



# Developing *Unlimited* Potential for Multi-Destination 一程多站 潛力無限 Itineraries

## Opening up Multi-destination Travel Opportunities

Leveraging on the “2010 Chinese and Ethnic Chinese Tourism Year” platform launched by the Tourism Administration of Guangdong Province (GDPTA), the HKTb went on a series of road shows with the GDPTA in North America, Europe and other regions to lure overseas ethnic Chinese into joining multi-destination itineraries featuring Hong Kong and Guangdong.



## 把握機會 拓「一程多站」旅遊

配合廣東省旅遊局推廣「2010 華人華僑旅遊年」，旅發局與該局聯手在美加及歐洲等地進行巡迴推介，向海外華僑推廣香港加廣東省的「一程多站」行程。



During the World Expo 2010 Shanghai, the HKTb rolled out the "Now Shanghai! Next Hong Kong! – Festive Hong Kong Celebration" campaign. This included promotion of Hong Kong-plus-Shanghai itineraries in long-haul markets to encourage visits to Hong Kong after the Expo.

Joining hands with the travel trade, the HKTb put forth a number of consumer promotions in Shanghai. It also distributed "Visit Hong Kong" Privilege Cards at the Hong Kong Pavilion and the Urban Best Practices Area during the Shanghai Expo, giving visitors special offers on shopping, dining and sightseeing in Hong Kong.

藉著2010年上海世博會的推廣良機，旅發局舉行「這一刻上海，下一刻香港 — 無限香港 • 精彩節慶」大型宣傳活動，包括在長途市場推廣香港加上海的「一程多站」行程，鼓勵旅客前往上海後到訪香港。

旅發局亦聯同業界在上海合辦多項消費者推廣活動，又向參觀世博「香港館」及「城市最佳實踐區展覽」的旅客派發「香港遊優惠卡」，鼓勵他們在香港享受觀光購物優惠。



The HKTB has been co-operating with Guangdong Province and the Macau Special Administrative Region to promote multi-destination itineraries featuring Hong Kong and these regions at travel fairs in different markets.

旅發局一直與廣東省及澳門合作，並共同參與多個旅遊展銷會，在不同市場推廣包括香港在內的「一程多站」行程。



# Multi-Destination

## Joining Forces with Neighbouring Mainland Regions

Together with Hainan Province, the HKTB took part in the largest travel fair in Moscow, promoting Hong Kong-Hainan combo itineraries to Russian travellers. Riding on the International Tourismus Börse, the HKTB joined hands with Yunnan Province to organise a spin-off event. The HKTB also launched a joint promotion with Shenzhen in Australia, stepping up the efforts in promoting combo itineraries combining Hong Kong and nearby regions.



## Hong Kong & Yunnan Multi-Destination Promotion Berlin, Germany 10 March 2011







# Itineraries



## 與鄰近省市攜手合作

旅發局繼續與海南省合作，向俄羅斯旅客推廣海南和香港的一程兩地遊，並首次聯手參與莫斯科最大型的旅遊展。另外，旅發局年內首次夥拍雲南省，在柏林國際旅遊展舉行期間，進行推廣活動；又與深圳市在澳洲進行聯合推廣，藉此加強宣傳香港與鄰近地區的一程多站旅遊。