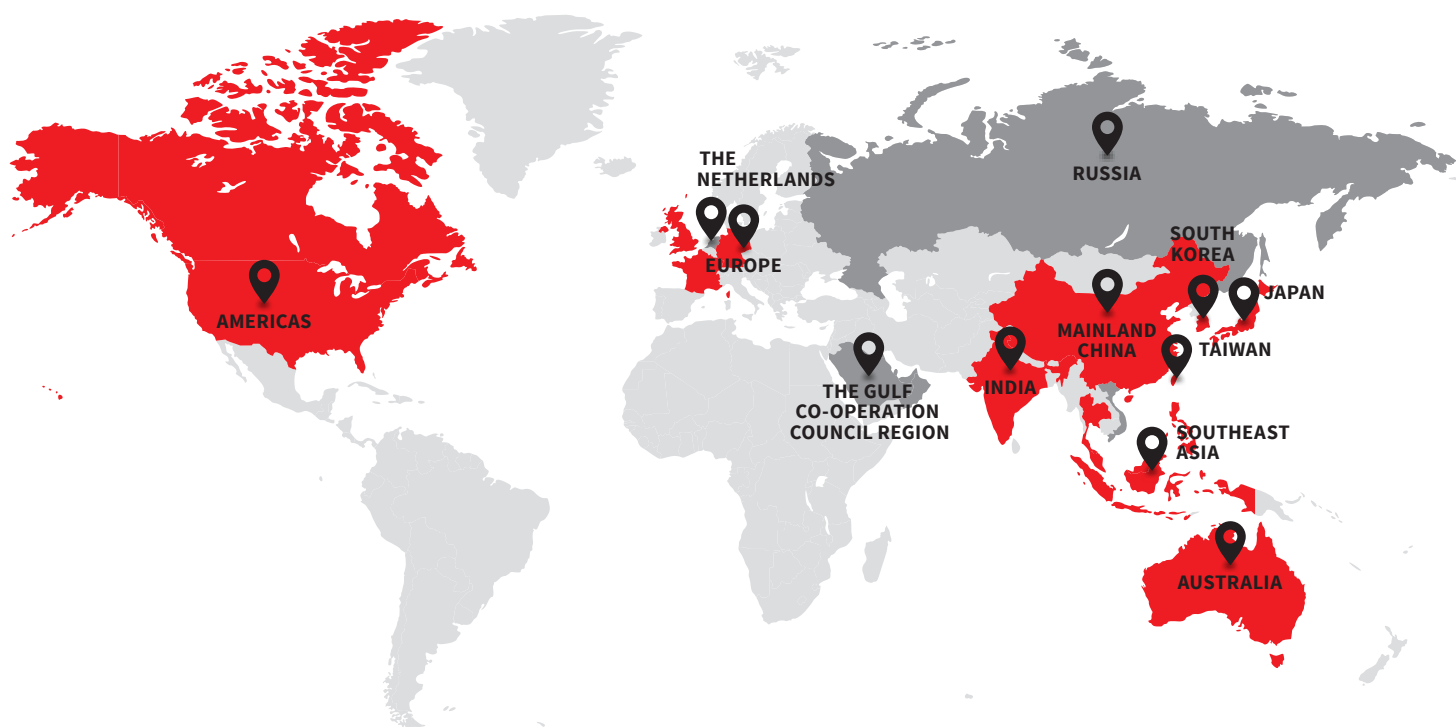


# Overseas Promotions

The priority of the HKTB is to attract overnight arrivals and lengthen the stay of visitors in Hong Kong so as to enrich their experience and generate greater benefits for the Hong Kong economy. In 2014/15, the HKTB invested its entire marketing resources on driving overnight arrivals, with 75% directed to international markets.

In this section, we would like to share with you some examples of the “My time for” marketing campaign and trade programmes we launched in short-haul market regions, and our sustained efforts in brand-building in long-haul regions.



# Mainland China

## My time for a Hong Kong story

Award-winning director Ke Ke directed five light-hearted mini-movies for us to refresh Mainland travellers' perspectives on Hong Kong. Through the delicately interwoven stories of six Mainlanders in Hong Kong, some living here, some visiting, and all loving the energy and sassiness of the city, the videos set out to build emotional bonding with Mainland consumers and invite them to create their personal Hong Kong stories. The mini-movie initiative was supplemented by advertorial placements, press events and road shows.

**Results:**

- Viewership of the videos exceeded **16 million** (from August to October 2014 on Tudou, and from January to February 2015 on iQIYI).
- Total publicity value reached **HK\$50 million**.



## My time for a luxury cruise holiday

TVB dramas and artistes enjoy huge popularity in the Mainland, particularly in Guangdong and Southern China, where the HKTB focuses on promoting cruise travel. So we teamed up with TVB to produce four episodes promoting Hong Kong as an all-round cruise destination, following artistes Tracy Chu and Yao Bin aboard a luxury cruise liner and around town before and after their trip. Other famous TVB artistes provided personal recommendations on Hong Kong at the end of each episode, while scenes from TVB dramas were woven in to maximise the celebrity effect.

### Results:

Viewership reached **2.4 million** in just one month.



## Trade Programme

We developed the “Hong Kong Value Offer” app, which bundles spending offers from Hong Kong merchants, including those accredited by the Quality Tourism Services Scheme, with downloadable coupons to enrich visitors’ stays. The app was launched in early 2014 and was later extended to Alipay, an online payment platform which has over **350 million** registered users.



Download our app



## Taiwan

### My time for new insights

The majority of travellers from Taiwan are repeaters – almost 70% in 2014. They already know Hong Kong quite well and are constantly on the lookout for sophisticated cultural experiences. To rekindle their curiosity about Hong Kong and give them new ideas to explore the city, we rolled out an interesting integrated campaign, inviting famous cultural workers to share their insights on trendy neighbourhoods on Hong Kong Island in our new guidebook 香港有意思, followed by a familiarisation trip for lifestyle bloggers to generate spin-off publicity from their blogs. We also put up an eye-catching pink “Hong Kong Magic Door” in Taipei, which used knocking sounds to lure passers-by to open the door, where they received a friendly greeting from people from Hong Kong or even a free trip to the city. These activities were supported by PR and WeChat promotions.



#### Results:

- The publicity value generated was **HK\$20 million**.
- A total of **16,000** hard copies of the guidebook were distributed and the e-version on our Taiwan market website was downloaded **8,000** times.



### Trade Programme

Trade workshops were held in Taipei, Taichung and Kaohsiung in July to create networking and business-building platforms for our trade partners from Hong Kong and Taiwan. The events brought together over 500 representatives from the Taiwanese travel trade and 13 Hong Kong travel entities, including hotels, attractions and tour operators.

## Japan

### My time for Hong Kong

The dizzyingly diverse dining scene reigns supreme when it comes to Japanese visitors' favourite Hong Kong experience. Throughout 2014/15, we championed dining as the main reason for visiting Hong Kong through various media channels, especially high-rating TV programmes. Our Hong Kong Friendship Ambassadors, top performance group EXILE, also promoted dining along with other experiences to their fans. Their trip to Hong Kong was featured in different media outlets and a leading travel guidebook, generating massive awareness among Japanese consumers.

#### Results:

The media value generated by EXILE alone was as high as **HK\$79 million**.



### Trade Programme

A large-scale travel mission was organised in September to three major cities: Tokyo, Osaka and Nagoya. Over 1,500 one-on-one sessions were held between the Hong Kong delegates and 241 representatives from the Japanese travel trade. This marked the first time the HKTb opened up the travel mission platform to retail partners. The travel mission was wrapped up at the JATA Tourism EXPO, the biggest travel event in Japan.

## South Korea

### My time for a visual journey

Seeing that Korean visitors like all things beautiful and photogenic, we created the “Hong Kong Bucket List”, with 10 photo-worthy experiences, from “proposing on the Aqua Luna” to “trying on a *qi pao* in Shanghai Tang”, to tempt them to experience a visual journey in Hong Kong. To draw attention to the campaign, we unveiled the experiences on G-market, Korea’s number one online shopping website, with a lucky draw as an incentive. At the same time, we partnered with Cathay Pacific on special airfares to create a sense of urgency to visit Hong Kong. The campaign was also promoted on social media platforms and popular web portals.

#### Results:

The campaign generated sales of **25,000** packages, and generated publicity value of **HK\$80 million** and 150,000 page views on our DiscoverHongKong Korean website.



### Trade Programme

In May, we organised Contract Hong Kong to bring buyers from Seoul and Busan to Hong Kong, where they had dedicated meetings with the Hong Kong trade, toured new attractions and conducted hotel site visits. In the last quarter, our Chairman, Dr Peter Lam, led a travel mission to Seoul, where he introduced the “My time for Hong Kong” brand campaign to Korean travel trade members.

## Southeast Asia

### My time for a taste of Hong Kong

Celebrity chefs hold hipster status in Southeast Asia. Fans don't just admire their cooking, but also pay close attention to what else they enjoy in life. So we created a campaign that capitalises on the influence of these personalities, which anchored a TV programme called "My Taste of Hong Kong". In partnership with Discovery Networks' TLC Asia channel, which has over 148 million subscribers in the region, we produced three episodes, in which six young celebrity chefs followed food critic Michelle Loo in a quest for hidden treasures in the local dining and cultural scene. Apart from broadcasting the programme and advertising on Discovery Networks, we organised media events in various Southeast Asian markets, with some of the chefs sharing their experience in Hong Kong and serving their culinary creations inspired by the flavourful city to the media and travel trade guests.

#### Results:

Total publicity value reached  
**HK\$116.6 million.**



### Trade Programme

The HKTb's main marketing strategies in the region are to target the young adult and family segments, and focus on the summer and winter promotional windows. For example, we organised a large-scale trade promotion in the Philippines in August to reconnect industry partners from Hong Kong and the Philippines. We held a Tourism Exchange Luncheon, which was attended by the heads of major tourism associations and entities from both sides. The luncheon was complemented by the biggest B2B session ever held in the market, with over 200 guests from 29 Hong Kong companies and 104 Philippine companies discussing business opportunities for the winter season.

# India

## My Time For Exploration

Bollywood has a huge influence on Indian consumers. To take advantage of this connection, we invited various personalities from the Indian film industry, including directors, actors and a designer, to find inspiration in Hong Kong. Their journeys were recorded and followed by media from the Indian market. We also spun off another initiative from their trips, namely a guidebook with their personal recommendations and experiences.

### Results:

More than **400,000** hard copies were printed and inserted into magazines with substantive readership, such as *Femina* and *Outlook*, and there is an e-book version in the India section of [discoverhongkong.com](http://discoverhongkong.com).



## Trade Programme

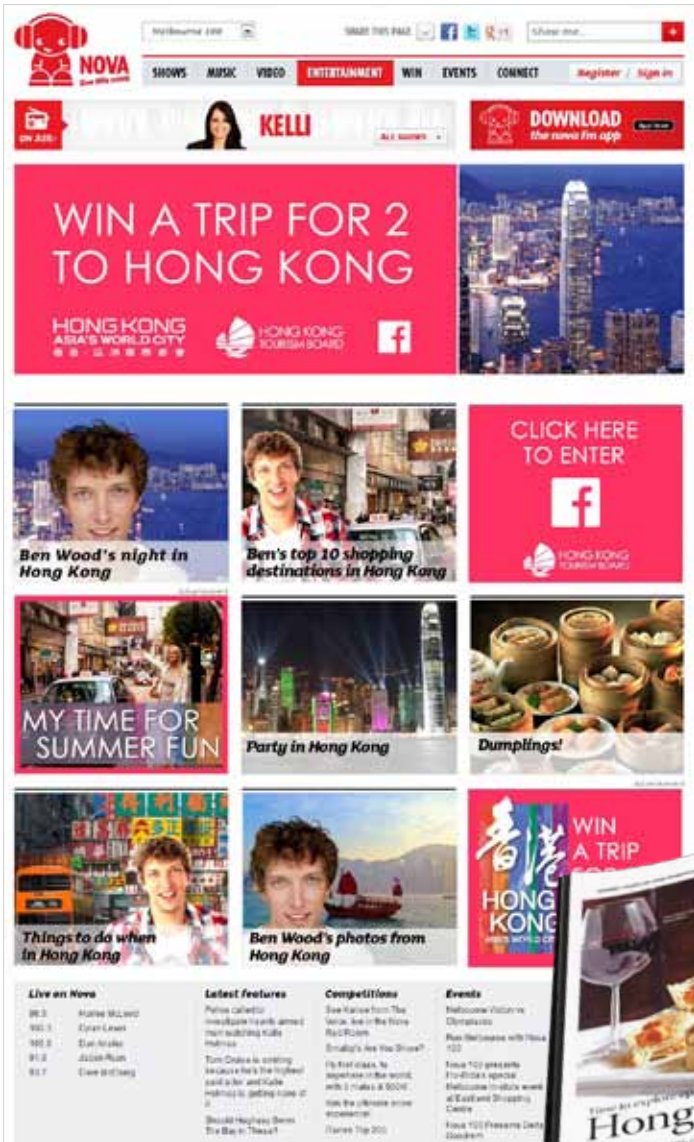
We also embarked on a partnership with Colors TV, in which Hong Kong was featured in 14 30-minute episodes, including the milestone 1,000<sup>th</sup> episode of the prime-time drama *Sasural Simar Ka*.



# Australia

Our promotion in Australia involved two tiers. In the summer, we rolled out an integrated campaign with tactical partner Flight Centre Travel Group, while launching a value-added, four-night package to boost travel to Hong Kong. The multi-media campaign included a co-op with a radio station, an online display, a Facebook contest, and keyword search optimisation to drive traffic to our official website and to the Hong Kong travel deals on the Flight Centre website. We also invited front-row fashion blogger Gary Pepper Girl to put the focus on Hong Kong's glamorous fashion scene and picture-perfect cityscape.

In the autumn and winter, we followed with another integrated campaign, this time anchoring on the Hong Kong Wine & Dine Festival and Hong Kong's dining scene. A co-op materialised with *Gourmet Traveller*, Australia's leading food, wine and travel magazine, with print and digital content and a competition to win a trip to Hong Kong.



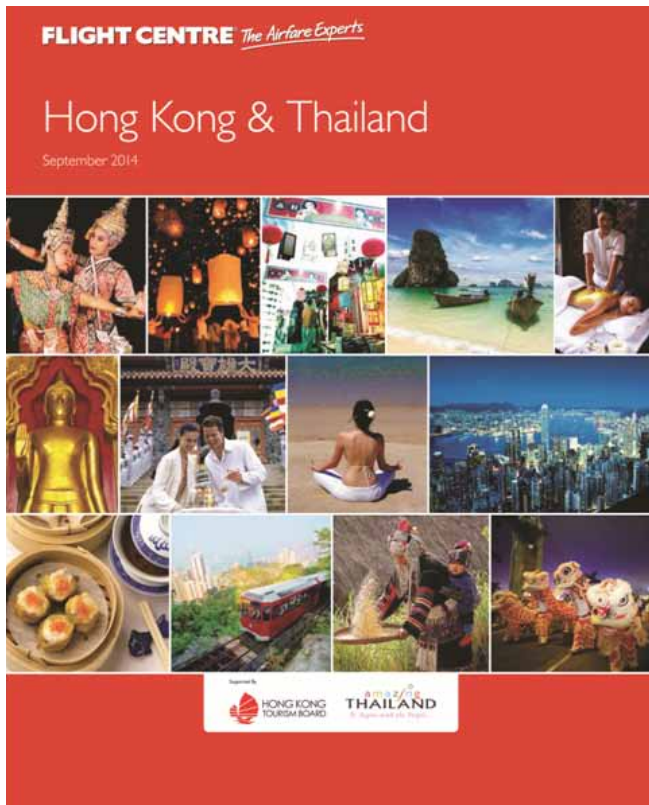
# Americas

In our key American markets, where consumers are digitally savvy, we went online to build our brand image and worked closely with other Asian destinations and big names in the tourism industry to promote multi-destination travel.

In Canada, we partnered with the Tourism Authority of Thailand and Flight Centre to launch a campaign promoting Hong Kong and Thailand as the ideal city and beach combo in Asia. The campaign covered print and online ads, social media, in-store displays, and phone messaging.

Meanwhile in the US, we drove a multi-destination campaign on Travelzoo, the world's biggest online publisher of travel, entertainment and local deals. Compelling offers were launched to promote Hong Kong-Macau-Mainland combo travel, with over 1,600 deals sold in less than three months.

The Travelzoo promotion also supported the launch of our “My time for Hong Kong” brand campaign in the US, in which online advertising, social media marketing and search engine marketing were used to drum up awareness of our tourism brand. During the promotional period, page views to the US version of the DiscoverHongKong website increased 70% year on year. The campaign was awarded a 2015 Travel Weekly Gold Magellan Award in Destination Web Marketing.



# Europe

Our offices in Continental Europe focused their efforts on media pitching, leading to many media familiarisation tours to Hong Kong and subsequent coverage. Our Paris office, for example, organised a special press trip, in which Olivier Lebé, author of the book *Repulse Bay*, took the French media to locations featured in his book, which won the Prix du Premier Roman in 2013. The PR effort was sustained by book-signing and media events back in Paris.

In addition, we saw the first-ever travel mission to France, which attracted 23 tour operators from the market and generated one to three new contracts per buyer. We also continued to raise our profile and network with the European travel trade at the ITB in Berlin.

In the UK, our colleagues were busy devising plans for co-ops with production houses. They also ran a Facebook campaign called “A Perfect Day” with magazines *Escapism* and *Foodism*, in which consumers were invited to create a one-day itinerary with “My Hong Kong Guide” to win a trip to Hong Kong. And the Hong Kong Sales Mission, the biggest trade event ever organised by the HKTb in the UK and an annual event held for the 25<sup>th</sup> year, was put in place to encourage contract discussions between Hong Kong hotels and UK buyers from both the leisure and MICE sectors.

