

HKTB Around the World 旅發局在全球的推廣工作



Creating **experiences** and  
**memories** that last a lifetime  
提升體驗 畢生難忘



*Mainland China continued to perform well, with the Individual Visit Scheme (IVS) boosting visitor numbers. The HKTB successfully targeted different regions and segments, and continued to stimulate the desire to make repeat visits or to extend an existing stay.*

內地市場的業績持續理想，「個人遊」政策的實施，繼續推動內地旅客增加。年內，旅發局以不同地區及客群為對象進行推廣，成功鼓勵旅客再次來港或延長留港時間。

## Mainland China 中國內地

Arrivals from Mainland China grew 44.6% in 2004, taking the annual total to 12.25 million, the first time this has passed 10 million. This total included the record 1,238,091 visitors in August, which was also one of six months in which Mainland arrivals exceeded one million. Some 4.26 million Mainland visitors in 2004 – 34.8% of the annual total – arrived in Hong Kong as independent travellers under the Individual Visit Scheme (IVS), which was progressively extended throughout 2004/05.

### Segment marketing

The HKTB continued to focus on sustaining motivation to visit Hong Kong among specific market segments, including young married couples with children and older couples whose children have left home. The geographic focus with these segments is the Pearl River Delta, the Yangtze River Delta and the Bohai Rim, along with other key cities including Chengdu, Fuzhou, Tianjin, Wuhan and Xiamen. The HKTB is also looking to grow the young office ladies segment in the Pearl River Delta and Yangtze River Delta. Good progress was made during the year with the business segment, encouraging business travellers to extend their stays and to bring companions.

During the year, the HKTB conducted a China outbound travel research study to identify the major source regions and consumer segments as a means to developing appropriate marketing strategies for the Mainland.

2004年，來自內地的訪港旅客增加44.6%，全年總數首次衝破1,000萬大關，達1,225萬人次。在這年，有六個月份的內地旅客均超越100萬人次，其中，8月份更刷新1,238,091人次的紀錄。2004/05年度內，「個人遊」措施逐步擴展，全年約有426萬內地旅客以這方式來港旅遊，佔總數的34.8%。

### 針對不同客群推廣

旅發局繼續以特定客群為對象，例如育有子女的年輕夫婦，以及子女已獨立生活的年長夫婦，致力推動他們來港旅遊的意欲。在地域方面，推廣重點包括珠江三角洲、長江三角洲及環渤海，另外還有成都、福州、天津、武漢及廈門等主要城市。旅發局亦積極開拓珠三角及長三角地區的年輕白領麗人市場。年內，旅發局拓展商務客群的工作，進展亦相當理想，成功鼓勵商務旅客延長留港時間和攜同伴侶來港。

年內，旅發局進行了一項中國境外遊調查，以確定主要的客源地區及消費客群，從而制訂合適的市場推廣策略。



◀ The HKTDB opens a Guangzhou office, its third in the Mainland, in 2004  
2004年旅發局廣州辦事處開幕，是旅發局在內地設立的第三個辦事處

The HKTDB continued to reinforce Hong Kong's appeal as a "must-visit" destination by building on the Hong Kong – Live it, Love it! marketing platform. Specific emphasis was placed on Hong Kong's diversity, sophistication and cultural attractions, and the HKTDB continued promoting Mega Events, and also focused on Hong Kong's family appeal in the run-up to the opening of Hong Kong Disneyland. By developing customised products with the travel trade, the HKTDB has successfully targeted different regions and segments, and continues to stimulate the desire to make repeat visits to Hong Kong or to extend an existing stay.

### The first full year of IVS

On its launch in July 2003, IVS covered four Guangdong cities and was later extended to six more major urban centres, including Beijing and Shanghai. It was extended to a further six cities in January 2004 and by May covered the whole of Guangdong province. Nine more cities in Fujian, Jiangsu and Zhejiang provinces were added to the scheme in July and at the end of March 2005 its coverage of 34 cities embraced a potential outbound population of 170 million.

Mainland China is not just a source of vacation visitors, as the growth of commercial links with Hong Kong is also stimulating business travel. The Closer Economic Partnership Arrangement (CEPA), for example, has clearly contributed to the increase in the volume and frequency of business travellers across the boundary with Mainland China.

The more liberal policy on Chinese citizens travelling overseas was bolstered by increased wealth among middle-income groups, which is stimulating outbound tourism. The establishment of the Pan-Pearl River Delta (PPRD) co-operation agreement in early 2004 is also opening up new possibilities. The Mainland provinces involved in the PPRD, stretching from Yunnan and Sichuan in the west to Fujian in the east, are participating in joint marketing with Hong Kong and Macau with a focus on both inbound and outbound tourism. The PPRD is already speeding up

旅發局繼續以「香港 – 樂在此，愛在此！」為平台，加強推廣香港作為「必到」旅遊勝地的吸引力，並重點推介香港多元化、多層面的旅遊特色、文化及各項大型活動；又配合香港迪士尼樂園開幕，強調香港在家庭旅遊方面的魅力。旅發局與旅遊業界合作，因應不同市場及客群設計特色旅遊產品，繼續鼓勵旅客多次來港或延長留港時間。

### 「個人遊」政策實施首年

「個人遊」政策在2003年7月首次推出，最初涵蓋廣東省四個城市，其後擴展至另外六個主要城市，當中包括北京及上海。2004年1月，再有六個城市加入；同年5月則擴展至整個廣東省；在7月更進一步擴展至福建、江蘇及浙江三省共九個城市。截至2005年3月底，這政策共涵蓋34個城市，可以用「個人遊」方式來港旅遊的人口達1.7億。

隨著內地與香港的商務日益頻繁，除了消閒旅遊之外，內地更成為本港的商務客源市場。以「更緊密經貿關係安排」為例，自有關安排實施後，來往香港與內地的商務旅客數量及頻密程度均明顯增加。

內地放寬居民出境旅遊，加上中產人士愈見富庶，均推動其外遊市場。2004年初，泛珠三角區域合作協議簽訂帶來了新的商機。簽訂協議的省份，包括由西面起的雲南、四川以至東面的福建，與香港及澳門攜手，合力拓展入境及外遊市場，加速相關省份的外遊業務。此外，不少廣東省旅客均喜歡即日來回香港消費，而周末期間的行程亦繼續備受歡迎，也是推動需求增長的因素。

► Representatives of Mainland media visit popular attractions during a familiarisation trip to Hong Kong  
內地傳媒代表來港考察期間參觀著名景點



▼ Mainland TV host Janice Lee broadcasts from Hong Kong  
內地電視節目主持李淑媛來港拍攝電視節目



development of the outbound market in the provinces concerned. Another factor stimulating demand is the trend towards same-day consumption visits to Hong Kong from Guangdong province, while weekend trips continue to remain popular.

### High spending of same-day visitors

There was an increase in overall destination consumption expenditure by overnight Mainland visitors to HK\$33.9 billion, although per capita spending for this market fell to HK\$4,355 in 2004. This was due to the radically different behaviour patterns among IVS visitors.

Indeed, among same-day arrivals, Mainland visitors contributed the highest per capita spending, an average of HK\$1,043. Many IVS travellers took the opportunity to visit Hong Kong just for shopping sprees or entertainment, whereas non-IVS same-day travellers may come for a variety of reasons, including stopovers en route to or from another destination. These IVS same-day visitors have effectively created a new category of arrivals that can be termed "consumption visits". This maximises overall returns for Hong Kong, benefiting the travel trade and many related services. It provides Hong Kong with an expanded visitor base without placing excessive demand on tourism infrastructure, such as hotels.

### Promotions to FITs

The HKTB team in Mainland China implemented a range of promotions during the year. These targeted free independent travellers (FITs), families and business travellers, and also focused on the new opportunities to travel that resulted from the extension of the IVS. A comprehensive trade outreach programme and media briefings with a focus on cities within the IVS catchment area were also conducted.

Visitors travelling to Hong Kong under the IVS make up a large portion of the FIT category, although FITs also include visitors on business visas and

### 入境不過夜旅客消費力高

2004年，內地「過夜旅客」的整體境內消費開支上升至339億港元，人均消費則下調至4,355港元，主要因為「個人遊」旅客的旅遊及消費模式與別不同。

在入境不過夜客群中，以內地旅客的人均消費最高，達1,043港元，因為不少「個人遊」旅客均是來港購物或娛樂消費，至於「非個人遊」的入境不過夜旅客，來港原因則各有不同，其中包括為往返另一旅遊點而途經香港。前述的「個人遊」入境不過夜旅客成為了新類型的「具特定消費目的」客群。這類客群有助增加香港的整體旅遊收益，令旅遊業及相關行業受惠；而且，在擴大本港旅客基數的同時，亦不會為旅遊設施如酒店，構成過大壓力。

### 針對自助旅遊人士宣傳

年內，旅發局的內地辦事處，以自助旅遊人士、家庭及商務旅客為目標，並且把握「個人遊」政策延伸的機遇，在內地進行連串推廣工作。旅發局又全面接觸當地旅遊業界、舉辦傳媒簡報活動，並特別以實施「個人遊」的城市為重點。



▲ A family travel promotion in the Mainland 針對內地家庭旅客推出的宣傳活動



▲ The I Love Bauhinia promotion targets families with children in the Mainland 「我爱紫荆花」推廣活動以育有小孩的內地家庭客群為對象

those with permits to visit relatives. The HKTB was active in stimulating demand across the entire FIT sector. In Fujian, for example, one of a number of cities incorporated into the IVS in July, the HKTB targeted FITs by placing a co-operative advert with travel agents in four major local newspapers with a combined readership of more than 500,000. Roadshows also publicised IVS travel in the provinces of Jiangsu and Zhejiang, covering the five cities of Nanjing, Wuxi, Suzhou, Hangzhou and Ningbo, and this initiative helped 20 travel agents to sell more than 3,000 packages to Hong Kong between December and January.

Still aimed at FITs, an SMS promotion sent 1.6 million promotional messages to mobile-phone users in Guangdong. Many promotional efforts achieved high-value publicity when converted into monetary terms. For example, the HKTB facilitated a five-episode programme on individual travel to Hong Kong that appeared on CCTV 12. With a total duration of 100 minutes, it was broadcast in three separate timeslots – which is equivalent to HK\$13 million-worth of TV advertising. A 55-minute programme that appeared three times on Dragon TV reached a population of 300 million and achieved an estimated publicity value of HK\$5.4 million.

To support the promotion work targeting FITs, there were many trade familiarisation visits, too, along with media and trade briefings. Trade visits included 24 members of Guangzhou Tourism Bureau working in outbound travel, who came to Hong Kong to familiarise themselves with the key sights, and a further 11 key members of the trade specialising in incentive travel, who visited Hong Kong to learn more about conference and exhibition venues. Media and trade activity included briefings in Guangdong in the cities of Shaoguan, Heyuan, Shanwei and Jieyang for over 20 journalists and 30 travel trade professionals. More than 30 journalists also attended the HKTB's 2004 Hong Kong WinterFest presentation in Guangzhou in November.

來自內地的自助旅遊人士中，部分是持簽注來港進行商務活動或探親的旅客，而大部份則屬於「個人遊」類別。旅發局一直致力鼓勵各類自助旅遊人士來港觀光。例如，自福建於7月起推行「個人遊」，旅發局便與旅行代理商攜手，在當地四份主要報章刊登廣告，讀者人數總共超過50萬人。旅發局又在江蘇及浙江省的五個「個人遊」城市，包括南京、無錫、蘇州、杭州及寧波，舉行巡迴展覽推廣「個人遊」，結果，在12月至1月期間，當地20家旅行代理商銷售逾3,000個訪港行程。

旅發局又向廣東省的流動電話用戶發出160萬個短訊，推廣自助來港旅遊。若以金額計算，不少宣傳活動均取得理想成效。例如旅發局曾協助拍攝一齣共五集，介紹「個人遊」的節目，分三個不同時段在中央電視台12頻道播出，全長100分鐘，以電視廣告費用計算相等於1,300萬港元。另外，上海東方衛視曾將一齣55分鐘長、有關自助來港旅遊的電視節目播放三次，接觸的觀眾達3億人，估計宣傳效益相等於540萬港元。

為推廣自助旅遊，旅發局亦舉辦很多業界考察團，以及傳媒和旅遊業簡介活動。業界考察方面，廣州市旅遊局負責外遊事務的24位成員曾來港參觀主要景點；專門從事獎勵旅遊的11位業界高層人士亦來港考察會議及展覽場地。其他傳媒及業界活動包括在廣東省韶關、河源、汕尾及揭陽這些城市，向20多位記者及30位旅遊界專業人員推介。11月，旅發局在廣州舉行「2004香港繽紛冬日節」簡報會，吸引30多位傳媒出席。

► The memorandum of understanding between the HKTB and China UnionPay Co Ltd in 2004 is aimed at stimulating spending by Mainland visitors  
旅發局與中國銀聯於2004年簽訂合作備忘錄，積極推動內地旅客在港消費



In a highly productive joint promotion, the HKTB and China UnionPay (CUP) Co Ltd showcased Hong Kong as the first city outside Mainland China where the CUP cards can be used. By marketing Hong Kong as the premier travel destination to the CUP card customer base, the HKTB aims to offer more business opportunities for Hong Kong's tourism-related sectors, including travel, retail and catering, as well as a new business platform for Hong Kong's banking industry. Mainland visitors were able to use their CUP cards in Hong Kong starting January 2004 and the first co-operative promotional initiative came in the run-up to the National Day Golden Week in October. China UnionPay encouraged spending in Hong Kong by staging a promotion offering 6,000 prizes, with publicity efforts augmented by travel agencies in Shanghai, Beijing and Guangzhou, and supplemented by advertising on radio and the Internet. Both the HKTB and China UnionPay promoted the Quality Tourism Services (QTS) scheme under their joint promotions.

### Targeting families and business travellers

Several initiatives were used to target the family segment in the Mainland. The I Love Bauhinia promotion, for example, was a major success, reaching seven million families nationwide and achieving publicity worth HK\$3 million. The HKTB also worked with the Children's Palace network of activity centres to organise a summer camp in Beijing as a way of promoting Hong Kong's family-oriented attractions to children. The *Hong Kong Family Fun Guide* was also distributed to 90,000 students and their families in Beijing, Shanghai, Guangzhou, Hangzhou, Nanjing and Fuzhou. A roadshow visited more than 300 schools, while the Guangzhou Dong Shang District Student Ambassador Programme promoted Hong Kong to 36,000 students and distributed an additional 30,000 copies of the *Hong Kong Family Fun Guide*. The *Lingnan Shao Nian Bao* ran a full-page story on the experiences of students who visited Hong Kong as a result of these promotional initiatives.

旅發局與中國銀聯合作，合辦了極有效的宣傳活動，推廣香港是內地以外首個可使用銀聯卡的城市，並藉此向該公司龐大的客戶，宣傳香港為首選的旅遊勝地。這不單為本港旅遊、零售及飲食等相關行業帶來更多商機，更為香港的銀行業建立了新的商業平台。自2004年1月起，內地旅客可在香港使用銀聯卡，旅發局與中國銀聯便在10月國慶黃金周前合作，由中國銀聯送出6,000份獎品，鼓勵旅客在港消費。在上海、北京及廣州的旅行代理商亦協助推廣，配以電台及互聯網廣告。此外，旅發局亦與中國銀聯聯手合辦宣傳活動，推廣「優質旅遊服務」計劃。

### 家庭及商務客群

旅發局在內地進行多項以家庭客群為目標的工作。其中，「我愛紫荊花」宣傳活動便極為成功，向全國700萬個家庭推廣，宣傳效益相等於300萬港元。旅發局又與少年宮合作，透過其廣泛的網絡，在北京舉辦夏令營，向當地小朋友推介本港的家庭旅遊景點。旅發局又在北京、上海、廣州、杭州、南京及福州，向9萬位學生及其家人，派發《香港親子遊手冊》。另外，又在300多間學校舉辦巡迴展覽，並透過「香港旅遊特約小記者」計劃，向36,000位學生推廣香港，並派發三萬份《香港親子遊手冊》。至於《嶺南少年報》則以全版篇幅，介紹多位學生受上述推廣所吸引而來港旅遊的體驗。



◀ Print advertising targets visitors from Mainland cities new to the IVS (left), as well as Mega Events (below)  
 旅發局的宣傳廣告，分別針對最近實施「個人遊」政策的內地城市(左)，並且推廣大型活動(下)



The HKTb explored a variety of channels to ensure it reached business travellers effectively. For example, it worked closely with travel agents supplying corporate clients and also targeted multinational companies with regional offices in Beijing and Shanghai. It also distributed visitor information on Hong Kong, including shopping and dining tips to delegates attending the Canton Fair in April and October. The HKTb took out a full-page advertisement in the official guide to the exhibition and ran a direct-mail shot to all exhibitors. A total of 12,000 direct-mail shots went to exhibitors based in major cities, such as Beijing, Shanghai, Zhejiang and Fujian.

Initiatives targeting the travel trade in the context of business travel included a mission to Beijing in October for 20 ticketing agencies and 25 tour agencies active in incentive travel. The HKTb also organised a presentation in Guangzhou for 21 corporations to promote Hong Kong as a preferred destination for incentive travel, meetings and conferences.

### Working with the travel trade

The HKTb's promotional activities to the travel trade were as busy as ever, with specific initiatives in major cities. In Dalian, for example, it worked with travel agents to drive around 3,000 packages to Hong Kong. A trade outreach programme in Beijing and Tianjin helped boost arrivals during the 2004 Hong Kong WinterFest by increasing the variety of packages offered. At the China International Travel Mart (CITM) in Shanghai, a total of 26 Hong Kong travel-related businesses exhibited at the HKTb pavilion. The HKTb also participated in the Guangzhou International Trade Fair (GITF), which was attended by 3,600 travel trade businesses and buyers. In October, a mission to Tianjin promoted the 2004 Hong Kong WinterFest to 10 key agencies and airlines.

旅發局亦透過不同渠道務求有效地向商務旅客推介香港，例如，與專責企業客戶的旅行代理商緊密合作，又向在北京及上海設有地區辦事處的跨國公司宣傳。此外，旅發局在4月及10月的廣州交易會上，向與會代表派發在港購物和飲食的資料，又在展銷會指南刊登全版廣告，然後將12,000份直郵推廣資料，寄給包括來自北京、上海、浙江及福建等主要省市的參展商。

在向旅遊業界推廣商務旅遊方面，旅發局在10月舉行了前往北京的考察活動，共有20家從事獎勵旅遊的票務代理商及25家旅遊代理商參與。旅發局又在廣州為21家企業舉行簡報會，推廣香港為舉辦獎勵旅遊活動及會議的首選場地。

### 與業界並肩合作

一如以往，旅發局為旅遊業界舉辦各式推廣活動，在主要城市更加重推廣力度。例如在大連，旅發局與旅行代理商合作促銷約3,000個訪港行程。旅發局在北京及天津市推出業界宣傳，令「2004香港繽紛冬日節」期間的訪港行程種類大增，刺激旅客上升。「中國國際旅遊交易會」在上海舉行期間，本港26家與旅遊相關的同業參與旅發局的展館，一起展示香港特色。旅發局又參與廣州國際旅遊展銷會，出席的旅遊業機構及買家達3,600家。10月，旅發局則組織考察團前往天津，向10家主要旅行代理商及航空公司推廣「2004香港繽紛冬日節」。



◀ *Hong Kong – Through the Eyes of Celebrities* brought the power of well-known personalities to the HKTB's promotional effort. 電視專題片「星星細語香港情」邀得名人演出，加強宣傳效應。

The HKTB promoted the Quality Tourism Services (QTS) scheme in 24 major cities and other locations to emphasise its commitment to ensuring high standards of service and quality in shops and restaurants, and to show how this benefits visitors to Hong Kong.

### Building television coverage

The nine-episode TV series entitled *Hong Kong – Through the Eyes of Celebrities* and featuring 11 Hong Kong and Mainland personalities was devised to promote the diverse and sophisticated attractions of Hong Kong to a wide audience. The cast included (in order of appearance in the programme) Hong Kong Tourism Ambassador Jackie Chan, Fu Mingxia, Andy Lau, Miriam Yeung, He Jiong, Jiang Qin, Li Yifei, Gigi Leung, Ren Quan, Karen Mok and Ding Lei. The series, which was screened in late 2005, offered advice to ensure that Mainland audiences were made aware of the huge range of experiences Hong Kong offers.

### Fostering closer links with the Mainland

The HKTB continued to build relationships with the tourism industry across the border. At the beginning of 2004, it participated in joint trade missions with Guangdong Provincial Tourism Administration and eight other provincial tourist offices to promote inbound tourism to the Pan-Pearl River Delta region from India, Malaysia, Japan, Canada and other markets. In May, it opened an office in Guangzhou to step up collaboration with the travel trade in the South China region. Guangzhou complements the HKTB's existing offices in Beijing and Shanghai, and facilitates increased publicity for Hong Kong throughout the Mainland, reinforcing the city's position as both a primary and stopover destination among Mainland visitors.

另一方面，旅發局在24個主要內地城市及其他地點積極推廣「優質旅遊服務」計劃，強調認證商戶致力為旅客提供優質的購物及餐飲服務，旅客惠顧這類商戶能獲得保障和裨益。

### 透過電視廣泛宣傳

一共九集的電視專題片「星星細語香港情」邀得11位香港及內地名人演出，向觀眾推廣香港繽紛多姿的旅遊特色。星光熠熠的陣容（依播出次序）包括「香港旅遊大使」成龍、伏明霞、劉德華、楊千嬅、何炅、蔣勤勤、李亦非、梁詠琪、任泉、莫文蔚及丁磊。這齣專題片讓內地旅客更清楚了解香港包羅萬有的旅遊體驗，其後於2005年底在全國各地播放。

### 與內地建立更緊密聯繫

旅發局不斷拓展與內地旅遊業界的合作關係。2004年初，旅發局參與了廣東省旅遊局及其他八個省旅遊機構舉辦的業界訪問團，向印度、馬來西亞、日本、加拿大及其他市場，推廣前往泛珠三角地區旅遊。5月，旅發局在廣州設立新辦事處，進一步加強與內地旅遊業界在華南地區的合作。廣州辦事處與旅發局在北京及上海已設立的辦事處互相配合，在內地各省市加強宣傳效應，鞏固香港為內地旅客首選及過境旅遊的目的地。



▲ The HKTb gives a personal welcome to 200 individual visitors from Beijing  
旅發局熱烈歡迎200位來自北京的「個人遊」旅客

Turning its attention from Guangzhou to Beijing, the HKTb welcomed 200 individual visitors from Beijing at Hong Kong International Airport in September. This initiative was part of the 1,000 Beijing Individual Visitors to Hong Kong consumer promotion jointly organised by the HKTb and Beijing Tourism Administration (BTA). Following the extension of the IVS to Beijing in September 2003, the HKTb continued strengthening its partnership with the BTA.

It also maintained close contacts with the Zhejiang Tourism Bureau, signing a Memorandum of Understanding to further promote tourism and leverage on each other's attractions. In addition, a meeting with the China National Tourism Administration and the Macau Government Tourist Office was held to exchange views on joint promotional strategies in the run-up to the 2008 Beijing Olympics.

## Outlook

Travel from Mainland China is likely to continue growing, especially in view of the further extension of the IVS. However, not only Hong Kong stands to benefit from the growing demand for outbound travel in Mainland China, but our competitors are also taking advantage of the new opportunities to travel enjoyed by Mainland residents, as well as the growing number of direct flights that will dilute Hong Kong's position as the gateway to China. The HKTb is responding to competitors through a variety of initiatives. These include stepping up promotional activities in high-yield and high-potential cities, developing new packages designed to highlight Hong Kong's diversity and broaden interest beyond shopping and dining. The HKTb is also leveraging on Hong Kong's new attractions and partnering with countries such as Thailand to stimulate multi-destination travel.

在北京，旅發局與北京市旅遊局合作，向消費者推廣「千名北京市民香港遊」活動。為此，旅發局9月在香港國際機場迎接了其中200位來自北京的「個人遊」旅客。「個人遊」政策自2003年9月擴展至北京後，旅發局不斷加強與北京市旅遊局合作，積極推廣香港。

旅發局又與浙江省旅遊局保持緊密聯繫，雙方就兩地旅遊業的合作簽署了備忘錄，加強配合彼此的旅遊資源。另外，又與國家旅遊局及澳門政府旅遊局舉行會議，就「2008年北京奧運會」的聯合推廣策略交換意見。

## 展望

旅發局預期，隨著「個人遊」進一步延伸，內地市場將持續發展。然而，內地的外遊市場需求增長，受惠的並非唯獨香港，因為內地居民外遊機會增加，香港的競爭對手亦會從中得益，而且，直航班機增加，香港作為中國門戶的地位亦面臨挑戰。為此，旅發局已制訂各項應變工作，包括在高效益及高潛力的城市加強宣傳攻勢，又會發展新行程以突顯香港在購物及美食之外的多元化特色。此外，旅發局亦會和其他國家如泰國合作，利用本港各項新景點，加強推廣一程多站旅遊。

*In Taiwan, Hong Kong's second largest source market, the HKTB targeted a wide range of visitors during the year, with special emphasis on positioning Hong Kong as a stylish destination offering a broad range of attractions. Good progress was also made in promoting Hong Kong as the ideal destination for incentive trips for employees, a move that is likely to build business travel.*

台灣是香港第二大客源市場。年內，旅發局以不同客群為目標，特別致力將香港定位為充滿時代感、旅遊魅力多姿多采的地方。旅發局亦致力推廣香港為僱員的獎勵旅遊勝地，以助推動商務旅遊，成績均相當理想。

## Taiwan 台灣

Despite relatively slower growth during 2004, which left the 2,074,795 arrivals below pre-Sars levels, Taiwan remained Hong Kong's second largest source of visitors. Encouragingly, though, December saw monthly arrivals return to real growth at 183,527 – up 5.6% – for the first time since June, with the HKTB's extensive promotion of the 2004 Hong Kong WinterFest helping to drive travel to the city. Leisure traffic steadily increased in the second half of the year and this is now offsetting the decline in same-day in-town business visitors. The direct ferry services from SkyPier to Pearl River Delta destinations have reduced the number of visitors registered as arriving from Taiwan, as they are now treated as transit passengers. The arrivals figures from this market, therefore, are now a truer indication of travellers visiting Hong Kong for a specific purpose, be it work or pleasure.

### Segment marketing

The HKTB worked hard on broadening Hong Kong's appeal beyond shopping and dining. In Taipei, young office men and women remained an important market segment, as well as families with young children, while some promotions in Kaohsiung were aimed at converting domestic travellers into outbound tourists. In the business segment, the HKTB continued to encourage business travellers to bring companions and enjoy extended stays. It also strengthened Hong Kong's position in the MICE market as the ideal destination for incentive trips for employees.

2004年，來自台灣的旅客共2,074,795人次，儘管增長較緩慢，並低於「沙士」前的水平，然而台灣仍是本港第二大客源市場。令人鼓舞的是，在旅發局積極宣傳「2004香港繽紛冬日節」下，12月份來自台灣的旅客達183,527人次，升5.6%，也是自6月以來首次回復正增長。2004年下半年，消閒旅遊穩定增長，正好抵銷因部分商務旅客利用機場「海天客運碼頭」直接渡輪服務過境前往珠江三角洲各地，導致入境不過夜商務旅客出現的降幅。來自這市場的旅客人次，現更能反映有特定原因，包括因商務或消閒理由而訪港的旅客數字。

### 針對不同客群推廣

旅發局積極推介香港在購物及美食之外的特色，拓闊香港的吸引力。在台北，年輕的白領男女以及育有年幼子女的家庭，繼續成為重點對象。在高雄則鼓勵本土旅遊人士轉而訪港。商務旅遊方面，旅發局繼續鼓勵商務旅客結伴同行及延長留港時間，同時亦強化香港在會議、展覽及獎勵旅遊市場上的定位，積極推介香港是員工的獎勵旅遊勝地。



◀ The Peak Tram (left), Murray House at Stanley (below middle) and the Star Ferry (below right) are among the top 10 romantic spots identified by Taiwan visitors  
台灣旅客投票選出本港十大浪漫景點，其中，山頂纜車(左)、赤柱美利樓(中)及天星小輪(右)均榜上有名



## Romancing Hong Kong

Among many successful initiatives carried out during the year, the *Romancing Hong Kong* campaign raised Hong Kong's profile as a city for lovers, using online marketing that included a poll to identify the top 10 romantic spots. To support the campaign, feature stories appeared in the *United Daily News* and *China Times Weekly*, while the *China Times* published 20,000 copies of a *Romance Hong Kong* guidebook, and Sanli TV ran a series of six programmes on Hong Kong's appeal as a romantic destination. The publicity generated in April and May 2004 alone was worth an estimated HK\$3 million in advertising terms.

## Co-operative promotions bring success

The HKTB continued to work with major airlines' key wholesalers to promote leisure travel during winter and summer, and to use tactical advertising to promote Hong Kong meeting packages and integral tours. For example, Mega Events like the Hong Kong Shopping Festival and Hong Kong WinterFest were featured in tactical advertising and co-operative promotion campaigns. Another campaign focused on promoting travel to Hong Kong for Chinese New Year. Including advertising on Taipei's MRT system, and supported by media familiarisation trips, this emphasised Hong Kong's unique Chinese New Year experience and reached an audience of over two million.

The HKTB promoted the *Mamma Mia!* musical in Hong Kong through a series of integrated marketing activities that included co-operative advertising with Cathay Pacific and five prominent travel agents. The launch press conference attracted more than 50 media representatives and was followed by four media familiarisation trips. Between June and early August 2004, the advertising value of the publicity generated exceeded HK\$4 million and travel agents sold more than 3,000 packages to Hong Kong.

## 推廣香港浪漫元素

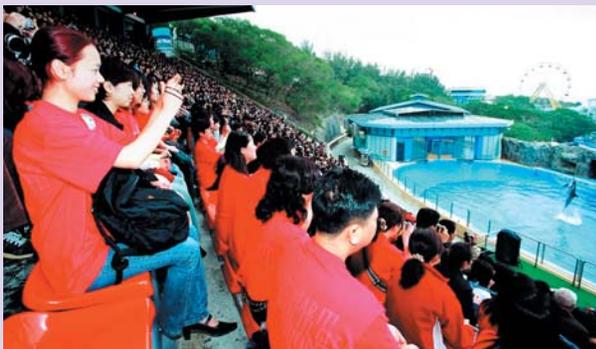
旅發局在年內進行了多項推廣，其中包括名為「心動香港」的宣傳活動，透過網上投票選出本港10大浪漫景點，顯著提升香港作為情侶渡假勝地的形象。配合這宣傳攻勢，《聯合報》及《中國時報周刊》刊載專題特稿，《中國時報》亦印製二萬份介紹香港浪漫元素的指南，三立電視台則播放一連六集的節目，推廣香港為浪漫旅遊勝地。單在2004年4月及5月，這些活動取得的廣告宣傳效益估計相等於300萬港元。

## 合作推廣奏效

旅發局繼續與大型航空公司的主要批發商合作，推廣冬、夏兩季的消閒旅遊，並透過促銷廣告推介會議及綜合旅遊行程。例如多項策略性廣告及聯合推廣活動均有重點介紹旅發局的大型活動，包括「香港購物節」及「香港繽紛冬日節」。另一項宣傳活動則重點推介本港的賀歲節目，包括借助台北捷運系統進行廣告宣傳，又配合傳媒考察團，展示香港農曆新年的獨特體驗，接觸的觀眾人數超過200萬。

旅發局又與國泰航空及五家大型旅行社合作，透過連串綜合市務活動，宣傳在港上演的音樂劇 *Mamma Mia!*。推介此劇的新聞簡報會吸引逾50位傳媒出席，其後四個傳媒代表團更來港考察。單在2004年6月至8月初，取得的宣傳效益便超過400萬港元，而旅行社代理商所售出的訪港行程亦超過3,000個。

▼ A Romancing Hong Kong tour group from Taiwan visits the city  
參加「心動香港」觀光團的台灣旅客享受在港旅程



▲ The Taiwan team, including TV personality A Ya, takes top honours in the 2004 Hong Kong Shopper of the Year contest  
由電視藝人阿雅(柳翰雅)組成的台灣隊伍，參加「2004香港購物通」比賽，並奪得冠軍

### Hong Kong's appeal to the MICE sector

Figures show that more than 77,000 overnight travellers from Taiwan visited Hong Kong in 2004 to take part in MICE events. The HKTB continues to emphasise Hong Kong's attractiveness as a safe and cost-effective events destination, and works with the media in this regard. An editorial campaign in business magazines detailed some of the specific benefits Hong Kong offers to companies. The HKTB deployed a new database identifying the top 500 corporate accounts in Taiwan and conducted an island-wide series of 10 MICE seminars for the travel trade and corporate end users. An Imagine Hong Kong familiarisation trip in November 2004 brought representatives from 30 major potential corporate accounts to Hong Kong so that they could see for themselves how well the city meets the needs of the MICE market.

### Outlook

Consumer confidence is increasing in Taiwan, thanks to an improving economy and reduced unemployment. The launch of the Avenue of Stars and the opening of Hong Kong Disneyland have certainly enhanced product awareness in Taiwan. In the absence of any political uncertainty, these positive factors will aid travel from Taiwan to Hong Kong, though there are strong competitive pressures from Japan as well as South Korea, with the latter having seen a significant increase in air capacity. While the HKTB will continue to promote Hong Kong on an island-wide basis, there is strong potential to build visitor numbers from the secondary cities of Taichung and Kaohsiung.

### 會議、展覽及獎勵旅遊魅力

數據顯示，2004年，由台灣來港參與會議、展覽及獎勵旅遊活動的過夜旅客超過77,000人次。年內，旅發局與傳媒緊密合作，繼續加強推廣香港是個安全、合乎成本效益的盛事旅遊勝地，包括在商務雜誌刊登專稿，詳細介紹企業機構在港舉行活動能得到的裨益，以及製作全新資料庫，鎖定台灣500個頂級企業客戶，並在台灣各地為旅遊業界及企業機構舉辦10場有關會議、展覽及獎勵旅遊的研討會。2004年11月，30家有意來港舉行活動的大型企業則參加「香港·無限創意」考察團，親身體驗香港的確能符合會議、展覽及獎勵旅遊市場的需要。

### 展望

隨著經濟逐步改善，失業率下降，台灣的消費信心正在上升。「星光大道」的推出，加上香港迪士尼樂園開幕，均有助提高台灣消費者對本港旅遊產品的認知。在穩定的政治形勢下，這些正面因素將有助推動更多台灣旅客來港，然而，來自日本及南韓的競爭相當激烈，後者更加顯著增加航班機位。旅發局會繼續積極在台灣各地宣傳，鑑於台中及高雄這兩個二線城市潛力甚大，旅發局亦會特別加強推廣。

*The Hong Kong Shinhakken campaign was the highlight of the HKTb's marketing and promotional activities in Japan during the year. This highly successful integrated campaign helped to re-invigorate interest in Hong Kong. In South Korea's rapidly growing outbound market, Hong Kong has become one of the most popular destinations for travellers on weekend breaks following the introduction of the five-day working week.*

年內，旅發局以「香港新發現」活動為重點，在日本主力宣傳和推廣香港。這項綜合推廣活動相當奏效，重新刺激日本旅客來港旅遊的意欲。南韓方面，外遊市場正迅速增長，自當地實施每周五天工作後，香港已成為當地人士周末外遊的首選之一。

## North Asia 北亞

Arrivals from North Asia saw 34.8% growth over the year to 1,665,440. Arrivals from Japan (1,126,250, up 29.9%) grew slowly in the early part of the year but gained momentum following the HKTb's launch in May of a booster campaign called *Hong Kong Shinhakken* (Finding the New Hong Kong), which highlighted some of the city's lesser-known "hidden treasures". South Korea's excellent performance (539,190, up 46.4%) broke a record dating back to 1996. This was aided by the strong South Korean currency and the increasing uptake of the five-day working week introduced in 2004. In December, monthly arrivals from North Asia reached their highest of the year at 174,770, up 34.3%.

The focus in Japan was on young office ladies and middle-aged couples. In South Korea, one of Hong Kong's fastest-growing markets, the HKTb is looking to grow demand among young office ladies, while sustaining visitor levels from families with young children and exploring the potential among middle-aged couples and young students.

### Japanese visitors find the new Hong Kong

The HKTb's marketing focus in Japan was on Tokyo and surrounding provinces, the Osaka/Kansai region, as well as regional markets served by direct and chartered flights, such as Sapporo, Nagoya, Fukuoka and Sendai.

The *Hong Kong Shinhakken* campaign succeeded in rejuvenating Hong Kong's appeal and broadening it so that it stands for more than simply shopping and dining in the mind of the Japanese visitor. The programme

年內，北亞旅客增加34.8%，達1,665,440人次。在年初，日本市場(旅客1,126,250人次，升29.9%)增長較慢，然而自旅發局於5月推出強效市場推廣計劃「香港新發現」，重點推介香港一些較鮮為人知的旅遊特色後，業績重添活力。南韓市場表現則相當突出(旅客539,190人次，升46.4%)，打破自1996年以來的紀錄。部分原因是韓圓匯價強勁，以及自2004年起實施五天工作制。12月，來自北亞的單月訪港旅客達至全年新高，共174,770人次，升34.3%。

在日本，旅發局的客群焦點包括年輕白領麗人以及中年夫婦；南韓是增長最快的市場之一，旅發局一方面發展年輕白領麗人市場，另一方面致力維持育有年幼子女家庭的旅客數字，同時亦開拓中年夫婦及年輕學生客群的潛力。

### 「香港新發現」

在日本，旅發局進行推廣的重點區域包括東京及鄰近地區如大阪及關西，以及有直航班機或包機到達的市場，例如札幌、名古屋、福岡及仙台市。

旅發局透過「香港新發現」活動，重新推廣和拓闊香港的吸引力，令日本旅客明白香港在購物

▼ Special *Hong Kong Shinhakken* TV coverage features unique aspects of Hong Kong, including green attractions (left) and local culinary culture (right) 在「香港新發現」推廣計劃期間，特備電視節目向觀眾展示香港的旅遊特色，包括：郊野景致(左)及地道美食(右)



also helped to reassure Japanese consumers in the aftermath of Sars and underlined the importance of Hong Kong for Japan's travel industry.

This was a major integrated campaign comprising a number of components. It included a joint trade and media familiarisation trip in May with 115 travel agents and five media guests, with the support of Cathay Pacific, the Hong Kong Japanese Tour Operators' Association, and the Japan Association of Travel Agents (JATA). After the familiarisation tour, a *Hong Kong Shinhakken* guide book was produced to provide guidance for tour planning. Some 3,000 copies were distributed to tour planners around Japan, leading to the creation of an estimated 50 packages to Hong Kong, with 20,000 bookings. To increase the visibility of the *Hong Kong Shinhakken* concept among the trade, a special logo was also created.

A variety of PR and marketing initiatives were rolled out between April and June, targeting newspapers, TV and radio. On TV Tokyo, for example, weekly five-minute infomercials focusing on lesser-known aspects of Hong Kong were broadcast for 13 weeks. The HKTB recruited "tour monitors" from the public and invited them to Hong Kong to explore for themselves the recommendations made by the infomercials, with an ancillary PR programme publicising the results of the visits targeting the travel trade and media.

An additional 90-minute programme featuring two well-known Japanese TV celebrities also highlighted seldom-visited parts of Hong Kong. Besides, radio stations, such as J-Wave, FM802 Osaka and FM Fukuoka, as well as *Yomiuri*, Japan's leading daily newspaper in terms of circulation, featured Hong Kong's hidden treasures.

The HKTB teamed up with four airlines – Cathay Pacific, Japan Airlines, Dragonair and All Nippon Airways – to run *Hong Kong Shinhakken* seminars for the trade in the five key cities of Sapporo, Tokyo, Nagoya, Osaka and Fukuoka.

及美食之外的多元化特色。這活動亦有助向日本消費者強調，「沙士」過後，香港絕對是個安全的旅遊勝地，對當地旅遊業界非常重要。

「香港新發現」綜合推廣活動包含不同元素，例如5月份，旅發局在國泰航空、香港日本人旅客手配業社協會，以及日本旅行代理商聯會的支持下，舉辦業界及傳媒聯合考察團，共招待115家旅行代理商及五位傳媒嘉賓。之後，旅發局編印《香港新發現》指南，以助業界策劃行程，其中約3,000本派予日本旅遊策劃商，市場上推出的新訪港行程亦因此增加了大約50個，預訂數字達2萬個。旅發局又特別設計「香港新發現」宣傳標誌，加強向業界推廣。

2004年4月至6月，旅發局以報章、電視及電台為對象，進行連串公關及市務推廣工作，例如13個星期在東京電視台每周播放一段五分鐘的資訊短片，推介香港一些較少為人知的特色。旅發局從當地公眾招募一些「旅遊監察員」，邀請他們來港親身體驗短片內推介的景點，再配合公關活動，向旅遊業界及傳媒推廣他們的訪港經歷。

另一齣90分鐘長、由兩位日本電視名人參與的節目，亦推介香港較少為人知的旅遊特色。此外，多家電台，包括J-Wave、FM802 Osaka及FM Fukuoka，以及日本高銷量的日報《讀賣新聞》均有報道，介紹香港特色的旅遊寶藏。

旅發局又與四家航空公司，包括國泰航空、日航、港龍航空及全日空合作，為札幌、東京、名古屋、大阪及福岡這五個主要城市的旅遊業界舉辦「香港新發現」研討會。



◀ The HKTB produces *Hong Kong Shinhakken* manuals for Japanese consumers (far left) and the travel trade (left)  
旅發局為日本消費者(左)及旅遊業界(右)編製的《香港新發現》旅遊指南

In a further co-operative move targeting FITs and business travellers, the same four airlines jointly launched the *Hong Kong Shinhakken* PEX Fare promotion in September. Every visitor buying a PEX ticket was able to redeem a *Hong Kong Shinhakken* Octopus Card to help them in their quest to “find the new Hong Kong”.

The HKTB was also active in trade promotion, with more than 120 wholesalers and travel agents supporting *Hamaru, Miryoku, Hong Kong*, as the Hong Kong – Live it, Love it! campaign is known in Japan. The trade also received a special *Hamaru, Miryoku, Hong Kong* guidebook and free cultural classes. Travel agents helped create special packages to promote the Hong Kong Shopping Festival and Hong Kong WinterFest, and the HKTB maintained a programme of trade seminars throughout the year.

The HKTB participated in the JATA World Travel Fair in September with a large stand and also hosted a lunch for 800 delegates. Hong Kong was also promoted at the Ohara Festival in Kagoshima in November and at the Sapporo Snow Festival in February 2005. In the incentive market the Hong Kong Rewards campaign continued, registering a total of 347 group tours and 16,519 tour participants, which represented a healthy recovery.

### Koreans rush to Hong Kong

Young office workers – especially females – remain an important target and this sector has shown strong demand for three- and four-day packages introduced by travel agents and airlines. The HKTB capitalised on the introduction of the five-day working week in the knowledge that potential visitors now have greater freedom to build holiday breaks around a two-day weekend.

Indeed, Hong Kong has become one of the most popular destinations for Korean travellers planning weekend breaks owing to easy accessibility, diverse attractions, Hong Kong's image as a trendy destination, and the power of Hong Kong's festivals and events. This is well demonstrated in

以上四間航空公司又以自助旅遊人士及商務旅客為對象，於9月合作推出「香港新發現」PEX Fare票價優惠，旅客凡購買PEX機票可換領「香港新發現」八達通卡，盡情發掘香港嶄新的旅遊樂趣。

旅發局又積極向業界推廣，逾120家旅遊批發商及旅行社響應「香港 – 樂在此，愛在此！」宣傳活動。業界夥伴還獲贈特別編印的《香港 – 樂在此，愛在此！》指南，又可免費參加文化導賞課程。此外，各旅行社分別為「香港購物節」及「香港繽紛冬日節」設計特色行程，而旅發局在全年不同時間則舉行多項業界研討活動。

9月份，旅發局在日本旅行代理商聯會世界旅遊展，設置大型展台，並設午宴招待800位參與代表。旅發局亦於11月在鹿兒島舉行的Ohara Festival及2005年2月舉行的札幌雪節推介香港。獎勵旅遊方面，旅發局繼續舉辦「Hong Kong Rewards」活動，吸引347個旅遊團共16,519位旅客報名，業務穩步復甦。

### 南韓旅客踴躍來港

年輕白領人士，特別是白領麗人，仍是重要的目標客群，他們對旅行代理商及航空公司推出的三至四天行程需求殷切。因應南韓實施五天工作，外遊人士可在周末渡假兩天，旅發局便把握這機會積極推廣周末行程。

香港的交通四通八達、旅遊特色極多元化，加上充滿時代氣息，節慶盛事琳瑯滿目，已成為最受南韓旅客歡迎的目的地之一，這一點從南韓外遊旅客前往香港的比率便可見一斑。2004年，南韓外遊業務創新紀錄，增長26.3%，而



▲ The TV drama *Hong Kong Express* introduces many facets of the city to Korean viewers 「香港特急」電視劇向南韓電視觀眾展示香港多層面的吸引力



▲ A delegation from the Korea Association of Travel Agents visits Hong Kong in early 2005 韓國旅行業協會的代表團於2005年初來港考察

the share of South Korean outbound travel that Hong Kong is winning. South Korean outbound grew by 26.3% in 2004 to reach record levels, while South Korean visitors to Hong Kong grew by 46.4%, nearly twice the overall rate. Hong Kong alone attracted more than 6% of South Korea's approximately eight million outbound travellers during the year.

### Major consumer promotions

There were a number of successful consumer promotions. An excellent example was the HKTB's role in facilitating the *Hong Kong Express* mini-series drama on South Korea's SBS TV that featured Hong Kong as a backdrop to the action. As well as reaching large audiences in South Korea, *Hong Kong Express* also worked as a platform for delivering a range of tactical promotions. Coverage of the *Hong Kong Express* drama was worth over HK\$5 million in advertising terms. The programme was supported by advertising and a special package sold on CJ Home Shopping Cable TV. The HKTB printed 20,000 copies of the *Drama Map* guide to locations featured in the programme, circulating the publication in June through *SURE*, a shopping magazine that provided an excellent channel for targeting young office ladies, and distributing the remainder through travel agents and airlines. Delegates from the Korea Association of Travel Agents (KATA) attended the press conference marking the start of filming for *Hong Kong Express*. Additional initiatives included promotions with airlines and the travel trade, an Internet promotion and a media familiarisation trip.

Other major consumer promotions included the HKTB's launch of the 60-minute *Hong Kong Special Tour* show – focusing on food, culture, night-life and tours – on Hyundai Home Shopping Cable TV. This resulted in 700 passengers booking trips during air time. Hong Kong packages were also sold through direct mail and e-mail campaigns targeting more than 1.8 million credit cardholders at South Korea's Good Bank. A joint promotion of Hong Kong's Mid-Autumn Festival through a well-known department store, as well as an Internet essay competition targeting students nationwide, also helped to raise the city's profile among targeted consumers.

前往香港的南韓旅客，增幅則高達46.4%，差不多是前者的一倍。年內，南韓外遊旅客約800萬人次，其中，前往香港的便佔超過6%。

### 消費者推廣

多項消費者推廣均相當成功，其中包括旅發局積極協助南韓SBS電視台迷你電視劇「香港特急」在香港取景。這齣劇集不但吸引了大量南韓觀眾，更為連串宣傳活動營造平台，而有關此劇的報道所取得的宣傳效益相等於500萬港元以上。此外，CJ Home Shopping Cable TV又配合劇集推出廣告及特色行程。旅發局亦印製二萬份介紹劇中景點的地圖，在6月透過購物雜誌SURE派發予讀者，成為針對年輕白領麗人客群的極佳渠道，餘下的景點地圖，則經由當地旅行代理商及航空公司派發。而韓國旅行業協會的代表亦出席「香港特急」開鏡儀式的記者會以示支持。旅發局又與航空公司及旅遊業界合辦相關的宣傳活動、網上推廣及傳媒考察團。

其他大型消費者推廣包括旅發局在Hyundai Home Shopping Cable TV推出一小時的「香港特色行程」節目，介紹本港美食、文化、夜生活及觀光團。節目播出期間，吸引700位旅客預訂行程。旅發局又以南韓Good Bank逾180萬信用卡客戶為對象，透過直郵及電郵推廣香港行程。此外，旅發局又與南韓著名百貨公司合作推廣中秋節，以及為南韓學生舉辦網上徵文比賽，提升這些客群對香港的認知。



▲ The award-winning *Magic Lamp* guide in South Korea  
在南韓獲獎的《Magic Lamp》旅遊指南



▶ A Hong Kong Shopping Festival promotion in South Korea  
在南韓推廣「香港購物節」

There were many other successful promotions, including a co-operative newspaper advertising campaign with three online travel agencies which targeted students and office workers. Also, a popular *Magic Lamp* guide to Hong Kong was produced with the support of the HKTB. In recognition of its promotional work generally and for publications such as *Magic Lamp*, the HKTB received The Best Tourism Publication Award at Tour Expo Daegu 2004.

### Focusing on the trade

Among a variety of trade-focused initiatives was a familiarisation tour for a KATA delegation in February 2005, following the signing in September in Seoul of the 2004 Memorandum of Understanding to boost tourism links. During the familiarisation tour, the Korean delegates met the cast and visited some of the locations in *Hong Kong Express*, a South Korean TV series for which the HKTB helped to facilitate filming. A joint trade seminar with Cathay Pacific that attracted 150 travel trade professionals resulted in new FIT packages being developed for Hong Kong. Hana Hanwha Tourmall, a major South Korean travel agency, introduced the three-day Airtel package promoting the Avenue of Stars.

### Outlook

JATA has launched its 20 Million Project, which aims to build outbound travel among Japanese to 20 million annually by 2007, and this initiative will certainly benefit Hong Kong. The opening of the offshore Centrair, Japan's fifth round-the-clock airport near Nagoya, at the start of 2005, will benefit business travel bound for the Pearl River Delta, with Hong Kong a likely beneficiary. South Korea's five-day working week will continue to stimulate visitor numbers to Hong Kong. The continuing strength of the South Korean economy, which is seeing decreasing unemployment figures, a strong stock market and continuing currency strength, should stimulate the growth in outbound tourism. Hong Kong is well positioned in terms of the diversity of its attractions to continue winning a robust share of South Korea's outbound market.

其他多項推廣活動亦取得極佳成效。旅發局與三家網上旅行社合作，以學生及白領人士為對象推出報章廣告宣傳，成績理想。由旅發局支持編印的旅遊指南《Magic Lamp》備受歡迎。在2004大丘旅遊博覽會中，旅發局獲頒發「最佳旅遊刊物獎」，以表揚旅發局的整體推廣成績，以及製作《Magic Lamp》這類旅遊刊物。

### 以業界為重點

在業界推廣方面，旅發局在首爾與南韓簽署2004年的合作備忘，加強兩地的旅遊聯繫，之後，於2005年2月，為韓國旅行業協會組織訪港考察團。在考察行程中，適逢旅發局協助拍攝南韓電視劇「香港特急」，訪港代表團除了探訪該劇的演員外，亦參觀了該劇的一些取景場地。旅發局又與國泰航空合辦旅遊研討會，吸引150位旅遊界專業人士參與，推動業界設計嶄新的訪港自助旅遊行程。南韓大型旅行社Hana Hanwha Tourmall更以「星光大道」為主題，推出三天機票連酒店行程。

### 展望

日本旅行代理商聯會已推出名為「2,000萬旅客」的計劃，希望在2007年或之前，將日本外遊旅客推高至每年2,000萬人次，相信會為香港帶來一定裨益。位於名古屋附近的機場Centrair於2005年初落成，是日本第五個全日運作的機場，將會帶動前往珠三角一帶的商務旅遊，香港也可從中受惠。另外，南韓實施五天工作亦會繼續刺激訪港旅客增加。而南韓經濟持續向好、失業率下降、股市暢旺，以及韓團強勢均有利外遊市場。在旅遊特色多元化方面，香港佔有一定優勢，相信應可繼續在南韓外遊市場分得一杯羹。

*The HKTB's Mega Events have a strong influence on this market. 2004 Hong Kong WinterFest in particular helped to draw visitors, as evidenced by record arrivals in December. Low-cost carriers are also stimulating leisure travel from short-haul markets and there has also been strong promotional activity in the high-yield business travel sector.*

旅發局舉辦的大型活動對這市場極具宣傳效力，其中，「2004香港繽紛冬日節」便大受旅客歡迎，推動12月來自這市場的旅客創新紀錄。提供廉價機票的航空公司亦刺激來自短途市場的消閒旅遊，而旅發局亦加強宣傳活動，吸引高效益的商務客群。

## South & Southeast Asia 南亞及東南亞

The South & Southeast Asia market showed a very healthy growth in 2004, with more than two million visitors, a 52.8% increase over 2003. December arrivals were the region's highest ever in a single month at 247,988, up 30.5% on the previous year, with 2004 Hong Kong WinterFest activities proving a popular draw among family travellers. Some highly attractive air fares and travel packages also helped increase arrivals, especially from Singapore and the Philippines, and the growth in low-cost carriers in the region also made a significant contribution to this new affordability. During 2004, Singapore (463,920 arrivals, up 74.6%), Malaysia (339,709, up 62.8%) and India (244,364, up 37.2%) all achieved their best performance ever. Other notable performances included Thailand (316,910, up 70.9%) and Indonesia (232,311, up 40.7%)

### Segment marketing

The rapidly growing family and young segments remained key targets during the year for this region. The HKTB continued to develop business travel, which is already strong in the case of India and Singapore, with a focus on persuading business visitors to extend their stay and, when possible, bring family members. As a complement to this, the HKTB cultivated growth in incentive travel by ensuring corporations and agents are kept up-to-date concerning the benefits of bringing employees to Hong Kong.

南亞及東南亞市場業績增長相當理想，2004年的訪港旅客超過200萬人次，較2003年上升52.8%。「2004香港繽紛冬日節」極受家庭旅客歡迎，12月份，來自這市場的旅客達247,988人次，較前一年增加30.5%，是該區單月份最高紀錄。極具吸引力的機票價格及旅遊行程亦刺激旅客增長，尤其是來自新加坡及菲律賓這兩個市場；另外，區內提供廉價機票的航空公司增加，亦有助更多旅客能負擔外遊行程。在2004年，業績創新紀錄的市場包括新加坡（旅客463,920人次，升74.6%）、馬來西亞（339,709人次，升62.8%），及印度（244,364人次，升37.2%）。其他表現突出的市場包括泰國（316,910人次，升70.9%）及印尼（232,311人次，升40.7%）。

### 針對不同客群推廣

年內，旅發局繼續以正在迅速增長的家庭及年輕客群為重點目標。另一方面，商務旅遊在印度及新加坡的增長強勁，旅發局亦大力拓展這方面的業務，致力鼓勵商務旅客延長留港或盡量帶同家人訪港。另外，又推動獎勵旅遊，積極向大型企業及旅行代理商發放最新資料，令他們了解安排僱員來港旅遊的裨益。



◀ Advertising on Mega Events targets various markets in South & Southeast Asia  
 旅發局在南亞及東南亞不同市場推出廣告，宣傳大型活動

### Targeted consumer marketing

During the year 2004/05, the HKTB paid particular attention to two markets, the Philippines and Thailand, with the family segment as the key target. The HKTB leveraged on the appeal of Mega Events to target these visitors, collaborating with the travel trade to develop attractive 2004 Hong Kong Shopping Festival and Hong Kong WinterFest packages.

In the Philippines, where there is traditionally a strong celebration during Christmas, the HKTB mounted a vigorous promotion of the 2004 Hong Kong WinterFest. In Thailand, a co-operative promotion with a local TV station hosted by Thai celebrities, who represented the family and young office ladies/young office men segments, helped to publicise the same event. The HKTB also supported promotions of special events to address special interest groups. The Hong Kong Buddhist Finger Relic promotion in Thailand, for example, encouraged travel to Hong Kong to see the relic from Famen Temple in Shaanxi that was displayed in the city in mid-2004. The HKTB also heavily promoted the *Mamma Mia!* musical at the Hong Kong Cultural Centre to consumers in the Philippines.

In the emerging Indian market, where Bollywood is always topical, a Hong Kong in Bollywood event was held in Mumbai to showcase Hong Kong's attractiveness as a movie location, leveraging on this to create a business platform for the travel trade to develop Hong Kong packages. This succeeded in raising awareness of Hong Kong in India's most affluent city.

There was heavy promotion for the 2004 Hong Kong Shopping Festival throughout this region, especially in the key short-haul markets of Singapore, Malaysia, Thailand and the Philippines. With the support of tie-in festival packages, this achieved good local publicity as well as participation in the 2004 Hong Kong Shopper of the Year contest.

### 以特定消費者為對象

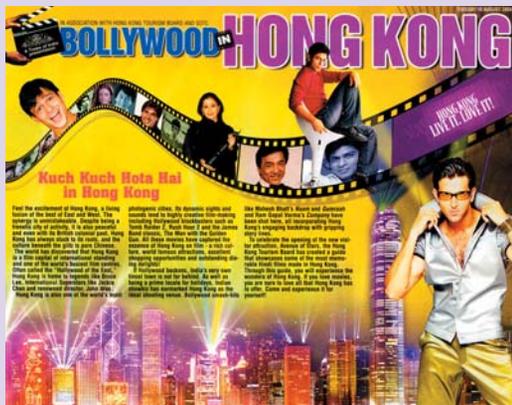
在2004/05年度，旅發局特別針對菲律賓及泰國這兩個市場，並以家庭客群為主要目標。同時，旅發局亦把握大型活動的吸引力，與旅遊業界合作，為這類旅客推出富吸引力的「2004香港購物節」及「香港繽紛冬日節」行程。

由於菲律賓傳統上較重視聖誕節慶，旅發局特別大力宣傳「2004香港繽紛冬日節」。在泰國，旅發局則與當地電視台由泰國名人主持的節目合作，向家庭及年輕白領男女客群推廣冬日節。旅發局亦針對有特定興趣的客群，協助推廣多項特色盛事。例如在2004年中，陝西法門寺舍利子在港展出，旅發局便在泰國推廣，鼓勵旅客來港觀賞。旅發局亦向菲律賓的消費者大力推介在香港藝術中心上演的音樂劇 *Mamma Mia!*。

在新興的印度市場，電影永遠是熱門的項目，因此，旅發局在印度孟買舉辦「Hong Kong in Bollywood」活動，突顯香港作為電影取景地點的吸引力，藉此為旅遊業界建立發展訪港行程的平台。結果，這次活動成功提升香港在孟買這個全印度最富裕城市的知名度。

旅發局又在區內廣泛推廣「2004香港購物節」，特別加強在新加坡、馬來西亞、泰國及菲律賓這些主要短途市場的宣傳攻勢。這些推廣工作，加上環繞購物節而推出的行程，取得極佳的宣傳效應，亦吸引當地不少人士參與「2004香港購物通」比賽。

- ▶ Capitalising on Hong Kong's popularity as a Bollywood location, the HKTB co-operates with an Indian newspaper on a movie guide  
旅發局與印度一份報章合作出版指南，突顯香港作為電影取景場地的吸引力



▲ Former Miss World Diana Hayden hosts a TV show for Indian audiences from Hong Kong  
前世界小姐Diana Hayden主持電視節目，向印度觀眾介紹香港

### Promoting the Avenue of Stars

The HKTB's marketing activities in the region received a substantial boost from the launch of the Avenue of Stars. A specially tailored short film on this new attraction, including sound bites from Hong Kong stars, was broadcast on the AXN Asia action channel to all markets in this region, with a special India-focused edition hosted by Indian celebrity Diana Hayden, Miss World 1997. The HKTB also worked with AXN Asia on the production of *Hong Kong Movie Odyssey*, comprising two half-hour episodes that explored Hong Kong's role as a driving force behind the Asian film industry. The production covered famous Hong Kong locations featured in popular movies, such as the Peak, Tsing Ma Bridge, the Giant Buddha on Lantau, and popular districts like Mong Kok and Tsim Sha Tsui. The production was endorsed by Hong Kong film personalities, including actor/director Stephen Chow, actor/director Stephen Fung, singer/actor Ekin Cheng, singer/actress Karen Mok and other famous industry figures, such as Andrew Lau, the director of the critically acclaimed blockbuster movie *Infernal Affairs*. The programme generated HK\$14 million-worth of publicity and reached 50 million homes across Asia.

### Business travellers and the incentive market

Promotion in the high-yield business travel sector was strengthened by encouraging business visitors to extend their stay beyond their immediate work needs and to consider bringing their family with them. The *Hong Kong Leisure Guide for Business Travellers* was distributed through a number of corporate travel agents and selected media – such as in India via Carlson Wagonlit and the *Economic Times*, and in Singapore with Fortune Travel and Channel News Asia – to reach more than 15,000 business travellers in both markets. The HKTB also participated in Lions Clubs International (LCI) events in Manila and Ahmedabad to promote the 88<sup>th</sup> LCI Convention that was held in Hong Kong in mid-2005.

### 推廣「星光大道」

「星光大道」正式開幕，為旅發局在區內的宣傳工作更添動力。AXN Asia頻道在區內市場播放一段專為推廣「星光大道」的短片，並配上香港影壇名人的錄音片段。這段短片更為印度市場製作了特別版本，由印度名人、1997年世界小姐Diana Hayden擔綱介紹。旅發局更與AXN Asia合作攝製兩套分別半小時長的短片《香港 星、影、情》，介紹香港對推動亞洲電影業的重要性。短片輯錄多個曾在著名電影出現的香港景點，包括山頂、青馬大橋、大嶼山天壇大佛，以及旺角、尖沙咀這些旺區。本港電影名人包括著名演員兼導演周星馳、馮德倫、歌影兩棲的鄭伊健、歌影紅星莫文蔚，以及其他影藝名人，例如賣座電影《無間道》的導演劉偉強等均鼎力支持。這節目取得相等於1,400萬港元的宣傳效益，觀眾層面達至全亞洲5,000萬個家庭。

### 商務及獎勵旅遊

為進一步開拓高效益的商務旅遊市場，旅發局積極鼓勵商務旅客公幹後留港觀光，並帶同家人來港。旅發局透過企業旅遊代理商及個別傳媒，例如印度的Carlson Wagonlit及Economic Times，以及新加坡的Fortune Travel及Channel News Asia，向這兩個市場超過15,000位商務旅客派發《商務旅客樂優游香港導覽手冊》。旅發局亦參加在馬尼拉及艾哈邁達巴德舉行的國際獅子會活動，推廣於2005年中在香港舉行的第88屆「國際獅子會年會」。



◀ A Southeast Asia trade familiarisation group enjoys the 2004 Hong Kong Shopping Festival  
東南亞業界考察團來港體驗「2004香港購物節」

◀ The HKTB showcases Hong Kong's MICE offerings at the IT&CMA event in Bangkok  
旅發局在曼谷舉行的「獎勵旅遊及國際會議 - 亞洲會議及展覽」中，展示香港在會議、展覽及獎勵旅遊的優勢

## Strong trade collaboration

Collaboration with the trade remained strong during the year. Contract Hong Kong was a successful trade event, bringing more than 120 participants from South and Southeast Asia to Hong Kong in July. It also provided a buyer-meets-seller forum and updates for local market partners.

The HKTB continued to target opportunities in incentive travel with Imagine Hong Kong familiarisation workshops for 60 incentive planners, with supporting booklets that outline Hong Kong's attractions for companies and incentives professionals. It once again sponsored the trade luncheon at the Incentive Travel & Conventions, Meetings Asia (IT&CMA) event in Bangkok, and ensured buyers were aware of Hong Kong's latest offerings in the MICE sector.

## Outlook

While specific political and security risks might affect the desire to travel, the overall outlook in this region is positive. The HKTB will continue to work with the trade to package trips that encourage business travellers to bring family members or companions with them. There are also good opportunities in Malaysia, Singapore, Thailand and the Philippines within the young office ladies and young office men segments for individual travel. The focus will be on shopping, dining and night-life, as well as new attractions, such as Hong Kong Disneyland, the Ngong Ping 360 Journey of Enlightenment and Hong Kong Wetland Park.

The continued growth of low-cost carriers will benefit travel to Hong Kong. The HKTB will capitalise on the growing connectivity provided by low-cost carriers, especially by devising twin-promotions with other destinations located on established low-cost carrier routes.

## 與業界緊密合作

年內，旅發局繼續與業界緊密合作，又組織旅遊業訪港考察活動，業界反應熱烈，超過120位南亞及東南亞同業於7月來港，亦為本港旅遊業界夥伴，營造了洽談業務及獲取最新資訊的良機。

旅發局又繼續拓展獎勵旅遊業務，包括為60家獎勵旅遊策劃商舉辦「香港·無限創意」考察活動和工作坊，再配合簡介手冊，向各大企業及獎勵旅遊專家介紹本港特色。旅發局又鼎力支持在曼谷舉行的「獎勵旅遊及國際會議 - 亞洲會議及展覽」業界午餐會，確保買家了解香港在會議、展覽及獎勵旅遊方面的最新優勢。

## 展望

儘管政治及安全等因素可能影響旅客的外遊意欲，整體而言，南亞及東南亞地區的市場前景仍令人樂觀。旅發局會繼續與業界合作設計新行程，鼓勵商務旅客與家人或同伴來港。此外，在馬來西亞、新加坡、泰國及菲律賓，旅發局會把握機會，向年輕白領男女推廣自助來港旅遊，重點包括購物、美食和夜生活，以及新景點如香港迪士尼樂園、昂坪360身心啟迪之旅及香港濕地公園。

提供廉價機票的航空公司在區內持續增長，相信會繼續帶動來港旅遊業務。旅發局會善用這些航空公司所增添的航班網絡，特別是與這些航線所涵蓋的旅遊點加強合作，合力推廣一程多站行程。

*This region showed the highest growth rate in 2004. While Hong Kong's role as a stopover between Australasia and Europe has long been a source of visitors, the HKTB also marketed Mega Events for the first time in 2004 to enhance the appeal of Hong Kong. This was a marked success, with the Hong Kong Shopping Festival in particular helping to increase visitor numbers.*

2004年這市場的業績增幅最大。香港一向以作為澳大利西亞及歐洲之間的中途站吸納客源，而在2004年，旅發局首次在這地區推廣大型活動，以提升香港的吸引力。這些推廣工作，特別是有關「香港購物節」的宣傳活動均非常成功，有助刺激旅客增長。

## Australia, New Zealand & South Pacific

### 澳洲、新西蘭及南太平洋

Although this is the smallest of the HKTB's seven regional markets, it showed the highest growth rate in 2004, with an increase of 57.8% to 483,247 arrivals, breaking the previous record of 425,322 that was set in 1996. Both Australia (408,940 arrivals, up 60.8%) and New Zealand (71,742, up 48.0%) also broke their old records dating back to 2000 and 1996 respectively. Hong Kong is a popular primary destination in these markets and a favoured stopover for travellers between Australasia and Europe. Increased flights on these routes helped further boost traffic, with the new daily Sydney-Hong Kong flight by Virgin Atlantic a highlight. Favourable exchange rates also stimulated travel. In addition, special packages and promotions built around HKTB Mega Events, such as the 2004 Hong Kong Shopping Festival, have been extensively marketed in this long-haul region for the first time, with great success. December arrivals from the region were the highest on record, passing the 50,000 mark in a single month for the first time to reach 50,689, up 46.0%.

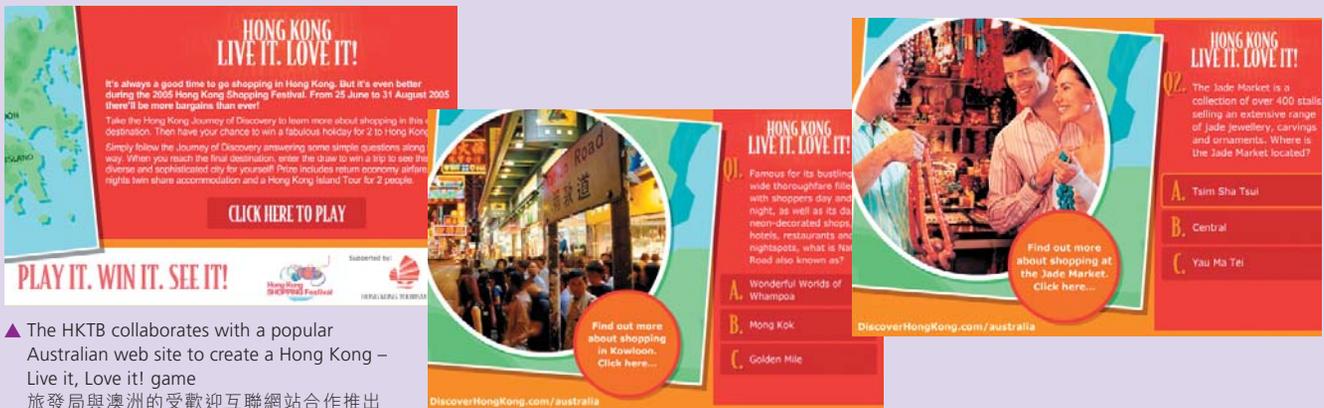
#### Segment marketing

Marketing concentrated on Australia as the primary market, with the focus on Sydney, Melbourne and Perth. The main segments targeted were families with children, middle-aged couples with or without children, and seniors.

儘管這是旅發局七大地區市場中最小的一個，然而，在2004年其升幅卻最強勁，旅客增長達57.8%，共483,247人次，刷新1996年創下425,322人次的紀錄。澳洲（旅客408,940人次，升60.8%）及新西蘭（71,742人次，升48.0%）分別刷新2000年及1996年創下的紀錄。香港在這些市場是個備受歡迎的主要旅遊勝地，也是旅客往返澳大利西亞及歐洲的首選中途站。這些地方的航班增加，包括維珍航空新增每日往返悉尼至香港的班次，進一步推高旅客流量。同樣，有利的匯率亦刺激旅客外遊。而旅發局首次在這長途地區市場推出環繞「2004香港購物節」這類大型活動的特色行程及宣傳，成效亦相當理想。12月，來自這地區的旅客更刷新紀錄，單月旅客首次超過5萬，達50,689人次，升46.0%。

#### 針對不同客群推廣

旅發局在這地區的推廣工作集中於澳洲這主要市場，重點包括悉尼、墨爾本及珀斯。目標客群為育有子女的家庭、育有或沒有子女的中年夫婦，以及長者。



▲ The HKTB collaborates with a popular Australian web site to create a Hong Kong – Live it, Love it! game  
 旅發局與澳洲的受歡迎互聯網網站合作推出「香港 – 樂在此，愛在此！」遊戲

### Promoting the Hong Kong Shopping Festival

The overall strategy was to build Hong Kong's brand attributes of diversity and sophistication as set out in the Hong Kong – Live it, Love it! campaign, while maximising PR opportunities to add depth and content to consumer communications. Activities targeting specific segments incorporated both trade and non-trade partners and there was a strong thread of tactical promotions around such themes as horse-racing and the rugby sevens to target high-yield niche segments.

The 2004 Hong Kong Shopping Festival was a clear promotional focus with a four-week nationwide campaign targeting primarily decision-making females within established segments. A fully integrated PR and advertising campaign was developed with ninemsn – the web site with the largest audience in Australia – involving a local TV fashion and lifestyle celebrity. This was complemented by a tactical co-operative campaign with trade partners. Highlights of the promotional activities included newspaper editorials, a Qantas in-flight "Welcome Aboard" destination video, a news and lifestyle broadcast live from Hong Kong on Australia's Channel 9 *Today Show*, and a fashion feature and competition in the *Australian Women's Weekly* magazine.

This was a distinct success that secured PR and media exposure worth an estimated HK\$23 million. Approximately 5,000 visitors booked 2004 Hong Kong Shopping Festival trips through trade partners, including 2,500 packages with Qantas Holidays. Compared to 2002, the year before Sars, 12,000 more visitors arrived in Hong Kong during the Festival period in 2004.

### Building awareness of Hong Kong's four core strengths

There was another promotional focus on Hong Kong's four core strengths of shopping and dining, culture and heritage, exotic lifestyle, and the contrasts of city, harbour and greenery. This was designed to tie in with the launches of several new schedules from Australia to Hong Kong.

### 推廣香港購物節

旅發局的整體推廣策略是以「香港 – 樂在此，愛在此！」宣傳活動為平台，推介香港多元化、多層面的旅遊特色，同時透過公關宣傳良機，強化消費者傳訊推廣工作的層次和內容。旅發局與業內、業外的夥伴合作，為特定客群推出宣傳活動，其中，以賽馬及七人欖球賽等作為主題的策略性推廣，均以高效益客群作對象，效力相當顯著。

「2004香港購物節」是旅發局在年內的宣傳重點之一，整項推廣活動在全國各地進行，長達四星期，主要以特定客群內的女性決策者為對象。旅發局又與澳洲最受歡迎的互聯網站 ninemsn 合作，邀請當地電視、時裝及生活潮流界名人參與，推出綜合公關及廣告攻勢，並與旅遊業界合辦宣傳活動。主要推廣工作包括報章專稿、在澳洲航空機上播放歡迎旅客到訪的片段、在澳洲9號頻道的Today Show直播香港的新聞及生活消閒資訊，以及在雜誌《Australian Women's Weekly》推出時裝專稿及比賽。

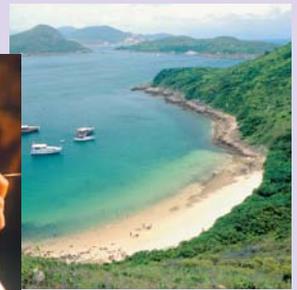
這些推廣活動相當成功，取得的公關及傳媒宣傳效益相等於2,300萬港元。約5,000位旅客經旅遊業夥伴預訂了「2004香港購物節」行程，當中包括2,500個經澳航假期預訂的行程。與2002年「沙士」前一年相比，在2004年購物節期間訪港的旅客增加了12,000人次。

### 加強推廣本港四大旅遊優勢

本港四大旅遊優勢，即購物、美食、文化傳統和生活品味，以及都會、海港及郊野景致，是



◀ A strong publicity programme is mounted in Australia for the Hong Kong Rugby Sevens in Australia 在澳洲進行強勁的宣傳工作，大力推廣「香港國際七人欖球賽」



▲ Culture, heritage and outdoor attractions are actively promoted in long-haul markets 旅發局在長途市場積極推廣香港的文化、傳統及郊野景致

A partnership with News Ltd, which publishes *The Australian* newspaper, provided a strong platform for advertising, editorials and a consumer competition. The HKTB achieved double-page-spread editorials, for example, in the travel section over four consecutive weekends, each week promoting one of the product pillar themes. A further tie-in with Cathay Pacific and Cathay Pacific Holidays provided tactical offers and promotional support. This promotional work reaped success with a large number of entries to the competition in *The Australian*.

The HKTB once again mounted a strong publicity programme in Australia for the 2005 Hong Kong Sevens, the world's premier rugby sevens tournament.

Trade marketing initiatives included a Contract Hong Kong event for Australia, New Zealand and the South Pacific in August.

In New Zealand, the 2004 Hong Kong Shopping Festival was a clear promotional focus with a national PR campaign targeting female lifestyle publications that reported the event first-hand. These included the *New Zealand Herald*, the *New Zealand Women's Weekly*, *Metro* magazine and the *Christchurch Free Press*.

## Outlook

Robust economies and currencies are likely to ensure that the propensity to travel from this region to Hong Kong remains strong in the foreseeable future. With the introduction of two new carriers in 2004 offering onwards flights to London, there is an increased opportunity to promote Hong Kong as a stopover on the Kangaroo route. Hong Kong's proximity to Mainland China also enables it to be promoted as the gateway to China for both leisure and business travellers.

旅發局另一個推廣重點。有關宣傳活動配合了澳洲至香港新航班的推出。其中，旅發局與出版報章《The Australian》的News Ltd合作，為廣告、專題特稿及消費者比賽提供了強而有力的推廣平台，例如連續四星期在旅遊版取得雙連版專題推介，每周推廣本港其中一項旅遊優勢。旅發局又與國泰航空及國泰假期合作推出旅遊優惠及宣傳。結果，以上推廣吸引不少人士參加《The Australian》舉辦的比賽。

此外，旅發局又再次在澳洲推出強勁的宣傳工作，大力推廣全球首屈一指的體育盛事 - 「2005香港七人欖球賽」。

針對旅遊業界的推廣工作，包括在8月為澳洲、新西蘭及南太平洋的旅遊業界舉辦訪港考察活動。

在新西蘭，旅發局以「2004香港購物節」為重點，在全國進行公關宣傳推廣，並以介紹購物節第一手資訊的女性生活雜誌為對象，例如《New Zealand Herald》、《New Zealand Women's Weekly》、《Metro》雜誌及《Christchurch Free Press》。

## 展望

由於經濟及貨幣匯價向好，預期在可見的未來，區內旅客來港旅遊的意欲仍會強勁。2004年兩家新航空公司加入市場，推出更多往返倫敦的航班，提供更多機會推廣香港為澳洲航線的中途站。而且，香港毗鄰內地，旅發局會繼續向消閒及商務旅客推廣香港為前往內地的最佳門戶。

*The Americas was Hong Kong's leading long-haul market region in 2004. Marketing to the US, as well as Canada, continued to focus on the appeal of Hong Kong's culture and heritage, with festivals playing a key role. While the majority of visitors from this region were based in the US and Canada, there were significant increases in arrivals from Mexico and Brazil.*

美洲是2004年香港最主要的長途地區市場。在美國及加拿大兩地，旅發局繼續以香港的文化傳統及各式節慶作為推廣重點。除了這兩個主要客源之外，來自墨西哥及巴西的旅客人次亦顯著增長。

## The Americas 美洲

Among long-haul markets, The Americas regained its place as Hong Kong's leading market region, with a record performance of 1,399,572 arrivals in 2004, up 51.2% against 2003 and 3.9% higher than the previous record set in 2002. Both the United States (1,051,696) and Canada (273,925) also broke their 2002 record high totals. Solid promotional activities and co-operative programmes with trade and media partners helped keep Hong Kong high in the minds of US travellers. American consumer spending was bolstered by low interest rates, tax cuts and rising property prices, while a positive factor in the Canadian market was the strong value of the Canadian dollar. December is generally a quieter month for visitors to Hong Kong from The Americas, but 2004 saw encouraging growth of 24.5% to 121,073 arrivals.

### Segment marketing

The overall strategy for this long-haul market was to prioritise middle-aged couples with or without children, through brand and lifestyle PR and marketing. Promotional campaigns aimed at business travellers were also launched during 2004. As always, there was a strong focus on promoting Hong Kong's rich heritage, especially in the US, and emphasising how the city offers a variety of cultural activities and experiences. In both the US and Canada, the HKTb continued to target demand among ethnic Chinese to visit relatives in Hong Kong and elsewhere in Greater China.

### Building national TV coverage in the US

Public relations activities played a central role and embraced magazines, newspapers, TV, travel and consumer web sites and radio. A Hong Kong Month promotion by the HKTb achieved heavy editorial coverage and

在各長途市場中，美洲再次成為本港最大客源地區，2004年的訪港旅客刷新1,399,572人次的新紀錄，較2003年升51.2%，亦比2002年的舊紀錄多3.9%。美國（旅客1,051,696人次）及加拿大（273,925人次）均打破2002年的紀錄。在美國，旅發局透過強勁推廣，加上與旅遊業界和傳媒合辦宣傳活動，令香港繼續成為當地人士外遊時的首選之一。利率低、減稅及樓價上升等因素均刺激美國居民消費；加拿大方面，加元強勢則利好市場情況。傳統上，12月是美洲旅客來港的淡季，然而2004年12月卻錄得121,073人次，升24.5%，成績令人鼓舞。

### 針對不同客群推廣

旅發局在美洲這長途市場的整體推廣策略，是透過品牌及生活潮流方面的公關及市務工作，吸引育有或者未有子女的中年夫婦。在2004年，旅發局亦展開多項以商務旅客為對象的推廣活動。一如以往，旅發局在區內，特別是在美國這市場內，重點推廣香港豐饒的文化傳統，並強調旅客在香港能享受各式各樣的文化活動和體驗。旅發局亦在美國及加拿大兩地，繼續吸引當地華人前往香港或大中華地區探親。

### 透過電視網絡推廣

公關工作對於開拓美洲市場非常重要，涵蓋的範疇包括雜誌、報章、電視、旅遊及消費者網



▲ Cultural aspects of Hong Kong – local cuisine (above) and Chinese medicine (right) – are featured in the US TV show *Breakfast with the Arts*  
美國電視節目 *Breakfast with the Arts*，介紹香港的文化特色，包括地道美食(上)及中國醫藥(右)



exposure on high-value TV channels during April and May. To support this promotion, some 10,000 direct mailing pieces were sent to American Airlines frequent flyers and American Express members.

All these activities leveraged on interest in the cultural dimensions of visiting Hong Kong, unveiling aspects of Hong Kong's 6,000-year Chinese legacy and providing insights into how more than a century and a half of Western colonial influences have shaped the city. Highlights included the two-hour *Breakfast with the Arts* on A&E Television Network and the 30-minute *Bun Festival* on PBS-TV (Public Broadcasting System) in May. Other cultural programmes included: the 30-minute *Mid-Autumn Festival in Hong Kong* on Discovery Channel; the award-winning *Hidden Hong Kong* on KBTC-TV; and *Chinese New Year in Hong Kong* on NBC-TV 4 in Southern California and on the nationwide Travel Channel.

These and other high-profile national and regional programmes throughout 2004 helped make Hong Kong a top-of-mind, "must-visit" destination. A Spanish-language version of *Breakfast with the Arts* also aired in Central and South America.

### Promoting Hong Kong's Mega Events

There was excellent promotional support for the year's Mega Events. The participation of two US-based performing groups – the Miami Dolphins Cheerleaders and the University of Las Vegas Marching Band – in the International Chinese New Year Night Parade in February 2005 generated wide coverage and publicity in the US. The HKTB partnered with United Airlines (UA) in a Hong Kong trip giveaway to promote Chinese New Year to the airline's vast database of Mileage Plus members.

For the 2004 Best of the Best Culinary Awards, the US sent celebrity chef, award-winning author and syndicated TV host Ming Tsai to serve as one of the international judges. This generated five Hong Kong programmes on PBS-TV (Public Broadcasting System), TVFN (Television Food Network) and Fine Living TV – all of which aired nationally, generating publicity worth hundreds of millions of dollars.

站和電台。旅發局在4月及5月舉辦「香港月」宣傳活動，更獲得刊物傳媒及高效益的電視頻道廣泛報道。配合這宣傳活動，旅發局向美國航空飛行常客及美國運通卡會員，寄出約一萬份直郵推廣資料。

這些推廣活動均是因應長途旅客來港探索本地文化特色的興趣，除了展示香港擁有6,000年中國文化傳統之外，亦帶出過去百多年英國統治對香港的影響。推廣焦點包括5月份，A&E電視網絡播出兩小時的節目 *Breakfast with the Arts*，以及PBS-TV播放30分鐘的太平清醮節目。其他有關本港文化的節目包括：在Discovery頻道播放30分鐘關於中秋節的節目；KBTC-TV播放獲獎節目 *Hidden Hong Kong*；以及南加州NBC-TV 4及全國網絡Travel Channel播放有關香港春節的節目。

在2004年，以上及其他各個在全國或地區播放的節目，均有助香港成為旅客首選或「必到」的旅遊勝地。此外，在中美及南美洲更曾經播放 *Breakfast with the Arts* 節目的西班牙語版本。

### 推廣大型活動

旅發局在年內舉辦的大型活動均得到美洲市場鼎力支持。在2005年2月舉行的「新春國際匯演之夜」，美國派出兩支表演隊伍參與，包括邁亞密海豚啦啦隊及拉斯維加斯大學步操表演隊，獲得美國傳媒廣泛報道。旅發局又與美國聯合航空合辦送贈訪港行程的宣傳活動，向該公司的飛行積分計劃會員，推廣香港的新春佳節。

在「2004美食之最大賞」期間，美國派出身兼電視節目主持及獲獎作家於一身的名廚蔡明昊先生來港，擔任國際評判之一，結果吸引美國多



▲ The US Shopper of the Year team goes in search of bargains  
參加「2004香港購物通」的美國參賽隊伍搜羅價廉物美的商品

▼ The Miami Dolphins Cheerleaders add a touch of glamour to the 2005 International Chinese New Year Night Parade  
邁亞密海豚啦啦隊為「2005新春國際匯演之夜」增添不少魅力



To help promote the 2004 Hong Kong Shopping Festival from 26 June to 31 August, the HKTb partnered with *Lucky*, a specialist shopping magazine with print and online editions. This provided an excellent platform for publicising the 2004 Hong Kong Shopper of the Year contest, which was a mechanism for stimulating shopping expeditions to Hong Kong in support of the main shopping festival. With contestants picked from 15 markets, a month-long sweepstakes with *Lucky* provided the mechanism for selecting contestants from the US. The winners received two round-trip air tickets to Hong Kong and hotel accommodation to participate in the final part of the contest in late July. This helped to build publicity for the 2004 Hong Kong Shopping Festival and played a role in encouraging visitors to book packages to Hong Kong.

To boost attendance at the 2004 American Society of Travel Agents (ASTA) World Travel Congress, which was held in Hong Kong in September-October 2004, the HKTb sponsored 12 ASTA chapter meetings and organised a roadshow that visited seven major cities and states – Los Angeles, San Francisco, New Jersey, Connecticut, Chicago, Dallas and Houston. A 2004 Hong Kong Sales Planner was also created to assist travel agents in selling Hong Kong packages and to encourage them to attend the ASTA Congress.

### Partnerships serve marketing in Canada

All initiatives in Canada were conducted as part of the Hong Kong – Live it, Love it! campaign. The HKTb provided robust support, through media coverage and co-operative marketing with travel agents, to the Mega Events programme, including the International Chinese New Year Night Parade, the 2004 Hong Kong Shopping Festival and 2004 Hong Kong WinterFest.

The HKTb negotiated a major tie-up with Alliance Atlantis Communications, the Canadian broadcaster and distributor that operates across 13 specialist channels. This delivered an integrated programme of initiatives, including a live TV show broadcast during Chinese New Year. Other marketing programmes included a competition in the online edition

間電視台，包括PBS-TV、TVFN及Fine Living TV，拍攝五輯有關香港的電視節目，在美國全國播出，取得以千萬元計的宣傳效益。

為推廣由6月26日至8月31日舉行的「2004香港購物節」，旅發局與一本同時出版印刷及網上版本的購物雜誌*Lucky*合作。有關宣傳工作營造了極佳的平台，透過吸引旅客來港參加「2004香港購物通」比賽，以助推廣「香港購物節」。「香港購物通」的參賽者來自15個市場。在美國，購物雜誌*Lucky*舉辦為期一個月的抽獎，得獎者獲得來回香港機票兩張及酒店住宿，以參與7月底舉行的決賽。這項活動不單加強推廣「2004香港購物節」，亦吸引旅客預訂訪港行程。

為推動美國業界出席於2004年9月至10月在港舉行的「美國旅行社協會世界年會」，旅發局支持該會12項分會會議，並在七個主要城市及州，即洛杉磯、三藩市、新澤西、康涅狄格州、芝加哥、達拉斯及休士頓進行巡迴展覽。旅發局又製作《2004 Hong Kong Sales Planner》，協助旅行社銷售香港行程，並鼓勵他們出席「美國旅行社協會世界年會」。

### 與加拿大業界合作

旅發局在加拿大的推廣工作，均圍繞「香港 – 樂在此，愛在此！」宣傳活動。旅發局透過吸引傳媒報道，並與旅行社合作推廣，為各項大型活動如「新春國際匯演之夜」、「2004香港購物節」及「2004香港繽紛冬日節」，取得顯著的宣傳效益。

旅發局又和在加拿大營運13條頻道的廣播及分銷機構Alliance Atlantis Communications合作，推出多元化節目，包括一輯在新春期間播放的

- ▶ Canada's Alliance Atlantis TV broadcasts a Hong Kong special during Chinese New Year  
加拿大Alliance Atlantis TV於新春期間播放有關香港的電視節目



of women's magazine *Chatelaine* to select a contestant for the 2004 Hong Kong Shopper of the Year competition, as well as promotions in Blockbuster and Sony stores nationwide. The HKTB also participated in complementary destination promotions with the tourism authorities in Thailand and Mainland China to position Hong Kong as a key destination in the context of a visit to these major Asian countries. These promotions emphasised the appeal of playing golf on courses in the Pearl River Delta, and publicised the Hong Kong Marathon as well as Hong Kong WinterFest.

### Marketing in Central and South America

The HKTB continued to educate the South American travel trade about Hong Kong through trade seminars held in Rio de Janeiro and Sao Paulo in Brazil. Although currently a small source market, Brazil showed a 50.7% increase in visitor numbers in 2004. Mexico is also a market with good potential, with some 19,800 visitors in 2004 representing a 77.3% increase on the visitor numbers of the previous year.

### Outlook

While soaring fuel prices, growing inflation and rising interest rates may suppress consumer spending in both the US and Canada, there is good reason to remain optimistic. The HKTB's trade partners in the US and Canada report that bookings to Hong Kong remain strong. Both the US and Canada have sizeable populations of ethnic Chinese who will continue to visit the Greater China region, with Hong Kong being a major beneficiary.

In the US, the increase in air capacity to Hong Kong will boost arrivals, especially from Los Angeles, to which Cathay Pacific has added a third daily non-stop flight. High-yield markets show great potential, with cruise lines reporting good business and corporations showing a greater propensity for employees to travel on business.

In Canada, competition between airlines, such as Air Canada and Cathay Pacific, will also benefit consumers. Canadian visitors travelling on business or with their family on holiday will remain a strong source market.

電視節目。其他推廣包括在婦女雜誌 *Chatelaine* 的互聯網版本舉辦比賽，優勝者可來港參加「2004香港購物通」比賽；另外，旅發局又在加拿大全國的百視達及新力分店進行推廣。旅發局又與泰國及內地旅遊局合作推廣一程多站行程，將香港定位為前往上述亞洲國家時，不容錯過的目的地，宣傳重點包括珠三角地區高爾夫球活動的吸引力、「香港馬拉松」以及「香港繽紛冬日節」。

### 中美及南美洲推廣

旅發局繼續在巴西里約熱內盧及聖保羅舉辦旅遊業研討會，向南美洲的業界推介香港。儘管現時巴西市場較細小，然而，2004年來自該國的訪港旅客錄得50.7%的顯著增幅。至於墨西哥亦具有一定發展潛力，2004年的訪港旅客共19,800人次，較前一年升77.3%。

### 展望

儘管燃油價格、通脹及利率上升，可能減低美國及加拿大兩地居民的消費意欲，然而市場情況仍令人樂觀。據旅發局在美、加的業界夥伴表示，預訂訪港行程的數字持續強勁。美、加兩地的華人眾多，經常前往大中華地區，相信香港亦可繼續從中受惠。

在美國，來港航班增加，特別是國泰航空把來往洛杉磯的直航班機加開至每日三班，均有助推動訪港旅客人次。高效益市場潛力相當雄厚，其中，郵輪公司業績理想，而企業亦愈來愈傾向讓員工公幹外遊。

在加拿大，航空公司如加拿大航空及國泰航空的競爭，亦令消費者受惠。出外公幹或與家人一同渡假的旅客，繼續是個重要的客源市場。

*The region saw a significant improvement in 2004. The UK was once again a major source market and there were notable increases in visitor numbers from many other countries, including smaller markets such as the Netherlands, which put in its best performance ever. Strong promotions covering the region sustained high levels of consumer awareness, while comprehensive trade marketing strengthened key partnerships.*

2004年，這地區的業績顯著增長。英國再次成為主要客源，至於其他國家也有顯著增幅，一些較細小的市場如荷蘭，業績也刷新紀錄。透過強勁宣傳，消費者對香港的認知程度維持在高水平，而全面的業界推廣，則鞏固旅發局與重要夥伴的聯繫。

## Europe, Africa & the Middle East 歐洲、非洲及中東

This large territory finished hot on the heels of The Americas in 2004, with 1,379,992 arrivals – up 45.8% on 2003 and 9.3% more than in 2002. The United Kingdom was a robust source market, with its 411,287 arrivals (up 46.2%) representing the highest total since 1996. The HKTb's increased use of direct consumer promotions, including the cost-effective medium of local radio, paid off handsomely in this market, which has also benefited from extra flights on the busy Hong Kong-London route. Germany (169,661, up 45.1%) and France (148,131, up 54.6%) showed slower recovery early on in the year, but were boosted in the second half of the year by the strong value of the euro. The Netherlands, though a smaller market, recorded its best-ever performance with 72,248 arrivals, up 51.3%. The Middle East and South Africa made similar improved contributions at 91,030, up 36.6%, and 54,371, up 85.7%, respectively.

### Segment marketing

The HKTb continues to target the key market segments of middle-aged couples with or without children, and seniors.

Leisure visitors accounted for a higher share of arrivals in 2004, with this source market having been more severely impacted by Sars in 2003. The MICE component of the business-travel market saw a slower recovery. In line with global strategy, the HKTb has begun to explore opportunities for building a greater leisure element into business trips from this source market.

歐洲、非洲及中東市場幅員遼闊，2004年，來自這區的旅客僅次於美洲，共1,379,992人次，較2003年升45.8%，與2002年相比則增加9.3%。英國市場增長強勁，旅客共411,287人次(升46.2%)，刷新1996年以來的紀錄。旅發局強化消費者直接推廣，包括利用當地電台這種極具成本效益的途徑，成績十分理想；來回香港與倫敦的航班增加亦有利市場發展。年初，德國(旅客169,661人次，升45.1%)及法國(旅客148,131人次，升54.6%)的增長較慢，下半年則受歐羅強勁所推動。儘管荷蘭市場較細小，訪港旅客卻達到72,248人次，升51.3%，創歷年新高。中東及南非亦有顯著增幅，旅客分別共91,030人次，升36.6%，以及54,371人次，升85.7%。

### 針對不同客群推廣

旅發局繼續集中向主要的客群推廣，包括育有或沒有子女的中年夫婦，以及長者客群。

2003年這客源市場曾受「沙士」嚴重影響，到2004年，消閒旅客比率增加。商務旅遊方面，會議、展覽及獎勵旅遊復甦較緩慢。配合全球趨勢，旅發局研究開拓新的商機，為這市場的商務旅遊增添消閒元素。



▲ The HKTb presents the Aqua Fantasia show to UK consumers in London  
旅發局在倫敦向當地人士推介「光影水躍」激光水幕匯演



Hong Kong continues to benefit from the current and growing popularity of China in many European markets.

### Maintaining the European focus

The focus throughout Europe, Africa and the Middle East continued to be on the three major European markets of the UK, Germany and France. Together, these account for more than half of arrivals to Hong Kong from this region. However, in a bid to develop emerging markets the HKTb also diverted some resources to the Netherlands, and this initiative produced some encouraging results.

With greater investment in the UK, Germany and France – and to a lesser extent Italy and the Netherlands – the HKTb has strengthened consumer awareness of Hong Kong through advertising and PR.

Trade promotion remains a key activity, too. The HKTb's vigorous co-operation with key trade partners, such as tour operators and airlines, continues.

### Targeting consumers and trade partners

A number of promotions ran in the UK during the year. A major event was held in October in London's Leicester Square in the form of a day-long programme of stage acts, culminating in a water-and-lighting show to echo the 2004 Hong Kong Shopping Festival's Aqua Fantasia show. Attracting an audience of several thousand, and with The Hon Donald Tsang attending as Hong Kong's Chief Secretary, the event was supported by sideshows and booths, extensive advertising and PR support, and special Hong Kong packages developed with travel agency partners.

A series of events targeted key partners from the UK travel trade to help sustain strong and supportive relationships. These included the Hong Kong Day at Ascot racecourse in July, and a one-day forum held in March called Contact & Contract that enabled Hong Kong-based sellers to meet UK-based buyers. Another event, a trade dinner in November, saw the HKTb partnering the tourism boards of Thailand, Malaysia and Singapore

近年，前往內地旅遊在不少歐洲市場均大行其道，香港亦繼續從中受惠。

### 繼續以歐洲為重點

旅發局仍以英國、德國及法國這三個主要歐洲國家為整個歐洲、非洲及中東地區的重點。以上三國的訪港旅客，共佔全區旅客總數一半以上。然而，為拓展新興市場，旅發局亦將部分資源投放於荷蘭，有關推廣工作成效令人振奮。

旅發局把更多資源放於英、德、法三國，其次為意大利及荷蘭，透過廣告及公關活動，提升消費者對香港的認知程度。

旅發局繼續以業界推廣作為重點工作，包括與主要旅遊業夥伴，例如旅遊經營商及航空公司緊密合作。

### 以消費者及業界為對象

年內，旅發局在英國進行多項推廣活動，其中一項是10月在倫敦萊斯特廣場舉行一整天的舞台表演，並以一場集合光與水兩項元素的表演作壓軸，以配合「2004香港購物節」的「光影水躍」激光水幕匯演。這項活動吸引數千位觀眾欣賞，當時的特區政務司司長曾蔭權先生亦應邀出席。其他節目還有展覽及攤位、大型廣告及公關宣傳，而多間旅行社亦推出特色香港行程。

旅發局又以英國旅遊業重要夥伴為對象，舉辦連串活動，以維持及加強合作關係，當中包括7月在Ascot馬場舉行「香港日」，以及在3月舉行為期一天、名為「建關係、訂合同」的論壇，讓本港買家與英國同業聯繫。11月，旅發局為



◀ The HKTGB's stand at ITB in Berlin, one of the world's leading travel shows  
 旅發局在全球其中一個最主要的旅遊展覽 - 柏林「國際旅遊展覽」設置展台



▲ The HKTGB undertakes an advertising campaign on Berlin's U-bahn system during ITB  
 在「國際旅遊展覽」期間，旅發局在柏林地下鐵推出廣告宣傳

in a joint promotion of all four destinations to create mutually beneficial synergies. Entitled *Together in Asia*, the dinner was supported by a poster campaign in London and Manchester in February and March that was supported by four tour operators.

The HKTGB's work in Germany included a tactical print advertising campaign around the *Hong Kong Experiences* theme that ran in magazines and newspapers from August and beyond the end of the year, with the aim of strengthening Hong Kong's image. Co-operation was arranged with such major consumer magazines as *Merian*, which published a special 140-page Hong Kong edition, while *Abenteuer & Reisen* published a 180-page Hong Kong mono-destination edition. The HKTGB also invited celebrity chef Johann Lafer to the city to produce a 30-minute *Culinary Hong Kong* TV programme, aired on the ARD channel. Among promotions for consumers, Cathay Pacific and six leading tour operators provided attractive travel offers and augmented the campaign with their own marketing initiatives.

An important initiative for the German travel trade took place in Beijing during November and December. Working with Dertour, Germany's largest wholesaler, the HKTGB staged a major conference and training exercise involving German travel agents. The event gave the HKTGB the chance to train 700 travel agents, of whom 190 visited Hong Kong to supplement their learning with personal experience.

In France, there was a focus on the incentives market with a workshop for more than 50 incentives agents held in Paris in May, supported by advertising. In October, the HKTGB held a business travel promotion attended by 70 senior managers from leading French corporations.

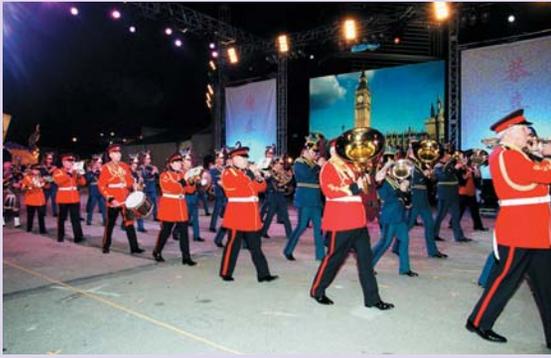
There was detailed work on secondary markets, too, with a major trade roadshow in November that visited Amsterdam, Stockholm, Milan and Paris. This allowed sellers from Hong Kong to meet wholesalers and incentives agents in each city. Targeting trade and consumer audiences,

旅遊業界舉行晚宴，夥同泰國、馬來西亞及新加坡旅遊局推廣，營造協同效應。晚宴以 *Together in Asia* 為主題，配合2月及3月在倫敦及曼徹斯特所張貼的宣傳海報，並得到四家旅遊經營商支持。

旅發局在德國進行多項推廣活動，包括自8月起至年底，以「香港體驗」為主題在報章雜誌推出廣告宣傳，強化香港的形象。旅發局又與主要消費者雜誌如《*Merian*》合作，該雜誌出版了140頁的香港特別版，而另一本刊物《*Abenteuer & Reisen*》則出版180頁、專門推介香港的特別版。旅發局又邀請名廚Johann Lafer來港製作30分鐘的香港飲食電視節目，在ARD頻道播放。至於消費者推廣則包括國泰航空與六家主要旅遊經營商推出極具吸引力的優惠，並且配合本身的市務推廣，加強宣傳效益。

另一項針對德國旅遊業界的重要工作，是旅發局與德國最大的旅遊批發商Dertour合作，在11月及12月於北京為德國的旅遊代理商舉辦大型會議及訓練活動，為700多位旅行代理商提供培訓，並向他們推廣香港，當中190位更前往香港，加深他們對香港的認識及個人體驗。

在法國，旅發局以獎勵旅遊為重點，於5月在巴黎為50多間獎勵旅遊代理商舉辦工作坊，再配合廣告宣傳。10月，旅發局籌辦了商務旅遊推廣活動，吸引70位法國大型企業的高級行政人員參與。



▲ A British military band performs at the HKTB's Chinese New Year celebrations  
來自英國的軍樂團參加旅發局「2005新春國際匯演之夜」

▼ Belgian performers take part in the 2005 International Chinese New Year Night Parade  
比利時表演隊伍在「2005新春國際匯演之夜」獻藝



additional roadshows were held with Geoplan in Germany in August, Voyageurs Associes in France in October, and the Pacific Asia Travel Association (PATA) in Germany in November.

In Italy, an integrated promotion in support of the 2004 Hong Kong Shopping Festival was especially successful. The promotion involved a nine-day event in June at Italy's largest shopping mall, which generated exposure to over one million consumers. The promotion involved a competition that selected entrants for the 2004 Hong Kong Shopper of the Year contest. Supported by a number of web sites and direct e-mail to 128,000 households, 8,000 travel agents, and with publicity on three TV stations, this initiative resulted in coverage worth an estimated HK\$110 million in advertising terms. In Israel, a public bus decorated in a special Hong Kong livery generated significant exposure among consumers in the Tel Aviv area over a period of six months. The bus also doubled up as a venue for providing more than 1,000 travel agents with in-depth training on Hong Kong.

## Outlook

While higher oil prices and a slower world economy might lead to weaker travel demand in the mature European markets, and while the continuing danger of unforeseen events, such as terrorist threats or bird flu, must not be overlooked, the prospects for the future are encouraging. Hong Kong continues to enjoy positive performances from throughout this region. With further air capacity scheduled in countries such as the UK, and with the impetus provided by the 2006 Discover Hong Kong Year, there is good reason to expect current demand trends to continue. Hong Kong will continue to grow in strength as a stopover destination en route to Australasia, particularly for visitors from the UK. Hong Kong will also benefit from growing interest in China in the approach to the Beijing 2008 Olympics. Mainland China is already the HKTB's most important partner in Asia in terms of marketing other destinations in tandem with Hong Kong and this is expected to continue.

旅發局亦在二線市場進行深入的推廣工作。11月，在阿姆斯特丹、斯德哥爾摩、米蘭及巴黎舉行大型旅業巡迴展覽，讓本港供應商與當地旅遊批發商及獎勵旅遊代理洽談。此外，旅發局又以業界及消費者為對象，分別於8月在德國與Geoplan合作、10月在法國與Voyageurs Associes合作，以及11月在德國與太平洋亞洲旅遊協會合作，舉辦連串巡迴展覽。

在意大利，為配合「2004香港購物節」而推出的綜合推廣活動尤其成功。該項活動為期九天，於6月在意大利最大型的購物商場舉行，吸引逾百萬名消費者。當中包括舉行比賽，選出參加「2004香港購物通」比賽的參賽者。為配合這項活動，旅發局透過多個網站宣傳，又向128,000個家庭及8,000間旅行社直接寄送電郵，加上在三間電視台宣傳，取得的宣傳效益估計相等於1.1億港元。在以色列，一輛公共巴士特別漆上香港彩圖，半年間，在特拉維夫一帶取得可觀的宣傳效應。該輛巴士更成為培訓1,000多個旅行代理商的場地，讓業界深入了解香港。

## 展望

油價高企及全球經濟放緩，或會削弱歐洲這個成熟市場的外遊需求，而且亦要顧及恐怖主義或禽流感這類難以預測的因素，然而，市場前景仍令人鼓舞，區內各市場的表現仍然理想。隨著各地例如英國增加航班，加上「2006精采香港旅遊年」的宣傳攻勢，相信目前的市場需求水平仍會持續。香港作為旅客往返澳大利西亞的中途站，優勢會持續增加，對英國旅客來說更尤其吸引。此外，「2008年北京奧運」舉行，全球對中國的興趣愈見濃厚，亦對香港有利。事實上，內地已成為香港在亞洲最重要的聯合推廣夥伴，相信這合作關係將會持續。