

HKTB at Home | 旅發局在港的工作

# A Feast for the Eyes

Views to remember every night of the year

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Acting as the mastermind of the HKTB global operation, the HKTB Head Office continued to drive, advise and co-ordinate the marketing and promotional initiatives of the worldwide offices in 2005/06. In addition to setting the strategies and directions to align with its mission of maximising visitor arrivals, length of stay, repeat visits, spending and satisfaction, it devised initiatives to enhance visitors' experiences.

In 2005/06, the HKTB continued its efforts to maintain a balanced portfolio of visitors and ensure a healthy growth in arrivals from all key markets. Such a prudent approach, which both minimises risk and upholds Hong Kong's international image as Asia's world city, has been the cornerstone of the HKTB's overall marketing strategy. The Board also remained vigilant to changes in the macro environment, so that it could adapt its promotional strategies flexibly to counter the challenges arising from the evolving marketplace.

旅發局總辦事處負責策劃全球的推廣工作。在2005/06年度，總辦事處繼續推動及統籌全球辦事處的市場推廣和宣傳活動。除了制訂一系列的推廣策略和方針，以達致旅發局工作目標，包括：盡量增加旅客人次、延長旅客留港時間、鼓勵旅客再次來港、刺激旅客消費，以及提高旅客在港的滿意程度之外，總辦事處亦致力提升訪港旅客的體驗。

在2005/06年度，旅發局繼續致力維持均衡客源組合，並盡力確保來自主要市場的訪港旅客均有穩健的增長。旅發局一直以這項審慎的政策作為其整體推廣策略的基礎，目的除了是盡量減低風險，同時亦藉此鞏固香港「亞洲國際都會」的形象。此外，旅發局亦密切監察宏觀環境的轉變，時刻保持靈活應變，以克服市場變化所帶來的種種挑戰。

	2005	2004
Total Visitor Arrivals (million) 總旅客人次(百萬)	<b>23.4 (+7.1%)</b>	<b>21.81</b>
Total Expenditure Associated to Inbound Tourism (HK\$ billion) 與入境旅遊相關的總開支(十億港元)	<b>105.66 (+14.1%)</b>	<b>92.62</b>
Length of Stay (nights) 留港時間(晚)	<b>3.7</b>	<b>3.7</b>
Per Capita Spending of Overnight Visitors (HK\$) 過夜旅客人均消費(港元)	<b>4,663 (+4.1%)</b>	<b>4,478</b>
Per Capita Spending of Same-day In-town Visitors (HK\$) 入境不過夜旅客人均消費(港元)	<b>810 (+17.6%)</b>	<b>689</b>
Average Hotel Occupancy 酒店平均入住率*	<b>86%</b>	<b>88%</b>

\*Footnote: The number of hotel rooms in Hong Kong on 31 December 2004 and 31 December 2005 were 44,362 and 48,891 respectively.

\*備註：在2004年12月31日及2005年12月31日，香港的酒店房間數目分別為44,362間及48,891間。

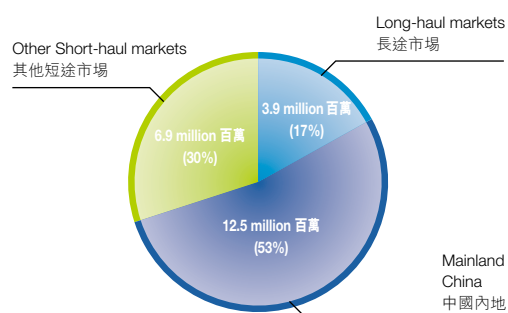
## 2005 - Arrivals from 7 regional markets

### 2005 - 七大地區市場的訪港旅客人次

million

百萬

Mainland China 中國內地	<b>12.54 (+2.4%)</b>
South & Southeast Asia 南亞及東南亞	<b>2.41 (+16.1%)</b>
Taiwan 台灣	<b>2.13 (+2.7%)</b>
North Asia 北亞	<b>1.85 (+11.3%)</b>
Europe, Africa & the Middle East 歐洲、非洲及中東	<b>1.73 (+25.0%)</b>
The Americas 美洲	<b>1.57 (+11.8%)</b>
Australia, New Zealand & South Pacific 澳洲、新西蘭及南太平洋	<b>0.62 (+28.3%)</b>



## FORWARD PLANNING CAPTURES OPPORTUNITIES

The HKTB had a busy year drawing up its strategic roadmap – the two-year Discover Hong Kong Year campaign – that would not only take full advantage of the completion of several major new tourism infrastructural projects from the second half of 2005 onwards, but also ensure the sustainable growth and development of the tourism sector in the years to come.

In formulating its promotional, business-development and product-development strategies, the HKTB adopts an information- and knowledge-based approach. It gathers essential market intelligence and insights and conducts extensive marketing research. To optimise the return on investment, the Board prioritises resources in key markets around the world, and devises marketing programmes that target high-yield or high-potential customer segments, including business visitors; meetings, incentives, conventions and exhibitions (MICE) visitors; and families.

### A research-driven organisation

During 2005/06, the HKTB undertook in-depth studies to track market trends, and examine market and segment potential. Examples included Departing Visitor Surveys at major exit points in Hong Kong; quantitative tracking surveys of potential visitors in key markets; qualitative research that included focus group projects with travel-trade representatives and consumers; and surveys on Mega Events to gauge visitors' satisfaction.

- ▶ Information gained in research studies of departing visitors helps shape the HKTB's strategies to develop tourism  
由「離境旅客問卷調查」所得的資料有助旅發局制訂旅遊業務發展策略

## 放眼未來 把握時機

年內，旅發局全力統籌極具策略性的推廣計劃——「精采香港旅遊年」。旅發局推行這項為期兩年的計劃，不但是要充分把握多項大型旅遊設施自 2005 年下半年起相繼落成的良機，同時亦希望為旅遊業的持續增長和發展打穩基礎。

旅發局一直都以「資訊為本」的方針，制訂其市場推廣、業務發展和產品發展的策略。因此，旅發局定期收集重要的市場資訊及情報，並進行廣泛的市場調查。為確保能獲得最大的投資回報，旅發局會按優先次序分配用於全球各主要市場的推廣資源，並且以高效益或高潛力的客群為對象，制定合適的市場推廣計劃，這些目標客群包括商務旅客、會議、展覽及獎勵旅遊客群和家庭旅客。

### 資訊為本

在 2005/06 年期間，旅發局進行了多項深入的研究，以助評估市場的最新趨勢，並探討不同市場和客群的發展潛力。例如，旅發局定期在主要出境口岸進行「離境旅客問卷調查」；又在各主要市場進行定量的旅客意向調查，訪問可能來港旅遊人士。另外，旅發局亦進行定質調查，當中包括邀請旅遊業代表和消費者參與座談會形式的小組調查。在大型活動期間，則進行評估旅客滿意程度的調查。





### Communicating the Hong Kong destination brand

The “Hong Kong – Live it, Love it!” campaign continued to serve as the overarching platform for the HKTB’s global marketing initiatives in 2005/06. With the continued rise in leisure travel worldwide and the imminent completion of several major new tourism attractions in Hong Kong, the HKTB strengthened the delivery of Hong Kong’s destination brand.

To widen the audience reach, it undertook a number of co-operative television and online projects, and leveraged celebrity endorsement, besides making use of such traditional channels as advertising, brochures, collaterals, videos and photography to communicate the essence of the unique Hong Kong experiences to targeted consumer segments. The brand fundamentals were also reinforced at the destination through strategic outdoor advertising, including signage and display panels in immigration checkpoints, airport and districts with high tourist traffic.

### The Hong Kong destination brand

The positioning for Hong Kong as a travel destination was developed following extensive qualitative and quantitative research. Hong Kong’s destination brand encapsulates the city’s strengths, namely the contrasting splendours of Hong Kong’s city, harbour and countryside, the unmatched variety and quality of shopping, the world-class dining, and deep-rooted culture and heritage. Together they offer the quintessential Hong Kong experiences – an amazing diversity and sophistication – which form the core values of the branding.

### 推介香港旅遊形象

在 2005/06 年度，旅發局繼續以「香港 – 樂在此，愛在此！」計劃作為全球市場推廣工作的核心平台。隨著消閒旅遊在全球日趨盛行，加上本港多項嶄新的大型旅遊景點相繼落成，旅發局致力加強推廣香港的旅遊勝地形象。

為擴大推廣宣傳的接觸面，旅發局除了利用廣告、小冊子、印刷宣傳品、宣傳短片和圖片介紹等傳統渠道外，還與電視及互聯網進行多項聯合推廣工作，並邀請知名人士協助推介，向不同的目標客群推廣香港獨特的旅遊體驗。至於在本港，旅發局亦在旅客流量極高的出入境口岸、機場及旅遊區，推出宣傳標語及展板等戶外廣告，加強推廣香港的旅遊勝地形象。

### 香港旅遊形象

旅發局是根據廣泛的定質和定量調查結果，然後為香港塑造其旅遊勝地的形象。「香港」作為旅遊勝地的品牌包含了這都市本身擁有的旅遊優勢，包括：對比鮮明的都會、海港和郊野景致、質優款多的購物選擇、世界級的餐飲美食，以及源遠流長的傳統文化。這些林林總總的特色，為旅客提供多姿多采及細緻深刻的旅遊體驗，也成為「香港」這品牌的基本元素。



◀ Coverage by visiting media provides valuable exposure for Hong Kong in key source markets  
各地傳媒的報道，有助提升香港在主要客源市場的曝光率

Hong Kong's destination brand values create lasting impressions and raise awareness of the city. They enable the HKTB to differentiate Hong Kong from competing destinations, while building aspirations to visit the city. As well as developing and communicating the brand, the HKTB ensures that the positioning and values are applied consistently by worldwide offices, and accurately reflected in all their marketing and promotional initiatives.

The Hong Kong destination brand was enhanced during the year in review, when the HKTB unveiled the 2006 Discover Hong Kong Year campaign. Targeting consumers, the travel trade and the media, the campaign encompasses a broad spectrum of events, as well as marketing, communications and publicity activities both in Hong Kong and key global markets.

The campaign was designed to showcase not only Hong Kong's new tourism developments, but also its lesser-known, hidden treasures. It positions the city as the hottest, "must-visit" destination and instils a sense of urgency among consumers to travel to the city to explore the re-invented destination.

香港獨特的旅遊勝地品牌形象不單在旅客心目中留下非常深刻的印象，同時亦有助提升香港的知名度。正因如此，旅發局在宣傳推廣時，往往能令香港脫穎而出，並且刺激旅客來港旅遊的意欲。而旅發局除了負責設計和推廣香港這品牌之外，亦確保其全球辦事處所進行的推廣工作，能夠劃一而恰當地展示香港的形象和定位。

年內，旅發局展開了「2006 精采香港旅遊年」的推廣工作，以消費者、旅遊業界和傳媒為對象，舉辦一系列推廣活動，並配合在香港和各主要市場的推廣、傳訊及宣傳工作，令香港的旅遊勝地形象更鮮明突出。

這項計劃不但展示香港嶄新的旅遊發展，亦推介一些以往較少為人知的旅遊寶藏。透過這推廣計劃，旅發局將香港定位為最熱門的「必到」旅遊勝地，希望推動旅客即時計劃訪港，發掘令人耳目一新的特色。



▲ Heralding the beginning of 2006 Discover Hong Kong Year, Visitor Services staff attired in new uniforms and celebratory signage greet visitors at points of entry to Hong Kong  
為迎接「2006 精采香港旅遊年」的來臨，旅發局的服務人員均換上全新制服，同時，亦在入境口岸懸掛充滿節慶色彩的橫額，歡迎抵港旅客

To prepare for the campaign launch worldwide, the HKTB developed new thematic TV and print advertising and marketing collaterals, including the *Moments of Discovery* video, which incorporated the campaign's themes of new and existing attractions, and hidden treasures of culture, heritage and nature. As well as impressing audiences with Hong Kong's new image, the video was awarded several accolades by prestigious international organisations.

As part of its aggressive marketing efforts, the HKTB co-operated with the National Geographic, Discovery – Travel and Living and CNN International TV channels to develop a pan-regional TV campaign on key international networks in early 2006, which offered a platform for the HKTB to create consumer promotions overseas and extend the Board's reach in several key markets.

旅發局為配合在全球各地推出「2006 精采香港旅遊年」，特別製作了全新的電視、刊物廣告和其他宣傳品。當中包括名為「時刻發現精采香港」的宣傳短片，內容包羅推廣計劃的各項主題，例如嶄新和現有的景點、較少為人知的傳統文化及大自然旅遊寶藏。這齣短片不但令觀眾對香港的新面貌留下深刻印象，更囊括多個國際知名的獎項。

旅發局積極進行多項工作，推廣「2006 精采香港旅遊年」，其中包括於 2006 年初，聯同主要國際電視頻道，包括國家地理頻道、Discovery — 旅遊及生活頻道和CNN國際電視頻道，在不同地區推出電視宣傳廣告。這些聯合宣傳工作，為旅發局提供了理想的平台，向全球的消費者進行推廣，並且更廣泛地接觸多個主要市場的旅客。

#### Pan-regional TV campaign 2005/06

- Discovery Channel – Travel and Living featured the 2006 Discover Hong Kong Year Special series in March 2006, featuring three thematic programmes: *VIP Weekends*, *Fashion Avenue* and *Lonely Planet Six Degrees II*. To enhance consumer awareness, the channel also hosted an online contest.
- National Geographic Channel aired three 90-second vignettes between February and April 2006, showcasing The Avenue of Stars, A Symphony of Lights, Hong Kong Disneyland, the Giant Buddha, the Wisdom Path and Tai O Village. The 30-second *Moments of Discovery* TV commercial also ran in Southeast Asian markets, Taiwan, India, Korea, China, Australia, New Zealand and key markets in Europe.
- CNN International screened the *Moments of Discovery* TV commercial to viewers in the UK, France, Germany and the Netherlands.

#### 2005/06 區域電視宣傳廣告

- Discovery Channel — 旅遊及生活頻道於2006年3月播放特別為「2006精采香港旅遊年」而攝製的三輯特備節目：VIP Weekends、Fashion Avenue 和 Lonely Planet Six Degrees II。另外，又舉辦網上比賽，以增加觀眾對計劃的認識。
- 國家地理頻道在2006年2月至4月期間，播出三段90秒的短片，介紹尖沙咀星光大道、「幻彩詠香江」、香港迪士尼樂園、天壇大佛、心經簡林及大澳漁村。在東南亞、台灣、印度、南韓、中國內地、澳洲、新西蘭及歐洲的主要市場，亦播放30秒的「時刻發現精采香港」電視廣告。
- CNN國際電視頻道在英國、法國、德國和荷蘭播放「時刻發現精采香港」電視廣告。





While raising awareness through integrated promotions, considerable efforts were also made on creative programme and channel development. New ideas, including the TV series *Hong Kong – Through the Eyes of Celebrities*, and the innovative web drama *Hong Kong Butterfly*, were developed in collaboration with media partners to promote Hong Kong's diverse and lesser-known appeal in an attractive light to consumers in Mainland China and Japan respectively.

In order to market the messages effectively to different target audiences, the HKTB produced a segment-focused *Pamper Yourself in Hong Kong* guidebook in association with *Jessica* magazine. Capitalising on the city's cosmopolitan image, the guidebook was designed to stimulate the visit desire of young office ladies and mid-career women in Mainland China, Taiwan and Southeast Asian markets, and was used in a range of co-operative marketing campaigns with travel agents. Another well-received travel guidebook produced in co-operation with regional media was the *Magic Lamp Guide*, which was designed for the young segments and free independent travellers (FIT) in Korea.

### Spreading the word about Hong Kong

In tandem with the launch of the 2006 Discover Hong Kong Year campaign, the HKTB intensified its media and public relations activities by leveraging the introduction of new attractions, which offered a not-to-be-missed opportunity to reach out to influential print and broadcast media representatives from around the world.

除了推出綜合的推廣活動之外，旅發局亦運用創新手法和宣傳渠道大力推廣香港，當中包括與傳媒夥伴合作，例如攝製電視專題片「星星細語香港情」，以及極具創意的網上連續劇「Hong Kong Butterfly」，以別開生面的形式，分別向內地和日本的消費者推廣香港多元化和較少為人知的特色。

旅發局亦致力向不同的目標客群傳達推廣訊息，例如與《旭茉》雜誌合作，編印以女性客群為對象的《寵愛自己 香港時尚遊》旅遊指南。這份指南借助香港的國際都會形象，並以內地、台灣及東南亞市場的年輕白領麗人和職業女性為目標，刺激讀者來港旅遊的意欲。旅發局在與旅行社合辦推廣期間亦派發這份刊物。此外，旅發局亦與區內其他傳媒合作，例如為南韓年輕客群和自助旅遊人士編印名為《Magic Lamp Guide》的旅遊指南，同樣深受歡迎。

### 有口皆碑 傳媒推介

旅發局把握「2006 精采香港旅遊年」計劃的推出，以及嶄新旅遊項目啟用的良機，加強了傳媒及公關宣傳工作，積極向全球極具影響力的刊物及廣播傳媒推廣香港。

- ▶ Tailored market- and segment-specific consumer guides include *Pamper Yourself in Hong Kong* for Mainland visitors and the *Magic Lamp Guide* for Koreans  
旅發局為不同的市場及客群度身設計旅遊指南，包括為內地旅客而編印的《寵愛自己 香港時尚遊》，以及為南韓旅客而設的《Magic Lamp Guide》





During 2005/06, the HKTB played host to more than 500 journalists and broadcasters, including representatives from such emerging markets as Russia, Poland and Israel. Their coverage, which spanned from newspaper reports and magazine features to radio and television broadcast, helped spread the word about Hong Kong to audiences in their home markets.

Making use of major events, such as the openings of Hong Kong Disneyland and AsiaWorld-Expo, as well as the recognition by Guinness World Records of the multimedia spectacular A Symphony of Lights as the World's Largest Permanent Light and Sound Show, the HKTB was able to grab headlines around the world.

Local and international publicity for Mega Events was also drummed up, as high-level overseas media were invited to take part in the Trade Launch of the 2006 Discover Hong Kong Year campaign, the 2005 Hong Kong Shopper of the Year Contest, the 2005 Best of the Best Culinary Awards and the 2006 Cathay Pacific International Chinese New Year Night Parade.

在 2005/06 年度，旅發局接待了超過 500 位刊物記者和廣播傳媒的代表，當中包括來自俄羅斯、波蘭和以色列等新興市場的傳媒。他們的報道形式由報章或雜誌的專題報道，以至電台或電視台節目等，色色俱備，有助旅發局向所屬的市場宣傳香港。

年內，多項盛事接踵而來，例如香港迪士尼樂園及亞洲國際博覽館開幕，以及「幻彩詠香江」獲《健力士世界紀錄》列為「全球最大型燈光音樂匯演」，旅發局利用這些良機，成功吸引國際傳媒重點報道香港。

旅發局亦加強在本地和全球推廣各項大型活動，例如邀請國際傳媒的高層參與「2006 精采香港旅遊年」的業界推介活動、「2005 香港購物通」比賽、「2005 美食之最大賞」及「2006 國泰航空新春國際匯演之夜」。

### Bringing a new year to the world

More than 130 representatives from almost 70 broadcast and print media organisations attended the Cathay Pacific International Chinese New Year Night Parade in January 2006, including National Geographic and the Discovery Channel. Live broadcasts of the parade in Hong Kong, across China by Dragon TV, as well as in the UK, achieved unprecedented international publicity. Simultaneous transmission was also available on the HKTB's DiscoverHongKong.com website.

### 新春匯演 全球焦點

來自近 70 家廣播及刊物傳媒機構的 130 多名代表，出席於 2006 年 1 月舉行的「國泰航空新春國際匯演之夜」，當中包括國家地理頻道和 Discovery Channel。匯演除在香港現場直播外，更由上海東方衛視在全國直播，英國的觀眾亦可即時收看盛況，為匯演取得歷來最廣泛的國際宣傳效應。旅發局亦在互聯網站 DiscoverHongKong.com 同步直播節目的過程。



▲ A National Geographic Channel crew films at the 2006 Cathay Pacific International Chinese New Year Night Parade  
國家地理頻道的攝製隊拍攝「2006 國泰航空新春國際匯演之夜」的盛況



▲ Hong Kong's Chief Executive, The Hon Donald Tsang, officiates at the opening ceremony of the 2006 Cathay Pacific International Chinese New Year Night Parade  
香港特別行政區行政長官曾蔭權先生主持「2006 國泰航空新春國際匯演之夜」開幕典禮

### Reaching out to the community

Recognising the important role of local residents in creating a hospitable destination, the HKTB undertook various initiatives to enhance community awareness of the 2006 Discover Hong Kong Year campaign in 2005/06, beginning with the New Year's Eve Countdown on 31 December in Times Square in Causeway Bay. An "e-invite" community programme was also launched, which prompted local residents to send e-cards encouraging overseas friends and relatives to visit during 2006 Discover Hong Kong Year.

Wider community backing was enlisted through the first-ever My Hong Kong Family programme. Launched in March 2006, the programme encouraged local families to show their passion for their home city by serving as hosts and guides for visiting overseas families, and provided excellent support for the HKTB's positioning of Hong Kong as a family destination.

At the same time, the HKTB communicated closely with various influential stakeholders, such as the Government, business chambers and associations, community leaders, academics and the Consular Corps, through speaking platforms, gatherings and media activities, as well as leveraging its own programme of Mega Events. As part of its efforts to strengthen communication, the HKTB launched the eNews corporate newsletter in December 2005 to keep stakeholders abreast of the activities and achievements of Hong Kong's tourism industry, and help them capitalise more effectively on the Board's initiatives.

### 邀請市民參與

旅發局明白要為香港營造熱誠好客的旅遊形象，市民的參與非常重要，因此，在 2005/06 年度，旅發局透過多項工作，藉此增加市民大眾對「2006 精采香港旅遊年」計劃的認識，除了 12 月 31 日在銅鑼灣時代廣場舉行的除夕倒數活動之外，旅發局亦推出「e 請卡」，鼓勵市民發送電子邀請卡給海外親友，吸引他們在 2006 年訪港。

旅發局又首次舉辦「家·家樂悠遊」計劃，推動更多市民參與及支持。「家·家樂悠遊」計劃於 2006 年 3 月推出，邀請熱愛香港的本地家庭負責接待訪港的海外家庭，這亦正好配合旅發局將香港推廣為家庭旅遊勝地的目標。

同時，旅發局透過安排管理層公開演說、出席聚會和傳媒活動，以及藉著舉辦大型活動的機會，與政府、商會組織、社團領袖、學術界及各國領事等具影響力的界別，保持緊密聯繫。為加強溝通和聯繫，旅發局在 2005 年 12 月推出企業通訊 —《旅發局電子通訊》，向相關界別發放有關香港旅遊業活動及成就的最新消息，並讓他們更有效地配合旅發局的推廣活動。

- ▶ Launched in March 2006, the My Hong Kong Family programme recruits 15 local families as Discover Hong Kong Year Family Ambassadors  
2006 年 3 月啟動的「家·家樂悠遊」計劃，挑選了 15 個本地家庭擔當「精采香港好客家庭大使」



## A WORLD-CLASS EVENTS CALENDAR

In anchoring Hong Kong as a preferred business and leisure destination and quintessentially the Events Capital of Asia, the HKTB pulled together an exciting calendar of Mega Events and activities in 2005/06. These included the 2005 Hong Kong Shopping Festival, 2005 Best of the Best Culinary Awards, 2005 Hong Kong WinterFest and the 2006 Cathay Pacific International Chinese New Year Night Parade.

Each of these Mega Events showcased at least one of Hong Kong's destination strengths, such as shopping, dining, festive skyline and 6,000 years of culture and heritage, and were designed to enhance visitor satisfaction, encourage longer stays, stimulate spending and repeat visits, and generate favourable word-of-mouth publicity. They also offered a business platform for the tourism-related sectors, as retail, catering and other partners were encouraged to create special privileges, promotions and entertainment during the Mega Event periods.

### Entrenching Hong Kong's cultural and heritage appeal

With Hong Kong's unique culture and heritage being a key element of 2006 Discover Hong Kong Year, the HKTB announced in March 2006 a new Mega Event – the Culture & Heritage Celebration – that would take place in April and May 2006. The event was designed to enable visitors to enjoy a first-hand experience of Hong Kong's traditions and culture by packaging four festivities held in the city: the Birthday Celebrations of the Lord Buddha, the Tin Hau Festival, the Tam Kung Festival and the Cheung Chau Bun Festival.

## 國際盛事 全年舉行

為把香港推廣為旅客首選的商務及消閒旅遊勝地，並且進一步強化香港作為「亞洲盛事之都」的美譽，旅發局在 2005/06 年度舉辦了連串大型活動，包括「2005 香港購物節」、「2005 美食之最大賞」、「2005 香港繽紛冬日節」及「2006 國泰航空新春國際匯演之夜」。

這些大型活動都能夠展示香港其中一項甚至更多的旅遊優勢，例如購物、美食、璀璨夜景及六千年悠久的傳統文化。旅發局舉辦這些盛事，是希望提升旅客的滿意程度、鼓勵他們延長留港和增加消費，並會再次光臨，甚至向親友推介香港。這些活動亦為零售、餐飲及相關的界別提供平台，為旅客推出特別優惠、推廣和娛樂節目。

### 文化傳統 更添魅力

香港獨特的文化及傳統是「2006 精采香港旅遊年」的重要元素之一，為此，旅發局於 2006 年 3 月宣佈，在 4 月及 5 月增辦大型活動——「傳統節慶巡禮」，同時推介佛誕、天后誕、譚公誕及長洲太平清醮四個傳統節日，以及有關的節慶活動，鼓勵旅客親身體驗香港的傳統和文化特色。



▲ Visitors learn the moves of *tai chi* from a noted master in a class arranged as part of the popular Cultural Kaleidoscope programme  
旅客參加「香港文化萬花筒」活動的太極班，由專家教授太極的要訣



▲ The Culture & Heritage Celebration packages Hong Kong's colourful Bun, Buddha, Tam Kung and Tin Hau festivals  
「傳統節慶巡禮」同時推介長洲太平清醮、佛誕、譚公誕及天后誕四個傳統節日



Another programme that allows visitors to achieve a greater understanding of Hong Kong's unique fusion of East and West is the Cultural Kaleidoscope programme. Drawing on the specialist knowledge of local experts and associations, and a range of museums around the city, the programme offers insights into the city's lifestyle through heritage and museum tours, activity classes and guided walks. Highlights of the programme include a ride aboard a sailing junk, and tours covering culture, history, philosophy and architecture. Recently introduced were classes on Chinese cake-making, medicine and diamond appreciation, as well as tours of the Chinese Antiquities Exhibition and the Maritime Museum.

### Supporting third-party events

Besides organising its own Mega Events, the HKTB co-operates with partners to support and promote events, entertainment programmes and activities themed around Hong Kong's unique strengths.

Throughout the year, various organisations staged major artistic and sporting events in Hong Kong, such as Hong Kong Arts Festival, the Cathay Pacific Hong Kong International Races, the Cathay Pacific/Credit Suisse Hong Kong Sevens, the Hong Kong International Film Festival, as well as musicals, operas and shows. By bringing together a cluster of world-class entertainment programmes, and publicising them through various channels, such as the electronic event listing *e-Zine* and the publication *What's On*, the HKTB aims to reinforce the city's position as a vibrant entertainment hub and the Events Capital of Asia.

為令旅客更認識香港中西文化薈萃的獨特色彩，旅發局一直舉辦「香港文化萬花筒」活動。內容包括由本地專家和團體講解的觀光團、課程及導賞團，帶領旅客參觀本港歷史古蹟及遍佈各區的博物館，讓旅客更加認識本港的地道生活文化。重點活動包括乘坐傳統中式帆船暢遊維港，及環繞文化、歷史、哲學和建築等主題的導賞行程。新增的節目包括中式糕餅製作班、醫藥班、鑽石鑑賞，以及參觀中國古董展覽和海事博物館。

### 支持各界盛事

旅發局不但舉辦本身的大型活動，亦與其他夥伴緊密合作，協助舉辦或推廣能突顯香港優勢的盛事、娛樂節目和活動。

年內，眾多不同機構均在港舉辦大型的藝術或體育盛事，例如「香港藝術節」、「國泰航空香港國際賽事」、「國泰航空／瑞信香港七人欖球賽」、「香港國際電影節」，以及各類音樂劇、歌劇和表演。為此，旅發局透過不同的渠道，例如《電子雜誌》內的活動指南和《香港活動精選》刊物等，串連和協助推廣這些世界級活動，藉此鞏固香港作為娛樂節目焦點和「亞洲盛事之都」的形象。



▲ Performers from the famous Cirque du Soleil conjure up an air of mystery and wonder at the opening of 2005 Hong Kong WinterFest  
索拉奇藝坊《奇幻之旅》的藝人在「2005 香港繽紛冬日節」開幕典禮上獻技



▲ Reinforcing Hong Kong's positioning as the Events Capital of Asia, the HKTB promotes third-party events held in the city  
旅發局協助推廣本港的大型盛事，鞏固香港「亞洲盛事之都」的地位



### Rejuvenating and packaging tourism products

As part of its bid to diversify Hong Kong's tourism offerings, the HKTB partners with local independent tour operators to develop and package sightseeing tours, especially during major event and festive periods. Among these are tours promoting Hong Kong's nature and outdoor attractions, such as hiking tours in the New Territories and outlying islands, kayak-and-coral-exploring and powerboat trips. The Board also offers a nature tour of the Mai Po Marshes in conjunction with the Worldwide Fund for Nature.

In late 2005, the HKTB commissioned a Product Quality Monitoring Exercise by a professional consultant on Hong Kong's top 10 attractions, along with several natural and heritage assets. The audit's aim was to identify how the city's tourism products can be improved to enhance the overall visitor experience.

The audit was managed by a steering group that includes representatives from the Tourism Commission, Travel Industry Council of Hong Kong, the Hong Kong Association of Registered Tour Co-ordinators, the Hong Kong Polytechnic University's School of Hotel & Tourism Management, and the HKTB. Almost 120 recommendations were made, which the HKTB will prioritise in 2006/07, in consultation with the Tourism Commission and travel industry.

### 旅遊產品 灌注新意

為令旅客享受到更多元化的旅遊選擇，旅發局夥拍本地的旅行社，特別在大型活動和節日期間，推出及重新包裝新的觀光行程，當中包括推廣香港自然戶外景致的觀光團，例如新界及離島遠足團、觀賞珊瑚及乘坐快艇觀光的行程。此外，旅發局亦與世界自然基金會合辦前往米埔濕地的行程。

在2005年底，旅發局委託專業顧問就香港的十大景點、多個自然景點以及古蹟，進行「旅遊景點質量檢定」計劃，目的是評估如何改善香港旅遊景點的質素，以提升旅客在港的旅遊體驗。

這次研究調查由旅遊事務署、香港旅遊業議會、香港註冊導遊協會、香港理工大學酒店及旅遊業管理學院，以及旅發局的代表組成的督導委員會進行。調查報告一共提出接近 120 項建議，而旅發局將與旅遊事務署及旅遊業界磋商，然後按優先次序於 2006/07 年度執行。



▲ Signpost to solitude: Hong Kong's treasures of greenery and nature are often just a short walk away from the city  
在香港，旅客只需很短的時間，就可從市區到達清幽的郊野，欣賞本港的大自然寶庫

### Enhancing our city's attractiveness

A Product Quality Monitoring Exercise of Hong Kong's tourism products was commissioned by the HKTB in late 2005. The exercise identified areas for possible enhancements at the city's 10 most frequented attractions, as well as the Giant Buddha and Wisdom Path, the Lung Yeuk Tau and Ping Shan Heritage Trails, the Dragon's Back, Lantau South Country Park, and the Pak Tam Chung and Tai Long Wan beauty spots.

## QUALITY, SERVICE AND HOSPITALITY – HONG KONG'S SUSTAINABLE EDGE

Service quality remained a key focus of the HKTB in 2005/06. In positioning Hong Kong as a world-class destination, the HKTB undertook a series of initiatives and engaged its partners to further raise standards.

The major driver of the HKTB's efforts to uplift standards of quality and service remains the Quality Tourism Services (QTS) scheme, which reinforces Hong Kong's world-class reputation and enhances visitor confidence by providing benchmarking and training for local retailers and restaurants. A strengthened complaint-handling mechanism, reinforced surveillance of participating outlets, and the provision of clear product information to consumers were all designed to ensure that visitors have an even more satisfying experience.

### 提升質素 強化魅力

在2005年底，旅發局委託專業顧問就香港的旅遊產品，進行「旅遊景點質量檢定」調查，提出一系列改善景點質素的建議，參與這項目的包括本港十大最受歡迎的旅遊景點，以及天壇大佛、心經簡林、龍躍頭文物徑、屏山文物徑、龍脊、南大嶼郊野公園、西貢北潭涌及大浪灣。

### 鞏固優勢－優質旅遊服務

提升旅遊服務質素也是旅發局在 2005/06 年度的重點工作之一。旅發局進行了多項工作，並與業界夥伴聯手，進一步提升水平，務求將香港推廣為世界級的旅遊勝地。

旅發局繼續透過「優質旅遊服務」計劃，鼓勵業界提升服務質素和水準。年內，這項計劃為本地的認證零售商舖及食肆，提供「基準參照服務」和舉辦培訓課程，以鞏固香港世界級旅遊勝地的形象，從而增添旅客在港消費的信心。「優質旅遊服務」計劃又透過多項措施，例如加強處理投訴機制和巡查認證商舖，以及為消費者提供清晰的產品資訊，確保旅客獲得更稱心滿意的旅遊體驗。

- ▶ The Quality Tourism Services (QTS) scheme offers visitors an assurance of quality and service when they shop and dine in Hong Kong  
「優質旅遊服務」計劃令旅客在港購物及餐飲消費時更具信心



In 2005/06, the HKTB stepped up merchant enrolments and encouraged their wider participation in Mega Events. By the end of March 2006, the target of 6,000 QTS-accredited outlets was achieved a full year ahead of schedule, the 6,055 shops and restaurants being 13% more than the total 12 months previously.

From January 2006, the “train the trainer” Quality Ambassador Programme was also organised for front-line supervisors, as well as the Quality Host programme to train junior front-line staff directly. Meanwhile, the “Elite Sharing” programme invited top managers from leading QTS merchants to share their experience and insights into service excellence with other members.

Promotion of the scheme was substantially boosted overseas through advertising campaigns, direct marketing programmes with strategic partners such as China UnionPay and American Express International, and travel-trade seminars in the Mainland, Korea and Japan. Meanwhile in Hong Kong, the HKTB enhanced awareness of the scheme by distributing information at entry points, displaying QTS banners prominently both at entry points and other tourism areas, and organising promotions to stimulate spending with QTS merchants.

在 2005/06 年度，旅發局致力推動更多商戶加入「優質旅遊服務」計劃，並鼓勵他們更踴躍參與各項大型活動。截至 2006 年 3 月底，獲「優質旅遊服務」計劃認證的商舖及食肆已達 6,055 間，比原訂要達到 6,000 間商舖的目標限期提早了一年，而認證商舖數目更較上一年度增加 13%。

「優質大使計劃」領袖培訓課程自 2006 年 1 月起舉辦，訓練前線的主管級人員，而「優質之導」活動則直接培訓前線員工。此外，認證商戶的高層管理人員則獲邀參與精英分享活動，與其他會員分享他們對提供卓越服務的體驗和心得。

年內，旅發局在全球各地加強推廣「優質旅遊服務」計劃，除了透過廣告宣傳，又與合作夥伴如中國銀聯卡及美國運通卡合辦直接市場推廣活動，並且在內地、南韓和日本舉辦業界研討會。香港方面，旅發局則在各入境口岸或旅遊區派發旅遊資料，以及在當眼位置懸掛宣傳橫額，令旅客更加認識這項計劃。另外，旅發局又與認證商戶合辦推廣活動，鼓勵旅客消費。



- ◀ Training programmes for front-line staff of Quality Tourism Services (QTS)-accredited merchants help enhance the experiences of overseas visitors  
「優質旅遊服務」計劃為認證商舖的前線員工提供訓練，有助提升訪港旅客的旅遊體驗



### Nurturing a hospitality culture

In co-operation with industry partners, the HKTB organised the Tourism Orientation Programme (TOP) for the fourth consecutive year from mid-2005. This training programme focuses on raising hospitality standards by training front-line staff, 155 of which participated in the course as "Tourism Hosts" during the year. Since 2002, more than 304 Tourism Hosts have graduated from the programme as at end 2005, 85% are now working in the tourism sector and other service industries.

The HKTB also supports the service- and hospitality-enhancement initiatives of other organisations, including the Immigration Department's Hong Kong Courtesy Ambassador programme, the Hong Kong Association for Customer Service Excellence Awards and the Tourism Commission's Friendly Taxi Campaign. Launched in January 2006, the latter campaign contributes to Hong Kong's hospitality culture by encouraging taxi drivers to adopt a more friendly and service-oriented attitude.

### 致力培育 好客文化

旅發局於2005年中與業界夥伴合作，連續第四年舉辦「旅業英才實習計劃」。這項計劃透過培訓前線員工，以提升本港的旅遊服務水平。年內，共有155名「旅業英才」學員參與培訓課程。自2002年至2005年底，已有超過304名「旅業英才」完成培訓，其中85%已投身旅遊業及其他服務行業。

旅發局亦鼎力支持其他機構提升服務水平的工作，例如由入境事務處舉辦的「禮貌大使運動」、香港優質顧客服務協會的「優質顧客服務大獎」、以及旅遊事務署的「的士好客運動」。這項「的士好客運動」於2006年1月推出，鼓勵的士司機以更親切友善的態度服務乘客，協助推廣好客文化。



▲ Aspiring tourism professionals train for front-line positions in the industry through the Tourism Orientation Programme (TOP)  
「旅業英才實習計劃」的學員透過培訓，獲得前線實習的機會



▲ A warm welcome: an Immigration Department officer proudly displays her Hong Kong Courtesy Ambassador award  
入境事務處職員獲頒「香港禮貌大使」獎狀，在頒獎禮上笑逐顏開



## THE RIGHT INFORMATION AT THE RIGHT TIME

With FIT travel getting ever more popular, the HKTB stepped up efforts to deliver the most up-to-date and appropriate destination information to visitors, so that they can make the most of their stay. The HKTB achieved this by providing them with the widest possible range of information, and employs a number of channels to disseminate it.

In 2005/06, the HKTB's Visitor Information & Services Centres in Causeway Bay MTR station, the Star Ferry Concourse in Tsim Sha Tsui, Hong Kong International Airport, and Lo Wu border crossing continued to offer flexible and convenient services, while the HKTB's Visitor Hotline provided multi-lingual assistance to visitors between 8am and 6pm daily.

Information counters and self-service information racks can also be found at entry points, hotels and tourist attractions. To assist visitors attending major international events, such as the 88th Lions Clubs International Convention, the HKTB set up information booths manned by Visitor Services Officers at the event venue.

### Targeted, tailored and technology-driven

The PDA version of the *Leisure Guide for Business Travellers* enables visitors to locate more than 6,200 shopping and dining outlets, and search for events. A digital map shows all recommended places of interest, shops, restaurants and attractions. If enabled with a Global Positioning System, it shows visitors their locations. The Guide also contains voice demonstrations of useful Cantonese phrases.



## 適時提供 旅遊資訊

因應自助旅遊愈來愈盛行，旅發局透過更多元化的渠道，向旅客提供最新及最全面的旅遊資訊，協助旅客暢遊香港。

在 2005/06 年度，旅發局設於地鐵銅鑼灣站、尖沙咀天星小輪碼頭、香港國際機場及羅湖客運大樓的旅客諮詢及服務中心，繼續為旅客提供便捷的服務；而旅發局的旅遊熱線亦於每日上午 8 時至下午 6 時運作，為旅客提供多種語言的諮詢服務。

旅發局亦在各入境口岸、酒店及旅遊景點設置諮詢櫃檯和自助旅遊資料架。在大型國際盛事如「第 88 屆國際獅子會年會」舉行期間，旅發局亦在會場設置櫃檯，由工作人員為出席活動的旅客提供服務。

### 善用科技 呈獻資訊

旅客可利用《商務旅客樂優游 香港導覽手冊》的電子手帳版本，搜尋超過 6,200 間商舖和食肆，以及城中各項盛事的資料。數碼地圖更包羅各個休閒熱點、商舖、食肆及景點的資料。若電子手帳配備全球定位系統接收器，更可顯示旅客身處的位置，而且旅客亦可以收聽真人發聲示範的常用粵語短句。

- Formatted for Personal Digital Assistants (PDA), the electronic version of the *Leisure Guide for Business Travellers* delivers tailored information to the palm of the hand
- 電子手帳版的《商務旅客樂優游 香港導覽手冊》，可方便旅客隨時獲取度身設計的旅遊資訊

To mark the beginning of 2006 Discover Hong Kong Year, all front-line Visitor Services staff were attired in new uniforms styled by noted local designer William Tang. Achievements by the team included the “Contact Centre Professional of the Year – Silver” at the 6th Hong Kong Call Centre Association Awards 2005, given to the HKTB’s Visitor Hotline managed by PCCW.

The HKTB’s website continued evolving as a comprehensive and versatile information resource. Available in 12 different languages, including seven separate English-language sites serving the UK, the US, Canada, Australia, New Zealand, Southeast Asia and other international markets, the DiscoverHongKong.com website achieved 1.7 million visits and 7.7 million page views per month during the year. A new development was the addition of a 2006 Discover Hong Kong Year mini-site.

為配合「2006精采香港旅遊年」的來臨，旅發局所有前線的服務人員均換上由本地時裝設計師鄧達智先生設計的全新制服。而旅發局的服務人員更屢獲殊榮，包括由電訊盈科管理的旅發局旅遊熱線，在2005年第六屆客戶中心大獎中，榮獲「傑出客戶服務中心專才」。

旅發局不斷提升互聯網站 DiscoverHongKong.com 的內容，為旅客提供全面而多元化的旅遊資訊。該網站備有 12 種不同語言的版本，包括七個英語版本，以配合英國、美國、加拿大、澳洲、新西蘭、東南亞及其他國際市場的需要。年內，網站每月的瀏覽人次達 170 萬，而瀏覽網頁次數則達 770 萬。至於加強網站內容的工作，則包括增設「2006精采香港旅遊年」的專題網站。

#### Assistance in an instant

During 2005, the HKTB’s Visitor Information & Services Centres provided assistance to more than 1.6 million visitors and handed out over 11.4 million guides, brochures, leaflets and other promotional materials and information. In addition, the HKTB handled more than 88,000 written, e-mail and telephone enquiries.

#### 旅遊服務 全面周到

2005年內，旅發局的旅客諮詢及服務中心共為超過 160 萬名旅客提供服務，派發的指南、小冊子、宣傳單張及其他宣傳品和資料逾 1,140 萬份；此外，又處理超過 88,000 個書面、電郵及電話查詢。



◀ Here to help: front-line staff at the HKTB’s Visitor Information & Services Centre serve visitors with a smile  
旅發局旅客諮詢及服務中心的服務人員，為旅客提供稱心滿意的服務

## TARGETING HIGH-YIELD VISITORS

Hong Kong's position as a global finance centre and the window to Mainland China continued to draw a steady stream of high-yield overnight business visitors in 2005/06. Capitalising on the Mainland's increasing economic power and the city's gateway role, the HKTB strived to enhance Hong Kong's position as the ideal business destination.

To develop demand in this high-yield segment, and encourage business visitors to stay longer, take part in more leisure activities, and bring companions and family members with them, the HKTB intensified the publicity for Hong Kong's diverse tourism products and exciting programme of Mega Events, and provided business travellers with tailored, targeted destination information.

Following the successful launch of the print version of the *Hong Kong Leisure Guide for Business Travellers* in 2004, the HKTB introduced an electronic version of the Guide in May 2005. Formatted for Personal Digital Assistants (PDAs), the guide is free for download in traditional and simplified Chinese, and English. This technology-driven tool provides convenient access to targeted, tailored and up-to-date information about Hong Kong for the high-yield business traveller, enabling them to get the most out of their stay by planning ahead and building leisure activities into their itineraries. A version of the guide formatted for the PALM platform has also since been launched.

## 鎖定高效益客群

香港是國際金融中心，也是通往內地的門戶城市，因此，在 2005/06 年度繼續吸引不少高效益的過夜商務旅客來訪。旅發局把握內地經濟增長的勢頭，以及香港作為國際樞紐的優勢，致力將香港推廣為理想的商務旅遊目的地。

為拓展這個高效益客群，以及鼓勵商務旅客延長留港、參與更多消閒活動，甚至攜同親友一起來港，旅發局加強向他們推廣香港多元化的旅遊產品，以及多姿多采的大型活動，並為商務旅客提供度身設計的旅遊資訊。

繼 2004 年成功推出《商務旅客樂優游 香港導覽手冊》後，旅發局於 2005 年 5 月推出專為電子手帳而設的版本，備有繁、簡體中文和英文版，供旅客免費下載。這項資訊工具，為高效益的商務客群提供度身設計及最新的資料，鼓勵旅客預先計劃行程，並吸引他們參加更多消閒活動。其後，旅發局亦推出了供 PALM 模式使用的版本。



▲ High-yield convention visitors to Hong Kong are encouraged to stay longer and bring companions with them  
旅發局鼓勵高效益的會展旅客延長留港時間，並攜同親友一起來港

### Maximising the potential of MICE

The year 2005/06 presented major opportunities for promoting Hong Kong as a meeting, incentive, convention and exhibition (MICE) destination, with the new AsiaWorld-Expo doubling exhibitions and events capacity, and Hong Kong Disneyland boosting Hong Kong's appeal for corporate and incentive events. Working with event organisers, multi-national companies and professional organisations, the HKTB rallied to bring more MICE events to Hong Kong, and attract attendance at the events, thereby growing their overall contribution to Hong Kong's tourism and achieving the best possible return on investment.

During the year in review, the HKTB established promotional platforms for trade partners and generated more new business through the launch of the two-year, worldwide Hong Kong – Meeting Your Choice convention campaign in December 2005. Featuring attractive privileges offered by the HKTB together with 40 convention trade partners, the campaign entices decision-makers, such as leaders of professional associations and meeting planners, to commit to Hong Kong for future meetings held up to 2017.

Capitalising on the opening of AsiaWorld-Expo and the expansion plans for the Hong Kong Convention & Exhibition Centre, an exhibition campaign was launched to generate attendance for international exhibitions held in the city, so as to reinforce Hong Kong's position as "Asia's international trade fair capital". For the very first time, the HKTB extended a marketing platform for exhibition organisers with shows held in Hong Kong to participate in trade missions, Contact and Contract events and other activities. To create a new business platform for organisers to recruit exhibitors and buyers through local business organisers, as well as the

### Maximising returns with MICE

Hong Kong's positions as a major regional hub and the preferred gateway to Mainland China make it a major destination for business travellers, of which the meeting, incentive, convention and exhibition (MICE) segment is very important. MICE visitors spend twice as much as vacation travellers on average and have a longer average length of stay, making them an important high-yield segment.

In 2005, conventions and exhibitions attracted some 631,000 overnight attendees – 17% more than in 2004 – while corporate events attracted close to 726,000 visitors. According to a report issued by the Hong Kong Exhibition & Convention Industry Association, the exhibition industry alone contributed around HK\$19 billion to Hong Kong's economy.

### 會議、展覽及獎勵旅遊潛力

在 2005/06 年度，隨著亞洲國際博覽館開幕，香港的會展場地供應量倍增，為會議、展覽及獎勵旅遊業務帶來更多發展機會，而且，香港迪士尼樂園啟用，亦令香港在企業和獎勵旅遊方面更具吸引力。旅發局一直與盛事和活動的主辦機構、跨國企業及專業團體合作，致力吸引更多會議、展覽及獎勵旅遊活動來港舉行，並鼓勵更多人士參與，務求為旅遊業帶來更大裨益，並且取得最大的投資回報。

旅發局於 2005 年 12 月啟動為期兩年的「香港－最佳會議之選」全球會議推廣活動，為業界夥伴提供推廣平台，以及開創更多新的商機。期間，旅發局聯同 40 家會議業界夥伴推出優惠，以吸引專業團體的領袖和會議籌劃機構的決策人，落實由目前至 2017 年期間來港舉行會議。

旅發局又藉著亞洲國際博覽館開幕，以及香港會議展覽中心公佈擴建計劃，啟動推廣展覽業務的活動，以吸引更多人士出席在港舉行的國際展覽會，藉此鞏固香港「亞洲國際展覽之都」的地位。旅發局又首次邀請在港主辦展覽的機構參與旅遊業訪問團、「建關係、訂合同業務推廣活動」及其他相關活動，為他們營造市務推廣平台。旅發局更透過本地的業務統籌機構及旅遊業界，為展覽籌辦機構營造嶄新的業務平台，吸引更多參展商及買家。例如

### 拓會展客群

香港作為亞洲的重要樞紐，以及通往內地的門戶城市，一向是商務旅客的首選目的地之一，當中，會議、展覽及獎勵旅遊客群極其重要，這類客群的人均消費是一般渡假旅客的兩倍，而且平均留港時間亦較長，是重要的高效益客群。

在 2005 年，來港參與會議及展覽的過夜旅客約 631,000 人次，較 2004 年上升 17%。來港出席企業活動的旅客則接近 726,000 人次。據香港展覽會議業協會的報告指出，單是展覽行業便已為香港經濟帶來約 190 億港元的收益。



travel trade, the HKTB and the Hong Kong Trade Development Council joined in supporting a mission of 20 members of the Hong Kong Exhibition & Convention Industry Association to Taipei on 3-4 October 2005. A press briefing was attended by some 30 Taiwan-based business media.

At the Incentive Travel & Conventions, Meetings Asia (IT&CMA) in Pattaya in October 2005, which attracted more than 1,500 buyers and sellers from 39 countries and regions, the Board teamed up with hotels and attractions to showcase Hong Kong's new tourism offerings. These trade shows, including the IT&ME (Incentive Travel & Meeting Executives Show) 2005 in Chicago and the EIBTM (European Incentive & Business Travel & Meetings Exhibition) 2005 in Barcelona, offered valuable platform to present the business opportunities to the buyers. As well as sending pre-show e-blast and direct mail, additional marketing activities, such as reception and hosted buyer dinner, were organised to maximise the exposure of Hong Kong.

Familiarisation visits were also hosted for corporate event and incentive planners to enable them to experience Hong Kong at first hand. For instance, the Imagine Hong Kong programme brought overseas buyers of incentive travel packages to Hong Kong so that they could experience facilities and meet members of the local travel trade. To leverage the opening of AsiaWorld-Expo in December 2005, the HKTB brought some 100 key office bearers of professional bodies to Hong Kong for a site visit of the new venue.

旅發局與香港貿易發展局聯手，協助香港展覽會議業協會的一個20人訪問團，於2005年10月3至4日出訪台北，是次訪問團的新聞簡報會，共吸引了30位駐台灣的商業版傳媒出席。

2005年10月在芭堤雅舉行的「獎勵旅遊及國際會議—亞洲會議及展覽」，共吸引了39個國家及地區超過1,500名買家和賣家參加，旅發局在是次展覽中與酒店及景點營辦商合作，展示香港最新的旅遊特色。這些旅遊業展覽會，包括芝加哥的「2005獎勵旅遊及行政人員展覽會」及巴塞隆拿的「2005歐洲會議及獎勵旅遊展覽」，均有助向與會買家展示商機。除了於展覽前廣發宣傳電郵和直郵之外，旅發局亦安排了額外的市場推廣活動，例如舉行招待會及晚宴，務求增加香港的曝光率。

旅發局又為企業活動和獎勵旅遊的籌辦機構安排訪港考察活動，讓他們第一時間親身體驗香港的特色。例如，「香港·無限創意」考察活動便吸引了不少獎勵旅遊配套行程的外地買家來港，體驗各種設施，並與本地旅遊業界會面。旅發局又把握2005年12月亞洲國際博覽館開幕的時機，邀請約100位專業團體的行政要員來港，參觀這項新設施。



- ◀ Contact and Contract events provide an effective networking and business platform, creating new opportunities for buyers and sellers  
「建關係、訂合同業務推廣活動」為買賣雙方提供有效的聯繫和業務平台，創造更多商機

### Creating more perks and privileges

To help event planners select the best venues and get the best promotional offers, the HKTB launched a new *2006 Discover Hong Kong Year Online Product Guide* website, which features more than 40 offers announced for bookings made during 2006. Another web-related initiative was the Virtual Market Place, an online Request-For-Proposal (RFP) tool enabling meeting planners to search venues for specific requirements. The HKTB also enhanced the Hong Kong REWARDS! privilege programme for MICE organisers. A print version of *Discover Even More Incentives to Choose Hong Kong in 2006* was distributed among MICE organisers, and an online version was also produced.

### Making great things happen

Hong Kong's position as the region's premier MICE destination was substantially elevated with the hosting of several major international events during the year. In June 2005, Hong Kong welcomed some 20,000 members, families and friends for the 88th Lions Clubs International (LCI) Convention. This was the second LCI Convention held in Hong Kong in 13 years, the event's fastest-ever return to an Asian host city.

In December 2005, the HKTB provided hospitality to delegates at the Sixth World Trade Organization (WTO) Ministerial Conference, arranging spouse programmes and a special Visitor Information & Services counter at the Hong Kong Convention & Exhibition Centre. As well as showcasing Hong Kong's world-class facilities and infrastructure, high-quality services and innovative programmes, these events raised awareness of the city's

### 尊享優惠 推陳出新

為協助活動籌辦機構選擇最合適的場地和獲得最佳的推廣優惠，旅發局推出了全新的「2006精采香港旅遊年」產品指南網站，提供40多項適用於2006年內預訂的優惠。旅發局亦在互聯網上建立「虛擬交易平台」，協助會議籌辦機構搜尋符合特定要求的場地。旅發局亦提升了專為會展及獎勵旅遊籌辦機構而設的「Hong Kong REWARDS!獎勵旅遊及企業會議特惠專案」的優惠內容，並向這些機構派發刊物《2006年選定香港更多精采獎勵》，以及製作此刊物的網上版本。

### 國際會議 順利舉行

年內，多項大型國際會議相繼在港舉行，進一步奠定了香港作為區內首選會議、展覽及獎勵旅遊勝地的地位。2005年6月，「第88屆國際獅子會年會」在港舉行，出席的代表及其隨行親友約2萬人。這次是「國際獅子會年會」在13年內第二次在港舉行，亦是這項盛事首次在最短時間內在同一亞洲城市兩度舉行。

2005年12月，「世界貿易組織第六次部長級會議」在香港舉行期間，旅發局協助接待各國與會代表，並為隨行的眷屬安排活動，又在香港會議展覽中心的會場設立旅客諮詢及服務專櫃。這些盛事不但突顯出香港能提供世界級的會議及展覽設施、優質的



▲ At the Sixth World Trade Organization (WTO) Ministerial Conference, the HKTB offered hospitality to delegates and their spouses and set up a special Visitor Information and Services counter  
「世界貿易組織第六次部長級會議」在香港舉行期間，旅發局在會場設立旅客諮詢及服務專櫃，接待各國與會代表及其隨行眷屬

global connectivity, and provided valuable exposure for the city as a world-class destination.

### Cruising into Hong Kong waters

The high-yield cruise segment remained another key focus of the HKTB in 2005/06. Leveraging on the city's new attractions, the HKTB aggressively promoted Hong Kong as a "must-visit" port. For the second time, the city was given the "Best Destination Experience – Independent Sightseeing" award by Dream World Cruise Destinations.

In 2005, Hong Kong welcomed 30 international cruise calls, including such mega-vessels as *Diamond Princess* and *Sapphire Princess*. Total spending by "cruise-in, cruise out" passengers in 2005 came to more than HK\$55 million, a 46% increase over 2004. Moving into 2006, the mega-vessel *Nautica* made the first international cruise call of the year.

In March 2006, the Board joined hands with four neighbouring ports in Malaysia, Singapore, Thailand and Vietnam to promote the region as a cruise destination at the Seatrade Cruise Shipping Convention in Florida. The cruise market is expected to grow further in 2006, with 44 international ship calls confirmed, a 47% increase over 2005. Worldwide passenger growth for cruises is anticipated to continue, and Hong Kong is especially well placed to capture the growth, including the rising consumer demand from Mainland China.



服務及別開生面的旅遊活動，更有助提升香港作為全球樞紐的知名度，增加香港的曝光機會。

### 全球郵輪樞紐

旅發局於 2005/06 年度的另一工作重點是繼續致力拓展高效益的郵輪客群。旅發局借助各項全新的旅遊景點，積極將香港推廣為「必到」的郵輪港口。年內，本港第二次獲 Dream World Cruise Destinations 頒發「Best Destination Experience — Independent Sightseeing」獎項。

2005 年，訪港的國際級郵輪達 30 艘次，其中包括「鑽石公主號」和「藍寶石公主」號等超級郵輪。踏入 2006 年，第一艘訪港的國際級郵輪為「航海者號」。在 2005 年，乘坐同一郵輪進出香港的旅客，在港的總消費超過 5,500 萬港元，較 2004 年增加 46%。

在 2006 年 3 月，旅發局在佛羅里達州舉行的「郵輪業務會議展覽」中，聯同鄰近四個港口 — 馬來西亞、新加坡、泰國及越南，推廣亞洲為理想的郵輪旅遊目的地。預期 2006 年的郵輪市場將進一步增長，已確定訪港的國際級郵輪有 44 艘次，較 2005 年上升 47%。預計全球郵輪旅客亦會持續增加，而內地市場的需求不斷上升，香港佔據有利的位置，必定會更加受惠。

- ◀ Hong Kong's magnificent harbour creates a perfect hub for the growing high-yield cruise segment in Asia  
郵輪旅客正在增長，是高效益的客群類別，香港擁有優良的海港，可發展為亞洲郵輪樞紐



The HKTB also worked very closely with international cruise lines and operators, and hosted senior cruise executives for familiarisation visits, with the objective of facilitating their decision to expand into Asia and choose Hong Kong as their home port. The HKTB will continue to spur growth in this segment, increasing the number of visitors joining cruises in Hong Kong and maximising expenditure during their stay.

### CLOSER TRAVEL TRADE PARTNERSHIPS

2005/06 was a busy year for the HKTB in terms of trade marketing. To enlist travel-trade partners' support for 2006 Discover Hong Kong Year, the HKTB not only enhanced its presence at trade shows and travel marts overseas, but also engaged the partners in various activities.

The year's major travel-trade milestone was the unveiling of 2006 Discover Hong Kong Year in May 2005. Attending the three-day launch were more than 210 senior executives from major tour wholesalers, travel agents and airlines in 23 countries and regions, as well as 40 trade media. The launch was aimed at building vital trade support for the campaign, by outlining the overall marketing plan of 2006 Discover Hong Kong Year. The launch also offered guests the opportunity to network with local counterparts, and experience Hong Kong's renowned and lesser-known attractions – especially the countryside. Local trade partners were also invited to the programme and encouraged to leverage the business opportunities by creating packages and value-added offers.

旅發局一直與國際郵輪公司及郵輪旅遊營運商緊密合作，為郵輪業界的高級行政人員安排考察活動，吸引他們在亞洲擴展業務及選擇香港作為港口基地。旅發局將繼續推動這客群的增長，並致力吸引旅客參加訪港的郵輪旅程，以及提高旅客在留港期間的消費。

### 業界夥伴 合作無間

在業界推廣方面，2005/06 年度，旅發局積極爭取業界夥伴支持「2006 精采香港旅遊年」計劃。旅發局不單擴大參與海外業界展覽和展銷會的規模，而且也邀請業界人士參與各項活動。

年內最主要的工作是在2005年5月舉行的「2006精采香港旅遊年」業界推介活動。超過210名來自23個國家和地區的大型旅遊批發商、旅行社和航空公司的高級行政人員，以及40家業界傳媒，出席為期三日的推介活動。活動的主要目的，是透過介紹「2006 精采香港旅遊年」的市場推廣計劃，爭取旅遊業界的支持。這次推介活動亦讓海外嘉賓與本地業界聯繫，以及體驗香港較少為人知的旅遊特色，尤其是本港的郊野景致。旅發局亦邀請本地業界夥伴參與是次活動，並鼓勵他們把握商機，推出嶄新的配套行程和增值優惠。



◀ Guests at the 2006 Discover Hong Kong Year Trade Launch receive detailed presentations on the city's new attractions  
在「2006 精采香港旅遊年」的業界啟動儀式上，旅發局向來賓介紹多項嶄新旅遊設施的詳情



To enhance knowledge of Hong Kong among front-line travel-agency staff around the world, the HKTB created a global online trade promotion, the Discover Hong Kong Year Challenge, in November 2005. Available on the HKTB's PartnerNet website as part of the Hong Kong Specialist programme, the game drew some 6,700 entries, with more than 80 winners from 19 markets being invited to attend a "Moments of Discovery" programme in February 2006. The HKTB's involvement with the worldwide travel trade also included trade shows, missions and marts, roadshows, receptions and familiarisation visits. The HKTB's travel-trade website – PartnerNet – continued to provide useful research information and assistance with tour planning.

### Bringing business to business

The HKTB sees its role as not only a marketer but also as a facilitator that offers a sustainable business platform for its travel-trade partners. The Board's Contract Hong Kong trade marts bring overseas buyers to meet the travel trade. Both supply and demand sides of the travel industry welcome this initiative and attendance is invariably high.

為令世界各地的旅行社前線員工增加對香港的認識，旅發局於 2005 年 11 月推出名為「精采香港旅遊年大挑戰」的全球網上遊戲。這遊戲是「香港專家」計劃的一部分，業界可登入專為他們而設的互聯網站「香港旅業網」參加。遊戲共吸引了約 6,700 名參賽者，最後，來自 19 個市場超過 80 名優勝者，獲邀參加於 2006 年 2 月舉行的「時刻發現精采香港」考察活動。旅發局又藉著不同的途徑與國際旅遊業界保持聯繫，這些渠道包括業界展銷、訪問團、交易會、巡迴展覽、招待會和旅業考察活動。而旅發局為業界而設的網站「香港旅業網」，繼續提供實用的研究資料，協助業界策劃行程。

### 商機匯聚

旅發局不但擔當旅遊推廣機構的角色，也是為旅遊業界營造可持續發展業務平台的夥伴。旅發局舉辦的「旅業訪港考察活動」，安排海外買家與本港旅遊業人士會面。不論是買家或賣家，均對這類活動深表歡迎，參與率相當高。



▲ Successful contestants in the 2006 Discover Hong Kong Year Challenge, organised for the global front-line agents, join a familiarisation visit to the city. 旅發局為世界各地旅行社前線員工，舉辦名為「精采香港旅遊年大挑戰」的網上遊戲。遊戲優勝者獲邀來港參加考察活動。



▲ The HKTB assists in bringing major events to Hong Kong, such as Asian Aerospace International Expo and Congress, which will be held at AsiaWorld-Expo in 2007. 旅發局致力協助吸引全球的大型活動來港舉行，例如將於 2007 年在亞洲國際博覽館舉行的「亞洲航空國際展覽會議」。

Two Contract Hong Kong programmes were held during the year, one for seven countries in South and Southeast Asia on 12-15 February 2006, which brought 56 travel agents and airline representatives together with 70 members of the Hong Kong trade at the business session, and another for Australia and New Zealand in August 2005 when 17 delegates met representatives of 55 local companies. A similar Contact and Contract event, which focuses only on hotels, took place in London in March 2006, prior to the ITB trade show in Germany, and was attended by 44 UK buyers and 40 Hong Kong hotels.

Teaming up with industry partners, the HKTB joined 20 trade shows during the year, such as the JATA World Travel Fair 2005 held in Tokyo. It also participated in the Moscow International Travel and Tourism Exhibition (MITT), the International Travel Expo (ITE) in Hong Kong, the World Travel Mart in London in November 2005 and ITB 2006 in Berlin in March 2006. The Board also organised 13 roadshows and travel missions, including the Asia Voyage Roadshow in France in the last quarter of 2005, which covered nine major cities and reached around 1,200 travel agents. Paving the way towards the PATA Travel Mart 2006 in Hong Kong and riding on the Mart held in Kuala Lumpur in 2005, the HKTB organised back-to-back travel missions to Singapore and Malaysia, providing an additional platform for Hong Kong partners to leverage in their promotion of this city.

年內，旅發局共舉辦了兩次「旅業訪港考察活動」。在2006年2月12至15日舉行的考察活動中，來自南亞及東南亞七個國家共56間旅行社及航空公司的代表，與本港70位業界代表洽商業務。在2005年8月舉行的考察活動，來自澳洲和新西蘭的17名代表，則與本港55家公司的代表會面。2006年3月，在德國舉行「國際旅遊展覽」的前夕，旅發局於倫敦舉行專為酒店業而設的「建關係、訂合同業務推廣活動」，出席的包括44位英國買家和40位香港酒店業的代表。

年內，旅發局聯同業界夥伴參與了20個業界展覽，例如在東京舉行的「日本旅行代理商聯會世界旅遊展」等。此外，旅發局亦參與了「莫斯科國際旅遊展」、在香港舉行的「香港國際旅遊展」、2005年11月份在倫敦舉行的「世界旅遊展」，以及2006年3月份舉行的「柏林國際旅遊展覽」。旅發局亦舉辦了13個巡迴展覽及旅遊業訪問團，當中包括於2005年第四季在法國九個主要城市舉行的「Asia Voyage」巡迴展覽，向大約1,200間旅行社推廣香港。由於2006年的「亞太旅遊協會交易會」將在港舉行，旅發局把握這盛事於2005年在吉隆坡舉行的機會，組織旅遊業訪問團前往新加坡及馬來西亞，與香港的夥伴攜手推廣香港。



◀ The HKTB teams up with partners to provide an array of privileges for incentive and meeting organisers  
旅發局與本地業界夥伴合作，為會展及獎勵旅遊籌辦機構提供一連串優惠

The HKTB brought the 2005/06 financial year to the close by outlining its marketing plans to the local travel trade at the annual Tourism Overview event in March 2006. To further engage its industry partners at this crucial juncture for the tourism industry, the overview was expanded into a whole-day event, in which each market region made its own separate presentation. This fresh new format not only facilitated genuine two-way communication with key trade partners, but also perfectly set the scene for further close co-operation in the busy months to come.

在 2005/06 年度結束前，旅發局於 2006 年 3 月舉辦每年一度的「香港旅業展望」簡報會，向本港旅遊業界簡介新財政年度的推廣工作計劃。在 2006 年，香港旅遊業將邁向新的里程，業界的參與及支持非常重要，旅發局特別將「香港旅業展望」延長至一整天，讓與會人士可以出席每個地區市場分別進行的簡介環節。這個嶄新形式不但促進旅發局與業界夥伴的交流，同時亦為未來的緊密合作建立穩健的基礎。