



HONG KONG TOURISM BOARD LAUNCHES LARGE-SCALE PROMOTIONS TO ATTRACT SHANGHAI EXPO VISITORS

Leveraging on the World Expo 2010 Shanghai (Shanghai Expo), which will be held in Shanghai from 1 May to 31 October 2010, the Hong Kong Tourism Board (HKTB) is rolling out an extensive range of promotional activities. Through three major marketing approaches, the HKTB aims to attract global visitors heading for the Shanghai Expo, which is projected by the organiser to reach about 70 million, to come to Hong Kong before or after their visits to the Shanghai Expo.

Three Marketing Approaches to Attract Shanghai Expo Visitors

Mr James Tien, Chairman of the HKTB, said: “The Shanghai Expo has provided a great opportunity for the HKTB to promote Hong Kong to visitors from all over the world. We have already devised three marketing approaches to ride on this international event. First, we will promote ‘Hong Kong Plus Shanghai’ itineraries in 6 key long-haul markets to encourage visits to Hong Kong. To date, a total of 18 tour operators have already launched more than 20 such itineraries.”

Mr Tien continued: “In view of the fact that about 95% of the visitors to the Shanghai Expo will be Mainland residents, the HKTB will partner with the Government of the Hong Kong Special Administrative Region to organise a variety of publicity activities in June, which is themed ‘Connect to Hong Kong: Destination City’. Under this month-long promotion in Shanghai’s major commercial district, we will transform Huaihai Zong Road, Shanghai’s fashion landmark, into a ‘Hong Kong Street’, where we will widely publicise Hong Kong’s image as an ideal tourism destination.”

In addition to the above initiatives, the HKTB is joining hands with travel trade partners to launch extensive consumer promotions in Xintiandi of Shanghai for two consecutive weeks beginning 1 June 2010. As well as live performances by Hong Kong’s theme parks, the promotions will feature round-trip air tickets sponsored by Hong Kong Dragon Airlines Ltd. Furthermore, all visitors of the Hong Kong Pavilion and Hong Kong’s Urban Best Practices Area (UBPA) will receive a myriad of special sightseeing, shopping and dining offers from over 40 Hong Kong merchants during the Shanghai Expo period. It is hoped that these offers will give further reasons for visitors to come to Hong Kong for an exquisite travel experience.

Mr Tien added: “The HKTB will allocate approximately HK\$8 million for the promotions in the Mainland and overseas markets. Out of this amount, HK\$5 million will be funding from the Hong Kong SAR Government. We hope that these promotions will give a boost to Hong Kong’s tourism.”

Promoting Hong Kong's Tourism through International Events

Situated at the heart of Asia, Hong Kong has long been the gateway between the Mainland and the rest of the world. Many visitors opt to travel to other Chinese cities from Hong Kong. The HKTb will continue to leverage on the international events held in the Mainland, such as the 16th Asian Games that will be held in Guangzhou at the end of this year, to develop more multi-destination itineraries. The HKTb will also collaborate with the tourism organisations in the Mainland to launch promotions in the source markets, so as to further the development of Hong Kong's tourism.

For more information on "Hong Kong Plus Shanghai" promotions, please refer to the media factsheet.

– Ends –

Media can download the press release from the HKTb's DiscoverHongKong.com website:

<http://www.discoverhongkong.com/eng/about-hktb/press-releases.html>

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