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UAE Travel Agents Explore Hong Kong- Asia's World City

DUBAI, 02nd December 2013 - 6 agents from the UAE were hosted by the Hong Kong Tourism Board, Cathay Pacific Airlines and Shangri-La Hotels & Resorts to a 5-day tour of Hong Kong.

From take off, to landing back in Dubai, the agents enjoyed the high standards of Cathay Pacific's business class travel services including The Pier lounge at Hong Kong's International Airport. Such experiences play a vital role in strengthening the agent's understanding of the carrier's offerings to the region's most discerning travellers.

The group were hosted at both the Island Shangri-La and the Shangri-La Kowloon properties. Although outstanding as individual properties, the hotels appeal to different segments from the GCC market. Hosting the group at both properties allowed the agents to experience and assess for themselves how both would work for their respective clients.

The tourism board organized a packed but fun-filled itinerary which was spread over the four Hong Kong territories and took in a number of attractions, including the Tsimshatsui shopping district, the colourful Stanley Market, the exciting family attractions such as Hong Kong Disneyland, Madame Tussaud's, Ngong Ping 360, Ocean Park, Sky100 and The Peak as well as a variety of dining experiences including Halal and vegetarian options.

And in celebration of Hong Kong's heritage, the agents were treated to a tour of the Bruce Lee Exhibition as well as a day at the horse races to mark the upcoming Chinese zodiac calendar Year of the Horse.

"The aim of this familiarization trip was to increase the agent's general awareness of Hong Kong by engaging with and educating them on what the appeals are of this destination especially for leisure traffic" said Account Manager for the Hong Kong Tourism Board, Mrs. Vanessa Barker, who also escorted the group. "With our partners, Cathay Pacific and Shangri-La Hotels & Resorts, we used the trip to showcase the carrier, the two hotels and the destination offerings for the GCC leisure traveller. Overall it was a highly successful trip and we now look forward to seeing greater confidence and increased bookings amongst these agents for the products and the destination. The tourism board will continue to work very closely with the local trade and will be planning further educational trips for 2014."

The group were also escorted by Cathay Pacific Airlines Area Sales Manager, Mr. Manoj Bisht and Shangri-La Hotels & Resorts Sales Manager, Mr. Archith Nair.

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For more information on the FAM trip contact

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HONG KONG TOURISM BOARD

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