

The largest Japanese corporate event to be held in HK



About 5,500 direct sales representatives and their families and friends from the Charle Company Limited - a Japanese ladies' underwear company - will visit Hong Kong by the end of this month, making it the largest-ever corporate event organised in Hong Kong by a Japanese company. During their visit, the group will conduct meeting and visit key attractions of the city. The HKTB and local travel trade partners have been working closely to offer Charle advice and assistance in venue selection, transportation arrangement and design of visit itinerary at the preparation stage, making the company choose Hong Kong as the destination for this event.

HKTB welcomes *Queen Mary 2's* maiden voyage to HK



Queen Mary 2 will make her first-ever port call to Hong Kong during her maiden world voyage at the end of this month, making it the largest ocean liner to visit the city. To welcome the 2,600 international passengers aboard *Queen Mary 2*, the HKTB will arrange a lion dance performance as they disembark from the liner. A temporary Visitor Information & Services Counter will also be set up at the shuttle bus terminal in Tsim Sha Tsui to provide passengers with travel information and assistance. With gross tonnage of 151,400 tons, *Queen Mary 2* departed San Francisco, the United States on 5 February, and visited Hawaii and Australia before arriving Hong Kong on 28 February. The grand ocean liner will continue her journey to Dubai on the same day.



TRIVIA

The number of Japanese visitors to Hong Kong has recorded steady growth in the past two years, with an average rate of around 8%. In 2006, there were more than 1.31 million visitors from Japan, making it Hong Kong's third largest source market.

More about the Japanese market:

- Most are young people with consumption power
- 80% opt for non-guided tour
- Over 50% travel on multi-destination itineraries, visiting such destinations as Mainland China and Macau
- Favourite activities: Shopping, visiting Victoria Peak and Ladies' Market

(Source: Hong Kong Tourism Board)

Enhanced meet-and-greet at entry ports in Chinese New Year



To enhance the festive atmosphere during the Chinese New Year, the HKTB will arrange the "God of Wealth" to welcome visitors at major entry points from 18 to 22 February, while promoters dressed in Chinese costume will distribute *fai chun* to visitors over the same period. On 19-22 February, mascot of the Year of the Pig will show up at the airport and Lo Wu border crossing to amuse and give visitors a delightful surprise.

If you would like to know more about the above activities or produce stories on them, please feel free to contact us. Corporate Communications and Public Relations Department, Hong Kong Tourism Board

Corporate Communications and Public Relations Department,
Hong Kong Tourism Board

Lucinda Wong

Manager

Tel : 2807 6115

e-mail : LuW@hktb.com

Alice Li

Senior Executive

Tel : 2807 6213

e-mail : AIL@hktb.com

Sinnie Ma

Senior Executive

Tel : 2807 6526

e-mail : SMA@hktb.com

Ada Leung

Executive

Tel : 2807 6540

e-mail : AdaL@hktb.com

If you want to unsubscribe from the e-news, change your e-mail address or have any comments, concerns or related questions, please contact us at media@discoverhongkong.com.

Media partners are welcomed to make use of materials in this e-news for media purpose. Any other uses are subject to consent of the Hong Kong Tourism Board. All rights under applicable laws are hereby reserved. Every effort has been made to provide up-to-date facts but the HKTB shall not be responsible for any inadvertent mistakes, omissions or information changes.

Hong Kong Tourism Board,
9th - 11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

Updated 14 February 2007 | Copyright 2007 Hong Kong Tourism Board