

Hong Kong Tourism Board Launches Promotions On “World Expo 2010 Shanghai China”

Media Factsheet

Background

- Leveraging on the World Expo 2010 Shanghai China (Shanghai Expo), the Hong Kong Tourism Board (HKTB) has lined up a series of promotions to raise the profile of Hong Kong as a world-class travel destination.
- Three key marketing approaches:
 1. Step up promotions of multi-destination travel in long-haul markets
 2. Implement an integrated campaign in Shanghai to promote Hong Kong’s appeal and attract Mainland visitors
 3. Co-operate with travel trade partners to launch targeted consumer promotions

Step up promotions of multi-destination travel in long-haul markets

- To foster closer collaboration and promote multi-destination itineraries in long-haul markets including the United States, Canada, Australia, the United Kingdom, France and Germany, the HKTB has joined forces with travel trade in different markets. To date, 18 overseas tour operators have rolled out 25 “Hong Kong Plus Shanghai” packages.
- The package fees range from HKD 9,600 to HKD 29,800 (5D4N ~ 18D16N) with the following itineraries:
 - Shanghai: Shanghai Expo, Jade Buddha, The Bund, Yu Yuan Garden, etc.
 - Hong Kong: The Peak, Victoria Harbour night cruise, Stanley Market, Repulse Bay, Aberdeen, etc.

Long-haul markets	Package fee
USA	USD 1,699 ~ 1,848 (Approx. HKD 13,200 ~ 14,400)
Canada	CAD 1,699 ~ 3,895 (Approx. HKD 12,950 ~ 29,700)
Australia	AUD 1,350 ~ 3,550 (Approx. HKD 9,600 ~ 25,300)
UK	GBP 1,199 ~ 2,240 (Approx. HKD 14,000 ~ 29,800)
France	Euro 1,090 ~ 2,300 (Approx. HKD 11,400 ~ 24,200)
Germany	Euro 1,539 (Approx. HKD 16,200)

Publicity & Promotions

- The HKTB is promoting the multi-destination itineraries through extensive media publicity channels, including newspapers, travel magazines and online platforms, in targeted markets.
- The HKTB is capitalising on leading international trade shows and seminars to promote the Shanghai Expo and Hong Kong Pavilion. In March 2010, the HKTB joined hands with the Hong Kong Economic and Trade Office (HKETO) based in Berlin to promote “Hong Kong Plus Shanghai” itineraries at the International Tourism Exchange Berlin (ITB Berlin).



Launch integrated promotional campaign in Shanghai targeting Mainland visitors

- Leveraging on the themed promotional platform “Connect to HK: Destination City” to be put forth in June, the HKTB will team up with the Government of the Hong Kong Special Administrative Region (HKSAR) to stage an integrated promotional campaign in Shanghai’s central business district throughout the month.

Large-scale integrated promotion to raise Hong Kong’s profile

- The integrated promotional campaign aims to attract travellers to visit Hong Kong as they travel to Shanghai Expo. Promotional initiatives include:
 - Maximise publicity in Shanghai by arranging targeted media placement in two strategic, high-traffic metro stations in Putong and Puxi, as well as decorating a train into “Hong Kong Express”.
 - Collaborate with Hong Kong property developers to raise Hong Kong’s profile with intensive outdoor advertising displays, and transform the fashion landmark Huaihai Zhong Road into a “Hong Kong Street”.
 - Extend publicity with LED promotional display in Jing’an central business district and People’s Square.



“Hong Kong Plus Shanghai” publicity campaign



Metro advertising



“Hong Kong Express” decoration



“Hong Kong Street” on Huaihai Zhong Road

Note: The above images are mock-up only.

Co-operate with travel trade partners to implement targeted consumer promotions

Promote “Festive Hong Kong 2010” in Xintiandi, Shanghai

- During 1-15 June 2010, the HKTB will roll out a promotional campaign in Xintiandi to arouse awareness of the HKTB’s annual marketing platform “Festive Hong Kong 2010” and promote summer activities, such as the “Hong Kong Dragon Boat Carnival”.



Prominent billboard in Xintiandi



Intensive outdoor advertising in Xintiandi

- The HKTB will co-operate with local travel-related sectors (including Hong Kong Disneyland, Hong Kong Dragon Airlines Ltd, MTR Corporation Ltd and Ocean Park Hong Kong) and the China travel portal Ctrip to stage a series of consumer promotions:
 - **Consumption promotion:** visitors who spend RMB300 or more at any shops, restaurants or bars in Xintiandi are entitled to one scratch-and-win card and participate in lucky draw. The value of the prizes, including round-trip tickets to Hong Kong, totalled HKD5 million.
 - **Live performance:** Hong Kong theme parks will set up decoration zone and stage live performances in Xintiandi to enhance ambience and attract consumers to Hong Kong.



Decoration zone of Ocean Park

Note: The above images are mock-up only.

Bundle Hong Kong hospitality offers to attract Shanghai Expo visitors

- Visitors to the Hong Kong Pavilion and Hong Kong's Urban Best Practices Area (UBPA) will receive "Visit Hong Kong Privileged Card" for redemption of hospitality offers in Hong Kong. The HKTB has lined up with sightseeing and Quality Tourism Services (QTS) accredited merchants to provide over 40 sightseeing, shopping and dining offers for Shanghai Expo visitors. These include:
 - Sightseeing: Admission discount at attractions, including Hong Kong Disneyland, Madame Tussauds Hong Kong, Ngong Ping 360, Noah's Ark Hong Kong and Ocean Park Hong Kong, and buy-one, get-one-free discount from selected tour operators
 - Shopping: Buy-one, get-one-free discount, 50% discount, or complimentary gifts (e.g. silver pendant/ Parker pen) upon purchase at selected merchants
 - Dining: Buy-one, get-one-free discount, 50% discount, or complimentary drinks/ desserts upon consumption at selected dining outlets