

Taiwan

台灣

Visitor numbers from Taiwan grew modestly to more than 2.13 million in 2005, confirming the island's position as Hong Kong's second-largest single source of arrivals. An increase in leisure traffic contributed to a 13.4% growth in overnight visitors from Taiwan.

2005年，來自台灣的旅客穩步上升至超過213萬人次，令台灣繼續成為香港第二大的單一客源市場。同時，消閒旅客的人數亦有所增加，令來自台灣的過夜旅客錄得13.4%的升幅。

MARKET OVERVIEW

Hong Kong remains a popular destination among visitors from Taiwan, especially for its international shopping, dining, close proximity for short-break travel, and familiar language and culture. The addition of major new tourism attractions to the product mix offers an excellent opportunity to rejuvenate marketing by positioning Hong Kong as a diverse destination with an attractive combination of luxury, style and excellent shopping.

The August 2005 launch of direct charter flights from Taiwan's central city of Taichung also contributed to arrivals by offering a convenient new departure point for visits to Hong Kong, as well as further impetus to developing secondary cities on the island.

Competitive pressures remain. In February 2006, for example, Japan granted visa-free entry to Taiwanese citizens for stays up to 90 days, making trips to this popular destination easier than ever. New low-cost services, such as those between Taiwan and Korea, also exerted a negative effect on arrivals to Hong Kong, as did direct charter flights to Mainland China during major public holidays; and direct ferry services from Hong Kong International Airport's SkyPier to destinations in the Pearl River Delta.

MARKET STRATEGIES

The key target segments were families with children, young office ladies and men, and business travellers, including MICE visitors. With Greater Taipei accounting for some 80% of Taiwanese visitors to Hong Kong, the HKTB continued to direct much of its activity at this geographic area. At the same time, however, heavier promotional work was undertaken in secondary cities, such as Kaohsiung and Taichung, to build further growth.

市場概覽

香港一直是台灣旅客嚮往的旅遊勝地。香港不但提供國際級的購物及美食樂趣，在語言及文化方面，亦令台灣旅客倍感親切，加上與台灣距離不遠，是旅客享受短假期的好去處。隨著眾多嶄新大型旅遊景點落成啟用，旅發局把握機會，將香港重新推廣為更多元化的旅遊勝地，強調香港能為旅客提供時尚、富品味而又頂級的購物樂趣。

2005年8月，由台中市直飛香港的包機投入服務，除了為台灣旅客提供一個嶄新而又方便的途徑來港之外，亦有助本港進一步開拓台灣的二線城市，推動旅客人次的增長。

不過，市場的競爭情況仍對旅遊業績構成一定的壓力。例如，日本在2006年2月實施新例，容許台灣公民免簽證入境90日，令旅客前往日本旅遊更加方便。其他因素包括往來台灣及韓國等地的廉價航空服務、在長假期直飛內地的包機，以及從香港國際機場海天客運碼頭直接前往珠江三角洲的渡輪服務。

推廣策略

在台灣，旅發局的主要目標客群包括育有子女的家庭、年輕白領男女及商務旅客，當中包括出席會議、展覽及獎勵旅遊活動的人士。來自台灣的訪港旅客之中，約有80%均來自大台北地區，因此，旅發局繼續集中在當地推廣。另外，旅發局亦同時加強在二線城市如高雄和台中的宣傳工作，吸引更多旅客訪港。

The HKTB continued to run fully integrated marketing programmes, using advertising, trade campaigns, PR campaigns, media familiarisation trips, travel fairs and online promotions. It maintained its focus on growing leisure travel, a category that accounted for more than half the overnight arrivals from the island in 2005. The HKTB leveraged the Mega Events programme to encourage short-break travel among this category.

Working with the travel trade

Taiwan's news and travel-trade media gave a positive response to Hong Kong's new major attractions, especially Hong Kong Disneyland, in 2005. These have significantly strengthened Hong Kong's appeal to family visitors and enabled the HKTB's trade partners to expand their range of tours by packaging the new products announced as part of 2006 Discover Hong Kong Year. A number of agents, including Life Tour and Lion Travel, all launched very attractive Hong Kong Disneyland packages to attract the family segment.

Hong Kong – Say it Loud, Say it Sweet!

The Hong Kong WinterFest promotion, which sold almost 57,000 packages, was launched with a press conference offering a limited number of luxury tours from EZ Travel – Taiwan's biggest travel website – at the price of NT\$99,999. Daily radio coverage and an Internet blog by radio DJ and celebrity Tom Wang used the tag line "Love in Hong Kong – Say it Loud, Say it Sweet!" to achieve mass-market exposure, and were supported by newspaper advertorials and a media familiarisation visit to Hong Kong.

旅發局繼續推行綜合的市務推廣工作，廣泛運用廣告、業界及公關宣傳、傳媒考察團、旅遊展銷及互聯網等宣傳途徑。2005年，來自台灣的過夜旅客之中，超過一半均屬於消閒旅客的類別。年內，旅發局繼續集中推動消閒旅客的增長，並借助推廣大型活動的機會，吸引他們來港享受短假期。

與業界合作無間

2005年，香港新落成的景點，特別是香港迪士尼樂園，均成為台灣新聞及旅遊業界傳媒的追訪焦點，獲得廣泛報道。這些新景點不但加強了香港對家庭客群的吸引力，而且，旅遊業界亦可以重新包裝及推廣「2006精采香港旅遊年」內的旅遊產品，為旅客提供豐富的行程選擇。部分旅行社如五福旅行社及雄獅旅行社，便推出極富吸引力的香港迪士尼樂園配套行程，藉此吸引家庭旅客。

愛在香港 甜言蜜語

旅發局在台灣進行的「香港繽紛冬日節」推廣活動，共銷售約57,000個訪港行程。在啟動宣傳攻勢的新聞簡報會上，便推介由台灣最大的旅遊網頁—「易遊網」提供的限量豪華旅程，團費為99,999新台幣。此外，旅發局亦邀請了台灣名人兼電台節目主播王文華，每日在電台節目及互聯網誌推廣香港，並以「愛在香港甜言蜜語大公開」為宣傳口號，以引起消費者的廣泛注意。旅發局亦透過報章專輯，以及組織傳媒來港考察，以加強宣傳效果。

- ▶ Using the slogan "Love in Hong Kong – Say it Loud, Say it Sweet!" radio DJ and celebrity Tom Wang's Internet blog helps achieve mass exposure for the city
台灣名人兼電台節目主播王文華在其互聯網誌，以「愛在香港甜言蜜語大公開」為口號推廣香港，提升香港的名知度



The HKTb also worked with travel-trade partners to leverage the Mega Events programme, as well as other events organised by third parties. Its promotion for 2005 Hong Kong WinterFest in Taiwan positioned Hong Kong as a romantic getaway to leisure travellers. Using integrated marketing to maximise reach and exposure, the campaign featured luxury tours that proved highly successful in driving arrivals, with excellent media coverage and sales of more than 42,000 packages from Taipei and over 14,500 from Kaohsiung.

In a further effort to attract leisure travellers, a Chinese New Year booster campaign was launched for the first time ever in Taiwan to build awareness of 2006 Discover Hong Kong Year and the Cathay Pacific International Chinese New Year Night Parade, as well as to leverage the appeal of new offerings, such as Hong Kong Disneyland, for family visitors. The HKTb worked with Cathay Pacific Airways (CX), China Airlines (CI), EVA Air and local travel agents to sell 15,500 special FIT packages from Taipei, and with CX and CI to sell a further 4,000 family packages from Kaohsiung.

Chinese New Year campaign boosts arrivals

Integrated marketing supported by celebrity endorsement ensured an extensive reach for the Chinese New Year booster campaign in Taiwan. Publicity included a three-episode TV programme on Taiwan's TVBS News and full-page newspaper advertorials showcasing Hong Kong's family appeal over Chinese New Year. A promotion with the *China Times* highlighting the experiences of a celebrity family visiting Hong Kong Disneyland was also complemented by a lucky draw. Other media coverage was developed to focus on itinerary planning over Chinese New Year, Hong Kong's new hotels, and horseracing at Happy Valley and Sha Tin. The campaign attracted almost 20,000 visitors from Taipei and Kaohsiung.

旅發局亦與旅遊業界合作推廣本身所舉辦的大型活動之外，並推介由其他團體舉辦的精彩節目。以「2005 香港繽紛冬日節」為例，旅發局便向消閒旅客推廣香港為浪漫的渡假勝地。這項宣傳活動介紹一些豪華享受的旅程，並利用多元化的手法，盡量擴大推廣層面，結果不但獲得傳媒廣泛報道，更在台北及高雄分別銷售了超過 42,000 及 14,500 個訪港行程。

為進一步吸引消閒旅客，旅發局於農曆新年期間，首次在台灣推出強效市場推廣計劃，宣傳「2006 精采香港旅遊年」及「國泰航空新春國際匯演之夜」，此外，又借助嶄新景點如香港迪士尼樂園，加強對家庭旅客的吸引力。在台北，旅發局與國泰航空、中華航空、長榮航空及當地旅行社合作銷售 15,500 個特色自助旅遊行程。在高雄，又與國泰航空及中華航空合作，銷售 4,000 個家庭旅遊行程。

香江新歲 旅客紛至

旅發局在台灣的綜合推廣工作，得到名人的鼎力支持，令農曆新年強效推廣計劃取得廣泛的宣傳效應。其中，旅發局透過台灣無線衛星新聞台一連三集的電視節目，以及全版的報章專輯，突顯了香港農曆新年對家庭旅客的吸引力。另外，旅發局又與《中國時報》合作推廣，重點報道一個名人家庭在香港迪士尼樂園的旅遊體驗，並舉辦幸運大抽獎配合宣傳。其餘的傳媒報道，則集中介紹香港春節期間的節目選擇、香港新落成的酒店，以及跑馬地及沙田的賽馬活動。以上的推廣活動，吸引近 2 萬名來自台北及高雄的旅客。



◀ Leveraging 2006 Discover Hong Kong Year and the Cathay Pacific International Chinese New Year Night Parade, the HKTb launches its first Chinese New Year booster campaign in Taiwan
藉著「2006 精采香港旅遊年」及「國泰航空新春國際匯演之夜」的效應，旅發局在春節期間首次在台灣推出強效市場推廣計劃

Trade marketing in Taiwan

Trade-oriented initiatives included a travel mission to Taipei and Kaohsiung in early May, when representatives of 26 Hong Kong hotels and two travel agents met 140 Taiwanese travel-trade professionals. This was followed by the HKTb's participation in the Kaohsiung Travel Fair in May 2005, an important consumer event. To equip front-line staff with in-depth knowledge of Hong Kong for 2006 Discover Hong Kong Year, the HKTb also ran a series of seminars for key travel agents in the first quarter of 2006 in Taipei and Kaohsiung, and in Changhua, Chiayi, Miaoli, Tainan and Taichung.

PROSPECTS

The HKTb's Taiwan team will continue to focus its marketing effort on the family segment as a primary target, while exploring other high-yield leisure segments using "niche" offerings, such as luxury tours, and aggressively developing the MICE market to sustain and build visitor numbers. The Board will work with travel agents to offer family group tour packages that include Hong Kong Disneyland and Ocean Park, develop high-end product packages, and showcase Hong Kong's hidden treasures to stimulate interest in 2006 Discover Hong Kong Year.

Scope also exists to build visitor numbers from secondary cities, where consumers are receptive to new attractions, such as Hong Kong Disneyland. The HKTb will work with airlines and local travel agencies to develop suitable products.

旅遊業界推廣

5月初，旅發局組織了旅遊業訪問團前往台北及高雄。在這次訪問活動中，來自香港26間酒店及兩間旅行社的代表，與140位台灣旅遊業界專業人士會面。隨後，旅發局又把握接觸台灣消費者的良機，參加於2005年5月在高雄舉行的旅遊展覽會。2006年首季，旅發局在台北、高雄、彰化、嘉義、苗栗、台南及台中，為主要旅行社舉辦了一系列研討會，以增加前線銷售人員對「2006精采香港旅遊年」的認識。

展望

旅發局在台灣市場將繼續以家庭客群為策略重點，又會推出切合各類高效益消閒客群口味的特色行程，例如豪華旅程，以及積極吸引會展及獎勵旅遊客群，以維持市場的增長。在推廣項目方面，旅發局將加強與旅行社合作，推出包括香港迪士尼樂園及海洋公園在內的家庭旅遊行程，又會發展高檔次的旅程，並會展示香港以往較少為人知的旅遊寶藏，吸引旅客留意「2006精采香港旅遊年」。

旅發局正研究加強在二線城市的推廣工作，以提升旅客人次。二線城市的消費者對香港的新景點如香港迪士尼樂園，普遍較感興趣，旅發局將積極與航空公司及當地旅行社合作，開發合適的旅遊產品。

- ▶ A mission by the Hong Kong Exhibition and Convention Industry Association to Taipei in October 2005 is jointly supported by the HKTb and the Hong Kong Trade Development Council
旅發局與香港貿易發展局支持香港展覽會議業協會於2005年10月組織旅遊業訪問團前往台北

