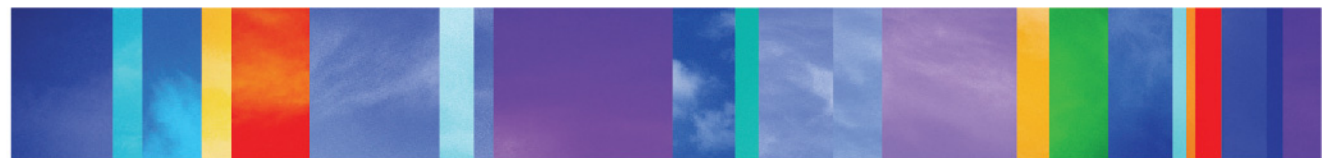




HONG KONG
TOURISM BOARD
香港旅遊發展局



Hong Kong Specialist Club

November 2017



Background

- ◆ The Hong Kong Specialist (HKS) Club is a **loyalty programme** for devoted **overseas trade partners** who sell Hong Kong as a destination. It also acts as an incentive to encourage enrollment and completion of HKTB's online training course – Hong Kong Specialist.
- ◆ Various benefits are provided to HKS Club members, including the **Welcome Pack** and **Special Trade Offers**, which encourage members to **visit HK and experience what is on offer first hand.**
- ◆ Current participating markets:
Australia, Canada, Germany, India, Japan, Korea, SEA, Taiwan, UK and USA





HKS Club Member Privileges

◆ Welcome Pack

- Exclusive to members who will be visiting Hong Kong (apply via HKTb's HKS webpage prior to arrival)
- Includes different free items, covering from SIM card, MTR day pass, tours and attraction admissions



HK Trade Partners are welcome to sponsor their products in the Welcome Pack



HKS Club Member Privileges

◆ Special Trade Offers

- Offers are listed on a dedicated HKS Club webpage under 3 categories – Hotel, Attractions and Tours
- Members scroll through offer details and contact the Trade Partners directly for booking

HONG KONG SPECIALIST

Hong Kong Specialist Club
Special Trade Offers Exclusively for Our Members!
Nothing is better than first-hand experience!
The privileges and benefits continue with your hotel stay, and sightseeing up to the day you depart the city. Come and experience the unique beauty and immense charm of Hong Kong now!
In cooperation with our local trade partners, we are giving you the privilege of exploring the latest offerings in Hong Kong, so you can learn more about the city and its various products and services.

Offers Types

- > Accommodations
- > Attractions
- > Tours

Hotel Offers
Get the best rate, free upgrades, complimentary breakfast and more
[Read more](#)

Attraction Offers
Exclusive admission offers to iconic attractions
[Read more](#)

Tour Offers
Special discount for selected local tours to explore Hong Kong
[Read more](#)

Dorsett Tsuen Wan, Hong Kong
Offer Details
Enjoy exclusive room offer:
- 30% off Best Available Rate (applicable on Mon - Thur)
- 40% off Best Available Rate (applicable on Fri, Sat, Sun, PH & PH even)
Period: Now to 31 Dec 2017

Madame Tussauds Touring and Exhibition Limited
Offer Details
Free ticket for travel agents which recognised by HKTB as a HK specialist (supporting media), other companions can get 40% off admission rate (Maximum 2 pax)
Period: Now to 31 Dec 2017

Marco Polo Hongkong Hotel
Offer Details
Early Bird Promotion: Enjoy 20% discount off B&B when book 21 days in advance
Additional benefit: 2 children at or below 12 years old is FREE if sharing existing bedding with parents.
Period: Now to 31 Dec 2017

Ocean Park Hong Kong
Offer Details
20% off on Ocean Park Daytime Admission Ticket
Period: Now to 31 Dec 2017

Regal Riverside Hotel
Offer Details
Receive 20% discount when you book 14 days in advance or stay for 3 consecutive nights, and enjoy the following complimentary services:
- Free upgrade to best room category (subject to availability)
- Free local call
- Welcome drink
- Free Wi-Fi (max 2 devices per room)
Period: Now to 31 Dec 2017

sky100 Hong Kong Observation Deck
Offer Details
Enjoy one complimentary Standard Ticket for qualified Specialist Club member and 50% off on Standard Ticket for member's companions (maximum 3 persons).
Period: Now to 31 Dec 2017



Trade Partners' offers provide excellent opportunity for HKS members to learn more about their products and help them sell more effectively



Special Trade Offers

HK Trade Partners are welcome to submit their offers. Here are some examples for your reference:

Category	Offer examples:
Hotel	<ul style="list-style-type: none">• Stay 2 nights and get an extra night for free; or• Free stay and breakfast for kids
Attractions	<ul style="list-style-type: none">• Discounted price for travel agents and their companions (Similar to the offers for Family Fun campaign), such as:<ul style="list-style-type: none">- 2A1C combo- 1-child free, etc.
Tours	<ul style="list-style-type: none">• 20% offer for half-day tours; or• Complimentary sightseeing tours

*** Recommend to extend offer to member's fellow travel companions as well**



Current Participating Trade Partners

Category	Trade Partner
Hotel	99 Bonham, Cordis Hong Kong, Courtyard by Marriott Hong Kong, Courtyard by Marriott Hong Kong Sha Tin, Dorsett Tsuen Wan, Gateway Hotel, Harbour Grand Hong Kong, Hong Kong Gold Coast Hotel, Hong Kong SkyCity Marriott Hotel, Hotel Panorama By Rhombus, Island Pacific Hotel, JW Marriott Hotel Hong Kong, Le Meridien Cyberport, Le Petit Rosedale Hotel, Marco Polo Hongkong Hotel, New World Millennium Hong Kong Hotel, One96, pentahotel, Popway Hotel, Prince Hotel, Regal Airport Hotel, Regal Hongkong Hotel, Regal Kowloon Hotel, Regal Oriental Hotel, Regal Riverside Hotel, Renaissance Harbour View Hotel Hong Kong, Rosedale Hotel Hong Kong, Royal Park Hotel, Sheraton Hong Kong Hotel & Towers, The Jervois, The Kowloon Hotel, The Luxe Manor, The Putman, The Royal Pacific Hotels & Towers, Y Loft
Attractions	Madame Tussauds Hong Kong, Ocean Park, The Peak Tram & The Peak Tower, sky100 Hong Kong Observation Deck
Tours	Big Bus Tours, Crystal Bus, Eco Travel Limited, Ho Ho Go Expereince, Hong Kong Tramways, HS Travel International Company Limited, Splendid Tours & Travel Limited



Benefits for Participating Trade Partners

- ◆ **Leverage the new promotional channel to showcase trade partners offerings, e.g. new product info, industry rates/ discounts, etc.**

- ◆ **Gain overseas exposure through the following platforms:**
 - PartnerNet market versions
 - eDM of market versions
 - 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



Enrollment

- ◆ **Should you have any queries or if you are interested in taking part in the HKS Club programme, please contact HKTB Trade Development team:**
 - Ms Yeeman Lee (yeeman.lee@hktb.com / 2807 6265)
 - Ms Kristy Leong (kristy.leong@hktb.com / 2807 6227)



Thank You