



HONG KONG
TOURISM BOARD
香港旅遊發展局



Hong Kong Specialist Club

March 2019



Background

- ◆ 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 – [Hong Kong Specialist](#).
- ◆ 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 → 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 directly
- No. of Participating Partners: 31 (as of 15 Feb 2019)

The screenshot displays the 'Hong Kong Specialist Club' website. At the top, there's a navigation bar with 'LOGIN', 'ABOUT HKTB', and 'LANGUAGE' options. A large banner image shows the Hong Kong skyline at night. Below the banner, the 'Hong Kong Specialist Club' logo is visible, followed by the text 'Special Trade Offers Exclusively for Our Members!' and 'Nothing is better than first-hand experience!'. A section titled 'Offers Types' lists 'Accommodations', 'Attractions', and 'Tours'. Below this, three featured offers are highlighted: 'Hotel Offers' (Dorsett Tsuen Wan, Hong Kong), 'Attraction Offers' (Madame Tussauds Hong Kong), and 'Tour Offers' (Marco Polo Hongkong Hotel). Each offer includes a brief description and a 'Read more' button. At the bottom, a grid of smaller offer cards is shown, including 'Regal Riverside Hotel', 'sky100 Hong Kong Observation Deck', and 'Ocean Park Hong Kong'.

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





Benefits For You

- ◆ 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



Your Support

◆ 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.*



Your Support

◆ 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	<ul style="list-style-type: none">• 20% off on purchase above \$500• \$50 cash coupon for purchase above \$500
Dining	<ul style="list-style-type: none">• 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.

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



Enrollment

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

QTS Merchant Marketing Team
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Thank You