



24 HOURS > 05.30 PM - 08.30 PM

A VARIETY OF NIGHT MARKETS FOR FUN SHOPPING

不分晝夜 享受購物樂趣 >>



TOURISM & THE COMMUNITY

旅遊業 — 全民事業

The development of Hong Kong's tourism industry over the past 50 years has been remarkable. To review the industry's past challenges and success, the HKTB joined hands with members of the tourism industry to organise a five-month long "50 Years of Tourism: Creating Milestones Together" campaign, which aimed at sharing with the community the industry's achievements and inviting them to join in its future development.

這50年間，旅遊業的發展非常大。旅發局與本港旅遊業界攜手舉辦一項為期五個月、名為「旅業50載 共創新里程」的活動，與社會大眾一起回顧香港旅遊業過去50年的發展，並展望將來。



01 02 A group of distinguished guests gather to celebrate the remarkable development of Hong Kong's tourism industry over the past 50 years.

一眾嘉賓齊賀本港旅遊業發展50年。

03 Mr James Tien, HKTB Chairman, delivers a speech at the press conference for "50 Years of Tourism: Creating Milestones Together".

旅發局主席田北俊先生在「旅業50載 共創新里程」的新聞發佈會上致辭。

04 A senior employee who has contributed several decades of work to the tourism industry shares his unforgettable experiences. 為旅遊業作出貢獻數十年的資深從業員，分享難忘經歷。

01 02

03 04

Running between August and December 2007, the programme included a wide variety of elements and events, such as roving exhibitions, seminar, photo competition, student programmes, a dedicated mini website and a range of corporate activities.

活動在2007年8月至12月期間舉行，內容包括巡迴展覽、專題講座、公開攝影比賽、邀請學生參與的活動、專題網站及一系列的企業傳訊活動。

Roving Exhibitions

巡迴展覽

- > 46-day roving exhibitions at 5 locations to present the development of Hong Kong's tourism
在五個地點進行為期46天的巡迴展覽，介紹旅遊業發展
- > Displayed some 400 historical photos, and also audio commentary by trade leaders
展出400多張歷史照片，輔以業界代表錄製的旁白
- > Attracted about 113,000 visitors and locals
吸引大約113,000名旅客及市民參觀



Distinguished guests attending the opening of the "roving exhibition".
嘉賓們出席巡迴展覽開幕。



01 The roving exhibition moves its troops to The Peak.
巡迴展覽移師至山頂。

02 The roving exhibition re-deploys to another tourist hotspot — the Star Ferry concourse.
展覽移師至另一旅遊熱點——天星碼頭。

03 The roving exhibition in Times Square.
位於時代廣場的展覽。

01
02 03



- > Collaborated with Museum of History to organise a public seminar on the evolution of Hong Kong's tourism
與香港歷史博物館合辦專題講座，探討香港旅遊業變遷
- > Hosted by two seasoned experts (Dr Sidney Cheung Chin-hung and Mr Shum Si)
由資深學者張展鴻博士及沈思先生主講

Seminar 專題講座



A senior academic explores the changes over 50 years of Hong Kong tourism.
資深學者探討本港旅遊業50年的變遷。



Photo Competition 攝影比賽

- > Invited the public to capture the city's lovable sights in photos, which are used to promote Hong Kong afterwards
邀請公眾以相機鏡頭捕捉香港最美一面，優勝作品將用作推廣香港
- > Over 1,000 entries
參賽作品逾千張
- > Winning entries were displayed at the roving exhibitions and the Peak, shared with international media, and posted on government website
優勝作品於巡迴展覽及山頂展出、向國際媒體發佈，並上載至政府網頁



01 Winning entry of the Photo Competition
(Champion: Mr Fung Shun-on)
公開攝影比賽冠軍作品(得獎者：馮順安先生)

02 2nd Runner up: Mr Chan Yin-choi
季軍作品(得獎者：陳賢財先生)

03 Through their photographs, the public reveals the most beautiful aspects of Hong Kong in their eyes.
公眾透過攝影作品，展示他們眼中香港最美的一面。

01
02 03

Student programmes 邀請學生參與的活動

- > Fostered students' awareness of Hong Kong's tourism and inspired them to promote Hong Kong to visitors
加強學生對本港旅遊業的認識，鼓勵他們向旅客推廣香港
- > Around 3,900 entries for a student artwork contest
舉辦學生藝術創作比賽，參賽作品約3,900份
- > Held 20 sessions of guided tours of the roving exhibitions for 750 students
為750位學生舉辦20節巡迴展覽導賞活動



Students inject Hong Kong's living culture into their artwork.
學生將香港的生活文化融入藝術創作中。



Website 專題網站

- > Created a dedicated mini website with exhibition content and programme details
增設專題網站，上載展覽內容及各項活動的資訊
- > Generated 130,000 page views
網頁瀏覽次數達13萬



The special theme website has recorded 130,000 page views.
專題網站瀏覽次數達13萬。

- > The campaign won the Galaxy Award 2008 – Gold Award (Public Relations – Other/Misc)
榮獲Galaxy Award 2008 — 金獎(公共關係 — 其他類別)
- > Organised press events to generate publicity for the campaign
透過傳媒活動廣泛宣傳
- > Generated print media coverage with a publicity value of HK\$1.62 million
刊物傳媒推廣效益達162萬港元

PR mileage 公關工作成果