

“Great Outdoors Hong Kong!” Media Factsheet

Objectives

- Leveraging on the hiking season starting from October and the famous “Oxfam Trailwalker” held in November, the Hong Kong Tourism Board (HKTB) is organising a brand new “Great Outdoors Hong Kong!” promotion to showcase the beautiful countryside and unique hiking experiences of Hong Kong to visitors.
- To tie in with the Hong Kong Food and Wine Year, which has been introduced by HKTB as its marketing platform in 2009 to highlight Hong Kong’s diverse food and wine experiences, the “Great Outdoors Hong Kong!” promotion will feature the local dining outlets and other attractions in the vicinity of MacLehose Trail, besides introducing the features of the Trail.
- The HKTB hopes that through collaboration with the travel trade, more tourism products on Hong Kong’s nature could be introduced in the long run, for showcasing new facets of Hong Kong to visitors, and enticing different visitor segments.

Duration

- 3 to 31 October 2009

Event Details

Leveraging on the trail route of the world-class hiking event “Oxfam Trailwalker”, the HKTB has launched a series of promotions.

1. MacLehose Trail Guided Tour

- Date:** Every Saturday, 3 to 31 October 2009
Location: MacLehose Trail – Section 1 to 10
Highlights: Hiking experts will lead the tour and introduce the scenery, the best photo-taking locations and the local snacks along the MacLehose Trail.

For bookings and enquiries:

- Visitors: HKTB’s Visitor Centres (Tel: 2508 1234)

Tour details:

Departure Dates	Sections of MacLehose Trail	Estimated duration	Difficulty
3 Oct	1 & 2 Pak Tam Chung to Pak Tam Au	~ 8hrs	**
10 Oct	3 & 4 Pak Tam Au to Tai Lo Shan	~ 9hrs	***
17 Oct	5 & 6 Tai Lo Shan to Shing Mun	~ 4.5hrs	**
24 Oct	7 & 8 Shing Mun to Twisk	~ 6.5hrs	**
31 Oct	9 & 10 Twisk to Tuen Mun	~ 7.5hrs	*

- Free “Oxfam Trailwalker Coupon Booklet” will be provided to participants to enjoy discount on hiking gear at selected merchant outlets.

2. Overseas promotions

The “Great Outdoors Hong Kong!” mainly targets the short-haul markets, namely South Korea, Japan, Taiwan and Southern China. The HKTB has been working closely with industry partners to introduce related tour products, and roll out PR promotions to arouse visitors’ awareness of the promotion and Hong Kong’s stunning greenery.

• Regional Promotion

- To showcase Hong Kong’s appeal as a vibrant cosmopolitan city with stunning natural beauty, the HKTB is collaborating with National Geographic Channel (NGC) to produce vignette, which will be broadcast from October via its network in Taiwan and the Southeast Asian region. In addition, photographs of Hong Kong’s nature by the photographer of NGC will also be posted on NGC website for download and use by international media.

• Taiwan

- The HKTB has worked with the Taiwanese travel trade to roll out 3-day, 2-night Hong Kong hiking tour package, which will be available in October and November. Apart from hiking along the MacLehose Trail, the itinerary will cover sightseeing at various attractions.
- To support the event, a travel trade organisation has specially organised an incentive travel tour for its front-line staff, to help them get familiar with Hong Kong’s green attractions and develop related tours.
- To maximise media exposure, the HKTB has co-operated with popular Taiwanese television programme “The King of Adventure” of Sanlih E-Television to produce an episode about Hong Kong’s outdoor adventure. Featured in the programme is Kevin Lin – ex-champion of “Hong Kong Trailwalker 100Km Mixed”, who will be the escort to introduce greenery attractions and local Hong Kong food.

• South Korea

- The HKTB has collaborated with travel trade to launch 3-day, 2-night Hong Kong hiking tour, which takes visitors to various scenic trails, namely “MacLehose Trail”, Dragon’s Back and Lantau trail, and visit landmark attractions, including the Peak, Ngong Ping 360 and have a taste of local snacks.

• Japan

- The HKTB has co-operated with the prime cable channel, Tabi Channel, to produce an one-hour programme about Hong Kong’s greenery and its vibrant city life.

• Mainland – South China Region

- The HKTB has also invited travel-trade partners from Guangdong province to experience Hong Kong’s greenery and encourage them to promote the related tourism products.

3. Encourage Participation of Expatriates in Hong Kong

- Apart from attracting overseas visitors, the HKTB also aims to encourage expatriates in Hong Kong to participate in the event, and act as ambassadors to promote Hong Kong’s stunning nature attractions to their friends and relatives in their home countries. To achieve this, the HKTB has collaborated with local universities, including The Chinese University of Hong Kong, The Hong Kong Polytechnic University and Lingnan University to invite their exchange students from overseas to join the event.

Supporting materials

- **“Great Outdoors Hong Kong – Explore the MacLehose Trail” Guide**

The HKTB has specially produced the “Great Outdoors Hong Kong” guidebook, which introduces the special attractions, local dining outlets in the vicinity of different sections of the MacLehose Trail. The guidebooks are available in both English and Chinese versions.

- **Discount coupons of hiking gears – Experience**

Supported by Oxfam Hong Kong, the HKTB will distribute the “Oxfam Trailwalker Coupon Booklet” to visitors joining the hiking tour. The booklet contains discount coupons for various hiking gears offered by local merchants.

Hong Kong Tourism Board
30 September 2009