

## HKTB's Olympic Promotions

Hong Kong Tourism Board (HKTB) believes that Hong Kong's hosting of the Olympic and Paralympic equestrian events will provide an excellent platform for elevating Hong Kong once again to the international arena and enhancing the exposure of Hong Kong worldwide.

Leveraging on this golden opportunity, the HKTB has introduced a series of promotional activities overseas to promote equestrian events and capitalise on Hong Kong being an Olympic co-host city, enhancing Hong Kong's position as an international travel destination. Locally, the HKTB has been putting into place various initiatives to enhance travel experiences of in-town visitors and reinforce Hong Kong's image as the 2008 Olympic co-host city.

The following table lists the promotions introduced by the HKTB:

Date	Promotions
March 07	Collaborated with the Information Services Department of HKSAR government to host equestrian journalists from the US, New Zealand, the UK, Australia, Belgium, Germany and the Netherlands to cover Hong Kong's preparation in organising the equestrian events and highlighting the tourism appeal of the city.
July 07	Arranged the visit of a hundred "little journalists" from the Mainland to Hong Kong to cover the celebrations for 10 <sup>th</sup> anniversary of the establishment of HKSAR, to visit the venue for Olympic equestrian events and attend briefing, in an effort to generate publicity about Hong Kong being the Olympic co-host city.
September 07	<p>- Launched mini-site dedicated to the Olympic equestrian events:  <a href="http://www.discoverhongkong.com/equestrian2008">www.discoverhongkong.com/equestrian2008</a></p> <p>- Uploaded equestrian video on Hong Kong Reality Channel, the video sharing channel introduced by the HKTB and hosted by YouTube.</p> <p>Promotions in countries which have teams participating in the Olympic equestrian events or where equestrian sports is popular.</p> <p>New Zealand</p> <ul style="list-style-type: none"> <li>- Launched equestrian promotion with a ceremony officiated by the Chief Executive of the HKSAR in Auckland. Video capturing the making-of of the ceremony was posted on Hong Kong Reality Channel on YouTube.</li> <li>- Collaborated with the Equestrian Sports New Zealand to promote Hong Kong's equestrian events.</li> <li>- Joined hands with China Travel service to offer equestrian tour packages and promoted them on the website.  <a href="http://www.discoverhongkong.com/newzealand/plan/hotdeals/ww_nz_aoth.jhtml#eque">www.discoverhongkong.com/newzealand/plan/hotdeals/ww_nz_aoth.jhtml#eque</a></li> </ul> <p>US</p> <ul style="list-style-type: none"> <li>- Partnered with US Olympic Broadcaster NBC to produce vignettes promoting Hong Kong being the Olympic Co-host city.</li> <li>- Joined hands with US Equestrian Federation (USEF) to introduce consumer promotion.</li> <li>- Worked with travel trade to introduce equestrian-themed tour packages and promoted them on the website.  <a href="http://www.discoverhongkong.com/usa/plan/vacation/pack_info.jhtml?id=308&amp;st=L">www.discoverhongkong.com/usa/plan/vacation/pack_info.jhtml?id=308&amp;st=L</a></li> </ul> <p style="text-align: center;">(con't)</p>

	<p>France</p> <ul style="list-style-type: none"> <li>- Launched a series of consumer promotion</li> <li>- Worked with travel trade to introduce equestrian-themed tour packages and promoted them on the website</li> </ul> <p><a href="http://www.discoverhongkong.com/france/plan/vacation/pack_list.jhtml?id=15">www.discoverhongkong.com/france/plan/vacation/pack_list.jhtml?id=15</a></p> <p>UK</p> <ul style="list-style-type: none"> <li>- Sponsored the two main local equestrian events <i>Blenheim International Horse Trials</i> and <i>Horse of the Year Show</i> and displayed at the venues the promotional message of Hong Kong as the co-host city of the 2008 Olympic equestrian events.</li> </ul> <p>Germany</p> <ul style="list-style-type: none"> <li>- Collaborated with travel magazine “In Asien” to produce feature about Hong Kong co-hosting the equestrian events and the city’s appeal as a travel destination.</li> </ul> <p>Shanghai, Mainland China</p> <ul style="list-style-type: none"> <li>- Participated in Shanghai Tourism Festival 2007 with counter promoting Hong Kong as the Olympic co-host city and arranged equestrian-themed dance performance joining the Festival’s parade.</li> </ul>
October 07	<p>UK:</p> <ul style="list-style-type: none"> <li>- Launched a series of Olympics equestrian promotions with a launch ceremony officiated by the Financial Secretary of HKSAR in London.</li> <li>- Joined hands with Sportsworld, the tour operator that handles the selling of the Beijing Olympics tickets in the UK, to and launched tailor-made combo-itineraries comprising Hong Kong, Beijing and other Mainland cities.</li> </ul> <p><a href="http://beijing2008.sportsworld.co.uk/public/index.aspx">http://beijing2008.sportsworld.co.uk/public/index.aspx</a></p> <p>France:</p> <ul style="list-style-type: none"> <li>- Invited magazine specialised in horses and related activities to cover Hong Kong’s preparation in organising the equestrian events and the tourism appeal of Hong Kong. Also launched promotions to encourage readers to visit HK for the Olympic Equestrian events.</li> </ul>
November 07	<ul style="list-style-type: none"> <li>- Collaborated with the Information Services Department of HKSAR government to host equestrian journalists from the US, the UK, Canada, the Netherlands, Germany, Australia and France to cover Hong Kong’s preparation in organising the equestrian events and the tourism appeal of the city.</li> </ul> <p>France:</p> <ul style="list-style-type: none"> <li>- Distributed leaflets that promote Hong Kong Equestrian tour packages at the local equestrian event.</li> </ul> <p>Beijing, Mainland China:</p> <ul style="list-style-type: none"> <li>- Participated in the road show at the 11<sup>th</sup> Beijing Hong Kong Economic Cooperation Symposium in Beijing, with a counter promoting Hong Kong as the Olympic co-host city and arranged equestrian-themed dance performance.</li> </ul>

End 07	<p>Apart from introducing promotions for countries that have teams participating in the Olympic equestrian events or where the equestrian sports is popular, for other long-haul markets such as Canada.</p> <ul style="list-style-type: none"> <li>- Collaborated with worldwide offices of China National Tourist Office, travel trade and official Olympic travel agent to introduce combo-itineraries comprising Hong Kong, Beijing and other Mainland cities, to attract Olympic visitors to come to Hong Kong.</li> </ul> <p><a href="http://www.discoverhongkong.com/beijinghongkong/">http://www.discoverhongkong.com/beijinghongkong/</a></p>
February 08	<p>Issued press release “Jackie Chan Stars in HKTb Olympics Promotional Video” to promote Hong Kong as the Olympic co-host city.</p> <p>Release: <a href="http://www.discoverhongkong.com/eng/worldwide/medi/ww_medi_news.jhtml">www.discoverhongkong.com/eng/worldwide/medi/ww_medi_news.jhtml</a></p> <p>Please visit the following link for Reuters report about the making-of of the video: "HK's Jackie Chan Rides for Olympics"</p> <p><a href="http://www.reuters.com/news/video/videoStory?videoId=76034">www.reuters.com/news/video/videoStory?videoId=76034</a></p>
January – March 08	<p>Familiarise members of the travel trade with equestrian terminology</p> <ul style="list-style-type: none"> <li>- Familiarise retail industry and restaurants frontline staff with equestrian English phrases through Customer Service English training courses organised by the Quality Tourism Services Association.</li> <li>- Provided taxi drivers “Friendly Service, Getting You Places” - Hong Kong Taxi Phrasebook” that introduces equestrian terminology and information about the 2008 Olympic equestrian events in Hong Kong.</li> </ul>
March 08	<p>Collaborated with the Information Services Department of HKSAR government to host equestrian journalists from the UK, Norway, Canada and Switzerland to cover Hong Kong’s preparation in organising the equestrian events and the tourism appeal of the city.</p>
March – April 08	<p>Launched <b>TV Campaign</b> to promote Hong Kong’s position as the 2008 Olympic co-host city and the destination’s tourism appeal.</p> <ul style="list-style-type: none"> <li>- Launched the Olympic promotional video starring Jackie Chan in 59 long-haul markets via EUROSPORT since mid-March.</li> <li>- Joined hands with three regional cable channels namely AXN, National Geographic Channel and ESPN STAR Sports to produce promotional videos featuring nine celebrities and international sports personalities. The videos, together with a the video starring Jackie Chan are broadcast in more than 20 cities in Asia, Australia and New Zealand via the three networks starting from mid-April for more than a month.</li> <li>- To maximise overseas exposure, media from Singapore, Thailand, Malaysia, Philippines, Taiwan, Korea and Mainland China were invited to cover the places of interests featured in the videos and the ceremony of “Hong Kong Saddles Up for Olympic – HKTb Promotions Asia Launch”, during which the TV campaign was officially launched in Asia.</li> </ul> <p>(Event rls: <a href="http://www.discoverhongkong.com/eng/worldwide/medi/ww_medi_news.jhtml">www.discoverhongkong.com/eng/worldwide/medi/ww_medi_news.jhtml</a>)</p> <ul style="list-style-type: none"> <li>- Promotional videos will be posted on HKTb’s DiscoverHongKong.com website and Hong Kong Reality Channel on YouTube.com.</li> </ul>

April 08	<p>In Mainland China:</p> <ul style="list-style-type: none"> <li>- HKTB is collaborating with three nationwide satellite TV Channels namely Dragon TV, Beijing Travel TV and Hunna TV to produce travel features covering Hong Kong's unique culture and hot shopping and dining spots, which will be broadcast across mainland China in June and July.</li> </ul> <p>In US:</p> <ul style="list-style-type: none"> <li>- HKTB and Information Services Department jointly sponsored the Rolex Kentucky Championships in Lexington, the largest equestrian event in the US, to promote the Equestrian Events in Hong Kong.</li> </ul>
May 08	<p><b>Torch Relay:</b></p> <p>Overseas Publicity: HKTB has invited official Olympic broadcasters from Canada and Australia, namely CBC TV and Channel 7, major media organisations from Singapore and Malaysia as well as Dragon TV and Beijing Travel TV from Mainland China to visit Hong Kong for producing Hong Kong travel features, which covers the 2008 Olympic Torch Relay in Hong Kong, the city's preparations for the Olympic Equestrian events and the diverse tourism appeals.</p> <p>Local Initiatives:</p> <ul style="list-style-type: none"> <li>- HKTB will post signages in Tsim Sha Tsui and Wan Chai, directing visitors to the nearest vantage points for the Torch Relay.</li> <li>- Provide visitors with Torch Relay information through HKTB website, "Mobile Host" audio tourism information services and collaterals distributed at HKTB Visitor and Information Services Centres.</li> <li>- HKTB has also communicated Torch Relay information to members of travel trade.</li> </ul> <p><b>Olympic rings at the harbourfront:</b> Measuring 15 metres in height and 35 metres in width, the Olympic ring structure installed by HKTB on the facade of Hong Kong Museum of Art (1 May to end 2008) will become a landmark at the harbourfront and complement the city's skyline. HKTB hopes that it will not only be a draw to global media, but also leave a lasting impression of the city among in-town visitors. The HKTB will arrange coverage by local and international media, including Olympic official broadcasters, upon the completion of the rings, to gain international exposure and publicity of Hong Kong as an Olympic co-host city.</p>
Upcoming	<p><b>Olympic Piazza</b> An Olympic Piazza in Hong Kong Cultural Centre will be set up during the period of 25 July – 24 August, to enhance awareness of the Olympics among visitors and local residents about the Olympics. Giant screens will be installed for broadcasting the Olympic events and a dedicated section will also be set up to promote Hong Kong's tourism appeal.</p> <p><b>Special meet-and-greet services for visitors</b></p> <ul style="list-style-type: none"> <li>- HKTB will arrange special meet-and-greet services by Olympic mascots at selected ports of entry to welcome visitors during core period of the Games.</li> <li>- Special Olympic-themed guidebooks will also be produced for distributing to visitors during the Olympic period.</li> </ul>
On-going	<ul style="list-style-type: none"> <li>- Olympic decoration has been put up at major ports of entry and will be extended to major tourist areas in the city.</li> <li>- HKTB Visitor Information and Services Centres were dressed up with equestrian displays.</li> </ul>