

HKTB at Home

香港旅遊發展局在港的工作

While a large part of the Board's marketing activities are conducted through the worldwide offices, the Head Office in Hong Kong fulfils a wide range of essential supporting roles, in addition to establishing and implementing the strategic direction of the organisation.

At a management level, the HKTB maintains a close watch on global tourism trends, keeps track of competitors' activities, conducts extensive market research and analysis, and develops the Board's overall marketing, business development and product development strategies. Meanwhile various

Head Office departments also provide worldwide support in key areas such as corporate communications, marketing communications, industry training and human resources, financial management, systems management and administration.

Other Head Office departments provide services that benefit Hong Kong's tourism-related industries at a local level by, for example, organising or co-ordinating events that can attract more visitors and increase their satisfaction, length of stay and spending; developing new tour itineraries to enhance visitors' experience; providing visitor information and services;

and promoting quality services and good hospitality to encourage repeat visits.

Strategic Planning & Marketing Communications

This division oversees the HKTB's planning and research functions, enabling key target markets and market segments to be carefully identified as well as monitoring visitor characteristics, spending behaviour and satisfaction once they arrive. It is

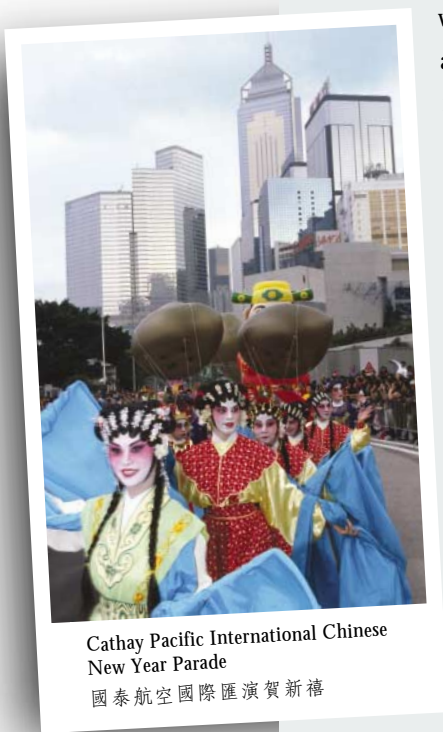
also responsible for developing the HKTB's marketing campaigns and branding, and for producing all promotional materials, including TV commercials, videos, exhibition stands, visitor literature and the consumer web site, DiscoverHongKong.com.

As part of efforts begun in 2001 to upgrade the quality and coverage of visitor survey data and reflect changing global tourism trends, a new departing visitor survey process was brought into operation during 2002. Among other enhancements, the new survey provides information on same-day in-town visitors as well as overnight visitors, while the fieldwork locations have been extended to additional border entry points. At the same time, the methodology for compiling tourism expenditure reports was revised to align with a new standard recommended by the World Tourism Organization for measuring the economic impact of tourism more comprehensively.

Strategic market studies were conducted for the Pearl River Delta and India, as well as for the cruise market, while special surveys were implemented to measure the effectiveness of major HKTB-organised events such as the HSBC Mega Hong Kong Sale, Hong Kong WinterFest and the Cathay Pacific International Chinese New Year Parade.

During year 2002/03, the Marketing Communications team reviewed and refined Hong Kong's destination image and positioning, and identified the destination "essence" that could be used to appeal to key market segments. A thorough assessment of visitors' and the trade's information needs was also conducted.

This information was used to establish comprehensive brand communications and application guidelines, and refine the "Life is..." communications platform for both global and localised brand strengthening campaigns during



Cathay Pacific International Chinese New Year Parade
國泰航空國際匯演賀新禧

旅

發局大部分的市場推廣活動透過全球辦事處進行，香港的總辦事處則專注於制訂及推行各項策略方向，並提供重要支援。

旅發局的管理層密切留意全球旅遊業的趨勢及競爭對手的舉措、進行廣泛的市場研究和分析，並按市場環境和實際情況制訂整體市場推廣、業務發展及產品發展的策略。同時，香港總辦事處的各部門就多個主要範疇支援全球辦事處，包括企業傳訊、市場傳訊、業界培訓及人力資源管理、財務管理、資訊系統管理及行政事務。

總辦事處其他部門提供的服務則能令香港的旅遊及相關行業受惠，例如組織或協調不同的活動以吸引更多旅客來港、提升他們對香港旅程的滿意程度、延長他們的留港時間、鼓勵他們增加消費；發展嶄新行程以提升旅客在港的旅遊體驗；提供旅遊資訊及服務；以及推廣優質服務和待客文化，鼓勵旅客再次來港。

策略籌劃及市場傳訊

策略籌劃及市場傳訊部主理旅發局的策劃及研究工作，審慎界定主要目標市場和客群、跟進訪港旅客的特徵、消費模式及對旅程的滿意程度；同時負責釐定旅發局市場推廣計劃及品牌形象、製作所有推廣素材，包括電視廣告、錄像短片、展板、旅遊刊物及消費者網站DiscoverHongKong.com。

旅發局自2001年開始致力提升訪港旅客調查數據的質素及涵蓋範圍，以反映環球旅遊業的趨勢，並於2002年推行全新的調查方法，分析離港旅客的資料。這全新的調查具備多項優點，其中包括提供有關入境不過夜旅客以及過夜旅客的資料，而訪查地點亦推展至更多入境口岸。與此同時，旅發局採用全新方法編訂旅遊消費報告，以配合世界旅遊組織為更全面量度旅遊業對經濟的影響而建議的新標準。

旅發局為珠江三角洲、印度，以及郵輪市場進行策略性市場研究，亦特別就旅發局舉辦的主要大型活動，例如「滙豐香港新世紀勁買」、「香港繽紛冬日節」及「國泰航空國際匯演賀新禧」等進行研究，衡量各項活動的成效。

在2002/03年度，負責市場傳訊的部門小組檢討及調整香港作為旅遊勝地的形象和定位，並界定各項能吸引主要市場客群的元素；又詳細評估旅客和旅遊業界對資訊的需求。

旅發局利用這些資料制訂全面的品牌形象傳訊及應用指引，在2002年以「感動是.....」這主題作為宣傳平台，在本地及全球推出強化香港品牌形象的推廣活動。在設計這項活動時，原意是要配合於2004年推出嶄新全球市場推廣計劃作好準備，但由於2003年3月香港發生「沙士」事件，旅發局隨即提前這項工作，務求在適當時機來臨時，立即推出這項嶄新的廣告宣傳攻勢，作為「全球旅遊推廣計劃」的主要部分。



The HKTB's DiscoverHongKong.com web site appears in 17 versions
旅發局的 DiscoverHongKong.com 網站現時有17個不同版本

2002. It was also designed to pave the way for developing a new global brand marketing campaign, originally planned for implementation in 2004. With the onset of Sars in March 2003, work on the project was immediately accelerated with a view to launching this new brand marketing initiative as soon as the timing was once again right, as a major component of the HKTB's Global Tourism Revival Campaign

Building on the brand positioning and research work already in hand, the Strategic Planning and Marcom teams gathered updated intelligence on post-Sars customer perceptions from visitor surveys and worldwide trade feedback, then evolved this into the new **Hong Kong – Live it, Love it!** campaign, which was rolled out worldwide from September 2003 onwards, beyond the current reporting period. This followed the implementation of the first phase of the Global Tourism Revival Campaign, aimed at luring back immediate arrivals with the aim of highly attractive offers from travel and related industry partners. The ongoing **Hong Kong – Live it, Love it!** campaign spearheads the second phase and is designated to strengthen the destination's long-term appeal.

Among major consumer publications produced in 2002/03 were *A Traveller's Guide* (the main promotional brochure distributed in overseas markets); the *Visitor's Kit*, and *Recommendation of the Month* brochures to tie in with the **City of Life: Hong Kong is it!** campaign. In addition, special promotional materials were developed for major events such as the HSBC Mega Hong Kong Sale, and a number of special interest publications newly produced or updated such as *Hong Kong Walks*, *Tell Your Hong Kong Story* and the simplified Chinese leaflet *Shopping & Dining Tips*. A TV commercial produced to support the HKTB's

family segment promotions in the short-haul markets, on the theme "Hong Kong is a non-stop playground", won several awards.

On the trade side, a new *Hong Kong Tour Menu* guide and updated editions of the *Travel Trade Manual*, the *Hong Kong Specialist* training manual and *Venue HK* were produced, as well as more than 20 special leaflets and annual research publications such as *A Statistical Review of Hong Kong Tourism*. The department also supported HKTB's participation in nine major international trade shows, conducted 16 new photo assignments, produced four new promotional videos and some 40 souvenir or gift items.

Currently 17 different versions of the HKTB's consumer web site, DiscoverHongKong.com, are now maintained and updated, including five country/regional sites and 11 local language sites. Between them they attract an average of 7.3 million page views a month, while monthly e-zines are distributed to over 50,000 subscribers. During 2002/03 a number of initiatives were implemented to upgrade the web site content, while improved search engines were also installed.

Tourism Marketing

The Tourism Marketing division is tasked with generating visitor arrivals through trade promotions, co-operative programmes with the travel trade at both local and international level and integrated consumer promotions. These co-ordinated and co-operative activities enable overseas marketing programmes to be conducted on a larger scale and have greater all-round impact, thus maximising the return on investment for all parties with both short- and long-term benefits.

This division is also responsible for promoting Hong Kong as the preferred venue for staging conventions, exhibitions and corporate events and as a calling point for cruise ships.



Hong Kong – Live it, Love it! global advertising campaign starring Jackie Chan
「香港 – 樂在此，愛在此！」全球廣告
宣傳活動由成龍擔綱演出

策略籌劃及市場傳訊部運用旅發局已建立的品牌定位和已有的研究資料，再根據旅客調查搜集「沙士」事件後消費者對香港觀感的最新情報，加上全球旅遊業界的反應，構思出全新的「**香港－樂在此，愛在此！**」全球廣告宣傳活動，並於本年報涵蓋的期間之後，即2003年9月開始，陸續在全球推出。在「全球旅遊推廣計劃」的第一階段，旅發局以業界及相關界別提供的獨特優惠，吸引旅客即時訪港，而「**香港－樂在此，愛在此！**」宣傳活動正是這計劃踏入第二階段的重點項目，目的是要鞏固香港長遠的旅遊吸引力。

旅發局製作多份主要消費者刊物，包括在各地市場派發的主要宣傳小冊子《香港旅客指南》、《香港旅遊錦囊》、配合**动感之都：就是香港！**大型旅遊推廣項目的《每月推介》；又為多項主要大型活動，例如「滙豐香港新世紀勁買」特別設計及製作各種宣傳品，另全新製作或更新多份針對特別旅遊興趣的刊物，例如《香港漫步遊》、《香江故事共尋覓》及以簡體字編印的《購物及餐飲消費錦囊》。專為短途市場家庭客群而製作的《香港是個不關門的遊樂場》電視宣傳短片更奪得多項大獎。

業界刊物方面，旅發局編印全新的《香港觀光行程參考手冊》、重新修訂《香港旅遊業務手冊》、《香港嚮導》培訓手冊、《Venue HK》，以及製作20多款特別小冊子、調查年報如《香港旅遊業統計》。年內，策略籌劃及市場傳訊部就旅發局參與9項重要的國際旅遊展覽會提供支援，進行16項全新的攝影項目，並製作4輯全新的宣傳短片及40多種紀念品或禮品。

旅發局不斷更新消費者網站DiscoverHongKong.com，現時有17個不同版本，包括5個國家/地區網站及11個因應不同市場語言編製的網站。這些網站每月平均吸引730萬瀏覽頁數，另外，每月出版的電子雜誌亦傳送至5萬多個訂閱用戶。在2002/03年度，旅發局推行多項工作以提升網站的內容，並裝設功能更佳的搜尋器。

旅遊推廣

旅遊推廣部的工作是藉著舉辦多項業界推廣活動，並與香港和國際旅遊業界合辦綜合性消費者推廣活動，吸引更多旅客來港。統籌和聯合舉行這些推廣活動，能令各地的市場推廣計劃更具規模地進行，在各方面取得更大的效益，並為各界取得最豐碩的長線和短線投資回報。

旅遊推廣部並負責推廣香港為舉行會議、展覽、企業活動的理想地點，以及郵輪的理想停泊港口。

2002/03年度，旅發局參與9項在世界各地舉行的大型國際旅遊展銷會，從中推廣香港，並率領五個香港旅遊業代表團分別前赴英國、日本、韓國、東南亞及內地與當地業界交流。



A travel mission led by the HKTB was organised for the Hong Kong tourism industry to meet their counterparts in Korea

旅發局率領香港旅遊業代表團前赴韓國與當地業界交流

During year 2002/03, the HKTb organised Hong Kong's participation in nine major international trade shows around the world and led five travel missions from the Hong Kong tourism industry to meet their counterparts in Britain, Japan, Korea, Southeast Asia and Mainland China.

Meanwhile, 66 trade familiarisation groups comprising 984 members were invited to Hong Kong to see the city's new tourism products for themselves and meet local industry representatives. Four Contract Hong Kong visits were also organised for the product planners and contracting managers of travel wholesalers and tour operators from Europe, Australia and New Zealand, Southeast Asia and Taiwan.

a key element of the division's responsibility. In 2002, Hong Kong hosted 255 conventions and exhibitions, a 3% increase on the 2001 figure, bringing 379,567 international visitors to the city, an 8% increase. The average intended per capita spending of convention and exhibition visitors in 2002 was HK\$13,346, a high figure that emphasises the importance of this high-yield market to Hong Kong.

Among major international events staged in 2002 were ITU (International Telecommunications Union) Telecom Asia 2002, with 10,000 participants; the 16th World Congress of Accountants with 5,000; the 41st OSEAL (Orient & South East Asia Lions) Forum with 4,000; and the prestigious Forbes Global CEO Forum, attracting some 350 leading world business figures.

To share the HKTb's global marketing plans and strategies with the Hong Kong tourism industry, a major trade forum called Achieving New Heights was organised in January 2003, attended by more than 520 industry representatives.

Special efforts were made to lure major international conventions to Hong Kong during the non-peak seasons, resulting in a number of successful bids being won during the year. A new edition of *Venues, The Official Convention, Exhibition and Incentive Travel Facilities Guide* was mailed to some 5,000 locally-based professional, business and community leaders to enlist their support in bringing major events to Hong Kong.

The city also played host to 1,559 corporate meetings and incentive movements in 2002, bringing a further 111,725 international visitors. Much of this business is regional and special initiatives were taken to attract new business from the Taiwan and Korean markets, through the distribution to key corporate decision makers and specialist travel agents of local language versions of the HKTb's *Incentive Guide*.

As a further initiative to co-ordinate citywide efforts in promoting Hong Kong as a preferred conference, trade show and corporate meetings destination, the HKTb spearheaded the establishment of the



The HKTb's trade web site underwent substantial revisions in 2002

旅發局於2002年更新為業界而設的網站，煥然一新

The HKTb's web site for trade partners, PartnerNet, was substantially revamped during 2002 to provide a refreshing new look, expanded content, improved categorisation and easier navigation.

A number of new tours were developed in conjunction with the local travel trade to capitalise on HKTb-organised mega-events and develop visitor interest in Hong Kong's contrast of city, harbour and green attractions – one of the city's core strengths. The tour development team is also now focusing its attention on tours that will appeal to individual visitors from Mainland in the light of recent visa liberalisations for this segment.

Promoting Hong Kong internationally as a venue for conventions, exhibition and corporate events is

此外，旅發局邀請66個海外旅遊業考察團共984位代表到訪香港，體驗香港最新的旅遊產品，並與香港業界代表會面。與此同時，旅發局4度舉辦業界訪港交流團，邀請歐洲、澳洲、新西蘭、東南亞和台灣的旅遊批發商及旅遊經營商的旅遊產品籌劃人員及合約經理來港考察。

為了與香港旅遊業界分享旅發局的全球市場推廣計劃和策略，旅發局於2003年1月舉辦「齊創新高峰」大型旅遊業論壇，共520多位業界代表參加。

旅發局在2002年更新專為業界夥伴而設的網站「旅業網」，不但設計煥然一新，更加強內容和改善分類，令瀏覽網站更加簡便。

旅發局與本港旅遊業界合作設計一系列全新觀光行程，務求善用旅發局舉辦的大型活動，並開拓旅客對欣賞香港的都會、海港和綠色郊野景致強烈對比的興致，這亦正是香港重要的旅遊優勢之一。隨著內地逐漸放寬個人遊政策，負責觀光業務發展的同事亦正集中開拓適合內地旅客的行程。

旅遊推廣部的一項重要職責，是在國際間推廣香港為舉行會議、展覽和企業活動的理想地點。2002年在香港舉行的會議及展覽活動共255項，比2001年增加3%，為香港帶來379,567位國際旅客，比對上一年增加8%。這類旅客在2002年的人均預算消費為13,346港元，反映了這高收益市場對香港的重要性。

2002年在港舉行的的大型國際活動包括：國際電訊聯盟舉辦的2002年亞洲電訊會議，參加者共10,000人；第16屆會計師全球大會，參加者共5,000人；第41屆東方及東南亞獅子會論壇，參加者共4,000人；以及聲名卓著的福布斯全球行政總裁論壇，全球350位商界翹楚出席盛會。

旅發局特別致力吸引大型國際會議在旅遊淡季來港舉行，年內成功落實多項大型活動，又修訂專門介紹香港會議、展覽和獎勵旅遊設施的刊物《Venues》，並寄發予約5,000位在港的專業人士、商界和社會賢達，爭取他們支持在港舉行大型活動。

2002年，在香港舉辦的企業會議及獎勵旅遊活動共1,559項，為香港帶來111,725位國際旅客，這些活動多屬地區性，旅發局並加強向台灣和韓國企業的決策者和籌辦主題旅遊活動的代理商進行推廣工作，寄發以當地語言編印的《獎勵旅遊操作手冊》。

為進一步鼓勵本港各界推廣香港為舉辦大型會議、展銷會和企業會議的理想地點，旅發局於2002年12月推動公營和私營機構合作，成立香港會議、展覽及企業活動市場推廣工作小組，成員包括政府、旅發局、場地營運機構、活動籌辦機構、航空公司、酒店和旅行代理商的代表。



Brochures aimed at the Convention, Exhibition and Incentive segments
為會議、展覽和獎勵旅遊市場製作的刊物

Hong Kong Convention, Exhibition and Corporate Events Marketing Forum in December 2002. The Forum is a model of public and private sector co-operation comprising representatives from Government, the HKTB, venue operators, event organisers, airlines, hotels and travel agents.

Destination Marketing

This division is responsible for all aspects of enhancing visitors' experience in Hong Kong including new product development and management, event development and management, segment marketing, visitor services and local tourism-related trade partnership initiatives such as the Quality Tourism Services (QTS) scheme.

The HKTB also spearheads the industry's efforts to attract international cruise ship calls to Hong Kong and reinforce its status as a major regional cruise hub. In 2002, there were 37 international ship calls bringing 288,992 overseas passengers. Hong

Kong is additionally the homeport to a number of regional cruise ships and this has helped the HKTB to develop with the trade a number of fly-cruise packages based on Hong Kong.

A Cruise Market Study commissioned by the HKTB to assess the growth potential of this market was completed in September 2002. It identified strong opportunity for Hong Kong to establish itself as the premier cruise hub for South China and estimated the potential economic benefit to be as much as HK\$3.3 billion a year by 2010. It also made recommendations for hardware and software improvements that could help ensure the growth opportunities were fully exploited. One resulting initiative is the formation of a joint public and private sector Cruise Forum to share market intelligence, expand co-operation between the various parties and promote Hong Kong as a cruise destination. The Forum first met in December 2002.

The HKTB staged several major events during the period under review, as part of the **City of Life: Hong Kong is it!** marketing campaign. The HSBC Mega Hong Kong Sale held from 15 June to 31 August 2002 was Hong Kong's first co-ordinated citywide shopping festival and attracted the participation of some 2,200 retail and dining outlets. It also featured a lucky draw offering over HK\$10 million worth of prizes to shoppers who spent HK\$300 or more at participating outlets. Some 3.52 million visitor arrivals were recorded during the 11-week Mega Sale period, including 130,000 visitors on special shopping tour packages.

The Best of the Best Culinary Awards 2002, staged for the second year with the finals in October, attracted a record 380 entries in four new categories. Designed to help visitors identify and enjoy the finest examples of classic Hong Kong dishes, this event has brought significant extra business to the award-winning restaurants.

Hong Kong WinterFest, held from 1 December 2002 to 5 January 2003, was designed to package and promote the city's many seasonal attractions during this period including the festive harbour lighting, shopping, dining and Christmas events. To epitomise Hong Kong's fusion of Western and Chinese cultures, a 10-storey high "Christmas Wishing Tree" was erected at Golden Bauhinia Square. Another highlight was a 17-day City of Life Street Carnival held in the adjoining piazza, which attracted nearly 300,000



Hong Kong WinterFest, supported by New World Development, promoted the city's seasonal attractions
「香港繽紛冬日節」由新世界發展全力支持，
推廣香港在冬季的各種旅遊特色

旅發局亦推動業界吸引國際郵輪來港，以鞏固香港作為區內的郵輪樞紐的地位。在2002年，訪港的國際郵輪共37艘次，帶來288,992位國際旅客。此外，香港亦是區內多艘郵輪的基地港口，有助旅發局與業界合力發展以香港為基地的航空及郵輪組合旅程。

旅發局委託顧問進行一項郵輪市場研究，以評估這市場的發展潛力。這項研究於2002年9月完成，確認香港極具潛力發展成為華南地區首屈一指的郵輪樞紐，並預計到2010年，郵輪旅遊每年能為香港帶來多達33億港元的經濟收益。研究亦就改善郵輪市場的硬件和軟件配套提出建議，以協助香港把握發展契機。基於這份研究報告，旅發局與業界組成郵輪旅遊工作小組，分享市場資訊及加強合作，推廣香港為郵輪旅遊目的地；工作小組於2002年12月召開首次會議。

市場推廣

市場推廣部專責提升旅客在香港各方面的旅遊體驗，包括發展及管理嶄新旅遊產品、節目發展及統籌、向不同市場層面進行推廣、旅客服務及與本港業界合作籌辦活動，如「優質旅遊服務」計劃。

動感之都：就是香港！大型旅遊推廣項目旗下的多項大型活動亦在本年報涵蓋的期間舉行。由2002年6月15日至8月31日舉行的「滙豐香港新世紀勁買」，是本港首項全城響應的大型購物活動，吸引約2,200家零售戶和食肆參與，活動期間更舉辦幸運大抽獎，在參與戶消費滿300港元或以上均可參加，獎品總值超過1,000萬港元。在「香港新世紀勁買」舉行的11個星期內，訪港旅客約達352萬人次，其中13萬更是參加特色購物行程來港的旅客。



The HSBC Mega Hong Kong Sale was Hong Kong's first co-ordinated citywide shopping festival
「滙豐香港新世紀勁買」是本港首項全城響應的大型購物活動

一年一度的美食盛事「美食之最大賞」踏入第二屆。2002年的比賽推出4個嶄新美食組別，參賽菜式破紀錄達380款，並於10月舉行決賽。旅發局舉辦這項比賽的目的，是要向旅客推廣香港地道的經典美食，同時為得獎食肆帶來更多業務良機。

由2002年12月1日至2003年1月5日舉行的「香港繽紛冬日節」，重新包裝及推廣香港在冬季的各種旅遊特色，例如維港節慶燈飾、購物樂趣、美食及聖誕慶祝活動。為進一步突顯香港融會中西文化的特質，旅發局在灣仔金紫荊廣場設置一株相等於10層樓高的「千色許願樹」，並舉行為期17天的「動感熱舞嘉年華」，邀請了來自美國、英國、內地、台灣和香港的54位演藝界知名人士呈獻精彩表演，現場還設有40個飲食及娛樂攤位，共吸引近30萬人參加。

「國際匯演賀新禧」已成為每年一度世界知名的賀歲巡遊節目。在羊年大年初一，即2003年2月1日，近50支來自香港及全球各地的花車和表演隊參與歷時一個半小時的巡遊，夾道欣賞的觀眾達25萬人，全球各地亦有數以億計的電視觀眾透過直播或轉播欣賞這項精彩節目。

spectators. The carnival included stage performances by 54 popular artists from the US, the UK, Mainland China, Taiwan and Hong Kong, as well as 40 food and entertainment booths.

The International Chinese New Year Parade, now a world-famous annual event, was staged on the first day of the Year of the Goat, 1 February 2003 and featured a 1½-hour procession of nearly 50 local and international floats and performing groups. It attracted 250,000 spectators along the route and millions more viewers through live or delayed TV broadcasts around the world.



Visitor Information & Services Centre
旅客諮詢及服務中心

As a further part of the HKTB's efforts to establish Hong Kong as the Events Capital of Asia, the division works with the organisers of third-party events that have visitor potential to help them publicise these events to the travel trade and in-town visitors. Among events attracting extensive overseas participation in 2002/03 were the Hong Kong International Races (horseracing), the Hong Kong Marathon, the Hong Kong Sevens (rugby), the Hong Kong Arts Festival, the musical *Singin' in the Rain* and concerts by leading local, regional and international stars such as Cliff Richard, The Cranberries, Yumi Matsutoya, F4, Alan Tam and Jacky Cheung.

The HKTB provides Visitor Information & Services Centres in Central on Hong Kong Island and at Tsim Sha Tsui in Kowloon, as well as information counters at Hong Kong International Airport. During the period under review, these centres assisted 1.38 million visitors, distributed 10.2 million items of visitor literature and handled 73,857 written, telephoned or e-mailed enquiries.

Self-service information racks are also provided at many other entry points, hotels and tourist

attractions. During 2002/03 the number was increased from 61 to 141.

To increase visitors' awareness of special events and promotions by proactively handing them welcome packs on arrival, the HKTB has enhanced its "Meet & Greet" services at major entry points, especially at peak periods such as Chinese New Year and the two Mainland "Golden Week" holidays in May and October.

A new initiative in 2002 was the "Hong Kong Must Buy" programme, designed to stimulate spending by promoting to visitors a selection of attractive and typical souvenir items. The six most popular choices, determined by a poll among residents and visitors, were identified as handicrafts, Chinese clothing, Chinese tea, gold jewellery, Chinese assorted cakes and Chinese-style tableware.

An enhanced version of the popular *Cultural Kaleidoscope* programme was launched in June 2002, featuring a number of new or enriched elements. This programme is targeted at individual travellers, especially those from the long-haul markets, who want to experience Hong Kong's unique culture for themselves and learn more about it from experts. New elements introduced included the *Duk Ling* Chinese junk ride; a Guided Architecture Tour of landmarks in Central, hosted by local architects; a Chinese Clothing Appreciation class; and Pearl & Jade Grading/Appreciation classes. Meanwhile popular existing elements such as *tai chi* classes were increased in frequency and a Japanese version of the Cantonese Opera Appreciation Tour introduced.

Customised programmes have also been developed for increasing the satisfaction and spending of certain specialised market segments such as servicemen, same-day in-town visitors and transit passengers. Visitor information was provided to some 30,000 servicemen arriving on 19 foreign warships during 2002. Production of an *In-Transit Guide* was started

旅發局為進一步推廣香港為「亞洲盛事之都」，市場推廣部與其他節目籌辦機構合作，向旅遊業界及訪港旅客推廣對旅客極富吸引力的節目。在2002/03年度吸引大批國際旅客來港的盛事包括：香港國際賽事(賽馬)、香港馬拉松、香港國際七人欖球賽、香港藝術節、音樂劇《Singin' in the Rain》，以及香港、亞洲及國際歌手舉行的音樂會，包括奇里夫李察、The Cranberries、松任谷由實、F4、譚詠麟及張學友。

旅發局在港島中環及九龍尖沙咀均設有旅客諮詢及服務中心，在香港國際機場亦設有諮詢櫃台。在本年報涵蓋期間，這些諮詢中心及櫃台共為138萬旅客提供服務，並派發1,020萬份旅遊刊物，處理的書面、電話或電郵查詢共73,857個。

旅發局亦在多個其他入境口岸、酒店及旅遊點設置旅遊資料架，在2002/03年度，這些資料架的數目由61個增加至141個。

為加強向旅客推介本港的特備節目和推廣活動，旅發局主動在各主要入境口岸向抵港旅客派發歡迎禮包，並特別在農曆新年、每年5月和10月內地的「黃金周」等旅遊旺季加強服務，歡迎旅客蒞臨。

2002年旅發局舉辦嶄新的「香港必買手信」推廣活動，邀請廣大市民和旅客投票選出既富吸引力又能代表香港的商品，藉此刺激旅客在港的消費。六款最受歡迎的「香港必買手信」分別是「手工藝品」、「中式服裝」、「茶葉」、「金飾」、「中式餅食」和「中式食具」。

「文化萬花筒」活動一向備受旅客歡迎，旅發局在2002年6月以全新面貌再度推出這項活動，並加入多項嶄新元素，令節目更加豐富。「文化萬花筒」主要針對渴望親身體驗，並能向專家學習香港獨特文化的個人旅客，特別是長途市場的旅客。新加入的元素包括乘坐中式帆船「鴨靈號」暢遊海港；由本地建築師帶領、賞覽中區地標建築物的導賞遊；華服欣賞班，以及珠寶玉石鑑賞班。與此同時，一向備受歡迎的項目如太極班，更增加舉辦次數，另外又推出日語版本的粵劇導賞班。

旅發局亦為特定的客群，例如軍人、入境不過夜旅客和過境旅客推出特別設計的節目，以提升他們在港旅遊的滿意程度，鼓勵他們增加消費。在2002年度，旅發局曾為19艘抵港軍艦的約3萬位軍人提供有關本港的旅遊資訊；又開始籌劃製作《香港過境自在遊》，協助過境旅客充分利用留港時間，並鼓勵他們下次來港逗留更長時間。此外，旅發局進行研究，進一步探討這些重要客群的需要、興趣及消費模式。



Duk Ling Chinese junk ride
乘坐中式帆船「鴨靈號」暢遊海港

to help transit passengers make the most of their short stay in Hong Kong and encourage them to stay longer on the next visit. In addition, research was conducted into the needs, interests and spending behaviour of all these significant segments.

Since the cessation of the former Hong Kong Tourist Association's membership system in 2001, the division has worked closely with partners from the retail, catering and associated industries, as well as with district associations and other commercial sectors, to foster their support for tourism and encourage the provision of quality services.

A major responsibility is administration and promotion of the Quality Tourism Services (QTS) scheme, launched in November 1999, which provides accreditation of those shops and restaurants that meet stringent quality service criteria in five key areas. As at March 2003, there were 1,164 QTS accredited merchants representing 3,557 outlets. Following a strategic review of the QTS scheme in 2002, the Board has approved an enhancement plan which will be implemented in 2003/04, and include further strengthening of the QTS criteria and expansion into other tourism-related sectors.

The HKTB also administers the Tourism Services Award as part of the Government's annual Hong Kong Awards for Services. In 2002 the Tourism Services Award attracted the most entries of any category, 71, with 47 coming from small and medium-sized enterprises.

by ensuring that the Board's initiatives and key messages are communicated clearly and effectively to industry stakeholders and opinion formers both locally and worldwide.

The division establishes and implements the HKTB's overall communications strategies, as well as monitoring issues of possible impact on tourism and developing crisis communications programmes where necessary to minimise any potential damage to Hong Kong's reputation as a destination. It also capitalises on events or products promoted by other divisions to maximise favourable publicity for the HKTB and Hong Kong.

Besides developing the HKTB's key messages, the division ensures that they are disseminated in a consistent and effective manner locally and worldwide and through all types of literature, feature articles, media releases, presentations and public statements produced across different sections of the organisation.

A key role at the corporate level is promoting awareness and understanding of the HKTB's functions and strategies among major industry stakeholders including Government departments and agencies, the local and international business community and the Hong Kong public at large. Nearly 50 speaking engagements were arranged in 2002/03 for senior managers to communicate HKTB's activities to stakeholders. This helped strengthen their awareness of the importance of tourism to the economy and solicit their support and participation in the Board's activities.

At a local level, the division organises regular media functions and briefings to publicise HKTB events, new products, or other developments, and ensure that the local and international media based in Hong Kong are familiar with the Board's activities. Some 34 such functions were staged during the year and over 70 media interviews arranged, generating publicity worth HK\$150 million. In addition, the



Media functions and briefings were organised to publicise HKTB events, new products and other developments

透過傳媒活動和簡報會推廣旅發局舉辦的大型節目、嶄新的旅遊產品和發展項目

Corporate Communications & Public Relations

The Corporate Communications & Public Relations division is responsible for establishing a positive image for the HKTB and its activities as a marketer and facilitator of Hong Kong tourism,

自前香港旅遊協會在2001年取消會員制度後，市場推廣部一直與零售、飲食及有關行業、全港地區組織，以及其他業界緊密合作，以爭取他們對旅遊業的支持，並鼓勵他們提供優質服務。

市場推廣部的另一項重要職能，是管理及推廣「優質旅遊服務」計劃。這計劃於1999年11月推出，零售商舖和食肆在5個主要範疇中符合嚴格優質服務準則便可成為這計劃的認證商戶。截至2003年3月，獲得「優質旅遊服務」計劃認證的商戶共1,164家，合共3,557間商舖。2002年，旅發局就這項計劃進行策略檢討，並落實於2003/04年度推動「優質旅遊服務」進入新里程，包括進一步提升參加計劃的基本要求，以及將計劃擴展至其他與旅遊業有關的界別。

旅發局亦負責統籌政府每年舉辦的「香港服務業獎 — 旅遊服務」，在2002年，參與比賽的機構共71家，是各個比賽類別之冠，其中47家屬中、小型企業。

企業傳訊及公關

企業傳訊及公關部的主要職能，是要為旅發局確立一個正面形象，使外界清楚了解旅發局是一個專責推廣香港、促進香港旅遊業發展的市務機構，並清晰和有效地向本地和全球旅遊業界及具影響力人士發放有關旅發局的工作和香港的主要訊息。

企業傳訊及公關部專責為旅發局制訂及推行整體的傳訊及公關策略，同時密切監察任何可能影響旅遊業的事項，需要時制訂緊急事故通報計劃，務求盡量減少事故對香港作為旅遊勝地的影響。企業傳訊及公關部利用其他部門舉辦大型盛事和推出旅遊產品的機會，為旅發局及香港營造有利宣傳。

除為旅發局擬定主要訊息外，企業傳訊及公關部亦與其他部門緊密聯繫，使主要訊息能以統一而有效的方式，透過不同的渠道在本港及全球發放，包括各類文章、專稿、新聞稿、簡介會和公告等。

在企業層面，企業傳訊及公關部其中一項主要職責，是向業內具影響力的組織和領導，包括政府部門和有關機構、本地及國際商業機構，以至廣大市民積極推廣香港旅遊業，加強各界對旅發局職能及宣傳策略的認識和了解。在2002/03年度，企業傳訊及公關部為旅發局高級行政人員安排近50項演說活動，藉此向業內具影響力的組織和領導介紹旅發局的工作，加強他們認同旅遊業對本港經濟的重要性，並爭取各界支持和參與旅發局舉辦的活動。

在本港，企業傳訊及公關部定期舉辦傳媒活動和簡報會，積極推廣旅發局舉辦的大型節目、香港嶄新的旅遊產品和發展項目，確保本地及駐港的國際傳媒清楚旅發局的工作。年內，企業傳訊及公關部共安排34項有關活動，以及超過70項傳媒訪問，取得相等於1.5億港元的宣傳效應；處理超過2,000項本地及國際傳媒查詢，約600項學生、政府部門及社團組織的查詢，增進各界人士認識和支持旅發局工作。



In 2002/03, the HKTB played host to 1,258 visiting journalists from 32 countries
 旅發局在2002/03年度共接待分別來自32個國家和地區的1,258位國際傳媒代表

division handled over 2,000 local and international media enquiries, along with some 600 enquiries from students, government departments and community organisations – another important means of fostering local awareness and support.

A further major function is guiding and complementing the public relations activities of the worldwide offices – for example, by hosting Hong Kong familiarisation visits for representatives from their local media. In 2002/03, 1,258 visiting journalists were hosted from 32 countries, an investment that generated more than HK\$1.294 billion worth of positive overseas publicity for Hong Kong. The division also organised special events such as the Hong Kong Shopper of the Year contest finals, held in Hong Kong in July 2002 as the culmination of local promotions staged in various markets worldwide earlier in the year to publicise the Mega Hong Kong Sale.

The Legal Department undertook a number of activities to ensure the HKTB's compliance with new intellectual property legislation, strengthen the copyright protection of the Board's own "red junk" and Quality Tourism Services logos, and combat any unauthorised use.

As well as supporting other departments in the upgrading of the DiscoverHongKong.com and PartnerNet web sites, the Systems Department launched an enhanced version of the Tourism Databank, which is designed to facilitate information gathering and strengthen the data resources available to Hotline and Visitor Services staff. The system is integrated with DiscoverHongKong.com so that potential visitors have access to key tourism information. The department also completed its planning and solutions evaluation of the data warehousing project during 2002, and has now started systems design and development.



Hong Kong Shopper of the Year presentation
「香港購物通」決賽頒獎儀式

Corporate Support

Providing corporate support and services in support of the worldwide operations is another essential part of HKTB's Head Office role. Responsibilities of the Corporate Support division include Business Performance Monitoring, Financial Management, Industry Training and Human Resources, Legal Counsel, Office Administration, and Systems & Process Management.

As a further enhancement to the HKTB's PartnerNet web site for trade partners, the Industry Training Department launched the first phase of a new section on Tourism Careers & Training. It provides information on career opportunities in different sectors of the local tourism industry for both school leavers and in-service personnel, as well as information on educational and training resources and contact details for major tourism education service providers.

To ensure that the HKTB's procurement policies are fair, transparent and cost-effective, a detailed review was conducted during the year, benchmarking the Board's policies against those of five other public organisations.

The Corporate Support division is also responsible for administering the Tourism Orientation Programme (TOP), a Government-sponsored programme designed to help raise hospitality standards and enhance visitors' satisfaction by allowing 400 people to gain front-line experience as "Tourism Hosts" over a two-year period. The programme was launched in July 2002 and has proved very popular both with participants and more than 60 tourism partners who have provided the workplace opportunities, as well as attracting positive feedback from visitors. A total of 133 Tourism Hosts have since completed their one-year programme and many of them have found permanent positions within the industry. A further 284 candidates have now been recruited for the 2003/04 programme.

企業傳訊及公關部的另一項重要工作，是為全球辦事處的公關活動給予指引並配合有關活動，例如為來自不同市場的傳媒代表組織訪港考察活動。在2002/03年度，企業傳訊及公關部共接待1,258位國際傳媒代表，他們分別來自32個國家和地區，在全球各地為香港營造超過12.94億港元的宣傳效益；同時又舉辦其他特備活動，如2002年初，各地辦事處為配合「香港新世紀勁買」在不同市場舉辦「香港購物通」比賽，企業傳訊及公關部隨後在7月，在香港為這活動舉行決賽盛事。

企業行政部

總辦事處其中一項重要職能是為全球的運作提供企業行政及支援服務。企業行政部的職責包括業務指標管制、財務管理、業界培訓及人力資源、法律顧問、行政事務，以及資訊系統及業務流程管理。

為進一步強化專為業界而設的網站「旅業網」，業界培訓部在網站內推出新環節，上載有關旅遊業就業和培訓的第一階段資料，為畢業生及在職人士提供業內不同界別的就業資訊，以及有關各主要旅遊教育機構的學術、培訓資源和聯絡詳情。

法律顧問部確保旅發局遵守有關知識產權的新法例，並加強保障旅發局紅色帆船及「優質旅遊服務」標誌的版權，打擊非法使用這類標誌。

資訊系統部除與各個部門合作提升DiscoverHongKong.com網站及「旅業網」外，更強化旅遊業資料庫。設立這資料庫的目的，是要強化旅發局資料搜集的工作，並為負責旅遊熱線及旅客諮詢服務的同事提供詳盡而準確的旅遊資料。這系統與DiscoverHongKong.com相輔相成，方便有意訪港的旅客取得重要的旅遊資訊。資訊系統部在2002年內完成數據庫的策劃及程式評估，並已開始進行系統設計和發展工作。

為確保旅發局的採購政策公平、具透明度和合乎成本效益，旅發局在年內詳細檢討有關工作，並與另外5家公營機構的有關政策互相對照參考。

企業行政部亦負責管理「旅業英才實習計劃」。這項計劃獲得政府資助，在兩年內培訓400位「旅業英才」，讓他們獲取前線服務的工作經驗，協助提升香港整體的旅遊服務水平，同時讓旅客享受更稱心滿意的旅程。「旅業英才實習計劃」於2002年7月推出，獲得參加者及業界的熱烈響應，超過60家「合作機構」為「旅業英才」提供實習機會，旅客更給予非常正面的評價。在計劃的第一年，共有133位「旅業英才」完成啟導及實習課程，其中不少已受僱於旅遊或相關行業。2003/04年度，有284位申請者獲取錄，現正接受培訓。



Launched in July 2002, the Tourism Orientation Programme has proved very popular both with participants and more than 60 tourism partners
「旅業英才實習計劃」於2002年7月推出，獲得參加者及業界的熱烈響應





美食 Dining

