

The Americas

美洲

Arrivals from the Americas reached 1.56 million, an increase of almost 12% over the previous year. The United States (US) contributed 1.14 million, while Canada also achieved an all-time high of more than 308,000 visitors. Combined arrivals from the emerging Central and South American markets also doubled compared with 2004.

來自美洲的旅客達 156 萬人次，與之前一年相比，升幅接近 12%。當中 114 萬人次來自美國，而加拿大旅客則創歷年新高，超過 308,000 人次，至於來自中美及南美洲這些新興市場的旅客，亦較 2004 年上升一倍。

MARKET OVERVIEW

Sound economies in both the US and Canada helped stimulate interest in leisure visits to Asia, while business travel to Hong Kong, Mainland China and elsewhere in the region continued to rise. Increased air capacity between Hong Kong and the US was a further factor in Hong Kong's favour. The growing number of flights between Canada and such Asian gateways as Seoul, Beijing, Shanghai and Guangzhou also created opportunities for Hong Kong to capitalise on multi-destination itineraries.

In the US, the HKTB's priority continues to be the affluent middle-aged, a visitor segment with a high propensity to travel internationally. In Canada, the primary focus was on families, middle-aged couples and seniors in the four primary geographic regions of Ontario, British Columbia, Quebec and Alberta. In both markets, the travel trade expressed their optimism about the new attractions that form the backbone of 2006 Discover Hong Kong Year.

MARKET STRATEGIES

With Hong Kong's culture and heritage attractions and hidden treasures greatly appreciated by targeted affluent segments in the US, the HKTB co-operated with major partners to develop coverage in their preferred media, and convey messages that resonated with their lifestyle.

Powerful integrated marketing with NBC TV in the US

To maximise awareness of Hong Kong and its expanded choice of tourism offerings, the HKTB launched the 2006 Discover Hong Kong Year in The Americas in October 2005, with press conferences and receptions in Toronto, New York City and Los Angeles. An intensive multimedia campaign was implemented with the NBC TV network, a strategic partner

市場概覽

美國及加拿大的經濟穩健發展，有助推動當地旅客前往亞洲消閒渡假，與此同時，由美洲前往香港、中國內地及亞洲其他目的地的商務旅客亦持續增加，加上來往香港及美國的航班愈來愈多，均為本港旅遊業增添有利的因素。此外，往返加拿大及亞洲其他樞紐如首爾、北京、上海及廣州的航班數目上升，亦為香港帶來更多推廣「一程多站」行程的機會。

在美國，旅發局繼續以富裕的中年人士為首要的目標客群，這類客群極喜歡到世界各地旅遊。在加拿大，旅發局則以四個主要省份，即安大略省、卑詩省、魁北克省及艾伯塔省的家庭、中年夫婦及長者為主要目標客群。令人振奮的是，在美、加兩地的旅遊業界均表示，對「2006 精采香港旅遊年」內重點推介的新景點充滿信心。

推廣策略

在美國，由於富裕的目標客群對香港的傳統、文化，以及較少為人知的旅遊特色特別感興趣，旅發局與主要的業界夥伴合作，吸引廣受這類客群歡迎的媒體報道香港，並且發放迎合他們口味的訊息。

夥拍美國 NBC TV

為提升香港的知名度，以及推廣更多元化的旅遊選擇，旅發局於 2005 年 10 月在美洲啟動「2006 精采香港旅遊年」，分別在多倫多、紐約市及洛杉磯舉行新聞發佈會。此外，旅發局又與美國的 NBC TV 結成策略性夥伴，利用其網絡推出強大的多媒體推

selected by the HKTB for its unrivalled distribution channel for exposure, and its ability to deliver value and benefits in terms of promotional events and co-operative campaigns.

廣活動。旅發局選擇與 NBC TV 合作，是因為該公司擁有覆蓋廣泛的宣傳渠道，不單有助增加香港的曝光率，亦能取得更大的宣傳效益。

Creating a powerful strategic partnership

To mark the launch of 2006 Discover Hong Kong Year in the United States, the HKTB and its partner the NBC TV network embarked on a multi-channel marketing campaign in Los Angeles, New York and San Francisco.

夥伴合作 效力顯著

為配合在美國啟動「2006 精采香港旅遊年」，旅發局與合作夥伴 NBC TV 網絡，在洛杉磯、紐約及三藩市展開多元化的市場推廣活動。

- October 2005 was declared “Discover Hong Kong Month”, with five-second billboards and supplementary 15- and 30-second slots promoting Hong Kong’s shopping and dining, culture and heritage, the outlying islands, and the contrasts of city, harbour and greenery.
- Along with the 30-second 2006 Discover Hong Kong Year TV commercial, TV coverage was extended to feature-style programmes showcasing Hong Kong on multiple channels, including the Travel Channel, USA TV Network, PBS-TV Network, Fine Living TV, National Geographic and many more. This was followed by 30-second TV commercials, and online flash videos on NBC TV in New York and Los Angeles. In New York, NBC aired the 30-second 2006 Discover Hong Kong Year commercial on the iconic JumboTron in Times Square for a whole month, at no cost to the HKTB.
- NBC TV also teamed up with the HKTB for the Los Angeles launch of 2006 Discover Hong Kong Year, attended by 250 guests, including travel-trade partners, media and VIPs.

- 2005年10月獲定為「精采香港旅遊月」，在廣告牌播放5秒的宣傳片，並輔以15秒及30秒的短片，推介香港的購物、飲食、歷史文化、離島景色，以及都市、海港及綠色景致的鮮明對比。
- 除了30秒的「2006 精采香港旅遊年」電視廣告外，還於多個電視頻道包括 Travel Channel、USA TV 網絡、PBS-TV 網絡、Fine Living TV 及國家地理頻道等播放特輯，展示香港的旅遊特色。之後，又在紐約及洛杉磯的 NBC TV 播放30秒的電視廣告，以及網上宣傳短片。在紐約，NBC 更整個月在時代廣場的大型戶外熒幕，免費為旅發局播放30秒的「2006 精采香港旅遊年」廣告。
- NBC TV 亦夥拍旅發局，於洛杉磯舉行「2006 精采香港旅遊年」啟動儀式，當日共有250位嘉賓出席，當中包括旅遊業界夥伴、傳媒及多位貴賓。



▲ The HKTB's strategic partnerships with NBC TV and other media partners in the US enable powerful integrated marketing
 旅發局與美國 NBC TV 及其他傳媒合作，推出強大的綜合推廣活動

The tie-up was extremely effective in terms of generating exposure, especially with the customised link to the HKTB's 2006 Discover Hong Kong Year website, which generated some 10 million page views and a million unique users every month over the promotion's four-month duration. It also benefited HKTB's trade partners as their respective travel packages to Hong Kong were featured on a dedicated page on NBC-TV 4's website, rated the number one in the market.

Promoting culture and heritage to affluent Americans

With research showing that affluent segments are very interested in culture, the HKTB's promotional platform in the US emphasises Hong Kong's cultural heritage and traditions. Examples during the year included Hong Kong Day held in April 2005 in San Francisco's Union Square, in co-operation with the Hong Kong Economic and Trade Office and Macy's, in conjunction with the latter's annual Flower Show. The HKTB direct-mailed Macy's entire customer base and ran adverts focusing on Hong Kong's cultural attractions in the *San Francisco Chronicle*.

In January 2006, a record number of US performers took part in the 2006 Cathay Pacific International Chinese New Year Night Parade, including the Philadelphia Eagles Cheerleaders who were joined by six highly entertaining mascots of NFL (National Football League) teams and the UCLA Bruin Marching Band. Coverage of the celebrations by National Geographic TV and Discovery Channel provided extensive global publicity.

這次合作對於增加香港曝光率的成效相當顯著，特別是旅發局的「2006精采香港旅遊年」網頁，與在市場上享負盛名的NBC-TV 第四頻道網站連結，在四個月的推廣期內，便錄得約1,000萬瀏覽次數，每月亦有100萬名新用戶登入。而旅發局業界夥伴推出的配套行程，亦透過該頻道的網站專頁而得到推廣。

向富裕旅客推廣傳統文化

市場調查顯示富裕的客群對傳統文化特別感興趣，旅發局在美國的推廣平台亦集中推介香港這方面的特色。例如，2005年4月，旅發局與駐三藩市的香港經濟貿易辦事處及Macy's合作，藉Macy's舉辦年度花卉展覽期間，在三藩市的聯合廣場舉辦「香港日」。旅發局更向Macy's的客戶寄送直郵，並在《San Francisco Chronicle》報章刊登專題廣告，集中介紹香港的文化景點。

2006年1月，在旅發局主辦的「2006國泰航空新春國際匯演之夜」，來自美國的表演藝人數目刷新紀錄，當中包括美國費城飛鷹啦啦隊、NFL (National Football League) 六隻趣緻可愛的吉祥物，以及美國加州大學步操樂隊。美國國家地理頻道及Discovery Channel亦專程來港採訪這次盛會，在全球營造廣泛的宣傳效應。



▲ Cheerleaders for the US National Football League's Philadelphia Eagles energise the 2006 Cathay Pacific International Chinese New Year Night Parade

美國費城飛鷹啦啦隊為「2006國泰航空新春國際匯演之夜」增添活力動感



▲ Announced in March 2006, the HKTB's Culture & Heritage Celebration Mega Event is widely promoted in the region
旅發局於2006年3月宣佈舉辦「傳統節慶巡禮」，並在美洲區廣泛推廣

In February and March 2006, the HKTB teamed up with sports brand New Balance for a Culture & Heritage Celebration campaign in San Francisco in support of the new Mega Event to be held in Hong Kong in April. A number of travel agents developed Culture & Heritage Celebration packages, including Aberdeen Travel, Gate 1 Travel, Maupintour, Pleasant Holidays, Orient Flexi and Pax Tours. A further Culture & Heritage marketing programme, including TV and online promotion, and online booking, involved CBS-TV Network and Gate 1 Travel in New York, Chicago and Miami, and Pleasant Holidays in Los Angeles.

The value of partnership marketing

Maximising promotional channels through co-operation with third parties, the HKTB tied up with Samsonite in the “Shop It!” promotion, which provided in-store exposure for the 2005 Hong Kong Shopping Festival in more than 200 of the leading travel brand’s stores across the US. A “Shopper of the Year” sweepstakes was also held in conjunction with *Shop Etc*, the leading magazine with print and online editions, which generated wide publicity.

Meanwhile, to leverage the Hong Kong – Live it, Love it! campaign and promote Hong Kong’s culinary charms, the HKTB ran a “Taste It!” promotion with Cathay Pacific and more than 100 Chinese restaurants in southern California. Oversized posters and dining table tent cards for “Taste It!” travel packages from the HKTB’s trade partners were displayed in and distributed by all participating dining establishments.

在2006年2月及3月，旅發局與運動用品品牌New Balance合作，在三藩市為4月份在香港舉行的新增大型活動－「傳統節慶巡禮」進行推廣，多間旅行社包括Aberdeen Travel、Gate 1 Travel、Maupintour、Pleasant Holidays、Orient Flexi及Pax Tours均推出以傳統節慶為主題的配套行程。此外，旅發局更透過在紐約、芝加哥及邁阿密的CBS-TV網絡及Gate 1 Travel，以及洛杉磯的Pleasant Holidays，推出有關「傳統節慶巡禮」的電視及互聯網推廣活動，以及網上預訂行程服務。

聯合推廣加強宣傳效益

旅發局充分利用合作機構的渠道作推廣，例如與著名的行李箱品牌「新秀麗」合作，舉辦名為「Shop It!」的推廣活動，透過該品牌遍佈美國的200多間零售店，宣傳「2005香港購物節」。此外，旅發局亦與著名雜誌《Shop Etc》及其網站合辦「香港購物通」抽獎遊戲，營造廣泛的宣傳效應。

同時，旅發局以「香港－樂在此，愛在此！」宣傳活動為基礎，推廣香港美食的吸引力。旅發局與國泰航空公司及南加州超過100間中菜食肆合作，推出名為「Taste It!」的推廣活動，並於所有參與的食肆張貼大型海報及擺放宣傳卡，推介「Taste It!」的訪港配套行程。



- ▶ ABC TV and print media give strong coverage of the US competitor who resigns from her job to take part in the 2005 Hong Kong Shopper of the Year Contest, maximising publicity for the city
「2005香港購物通」的美國參賽者不惜辭去工作來港作賽，吸引ABC TV及刊物媒體的注意，並作廣泛的報道，加強比賽的宣傳效應

Focusing on business travellers

The HKTB actively promoted business-cum-leisure travel to Hong Kong to business visitors, a key segment targeted for 2006 Discover Hong Kong Year. The Board worked with the Silicon Valley Leadership Group in California in this connection, hosting a luncheon in February 2006 with the California State Senate President. It also presented 12 CEOs with PDAs pre-loaded with the *Leisure Guide for Business Travellers*, courtesy of NBC. As well as distributing HKTB-Samsonite co-branded gift cards, the HKTB sent a web-based direct mail to members of the Santa Clara Chamber of Commerce and Samsonite's customer base.

Bringing “must-see” Hong Kong to Canada

In Canada, the HKTB continued to promote Hong Kong as Asia's “hottest”, “must-visit” destination through the Hong Kong – Live it, Love it! campaign in the second and third quarters of 2005. A key initiative was the national PR campaign with Rogers Omni TV to leverage the Hong Kong Government's “Hong Kong Connection: Canada and the New China” promotion. The HKTB participated in Calgary's Global Fest 2005 in August by holding a Hong Kong Day.

The official launch of 2006 Discover Hong Kong Year in Canada was held in Toronto in October 2005, when travel-trade guests, media and VIPs watched a presentation on the campaign and Hong Kong's new tourism assets. TV personality Ben Mulroney – son of former Prime Minister Brian Mulroney – joined the Toronto launch, which received national TV, press, radio and online coverage.

重點開拓商務旅遊

由於商務旅客是「2006精采香港旅遊年」的主要目標客群，旅發局積極向他們推廣集商務及消閒活動於一身的訪港行程。在2006年2月，旅發局與美國加州 Silicon Valley Leadership Group 合辦午餐會，出席人士包括加州參議院議長。此外，旅發局又與 NBC 合作向 12 位行政總裁介紹電子手帳版本的《商務旅客樂優游 香港導覽手冊》。旅發局並向 Santa Clara Chamber of Commerce 的成員及「新秀麗」的客戶發送電子直郵，並派發印有旅發局與「新秀麗」標誌的優惠券。

推廣香港為「必到」之地

在加拿大，旅發局透過「香港—樂在此，愛在此！」宣傳活動，在 2005 年的第二及第三季，繼續推廣香港為亞洲的旅遊「熱點」及「必到」的旅遊勝地。其中一項主要活動，是在香港特區政府於加拿大宣傳「香港動力繫加中」電視特輯期間，與 Rogers Omni TV 合辦全國性的公關活動。旅發局更於 8 月份參與卡加利的「Global Fest 2005」，並舉辦「香港日」活動。

旅發局於 2005 年 10 月在多倫多正式啟動「2006 精采香港旅遊年」，出席儀式的包括旅遊業界嘉賓、傳媒，以及多位知名人士，更有當地電視界名人，即前總理 Brian Mulroney 的兒子— Ben Mulroney 蒞臨參加。旅發局在會上介紹「精采香港旅遊年」及香港的嶄新旅遊景點，是次活動得到全國的電視、刊物、電台及互聯網報道。

- ▶ Canadian TV personality Ben Mulroney (second left) gives 2006 Discover Hong Kong Year a celebrity send-off at the campaign's Toronto launch in October 2005
旅發局於 2005 年 10 月在多倫多正式啟動「2006 精采香港旅遊年」，當地電視界名人 Ben Mulroney（左二）亦蒞臨參加



Showcasing Mega Events in Canada

There was extensive promotion of Hong Kong's Mega Events in Canada during the year in review. Highlights of the year's marketing activities included print and online advertising, editorial coverage for the Hong Kong Shopper of the Year Contest in *Lou Lou Magazine*, and features and advertising in *Ming Pao Daily News*. For Hong Kong WinterFest, a tie-up with Toronto Chinese Radio included interviews, a talk show, on-location broadcasts, a competition and an online promotion. The HKTB organised a media familiarisation trip to Hong Kong for the 2006 Cathay Pacific International Chinese New Year Night Parade, along with feature placements, media receptions, a trade promotion and a visit to Hong Kong by a Canadian performing group.

突顯盛事魅力

在加拿大，旅發局利用多個渠道推廣香港的大型活動，除了刊物及互聯網廣告之外，《Lou Lou》雜誌亦專題報道「香港購物通」比賽，而當地《明報》亦刊登專輯及廣告。旅發局亦與多倫多中文電台合作，透過專訪、清談節目、直播節目、比賽及互聯網推廣「香港繽紛冬日節」。在「2006 國泰航空新春國際匯演之夜」期間，旅發局除了刊登專題專輯、舉行新聞發佈會、業界推介活動及邀請加拿大的表演隊伍參與之外，更安排傳媒來港考察及採訪盛況。

Culture and heritage promotion goes west

To promote the Culture & Heritage Celebration in Canada, the HKTB partnered with the Hong Kong Economic and Trade Office, as well as Jack FM Radio and CanWest MediaWorks, Canada's largest and most diversified media company. A programme in Vancouver featured *Wushu*, Cantonese opera, a Hong Kong Heritage Museum exhibition and a reception and dinner for media. A co-operative promotion with *Ming Pao Daily News* produced six Hong Kong travel features and sweepstakes focusing on culture and heritage. The tie-up with CanWest MediaWorks was an integrated programme involving online, TV and newspapers.

文化傳統 中西交融

旅發局在加拿大與駐當地的香港經濟貿易辦事處、Jack FM Radio 及當地規模最大的多媒體公司 CanWest MediaWorks 合作，推廣「傳統節慶巡禮」。在溫哥華的推廣活動內容包括介紹武術、粵劇、香港文化博物館的展覽，以及傳媒酒會及晚宴。此外，旅發局更與當地《明報》合作，製作六篇專題報道，集中介紹香港傳統文化及舉辦抽獎遊戲。而與 CanWest MediaWorks 合作的綜合推廣活動，則包括透過互聯網、電視及報章等渠道作推廣。



▲ The HKTB links up with the Hong Kong Economic and Trade Office in Canada to promote the Culture & Heritage Celebration in Vancouver
旅發局與駐加拿大香港經濟貿易辦事處於溫哥華合作推廣「傳統節慶巡禮」

Complementary destination marketing

In 2005, 89% of overnight visitors from the Americas travelled to more than one destination during their trip to Hong Kong, while 60% and 13% visited Mainland China and Macau respectively. The HKTB leveraged this trend by developing joint destination promotions with the Mainland, Thailand, Japan, Korea, Malaysia and the Philippines. A tie-up with the Tourism Authority of Thailand created the PATH Campaign featuring the dedicated micro-site www.taleof2cities.net, promoting both Hong Kong and Bangkok.

The Board joined the 9+2 Pearl River Delta Challenge trade shows and media receptions in Vancouver and Toronto. It also took part in the Asia Now Roadshow, a joint promotion showcasing Hong Kong, China, Thailand and Korea, and included an Asia Now feature in *Travelweek* – one of Canada's top travel trade titles.

A special supplement in the *Toronto Star* in March 2006 was the first-ever joint consumer initiative between the HKTB and the Japan National Tourist Organization in Canada promoting complementary destination packages. Working with travel agents, the HKTB also developed stopover packages for travellers between Canada and Vietnam.

Trade marketing in the US and Canada

The HKTB was active in a number of important trade shows in North America. In December 2005, the Board attended the United States Tour Operators Association (USTOA) Conference and Marketplace in Florida.

推廣配套旅遊

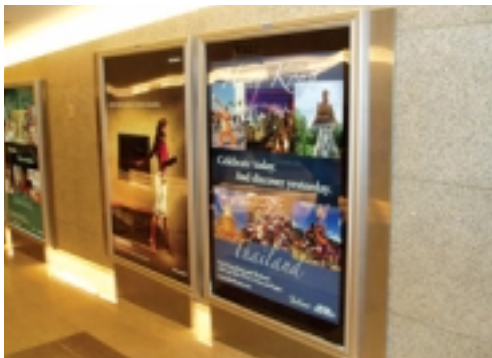
在2005年，來自美洲地區的訪港「過夜旅客」，89%均曾到訪超過一個目的地，而有60%及13%分別曾到訪中國內地及澳門。旅發局把握這趨勢，與內地、泰國、日本、韓國、馬來西亞及菲律賓進行聯合推廣，例如與泰國政府旅遊局合作名為PATH的推廣計劃，並設立專題網站www.taleof2cities.net，同時介紹香港及曼谷兩個目的地。

另外，旅發局亦參與了在溫哥華及多倫多舉行名為「9+2 珠三角互動遊戲」的業界展覽會及新聞發佈會，更參與介紹香港、中國內地、泰國及韓國的「Asia Now」巡迴展覽，並在加拿大頂級業界刊物《Travelweek》雜誌內，刊登有關「Asia Now」的專題報道。

2006年3月，旅發局在加拿大與日本觀光振興會首次合辦消費者推廣活動，在報章《Toronto Star》刊登特輯，推廣配套旅遊行程。旅發局更與多間旅行社合作，為往來加拿大及越南的旅客，設計以香港為中途站的行程。

向美加業界推廣

旅發局積極參與多個在北美洲舉行的主要旅遊業界展銷會。在2005年12月，旅發局參與在佛羅里達州舉行的「美國旅遊代理商協會會議及展覽」。此



- ▲ The HKTB co-operates with the Tourism Authority of Thailand in the PATH Campaign, a joint promotion for both destinations
- ▶ 旅發局與泰國政府旅遊局合作名為PATH的推廣計劃，同時介紹香港及曼谷兩個目的地

As part of the NBC partnership, it also took part in Travel Expo in June 2005, where the HKTB's prominent island booth was themed for the Hong Kong Shopping Festival and attracted TV coverage from Telemundo and NBC. In Canada, the Board participated in the American Society of Travel Agents (ASTA) World Travel Congress in Montreal.

PROSPECTS

Middle-aged visitors, families and seniors, as well as business travellers will remain the priority segments in North America, with the US focusing heavily on the former. In Canada, the HKTB will emphasise Hong Kong's strong family appeal, especially once the full range of new attractions is in operation from late 2006, along with its multi-culturalism, the exciting Mega Events, and the city's proven sophistication and diversity.

Positioning Hong Kong as a key component of multi-destination itineraries will be a priority, especially as HKTB statistics show significant potential. The HKTB will also promote Hong Kong to the non-Chinese ethnic segment to encourage visitors to stop over in Hong Kong before they return to North America.

The Spanish-speaking population in the US is a potentially fertile segment, with growing purchasing power. While the HKTB's marketing focus will continue to be on the gateway cities of New York, San Francisco and Los Angeles, it will also increasingly target secondary cities and regions such as Boston, South Florida, Seattle and Denver. In Canada, the Board will rekindle interest in visiting Hong Kong among seniors and ethnic Chinese.

外，旅發局更夥拍 NBC，參與於 2005 年 6 月舉行的旅遊展覽。旅發局以「香港購物節」為主題的展館，吸引了 Telemundo 及 NBC 電視台採訪。在加拿大，旅發局則參與在蒙特利爾舉行的「美國旅行社協會」世界年會。

展望

在北美洲，旅發局會繼續以中年、家庭、長者，以及商務旅客為優先客群，而在美國更特別以中年客群為主要目標。由 2006 年底開始，本港一系列新景點全面投入服務，旅發局將會在加拿大集中推廣香港的家庭旅遊魅力，並且大力推廣本港的多元文化、精彩的大型活動，以至國際都會及多層面的特色。

據旅發局的統計，香港在「一程多站」旅遊方面具有優厚的發展潛力。旅發局日後的首要工作，便是將香港定位為這類行程內的主要目的地。此外，旅發局會以非華籍的亞裔客群為目標，鼓勵他們在返回北美途中停留香港。

美國的西班牙語族群的消費力正日益增強，是有待開發的潛力客群。旅發局除繼續專注在樞紐城市如紐約、三藩市及洛杉磯進行推廣外，亦會逐步加強在二線城市及地區，例如波士頓、南佛羅里達州、西雅圖及丹佛的推廣工作。在加拿大，旅發局則會積極刺激長者及華裔人士再次來港旅遊的意欲。



▲ HKTB participation in the IT&ME (Incentive Travel & Meeting Executives) Show in Chicago raises Hong Kong's profile to this high-yield segment 旅發局參與在芝加哥舉行的「獎勵旅遊及會議行政人員展覽」，以提升香港於這個高效益客群的知名度