





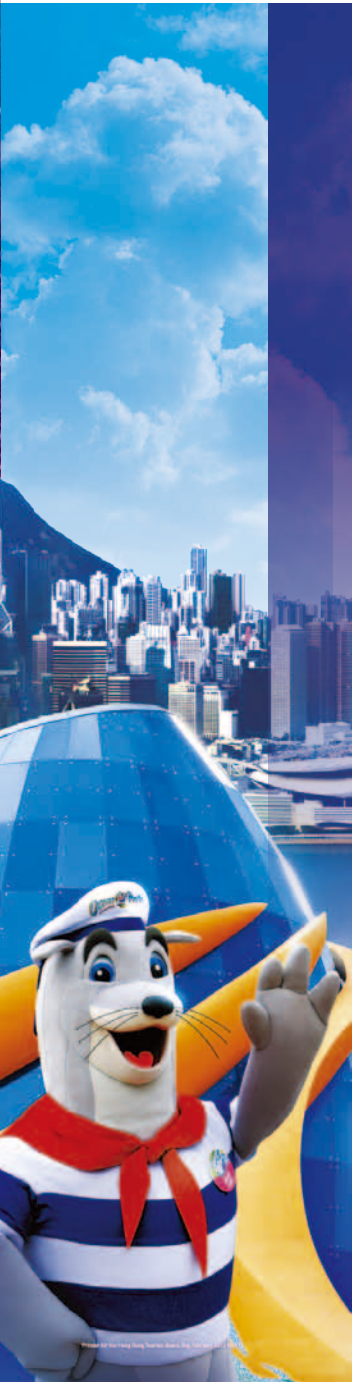
Promoting
**the Best of
Hong Kong**

旅遊品牌 獨一無二

HONG KONG ASIA'S WORLD CITY

In order to showcase Hong Kong's appeal as a world-class travel destination, including its international setting, cosmopolitan lifestyle, unique East-meets-West culture and great diversity of tourism attractions, the HKTB launched the "Hong Kong. Asia's World City" marketing platform. To get across the message that Hong Kong is a dynamic and compact city that offers great varieties and choices of travel experiences at every moment and in every corner which meet the different travel needs of visitors from across the world, a communication proposition "Every Moment is a Different World" was deployed, strengthening the impact of all marketing materials.



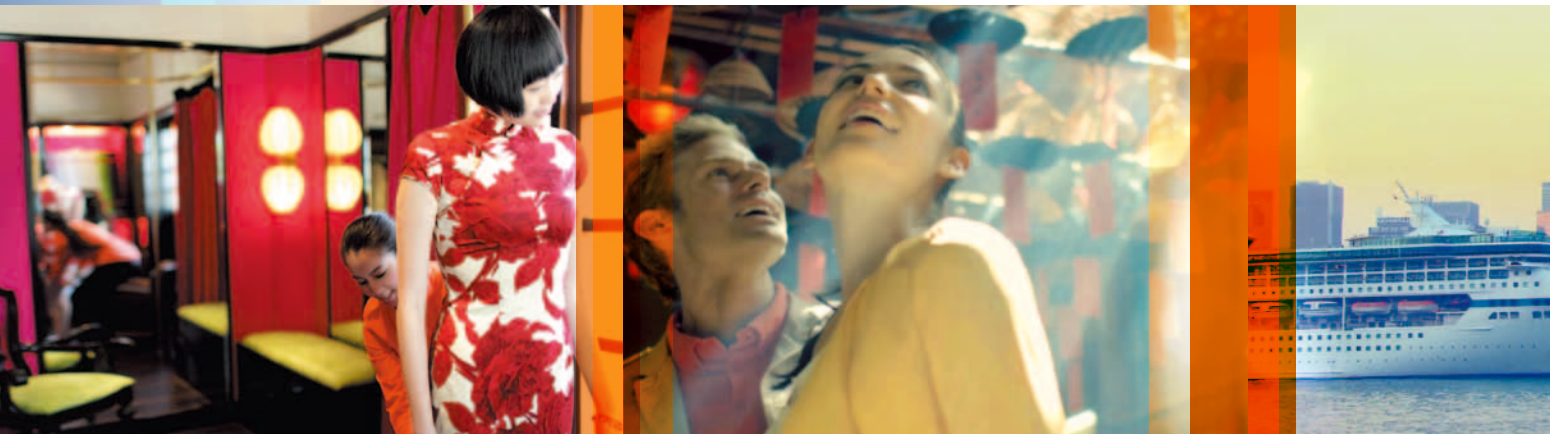


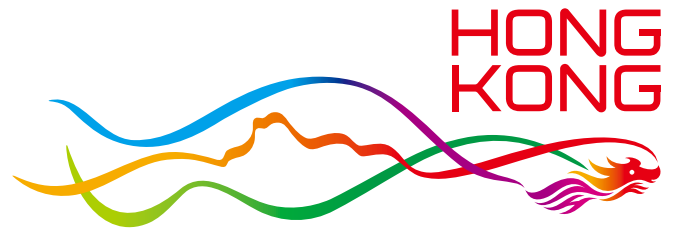
香港·亞洲國際都會

旅發局推出全新推廣平台「香港·亞洲國際都會」，展現香港作為國際級旅遊城市的風尚、其大都會生活節奏及氣息、中西文化兼容並蓄的獨有魅力，以及多元化的旅遊強項。旅發局亦以「Every Moment is a Different World」為推廣主題，表達出香港富有數之不盡、豐富多變的旅遊樂趣，時刻都為全球旅客帶來驚喜。



Leveraging the “Hong Kong, Asia’s World City” platform, the HKTb launched a wide variety of promotions through different channels to showcase Hong Kong’s tourism strengths and create a compelling brand image of the city. Catering to the interest of different visitor segments, including the young, the family and the achiever segments, the HKTb created different versions of communication materials, including a new look and design of the DiscoverHongKong.com website, showcasing the unlimited excitement of Hong Kong throughout the year. A four-week-long regional TV campaign was launched to broadcast the new “Hong Kong, Asia’s World City” video on major regional TV channels, namely Discovery Channel, National Geographic, CNN and Travel & Living.





旅發局借助「香港·亞洲國際都會」的推廣平台，透過不同渠道，全面展示香港的旅遊特色及優勢，為香港打造一個更突出的旅遊形象和品牌。因應不同客群包括年輕、家庭及年長客群的興趣及喜好，旅發局特別製作了不同版本的宣傳資料，展現香港於全年不同時段，均有無盡精彩的事物。旅發局亦採用更具時尚感的風格，重新設計 DiscoverHongKong.com 網站，並推出為期四星期的亞洲區域電視推廣項目，於主要電視頻道，包括 Discovery Channel、National Geographic、CNN 及 Travel & Living，播放全新攝製的宣傳短片。