

Mainland China

中國內地

Mainland China provided more than half of Hong Kong's total visitors in 2005. The 12.54 million arrivals included a modest increase over 2004 that reflected the very high visitor base achieved that year, as well as the effects of a campaign encouraging citizens to visit domestic sites of historic importance. At least two out of five Mainland arrivals travelled under the Individual Visit Scheme (IVS), with consumption visitors giving a major boost to visitor numbers under the scheme.

2005年，整體訪港旅客中有超過一半為內地旅客，達1,254萬人次。內地旅客的增幅較2004年溫和，一方面是由於其基數已經非常龐大，再加上內地當局曾經大力鼓勵居民遊覽國內的歷史景點。隨著愈來愈多「個人遊」旅客來港消費及旅遊，在這趨勢的帶動下，每五名內地旅客之中，便最少有兩名是以「個人遊」形式訪港。

MARKET OVERVIEW

While the strong economy and growing middle class with increasing purchasing power are stimulating demand for outbound travel, Hong Kong faced intensified competition in its biggest source market. Mainland consumers have more choices arising from both the increased number of countries granted Approved Destination Status (ADS) for outbound travel, and the growth in direct international air services to and from Chinese cities.

Nonetheless, the ease of travel to Hong Kong under the Individual Visit Scheme (IVS) has resulted in a rapid growth in short-duration travel for shopping, dining and entertainment – known by the HKTB as “consumption visits” – by residents of neighbouring areas of Guangdong province, as well as stimulating cross-border weekend, business and MICE travel. During the year 2005/06, the scheme was extended to the cities of Chengdu, Dalian, Shenyang and Jinan, and its gradual expansion to new source markets will continue to offer new opportunities for the HKTB to tap the Mainland's vast potential.

MARKET STRATEGIES

As the Mainland market encompasses huge variations in consumer aspirations and preferences, the HKTB's marketing strategies take into account these differences, as well as the various degrees of maturity of each region.

The greatest growth opportunities in the Mainland lie among families, young people, IVS and consumption visitors, and business travellers (including MICE visitors), who all reside in primary and high-growth cities. In raising brand awareness among these key segments, the HKTB

市場概覽

內地經濟表現強勁，加上消費力愈來愈強的中產人士數目持續增加，正刺激外遊的需求。不過，香港在這個最大的客源市場，正面對激烈的競爭，因為獲內地批准的境外遊目的地，以及往來中國各城市的國際直航服務增加，內地消費者的選擇已愈來愈多。

然而，由於「個人遊」措施方便不少廣東省鄰近地區的旅客來港短暫旅遊，享受購物、飲食及娛樂的樂趣，令這類「消費旅遊」客群迅速增長。同時，「個人遊」亦促進了跨境的周末旅遊，以及商務和會議、展覽及獎勵旅遊。在2005/06年度，「個人遊」措施更進一步延伸至成都、大連、瀋陽和濟南；隨著「個人遊」不斷擴展至新的客源市場，旅發局可以把握新的機遇，開拓內地市場龐大的潛力。

推廣策略

由於內地各省市的消費者各有不同的需求和喜好，旅發局在制訂市場推廣策略時，亦充分考慮這些差異，並同時顧及不同地區的發展程度。

在內地，居住於主要及高增長城市的家庭、年輕人、「個人遊」及「消費旅遊」客群，以及商務旅客（包括會議、展覽及獎勵旅遊的客群），均具有優厚的增長潛力。為了令這些主要客群更加認識香

promotes Hong Kong's multi-dimensional appeal and rides on the 2006 Discover Hong Kong Year promotional platform to stimulate interest in travel to Hong Kong.

2006 Discover Hong Kong Year

The first key initiative in rolling out 2006 Discover Hong Kong Year in the Mainland was a nationwide image-building campaign leveraging the TV series *Hong Kong – Through the Eyes of Celebrities*. Covering Hong Kong's diverse attractions, the nine-episode series featured such personalities as Jackie Chan, Andy Lau, Karen Mok, Olympic gold medallist Fu Mingxia and entrepreneur Ding Lei. Its screening in over 100 cities across the country achieved mass-market coverage and effectively targeted all key segments.

The HKTB also leveraged events, such as the New Year countdown in Hong Kong's Times Square, which was broadcast by Zhejiang TV, and the trade and PR launch in Beijing in March 2006. A year-long advertising co-operation to promote various themes encompassed by 2006 Discover Hong Kong Year was launched with three Mainland magazines in January 2006, while Dragon TV was invited to Hong Kong to produce a three-part series introducing new itineraries and attractions to Mainland visitors.

Boosting Hong Kong's appeal to China's families

As visitors from the family segment represent 41% of all overnight vacation arrivals to Hong Kong, yet only 21% of them travel with their children, the HKTB identifies great growth potential. The Board sought to increase the

港，旅發局一方面推廣香港多層面的旅遊吸引力，另一方面則透過「2006精采香港旅遊年」這個推廣平台，刺激旅客訪港的意欲。

「2006 精采香港旅遊年」

旅發局在內地開展「2006精采香港旅遊年」推廣活動的頭砲，是透過推出電視專題片「星星細語香港情」，在全國加強推廣香港的形象。一共九輯的節目，邀得多位名人，包括成龍、劉德華、莫文蔚、奧運金牌得主伏明霞及企業家丁磊等，向內地旅客介紹香港多元化的旅遊特色。「星星細語香港情」在國內超過100個城市播映，覆蓋多個市場及所有主要客群。

此外，旅發局也把握不同機會推廣香港，例如安排浙江電視台轉播在香港時代廣場的新年倒數活動；以及2006年3月，在北京推出業界及公關推廣活動。2006年1月，旅發局又跟內地三本雜誌合作，進行歷時一年的廣告宣傳，推廣「2006精采香港旅遊年」的多個主題。同時，旅發局也邀請了上海東方衛視來港製作三集的電視特輯，介紹香港嶄新的旅遊行程和景點。

增添親子魅力

家庭旅客佔香港整體「過夜渡假旅客」的41%，但當中只有21%與子女同行，反映家庭客群仍有很大



◀ Jackie Chan explains his favourite Hong Kong experiences in the TV series *Hong Kong – Through the Eyes of Celebrities* 在電視專題片「星星細語香港情」內，成龍向內地旅客介紹香港的旅遊特色

contribution made by family visitors by strengthening Hong Kong's overall destination appeal, and especially its "edutainment" offerings. As a precursor to the launch of 2006 Discover Hong Kong Year, the HKTB took an active part in the Hong Kong Government's "Discover the Hong Kong Magic" roadshow, which visited Beijing and Guangzhou in May 2005 and publicised the comprehensive portfolio of family-friendly assets.

The HKTB also made use of a number of networks in the Mainland, including schools, education bureaux and children's palaces to reach families and showcase such "edutainment" assets as Ocean Park and Hong Kong's extensive portfolio of museums. A June 2005 promotion encouraging parents to travel with their children during summer holidays included special travel features produced in co-operation with the Shanghai cartoon network and Fuzhou TV, and a family roadshow staged at youth centres in Beijing, Shanghai and Guangzhou. The HKTB also worked with children's magazines to stimulate the desire for family travel.

In attracting family visitors, the HKTB capitalised on its Mega Events programme to launch tactical promotions. These included a 2005 Hong Kong WinterFest tour promotion that involved tactical print advertising in major magazines and dailies, and co-operation with local travel agents. This was followed in early 2006 with a similar programme with airlines, travel agents and Hong Kong Disneyland promoting Chinese New Year packages.

的發展潛力。旅發局便透過加強香港的整體旅遊吸引力，特別著重推介「遊學並重」的景點，以推動家庭旅客的增長。為此，旅發局積極參與香港特區政府舉辦的「精彩香港 奇妙之旅」巡迴展覽，於2005年5月到北京及廣州，宣傳香港包羅萬有的家庭旅遊景點，為啟動「2006精采香港旅遊年」作好準備。

旅發局又透過內地不同的網絡，包括學校、教育部門，以及少年宮，向家庭旅客推廣「遊學並重」的景點，例如海洋公園及本港不同主題的博物館等。2005年6月，旅發局與上海炫動卡通衛視及福州電視台合作拍攝旅遊特輯，以及在北京、上海及廣州的青年中心，舉辦有關家庭旅遊的巡迴展覽，鼓勵家長帶同小孩來港歡渡暑假。旅發局亦與兒童雜誌進行聯合推廣，刺激家庭旅客來港旅遊的意欲。

為吸引家庭旅客，旅發局利用舉辦大型活動的時機，推出策略性推廣活動，包括在「2005香港繽紛冬日節」期間，在主要的雜誌及報章刊登策略性廣告，以及與本地旅行社合作，推廣冬日節的訪港行程。2006年初，旅發局亦舉辦了同類的推廣計劃，與航空公司、旅行社及香港迪士尼樂園合作，推廣新春訪港行程。



▲ A programme involving tactical offers, posters, flyers and a talent contest in schools in Zhejiang province is among the HKTB's activities to target Mainland families 為吸引內地的家庭旅客，旅發局推出特備推廣活動，內容包括策略性廣告、宣傳海報、宣傳單張及在浙江的學校舉辦天才表演比賽

Targeting young visitors with the lure of shopping

The HKTB reinforced Hong Kong's appeal to young people – especially young office ladies – through integrated promotions leveraging shopping and the city's trendy, cosmopolitan lifestyle. Under the umbrella of the 2005 Hong Kong Shopping Festival, an integrated campaign featuring celebrity Karen Mok was created around the Shopper of the Year Contest, through which contestants were recruited in 15 major cities. This was supplemented with advertising and direct mail, online marketing with China UnionPay, advertorials and editorial coverage.

The 2005 Hong Kong Shopping Festival and Shopper of the Year promotion attracted publicity worth more than HK\$53 million, while tactical programmes with the travel trade sold more than 130,000 tour packages to Hong Kong for the Festival.

Promoting Hong Kong through the IVS

With the gradual expansion in the number of Mainland cities from where IVS travel is available, the HKTB adopts a two-pronged approach to promote Hong Kong. In newly added cities, the HKTB aims to heighten awareness of Hong Kong and the application procedures of the scheme among residents, while in mature, high-yield cities, the Board provides visitors with up-to-the-minute destination information highlighting Hong Kong's multi-dimensional appeal, which is designed to enhance their stay and encourage frequent visits.

時尚購物樂趣 吸引年輕客群

旅發局透過綜合推廣活動，展示香港的購物優勢，以及緊貼潮流的大都會生活方式，加強香港對年輕旅客，特別是年輕白領麗人的吸引力。為加強推廣「2005香港購物節」，旅發局舉辦「香港購物通」比賽，從15個主要城市選拔出線者，期間並配合以藝人莫文蔚為主角的綜合推廣活動。為加強購物節的宣傳效應，旅發局除與中國銀聯合作，推出廣告、直郵及網上推廣之外，還刊登專稿及專題報道。

「2005香港購物節」及「香港購物通」比賽的宣傳效益，超過5,300萬港元，而與旅遊業界合作的策略性活動，亦促銷逾13萬個以購物節為主題的訪港配套行程。

藉「個人遊」宣傳香港

隨著「個人遊」措施逐步延伸至內地更多城市，旅發局從兩方面着手推廣香港。在新開放「個人遊」的城市，旅發局主力提升當地居民對香港的認知程度，以及介紹「個人遊」的申請手續；另一方面，旅發局在發展成熟及高效益的城市，則主力為旅客提供最新的資訊，強調香港多層面的吸引力，致力提升他們留港期間的旅遊體驗，並鼓勵他們再次來訪。

- ▶ The Mainland China team in the Shopper of the Year Contest demonstrates their purchasing prowess in a Hong Kong store
在「香港購物通」比賽中，內地的參賽隊伍充分展示其搜購貨品的創意和心思



The extension of the IVS to a further four high-potential cities in 2005/06 offered new opportunities for the HKTB to increase awareness of Hong Kong, and to emphasise its attractiveness as a destination for independent travellers. In all IVS cities, the Board stepped up distribution of a range of travel and application information in co-operation with Public Security Bureaux, where travel applications under the scheme are processed. Point-of-sale displays were placed in 730 travel agencies and the HKTB ran roadshows in the cities of Chongqing, Dalian, Shenyang, Beijing, Shanghai and Nanjing, encouraging potential visitors to book trips to Hong Kong under the IVS.

Distribution of travel information to IVS and free independent travellers (FIT) from the Mainland was further enhanced by the opening of the HKTB's new Visitor Information & Services Centre in Beijing, in June 2005. The HKTB's presence in emerging cities and regions in the Mainland was also augmented in February 2006 with the opening of its new regional office in Chengdu.

Emphasising the quality factor

To ensure visitors from the Mainland make repeat visits and recommend Hong Kong to others, the HKTB stepped up vigorous promotion of its Quality Tourism Services (QTS) scheme across the border, by showcasing the assurance offered to visitors who patronise QTS outlets, and encouraging them to join high-quality local tours. This also aligned with the China National Tourism Administration (CNTA)'s objective of promoting "Honest & Quality Tourism".

在 2005/06 年度，旅發局把握「個人遊」進一步延伸至四個高潛力城市的機會推廣香港，並突顯本港作為自助旅遊勝地的吸引力。旅發局在所有已開放「個人遊」的城市，與負責辦理申請手續的公安廳合作，派發一系列香港遊及申請「個人遊」的資料。旅發局又在 730 間旅行社展示宣傳品，並在重慶、大連、瀋陽、北京、上海及南京舉辦巡迴展覽，鼓勵旅客以「個人遊」形式來港旅遊。

2005 年 6 月，旅發局在北京成立全新的旅客諮詢及服務中心，加強向內地「個人遊」及自助旅遊人士提供旅遊資訊。2006 年 2 月，旅發局則在成都設立辦事處，進一步在內地新興城市和地區宣傳。

優質旅遊 致勝之道

為吸引內地旅客不斷來港旅遊，並向親友推介香港，旅發局在內地加強推廣「優質旅遊服務」計劃，向旅客介紹惠顧認證商舖可享有的保障，並鼓勵旅客參加高質素的本地旅行團。這些推廣活動，與國家旅遊局推廣的「誠信旅遊」，可謂相輔相成。



- ▲ Extensive promotion of the QTS scheme forms part of the HKTB's activities to spread awareness of quality assurance and enhance satisfaction among Mainland visitors
旅發局在內地加強推廣「優質旅遊服務」計劃，介紹惠顧認證商舖可享有的保障，並提升旅客的滿意程度

For example, a QTS promotion in April, May and June 2005 with the governments of Tianjin, Chongqing and Zhejiang targeted individual visitors and included briefings, roadshows and media interviews. In June 2005, the QTS scheme was a key feature in a roadshow promoting the Hong Kong Shopping Festival in Beijing, Shanghai and Guangzhou. The HKTB held a press conference in Beijing to promote QTS and Honest & Quality Travel during the Beijing-Hong Kong Economic Co-operation Symposium. Other PR initiatives highlighting Hong Kong's quality services included a programme screened in July 2005 by Chongqing TV, which showcased QTS-accredited shops, while Shanghai Dragon TV also featured the QTS scheme in its Chinese New Year special in January 2006.

Business travel promotions

With economic ties between Hong Kong and the Mainland strengthened through the implementation of the Closer Economic Partnership Arrangement (CEPA) I and II, China's membership of the World Trade Organization (WTO) and other such mechanisms, as well as the increasing exhibition-related traffic, the HKTB continued to leverage the growth in cross-border travel by high-yield business visitors. To this segment, it showcases Hong Kong's new attractions, and its sophisticated and high-quality goods, services and entertainment, to position the city as an international, modern and trend-setting destination.

例如，旅發局與天津、重慶及浙江的政府部門合作，於2005年4至6月舉行了以「個人遊」旅客為對象的「優質旅遊服務」計劃推介活動，內容包括簡報會、巡迴展覽及傳媒訪問。2005年6月，在北京、上海及廣州舉行的「香港購物節」巡迴展覽中，「優質旅遊服務」計劃亦是推廣重點。另外，在「北京·香港經濟合作研討洽談會」期間，旅發局在北京舉行記者招待會，推廣「優質旅遊服務」計劃及「誠信旅遊」。其他推介香港優質旅遊服務的公關活動，包括2005年7月於重慶電視台播出推介「優質旅遊服務」計劃認證商舖的節目，而上海東方衛視亦於2006年1月，在農曆新年特備節目中介紹「優質旅遊服務」計劃。

推廣商務旅遊

隨著《更緊密經貿關係安排》第一及第二階段相繼實施，以及中國加入世界貿易組織和其他類似的機制，香港與內地的經濟連繫更密切，再加上參與大型展覽會的旅客愈來愈多，因此，旅發局繼續以增長中的高消費跨境商務旅客為對象。針對這類客群，旅發局介紹香港的新景點，以及高檔次而又優質的商品、服務及娛樂節目，將香港定位為國際都會及領導潮流的目的地。



▲ Targeting high-yield Mainland attendees to exhibitions in Hong Kong, the HKTB develops a "bring a companion package" with its trade partners
旅發局以來港參與大型展覽會的高消費內地旅客為對象，與業界夥伴合作，發展「與伴同行」的旅程

The Board worked with trade partners to develop a “bring a companion package”, encouraging business travellers to extend their stay and bring a friend or family member with them. For the MICE segment, the HKTB used sales calls, presentations, direct mail and online marketing to position Hong Kong as an ideal destination for meetings and incentives to corporations and joint ventures. Meanwhile, to capitalise on the opportunities for high-yield visits by the many thousands of international attendees at major exhibitions across the border, the HKTB promoted extended stays to Hong Kong at the Canton Fair in October 2005. To further boost the contribution of Mainland business segments, the HKTB also organised an incentive trade familiarisation from Beijing, Shanghai and Guangdong, in which 27 MICE agents participated and sales tools were distributed to a further 1,000.

Close co-operation with the travel trade

Travel missions played an important role in the HKTB's efforts to strengthen collaboration with the Mainland travel trade and maximise exposure for Hong Kong. In June 2005, the HKTB visited Shijiazhuang, the capital of Hebei province, as part of the 2005 Hebei-Hong Kong Week. The HKTB was joined by 11 travel-trade partners who showcased the Hong Kong Shopping Festival and the QTS scheme. Further missions took place in December 2005, when the HKTB joined 40 travel-trade partners in a visit to Wuhan as part of 2005 Hubei-Hong Kong Week. The delegation then continued on to Changsha, the capital of Hunan province.

此外，旅發局亦與業界夥伴合作，發展商務旅客「與伴同行」的旅程，鼓勵商務旅客延長留港，以及帶同朋友或家人來港旅遊。在會議、展覽及獎勵旅遊方面，旅發局透過電話促銷、簡報會、直郵和網上推廣，向企業及合資公司推介香港為舉辦會議及獎勵旅遊的理想場地。旅發局又把握內地主辦多項大型展覽的機會，吸引全球數以千計高效益的商務旅客將行程延長，順道來香港旅遊。2005年10月，旅發局便在「中國出口商品交易會」（廣交會）期間鼓勵商務旅客延長行程來港。旅發局亦為來自北京、上海及廣東省的27家會議、展覽及獎勵旅遊業務籌辦商，舉辦獎勵旅遊業界考察團，並向另外1,000家籌辦商派發宣傳品，吸引他們選擇來港舉辦這類活動，以進一步擴大內地商務客群對本港旅遊業的貢獻。

與業界緊密合作

旅發局一直致力加強與內地旅遊業界的合作，提升香港的知名度，而舉辦旅遊業訪問團便是其中一項主要工作。2005年6月，旅發局於「2005河北·香港周」期間，到河北省首府石家莊訪問，隨團的還有11家香港旅遊業夥伴，訪問團向內地業界推廣「香港購物節」及「優質旅遊服務」計劃。此外，旅發局亦於2005年12月「2005湖北·香港周」期間，與40家旅遊業夥伴組成訪問團前往武漢；其後又到湖南的首府長沙訪問。



▲ Activities targeting the Mainland travel trade include the HKTB's participation in the Beijing International Tourism Expo in June 2005
旅發局透過不同途徑向內地業界推廣，例如參與2005年6月舉行的「北京國際旅遊博覽會」



▲ To strengthen trade partnerships, an HKTB travel mission visits Shijiazhuang, capital of Hebei province, in June 2005
為加強與內地業界的合作，旅發局於2005年6月舉辦旅遊業訪問團，前往河北省首府石家莊

Other key initiatives include participation in trade shows. The HKTB took a stand at the Beijing International Tourism Expo in June 2005 and participated in the 1st Cross-Strait Travel Fair in Xiamen in September 2005, while in November 2005 it took part in the China International Travel Mart in Kunming. The HKTB concluded its trade-show calendar with a stand at the Guangzhou International Travel Fair in March 2006.

PROSPECTS

Despite several challenges, the HKTB identifies many opportunities for further developing this key source market. The HKTB will continue to devise and implement effective targeted promotions, and expand its coverage in the Mainland from 24 to 30 high-potential cities. The IVS is an excellent platform for maximising exposure for Hong Kong and the HKTB will continue to leverage the potential of the IVS segment in core cities such as Beijing and Shanghai, as well as secondary cities in the Yangtze River Delta. In Guangdong province, the focus will be on stimulating consumption visits.

The HKTB will promote the city's latest tourism products and offerings as part of 2006 Discover Hong Kong Year, working with travel agents to develop innovative tours that appeal to the widest possible range of visitors, including FITs. In the Yangtze River Delta, the promotional focus will be on Hong Kong's diversity, while in the Bohai Rim region Hong Kong's culture and heritage will be the emphasis. As the family segment remains a major target, the HKTB's productive partnership with schools, education bureaux and youth centres will continue.

年內，旅發局還參與了不同的旅遊展銷活動，包括2005年6月的「北京國際旅遊博覽會」、2005年9月在廈門舉行的首屆「海峽旅遊博覽會」、2005年11月在昆明舉行的「中國國際旅遊交易會」，以及2006年3月的「廣州國際旅遊展銷會」。

展望

雖然香港在內地這個主要客源市場正面對不同的挑戰，但與此同時亦有許多進一步發展的機會。旅發局將繼續策劃及推行具成效的針對性推廣活動，而覆蓋的高潛力城市會由24個擴展至30個。此外，「個人遊」措施是提升香港知名度的理想平台，旅發局將繼續在內地主要城市如北京及上海，以及長江三角洲的二線城市，開拓「個人遊」客群的發展潛力。至於廣東省方面，推動「消費旅遊」將會是旅發局的工作重點。

旅發局正與旅行社合作，於「2006精采香港旅遊年」期間，推廣香港最新的旅遊產品和特色，透過創新的行程吸引更多不同類型的旅客，當中包括自助旅遊人士。在長江三角洲，旅發局的推廣重點將會是香港多元化的特色；而在環渤海經濟區，則會突出香港的地道文化及傳統。至於家庭旅客，則仍然是主要的目標客群，旅發局將繼續與內地的學校、教育部門及青年中心，維持緊密和相輔相成的合作夥伴關係。



- ▲ Leveraging the 2006 Discover Hong Kong Year campaign, this specially wrapped bus is part of a series of consumer roadshows visiting high-potential cities
- ▶ 配合「2006精采香港旅遊年」，旅發局於內地舉辦消費者巡迴展覽，包括安排車身張貼宣傳海報的巴士到訪高潛力城市