

## 04/2005 - 06/2005

### 2006 Discover Hong Kong Year

The HKTb unveiled its new 2006 Discover Hong Kong Year global marketing campaign to more than 250 influential travel-trade partners and media representatives from around the world, as well as members of the local industry in Hong Kong, on 17-19 May. The launch highlighted the enormous opportunities presented by Hong Kong's new tourism infrastructure and existing attractions.

### 推介「2006 精采香港旅遊年」

5月17至19日，旅發局向超過250位來自世界各地的旅遊業高層人員及傳媒代表，以及本地旅遊業界，介紹「2006 精采香港旅遊年」全球推廣計劃。這次推介活動向業界強調，香港各項全新旅遊設施落成，加上現有的旅遊特色，將為業界帶來極大的發展良機。

### PDA Guide for Business Travellers

Targeting high-yield business visitors, the HKTb introduced a PDA version of its *Leisure Guide for Business Travellers* in May. This free-to-download, user-friendly guide provides tailored information about Hong Kong direct to the fingertips, enabling business visitors to plan leisure activities into a busy schedule.

### 電子旅遊指南 便利商務旅客

同年5月，旅發局以高收益的商務旅客為對象，推出電子手帳版的《商務旅客樂優游香港導覽手冊》。這套旅遊指南是為商務旅客度身設計，可供他們免費下載，而且方便易用，讓他們隨時隨地取得香港的旅遊資訊，以便在繁忙的商務行程中安排閒節日。



### Wisdom Path

The Wisdom Path, a new tourism attraction embracing ancient Chinese traditions and exemplifying Hong Kong's rich cultural legacy and diversity, opened in May in a magnificent mountain setting on Lantau Island. Comprising 38 wooden pillars inscribed with the famous Buddhist Heart Sutra prayer, the Wisdom Path forms part of a cultural cluster that also includes the Po Lin Monastery, the Giant Buddha and Ngong Ping 360.



### 心經簡林隆重揭幕

本港另一新景點—心經簡林於5月份開幕。心經簡林座落於大嶼山峻嶺之間，既富中國傳統色彩，亦充滿濃厚的文化氣息，突顯出香港多元化的旅遊特色。心經簡林由38根木柱組成，刻上了著名的佛教《心經》經文，與寶蓮禪寺、天壇大佛及昂坪360，組合成嶄新的文化旅遊群組。



### Discover Hong Kong Roadshow

The HKTb joined the Government-led Discover the Hong Kong Magic tourism roadshow to Bangkok, Beijing, Guangzhou and Singapore in May and June. The roadshow heightened awareness of Hong Kong's new tourism attractions in key short-haul markets.

### 「精彩香港 奇妙之旅」巡迴展覽

旅發局於5月及6月期間，參與香港特區政府舉辦的「精彩香港 奇妙之旅」旅遊巡迴展覽，前往曼谷、北京、廣州及新加坡等地推廣，令主要短途市場更認識香港嶄新的旅遊特色。

### Discover the Hong Kong Magic



### Lions Clubs International Convention

More than 20,000 Lions Clubs members and their families from more than 100 countries and regions attended the five-day 88th Lions Clubs International Convention in Hong Kong, beginning on 27 June. This was the first time the Convention returned to an Asian city, and in a short time span of 13 years – a glowing tribute to Hong Kong's strengths as a world-class meeting destination.

### 「國際獅子會年會」重臨香江

「第88屆國際獅子會年會」於6月27日起一連五日在香港舉行。來自全球超過100個國家和地區，超過2萬位獅友及其親友來港參與。這是國際獅子會首次在短短13年內，在同一個亞洲城市兩度舉行年會，充分突顯香港作為國際會議之都的優勢。



### Visitor Centre in Beijing

Capitalising on the fast-growing trend towards free independent travel (FIT), the HKTb opened a Visitor Information and Services Centre in Beijing in June to serve the burgeoning numbers of visitors from the capital.

### 於北京開設旅客服務中心

為配合自助旅遊日漸盛行的趨勢，旅發局於6月在首都北京開設全新的旅客諮詢及服務中心，為當地旅客提供服務。



### 2005 Hong Kong Shopping Festival

The 10-week-long 2005 Hong Kong Shopping Festival was unveiled on 25 June. Showcasing the city's diverse choice of trendy and quality merchandise to the world, the Festival gained the support of a record 7,150 merchant outlets, several of which staged special exhibitions, events and promotions, while the almost six million lucky-draw entries represented spending of HK\$1.85 billion, a 24% increase over 2004.

As part of the Festival, teams of contestants from 18 markets – a record number that included, for the first time, Germany and Israel – met in Hong Kong in the following month for the 2005 Hong Kong Shopper of the Year Contest.



## 07/2005 - 09/2005

### Hong Kong Disneyland

The opening of Hong Kong Disneyland Resorts in September marked a major tourism milestone that not only broadens Hong Kong's appeal for family visitors, but also significantly sharpens the city's competitive edge as a destination for corporate events and incentives.

### 香港迪士尼樂園隆重開幕

為配合「香港購物節」，旅發局於7月舉辦「2005香港購物通」比賽，來自18個客源市場的參賽隊伍來港爭奪殊榮，數目打破以往紀錄，當中包括首次參賽的德國和以色列隊。



### Web Movie Hong Kong Butterfly

The HKTb teamed up with Japan's Kadokawa group in September to launch the web movie *Hong Kong Butterfly* at JATA World Tourism Congress in Tokyo. Targeting emerging younger segments from Japan, the web drama used an innovative new medium to showcase Hong Kong's hidden treasures.

### 網劇「Hong Kong Butterfly」推廣香港

旅發局與日本出版社角川集團合作，於9月份在東京舉行的「日本旅行代理商聯會國際觀光會議」中，推出網上連續劇「Hong Kong Butterfly」。該網上連續劇利用創新的推廣媒介，向新興的日本年輕客群推介香港較少為人知的旅遊特色。



### Through the Eyes of Celebrities

The TV series *Hong Kong – Through the Eyes of Celebrities* got its first screening to Mainland viewers in September. Produced in co-operation with the Odeon Media Group, the series capitalised on the power of 11 personalities, including Jackie Chan, Andy Lau, Olympic diver Fu Mingxia and IT entrepreneur Ding Lei, to highlight Hong Kong's diverse attractions to viewers, and was screened in more than 100 cities.

### 「星星細語香港情」推介香港魅力

電視專題片「星星細語香港情」於9月在內地首播。這輯由旅發局與千秋傳媒有限公司合作的專題片，在內地超過100個城市播放，借助11位名人的號召力，包括成龍、劉德華、奧運跳水選手伏明霞、資訊科技企業家丁磊等，向內地觀眾推介香港多元化的旅遊特色。



### Hong Kong Maritime Museum

The Hong Kong Maritime Museum at historic Murray House in Stanley opened in September. Telling the story of Hong Kong's rise from a fishing village to one of the world's major ports, the Museum expands an already diverse portfolio of museums and other "edutainment" products in the city.

### 香港海事博物館開幕

位於歷史建築物赤柱美利樓的香港海事博物館於9月正式開幕。該館介紹香港由漁村發展成為世界級港口的歷程，令香港原本已極多元化的博物館及遊學並重的旅遊產品，種類更為豐富。



Courtesy: Hong Kong Maritime Museum  
鳴謝：香港海事博物館

Best of the Best Culinary Awards

The Best of the Best Culinary Awards returned for the fifth year in October, underlining the city's reputation as the culinary capital of Asia. Organised by the HKTB in partnership with The Hong Kong and China Gas Company Limited and the Chinese Cuisine Training Institute, the 2005 event gained the participation of the largest-ever number of world-famous celebrity gourmets as judges, whose presence help boost publicity and ensure the highest international credibility for the competition.

「美食之最大賞」評選香港佳餚

旅發局於10月份，連續第五年舉辦「美食之最大賞」，再次突顯香港「亞洲美食之都」的地位。這項比賽由旅發局聯同香港中華煤氣有限公司及中華廚藝學院合作舉辦。2005年的賽事得到國際知名的美食家支持，多位國際名人及食評家獲選擔任評判，評選當代表的香港美食，國際評判數目乃歷年之冠，為比賽帶來強大的宣傳效應，並有助提高比賽在國際間的認受性。



Mega Launch in Long-haul Markets

The HKTB rolled out the 2006 Discover Hong Kong Year campaign in October and November with high-profile events in Toronto, New York, Los Angeles and London. In the latter, an in-store promotion with world-famous department store Harrods began with a spectacular seasonal light-up, attended by Hong Kong's Chief Executive, The Hon Donald Tsang.

於長途市場啟動「精采香港旅遊年」

旅發局在10月至11月間，在多倫多、紐約、洛杉磯和倫敦等地，隆重啟動「2006精采香港旅遊年」。在倫敦，旅發局與全球著名的Harrods百貨公司合作，於店內推出宣傳活動，並邀請香港特區行政長官曾蔭權先生，主持聖誕亮燈儀式。



E-News

The HKTB published the first issue of its corporate electronic newsletter, HKTB e-News, in November. The quarterly enhances communication between the HKTB and its various stakeholders by giving information on the activities and achievements of Hong Kong's tourism industry.

推出《旅發局電子通訊》

旅發局於11月出版第一期《旅發局電子通訊》。這份每季出版的通訊，向相關界別介紹旅發局最新的活動及成績，以促進彼此間的溝通和聯繫。

2005 Hong Kong WinterFest

A proven favourite among visitors, the annual Hong Kong WinterFest began on 25 November. The Mega Event featured an expanded Santa's Town as its centrepiece and won enthusiastic support from merchants and trade partners, positioning Hong Kong as the centre of Christmas celebrations in Asia.

「2005 香港繽紛冬日節」反應熱烈

每年一度廣受旅客歡迎的「香港繽紛冬日節」，於11月25日啟動。重點項目——「聖誕歡樂小鎮」規模更勝往年。在商戶和業界夥伴的熱烈支持下，冬日節將香港推廣為亞洲慶祝聖誕的焦點城市。



A Symphony of Lights

Hong Kong's nightly multimedia show, A Symphony of Lights, was recognised by Guinness World Records in November as the world's "Largest Permanent Light and Sound Show". On 23 December, the show was expanded to cover 33 buildings on both sides of the city's Victoria Harbour.

「幻彩詠香江」榮膺世界紀錄

11月，香港每晚舉行的「幻彩詠香江」多媒體燈光音樂匯演獲列入《健力士世界紀錄》，成為全球「最大型燈光音樂匯演」。12月23日，匯演的規模更進一步擴大，維港兩岸參與匯演的建築物增至33幢。



Individual Visit Scheme

The Individual Visit Scheme (IVS) for Mainland visitors was extended to the cities of Chengdu, Jinan, Shenyang and Dalian in November, providing Hong Kong with yet more opportunities for exposure in secondary cities in Mainland China, its biggest source of visitors.

「個人遊」措施進一步擴展

內地是香港最大的客源市場。隨著「個人遊」措施於11月進一步延伸至另外四個內地城市，即成都、濟南、瀋陽及大連，香港可以向更多二線城市加強推廣。



Discover Hong Kong Year Challenge

To provide front-line retail and wholesale travel agents around the world with greater knowledge of the city's new and existing tourism products, the HKTB launched an interactive online competition – the 2006 Discover Hong Kong Year Challenge – in October. Some 6,000 entries were received, and more than 80 winners were offered exclusive familiarisation visits to experience Hong Kong for themselves.

「2006 精采香港旅遊年大挑戰」

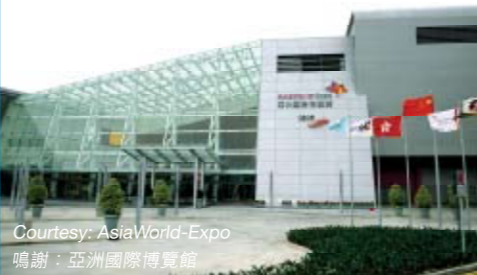
旅發局於10月份，推出「2006精采香港旅遊年大挑戰」網上互動遊戲，以加深全球旅遊零售及批發商前線人員，對香港嶄新及現有旅遊產品的認識。遊戲共吸引了約6,000名參賽者，而勝出的80多名參賽者獲邀來港考察，讓他們親身體驗香港的旅遊魅力。

AsiaWorld-Expo

The 70,000-square-metre AsiaWorld-Expo, Hong Kong's newest exhibition and events venue, was opened in December. The new facility enhances the city's ability to stage large-scale international events, reinforcing Hong Kong's position as Asia's events capital and one of the world's leading MICE destinations.

亞洲國際博覽館

佔地七萬平方米的亞洲國際博覽館於12月正式開幕。該館是香港最新的展覽及活動場地，有助提升香港舉辦大型國際盛事的能力，並鞏固香港作為「亞洲盛事之都」，以及國際級會展及獎勵旅遊之都的地位。



WTO Ministerial Conference

The Sixth World Trade Organization Ministerial Conference met in Hong Kong in mid-December. Offering hospitality to delegates on behalf of the host city, the HKTB provided visitor information on site at the Hong Kong Convention and Exhibition Centre, and arranged a programme of tours and entertainments.



世貿部長級會議在港舉行

「世界貿易組織第六次部長級會議」於12月中在香港舉行。為向與會代表展示香港作為主辦城市的好客熱誠，旅發局在香港會議展覽中心現場提供詳盡的旅遊資訊，又為與會人士安排豐富的觀光行程和娛樂節目。

New Record in Visitor Arrivals

Visitor arrivals to Hong Kong reached more than 23.35 million in 2005, an increase of 7.1% over the previous year. Spending by visitors also exceeded HK\$100 billion. While arrivals from the Mainland touched more than 12.5 million for the first time, visitor numbers from international markets grew by 13.1% over 2004 to 10.8 million, the highest number ever.

訪港旅客人次創新高

2005年底，訪港旅客升至超過2,335萬人次，較前一年上升7.1%；旅客總消費額則超逾1,000億港元。2005年，來自內地的旅客首次突破1,250萬人次，而來自國際市場的旅客亦刷新紀錄，達1,080萬人次，較2004年上升13.1%。



Countdown to Discover Hong Kong Year

Following an enthusiastic New Year's countdown in Times Square on 31 December, the HKTB launched 2006 Discover Hong Kong Year in the city with a new look for Visitor Information & Services Centres and front-line staff uniforms, new meet-and-greet programmes at ports of entry and a range of community-involvement initiatives. These included an e-invite programme designed to mobilise the general public to invite overseas friends and relatives to visit Hong Kong.

正式踏入「2006 精采香港旅遊年」

12月31日大除夕晚，旅發局在銅鑼灣時代廣場熱鬧的新年倒數活動後，正式啟動「2006精采香港旅遊年」。旅發局的旅客諮詢及服務中心和前線人員的制服均換上新裝。另外，旅發局在各個入境口岸加強歡迎及接待旅客的服務，以及開展一連串與社會各界合作的推廣活動，包括鼓勵市民大眾發出「e請卡」，邀請世界各地親友來港旅遊。



Campaign Launch in Manila & Beijing

Consumer launches of the 2006 Discover Hong Kong Year campaign continued in short-haul markets, with roll-outs in Manila and Beijing, in January and March respectively. Activities to introduce the campaign to other markets were also planned for later in the year.

於馬尼拉及北京啟動「精采香港旅遊年」

旅發局陸續在短途市場啟動「2006精采香港旅遊年」的消費者推廣活動：在馬尼拉及北京的推廣，分別於1月和3月展開。而在其他市場的推廣活動，則計劃於年內陸續舉行。



Meeting Your Choice

The two-year Meeting Your Choice convention campaign was launched in January. Supported by 40 local trade partners, the initiative is designed to attract major international events to the city by stressing Hong Kong's unique advantages as a destination, as well as through a programme of special privileges and perks.

推出「香港—最佳會議之選」

旅發局於1月份推出為期兩年的「香港—最佳會議之選」推廣計劃。這項計劃得到40家本地業界的支持，希望通過連串富吸引力的優惠，以及加強推介香港的旅遊優勢，吸引更多大型國際盛事來港舉行。



HKTB Office in Chengdu

The HKTB further extended its marketing and promotional footprint to secondary and emerging regions of the Mainland with the February opening of its fourth office, in the city of Chengdu.

成都辦事處啟用

2月份，旅發局第四個內地辦事處於成都開幕，以便將推廣及宣傳工作覆蓋至更多內地二線城市和新興地區。



Lamma Fisherfolk Village

The Lamma Fisherfolk Village, a new attraction on Lamma Island, opened in March. Leveraging on the popular themes of culture, heritage and nature, the Village showcases the unique lifestyle of one of Hong Kong's traditional island communities.

「南丫島漁民文化村」開幕

嶄新旅遊景點「南丫島漁民文化村」於3月正式開幕。文化、傳統和綠色旅遊一向廣受旅客歡迎，而這個新景點正好向旅客展示香港離島仍保留的傳統生活方式。



My Hong Kong Family

The HKTB introduced the "My Hong Kong Family" programme in March, stimulating local community involvement in the 2006 Discover Hong Kong Year campaign by encouraging Hong Kong families to design a visit itinerary for an overseas family – a key target segment of the campaign.

推出「家·家樂悠遊」計劃

家庭旅客是「2006精采香港旅遊年」的目標客群。旅發局於3月推出「家·家樂悠遊」計劃，鼓勵本港市民和家庭為海外家庭設計旅遊行程。

Cathay Pacific International Chinese New Year Night Parade

The 2006 Cathay Pacific International Chinese New Year Night Parade, which marked the 10th anniversary of the signature event, drew crowds to Central and Wan Chai districts on 29 January. Showcasing Hong Kong's unique fusion of Chinese traditions and world cultures, the spectacle featured 15 performing groups from 14 countries and regions. Covered by representatives of more than 70 media organisations, the Mega Event was also watched by millions of TV viewers around the world.

「國泰航空新春國際匯演之夜」慶賀新歲

旅發局於1月29日農曆年初一舉行「國泰航空新春國際匯演之夜」，是本港賀歲巡遊的10周年慶典，吸引數以萬計觀眾在中環及灣仔一帶欣賞。參與匯演的包括來自全球14個國家和地區共15支國際表演隊伍，充分展示香港中西薈萃的特色。此外，超過70家傳媒機構採訪這項盛事，全球亦有數以百萬計的電視觀眾透過轉播欣賞。

Culture & Heritage Celebration

The HKTB announced that a new Mega Event, the Culture & Heritage Celebration, would be held in late April and early May. The event will showcase Hong Kong's unique culture and heritage, which are especially appreciated by visitors from long-haul markets.

首辦「傳統節慶巡禮」

旅發局公佈於4月底至5月初舉辦嶄新大型活動「傳統節慶巡禮」，推介香港地道的文化傳統，這類文化傳統特色對長途市場的旅客別具吸引力。



MITT

To leverage the growth opportunities in the emerging Russian market, the HKTB enhanced its presence at the Moscow International Travel and Tourism Exhibition (MITT).

參與「莫斯科國際旅遊展」

旅發局把握俄羅斯這新興市場日漸增長的趨勢，更積極參與「莫斯科國際旅遊展」。



Quality Tourism Services Scheme

The HKTB achieved its target to have 6,000 outlets accredited under the Quality Tourism Services (QTS) scheme in March. This is a full year earlier than anticipated and was equivalent to some 40% of all eligible outlets. As well as enlisting greater participation, the HKTB launched a new benchmarking service, which offers a mechanism enabling merchants to effect continuous improvements in standards, as well as the Quality Ambassador Programme.

強化「優質旅遊服務」計劃

「優質旅遊服務」計劃的認證商舖數目，於3月份達到6,000間的目標，而且較原先估計提早一年達標，而認證商舖的數目，已約佔全港合資格商舖的四成。除了致力推動更多商戶參與計劃外，旅發局特別為認證商戶推出全新的「基準參照服務」，讓商戶持續提升服務水平。另外，又舉辦「優質大使計劃」培訓課程。