

# EXECUTIVE DIRECTOR'S STATEMENT

## 總幹事導言

# HONG KONG · SIMPLY THE BEST!

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Courtesy: *Ming Pao*  
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The year 2011-12 proved to be another spectacular one for Hong Kong's tourism industry. For the first time ever, yearly visitor arrivals topped 40 million, generating over HK\$263 billion of tourism receipts, 24% more than in 2010.

Capitalising on robust economic growth across Asia, we intensified our marketing efforts in short-haul markets. We also expanded our reach in the new markets of India and the Middle East, increased investment in Russia, and entered two more markets – Vietnam and the Netherlands. Altogether, more than 70% of our market budget was invested in the international markets, underscoring our longstanding commitment to diversify Hong Kong's visitor portfolio.

回顧2011-12年度，香港旅遊業再創高峰。全年訪港旅客數字首次突破4,000萬人次，為香港帶來超過2,630億港元的旅遊收益，較2010年大幅增加24%。

配合亞洲區經濟強勁增長，我們不但加強在短途市場的推廣工作，同時還在印度和中東地區擴張市場版圖，並增加了俄羅斯市場的推廣投資，亦開拓了越南和荷蘭兩個新興市場。長久以來，我們致力維持多元化的客源組合，秉承這個信念，我們將超過七成的推廣預算投放於國際市場上。

The year saw a record performance in a number of short- and long-haul markets. Equally encouraging, there was solid growth in overnight vacation arrivals, which increased by almost 15% year-on-year, while high-spending overnight MICE (meetings, incentive travel, conventions and exhibitions) arrivals rose by 9.3%.

## Best Travel Experiences

A major focus of our work in 2011-12 was fortifying our tourism brand, to build a stronger image of Hong Kong among global travellers.

We rolled out a new global marketing campaign around the theme 'Hong Kong. Asia's World City'. In sync with the SAR Government's 'Brand Hong Kong', the campaign highlights our city's international setting, cosmopolitan lifestyle, unique cultural fusion, trendsetting fashion and great diversity of attractions, which culminate in some of the best and most unique travel experiences available anywhere.

To convey our brand proposition that in Hong Kong every moment is a different world, we developed a series of compelling print and video marketing materials. High-profile launch events were staged in major source markets, such as the UK, where we turned the upscale South Molton Street in London into a fairground showing Hong Kong's colourful flying dragon motifs along with cultural performances.

## Best Fun & Celebrations

Our campaign goal was to create stronger desire for travel to Hong Kong. To attract and excite potential travellers, we enriched our annual events calendar, increasing the number of promotional windows from six to 10.

Each of these promotional windows featured a host of events by different parties, including local festivals and cultural celebrations, as well as mega events organised by the HKTB.

年內，多個長、短途市場均刷新紀錄，過夜度假旅客人次亦錄得穩健增長，按年上升接近15%，而高消費的過夜會展(會議、獎勵旅遊、大型會議及展覽)旅客人次亦增加9.3%，成績令人鼓舞。

## 不一樣的旅遊體驗

在2011-12年度，我們其中一項重點工作是鞏固香港的旅遊品牌，在全球旅客市場，建立一個更突出的旅遊目的地形象。

我們推出全新的推廣平台「香港·亞洲國際都會」，這個項目主題與特區政府建立的「香港品牌」互相呼應，突顯出香港作為國際級旅遊城市的風尚、大都會的生活節奏及氣息、文化匯聚的獨有魅力、潮流時尚的領先優勢和多元化的旅遊景點，為旅客提供最獨特和全方位的旅遊體驗。

我們以「Every Moment is a Different World」作為品牌定位，並製作了一系列宣傳品和影片。另外，又於主要客源市場推出大型推廣活動，例如把英國倫敦著名潮流步行街 South Molton Street 打造為嘉年華會場，展示多條象徵香港的飛龍，以及呈獻各式文化表演。

## 無間斷的節慶盛事

我們的推廣計劃以激發旅客來港旅遊的意欲為目標。為了吸引更多旅客，我們加入更多年度盛事，把大型宣傳項目由六個增加至10個。

每一個宣傳項目均由多個活動或盛事組成，當中包括由各大團體主辦的節慶及文化項目，以及由旅發局舉辦的大型活動。

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One of our new initiatives was the 'Hong Kong Mid-Autumn Festival' promotion in September 2011, which showcased the colourful celebrations across the city during this popular traditional Chinese festival, including a Lantern Wonderland and a Guinness World Record-breaking lantern installation in Victoria Park.

New elements were also injected into recurrent mega events, such as a larger Grand Tasting Pavilion and themed nights during the Hong Kong Wine and Dine Festival, a carousel and tall Christmas tree in Central's Statue Square, as well as an outdoor ice-skating rink in Tsim Sha Tsui East during Hong Kong WinterFest.

### Best Marketing Channels

To communicate all these extraordinary experiences embodied in our tourism brand, we substantially enhanced our digital marketing efforts, leveraging web and social media channels.

During the year, we revamped our global consumer website [www.DiscoverHongKong.com](http://www.DiscoverHongKong.com) with a new design, enhanced content and additional functions. Online campaigns were developed for celebrations such as Halloween, while social networking sites and influential blogs, including our Facebook and *Weibo* page, were used to spread the word and extend the reach of our promotions, especially to the younger segment.

Our other strategy for building advocacy and word of mouth involved PR and media promotions. Working together with print, TV and online media around the world, particularly reputable, high-rating TV shows, we brought the spotlight to Hong Kong. Pan-regional PR campaigns were also organised to maximise publicity for our destination offerings, such as a food and wine campaign across major European cities in the summer and the second staging of the 'Visa go Hong Kong Super Shopper' contest in August.

我們其中一個大型推廣活動就是於2011年9月推出的「香港中秋節」，當中展現了香港在這個傳統節日期間富本土色彩的慶祝活動，包括設於維多利亞公園的「綵燈大觀園」，以及打破健力士世界紀錄的巨型綵燈展品。

在推出新項目之餘，我們亦為現有的大型活動注入新元素，例如在「香港美酒佳餚巡禮」中擴大「尊尚名酒區」的面積，並新增兩個國際主題派對；又於「香港繽紛冬日節」期間，在中環皇后像廣場設置旋轉木馬及巨型聖誕樹，並在尖沙咀東部設立戶外真雪溜冰場。

### 最有效的宣傳渠道

有了如此精彩的項目，我們亦必須確保訊息能有效傳達開去，故此，我們加強利用數碼推廣平台，進一步借助互聯網絡和社交媒體等渠道進行宣傳。

年內，我們重新設計了 [DiscoverHongKong.com](http://DiscoverHongKong.com) 網站，並加強內容和新增互動功能。網上宣傳方面，我們為多個活動，例如「香港萬聖狂歡月」，推出特色推廣，同時亦利用社交網站和具影響力的博客作推廣，包括透過旅遊局的 Facebook 和微博專頁進行宣傳，擴大接觸層面，尤其是年輕客群。

公關及傳媒推廣是建立口碑的另一策略，我們透過與世界各地的文字媒體、電視台和網絡媒體合作，特別是具人氣和高收視的電視節目，以提升香港的國際曝光。我們亦進行區域公關活動，加強宣傳香港的旅遊特色，例如在夏季，前往歐洲多個主要城市參與大型美酒美食活動，又於8月在香港舉辦第二屆「Visa go 香港購物王」比賽。

## Best Visitor Experience

Back in Hong Kong, we undertook a number of initiatives to enhance the quality of the visitor experience, which is ever so important to uphold our brand image.

We renovated our visitor centre at Hong Kong International Airport to better serve visitors. For the third straight year, our 'Hong Kong Pals' programme recruited local residents to share their travel recommendations with travellers at our visitor centres.

Riding on the popular mobile trend and high penetration of smartphones, new mobile apps were created to provide in-town visitors with convenient access to travel information. In May 2011, we broke new ground and launched the DiscoverHongKong Mobile App Series, one of the world's first smartphone travel applications that makes use of augmented reality technology.

Meanwhile, we continued our marketing push behind the Quality Tourism Services (QTS) scheme, which provides a benchmark of service excellence for merchants in the retail and dining sectors, hair salons and visitor-accommodation facilities. To commend longstanding merchant members for their quality services, we organised the first-ever QTS Merchant Awards in June 2011.

## Best Partnerships

Our other key focus during the year was building co-operative partnerships. Throughout the year, our marketing efforts were underpinned by a strong collaborative spirit – whether it was rolling out tactical promotions with airlines and travel agents in source markets, participating in international trade shows and travel missions with our travel and hotel industry partners, or staging mega events with the support of our business community at home.

## 最優質的旅客服務

我們在本港亦採取了一系列措施以提升旅客服務質素，並且鞏固香港的品牌形象。

年內，我們重新裝修了設於香港國際機場的旅客諮詢中心，為旅客提供更優質的服務。另外，我們連續第三年舉辦「老友記」計劃，招募本港市民成為義工，於旅客諮詢中心與旅客分享旅遊心得及推介。

隨著智能手機日漸普及，我們開發了全新的流動電話應用程式，為旅客提供更方便實用的資訊。於2011年5月，我們採用「擴展實境」技術推出「DiscoverHongKong Mobile App Series」，是全球其中一個率先將此項嶄新技術應用於旅遊方面的智能手機應用程式。

同時，我們亦繼續全力推廣「優質旅遊服務」計劃。此計劃為零售和餐飲業、髮型屋及旅客住宿設施，提供優質服務的基準及認證。為了表揚多年來提供優質服務的商戶，我們於2011年6月舉辦了首屆「優質商戶獎項」。

## 更緊密的夥伴合作

建立合作夥伴關係亦是我們的重點工作之一。年內，我們的市場推廣工作得以有效進行，有賴各界的支持和合作，例如我們聯同航空公司和旅行社，在客源市場推出策略性的推廣活動；又與旅遊和酒店業合作夥伴，一同參與國際旅遊展覽和海外考察團；亦得到本地商業機構的協助，成功舉辦多項大型活動。

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In September 2011, we launched a new initiative, "Lantau Island: An Inspirational MICE Destination", together with the attractions, hotels and venue operators on Lantau Island, to promote the island as a MICE hub.

With the new cruise terminal at Kai Tak scheduled for commissioning in mid-2013, we stepped up co-operation with cruise lines and operators to promote Hong Kong's offerings as a major cruise hub.

In the area of multi-destination travel, we furthered our collaboration with the tourism organisations in Hainan, Macau and six other cities in the Pearl River Delta to promote the region to global travellers. Together we attended major trade shows and hosted roadshows in a number of markets, including the US, where we co-funded with Guangdong and Macau a TV programme by famous traveller Richard Bangs.

I am immensely grateful to the Government, the Travel Industry Council of Hong Kong, our travel trade partners, and other organisations in various sectors for their strong support and collaboration during the past year.

My gratitude goes to the Chairman and Members of the Board as well, for their invaluable insights, counsel and advice.

Last but certainly not the least, I would like to thank all my colleagues in the Head Office and Worldwide Offices for their hard work, commitment and professionalism.

At the time of writing this report, 2012 is proving to be a challenging year for Hong Kong tourism, as global economic uncertainty continues to deepen. Nevertheless, we believe our city holds great potential: we have attractive tourism offerings, some of the most unique travel experiences available anywhere, and a powerful brand.

我們於2011年9月推出名為「大嶼山—會展獎勵旅遊靈感之旅」的全新推廣活動，透過與大嶼山的景點、酒店及場地營運商合作，將大嶼山打造為「一站式」的會展獎勵旅遊匯點。

配合啓德郵輪碼頭將於2013年中落成啓用，我們現正加強與郵輪公司及營運商合作，推廣香港作為主要郵輪中心。

在「一程多站」旅遊推廣方面，我們進一步與海南、澳門及珠江三角洲內其他六個城市的旅遊機構加強合作，共同將珠三角的旅遊特色推廣至全球。我們一起參加了多個國際旅遊展銷會，並於不同市場舉辦巡迴路演。其中，在美國，我們便與廣東及澳門合資製作了由著名旅行家Richard Bangs主持的電視節目。

2011-12年度見證了香港旅遊業豐盛的一年，我謹此感謝特區政府、香港旅遊業議會、旅遊業界夥伴以及各界對旅發局的鼎力支持和合作。

我更要多謝主席田北俊先生，多年來以真知灼見領導旅發局前進；亦要感謝每一位旅發局成員，一直給予我們寶貴的意見和建議。

最後，我要向旅發局總部及全球辦事處的每一位同事致以衷心感謝，有賴他們的努力、堅持和專業精神，我們才有今天豐碩的成果。

隨著全球經濟持續不穩定，香港旅遊業在2012年遇到不少挑戰。然而，憑藉香港多元化的旅遊特色、獨特的旅遊體驗，以及鮮明的旅遊品牌，絕對能夠發揮巨大潛力以迎接挑戰。

We will continue to address market changes with flexibility and creativity, to foster partnerships and create business opportunities that will bring greater value to our industry partners and the community at large.

Together we will show to the world that Hong Kong is Simply the Best.

**Anthony Lau**  
Executive Director

面對市場變化，我們將繼續保持靈活性和發揮創造力，並加強與業界夥伴的合作和創造商機，為業界以至社會各界，帶來更大裨益。

本年度的旅發局年報以「Hong Kong • Simply the Best!」作為主題，就讓我們一起向全球展示香港的特色，證明香港絕對是旅客的最佳旅遊目的地！

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