

Hong Kong Specialist Club FY17/18 Campaign Overview

May 2017



Background

- ◆ **Hong Kong Specialist (HKS) Club is an incentive campaign to reward loyal trade partners who sell Hong Kong destination/ packages, as well as to drive the enrolment of new members.**
- ◆ **Nothing is better than first-hand experience!**
Providing HKS Club members with opportunities to understand what Hong Kong is offering can help them sell the destination more effectively. In view of this, Hong Kong trade's support in providing special trade offers to this programme is highly appreciated.
- ◆ **Target Audience: Travel agents who completed all HKS modules and are certified as a Hong Kong Specialist.**



HKS Club Member Benefits

- ◆ A welcome pack when they visit Hong Kong
- ◆ Special trade offers for members and their companions
- ◆ Privileges to participate in trade and networking events
- ◆ An exclusively designed HKS Club badge
- ◆ A chance to win a 4D3N FREE trip to Hong Kong in late 2017





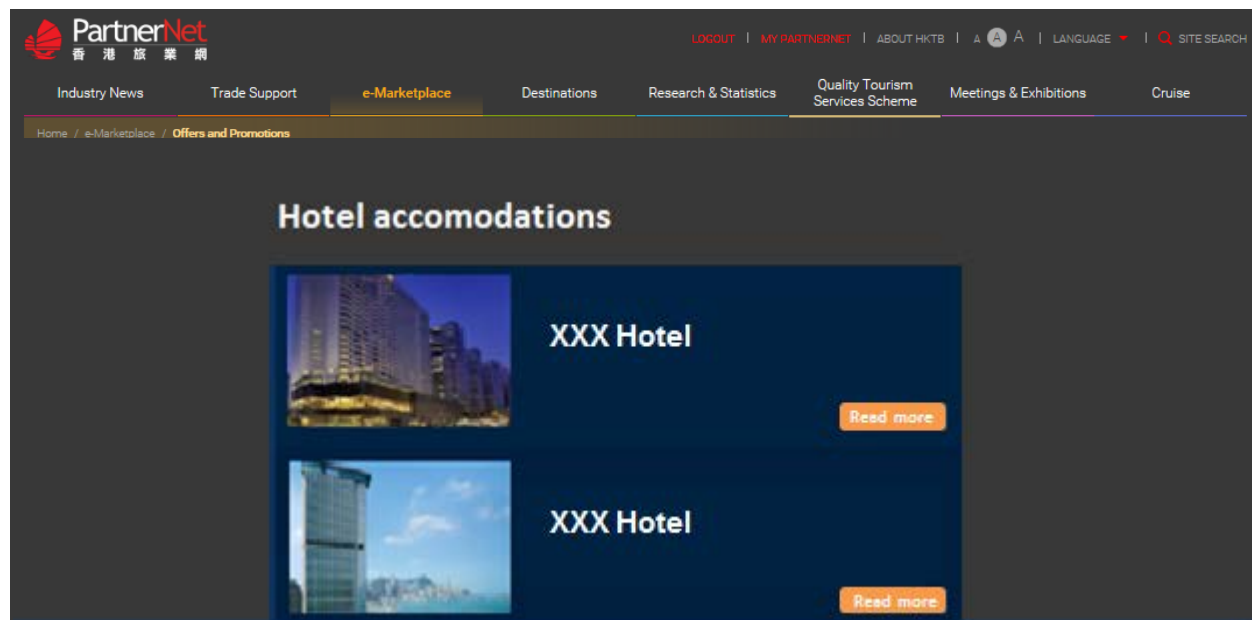
Special Trade Offers – Examples

Categories	Examples:
Accommodation	<ul style="list-style-type: none">• Stay two nights and get an extra night for free• Free stay and breakfast for children
Attraction	<ul style="list-style-type: none">• Discounted price for travel agents and their companions (similar to Family Fun campaign offers), such as:<ul style="list-style-type: none">- 2-adult-1-children combo- free admission/ ticket for 1 child, etc.
Tour	<ul style="list-style-type: none">• 20% off on half-day tours• Complimentary Explore Hong Kong Tours/ other sightseeing tours

Notes: offers are suggested to be valid until 31 December 2017



Mechanism for Trade Offers Redemption



Click on selected item to view offer details

Click into booking system on offer page to redeem
(preferably trade partner's own booking system)

Points to Note:

1. This is to illustrate the redemption steps by HKS Club members
2. The layout of listing or redemption page is for illustration purpose only
3. HKTB will upload and/or update offer details for trade partners within 2 weeks after receiving complete info and related materials



Participating Markets

- ◆ Australia
- ◆ Canada
- ◆ India
- ◆ Japan
- ◆ Korea
- ◆ SEA – Thailand, Indonesia, Philippines, Malaysia & Singapore
- ◆ Taiwan
- ◆ UK
- ◆ USA



Benefits for Participating Hong Kong Trade

- ◆ **Leverage the new promotion channel to showcase your offerings, e.g. new products, industry rates/ discounts, etc.**

- ◆ **Gain overseas exposure via the following channels:**
 - PartnerNet market versions
 - eDM in participating markets
 - Press release on major overseas trade publications
 - Digital advertising on overseas trade media
 - HKS Club promotion via travel trade association, e.g. PATA
 - HKTB networking events/ seminars/ workshops to provide new product updates
 - HKTB will solicit latest news and product updates from trade partners



Enrolment

- ◆ Interested trade partners please fill in the reply form with offer and booking details and return by 15 June 2017.

- ◆ For enquiries please contact:
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Thank You