

North Asia

北亞

Arrivals from North Asia in 2005 grew by more than 11% over the previous year to 1.85 million. As in the previous year, growth was spearheaded by South Korea, with arrivals up by over 19%, while the more than 7% increase in arrivals from Japan re-affirmed the country's position as Hong Kong's third largest source market, in spite of the renewal in Sino-Japanese tension during the year.

在 2005 年，來自北亞的訪港旅客達 185 萬人次，較前一年增加超過 11%。一如之前一年，該區的增長主要由南韓旅客帶動，來自南韓的旅客升幅超過 19%，而日本的旅客人次則上升逾 7%。儘管年內中日關係再次變得緊張，日本繼續穩佔香港第三大客源市場的地位。

MARKET OVERVIEW

With consumer demand stimulated by the country's broader economic recovery, the total number of outbound travellers from Japan grew to more than 17 million in 2005, a modest increase over the previous year and the second-highest total ever. Increased air capacity also benefited Hong Kong, including Dragonair services to Tokyo and expanded chartered operations from secondary Japanese airports, while the expansion of the Nagoya gateway into Centrair (Central Japan International Airport) creates new opportunities to market Hong Kong in this densely populated region of the country.

市場概覽

由於日本的經濟進一步復甦，刺激了消費者出外旅遊的需求，2005年，日本的外遊旅客總數穩步升至超過 1,700 萬人次，為歷來第二高的紀錄。另外，港龍航空開辦來往東京的航班，以及日本二線機場增加包機服務，均令航班載客量增加，亦為香港的旅遊業帶來裨益。而名古屋機場擴展成為日本中部國際機場 (Central Japan International Airport) 後，香港旅遊業界可以有更多機會，向這個人口稠密的地區推廣。



▲ The Akita Kanto Festival Group from Japan impresses the crowd during the 2006 Cathay Pacific International Chinese New Year Night Parade
「2006 國泰航空新春國際匯演之夜」中，日本秋田市竿燈會為旅客及本港市民獻技



▲ Demonstrating their country's folk arts and traditions, a Korean team takes part in the HKTB's Chinese New Year celebrations
韓國的傳統舞蹈及鼓樂，令賀歲巡遊生色不少

In South Korea, a stronger won and the extended implementation of the five-day working week policy encouraged short vacation travel over weekends – especially among the young office ladies segment. Hong Kong enjoyed certain advantages against its competitors when tapping into this growing market, such as its easy accessibility, diverse attractions and events, and fashionable shopping. Chartered services to Hong Kong also increased, including first-ever chartered flights from the secondary city of Busan.

MARKET STRATEGIES

In Japan, the HKTb's segment focus was on young office ladies, young office men and middle-aged couples. Japanese consumers also showed keen interest in several major new luxury hotels and spas, the "spiritual" aspects of the Wisdom Path, and the multimedia show A Symphony of Lights. In addition, the opening of new attractions, such as Hong Kong Disneyland, raised overall awareness of the city as a family-friendly destination and also offered an impetus to the regional travel trade to develop a range of new tours targeting family visitors.

The HKTb's focus in South Korea, in addition to families with young children, was on young office ladies, and the Board continued to test demand among middle-aged couples. Additional focus was placed on positioning Hong Kong as an excellent destination for free independent travellers (FITs) and on developing an online itinerary-planning tool to enhance the experiences of individual visitors in the city. The HKTb launched integrated marketing campaigns with travel agents, airlines, hotels and a host of non-travel partners, such as consumer brands, banks, department stores and magazines, while promoting Hong Kong in secondary cities such as Busan and Incheon.

在南韓，由於韓圓匯價強勁及當地政府大力推行五天工作周，鼓勵了消費者，特別是年輕白領麗人，利用周末享受短線消閒旅遊。與其他競爭對手相比，香港在拓展南韓這個持續增長的市場時，擁有一定的優勢，例如四通八達的交通、多元化的特色和節目、緊貼潮流的購物樂趣等。另外，前往香港的包機服務亦有增加，包括二線城市釜山首辦往來香港的航班。

推廣策略

在日本，旅發局的主要目標客群為年輕白領男女及中年夫婦。日本旅客對新落成的豪華酒店及水療中心、充滿文化氣息的心經簡林，以及「幻彩詠香江」多媒體燈光音樂匯演均極感興趣。此外，新景點如香港迪士尼樂園的落成，亦提升了香港作為家庭旅遊勝地的整體形象，有助推動區內業界開發一系列嶄新的家庭旅遊行程。

至於在南韓，旅發局的目標客群包括育有小孩的家庭及年輕白領麗人，並正在研究中年夫婦來港旅遊的興趣。此外，旅發局的工作重點，還包括將香港定位為自助旅遊的理想目的地。旅發局亦積極開發網上策劃行程工具，讓自助旅遊人士預先安排行程，令旅程更稱心滿意。旅發局於南韓二線城市如釜山及仁川推廣香港時，除了跟旅行社、航空公司及酒店合作之外，還與旅遊業以外的合作夥伴，如消費品牌、銀行、百貨公司及雜誌等，推行連串的综合市務推廣活動。

- ▶ In February 2006, Miss Hong Kong, Tracy Ip, joins the HKTb to support the city's ice-carving team at the Sapporo Snow Festival's International Snow Sculpture Contest, and to promote Hong Kong
2006年2月，旅發局邀請香港小姐葉翠翠親臨「札幌雪節」，為參加「國際冰雕比賽」的香港隊打氣，同時推廣香港



Unfolding 2006 Discover Hong Kong Year marketing initiatives

Hamaru, Miryoku, Hong Kong, as the Hong Kong – Live it, Love it! campaign is known in Japan, remained the principal promotional platform for this market. It enabled the HKTB to creatively package the richness and diversity of the city's core attractions – shopping, dining, culture and heritage, and the contrasts of city, harbour and greenery – to a broad spectrum of targeted segments.

From May 2005, the HKTB further leveraged the 2006 Discover Hong Kong Year campaign and maximised interest in Hong Kong through a series of integrated marketing programmes, which ran from the latter part of 2005 into 2006. Thousands of consumers, and members of the travel trade and media were reached in events in Tokyo and Osaka. Meanwhile in South Korea, the HKTB team actively promoted 2006 Discover Hong Kong Year through trade seminars, trade shows and a TV commercial. A number of TV stations ran programmes on Hong Kong's new attractions.

Impressing the web generation

To leverage the potential of young visitors, the HKTB co-operated with a popular Internet portal to create a compelling and fresh image for the city by showcasing Hong Kong's new attractions and offerings beyond shopping and dining, and worked with the travel trade to create new holiday packages. It also positioned Hong Kong as an aspirational destination by emphasising the city's fashionable appeal, romance and festive allure.

啟動「2006 精采香港旅遊年」

在日本，旅發局的「香港－樂在此，愛在此！」推廣活動廣為旅客熟悉，繼續成為主要的推廣平台。旅發局利用這個平台，以富創意的手法，向廣泛的目標客群推廣香港豐富又多元化的旅遊樂趣，例如購物、美食、文化傳統，以及都市、維港和綠色景致的對比。

由2005年5月起，旅發局配合「2006 精采香港旅遊年」，推出一系列綜合市務推廣活動，以吸引日本旅客訪港，這些活動由2005年下旬至2006年間舉行。例如旅發局在東京及大阪舉辦活動，向數以千計的消費者、旅遊業界及傳媒推廣香港。在南韓，旅發局則透過旅遊業界座談會、展銷會及電視廣告，積極宣傳「2006 精采香港旅遊年」。同時，南韓多家電視台亦播放電視節目，介紹本港嶄新的旅遊景點。

打動網絡新世代

年輕人是具潛力的外遊客群，旅發局把握機會，與著名的網站合作，推廣香港煥然一新及鮮明的形象，又展示香港的新景點，以及購物和美食之外的旅遊吸引力。此外，旅發局並與旅遊業界合作，推出新的渡假行程。一方面，旅發局突顯香港既時尚又浪漫的形象，另一方面則推廣極受歡迎的節慶活動，藉此將香港定位為令人嚮往的目的地。



- ▶ The HKTB teams up with Japan's Kadokawa Holdings to launch the innovative web-cinema *Hong Kong Butterfly* at the Japan Association of Travel Agents (JATA) World Tourism Congress in Tokyo. 旅發局夥拍日本出版社角川集團，於東京舉行的「日本旅行代理商聯會國際觀光會議」上推介極富創意的網上連續劇「Hong Kong Butterfly」。

The HKTB partnered with Japan's Kadokawa Shoten Publishing Co Ltd to produce the four-episode web-cinema, *Hong Kong Butterfly*. This innovative marketing initiative not only proved enormously effective in targeting the high-potential young office ladies and young office men segments, but also highlighted Hong Kong's many hidden treasures – including its countryside, temples and cultural sites. *Hong Kong Butterfly* achieved its objective of rejuvenating Hong Kong's image, and positioning it as a romantic, “must-visit” destination in the run-up to 2006 Discover Hong Kong Year.

旅發局夥拍日本出版社角川集團，製作一連四集名為「Hong Kong Butterfly」的網上連續劇。這項極富創意的推廣，不但深深打動年輕白領男女這個高潛力客群，更突顯了香港許多較少為人知的旅遊寶藏，包括郊野景致、廟宇及文化景點。在「2006精采香港旅遊年」展開之前，這齣網劇已成功為香港塑造一個新的形象，並將香港定位為浪漫和「必到」的目的地。

Hong Kong Butterfly

The web-cinema *Hong Kong Butterfly* highlighted Hong Kong's many hidden treasures – including its countryside, temples and cultural sites – in a deliberate strategy to go beyond the city's well-known strengths of shopping and dining. It was screened in a web-cast schedule lasting over three months, beginning in late September 2005, and could be accessed at www.kwebcinema.jp, and was also shown to passengers aboard ANA flights during November 2005. More than 50,000 Internet-users registered for *Hong Kong Butterfly*, and related publicity in print and electronic media included features on the 2005 Hong Kong Shopping Festival, 2005 Hong Kong WinterFest and 2006 Discover Hong Kong Year. Measured in advertising terms, the total value of the promotion exceeded HK\$9 million. The Japanese travel trade also created a number of complementary themed tours, which brought some 11,700 visitors to Hong Kong.

「Hong Kong Butterfly」

為配合旅發局的特定策略，網劇「Hong Kong Butterfly」向旅客推廣香港在購物與美食以外較少為人知的旅遊特色，包括郊野景致、廟宇及文化景點。「Hong Kong Butterfly」由2005年9月底開始在網上廣播，為期超過三個月，網址為：www.kwebcinema.jp。此外，全日空航空的乘客亦可於2005年11月期間，在航機上欣賞這套網劇。

「Hong Kong Butterfly」共有超過5萬名互聯網用戶登記收看。當地刊物及電子媒體在報道該網劇時，亦同時介紹「2005香港購物節」、「2005香港繽紛冬日節」及「2006精采香港旅遊年」，令這次推廣活動的宣傳效益逾900萬港元。日本旅遊業界亦舉辦多個配合「Hong Kong Butterfly」主題的觀光團，參加的旅客達11,700人次。

- ▼ Highlighting Hong Kong's many hidden treasures, the four-episode web-cinema *Hong Kong Butterfly* employs the latest technology to target young segments in Japan
一連四集的「Hong Kong Butterfly」網上連續劇，以日本年輕男女為對象，利用創新的推廣媒介，突顯香港許多較少為人知的旅遊寶藏



Courtesy 鳴謝: Hong Kong Butterfly Production Committee

Weekend getaway campaign targets young office ladies

With young office ladies a key target in both Japan and South Korea, the HKTB ran promotions positioning Hong Kong as a cool and exciting weekend break. In Japan, the *Hong Kong Tohiko 2005* tour campaign – which translates as Hong Kong Getaway – is a good example. Running throughout the year and on into 2006, and featuring top Japanese model Ms Ryoko Tanami, this was a joint promotion with Cathay Pacific. Supported by some 33 travel agencies, Hong Kong Getaway resulted in nearly 37,000 visitors booking trips to Hong Kong, and attracted media coverage worth close to HK\$37 million in advertising terms.

In South Korea, the HKTB aggressively promoted Hong Kong as a lifestyle destination offering trendy shopping and entertainment. Co-operative activities with travel agents and airlines promoted weekend packages. There were also integrated promotions with partners outside the travel trade. In the case of the 2005 Hong Kong Shopping Festival, for example, the HKTB ran joint promotions with Bean Pole, a fashion brand within the Samsung Group, and with the fashion channel Dong-A TV. Event promotions used Bean Pole's 240 retail branches, while Dong-A produced a 20-minute programme, exclusively focusing on the Festival, which was broadcast 14 times. These consumer promotions were supported by extensive PR activities.

白領麗人周末逃避行

旅發局在日本和南韓均以年輕白領麗人為主要目標客群，將香港推廣為既時尚又精彩的周末渡假勝地。例如在日本，旅發局與國泰航空合作，於2005至2006年間進行名為「香港逃避行」的聯合推廣活動，並以日本頂級名模田波涼子小姐為代言人。這項活動得到約33間旅行社的支持，吸引了約37,000名旅客訂購訪港行程，而傳媒亦廣泛報道，宣傳效益達3,700萬港元。

在南韓，旅發局積極將香港塑造為講究生活品味的旅遊目的地，以及能為旅客帶來緊貼潮流的購物及娛樂享受。旅發局並與旅行社及航空公司合作推廣周末旅遊行程。此外，旅發局亦與旅遊業以外的商戶合辦綜合推廣活動。例如，在「2005香港購物節」期間，旅發局與南韓三星集團旗下的時裝品牌Bean Pole，以及時裝頻道Dong-A TV合作推廣，包括在Bean Pole的240間零售分店宣傳「香港購物節」；另外，Dong-A TV則為購物節製作了長達20分鐘的節目，並播放多達14次。這些消費者推廣工作，全部均配合廣泛的公關活動，以達到相輔相成的效果。



▲ The Hong Kong Tohiko 2005 tour campaign targets the high-yield young office ladies segment in Japan
2005年的「香港逃避行」推廣活動，以高效益的日本年輕白領麗人為目標客群

Mixing business and leisure

With some 34% of overnight visitors from Japan travelling on business and for meetings, the HKTb made vigorous efforts to capture this high-yield segment. Following the opening of Hong Kong's new attractions, the HKTb emphasised the ease of combining leisure elements with business, and encouraged business visitors to travel with families and friends. There was a strong focus on developing incentive travel, with Hong Kong Disneyland offering opportunities to create exciting new incentive travel packages.

The continuing Hong Kong Value Plus-Plus! programme in Japan, which was incorporated in the 2006 Discover Hong Kong Year promotional platform, also resulted in a total of 434 group tours, which contributed 21,596 arrivals.

In December 2005, the HKTb joined the Hong Kong Trade Development Council in Sapporo to host a seminar on business opportunities in the Pearl River Delta. Attended by some 130 business executives, the event provided an excellent opportunity to position Hong Kong as an integral part of this fast-growing business hub and to underline Hong Kong's attractions as a MICE destination.

Creating an exciting new family focus in Korea

In Korea, the HKTb positioned Hong Kong as a "must-visit" family destination by showcasing the strong potential for creating new family-oriented tours around Hong Kong Disneyland, Hong Kong WinterFest

商務旅客享休閒

在來自日本的過夜旅客之中，約34%均是來港進行商務活動或出席會議，因此，旅發局致力吸納這批高效益的商務客群。隨著嶄新的旅遊景點落成，旅發局積極向商務旅客推介，令他們明白來港公幹之餘，亦可隨時享受消閒旅遊的樂趣，並鼓勵他們結伴同行。同時，旅發局亦以發展獎勵旅遊為重點，鼓勵業界利用香港迪士尼樂園帶來的新機遇，推出嶄新的獎勵旅遊行程。

此外，旅發局一直在日本進行「香港物超所值」優惠計劃，並且利用「2006精采香港旅遊年」的平台加強推廣，這項活動吸引了434個企業觀光團來港，參加的旅客達21,596人次。

珠江三角洲這個商業樞紐正在迅速發展，為推介香港在區內的重要地位，並同時突顯香港在會展及獎勵旅遊的吸引力，在2005年12月，旅發局與香港貿易發展局於札幌合辦「珠三角區域商機研討會」，約有130位商界行政人員出席。

韓國家庭 樂聚天倫

在南韓，旅發局鼓勵業界利用香港迪士尼樂園、「香港繽紛冬日節」及「國泰航空新春國際匯演之夜」等項目，設計全新親子行程，以展示香港在家庭旅遊方面的優厚潛力，從而將香港定位為家庭旅客



▲ The Korean fashion brand Bean Pole joins the HKTb as a strategic partner for the 2005 Shopper of the Year Contest
南韓時裝品牌 Bean Pole 是旅發局「2005 香港購物通」比賽的合作夥伴



▲ The HKTb partners with the Hyundai group in online promotions of 2005 Hong Kong WinterFest to consumers in Korea
旅發局與南韓現代集團合作，於互聯網上向消費者推廣「2005 香港繽紛冬日節」

and the Cathay Pacific International Chinese New Year Night Parade. To sharpen the family focus, the HKTB partnered with Hyundai to capitalise on its media and retail channels, including Hyundai Home Shopping TV channel and the Hyundai Dream Tour travel agency. This provided an excellent platform to target customers of Hyundai Department Store, with advertisements on the corporate intranet reaching employees of the entire Hyundai Group. A “Loving Moments of Discovery” theme was also employed to strengthen Hong Kong’s appeal as a romantic destination for young couples.

Collaboration with the travel trade

Strengthened trade communication was mounted in Japan and Korea. One example was the Hong Kong and Macau Night held in April 2005 in three Japanese prefectures, which attracted more than 400 travel agents. In the same month, the Japan team ran a promotion for the Best of the Best Culinary Awards at the Prince Hotel in Tokyo. In February 2006, the HKTB flew 68 travel agents into Hong Kong from Japan on a 2006 Discover Hong Kong Year trade familiarisation visit, while in the following month it also promoted the new Culture & Heritage Celebration Mega Event through nationwide trade calls and seminars. The HKTB also ensured Hong Kong was featured in Fukuoka’s citywide Asian Month Festival in September 2005 and the Ohara Festival in Kagoshima in November 2005.

In Korea, the HKTB organised a travel mission to Seoul and Busan, and the Korea team participated in the Korea World Travel Fair (KOTFA) to promote Hong Kong Shopping Festival packages. The HKTB also

「必到」的目的地。旅發局並夥拍南韓現代集團，利用該集團的媒體及零售渠道，更集中地向南韓家庭宣傳。這些渠道包括家居購物電視頻道及 Hyundai Dream Tour 旅行社等，為旅發局提供了極佳的平台，向現代集團百貨公司的顧客推廣。旅發局亦在該集團的內聯網刊登廣告，向整個集團的職員推廣。此外，旅發局採用「Loving Moments of Discovery」為主題，強化香港的浪漫形象，以吸引年輕夫婦。

與業界合作無間

旅發局積極加強與日本及南韓旅遊業界的溝通，例如在2005年4月，於日本三個縣市舉行香港及澳門之夜，便吸引了超過400家旅行社參與。同月，旅發局的日本辦事處於東京的太子酒店，舉行「美食之最大賞」的推廣活動。在2006年2月，旅發局邀請68家日本旅行社代表來港，參與「2006精采香港旅遊年」的業界考察活動。3月，旅發局透過與日本全國業界聯繫及舉行研討會，推廣嶄新的大型活動－「傳統節慶巡禮」；更分別於2005年9月在福岡市舉行的「亞洲月」活動及11月在鹿兒島舉辦的「Ohara Festival」中推廣香港。

在南韓，旅發局組織旅遊業界訪問團，到訪首爾及釜山。旅發局的韓國辦事處亦參與了「韓國世界旅



◀ Japanese consumers are introduced to the Best of the Best Culinary Awards at the Prince Hotel in Tokyo 「美食之最大賞」的推廣活動於東京的太子酒店舉行，加深日本消費者對比賽的認識

attended Busan's International Travel Fair and previewed key new attractions to travel agents and local media.

PROSPECTS

Hong Kong continues to face competitive pressures from Thailand, Malaysia and the Philippines, and from new air routes connecting North Asian markets and cities in Mainland China. The growing number of Japanese visitors taking direct ferries from Hong Kong International Airport's SkyPier to Pearl River Delta destinations also has a negative effect on arrivals. Nonetheless, the HKTB is responding to these challenges by vigorously promoting 2006 Discover Hong Kong Year, leveraging the appeal of new attractions and Mega Events, continuing to target families and incentive travel, and positioning Hong Kong as the anchor city in multi-destination itineraries.

In South Korea, the five-day working week and a change permitting elementary schools to require weekend attendance only every second week, rather than every week, should also stimulate tourism. The latter reform, introduced in March 2006, should provide a further stimulus for married couples with children to take weekend trips, especially given Hong Kong's new family-oriented attractions. Increased air capacity will further boost Hong Kong's tourism, with Air India announcing twice-weekly flights between Seoul and Hong Kong from mid-2006 and Cathay Pacific announcing increased frequency to Seoul in 2007.

遊展」，推廣「香港購物節」的配套行程；又於「釜山國際旅遊展」上，向業界及當地傳媒介紹香港嶄新的大型景點。

展望

香港在北亞市場繼續面對來自泰國、馬來西亞及菲律賓的競爭，而往來北亞及內地的航班增加，亦為香港旅遊業帶來一定的壓力。此外，由香港國際機場的海天客運碼頭直接乘坐渡輪前往珠三角區域的日本旅客持續上升，亦為訪港旅客人次帶來負面影響。因此，旅發局正積極透過不同方法，以克服各種挑戰，除了加強宣傳「2006精采香港旅遊年」之外，旅發局亦利用香港嶄新景點及大型活動吸引旅客；此外，旅發局並繼續推動家庭及獎勵旅遊，以及將香港推介為「一程多站」行程的必經之地。

在南韓，除實行五天工作周之外，由2006年3月起，南韓小學亦改制，學生由必須每周末上課，改為每隔一星期的周末上課，此舉將進一步鼓勵育有子女的夫婦於周末外遊，尤其香港有多項嶄新的家庭旅遊景點落成，應可吸引更多南韓旅客訪港。此外，航班載客量增加，亦會進一步推動香港旅遊業；當中包括印度航空由2006年中起，每周開辦兩班往來香港及首爾的航班；另外，國泰航空宣佈於2007年開始，增加往首爾的航班。