

### Committed to promoting Hong Kong's cruise industry



The annual global trade show of the cruise industry "Seatrade Cruise Shipping Convention" will be held on 12-15 March in Miami, the United States. The HKTB will set up a booth at the show to introduce Hong Kong's multi-faceted appeal, its professional support services and advantages in cruise business development, so as to cement the city's position as a leading cruise hub in the region. During the convention, the HKTB will also meet trade partners, and encourage them to include Hong Kong in their cruise itineraries. Most attendees of this premier international cruise event are influential executives in the global cruise sector.



### TRIVIA

The HKTB has been striving to develop the Meetings, Incentives, Conventions and Exhibitions (MICE) segment. Some figures on MICE in 2006 are as follows:

- Number of overseas visitors attending Conventions and Exhibitions: 779,324 (increased by 23.4%)
- Number of overseas visitors attending Corporate Events (including Incentive Travels): 725,991 (increased by 14.1%)
- Mainland China is the main source market of MICE arrivals:
  - . % of total attendance of Conventions and Exhibitions: 34.4%
  - . % of total attendance of Corporate Events: 31%

### Promotion of "2007 Hong Kong Arts Festival"



The HKTB has promoted the "2007 Hong Kong Art Festival" in both short- and long-haul markets, including Taiwan, Singapore, the Philippines, the United Kingdom, Italy, Germany and the United States. Through coordination with the media of these markets, the HKTB has prepared a series of news releases, special features and online games to promote this year's Festival, and showcase the wide array of cultural activities in Hong Kong. Some of the media representatives are also invited to Hong Kong to participate in the Festival and interview the performers, so that they can introduce the city's diverse range of cultural programmes to consumers in their respective markets.

### First feature on Hong Kong in BBC World's fast:track



Hong Kong became the first Asian destination featured in BBC World's travel programme fast:track. In the show, the programme host demonstrated how to obtain the latest information on tourism attractions and entertainments via the "Hong Kong Mobile Host" service. The HKTB also assisted the filming crew in the production and selection of filming locations, such as Victoria Peak, Man Mo Temple and the new Star Ferry Pier. This travel programme on Hong Kong was

(Source: Hong Kong Tourism Board)

broadcast on 18-22 February,  
reaching about 270 million  
households and more than 1.1  
million hotel rooms.

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](mailto:LuW@hktb.com)

**Alice Li**

Senior Executive

Tel : 2807 6213

e-mail : [AIL@hktb.com](mailto:AIL@hktb.com)

**Sinnie Ma**

Senior Executive

Tel : 2807 6526

e-mail : [SMa@hktb.com](mailto:SMa@hktb.com)

**Ada Leung**

Executive

Tel : 2807 6540

e-mail : [AdaL@hktb.com](mailto: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](mailto: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 13 March 2007 | Copyright 2007 Hong Kong Tourism Board