

Creating a Buzz With Tempting Offerings

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The year was not only special for the Olympic Equestrian Events. Major tourism programmes in Hong Kong also enhanced the city's destination appeal, creating an aura of excitement that continued throughout the different seasons of the year. New elements and innovative formats were introduced to HKTB's programme of Mega Events and new promotional windows like Halloween were explored to stimulate visitors' interest.

香港年內的盛事一浪接一浪，除奧運馬術賽事以外，還有旅發局推出的各式各樣大型旅遊活動，既能提升香港的吸引力，更在全年不同季節成為全城焦點。為求創新，旅發局在其一系列大型活動內注入新元素，增添新鮮感，又將萬聖節包裝為新的推廣時段，刺激旅客訪港的興致。







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HONG KONG SUMMER TEMPTATIONS

Hong Kong Summer Temptations

1 July to 21 September 2008

Leveraging the Olympic ambience over the summer, the HKTB refreshed the format of the previous Shopping Festival to become a special summer promotion. Carrying a new name "Hong Kong Summer Temptations", the event showcased Hong Kong's summer appeal from a different angle, targeting in particular the family and young female segments.

An "Explore Hong Kong Stamp Rally" programme was held, inviting visitors to explore 18 designated



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attractions and locations. The MTR Corporation joined forces with the HKTB to present visitors with a free *MTR Summer Temptations Tourist Guide*. This guide featured hot tips for exploring Hong Kong by using the MTR network. In addition, the Visa "Million Dollar Travel Bonanza" Lucky Draw offered prizes totalling HK\$1.2 million in value to lucky Visa cardholders for every HK\$500 dollars they spent in Hong Kong during the event period.

Across Hong Kong, 12 shopping malls and department stores and nine food districts took part in the Mega Event, providing a host of offers and organising special activities for visitors. The local hospitality industry also participated in the event. 58 local hotels offered special 3-day, 2-night room packages and complimentary offers, while local travel agents introduced sightseeing tours to the outlying islands and Victoria Harbour.

- 1 Co-organisers and supporting organisations inaugurate "Hong Kong Summer Temptations".
一眾合作及支持機構為「香港盛夏魅力」揭幕。
- 2 "Explore Hong Kong Stamp Rally" encourages visitors to explore Hong Kong.
「環遊香港貼賞」鼓勵旅客探索香港。
- 3 "MTR Summer Temptations Tourist Guide".
《港鐵全方位旅遊攻略》指南。



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香港盛夏魅力

2008年7月1日至9月21日

奧運熱力在夏季席卷全城，旅發局趁此機會，為以往的購物節加添新意，搖身一變成爲集購物、觀光和美食優惠於一身的夏日推廣。「香港盛夏魅力」以家庭和年輕女性爲對象，通過嶄新角度展現香港夏季魅力所在。

是次夏日盛會的節目和優惠豐富，當中包括首次舉辦的「環遊香港貼賞」，讓旅客通過收集貼紙的方式，發掘18個精選景點的特色。旅發局同時與港鐵公司合作，向旅客派發《港鐵全方位旅遊攻略》，提供鐵路沿線主要景點的交通資訊，以及吃喝玩樂的最新情報。「香港盛夏魅力」的另一重點是由Visa舉辦的「Visa百萬旅遊獎賞大抽獎」，旅客及市民只需以Visa信用卡在港消費滿500港元，即可參加大抽獎，獎品總值高達120萬港元。

與此同時，全港12家購物商場、百貨公司和9個美食區均全力支持這個盛會，爲旅客特設一連串精彩推廣活動與優惠。本地酒店業也積極響應，58家酒店推出三日兩夜住宿優惠和其他禮遇。本地旅行社亦舉辦特色觀光團，吸引旅客暢遊離島，飽覽維多利亞港的景色。



Hong Kong Halloween Treats



Hong Kong Halloween Treats
26 September to 2 November 2008

In the autumn, the HKTB introduced a new promotional window for Halloween that aimed to raise visitors' overall interest in visiting Hong Kong. This promotion targeted young segments from Mainland China, Taiwan, South Korea and the Philippines.

Various promotional campaigns were launched that rode on a variety of Halloween-themed events and activities, such as "Haunted Halloween at Hong Kong Disneyland", "Ocean Park Halloween Bash 2008" and "Halloween at Madame Tussauds". A total of 38 outlets covering 18 merchants participated in a "Tasty Local Delicacies" promotion. These delicacies included famous Hong Kong staples such as egg tarts, pineapple buns, Hong Kong-style milk tea, red bean iced drink, sampan congee, fishball in rice noodles, wonton noodles and barbecued pork with rice.



1 "Hong Kong Halloween Treats — Guide to Spooktacular Fun".
《香港萬聖狂歡月不可思議事件簿》。

2-4 HKTB collaborates with three local attractions to roll out promotions in Taiwan.
旅發局聯同本港三大景點到台灣宣傳。

香港萬聖狂歡月 2008年9月26日至11月2日

2008年秋季，旅發局發掘新推廣時段，以萬聖節作為招徠，提升中國內地、台灣、南韓和菲律賓年青人訪港的興趣。

各項推廣節目都以本港多姿多采的萬聖節活動為賣點，包括「迪士尼黑色世界」、「海洋公園十月全城哈囉喂」和「香港杜莎夫人蠟像館萬聖節派對」等。除推廣「驚嚇」節目外，亦有「美食驚喜」，旅發局印製了「港式美食推介」宣傳單張，聯同18家商戶共38個零售點合力宣傳香港地道美食，包括蛋撻、菠蘿包、港式奶茶、紅豆冰、艇仔粥、魚蛋粉、雲吞麵和叉燒飯。



Hong Kong WinterFest

28 November 2008 to

4 January 2009

Running now for several years, the 2008 WinterFest went one step further, obtaining the support of various sectors to enhance the festive elements in different locations and spreading the fun-filled atmosphere throughout the city.

Sponsored by Hongkong Land, the giant Christmas tree made a return to Central. Erected in Statue Square, the 10-storey-tall traditionally designed Christmas tree helped to intensify the festive atmosphere in the city, attracting 240,000 visitors and locals during the event period. In addition, the HKTB invited more than 1,300 local volunteers to help spread the Christmas message to every corner of Hong Kong. Riding on antique tram, open-top bus and themed trucks, the volunteers presented Christmas gospel performances in various areas popular with tourists.

Incentives and promotional offers were also linked to the event. During the WinterFest, visitors and local residents alike enjoyed an array of celebratory

programmes, dining, shopping and hotel offers, as well as reward programmes from local trade partners.

Hong Kong's New Year Countdown Celebrations

31 December 2008

Following the success of the inaugural countdown in 2007, the event was held once again on New Year's Eve 2008. Due to the adverse economic conditions prevailing in Hong Kong and throughout the world, the HKTB hoped that the Countdown Celebrations, upgraded with an extended pyrotechnic display, would herald messages of hope and returning prosperity for New Year 2009.

The five-minute choreographed musical pyrotechnic show was organised by the HKTB, presented by International Finance Centre and supported by Henderson Land Development Company Limited and Sun Hung Kai Properties Limited.

In addition to Two ifc, a total of nine other buildings on Hong Kong Island participated in the pyrotechnic show. The theme song for the event

was composed by renowned musician Mr Peter Kam and was performed by local singers. Altogether, some 400,000 spectators watched the event on site, and another 1.34 million watched TV broadcast. The HKTB arranged for the musical performances and the subsequent pyrotechnic show to be projected onto the facade of the Hong Kong Cultural Centre. The event attracted more than 200 local and overseas media guests, with the total publicity value generated exceeding HK\$344 million. The event also provided a good platform for other activities, such as a New Year celebration organised by the Central and Western District, further enhancing festive ambience around the city.





1 "Hong Kong WinterFest" is formally launched with support from all segments of society.

在各界支持下，「香港繽紛冬日節」正式啟動。

2 The giant Christmas tree returns to Statue Square in Central.

巨型聖誕樹重現中環皇后像廣場。

3 Volunteer groups perform Christmas carols around the city.

志願團體參與「聖誕佳音巡迴演」。

4 Visitors are greeted at major ports of entry to immerse them in the festive atmosphere.

在主要口岸迎接旅客，讓他們感受濃厚的節慶氣氛。

5-6 "New Year Countdown Celebrations": A magnificent pyrotechnic display at Two ifc with Victoria Harbour as the backdrop.

以維港作舞台、國際金融中心二期為焦點的「除夕倒數詠香江」。

香港繽紛冬日節

2008年11月28日至

2009年1月4日

為了與市民和旅客一同歡渡普天同慶的聖誕佳節，旅發局連續七年舉辦「香港繽紛冬日節」。2008年的冬日節更喜獲社會各界支持，令這項推廣活動在港九各處增添節慶特色，令全城的氣氛更熱鬧繽紛。

在置地公司贊助下，巨型聖誕樹重現中環皇后像廣場，這棵極富傳統特色、高達10層樓的聖誕樹再次成為冬日節的焦點，帶來濃厚的佳節色彩，活動期間吸引了24萬旅客和市民前往觀賞。此外，旅發局邀請超過1,300位本地義工，乘坐古董電車、開篷巴士和流動表演車，穿梭各區旅遊熱點，把聖誕佳音傳播至每一角落。

各商戶於「香港繽紛冬日節」期間亦推出大量優惠及消費獎賞，讓旅客和市民參與各式各樣的節慶活動之餘，同時享受本地商戶提供的美食、購物、住宿優惠及消費獎賞。

除夕倒數詠香江

2008年12月31日

2007年除夕首次舉行的倒數煙火匯演，深受市民和旅客歡迎。因此，旅發局於2008年再接再厲，在除夕夜舉行「除夕倒數詠香江」。面對香港和全球經濟不景，旅發局在除夕倒數活動中以更豐富的煙火效果，鼓勵市民繼續帶著信心和希望迎接2009年。

這次歷時五分鐘的「除夕倒數詠香江」煙火匯演由旅發局主辦，國際金融中心呈獻，並獲得新鴻基地產發展有限公司及恒基兆業地產有限公司鼎力支持。

除了國際金融中心二期外，還有九座位於港島區的大廈參與煙火匯演，吸引約40萬人於維港兩岸觀看，並有134萬人觀賞電視直播。旅發局邀得著名音樂人金培達先生創作主題曲，並由多位本地流行歌手演繹；而音樂表演和煙火匯演的實況，更全程投射至文化中心外牆。「除夕倒數詠香江」吸引了超過200家海內外媒體採訪，宣傳效益超過3.44億港元。部分地區(例如中西區)亦因應是次「除夕倒數詠香江」舉辦其他新年慶祝活動，令全港的節慶氣氛更為濃厚。



**Cathay Pacific International
Chinese New Year Night Parade**
26 January 2009

This was the 14th staging of the Chinese New Year Parade in Hong Kong and also the fourth night parade held in Tsim Sha Tsui. Cathay Pacific Airways was the title sponsor of the event for the 11th consecutive year, while American Express International, Inc. sponsored the Parade route for the second year running.

Carrying the banner of the “World’s Happiest Party”, the 2009 Parade was organised on a more ambitious scale and enhanced with more festive lighting and decorations along the route. 39

floats and performing groups from 12 countries and regions danced, greeted and cheered their way along the route leading from the Hong Kong Cultural Centre Piazza. In co-operation with the Senior Citizen Home Safety Association, for the very first time the HKTB invited 60 senior citizens to enjoy the Parade.

The celebrations did not finish with the end of the Night Parade. From 27 January to 1 February, the very first “Chinese New Year Fiesta” was held at New World Centre and the Avenue of Stars, Tsim Sha Tsui, featuring a display of spectacular floats and stage performances as well as crafts stands operated by non-profit-making and charitable organisations.

Post-event surveys showed that 91% of the respondents would recommend friends and relatives to visit Hong Kong during the Chinese New Year period.

國泰航空新春國際匯演之夜
2009年1月26日

新春佳節，萬家歡愉，旅發局連續第14年在大年初一舉辦賀歲巡遊匯演，更是第四次在晚間於尖沙咀舉行，與市民和旅客共同迎接牛年。除了國泰航空公司連續11年冠名贊助外，美國運通國際股份有限公司亦連續兩年成為巡遊路線的贊助機構。

2009新春匯演以「環球派對 鼓舞全城」為主題，活動規模較以往更為龐大，巡遊路線沿途滿佈充滿節慶色彩的燈光和特色佈置，加強沿路派對氣氛。今屆巡遊的花車和表演隊伍來自12個國家及地區。39個表演單位由文化中心廣場出發，沿途載歌載舞，與觀眾共慶佳節。旅發局更首次與長者安居服務協會合作，招待60位獨居長者現場觀賞。

年初一晚的賀歲巡遊匯演結束後，佳節氣氛延續至大年初七。旅發局於1月27日至2月1日首次舉行「新春喜慶坊」，在尖沙咀新世界中心和星光大道展出巡遊花車，並由表演隊伍獻技。非牟利和慈善團體亦有設立攤位，銷售特色手工藝品和節慶食品。

市場調查顯示，91%受訪者會向親友推介於農曆新年期間到訪香港。



1 2009 Chinese New Year Parade — “The World’s Happiest Party”
2009年賀歲巡遊以「環球派對 鼓舞全城」為主題。

2-3 In the first-ever “Chinese New Year Fiesta”, display and sales booths are set up and troupes perform on stage.
首度試辦的「新春喜慶坊」設置展銷攤位及邀得表演隊伍輪流獻技。



Supporting third-party events

In addition to organising its own Mega Events, the HKTB worked closely with partners to promote arts and cultural events, sports programmes and local festivities that took place in Hong Kong during the year, thereby reinforcing the city's position as the Events Capital of Asia.

Events supported and promoted by the HKTB at different times of the year included the Hong Kong Sevens, Hong Kong 2008 Bledisloe Cup, Hong Kong Arts Festival, Hong Kong International Film Festival, Hong Kong Marathon and Hong Kong International Races. In particular, the Bledisloe Cup that made its first appearance in Hong Kong, attracted a full house at the Hong Kong Stadium. These events were promoted to visitors through HKTB's different marketing channels such as regular updates to media and travel trade partners, tourism-related collaterals, online channels like DiscoverHongKong.com as well as through tactical marketing and PR initiatives.

鼎力支持其他盛事

除了自行舉辦大型活動外，旅發局又與不同團體合作，合力推廣在香港舉行的藝術、文化和體育活動，以及本地傳統節慶，以鞏固香港「亞洲盛事之都」的地位。

旅發局年內支持和推廣多項活動，包括：香港國際七人欖球賽、Hong Kong 2008 Bledisloe Cup、香港藝術節、香港國際電影節、香港馬拉松和香港國際賽事等。當中，首次於香港舉行的欖球賽 Bledisloe Cup，令香港大球場座無虛席。旅發局透過不同推廣渠道，向旅客介紹這些活動，包括：定期向媒體和旅遊業夥伴提供最新資料；印製旅遊宣傳刊物；利用網上途徑例如DiscoverHongKong.com網站；以及推出策略性市場推廣和公關活動。

1-3 A string of local and international mega events consolidate Hong Kong's image as an "Events Capital of Asia."
在港舉辦的各類國際及本地特色盛事，令香港「亞洲盛事之都」的形象更加鞏固。

