategic Planning & Insights Division
- Worldwide Offices



# Other Information

## About the HKTB

The Hong Kong Tourist Association (HKTA), a Government-subsidised statutory body established in 1957, was reconstituted as the Hong Kong Tourism Board (HKTB) on 1 April 2001. Unlike the former HKTA, which was an association of members, the HKTB is a statutory body established under the Hong Kong Tourism Board Ordinance (Cap 302) and has no affiliation to any specific sector or organisation within the industry and is able to support the interests of Hong Kong's tourism in its entirety.

## Primary Responsibilities & Missions

The primary responsibilities of the HKTB are to market and promote Hong Kong as a destination worldwide, as well as to take initiatives to enhance visitors' experiences upon their arrival. These include making recommendations to the Government and other relevant bodies on the range and quality of visitor facilities.

The HKTB's missions are to maximise the social and economic contribution made by tourism to the community of Hong Kong, and to consolidate Hong Kong's position as a unique, world-class and most desired destination.

## Objectives

The six objectives of the HKTB, as defined under the Hong Kong Tourism Board Ordinance, are:

- to endeavour to increase the contribution of tourism to Hong Kong;
- to promote Hong Kong globally as a leading international city in Asia and a world-class tourist destination;
- to promote the improvement of facilities for visitors;
- to support the Government in promoting to the community the importance of tourism;
- to support, as appropriate, the activities of persons providing services for visitors to Hong Kong;
- to make recommendations to and advise the Chief Executive in relation to any measures which may be taken to further any of the foregoing matters.

## Human Resources

At 31 March 2018, the total HKTB headcount numbered 377, of whom 131 were stationed outside Hong Kong. The HKTB expects a high level of integrity from its employees, and acquaints its staff with code of conduct guidelines and procedures through training sessions and briefings. The Employees' Handbook also provides full and specific guidance on employee behaviour.

## Advisory Role and Industry Functions

The HKTB works closely with the tourism-related sectors and relevant Government departments through its representation in the following strategy groups and forums:

- Advisory Board of PMQ
- Advisory Committee on Cruise Industry
- Advisory Committee on Travel Agents
- Advisory Council of Asian Federation of Exhibition & Convention Associations
- Aviation Development and Three-runway System Advisory Committee
- Chinese Culinary Institute Training Board, Vocational Training Council
- Committee on Shopping-related Practices, Travel Industry Council of Hong Kong
- Committee on Taxi Service Quality, Transport Department
- Executive Board, Pacific Asia Travel Association (PATA)
- Executive Committee, Hong Kong Arts Festival Society
- Executive Committee, Hong Kong Association of Travel Agents
- Executive Committee, Hong Kong Exhibition & Convention Industry Association
- Hong Kong Brand Development Council
- Hong Kong - Taiwan Economic and Cultural Cooperation and Promotion Council
- Hong Kong Trade Development Council
- Hotel, Catering and Tourism Training Board, Vocational Training Council
- Inbound Committee, Travel Industry Council of Hong Kong
- Lantau Development Advisory Committee
- Mainland China Inbound Tour Affairs Committee, Travel Industry Council of Hong Kong
- Retail & Tourism Committee, Hong Kong General Chamber of Commerce
- Task Force on External Lighting
- The Hong Kong Association of Registered Tour Co-ordinators
- The Steering Committee on MICE
- Tourism Strategy Group
- Working Group on Convention and Exhibition Industries and Tourism under Economic Development Commission
- Vetting Committee, Training Programme Subsidy Scheme under the Travel Industry Training Fund, Travel Industry Council of Hong Kong

In addition, the HKTB contributes to the tourism and related industries by partnering with the following organisations:

- Guangdong • Hong Kong • Macao Tourism Marketing Organization
- Pacific Asia Travel Association (PATA)
- World Tourism Organisation (UNWTO)



# Worldwide Offices & Representatives



📍 **Head Office**  
Hong Kong

● **Worldwide Offices**  
Beijing, Shanghai, Guangzhou, Chengdu, Tokyo, Seoul,  
Singapore, Taipei, Sydney, London, Paris, Frankfurt,  
Los Angeles, New York, Toronto

◆ **Representative Offices**  
(for travel trade/media/consumer enquires only)  
New Delhi, Bangkok, Jakarta, Philippines, Moscow, Dubai



For the address and contact methods of each of the worldwide offices and representatives, please visit [www.discoverhongkong.com](http://www.discoverhongkong.com).





# Independent Auditor's Report



# Independent Auditor's Report

## Independent auditor's report to the Hong Kong Tourism Board

*(Established under the Hong Kong Tourist Association Ordinance and reconstituted under the Hong Kong Tourist Association (Amendment) Ordinance 2001 and the Hong Kong Tourism Board Ordinance)*

### Opinion

We have audited the consolidated financial statements of the Hong Kong Tourism Board ("the Board") and its subsidiary (together "the Group") set out on pages 99 to 136, which comprise the consolidated and the Board statements of financial position as at 31 March 2018, the consolidated income statement, the consolidated statement of comprehensive income, the consolidated statement of changes in reserves and the consolidated statement of cash flows for the year then ended and notes to the consolidated financial statements, including a summary of significant accounting policies.

In our opinion, the consolidated financial statements give a true and fair view of the financial position of the Board and of the Group as at 31 March 2018 and of the Group's consolidated financial performance and its consolidated cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards ("HKFRSs") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA").

### Basis for opinion

We conducted our audit in accordance with Hong Kong Standards on Auditing ("HKSAs") issued by the HKICPA. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the consolidated financial statements* section of our report. We are independent of the Group in accordance with the HKICPA's *Code of Ethics for Professional Accountants* ("the Code") and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of the Board members for the consolidated financial statements

The members of the Board are responsible for the preparation of the consolidated financial statements that give a true and fair view in accordance with HKFRSs issued by the HKICPA, and for such internal control as the members of the Board determine is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, the members of the Board are responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the members of the Board either intend to liquidate the Group or to cease operations, or have no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the consolidated financial statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. This report is made solely to you, as a body, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with HKSAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements.



## Auditor's responsibilities for the audit of the consolidated financial statements

(continued)

As part of an audit in accordance with HKSAAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the members of the Board.
- Conclude on the appropriateness of the Board members' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the Group audit. We remain solely responsible for our audit opinion.

We communicate with the Audit Committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**KPMG**

**Certified Public Accountants**

8th Floor, Prince's Building  
10 Chater Road  
Central, Hong Kong

17 August 2018

# Consolidated income statement

for the year ended 31 March 2018 (Expressed in Hong Kong dollars)

	Note	2018	2017
<b>General Fund</b>			
<i>Principal source of income</i>	3		
Government subvention for the year		948,478,819	879,162,844
<b>Other revenue</b>			
Interest income		3,838,998	2,164,472
Realisation of deferred income - office premises	12	10,000,000	10,000,000
Sponsorships		53,148,914	31,565,765
Promotion and advertising income		13,999,561	13,950,509
Sundry income		36,425,389	27,943,953
		117,412,862	85,624,699
<b>Other net loss</b>			
Loss on disposal of fixed assets		(608)	(7,755)
<b>Total income</b>		1,065,891,073	964,779,788
Promotional, advertising and literature expenses		420,507,920	451,170,624
Research and product development		15,834,871	14,435,850
Local services and events		299,457,421	178,645,996
Staff costs	5(a)	255,254,094	246,722,438
Rent, rates and management fees		15,183,940	15,038,854
Depreciation	7(a)	16,306,318	15,267,061
Auditor's remuneration		501,715	490,670
Other operating expenses		35,652,772	26,947,075
<b>Total expenditure</b>		1,058,699,051	948,718,568
<b>Surplus before tax for the year</b>	5	7,192,022	16,061,220
Income tax	4	(39,803)	(111,754)
<b>Surplus for the year</b>		7,152,219	15,949,466

The notes on pages 105 to 136 form part of these financial statements.



# Consolidated statement of comprehensive income

for the year ended 31 March 2018 (Expressed in Hong Kong dollars)

	Note	2018	2017
Surplus for the year		7,152,219	15,949,466
Other comprehensive income for the year:			
Item that will not be reclassified to the income statement:			
- Remeasurement of net defined benefit retirement plan asset	13(a)(v)	11,812,000	7,511,000
<b>Total comprehensive income for the year</b>		<b>18,964,219</b>	<b>23,460,466</b>

The notes on pages 105 to 136 form part of these financial statements.

# Consolidated statement of financial position

as at 31 March 2018 (Expressed in Hong Kong dollars)

	Note	2018	2017
<b>Non-current assets</b>			
Fixed assets	7(a)	23,826,669	33,600,887
Defined benefit retirement plan asset	13(a)(i)	65,106,000	53,947,000
		88,932,669	87,547,887
<b>Current assets</b>			
Debtors, deposits and payments in advance	9	22,045,992	19,749,962
Tax recoverable		17,049	-
Deposits with banks and financial institutions	10	394,968,876	372,324,095
Cash at banks and in hand	10	7,802,934	7,696,658
		424,834,851	399,770,715
<b>Current liabilities</b>			
Receipts in advance		65,543,073	48,480,079
Accounts payable and accruals	11	214,837,497	214,314,611
Deferred income	12	10,000,000	10,000,000
Current taxation		-	101,181
		290,380,570	272,895,871
<b>Net current assets</b>		134,454,281	126,874,844
<b>Non-current liability</b>			
Deferred income	12	1,666,667	11,666,667
<b>NET ASSETS</b>		221,720,283	202,756,064
Represented by:			
<b>RESERVE</b>			
General Fund	14	221,720,283	202,756,064

Approved and authorised for issue on 17 August 2018.

**Anthony Lau**  
Executive Director

**Dr Peter Lam, GBS**  
Chairman of the Board

The notes on pages 105 to 136 form part of these financial statements.



# Statement of financial position

as at 31 March 2018 (Expressed in Hong Kong dollars)

	Note	2018	2017
<b>Non-current assets</b>			
Fixed assets	7(b)	23,812,459	33,582,347
Defined benefit retirement plan asset	13(a)(i)	65,106,000	53,947,000
Interests in a subsidiary	8	551,876	551,876
		<b>89,470,335</b>	<b>88,081,223</b>
<b>Current assets</b>			
Debtors, deposits and payments in advance	9	21,615,434	19,127,887
Deposits with banks and financial institutions	10	394,968,876	372,324,095
Cash at banks and in hand	10	7,600,135	7,522,949
		<b>424,184,445</b>	<b>398,974,931</b>
<b>Current liabilities</b>			
Amount due to a subsidiary	8	2,361,977	2,411,969
Receipts in advance		65,543,073	48,480,079
Accounts payable and accruals	11	212,373,923	211,750,375
Deferred income	12	10,000,000	10,000,000
		<b>290,278,973</b>	<b>272,642,423</b>
<b>Net current assets</b>		<b>133,905,472</b>	<b>126,332,508</b>
<b>Non-current liability</b>			
Deferred income	12	1,666,667	11,666,667
<b>NET ASSETS</b>		<b>221,709,140</b>	<b>202,747,064</b>
Represented by:			
<b>RESERVE</b>			
<b>General Fund</b>	14	<b>221,709,140</b>	<b>202,747,064</b>

Approved and authorised for issue on 17 August 2018.

**Anthony Lau**  
Executive Director

**Dr Peter Lam, GBS**  
Chairman of the Board

The notes on pages 105 to 136 form part of these financial statements.

# Consolidated statement of changes in reserves

for the year ended 31 March 2018 (Expressed in Hong Kong dollars)

	Note	2018	2017
General fund at the beginning of the year		202,756,064	179,295,598
Surplus for the year		7,152,219	15,949,466
Other comprehensive income for the year		11,812,000	7,511,000
Total comprehensive income for the year		18,964,219	23,460,466
General fund at the end of the year		221,720,283	202,756,064

The notes on pages 105 to 136 form part of these financial statements.



# Consolidated statement of cash flows

for the year ended 31 March 2018 (Expressed in Hong Kong dollars)

	Note	2018	2017
<b>Operating activities</b>			
Surplus before tax for the year		7,192,022	16,061,220
Adjustments for:			
Interest income		(3,838,998)	(2,164,472)
Depreciation		16,306,318	15,267,061
Loss on disposal of fixed assets		608	7,755
Realisation of deferred income - office premises		(10,000,000)	(10,000,000)
<b>Operating surplus before changes in working capital</b>		<b>9,659,950</b>	<b>19,171,564</b>
Amount in defined benefit retirement plan asset recognised in the consolidated income statement	13(a)(v)	653,000	1,139,000
(Increase)/decrease in debtors, deposits and payments in advance		(1,625,895)	2,677,526
Increase in receipts in advance, accounts payable and accruals		13,666,052	71,100,750
<b>Cash generated from operation</b>		<b>22,353,107</b>	<b>94,088,840</b>
Overseas tax (paid)/refunded		(158,033)	1,293
<b>Net cash generated from operating activities</b>		<b>22,195,074</b>	<b>94,090,133</b>
<b>Investing activities</b>			
Interest received		3,168,863	1,743,208
Purchase of fixed assets		(2,615,137)	(3,324,753)
Proceeds from disposal of fixed assets		2,257	-
Increase in deposits with banks with maturity of more than 3 months		(100,917,710)	(51,210,721)
<b>Net cash used in investing activities</b>		<b>(100,361,727)</b>	<b>(52,792,266)</b>
<b>Net (decrease)/increase in cash and cash equivalents</b>		<b>(78,166,653)</b>	<b>41,297,867</b>
Cash and cash equivalents at the beginning of the year	10	258,232,228	216,934,361
Cash and cash equivalents at the end of the year	10	180,065,575	258,232,228

The notes on pages 105 to 136 form part of these financial statements.

# Notes to the financial statements

(Expressed in Hong Kong dollars unless otherwise indicated)

## 1 Status of the Board

The Hong Kong Tourism Board (“the Board”) is a subvented body corporate established in 1957 under the Hong Kong Tourist Association Ordinance and reconstituted under the Hong Kong Tourist Association (Amendment) Ordinance 2001 and the Hong Kong Tourism Board Ordinance. Its registered office and principal place of operation is 11th Floor, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong.

The principal activities of the Board are to market and promote Hong Kong as a world-class tourist destination.

## 2 Significant accounting policies

### (a) Statement of compliance

These financial statements have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards (“HKFRSs”), which collective term includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards (“HKASs”) and Interpretations issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”) and accounting principles generally accepted in Hong Kong. Significant accounting policies adopted by the Group are disclosed below.

The HKICPA has issued certain new and revised HKFRSs that are first effective or available for early adoption for the current accounting period of the Group and the Board. Note 2(c) provides information on any changes in accounting policies resulting from initial application of these developments to the extent that they are relevant to the Group for the current and prior accounting periods reflected in these financial statements.

### (b) Basis of preparation of the financial statements

The consolidated financial statements for the year ended 31 March 2018 comprise the Board and its subsidiary (together referred to as “the Group”).

The measurement basis used in the preparation of the financial statements is the historical cost basis.

The preparation of financial statements in conformity with HKFRSs requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.



## 2 Significant accounting policies (continued)

### (c) Changes in accounting policies

The HKICPA has issued a number of amendments to HKFRSs that are first effective for the current accounting period of the Group. However, none of these developments have had a material effect on how the Group's results and financial position for the current or prior periods have been prepared or presented.

The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period (note 18).

### (d) Films, publicity and advertising materials

Films, publicity and advertising materials are charged to the income statement on purchase, and no account is taken of stocks on hand at the end of the reporting period.

### (e) Investment in a subsidiary

A subsidiary is an entity controlled by the Group. The Group controls an entity when it is exposed, or has rights, to variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. When assessing whether the Group has power, only substantive rights are considered.

An investment in a subsidiary is consolidated into the consolidated financial statements from the date that control commences until the date that control ceases. Intra-group balances, transactions and cash flows and any unrealised profits arising from intra-group transactions are eliminated in full in preparing the consolidated financial statements. Unrealised losses resulting from intra-group transactions are eliminated in the same way as unrealised gains but only to the extent that there is no evidence of impairment.

In the Board's statement of financial position, an investment in a subsidiary is stated at cost less impairment losses (see note 2(l)), unless the investment is classified as held for sale (or included in a disposal group that is classified as held for sale).

### (f) Fixed assets

Fixed assets are stated in the statement of financial position at cost less accumulated depreciation and impairment losses (see note 2(l)).

Gains or losses arising from the retirement or disposal of an item of fixed asset are determined as the difference between the net disposal proceeds and the carrying amount of the item and are recognised in the income statement on the date of retirement or disposal.

## 2 Significant accounting policies (continued)

### (g) Depreciation

Depreciation is calculated to write off the cost of fixed assets, less their residual value, if any, using the straight-line method over their estimated useful lives as follows:

- |  |  |
|--|--|
| • Leasehold properties                               | 25 years   |
| • Leasehold improvements                             | Over the shorter of the fixed lease term and 5 years |
| • Motor vehicles                                     | 4 years  |
| • Furniture, fixtures and other equipment            | 3 - 5 years  |
| • Computer hardware, software and system development | 3 years  |

Both the useful life of an asset and its residual value, if any, are reviewed annually.

### (h) Debtors, deposits and payments in advance

Debtors, deposits and payments in advance are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method, less impairment losses for bad and doubtful debts, except where the effect of discounting would be immaterial. In such cases, the debtors, deposits and payments in advance are stated at cost less impairment losses for bad and doubtful debts.

Impairment losses for bad and doubtful debts are measured as the difference between the carrying amount of the financial asset and the present value of estimated future cash flows, discounted at the financial asset's original effective interest rate (i.e. the effective interest rate computed at initial recognition of these assets) where the effect of discounting is material. Objective evidence of impairment includes observable data that comes to the attention of the Group about events that have an impact on the asset's estimated future cash flows such as significant financial difficulty of the debtors.

Impairment losses for trade debtors included within debtors, deposits and payment in advance whose recovery is considered doubtful but not remote are recorded using an allowance account. When the Group is satisfied that recovery is remote, the amount considered irrecoverable is written off against trade debtors directly and any amounts held in the allowance account relating to that debt are reversed. Subsequent recoveries of amounts previously charged to the allowance account are reversed against the allowance account. Other changes in the allowance account and subsequent recoveries of amounts previously written off directly are recognised in the income statement.



## 2 Significant accounting policies (continued)

### (i) Accounts payable and accruals

Accounts payable and accruals are initially recognised at fair value and subsequently stated at amortised cost unless the effect of discounting would be immaterial, in which case they are stated at cost.

### (j) Cash and cash equivalents

Cash and cash equivalents comprise cash at banks and in hand, demand deposits with banks and other financial institutions, and short-term, highly liquid investments that are readily convertible into known amounts of cash and which are subject to an insignificant risk of changes in value, having been within three months of maturity at acquisition.

### (k) Provisions and contingent liabilities

Provisions are recognised for other liabilities of uncertain timing or amount when the Group has a legal or constructive obligation arising as a result of a past event, it is probable that an outflow of economic benefits will be required to settle the obligation and a reliable estimate can be made. Where the time value of money is material, provisions are stated at the present value of the expenditure expected to settle the obligation.

Where it is not probable that an outflow of economic benefits will be required, or the amount cannot be estimated reliably, the obligation is disclosed as a contingent liability, unless the probability of outflow of economic benefits is remote. Possible obligations, whose existence will only be confirmed by the occurrence or non-occurrence of one or more future events are also disclosed as contingent liabilities unless the probability of outflow of economic benefits is remote.

### (l) Impairment of assets

Internal and external sources of information are reviewed at the end of each reporting period to identify indications that fixed assets and investment in a subsidiary may be impaired or an impairment loss previously recognised no longer exists or may have decreased. If any such indication exists, the asset's recoverable amount is estimated.

The recoverable amount of an asset is the greater of its fair value less costs of disposal and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. Where an asset does not generate cash inflows largely independent of those from other assets, the recoverable amount is determined for the smallest group of assets that generates cash inflows independently (i.e. a cash-generating unit).

## 2 Significant accounting policies (continued)

### (l) Impairment of assets (continued)

An impairment loss is recognised in income statement if the carrying amount of an asset, or the cash-generating unit to which it belongs, exceeds its recoverable amount. Impairment losses recognised in respect of cash-generating units to reduce the carrying amount of the assets in the unit (or group of units) on a pro rata basis, except that the carrying value of an asset will not be reduced below its individual fair value less costs of disposal (if measurable) or value in use (if determinable).

An impairment loss is reversed if there has been a favourable change in the estimates used to determine the recoverable amount. A reversal of impairment losses is limited to the asset's carrying amount that would have been determined had no impairment loss been recognised in prior years. Reversals of impairment losses are credited to the income statement in the year in which the reversals are recognised.

### (m) Income tax

Income tax for the year comprises current tax and movements in deferred tax assets and liabilities. Current tax and movements in deferred tax assets and liabilities are recognised in the income statement except to the extent that they relate to items recognised in other comprehensive income or directly in equity, in which case the relevant amounts of tax are recognised in other comprehensive income or directly in equity, respectively.

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantively enacted at the end of the reporting period, and any adjustment to tax payable in respect of previous years.

Deferred tax assets and liabilities arise from deductible and taxable temporary differences respectively, being the differences between the carrying amounts of assets and liabilities for financial reporting purposes and their tax bases. Deferred tax assets also arise from unused tax losses and unused tax credits.

Apart from certain limited exceptions, all deferred tax liabilities, and all deferred tax assets to the extent that it is probable that future taxable profits will be available against which the asset can be utilised, are recognised. Future taxable profits that may support the recognition of deferred tax assets arising from deductible temporary differences include those that will arise from the reversal of existing taxable temporary differences, provided those differences relate to the same taxation authority and the same taxable entity, and are expected to reverse either in the same period as the expected reversal of the deductible temporary difference or in periods into which a tax loss arising from the deferred tax asset can be carried back or forward. The same criteria are adopted when determining whether existing taxable temporary differences support the recognition of deferred tax assets arising from unused tax losses and credits, that is, those differences are taken into account if they relate to the same taxation authority and the same taxable entity, and are expected to reverse in a period, or periods, in which the tax loss or credit can be utilised.

The amount of deferred tax recognised is measured based on the expected manner of realisation or settlement of the carrying amount of the assets and liabilities, using tax rates enacted or substantively enacted at the end of the reporting period. Deferred tax assets and liabilities are not discounted.



## 2 Significant accounting policies (continued)

### (n) Revenue recognition

Revenue is measured at the fair value of the consideration received or receivable. Provided it is probable that the economic benefits will flow to the Group and the revenue and costs, if applicable, can be measured reliably, revenue is recognised in the income statement as follows:

- (i) Government subvention to finance the general recurrent activities of the Group is recognised as revenue in the income statement of the year in respect of which it becomes receivable.
- (ii) Government subvention to finance Meetings, Incentives, Conventions and Exhibitions (“MICE”) bidding activities of the Group is recognised as revenue to the extent of the related expenditure incurred during the year, with the unutilised balance included in receipts in advance.
- (iii) Government subvention to finance the non-recurrent activities of the Group is recognised as revenue to the extent of the related expenditure incurred during the year, with the unutilised balance included in receipts in advance.
- (iv) Government subvention received for the purchase of office premises of the Group is included in the statement of financial position as deferred income and is credited to the income statement by instalments over the expected useful life of the related asset on a basis consistent with the depreciation policy (note 2(g)).
- (v) Subscription fees are recognised on a time-apportioned basis.
- (vi) Interest income is recognised as it accrues using the effective interest method.
- (vii) Sponsorship income for the events is recognised in the income statement upon the completion date of the respective events.
- (viii) Promotion and advertising income are accounted for on the accrual basis.

### (o) Translation of foreign currencies

Foreign currency transactions during the year are translated into Hong Kong dollars at the foreign exchange rates ruling at the transaction dates. Monetary assets and liabilities denominated in foreign currencies are translated into Hong Kong dollars at the foreign exchange rates ruling at the end of the reporting period. Exchange gains and losses are recognised in the income statement.

Non-monetary assets and liabilities that are measured in terms of historical cost in a foreign currency are translated using the foreign exchange rates ruling at the transaction dates. Non-monetary assets and liabilities denominated in foreign currencies that are stated at fair value are translated using the foreign exchange rates ruling at the dates the fair value was measured.

## 2 Significant accounting policies (continued)

### (p) Leased assets

An arrangement, comprising a transaction or a series of transactions, is or contains a lease if the Group determines that the arrangement conveys a right to use a specific asset or assets for an agreed period of time in return for a payment or a series of payments. Such a determination is made based on an evaluation of the substance of the arrangement and is regardless of whether the arrangement takes the legal form of a lease.

#### (i) Classification of assets leased to the Group

Leases which do not transfer substantially all the risks and rewards of ownership to the Group are classified as operating leases, except where land is held for own use under an operating lease, the fair value of which cannot be measured separately from the fair value of a building situated thereon at the inception of the lease. In such cases, it is accounted for as being held under a finance lease, unless the building is also clearly held under an operating lease. For these purposes, the inception of the lease is the time that the lease was first entered into by the Group, or taken over from the previous lessee, or at the date of construction of those buildings, if later.

#### (ii) Operating lease charges

Where the Group has the use of assets held under operating leases, payments made under the leases are charged to the income statement in equal instalments over the accounting periods covered by the lease term, except where an alternative basis is more representative of the pattern of benefits to be derived from the leased asset. Lease incentives received are recognised in the income statement as an integral part of the aggregate net lease payments made.

### (q) Employee benefits

- (i) Salaries, annual bonuses, annual leave, and the cost of non-monetary benefits are accrued in the year in which the associated services are rendered by employees of the Group.
- (ii) The Group operates a defined benefit and a defined contribution staff retirement scheme for the Hong Kong office, and defined contribution staff retirement schemes for certain overseas offices. Contributions made under the schemes applicable to each year are charged to the income statement for the year. Contributions for the defined benefit scheme of the Hong Kong office are made in accordance with the recommendations made by the actuary. Assets of the schemes, are held separately from those of the Group.
- (iii) Contributions to Mandatory Provident Fund as required under the Hong Kong Mandatory Provident Fund Schemes Ordinance, are recognised as an expense in the income statement as incurred.



## 2 Significant accounting policies (continued)

### (q) Employee benefits (continued)

- (iv) The Group's net obligation in respect of defined benefit retirement plan is calculated by estimating the amount of future benefit that employees have earned in return for their service in the current and prior periods; that benefit is discounted to determine the present value and the fair value of any plan assets is deducted. The calculation is performed by a qualified actuary using the projected unit credit method. When the calculation results in a benefit to the Group, the recognised asset is limited to the present value of economic benefits available in the form of any future refunds from the plan or reductions in future contributions to the plan.

Service cost and net interest expenses (income) on the net defined benefit liability (asset) are recognised in the income statement as part of "staff costs". Current service cost is measured as the increase in the present value of the defined benefit obligation resulting from employee service in the current period. When the benefits of a plan are changed, or when a plan is curtailed, the portion of the changed benefit related to past service by employees, or the gain or loss on curtailment, is recognised as an expense in the income statement at the earlier of when the plan amendment or curtailment occurs and when related restructuring costs or termination benefits are recognised. Net interest expense (income) for the period is determined by applying the discount rate used to measure the defined benefit obligation at the beginning of the reporting period of the net defined benefit liability (asset). The discount rate is the yield at the end of the reporting period on high quality corporate bonds that have maturity dates approximating the terms of the Group's obligations.

Remeasurements arising from defined benefit retirement plan are recognised in the other comprehensive income and reflected immediately in general fund. Remeasurements comprise actuarial gains and losses, the return on plan assets (excluding amounts included in net interest on the net defined benefit liability (asset)) and any change in the effect of the asset ceiling (excluding amounts included in net interest on the net defined benefit liability (asset)).

- (v) Termination benefits are recognised at the earlier of when the Group can no longer withdraw the offer of those benefits and when it recognises restructuring costs involving the payment of termination benefits when, and only when, the Group demonstrably commits itself to terminate employment or to provide benefits as a result of voluntary redundancy by having a detailed formal plan which is without realistic possibility of withdrawal.

## 2 Significant accounting policies (continued)

### (r) Related parties

- (a) A person, or a close member of that person's family, is related to the Group if that person:
  - (i) has control or joint control over the Group;
  - (ii) has significant influence over the Group; or
  - (iii) is a member of the key management personnel of the Group or the Group's parent.
- (b) An entity is related to the Group if any of the following conditions applies:
  - (i) The entity and the Group are members of the same group (which means that each parent, subsidiary and fellow subsidiary is related to the others).
  - (ii) One entity is an associate or joint venture of the other entity (or an associate or joint venture of a member of a group of which the other entity is a member).
  - (iii) Both entities are joint ventures of the same third party.
  - (iv) One entity is a joint venture of a third entity and the other entity is an associate of the third entity.
  - (v) The entity is a post-employment benefit plan for the benefit of employees of either the Group or an entity related to the Group.
  - (vi) The entity is controlled or jointly controlled by a person identified in (a).
  - (vii) A person identified in (a)(i) has significant influence over the entity or is a member of the key management personnel of the entity (or of a parent of the entity).
  - (viii) The entity, or any member of a group of which it is a part, provides key management personnel services to the Group or to the Group's parent.

Close members of the family of a person are those family members who may be expected to influence, or be influenced by, that person in their dealings with the entity.



### 3 Principal source of income

#### The Group

The principal source of income is the subvention from the Government of the Hong Kong Special Administrative Region ("Government") for the year which is determined with regard to the needs of the Board as presented in its annual business plan of budget and proposed programme of activities. The amount of the subvention recognised as revenue during the year is analysed as follows:

	2018	2017
Recurrent		
-Subvention for the year	631,664,190	632,060,299
Non-recurrent		
Meetings, Incentives, Conventions and Exhibitions Promotion/ Image Booster Campaign/Support Light Shows/Quality & Honest Promotion/Tencent Strategic Cooperation/Matching Fund for Overseas Tourism Promotion/Celebration of the 20th Anniversary of HKSAR/Quality Tourism Services Scheme/Waive the Local Traders' Participation Fees for Overseas Promotion Fairs/Funding Support for Small & Medium-Sized MIC Groups/Fly-cruise Promotion/Participate in HKTDC's Overseas Promotion Events/Additional Manpower Resources for Taking Forward the Initiatives/Cruise Deployment Fund/Step up Promotion of Home-Grown Mega Events/Enhance Promotion and Contents of Mega Events/Support Events Driving High-yield Visitors for Overseas & Local Promotion/Pilot Scheme to Promote Green Tourism/Support Trade Partners in Developing Land Excursion Products for Cruise Passengers/Collaborate with Cruise Liners to open up more Source Markets/Step up Promotion of Hong Kong's Positive Image in the Mainland/Pilot Scheme to Provide Promotional Offers to Attract Transit Visitors/Administration Cost for Funding Schemes/Symphony of Lights Enhancement/e-Sport & Music Festival/New VIS Centre/District Promotion Revamp/Enhancing the Scale of HKTDC's Mega Events and Promotion of Other Mega Events in Town/Production of Promotion Videos and Promotion Costs/ Launching a Retail Booster Campaign/Wine and Dine Festival/Great Outdoors Hong Kong	316,814,629	247,102,545
	948,478,819	879,162,844

## 4 Income tax

### Income tax in the consolidated income statement represents:

	2018	2017
<b>Current tax - Overseas</b>		
Provision for the year	39,803	111,754

No provision for Hong Kong Profits Tax has been made in the financial statements as the Board has been granted exemption from all Hong Kong taxes by the Inland Revenue Department under Section 87 of the Inland Revenue Ordinance. Taxation in respect of the Taiwan operation of HKT Limited, a subsidiary of the Group, is charged at 17% of its estimated assessable profits (2017: 17%).

## 5 Surplus before tax for the year

### The Group

#### (a) Staff costs

	2018	2017
Contributions to defined contribution retirement plan	10,347,881	9,953,839
Amounts recognised in respect of defined benefit retirement plan (note 13(a)(v))	653,000	1,139,000
Retirement costs	11,000,881	11,092,839
Salaries and other benefits	244,253,213	235,629,599
	255,254,094	246,722,438

#### (b) Other item

	2018	2017
Net foreign exchange loss	7,521,000	150,835



## 6 Senior executives' pay and allowances

### The Group

The senior executives of the Group include the Executive Director, Deputy Executive Director, General Managers and Regional Directors, and their total pay and allowances during the year were as follows:

	2018		
	Executive Director	Other senior executives	Total
Basic salaries	4,547,000	23,904,000	28,451,000
Discretionary performance pay	748,000	2,273,000	3,021,000
Retirement benefit expenses, contract gratuities and other allowances	704,000	4,433,000	5,137,000
	5,999,000	30,610,000	36,609,000

	2017		
	Executive Director	Other senior executives	Total
Basic salaries	4,406,000	23,438,000	27,844,000
Discretionary performance pay	619,000	1,841,000	2,460,000
Retirement benefit expenses, contract gratuities and other allowances	701,000	4,228,000	4,929,000
	5,726,000	29,507,000	35,233,000

## 6 Senior executives' pay and allowances (continued)

### The Group (continued)

The salaries and discretionary performance pay (excluding retirement benefit expenses, contract gratuities and other allowances) for all senior executive positions of the Group fell within the following pay ranges:

Pay ranges	2018 No. of senior executive positions	2017 No. of senior executive positions
1 - \$500,001 to \$1,000,000 (note (a))	1	2
2 - \$1,000,001 to \$1,500,000 (note (a)(i) & (a)(ii))	4	2
3 - \$1,500,001 to \$2,000,000 (note (a)(iii))	2	3
4 - \$2,000,001 to \$2,500,000 (note (b))	1	3
5 - \$2,500,001 to \$3,000,000 (note (b))	4	2
6 - \$3,000,001 to \$3,500,000	-	-
7 - \$3,500,001 to \$4,000,000	1	1
8 - \$4,000,001 to \$4,500,000	-	-
9 - \$4,500,001 to \$5,000,000	-	-
10 - \$5,000,001 to \$5,500,000	1	1
	<b>14</b>	<b>14</b>

(a) Senior executive position under Pay range 1 decreased by 1 due to the following movements:

- (i) one senior executive position moved from Pay range 1 to Pay range 2 due to higher in foreign exchange rate for Hong Kong Dollar equivalent;
- (ii) one senior executive position moved from Pay range 1 to Pay range 2 due to vacant position was filled in the first half of 2017/18; and
- (iii) one senior executive position moved from Pay range 3 to Pay range 1 due to the position being vacant in the second half of 2017/18.

(b) Two senior executive positions moved from Pay range 4 to Pay range 5 due to annual salary increases.



## 6 Senior executives' pay and allowances (continued)

### The Group (continued)

During the year, the Chairman and members of the Board did not receive any remuneration for their services rendered to the Board.

After deliberation and endorsement by the Staff and Finance Committee which comprises non-executive Board members and an officer of the Tourism Commission, the remuneration, terms and conditions of employment of the senior executives were approved by the Board. In accordance with the Hong Kong Tourism Board Ordinance, the appointment and terms and conditions of employment of the Executive Director and the Deputy Executive Director are subject to the approval of the Chief Executive of Hong Kong Special Administrative Region.

The senior executives receive a basic salary and a performance-based variable pay. With effect from 2007/08, the performance evaluation of senior executives is determined by a Performance Management System and assessment criteria, including Key Performance Indicators, Goals and Competencies. Their performance is referenced against a set of objectives set out in the annual business plan. The performance of the Executive Director is assessed by the Chairman of the Board while the performance of the Deputy Executive Director, General Managers and Regional Directors are assessed by the Executive Director. The variable pay of all the senior executives is approved by the Remuneration Review Committee comprising the Chairman of the Board and the Staff and Finance Committee.

The amount of discretionary performance pay for the Executive Director disclosed above represents the variable pay amount of \$748,000 for the year ended 31 March 2018 (2017: \$619,000).

The remuneration of other senior executive positions for the year ended 31 March 2018 represents compensation for the Deputy Executive Director, seven General Manager positions (2017: seven General Manager positions) and five Regional Director positions (2017: five Regional Director positions).

## 7 Fixed assets

### (a) The Group

	Leasehold properties	Leasehold improvements	Motor vehicles	Furniture, fixtures and other equipment	Computer hardware, software and system development	Work in progress	Total
<b>Cost:</b>							
At 1 April 2017	252,855,009	10,512,661	333,411	11,830,265	27,114,954	-	302,646,300
Additions	-	1,018,256	-	1,363,858	1,912,380	2,240,471	6,534,965
Disposals	-	-	-	(431,188)	(1,293,263)	-	(1,724,451)
At 31 March 2018	252,855,009	11,530,917	333,411	12,762,935	27,734,071	2,240,471	307,456,814
<b>Accumulated depreciation:</b>							
At 1 April 2018	230,940,903	8,215,541	333,411	10,303,874	19,251,684	-	269,045,413
Charge for the year	10,114,200	878,439	-	722,800	4,590,879	-	16,306,318
Disposals	-	-	-	(430,076)	(1,291,510)	-	(1,721,586)
At 31 March 2018	241,055,103	9,093,980	333,411	10,596,598	22,551,053	-	283,630,145
<b>Net book value:</b>							
At 31 March 2018	11,799,906	2,436,937	-	2,166,337	5,183,018	2,240,471	23,826,669



## 7 Fixed assets (continued)

### (a) The Group (continued)

	Leasehold properties	Leasehold improvements	Motor vehicles	Furniture, fixtures and other equipment	Computer hardware, software and system development	Work in progress	Total
<b>Cost:</b>							
At 1 April 2016	252,855,009	9,797,735	333,411	11,533,057	23,757,852	908,160	299,185,224
Additions	-	717,013	-	747,449	3,292,184	-	4,756,646
Transfer from work in progress	-	-	-	-	908,160	(908,160)	-
Disposals	-	(2,087)	-	(450,241)	(843,242)	-	(1,295,570)
At 31 March 2017	252,855,009	10,512,661	333,411	11,830,265	27,114,954	-	302,646,300
<b>Accumulated depreciation:</b>							
At 1 April 2016	220,826,703	7,490,493	298,680	10,251,115	16,199,176	-	255,066,167
Charge for the year	10,114,200	727,135	34,731	498,210	3,892,785	-	15,267,061
Disposals	-	(2,087)	-	(445,451)	(840,277)	-	(1,287,815)
At 31 March 2017	230,940,903	8,215,541	333,411	10,303,874	19,251,684	-	269,045,413
<b>Net book value:</b>							
At 31 March 2017	21,914,106	2,297,120	-	1,526,391	7,863,270	-	33,600,887

Leasehold properties are all held on long term leases in Hong Kong.

## 7 Fixed assets (continued)

### (b) The Board

	Leasehold properties	Leasehold improvements	Motor vehicles	Furniture, fixtures and other equipment	Computer hardware, software and system development	Work in progress	Total
<b>Cost:</b>							
At 1 April 2017	252,855,009	10,512,661	333,411	11,786,811	27,104,187	-	302,592,079
Additions	-	1,018,256	-	1,356,574	1,912,380	2,240,471	6,527,681
Disposals	-	-	-	(431,188)	(1,293,263)	-	(1,724,451)
At 31 March 2018	252,855,009	11,530,917	333,411	12,712,197	27,723,304	2,240,471	307,395,309
<b>Accumulated depreciation:</b>							
At 1 April 2017	230,940,903	8,215,541	333,411	10,276,634	19,243,243	-	269,009,732
Charge for the year	10,114,200	878,439	-	713,512	4,588,553	-	16,294,704
Disposals	-	-	-	(430,076)	(1,291,510)	-	(1,721,586)
At 31 March 2018	241,055,103	9,093,980	333,411	10,560,070	22,540,286	-	283,582,850
<b>Net book value:</b>							
At 31 March 2018	11,799,906	2,436,937	-	2,152,127	5,183,018	2,240,471	23,812,459



## 7 Fixed assets (continued)

### (b) The Board (continued)

	Leasehold properties	Leasehold improvements	Motor vehicles	Furniture, fixtures and other equipment	Computer hardware, software and system development	Work in progress	Total
<b>Cost:</b>							
At 1 April 2016	252,855,009	9,797,735	333,411	11,490,792	23,747,085	908,160	299,132,192
Additions	-	717,013	-	741,843	3,292,184	-	4,751,040
Transfer from work in progress	-	-	-	-	908,160	(908,160)	-
Disposals	-	(2,087)	-	(445,824)	(843,242)	-	(1,291,153)
At 31 March 2017	252,855,009	10,512,661	333,411	11,786,811	27,104,187	-	302,592,079
<b>Accumulated depreciation:</b>							
At 1 April 2016	220,826,703	7,490,493	298,680	10,226,071	16,193,052	-	255,034,999
Charge for the year	10,114,200	727,135	34,731	491,597	3,890,468	-	15,258,131
Disposals	-	(2,087)	-	(441,034)	(840,277)	-	(1,283,398)
At 31 March 2017	230,940,903	8,215,541	333,411	10,276,634	19,243,243	-	269,009,732
<b>Net book value:</b>							
At 31 March 2017	21,914,106	2,297,120	-	1,510,177	7,860,944	-	33,582,347

Leasehold properties are all held on long term leases in Hong Kong.

## 8 Interests in a subsidiary and amount due to a subsidiary

### The Board

	2018	2017
<i>Interests in a subsidiary</i>		
Unlisted share, at cost	1	1
Capital contribution	31,527,724	31,527,724
Less: impairment loss	(30,975,849)	(30,975,849)
	551,876	551,876
<i>Amount due to a subsidiary</i>	2,361,977	2,411,969

As at 31 March 2018, the Board assessed the interests in the subsidiary and no additional impairment loss was recognised during the year (2017: Nil).

The amounts due to a subsidiary are unsecured, interest free and have no fixed terms of repayment.

Details of the Board's wholly-owned subsidiary are set out below:

Name of company	Principal activities	Place of incorporation
HKTB Limited	Marketing and promoting Hong Kong	Hong Kong

Auditor's remuneration and other operating expenses of \$53,105 for the year ended 31 March 2018 (2017: \$50,655) in respect of the subsidiary were borne by the Board which has waived its right of recovery thereof.



## 9 Debtors, deposits and payments in advance

	The Group		The Board	
	2018	2017	2018	2017
Debtors	2,679,227	2,596,578	2,679,227	2,596,578
Less: Provision for impairment loss of debtors	(19,117)	(19,117)	(19,117)	(19,117)
	2,660,110	2,577,461	2,660,110	2,577,461
Deposits and payments in advance	19,385,882	17,172,501	18,955,324	16,550,426
	22,045,992	19,749,962	21,615,434	19,127,887

Included in debtors, deposits and payments in advance are the following amounts denominated in major currencies other than the Group's and the Board's functional currency:

### Exposure to foreign currencies (expressed in Hong Kong dollars)

	The Group		The Board	
	2018	2017	2018	2017
Australian Dollars	451,330	280,874	451,330	280,874
Chinese Yuan	2,346,216	992,806	2,346,216	992,806
Euros	652,661	660,004	652,661	660,004
Great Britain Pounds	767,391	2,650,226	767,391	2,650,226
Japanese Yen	3,621,965	3,440,250	3,621,965	3,440,250
Korean Won	238,226	209,817	238,226	209,817
New Taiwan Dollars	430,082	546,495	-	-
United States Dollars	291,868	654,252	291,868	654,252

The gross amount of debtors, deposits and payments in advance at 31 March 2018 that is expected to be recovered after more than one year for the Group is \$4,297,584 and the Board is \$4,069,544 (2017: the Group is \$3,078,958 and the Board is \$3,078,958).

## 9 Debtors, deposits and payments in advance (continued)

### (a) Impairment of debtors

Impairment loss in respect of debtors are recorded using an allowance account unless the Board is satisfied that recovery of the amount is remote, in which case the impairment loss is written off against debtors directly (see note 2(h)).

The movement in the provision for impairment loss of debtors during the year is as follows:

	The Group		The Board	
	2018	2017	2018	2017
At 1 April	19,117	19,117	19,117	19,117
Impairment loss recognised	-	-	-	-
At 31 March	19,117	19,117	19,117	19,117

At 31 March 2017 and 2018, provision for impairment loss of \$19,117 was recognised for the Group and the Board.

### (b) Debtors that are not impaired

The ageing analysis of debtors that are neither individually nor collectively considered to be impaired are as follows:

	The Group		The Board	
	2018	2017	2018	2017
Neither past due nor impaired	1,380,541	487,076	1,380,541	487,076
Less than 1 month past due	248,201	1,221,747	248,201	1,221,747
1 to 3 months past due	244,718	394,473	244,718	394,473
More than 3 months but less than 1 year past due	35,413	385,282	35,413	385,282
1 year or more than 1 year past due	751,237	88,883	751,237	88,883
	1,279,569	2,090,385	1,279,569	2,090,385
	2,660,110	2,577,461	2,660,110	2,577,461



## 10 Cash and cash equivalents

	The Group		The Board	
	2018	2017	2018	2017
Deposits with banks and financial institutions	394,968,876	372,324,095	394,968,876	372,324,095
Cash at banks and in hand	7,802,934	7,696,658	7,600,135	7,522,949
Cash and cash equivalents in the statement of financial position	402,771,810	380,020,753	402,569,011	379,847,044
Less: Deposits with banks and financial institutions with maturity of more than three months at acquisition	(222,706,235)	(121,788,525)		
Cash and cash equivalents in the consolidated cash flow statement	180,065,575	258,232,228		

Included in cash and cash equivalents are the following amounts denominated in major currencies other than the Group's and the Board's functional currency:

### Exposure to foreign currencies (expressed in Hong Kong dollars)

	The Group		The Board	
	2018	2017	2018	2017
Australian Dollars	492,515	365,463	492,515	365,463
Canadian Dollars	108,068	118,110	108,068	118,110
Chinese Yuan	220,613	301,291	220,613	301,291
Euros	242,645	451,547	242,645	451,547
Great Britain Pounds	602,628	654,055	602,628	654,055
Japanese Yen	109,138	68,412	109,138	68,412
Korean Won	298,876	23,893	298,876	23,893
New Taiwan Dollars	180,959	136,732	-	-
United States Dollars	347,306	183,431	347,306	183,431

Deposits with banks and financial institutions bear fixed interest rates with the effective interest rates per annum at the end of the reporting period for the Group and the Board ranging from 0.02% to 1.6% (2017: the Group and the Board ranging from 0.02% to 1.5%).

## 11 Accounts payable and accruals

	The Group		The Board	
	2018	2017	2018	2017
Accounts payable	168,445,963	172,560,384	167,079,862	171,069,878
Other payables and sundry creditors	46,391,534	41,754,227	45,294,061	40,680,497
	214,837,497	214,314,611	212,373,923	211,750,375

Included in accounts payable and accruals are the following amounts denominated in major currencies other than the Group and the Board's functional currency:

### Exposure to foreign currencies (expressed in Hong Kong dollars)

	The Group		The Board	
	2018	2017	2018	2017
Australian Dollars	6,257,980	5,399,533	6,257,295	5,399,533
Canadian Dollars	974,773	1,192,089	974,773	1,192,089
Chinese Yuan	8,442,444	9,992,298	8,442,444	9,992,298
Euros	3,802,223	3,342,446	3,802,223	3,342,446
Great Britain Pounds	5,466,103	3,644,500	5,466,103	3,644,500
Indian Rupee	1,062,175	617,991	1,062,175	617,991
Japanese Yen	6,195,748	3,299,835	6,186,278	3,299,835
Korean Won	4,481,736	3,361,333	4,471,231	3,361,333
Singapore Dollars	3,555,440	4,087,735	3,550,217	4,087,735
New Taiwan Dollars	2,551,999	1,769,139	98,792	-
United States Dollars	5,526,250	6,512,135	5,526,250	6,512,135

The gross amount of accounts payable and accruals at 31 March 2018 that is expected to be settled after more than one year for the Group is \$8,259,375 and the Board is \$8,177,844 (2017: the Group is \$7,632,620 and the Board is \$7,632,620).



## 12 Deferred income

	The Group and the Board	
	2018	2017
Government subvention granted - 1994/95	250,000,000	250,000,000
<b>Aggregate realisation:</b> At 1 April	228,333,333	218,333,333
Realised during the year	10,000,000	10,000,000
At 31 March	238,333,333	228,333,333
Balance at 31 March	11,666,667	21,666,667
Less: Amount included in “current liabilities”	10,000,000	10,000,000
Amount included in “non-current liability”	1,666,667	11,666,667

## 13 Employee retirement benefits

### The Group and the Board

#### (a) Defined benefit retirement plan

The Board makes contributions to a defined benefit retirement scheme registered under the Hong Kong Occupational Retirement Schemes Ordinance. The scheme covers approximately 8% (2017: 10%) of the Board's employees based in Hong Kong. The scheme is administered by an independent trustee, and the assets are held in a trust separately from those of the Board.

- (i) The amounts recognised in the consolidated and the Board statements of financial position are as follows:

	2018	2017
Present value of wholly or partly funded obligations	(26,047,000)	(31,682,000)
Fair value of plan assets	91,153,000	85,629,000
Defined benefit retirement plan asset	65,106,000	53,947,000

A portion of the above assets are expected to be recovered after more than one year. However, it is not practicable to segregate this amount from the amounts recoverable in the next twelve months, as future contributions will also relate to future services rendered and future changes in actuarial assumptions and market conditions. The Board expects no contributions to the defined benefit retirement plan in the year ending 31 March 2018 since the Board has taken the contribution holiday recommended by an independent actuary, Willis Towers Watson (“Towers Watson”).

## 13 Employee retirement benefits (continued)

### The Group and the Board (continued)

#### (a) Defined benefit retirement plan (continued)

(ii) Plan assets consist of the following:

	2018	2017
Equity securities		
- Pacific Basin	20,476,000	20,685,000
- Europe	11,447,000	9,117,000
- Americas	17,637,000	17,840,000
	49,560,000	47,642,000
Bond		
- Global Bond	40,166,000	38,434,000
Cash at banks	1,427,000	675,000
Benefit payable	-	(1,122,000)
	91,153,000	85,629,000

(iii) Movement in the present value of the defined benefit obligations:

	2018	2017
At 1 April	31,682,000	37,141,000
Remeasurements:		
- Actuarial gains arising from changes in liability experience	(1,150,000)	(935,000)
- Actuarial gains arising from changes in financial assumptions	(407,000)	(412,000)
- Actuarial losses arising from demographic assumptions	1,000	1,000
	(1,556,000)	(1,346,000)
Benefits paid by the plan	(5,833,000)	(6,089,000)
Current service costs	1,354,000	1,615,000
Interest cost	400,000	361,000
	(4,079,000)	(4,113,000)
At 31 March	26,047,000	31,682,000

The weighted average duration of the defined benefit obligation is 3.9 years (2017: 4.3 years).



## 13 Employee retirement benefits (continued)

### The Group and the Board (continued)

#### (a) Defined benefit retirement plan (continued)

(iv) Movements in fair value of plan assets:

	2018	2017
At 1 April	85,629,000	84,716,000
Benefits paid by the plan	(5,833,000)	(6,089,000)
Interest income	1,101,000	837,000
Return on plan assets, excluding interest income	10,256,000	6,165,000
At 31 March	91,153,000	85,629,000

(v) Amounts recognised in the consolidated income statement and other comprehensive income are as follows:

	2018	2017
Current service cost	1,354,000	1,615,000
Net interest on net defined benefit asset	(701,000)	(476,000)
Total amounts recognised in the consolidated income statement	653,000	1,139,000
Actuarial gains	(1,556,000)	(1,346,000)
Return on plan assets, excluding interest income	(10,256,000)	(6,165,000)
Total amounts recognised in other comprehensive income	(11,812,000)	(7,511,000)
Total defined benefit costs	(11,159,000)	(6,372,000)

The retirement expense is recognised under staff costs in the consolidated income statement.

## 13 Employee retirement benefits (continued)

### The Group and the Board (continued)

#### (a) Defined benefit retirement plan (continued)

- (vi) The principal actuarial assumptions used as at 31 March 2018 (expressed as weighted averages) and sensitivity analysis are as follows:

	2018	2017
Discount rate	1.70%	1.30%
Future salary increases	4.50%	4.50%

The below analysis shows how the defined benefit obligation as at 31 March 2018 would have increased/(decreased) as a result of 0.25 percentage points change in the significant actuarial assumptions:

	2018		2017	
	Increase in 0.25 percentage points \$'000	Decrease in 0.25 percentage points \$'000	Increase in 0.25 percentage points \$'000	Decrease in 0.25 percentage points \$'000
Discount rate	(249)	253	(337)	343
Future salary increases	242	(240)	333	(329)

The above sensitivity analysis is based on the assumption that changes in actuarial assumptions are not correlated and therefore it does not take into account the correlations between the actuarial assumptions.

#### (b) Defined contribution retirement plan

The Board makes contributions to a defined contribution plan ("Choice Plan") in accordance with the terms stated in the Trust Deed. Under the Choice Plan, the employer is required to make 8% - 15% (2017: 8% - 15%) contributions of the employees' relevant income. Employees are not required to make contribution to the Choice Plan.

The Board also operates a Mandatory Provident Fund Scheme ("the MPF scheme") under the Hong Kong Mandatory Provident Fund Schemes Ordinance for employees employed under the jurisdiction of the Hong Kong Employment Ordinance and not previously covered by the Choice Plan. The MPF scheme is a defined contribution retirement scheme administered by independent trustees. Under the MPF scheme, the employer and its employees are each required to make contributions to the scheme at 5% of the employees' relevant income, subject to a cap of monthly relevant income of \$30,000. Contributions to the scheme vest immediately.



## 14 Reserve

	The Group		The Board	
	2018	2017	2018	2017
General fund at the beginning of the year	202,756,064	179,295,598	202,747,064	179,289,058
Surplus for the year	7,152,219	15,949,466	7,150,076	15,947,006
Other comprehensive income for the year	11,812,000	7,511,000	11,812,000	7,511,000
Total comprehensive income for the year	18,964,219	23,460,466	18,962,076	23,458,006
General fund at the end of the year	221,720,283	202,756,064	221,709,140	202,747,064

### General Fund

The General Fund represents the Group's and the Board's unallocated balances and surpluses. The use of the unallocated balances or surpluses requires prior approval from the Board and the Government.

Based on the understanding between the Government and the Board, the level of reserves held by the Group may increase to a level equivalent to four months of gross expenditure.

## 15 Commitments

At 31 March 2018, the Group and the Board had commitments in respect of the following:

The total future minimum lease payments under non-cancellable operating leases are payable as follows:

	The Group		The Board	
	2018	2017	2018	2017
Within 1 year	12,774,899	10,876,245	11,931,503	10,649,710
After 1 year but within 5 years	10,495,699	9,089,225	10,386,445	9,063,224
	23,270,598	19,965,470	22,317,948	19,712,934

The Group and the Board lease a number of properties and office equipment under operating leases. The leases typically run for an initial period from one to ten years, with an option to renew the leases when all terms are renegotiated for properties lease. None of the leases includes contingent rentals.

## 16 Financial instruments

Exposure to credit, liquidity, interest rate and foreign currency risks arises in the normal course of the Group's operations. These risks are limited by the Group's financial risk management policies and practices described below.

### (a) Credit risk

The Group's credit risk is primarily attributable to deposits with banks and financial institutions, cash at banks and debtors. Management has a credit policy in place and the exposures to these credit risks are monitored on an ongoing basis.

The Group's deposit placements with banks and financial institutions are with financial institutions based in Hong Kong and overseas with sound credit rating.

### (b) Liquidity risk

The Group's policy is to regularly monitor current and expected liquidity requirements to ensure that it maintains sufficient reserves of cash to meet its liquidity requirements in the short and long terms.

The following tables detail the remaining contractual maturities at the end of the reporting period of the Group's and the Board's financial liabilities, which are based on contractual undiscounted cash flows and the earliest date the Group and the Board can be required to pay:

#### The Group

	2018				
	Carrying amount/ total contractual undiscounted cashflow	Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 years but less than 5 years	More than 5 years
Receipts in advance	65,543,073	65,543,073	-	-	-
Accounts payable and accruals	214,837,497	206,578,122	3,305,647	2,196,514	2,757,214
	280,380,570	272,121,195	3,305,647	2,196,514	2,757,214

	2017				
	Carrying amount/ total contractual undiscounted cashflow	Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 years but less than 5 years	More than 5 years
Receipts in advance	48,480,079	48,480,079	-	-	-
Accounts payable and accruals	214,314,611	206,681,991	3,816,714	1,606,499	2,209,407
	262,794,690	255,162,070	3,816,714	1,606,499	2,209,407



## 16 Financial instruments (continued)

### (b) Liquidity risk (continued)

#### The Board

	2018				
	Carrying amount/ total contractual undiscounted cashflow	Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 years but less than 5 years	More than 5 years
Receipts in advance	65,543,073	65,543,073	-	-	-
Accounts payable and accruals	212,373,923	204,196,079	3,303,250	2,117,380	2,757,214
	277,916,996	269,739,152	3,303,250	2,117,380	2,757,214

	2017				
	Carrying amount/ total contractual undiscounted cashflow	Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 years but less than 5 years	More than 5 years
Receipts in advance	48,480,079	48,480,079	-	-	-
Accounts payable and accruals	211,750,375	204,117,755	3,816,714	1,606,499	2,209,407
	260,230,454	252,597,834	3,816,714	1,606,499	2,209,407

### (c) Interest rate risk

The Group has no financing from external parties other than Government subvention and the Group is not exposed to interest rate risk on financing.

Note 10 contains information about the effective interest rates of the Group's income-earning financial instruments at the end of the reporting period.

### (d) Foreign currency risk

#### Exposure to currency risk

The Group incurs expenses that are denominated in currencies other than Hong Kong Dollars ("HKD"), the functional currency of the Group, for the operations of the overseas offices. The currencies giving rise to this risk are primarily United States Dollars ("USD"), Japanese Yen, Australian Dollars, Canadian Dollars, Euros, Great Britain Pounds, Chinese Yuan, Singapore Dollars, New Taiwan Dollars and Korean Won.

## 16 Financial instruments (continued)

### (d) Foreign currency risk (continued)

#### Sensitivity analysis

The following table indicated the instantaneous change in the Group's surplus after tax and general fund that would arise if foreign exchange rates to which the Group has significant exposure at the end of the reporting period had changed at that date, assuming all other risk variables remained constant. In this respect, it is assumed that the pegged rate between the HKD and the USD would be materially unaffected by any change in movement in value of the USD against other currencies.

	2018		2017	
	Increase/ (decrease) in foreign exchange rates	Effect on surplus after tax and general fund	Increase/ (decrease) in foreign exchange rates	Effect on surplus after tax and general fund
Australian Dollars	5% (5)%	(265,672) 265,672	5% (5)%	(237,660) 237,660
Canadian Dollars	5% (5)%	(39,119) 39,119	5% (5)%	(52,400) 52,400
Chinese Yuan	5% (5)%	(293,781) 293,781	5% (5)%	(434,910) 434,910
Euros	5% (5)%	(145,346) 145,346	5% (5)%	(111,545) 111,545
Great Britain Pounds	5% (5)%	(204,804) 204,804	5% (5)%	(17,011) 17,011
Japanese Yen	5% (5)%	(122,756) 122,756	5% (5)%	(10,441) 10,441
Singapore Dollars	5% (5)%	(170,897) 170,897	5% (5)%	(192,392) 192,392
New Taiwan Dollars	5% (5)%	(97,048) 97,048	5% (5)%	(54,296) 54,296
Korean Won	5% (5)%	(196,706) 196,706	5% (5)%	(156,381) 156,381

Results of the analysis as presented in the above table represent an aggregation of the instantaneous effects on each of the Group entities' surplus after tax and general fund measured in the respective functional currencies, translated into Hong Kong dollars at the exchange rate ruling at the end of the reporting period for presentation purposes.

The sensitivity analysis assumes that the change in foreign exchange rates had been applied to re-measure those financial instruments held by the Group which expose the Group to foreign currency risk at the end of the reporting period. The analysis excludes differences that would result from the translation of the financial statements of foreign operations into the Group's presentation currency. The analysis is performed on the same basis for 2017.



## 16 Financial instruments (continued)

### (e) Fair values

All financial instruments are carried at amounts not materially different from their fair values as at 31 March 2018 and 2017.

## 17 Material related party transactions

Other than those disclosed elsewhere in the financial statements, no other material related party transactions were carried out in the normal course of the Group's business during the current and prior financial years.

## 18 Possible impact of amendments, new standards and interpretations issued but not yet effective for the year ended 31 March 2018

Up to the date of issue of these financial statements, the HKICPA has issued a number of amendments and new standards which are not yet effective for the year ended 31 March 2018 and which have not been adopted in these financial statements. These include the following which may be relevant to the Group.

	Effective for accounting periods beginning on or after
HKFRS 15, <i>Revenue from contracts with customers</i>	1 January 2018
HKFRS 9, <i>Financial instruments</i>	1 January 2018
HKFRS 16, <i>Leases</i>	1 January 2019

The Group is in the process of making an assessment of what the impact of these new issues or amendments is expected to be in the period of initial application. So far, the Group considers that the adoption of them is unlikely to have a significant impact on the Group's financial statements, except for HKFRS 16, *Leases*.

The application of HKFRS 16, *Leases*, is expected to lead to an increase in both assets and liabilities and to impact on the timing of the expense recognition in the income statement over the period of the lease.

The Group's operating lease commitments are disclosed in note 15, some of these amounts may therefore need to be recognised as lease liabilities, with corresponding right-of-use assets, once HKFRS 16 is adopted.

The Group will need to perform a more detailed analysis to determine the amounts of new assets and liabilities arising from operating lease commitments on adoption of HKFRS 16, after taking into account the applicability of the practical expedient and adjusting for any leases entered into or terminated between now and the adoption of HKFRS 16 and the effects of discounting.



