

Popular Korean Drama Plays a Role in Promoting Hong Kong



Produced by the writer of the reputed drama *Dae Jang Gum* and featuring such popular stars as Ko Hyun Jeong and Ha Jung Woo, the Korean drama series "H.I.T" (Homicide Investigation Team) has become a big hit in Korea lately. Apart from various Hong Kong landmarks, such as Lantau Island, The Peak, Causeway Bay, the drama also featured a romantic cruise journey in Hong Kong. The HKT B not only provided assistance to the filming team, but also capitalised on this opportunity to work with the cruise liner featured in the drama to introduce Hong Kong travel package, which will include round trip air ticket between Hong Kong and Seoul, sightseeing tours to places featured in the drama and two nights of accommodation and dinners aboard the liner. To generate publicity for the package prior to its launch, media in the market were invited to join the tour and experience Hong Kong for themselves.

Partner with Travel Trade to Promote Hong Kong's Living Culture



The HKT B is collaborating with the travel trade to introduce a host of tours, so that visitors can experience Hong Kong's unique living culture. For example, the Kowloon – Behind the Scenes guided tour is a newly introduced tour that caters to the interests of long-haul visitors. As well as savouring *yin yeung* in *dai pai dong*, participants can visit shops selling traditional Chinese wedding costumes and cooking utensils; and learn how to prepare *dim sum*. In addition, riding on the upcoming traditional festivals, namely the Tin Hau Festival, Birthday of Lord Buddha Celebration, Cheung Chau Bun Festival and Tam Kung Festival, the HKT B is working with trade partners to introduce a series of festival tours, which will enable visitors to experience the colourful festive celebrations, visit attractions in the districts and sample distinctive local cuisine.



TRIVIA

Over the past few years, the cruise industry has been growing at a fast pace, and has become an important sector of Hong Kong's tourism industry.

- 2006 Cruise Visitors: 411,993 (+27% VS 2005)
- The top three major source regions and respective share are:
 - Mainland China: 293,763 visitors (71%)
 - The Americas: 32,477 visitors (7.9%)
 - Europe: 27,707 visitors (6.7%)

(Source: Hong Kong Tourism Board)

Hong Kong Cultural Kaleidoscope Programme presents Dr Sun Yat-sen Historical Trail Guided Tour



Starting from this month, the HKTB has included a brand new tour - the Dr Sun Yat-sen Museum and Historical Trail Guided Tour - in the Hong Kong Cultural Kaleidoscope programme designed for visitors. Organised by the Dr Sun Yat-sen Museum and Central & Western District Council, the tour begins at Dr Sun Yat-sen Museum and traces Dr Sun Yat-sen's landmark and activities during his stay in Hong Kong, including the sites where he attended classes, conducted meetings, received his baptism and planned for the first revolutionary attempt. Apart from admission fee to the museum, the tour is free of charge and is available every Tuesday and Saturday in Putonghua and English respectively.

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

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