





Faster 更快

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By acting quickly in the face of changing environment and consumer behaviour, the Hong Kong tourism industry and HKTB have continued their drive to establish Hong Kong as Asia's number one destination.

因應市場環境及消費者喜好變化，旅遊業界與旅發局攜手合作並迅速回應，致力令香港成為亞洲首選旅遊熱點。

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Strategic Focus
2008/09
策略重點



Despite a challenging economic environment, 2008/09 was a milestone year for the HKTB. The unique opportunity presented by Hong Kong's role as host of the Equestrian Events of the Olympics helped reinforce the worldwide image and reputation of the Hong Kong brand, promoting Hong Kong as a "must-stop" gateway for Mainland China and for multi-destination itineraries in the region. Meanwhile, a series of attractive marketing initiatives and promotions were rolled out.

2008/09年度，縱使全球宏觀環境變化不定，旅發局仍貫徹其使命，積極推廣香港，特別是把握香港協辦奧運馬術賽事的契機，鞏固香港的品牌和形象。與此同時，旅發局將香港打造為前往內地的門戶城市，全力推出包括香港在內的「一程多站」行程。年內，旅發局亦繼續舉辦多元化的市場推廣和宣傳活動，務求吸引更多旅客到訪。