

PRESS RELEASE 新聞稿

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21 attractions and travel trade partners to offer “smart deals” in celebration of the 20th anniversary of the HKSAR

Media can download the press release and photos from the HKTB website:

- FTP (valid until 31 October 2017): <ftp://20A2017-b:445566@ftpsvr01.hktb.com/>
- Press release: http://partnet.hktb.com/en/about_hktb/news/press_releases/index.html

To commemorate the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), the Tourism Commission joined hands with the Hong Kong Tourism Board (HKTB) to roll out a promotion called “Celebrate the 20th Anniversary of the Establishment of the HKSAR with Smart Deals”, which kicks off on 1 April and features over 40 deals and offers for visitors by 21 local attractions and trade partners.

The attractive array of deals and offers, including special discounts for attractions, transportation, sightseeing tours, dining and shopping, as well as other promotions, have been compiled into a coupon booklet. As a nod to the 20th anniversary of the establishment of the HKSAR, the numeral “20” is ubiquitous, and visitors will get to enjoy offerings such as 20% off specific purchases or HK\$20 attraction tickets for those born in a particular month. The HKTB will publish over 800,000 coupon booklets and distribute them in various locations, including HKTB Visitor Centres, local hotels and travel agents.

Dr Peter Lam, Chairman of the HKTB, said: “The HKTB appreciates the Government’s continued support and all the participating attractions and trade partners for their generous offerings to enrich visitors’ in-town experience. We’ll raise visitors’ awareness of the ‘Celebrate the 20th Anniversary of the Establishment of the HKSAR with Smart Deals’ promotion in various source markets through public relations initiatives, digital and social media platforms, and trade activities in order to boost arrivals and draw attention to the attractions and experiences that give Hong Kong its unique appeal.”

Dr Lam continued: “In spite of the constant challenges facing the tourism industry, Hong Kong still saw a 1.4% rise in total visitor arrivals in the first two months of 2017, and the significant 4.5% increase in overnight arrivals was particularly encouraging. The good momentum continued in the first half of March, with growth recorded in both the Mainland and international markets. The HKTB will constantly review the performance of each source market and continue to work closely with the Government and various trade partners to promote Hong Kong’s tourism appeal and draw more overnight visitors.”

To encourage more visitors to enjoy the smart deals, a giveaway event was held today at Hong Kong International Airport, during which Mr Gregory So, Secretary for Commerce and Economic Development of the HKSAR Government, Dr Peter Lam, Chairman of the HKTB, Mr Anthony Lau, Executive Director of the HKTB, and representatives of participating attractions and trade partners distributed coupon booklets and souvenirs to visitors.

For details of the “Celebrate the 20th Anniversary of the Establishment of the HKSAR with Smart Deals” promotion, please visit the HKTB website:

<http://www.discoverhongkong.com/eng/plan-your-trip/latest-promotion/smart-deals.jsp>

Photo Caption 1 - 3



Mr Gregory So, Secretary for Commerce and Economic Development of the HKSAR Government, Dr Peter Lam, Chairman of the HKTB, and Mr Anthony Lau, Executive Director of the HKTB, distribute “Celebrate the 20th Anniversary of the Establishment of the HKSAR with Smart Deals” coupon booklets to visitors at Hong Kong International Airport.

Photo Caption 4



Mr Gregory So, Secretary for Commerce and Economic Development of the HKSAR Government (*fifth left, front row*), Dr Peter Lam (*fifth right, front row*), Chairman of the HKTB, and Mr Anthony Lau (*fourth right, front row*), Executive Director of the HKTB, pose for photos with representatives of participating attractions and trade partners at the “Celebrate the 20th Anniversary of the Establishment of the HKSAR with Smart Deals” giveaway event.

Photo Caption 5 - 6



The HKTb is raising awareness of the “Celebrate the 20th Anniversary of the Establishment of the HKSAR with Smart Deals” promotion through various channels, including banners at Hong Kong International Airport and through the HKTb website.

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List of participating attractions and trade partners of the “Celebrate the 20th Anniversary of the Establishment of the HKSAR with Smart Deals” promotion

- **Big Bus Tours**
- **Cathay Pacific & Cathay Dragon**
- **Dukling Limited**
- **Harbour Cruise-Bauhinia**
- **Heliservices (HK) Ltd**
- **Hong Kong Disneyland Resort**
- **The Hong Kong Jockey Club**
- **Hong Kong Maritime Museum**
- **Hong Kong Observation Wheel**
- **Madame Tussauds Hong Kong**
- **Magical World**
- **MTR Corporation**
- **Ngong Ping 360 Limited**
- **Noah’s Ark Hong Kong**
- **Ocean Park Hong Kong**
- **The Peak Tram and The Peak Tower**
- **sky100 Hong Kong Observation Deck**
- **The Star Ferry Company, Limited**
- **Tai O Heritage Hotel**
- **Hong Kong Tramways Limited**
- **Trick Eye Museum Hong Kong**