





Leveraging the Best MICE and Cruise Opportunities

會展郵輪 潛力無限

Highlights of Hong Kong's
MICE tourism in 2011:

OVERNIGHT MICE
VISITOR ARRIVALS:

1.56 million (+9.3%)

PER CAPITA SPENDING:

HK\$9,187 (+8.4%)

2011年，本港會展旅遊
取得佳績：

過夜會展旅客人次：

156萬 (+9.3%)

人均消費：

9,187港元(+8.4%)

In 2011-12, the HKTB's **Meetings and Exhibitions Hong Kong (MEHK) office continued to attract more visitors to come and participate in meetings, incentive travel, conventions and exhibitions (MICE)**. Besides actively working with event organisers on attendance generation, MEHK launched special promotions together with attraction operators and MICE venue providers in Hong Kong.



在2011-12年度，旅發局的「香港會議及展覽拓展部」(MEHK) 繼續於不同市場進行推廣，鞏固香港作為會展獎勵旅遊之都的地位。MEHK除了積極與活動主辦機構合作，更聯同本地各大景點及場地供應者推出宣傳計劃，以吸引更多旅客來港參與活動。



Meetings & Incentive Travel

In developing the meetings and incentive travel segment, MEHK intensified its promotion and increased the number of target markets from six to 10, namely Mainland China, India, Japan, South Korea, Taiwan, Singapore, Malaysia, the US, the UK and Australia. It also teamed up with a number of MICE and travel trade partners to launch a new marketing initiative - the "Lantau Island: An Inspirational MICE Destination". The programme featured a range of special offers and activities for event organisers, so as to promote the island as a one-stop hub for MICE events.



會議及獎勵旅遊

MEHK 加強推廣會議及獎勵旅遊活動，並將目標市場由六個增加至 10 個，包括中國內地、印度、日本、南韓、台灣、新加坡、馬來西亞、美國、英國及澳洲。另外，MEHK 亦聯同多個會展及相關業界，推出名為「大嶼山—會展獎勵旅遊靈感之旅」的推廣活動，透過串連業界的會展旅遊產品和活動，合力將大嶼山打造為「一站式」的會展獎勵旅遊匯點。



Conventions

For the convention segment, apart from bidding for mega conventions, MEHK continued to focus on securing large-scale international conventions and regional conferences from six priority industry sectors, namely medical sciences, science, computer science, engineering, social science and sports-leisure-culture. It also worked closely with the Hong Kong chapters of international organisations to bid for their large-scale conventions, and continued to strengthen Hong Kong's image as a top-of-mind destination for hosting these events.





大型會議

MEHK 繼續努力爭取多項國際大型會議來港舉行，吸引六個重點行業，包括醫學、科學、電腦、工程、社會科學及文娛體育。同時，又與不同國際機構的香港分會保持緊密聯繫，鼓勵業內人士爭取大型會議來港舉行，從而提升香港在國際會展業界的知名度。



Exhibitions

Regarding exhibitions, MEHK continued to bundle tailor-made offers provided by the travel trade, including discounts on flights, dining and shopping privileges and hospitality programmes, for event organisers to boost attendance. MEHK also raised Hong Kong's profile and promoted the "Trade Fair Capital of Asia" image at overseas trade meetings, together with AsiaWorld-Expo, Hong Kong Convention and Exhibition Centre, the Hong Kong Exhibition and Convention Industry Association and the Hong Kong Trade Development Council, so as to attract new exhibitions to Hong Kong.



展覽

MEHK 積極聯絡旅遊業界，為參與展覽人士提供度身設計的旅遊優惠，包括特價機票、餐飲和購物優惠，以及款待服務，協助展覽主辦機構招攬更多買家，藉此推高參加活動人數。另外，又聯同亞洲國際博覽館、香港會議展覽中心、香港展覽會議業協會及香港貿易發展局，出席多個海外業界會議，推廣香港作為「亞洲展覽之都」的形象，務求吸引新的展覽活動來港舉行。

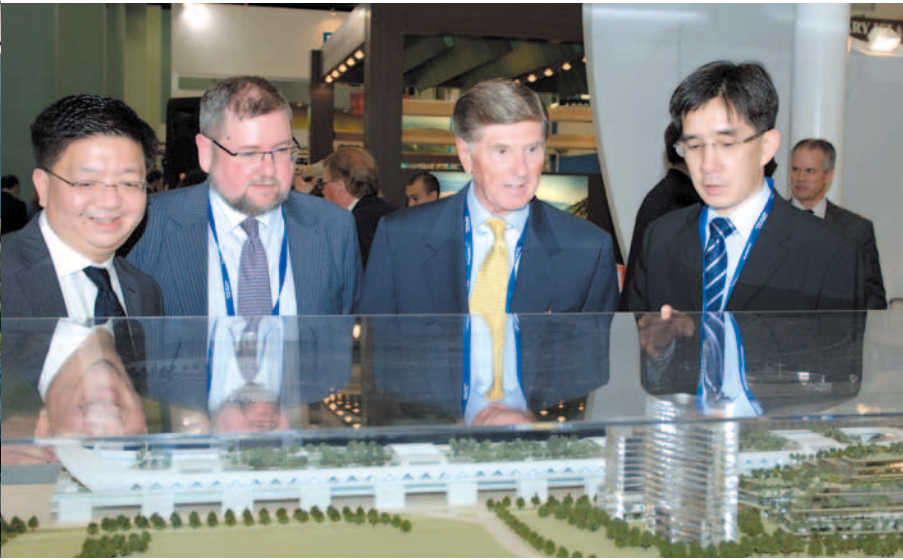




Cruises

To pave way for the commissioning of the Kai Tak Cruise Terminal in 2013, the HKTB shared news of cruise development in Hong Kong with the global trade at international trade events, such as Cruise Shipping Miami, so as to encourage the inclusion of Hong Kong in the itineraries of international cruise liners. The Board also worked closely with its cruise industry partners and land operators to develop new excursion tours, capitalising on Hong Kong's wide range of tourism products, and cultural and heritage offerings.





郵輪旅遊

為配合啓德郵輪碼頭於2013年啓用，旅發局積極參加海外業界活動，例如邁阿密郵輪博覽，向各地郵輪業界分享有關香港郵輪業的發展，鼓勵國際郵輪公司將香港列為行程中的其中一個主要目的地。旅發局亦與郵輪公司及經營陸上觀光的代理商合作，推出新的陸上觀光節目，展示本港多元化的旅遊產品，以及歷史文化的精彩體驗。

