



Hong Kong Specialist Club

March 2019



- The Hong Kong Specialist (HKS) Club is a loyalty programme for devoted overseas trade partners who sell Hong Kong as a preferred destination. It also acts as an incentive to encourage enrollment and completion of HKTB's online training course – <u>Hong Kong Specialist</u>.
- Various exclusive benefits are provided to HKS Club members (i.e. travel agents who have completed the training course), including the Welcome Pack and Special Trade Offers, which encourage members to visit Hong Kong and experience what is on offer first hand.
- Current Participating Markets: Australia & New Zealand, Canada, Germany, India, Indonesia, Japan, Malaysia, South Korea, Singapore, Taiwan, Thailand, The Philippines, UK and USA,





HKS Club Member Privileges

Welcome Pack

- Members to receive upon arrival in Hong Kong and enjoy during their stay in town
- Includes different free items, covering from SIM card, MTR day pass, tours and attraction admissions
- Members to apply via HKS Club webpage prior to arrival for HKTB staff's assessment and delivery arrangement
- → Target Redemption in 2019: 200 packs





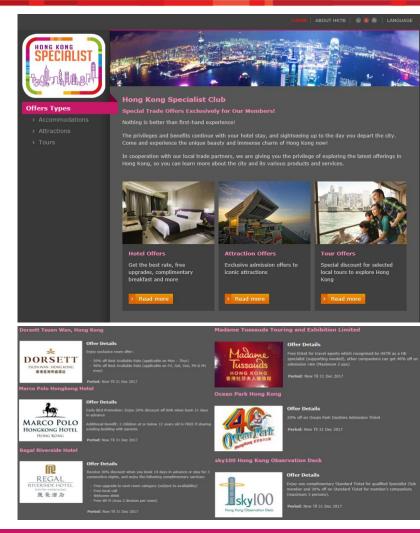
QTS merchants are welcome to sponsor their products in the Welcome Pack \rightarrow please refer to p.6 for details



HKS Club Member Privileges

Special Trade Offers

- → For members to browse through while planning their trip to Hong Kong
- Offers are listed on a dedicated HKS Club webpage (accessed by members only) under different categories – e.g. Hotel, Attractions, Tours, Shopping, Dining
- → Members to contact/ book with the Trade Partner of their interested offer; or print the offer redemption voucher posted online <u>directly</u>
- No. of Participating Partners: 31 (as of 15 Feb 2019)





QTS merchants are welcome to list their products on the Special Trade Offers page \rightarrow please refer to p.7 for details



- Provide excellent opportunity for HKS Club members to learn more about your products and help sell/ promote your products more effectively to their consumers
- Leverage this new promotional channel to showcase your offerings, e.g. new product info, industry rates/ discounts, etc.
- Induce members to visit your premises and make in-store purchases that drive sales
- 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

Total promotion reach: >30,000 HK Specialists in 15 Markets



• Welcome Pack Sponsorship Guidelines:

- 1. FOC item with no minimum spend requirement for member to enjoy when they are in town
- 2. Redeemable directly at your premises with HKTB's welcome letter to the travel agent
- 3. Sponsored item's perceived value at HK\$50 or above

Examples Cash/ discount coupon Complimentary drink/ snack Small complimentary gift

* Listing of any offers on any HTKB promotional channels is subject to the review and final discretion of HKTB.



• Special Trade Offer Guidelines:

- 1. Any kind of discounts or perks which the member can enjoy during their stay in town
- 2. Recommend to extend offer to member's fellow travel companions as well

Category	Examples
Shopping	 20% off on purchase above \$500 \$50 cash coupon for purchase above \$500
Dining	 20% off total bill Free drink/ snack when dining at the restaurant

Merchants who have joined the QPoint App programme will be featured in the HKS Club Special Trade Offer automatically, but exclusive offers to HKS Club members are highly welcome.

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Should you have any queries or if you are interested in taking part in the HKS Club programme, please contact:

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Thank You