

GLOBAL PROMOTIONS

As we assiduously enriched Hong Kong's in-town experiences, we came up with localised programmes in 20 target markets to keep Hong Kong on the minds of consumers. During the year, we reinforced the "Best of all, it's in Hong Kong" brand and reached out to travellers worldwide through some of the hottest and most effective channels including public relations, online and social media and consumer events, complemented with trade efforts to give consumers extra incentive to choose Hong Kong for their next trip.

Mainland China

The Hong Kong-Zhuhai-Macao Bridge (HZMB) and the Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section (XRL) began service in the second half of 2018. These two world-class facilities have made travelling between Hong Kong and the Mainland, particularly the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area), much easier. We fully capitalised on these new assets of Hong Kong to attract Mainland visitors leveraging digital and TV platforms and celebrity endorsement. In particular, we presented the novel experience of rail-cruise travel and actively explored new territories to expand our MICE business.

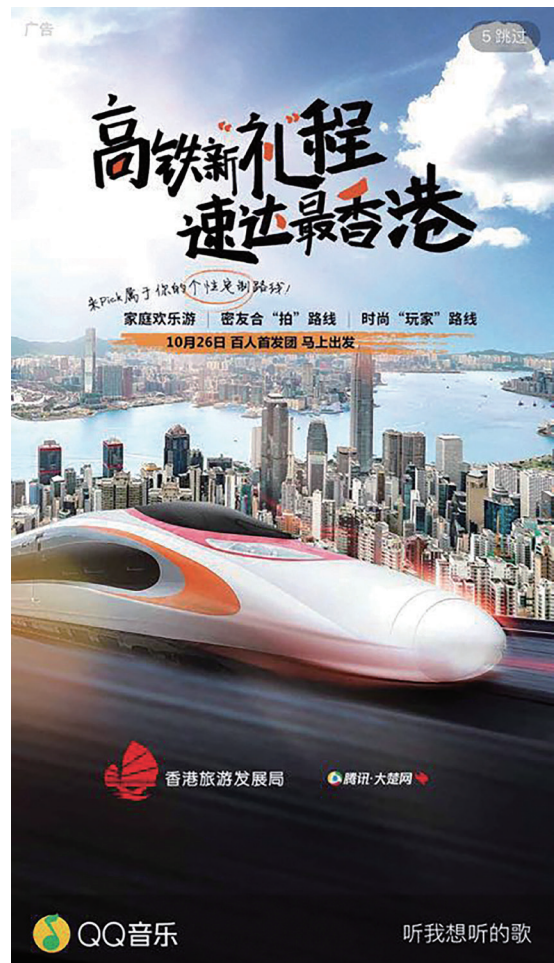
An array of innovative promotions riding on the new infrastructure

- Publicity value generated by XRL promotion with TV stations in southern China: over HK\$50 million
- Publicity value generated by media cooperation in cities near the HZMB: over HK\$24 million
- Publicity value generated by cooperation with Netease and Xinhua.net: close to HK\$24 million
- Number of packages sold featuring XRL inaugural tour products and HZMB thematic products: close to 180,000

Following the opening of the XRL and the HZMB, we put forth a series of timely promotions to maximise awareness of the two new transport facilities.

The selling point of the XRL is the speedy and comfortable experience for travelling between central China and Hong Kong, which we promoted on Tencent's numerous digital platforms, targeting consumers in Hunan and Hubei, two key cities in central China. At the same time, we organised a familiarisation trip for TV media from southern China, including Guangdong TV, Shenzhen TV, Fujian TV, Xiamen TV and Jiangxi TV, to show them the state-of-the-art XRL West Kowloon Station and nearby attractions.

The HZMB, meanwhile, has strengthened the transportation



network within the Greater Bay Area. By engaging leading media outlets from cities near the HZMB, such as Guangzhou, Zhuhai, Jiangmen and Zhongshan, we raised awareness of the convenience brought by the HZMB, and promoted the attractions close to the bridge, together with the HKTB's events and campaigns.



We also worked with the two largest national news portals, Netease and Xinhua.net, to promote the XRL and HZMB. Through their extensive networks, encompassing their official websites, news apps, and WeChat and Weibo accounts, our messages reached hundreds of millions in the market.

To turn awareness into action, we partnered with travel agents from 10 cities along the route of XRL to develop inaugural tour products with attraction offers in line with the HKTB's seasonal promotions to draw visitors from southern, central and western China, and rolled out thematic products featuring the HZMB with key travel agents in the Greater Bay Area.

Jackson Wang unveiled his magical Hong Kong journey

- Reach of Jackson's *Magic Book* video: 74 million views
- Publicity value generated by Jackson's appearance at the Hong Kong Wine & Dine Festival: HK\$43 million
- Packages sold under the promotions with Ctrip and Cathay Pacific: over 260,000

In February 2018, we appointed Hong Kong-born pop idol Jackson Wang as Hong Kong Tourism Envoy. Wang is a familiar face in the Mainland, having endorsed numerous big brands. Through his influence, we were able to capture the attention of the young segment.

During 2018/19, we launched *Magic Book*, a mega integrated digital campaign, which featured Jackson's video, audio greetings and AR games to provide consumers with an immersive experience of Hong Kong's entertainment, arts, sports and dining. The campaign was widely promoted on several market's most used digital platforms, including Tencent, Youku, iQiyi, Weibo, Sohu and Bilibili, and the Weibo accounts of six major trade partners. In October, we filmed a video of Wang exploring the Hong Kong Wine & Dine Festival to sustain publicity for the campaign while promoting the culinary event.

The publicity programmes were supported by trade promotions, including new tourism products around four mega events rolled out with Ctrip and endorsed by Wang. And in a cooperation with Cathay Pacific and Cathay Dragon, we produced in-flight videos featuring Wang to entice travellers with the fun things to do in summer and the wine-and-dine experiences in autumn.



Reality shows taking viewers to Hong Kong

- Publicity value generated by “Chef Nic”: over HK\$98 million
- Publicity value generated by “The Little Grand Tour”: over HK\$15.3 million

Reality shows are a big thing in the Mainland. During the year, we worked with two prominent programmes to increase Hong Kong’s exposure in the market.

The first show was “Chef Nic”, a food travelogue hosted by Hong Kong superstar Nicolas Tse. In one episode, Tse brought viewers to Hong Kong, his birthplace, to discover its extraordinary dining as well as other experiences. The programme was broadcast on Zhejiang Satellite TV, iQiyi and Youku, and the in-flight entertainment programmes of Cathay Pacific and Cathay Dragon.

The second programme was “The Little Grand Tour”, a new family edutainment show aired on top online TV platform Tencent Video. Through the adventures of the child participants, Hong Kong was showcased as an ideal family destination.



Brand-new experience for cruise holidays

- Reach of “Dream Runner” programme: nearly 40 million views
- Publicity value generated by the summer promotion with *Cityzine*: HK\$33 million

The XRL not only facilitated travel between the Mainland and Hong Kong; it gave birth to a novel idea: rail-cruise travel. In presenting this concept to Mainland consumers, we worked with online travel programme “Dream Runner” to produce five episodes about taking the XRL to Hong Kong and embark on a cruise holiday, which were distributed through different online channels. We also generated consumer demand through leading national news portal Netease by showcasing the unique rail-cruise experience.

Catering to the family and young segments, which present the largest potential to cruise tourism, we launched an integrated marketing campaign with lifestyle magazine *Cityzine* in the summer. Through a feature story, articles generated by a familiarisation trip by *Cityzine* editors and their families, social media posts of parent KOLs, and co-branded collaboration with family-friendly restaurant Pizza Hut, we created buzz about summer cruise holidays in Hong Kong.

Meanwhile, our first-ever partnership with Royal Caribbean Cruises Service (China) Company introduced onshore tours and attractions like theme parks to the two target segments with highly positive response.

A great leap in MICE business

- Achievements of Mainland MICE team in 2018/19:
 - Secured nine large direct selling sector MICE groups, generating over 50,000 arrivals, including the 2019 Mary Kay Leadership Conference with 21,000 participants, the biggest MICE group received by Hong Kong
 - Received 18 meeting and incentive groups, with over 7,600 participants from the pharmaceutical, insurance and retail industries
 - Received three convention groups with over 2,100 participants in 2019 and secured five leads for 2020 and 2021 with more than 8,000 expected participants

Our Mainland MICE team made great effort on corporate outreach and tapping into new markets. During the year, we organised familiarisation trips for 20 corporate clients from the direct selling, insurance, pharmaceutical and retail sectors, and organisers of annual industry forums and conference associations. Leveraging the first China Convention Forum in Beijing, we partnered with the China Business Event Federation to host a themed lunch for over 300 Federation members. This event has strengthened our connections with key industry players in the Mainland and generated good results, including the biggest-ever MICE event for Hong Kong, namely the 2019 Mary Kay Leadership Conference.

We also identified 16 secondary cities presenting potential for Hong Kong's MICE business. Two trade seminars were conducted to engage MICE agents from Xi'an, Zhengzhou, Taiyuan, Shijiazhuang, Changsha, Wuhan, Guiyang and Nanchang. Another trade seminar was organised in Zhuhai for agents from cities in or near the Greater Bay Area, including Zhuhai, Dongguan, Foshan, Zhongshan, Guangzhou and Shenzhen, complemented by a familiarisation trip for them to experience the superb connectivity and convenience offered by the newly launched HZMB and XRL, and the diversified MICE products and venues in Hong Kong.



Taiwan

Hop on a plane in Taiwan and in less than two hours you will be touching down in Hong Kong. This is why so many Taiwanese people visit Hong Kong for short breaks or even just a weekend getaway. In this well-developed market, we curated a special selection of experiences to make visitors fall in love with Hong Kong all over again.

Touring Sham Shui Po like a hipster

- Publicity value generated by the Sham Shui Po campaign: HK\$13 million
- Air tickets sold as a result of Sham Shui Po-related trade co-operations: close to 7,000



For a down-to-earth experience of Hong Kong's local culture, look no further than Sham Shui Po, the second district introduced under our Hong Kong Neighbourhoods campaign.

To spark just the right amount of interest in this traditionally blue-collar neighbourhood, we published four thematic articles with videos in partnership with fashion magazine *Marie Claire* on the curious finds in the district, from trendy boutiques and workshops, to street food and idiosyncratic architectures. We also engaged TV and online programmes to tell interesting real-life stories, and invited bloggers and social media influencers to share their recommended itineraries, projecting a human touch that defines Sham Shui Po.

Further buzz was created with an interactive online game on our official website, in which players had to locate hidden treasures in Sham Shui Po for the chance to win a free trip to Hong Kong and gifts. And to convert desire into action, a promotion code was embedded in the game with which users could book Cathay Pacific flight tickets to Hong Kong at a discount.



Hong Kong through the eyes of a Grammy-nominated designer

- Publicity value generated by Xiao Qing Yang's Hong Kong Arts Month campaign: HK\$5.8 million

The popularised term “*wen ching*”, which refers to a young person with a cultivated taste in the arts, probably finds its origin in Taiwan, where people are known for having a high cultural literacy.

Targeting this demographic, we invited Xiao Qing Yang, an acclaimed Taiwanese graphic designer and five-time Grammy Award nominee for Best Recording Package, to visualise his perception of urban Hong Kong in a video. The result was “*Buzzing Aesthetics*”, in which viewers followed Xiao around what he described as a large, eclectic art scene, and feast their eyes on edgy street art, photogenic sceneries, traditional architectures and much more. A large-scale media event was held in Taiwan, followed by extensive media coverage on the collaboration to beacon art and design lovers to Hong Kong Arts Month in March.



MICE and cruise – the new trend of business travel

- Size of the PX Mart incentive group: close to 1,500 participants

In October 2018, we organised PX Mart’s incentive trip which served to celebrate the 20th anniversary of this biggest grocery chain in Taiwan and reward its top performers. It was the largest incentive group Hong Kong had ever received from the market.

The five-day trip featured an extraordinary itinerary, including two nights on cruise ship *World Dream*, a taste of the 10th Hong Kong Wine & Dine Festival, visits to signature attractions, and exceptional hospitality programmes tailor-made jointly by our Taiwan office and Meetings and Exhibitions Hong Kong (MEHK) office.

The event was both a demonstration of Hong Kong’s capacity to receive a mega M&I group and a successful “match-making” story in which MICE and cruise were brought together to create a rewarding experience and generate new business opportunities for the travel trade in both sectors.



Japan

Japan and Hong Kong have enjoyed close tourism ties for many years. As we continued to promote Hong Kong's dynamic city life and kaleidoscope of experiences in our fifth largest tourism market, we proposed new multi-destination tours to Japanese travellers, riding on the development of the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) and the launch of the two magnificent infrastructure, the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link (XRL) and the Hong Kong-Zhuhai-Macao Bridge (HZMB).

Hong Kong Week – Greater Bay Area Showcase

- Global publicity value generated by the event: HK\$23.7 million



"Hong Kong Week – Greater Bay Area Showcase", a four-day consumer show organised by the HKTB at Tokyo's KITTE shopping mall in November 2018, promoted Hong Kong as the ideal starting point of multi-destination journeys in the Greater Bay Area.

The event highlighted Hong Kong's unique tourism offerings while introducing its new infrastructure that had made travelling to the Mainland more convenient. Our Hong Kong Neighbourhoods promotion Old Town Central was recreated with a miniature model, and a replica of *Large Mouth Dragon Boy*, a street art painting by Japanese celebrity and artist Shingo Katori in the neighbourhood, was exhibited. Katori even made a surprise appearance and shared his travel experience in Hong Kong with Japanese consumers.

On top of the consumer show, a luncheon briefing was organised with the Hong Kong Economic Trade Office and Hong Kong Trade Development Council, followed by a trade seminar and cocktail reception. Japanese officials and over 160 trade partners from Japan and the Greater Bay Area took part in the trade events.

Launch of Hong Kong-Japan Tourism Year

- Publicity value generated by the media event with Shingo Fujimori: HK\$12.4 million

Another large-scale campaign was Hong Kong-Japan Tourism Year, jointly launched by the HKTB, the Japan National Tourism Organization and the Japan Tourism Agency.

Following the announcement of the initiative at the Tourism EXPO Japan in September 2018, we organised a media event in January 2019 to unveil special offers for Japanese travellers throughout Hong Kong-Japan Tourism Year. At the event, Japanese celebrity Shingo Fujimori was appointed as the new “Star Hong Kong Mai”, a Hong Kong tourism ambassador. Fujimori had lived in Hong Kong for three years when he was young and is very fond of the city, to which he travels at least once a year. His photos and video messages from the media event and media tours in Hong Kong were featured on multiple platforms to capture the interest of Japanese consumers.



Indulging in Hong Kong delights with Hanako magazine

- Publicity value generated by the *Hanako* cooperation: HK\$12 million

With monthly lifestyle magazine *Hanako*, we showcased some of Hong Kong's hottest experiences that appealed to Japanese travellers, from dim sum to pastries, art, bars and night views, in a cover story of over 80 pages, featuring Hong Kong model and actress Angela Yuen. A special 12-page booklet *The Places HK fans and locals go* was inserted in the magazine to present secret spots favoured by Japanese celebrities and expatriates in Hong Kong. We also distributed 30,000 copies of the booklet at consumer and trade events to pique interest. The issue was widely promoted at 40 major train stations in Tokyo and Osaka and on *Hanako's* digital platform.



South Korea

Hong Kong is a giant palette teeming with colours – from the muted tones of days past, to bold hues in busy, neon-sign-lit districts, and soothing shades of green in the countryside – for travellers to pick their favourites.

During the year, we invited Korean visitors to paint their time spent in Hong Kong with vibrant activities under our Hong Kong Neighbourhoods, Great Outdoors Hong Kong and Hong Kong Summer Fun campaigns, and bring home memories in brilliant colours.

Director's Cut – Hong Kong Neighbourhoods

- Publicity value generated from the Hong Kong Neighbourhoods TV programmes: over HK\$390 million
- Total views of the Travel Factory video: 1.46 million (as at early August 2019)



Our first Hong Kong Neighbourhoods promotion, Old Town Central, had left visitors wanting more of the city's authentic experiences. In 2018-19, we presented our second selection, Sham Shui Po, and promoted both neighbourhoods through consumer marketing, PR initiatives and trade cooperations.

Teaming up with Sony Camera and Korean monthly consumer magazine *Travie*, we flew 10 vloggers to Hong Kong and asked them to create contents of Old Town Central and Sham Shui Po. We then engaged travellers by letting them select their favourite work in a public voting, and the entries were featured on Sony's social media channels and in an eight-page feature in *Travie*.

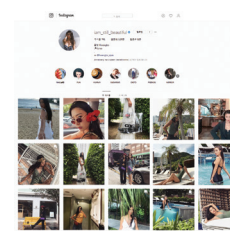
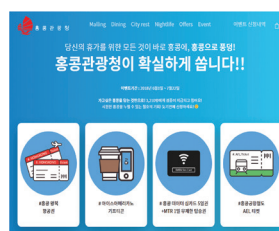
Meanwhile, we partnered with Travel Factory for the third year running and produced a video capturing the charming sights and scenes in the two neighbourhoods. In collaboration with high-rating Korean TV channels like SBS, KBS, tvN and Mnet, and with *Lonely Planet*, we shone the spotlight on immersive experiences and hidden treasures, inviting visitors from various segments to rediscover Hong Kong. Attractive airfares offered by various airlines gave visitors a push to book a trip to Hong Kong.

City Life, City Rest

- Publicity value generated by related TV cooperation: HK\$168 million
- Air tickets sold during the summer promotional window: 20,000

Summer is a peak season for Koreans to visit Hong Kong. We showcased cool, value-for-money experiences to have during the hot months with an integrated campaign featuring four themes: "Malling", "Dining", "City Rest", and "Nightlife".

First, we partnered with Cathay Pacific, Klook and HotelsCombined to roll out compelling, one-stop offers; second, we conducted a tactical promotion in Busan, the second most populous Korean city, with the local branch of Hana Tour and Busan-based KNN TV, and launched an advertising campaign in the city's busiest subway station; third, we participated in media projects, including popular hip-hop competition reality show "Show Me the Money 777" by Mnet, to position Hong Kong as a destination for the young and trendy; fourth, we invited celebrity influencers to generate social media feeds under the four themes; last but not least, we produced and broadcast the thematic video "City Life, City Rest" in the city centre in Seoul to heighten consumer awareness.



A hiking expedition with K2

- Tickets sold under the tactical Great Outdoors Hong Kong trade cooperation: over 4,000

It is no surprise that hiking is a fad in Hong Kong, a city blessed with mountains and seas and a great number of scenic hiking trails. To share this gift from nature with Korean travellers, we worked with two partners from the market, leading outdoor brand K2 and monthly travel magazine *AB Road*, to form a Great Outdoor Expedition Team.

The team was sent on a treasure hunting mission on Dragon's Back and "Down the Memory Lane", a hiking trail from the Peak to the University of Hong Kong. Their experience, together with the city's hiking trails, was showcased at K2's 299 outlets and social media platforms, and in an eight-page article in *AB Road*.

So that visitors could experience the great outdoors of Hong Kong after seeing the expedition team in action, we matched our PR effort with tactical cooperation with eight trade partners, including Mode Tour, Korea's second largest wholesaler, to develop and sell Great Outdoors Hong Kong-related tour products, FIT packages and group tours.

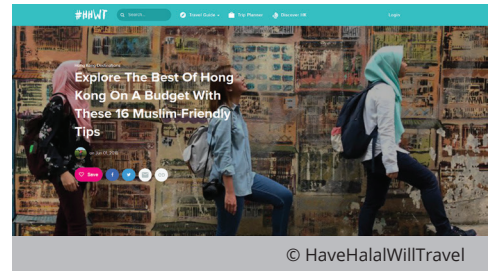


Southeast Asia

Southeast Asia, in which our key markets cover Singapore, Malaysia, Indonesia, Thailand and the Philippines, is an important source of visitors to Hong Kong. In line with our neighbourhood campaign, we introduced Sham Shui Po to consumers in the region. And to expand the visitor base, we rolled out targeted promotions to present Hong Kong as a Muslim-friendly destination and a great city for sports.

Intensified promotion to Muslim travellers

- Publicity value generated from the mega familiarisation trip: HK\$6.3 million
- Results of the trade cooperation with Malaysia Airlines: 100% increase in flight searches on Hong Kong and 3,500 tickets sold during the campaign period
- Reach of the “Have Halal Will Travel” partnership: 20 million



The Muslim segment, which accounts for approximately 40% of the total population in Southeast Asia, is a demographic that cannot be ignored. In the year under review, we invested considerably in public relations, consumer marketing and trade engagement to attract Muslim travellers, catering to their special needs and customs, especially in Indonesia and Malaysia markets.

A major awareness campaign was put together with “Have Halal Will Travel”, top Muslim travel portal in the region, with creative contents released year-round to build Hong Kong’s image as a Muslim-friendly destination and engage the Muslim community on social media.

This effort was complemented by a destination video created with Malaysia Airlines, which followed a Muslim influencer on her adventures in Hong Kong’s great outdoors and interesting neighbourhoods, including Sham Shui Po and Old Town Central.

We also proactively engaged the travel trade and media with a mega familiarisation trip in April 2018. A total of 44 Muslim media titles and trade partners from Malaysia and Indonesia were invited to try out Muslim-friendly facilities and cuisines, and visit local mosques and iconic quarters.

Large-scale media launches driving awareness of Sham Shui Po

- Total publicity value generated by the Sham Shui Po related campaigns: HK\$40 million

Echoing our Sham Shui Po neighbourhood promotion, we organised two large media launches, one in Malaysia and one in Indonesia.

In Malaysia, we hosted a media and trade luncheon which recreated the Sham Shui Po experience with its distinctive food and ambience. Michelle Loo, host of the six-episode “Hong Kong Neighbourhoods Gems” TV series broadcast in the international markets including Malaysia, was invited to talk about her encounters with the residents of Sham Shui Po, with follow-up media interviews to sustain the publicity for the Hong Kong Neighbourhoods campaign.

Our partner in Indonesia was Trans TV reality show “Mission X”, which had episodes filmed in Hong Kong and aired between August 2018 and January 2019. The show was hosted by numerous celebrities including



Indonesia Idol finalist Brisia Jodie. Riding on the show, we organised a media event to promote Sham Shui Po and invited the show's celebrities to share their experience in Hong Kong and played games with over 120 media and trade guests.

The stories of humble shops and stalls in Sham Shui Po, its local street food and buildings full of rich history generated extensive coverage in major media titles in Southeast Asian markets, including ANC Channel's "Cityscape", Astro's "Ria Fantasy Escape", China Press, CNN Philippines Life, Khao Sod and The Straits Times.

Promoting sports tourism with Hong Kong Cyclothon

- Number of Singaporean and Thai cyclists participating in Hong Kong Cyclothon: 70

Sports tourism is particularly popular in mature markets like Singapore and Thailand. During the year, we collaborated with specialised travel agents and other partners with a strong focus on sports-related tourism products including the mega event Hong Kong Cyclothon.

Our goal was not simply to raise awareness of Hong Kong as a hot destination for sports, but to encourage sports lovers to actually take part in Hong Kong Cyclothon. In Singapore, therefore, we reserved some spots in the event for members of online sporting platform RunSociety, and arranged for their writers to take part in the race and review an itinerary featuring it. Meanwhile, we launched the first-ever cycle-cruise package with Dream Cruises, allowing cruisers to take part in the Hong Kong Cyclothon; and with Travelwander, a travel agent specialising in outdoor activities, we custom-made travel packages for visitors to participate in the major sporting event.

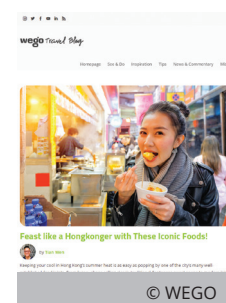
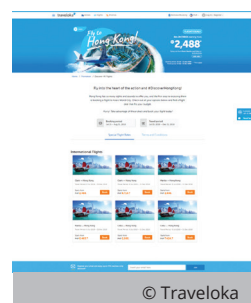


In Thailand, we had an exclusive cooperation with sports travel agency Boxmatch Travel to offer a Cyclothon package. And two Thai cycling KOLs were invited to join the race for another year and share their experience on social media.

Engaging both online and offline travel trade partners

- Number of travel agents from Southeast Asia who participated in the familiarisation trip: 75
- Results of the Traveloka promotion in Indonesia and the Philippines: more than 6,500 air tickets, 2,300 attraction tickets and 2,200 hotel rooms sold

Capitalising on the global trend of e-commerce, we collaborated with leading online travel agent Traveloka to promote regional cooperation in the Philippines and Indonesia, and create an urge to visit Hong Kong with inspiring contents and a basketful of offers for air tickets, attractions and accommodations. We also partnered up with travel meta search engines Wego and Sky Scanner to co-market Hong Kong contents, which went viral through influencers, known as a source of inspiration for travel ideas and destinations.



While a lot of travellers are using online resources, physical travel agencies continue to play an important role. To this end, we engaged and equipped the travel trade with the most up-to-date product knowledge through a familiarisation trip, highlighting new tourism products and infrastructure. A business-matching session was held during the trip to inspire new travel products for consumers and create business opportunities for both our overseas and local trade partners.

New Markets

At the HKTB, we never stop identifying new opportunities to extend our marketing footprints. One way to achieve this is by growing new markets. Through a mix of trade, PR and consumer marketing efforts, we stepped up our promotions in India, Russia and the Gulf Cooperation Council (GCC) region and sought new opportunities to tap into the Vietnamese market.

Follow a Bollywood star to Hong Kong

- Publicity value generated by Gautam’s trip: HK\$2.8 million

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BOLLYWOOD

YAMI GAUTAM'S HONG KONG GETAWAY IS BOUND TO MAKE YOU ENVIOUS

By PRAJAKTA AJGAONKAR | AUGUST 06 2018, 4:40 PM

Actress Yami Gautam has been making great fashionable splashes across the globe with her sister Surilie. The sisters are inseparable as they go about town, putting their stylish foot forward. Now, they have jetted off to Hong Kong for a nice getaway and the pictures are bound to make you go red with envy.

THE ECONOMIC TIMES | Travel

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Yami Gautam reveals the best kept secrets of Hong Kong

By SURESH K. | SEP 13, 2018, 05:58 AM IST

Think Hong Kong and you instantly visualise modernistic cityscapes and amusement parks. You'll be surprised that Hong Kong packs a lot more than that. This oriental pearl offers history and a variety of remarkable and natural wonders that are sure to delight every traveller. Beneath Hong Kong's dazzling cityscape lies its rich colonial past. This seamlessly merges with the Western influences to further heighten the variety of experiences Hong Kong promise.

ZOOM

Thinking of travelling abroad? These pics of Yami Gautam will tell why your destination should be Hong Kong

Yami Gautam reveals her top 10 reasons to visit Hong Kong and her most beautiful spots in Hong Kong. The actress has been sharing photos from her trip to Hong Kong and she has been getting a lot of love from her fans.

There are a lot of ways about the fact that Hong Kong is one of the most beautiful cities in the world. In fact, it is a very popular destination for tourists from all over the world. The actress has been sharing photos from her trip to Hong Kong and she has been getting a lot of love from her fans.

So, the actress has been in Hong Kong for a while now and she has been enjoying the city. She has been taking a lot of photos and she has been sharing them on her social media. She has been getting a lot of love from her fans and she has been enjoying the city.

We invited stunning Bollywood actress and top model Yami Gautam to sample the exceptional gastronomy and cultural life of Hong Kong. A short film was made and promoted through our media partners including *Economic Times Panache*, and on various online channels. Gautam also uploaded snaps from her trip on Instagram, which has a massive following of 10.5 million.

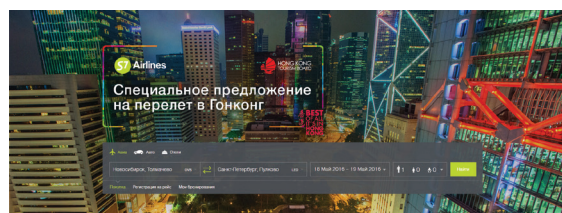
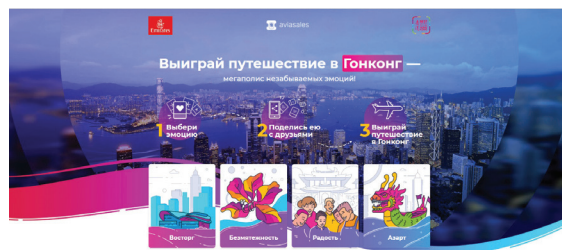
Destination awareness campaign in Russian and the GCC markets

- Increase in S7 Airlines' ticket bookings to Hong Kong during the campaign period: 38%
- Total flight bookings linked to the multi-destination promotion with Vietnam Airlines and Emirates Airlines: 508

While Hong Kong may not be the priority for travellers in Russia and the GCC region due to the relatively longer flying distance, we strived to sustain top-of-mind awareness and maximise exposure in these markets.

In Russia, we continued cooperating with S7 Airlines to stimulate bookings from Moscow and cities in the Russian Far East, and organised a familiarisation tour for trade partners from the Far East to experience selected home-grown events, including the Hong Kong Wine & Dine Festival and the Hong Kong Pulse Light Festival. In Moscow, Russia's capital and most affluent city, we focused our resources on promoting multi-destination travel with various other destinations through partnerships with Vietnam Airlines and Emirates Airlines, with the aim of providing alternative indirect flight options from Moscow to Hong Kong.

For the GCC markets, we created hype about visiting Hong Kong with attractive offers developed with first-class online travel agent Almosafer and local hotels.



Celebrity endorsement to open up the Vietnamese market

- Engagement generated from social media posts on Ly's trip: 331,000

Riding on our cooperation with Cathay Pacific, we invited Vietnamese KOL Ly Qui Khanh to Hong Kong in the autumn of 2018, generating digital stories on his social media platforms as well as those of Cathay Pacific.



Australia

Sports and outdoor activities are among the favourite things to do for the Australians. We therefore raised the profile of Hong Kong as the perfect destination for sports and the outdoors through our home-grown event Hong Kong Cyclothon, in which a star Australian cyclist was invited to take part. At the same time, we evoked desire to visit Hong Kong through continued close partnerships with various Australian airlines.

Cadel Evans in Hong Kong Cyclothon

- **Publicity value generated by Cadel Evans' participation in Hong Kong Cyclothon: about HK\$950,000**

Australian professional racing cyclist and Tour de France winner Cadel Evans was invited to join Hong Kong Cyclothon, taking part in the 50km ride and serving as a commentator of Hammer Hong Kong, the finale of the world-class Hammer Series. Through extensive media coverage and his social-first videos, which featured the cycling event and the extraordinary natural landscape of the city, he helped promote Hong Kong as a destination for cycling and sports in general to his fellow Australians.



Launching integrated marketing promotions with Qantas Airways

- **Reach of the Qantas Airways integrated marketing campaigns: over 9 million impressions**

In 2018/19, we strengthened our partnership with Qantas Airways and jointly rolled out a series of consumer marketing promotions and advertising campaigns. Inspirational contents was disseminated across Qantas' website, social media and electronic direct mails channels (eDMs). Display and native advertising, radio advertisements and live reads were also conducted to promote special flight deals and offers and convert consumer interest to actual bookings.



Hyping up destination awareness as Virgin Australia launched new direct Sydney-Hong Kong flight

- Publicity value generated by Virgin Australia's inaugural Sydney-Hong Kong flight: HK\$8 million



@Nick Cubbin



virginaustralia • Follow
Sydney Airport

virginaustralia We're on our way to Hong Kong! 🇺🇸🇭🇰 Our inaugural Sydney – Hong Kong flight took off this morning, after lion dancers and drummers marched through Sydney Airport, led by @danniiinogoue. Virgin Australia now operates 12 return services weekly from Australia to Hong Kong, with daily flights from Sydney and 5 flights per week from Melbourne. #virginaustralia #hongkong

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JULY 2, 2018

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Amy Greenshields Love Luke and Love Virgin Airlines - what a fabulous combination!

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Riding on Virgin's inaugural flight from Sydney to Hong Kong on 2 July 2018, we organised a media event at Sydney International Airport. Attended by Australian Deputy Prime Minister and celebrity Dannii Minogue, the event generated considerable media exposure for Hong Kong. In addition, journalists were invited to fly on the inaugural flight, enjoying delicacies created by Virgin's celebrity chef Luke Mangan before embarking on a familiarisation trip to explore Hong Kong's diverse appeal.

US

In the land of Hollywood and television, we reinforced Hong Kong's presence through a big-budget action film and reality shows. We also worked with an online influencer network and one of the best-known online travel agencies to promote the Hong Kong destination brand to the digitally savvy.

Impactful spin-off from the movie *Skyscraper*

- Publicity value generated by the *Skyscraper* integrated marketing campaign: HK\$5 million



Vertiginous skyscrapers are the icons of Hong Kong. So it came as no surprise that the film *Skyscraper* had chosen Hong Kong as the backdrop. Starring "The Rock" Dwayne Johnson, the film tells the story of a security expert trying to save his family inside a fictional 255-storey building located in Hong Kong, the city of looming skyscrapers.

Our US office worked with the film's distributor Universal Pictures and rolled out an integrated marketing campaign upon the release of the motion picture to heighten awareness of Hong Kong. The centre piece was a sweepstake providing a free trip to Hong Kong for two, and a micro-site was created to link to the movie trailer while driving traffic to our official website DiscoverHongKong.com. Paid digital and both paid and organic social media contents were impactfully used to boost entries. The campaign was recognised with a Silver Award in the HSMIA (Hospitality, Sales & Marketing Association International) Adrian Awards 2018, under the "Digital Marketing – Digital Campaign – Contest/ Sweepstakes" category.

Publicity of the film and Hong Kong climbed further up when "The Rock" and key US media titles visited the city in July 2018 as part of a promotion tour, which resulted in extensive TV and online coverage.

Inviting travel influencers to promote Hong Kong neighbourhoods

- Reach of the influencers' social media campaign: over 100 million impressions
- Publicity value generated by "EXTRA's "Mansions and Millionaires": over HK\$11 million

Influencer marketing is an inevitable trend, but choosing the right "spokesperson" requires skills on the part of the marketer.

Instead of randomly approaching individual influencers, our US team worked systematically with iAmbassador, an organised network of travel influencers from around the world. Four influencers from the extensive network were

handpicked to develop blog contents on our Sham Shui Po neighbourhood promotion which was featured by the network.

We also worked with "traditional" influencers to reach other demographics. One of them was Michael Corbett, actor, producer, entertainment journalist and host of EXTRA's "Mansions and Millionaires", of which we brought one episode to Hong Kong in partnership with TV network NBC to introduce the city's natural scenery and interesting neighbourhoods. The promotion did not end with the airing of the programme, as Corbett went on to share his experience in Hong Kong during a national satellite media tour, holding both live and taped interviews with TV stations across the US.

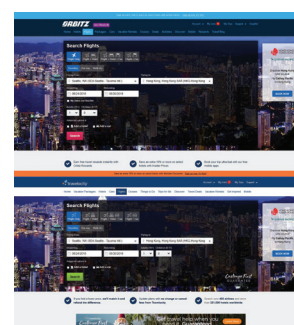
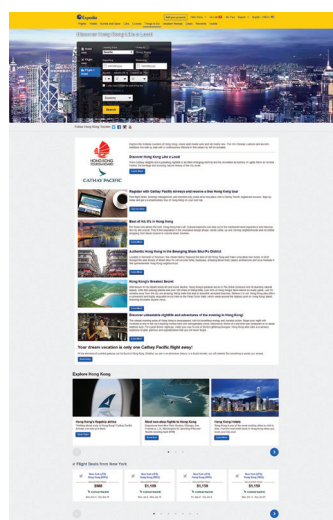
Another personality we engaged was travel expert Samantha Brown, whose "Places to Love" show on PBS dedicated a 30-minute episode to introducing Hong Kong's dining, architecture, local culture, nightlife and history.



Driving Hong Kong bookings with Expedia

- Results of the three integrated Expedia campaigns: over 16,000 air tickets sold and more than 35,000 rooms booked

In the US market where the use of online travel agencies (OTAs) is a norm, we teamed up with world-leading OTA Expedia Group to conduct three integrated plans, each running for three months, across its network of six sites: Expedia.com, Orbitz, Travelocity, Hotels.com, Hotwire.com and CheapTickets. All impressions on these sites drove consumers to a custom landing page with Hong Kong branding, Cathay Pacific getaway information, a carousel of airfares, and a rotating gallery of Hong Kong hotel offers to increase brand awareness and stimulate Hong Kong bookings at the same time.



Canada

In Canada, where traditional media continues to wield strong influence on people's cultural life, we partnered up with leading TV, radio, newspaper and magazine titles and well-known personalities to develop integrated campaigns, with a focus on heightening brand awareness and promoting multi-destination travel.

Notable meteorologist and travel expert discover Hong Kong like a local

- Total value generated by the integrated campaign launched with Corus: HK\$ 4.2 million



There are probably few better ways to reach a large audience than through famous faces. In Canada, we worked with leading mass media and content company Corus Entertainment to create contents of two celebrity hosts from TV network Global BC – Chief Meteorologist Mark Madryga and travel expert Claire Newell – as they experienced the charms of Hong Kong.

Weather expert Madryga was featured in a series of short videos on a variety of topics, from getting a bespoke suit to a visit to the Hong Kong Observatory. He also promoted a contest, the winner of which would be awarded a trip to Hong Kong. Newell, meanwhile, shot a 30-minute travelogue on Global TV, which won the Gold Award under the “Branded Entertainment: Documentary” category in the Davey Awards in the US.

What ensued was Hong Kong's persistent presence on Global BC: Madryga's videos were shown in his programme every weekday for two weeks; Newell's travelogue was aired four times; and tactical commercials in which Newell promoted Hong Kong travel packages for our trade partner Travel Best Bets were broadcast.

In addition to TV, Newell appeared in talk shows and radio commercials on Corus radio channel CKNW, in which she promoted Hong Kong and the said travel packages.

And needless to say, we leveraged the social media of our partners, including Global BC, Travel Best Bets and Newell, to reach out to even more Canadian consumers.

Campaign with *FASHION* magazine to portray a dream multi-destination trip

- Publicity value generated by the *FASHION* cooperation: HK\$ 2.68 million

In light of the multi-destination trend, we launched an integrated media cooperation with magazine *FASHION* and the Tourism Authority of Thailand to promote the Hong Kong-Thailand combo. A 33-page spread article was published as the cover story of the summer 2018 issue. The print promotion was complemented by behind-the-scenes videos, custom stories and photos on *FASHION*'s digital content hub and social media channels. And a contest was held to engage consumers who could win a trip to Hong Kong and Thailand. The campaign was recognised by a Silver Award in the Pearl Awards organised by the Content Council in the US, under the "Most Effective: Travel & Leisure" category.

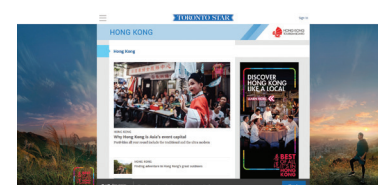
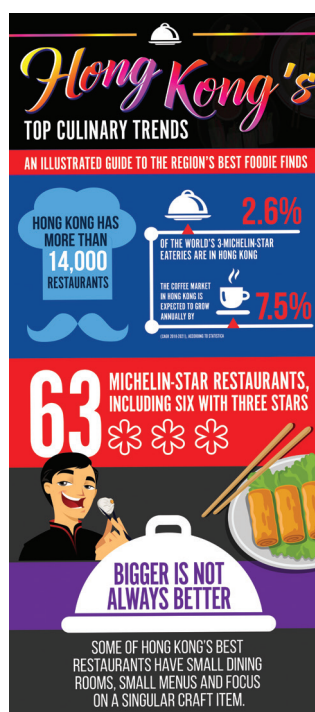


Showcasing Hong Kong's travel experiences in Toronto Star

- Impressions on *Toronto Star*'s digital content hub: close to 7 million

Another publication we worked with was newspaper, or, more precisely, the newspaper with the highest overall weekly circulation in the market – *Toronto Star*.

Engaging stories and articles on Hong Kong's neighbourhoods and core experiences were posted on the paper's online content hub and social media channels, alongside a series of print advertisements, to reach readers across the province.



The Toronto Star with Discover
Sponsored · Hong Kong.

Hong Kong has more than 14,000 restaurants - overwhelming for even the hungriest foodie. Check out this infographic for tips on the tastiest finds.



Europe

In this sophisticated market region, we came up with a smorgasbord of creative ideas – from literature to song – and entered into partnerships with leading media titles, with everything customised to serve the different needs of individual markets.

Showcasing Hong Kong's picture-perfect neighbourhoods in France

- Publicity value generated from all the “Hong Kong Stories, Hong Kong People”-related campaigns in France: over HK\$90 million

Where in Hong Kong did Cannes Film Festival Best Director award winner Wong Kar Wai shoot *In the Mood for Love*, an art film that achieved fame in France and internationally through its nomination for the prestigious Palme d’Or? And what in Hong Kong inspired Paris-born English writer W. Somerset Maugham to write *The Painted Veil*, which had been adapted three times into films starring such Hollywood sensations as Greta Garbo and Naomi Watts?

These questions about “Hong Kong Stories, Hong Kong People”, the theme of our French promotion throughout the year, were answered in the show “Invitation au Voyage” of French culture TV channel ARTE, with which we created three episodes to trace the footsteps of Wong and Maugham, and the evolution of Sai Ying Pun, an eclectic neighbourhood that was once the centre of a plague and is today a modernised district preserving vestiges of old Hong Kong. Through the show, we enticed French consumers to dive right into the mesmerising culture of Hong Kong.

Arts and culture aside, we promoted Hong Kong’s culinary excellence riding on the success of our participation in last year’s Lyon Street Food Festival. We highlighted Sham Shui Po, the district of our neighbourhood campaign this year, where French gourmets could savour Michelin-recommended egg waffles and other authentic street food.

Supplementing these promotions, we ran an advertising campaign featuring Old Town Central and Sham Shui Po stories on digital platforms and distributed interesting contents on social media.



Tightening partnerships at the Bordeaux Wine Festival

- Publicity value generated by the wine-and-dine promotion in Bordeaux: over HK\$1 million

The Bordeaux Wine Festival (Bordeaux fête le vin), with which the Hong Kong Wine & Dine Festival is closely associated, celebrated its 20th anniversary in June 2018.

To deepen our partnerships with wine merchants in France, Hong Kong’s largest wine trading partner, we hosted a cocktail reception and dinner during the Bordeaux Wine Festival. Prior to the cocktail reception, we signed a Memorandum of Understanding with Bordeaux Greats Events – Office de Tourisme et des Congrès de

Bordeaux Métropole on further cooperation on wine and food tourism promotion. The ceremony was witnessed by HKSAR Chief Executive Mrs Carrie Lam and Deputy Mayor of Bordeaux Mr Stephan Delaux.



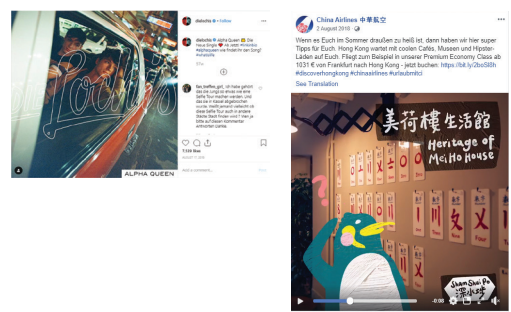
Taking the invaluable opportunity, we promoted the 2018 Hong Kong Wine & Dine Festival at the cocktail reception to encourage the participation of Bordeaux wine merchants. We also invited three Hong Kong Michelin-starred chefs to present their signature dishes at the event to indulge the guests with Hong Kong’s culinary excellence.

Driving awareness on social media in Germany

- Reach of Die Lochis' music video: over 1 million views
- Reach of the social media campaign: over 100 posts reaching 2.5 million fans on the social media channels of 20 trade partners

Germany is known for its cool music scene. In 2018, our Frankfurt office facilitated the production of the music video of German duo Die Lochis' new song *Superman* in Hong Kong. In the music video, the twin brothers were seen hopping on the iconic tram, taking a helicopter ride above Victoria Harbour, and walking around some of Hong Kong's hippest neighbourhoods. The video was released in November 2018 on Die Lochis' YouTube channel, which was followed by 2.7 million fans. The video, together with pictures on the duo's Instagram, Facebook and Twitter, projected the hip and trendy image of Hong Kong to German consumers, particularly the young segment.

In the market, we also provided social media contents related to our events, neighbourhood campaign and core experiences to our German trade partners, including airlines and tour operators, on a regular basis to sustain Hong Kong's presence year-round.



Intensive media and trade cooperation in the UK

- Publicity value generated by the one-year partnership with *The Guardian*: HK\$4 million
- Results of the promotion with Iglu Cruise and Planet Cruise: bookings by close to 1,500 passengers

In the UK, we established a year-long strategic media partnership with esteemed news brand *The Guardian* to arouse interest in neighbourhoods, including Old Town Central and Sham Shui Po, as well as Hong Kong's mega events and core experiences, through sponsored and commissioned articles, feature galleries, and social media contents.

Meanwhile, we pitched and partnered with TV, print and online media during various promotional windows to target different consumer segments. For example, we leveraged some of the most read nationwide media, such as the *BBC*, *The Independent* and *The Sunday Times* to disseminate unique stories of Hong Kong neighbourhoods, and engaged sports magazines like *Cyclist Magazine*, *Bike Radar* and *Cycling Plus* to promote Hong Kong Cyclothon and Great Outdoors Hong Kong.

We continued to engage the travel trade, with a focus on the cruise tourism during the year in review, working with the UK-based Iglu Cruise and Planet Cruise to promote fly-cruise itineraries with at least two nights in Hong Kong.

