



HONG KONG
TOURISM BOARD
香港旅遊發展局



HKTB x Tencent WeChat Pay Strategic Partnership

Sept 26, 2019



Ultimate Goal – Propel Smart Tourism 推進智慧旅遊



- Enhance mainland visitors' travel experience, to build HK as their top-of-mind travel destination and generate WOM 提升內地旅客訪港體驗
- Facilitate QTS merchants to leverage innovative technology to digitalize the transaction process and to provide timely marketing information and promotion offers to travellers 商戶營運數字化
- Increase QTS merchant exposures and trigger visitor spending 增加商戶曝光和商機



HKTB Mini Program – 優遊香港小程序



HONG KONG
TOURISM BOARD



微信支付
WeChat Pay





HKTB Mini Program – 優遊香港小程序



Broaden QTS Merchant Shop Footprint

擴大商戶知名度和滲透率



MAU 1.1 billion+



HKTB Mini Program – Key Benefit 1



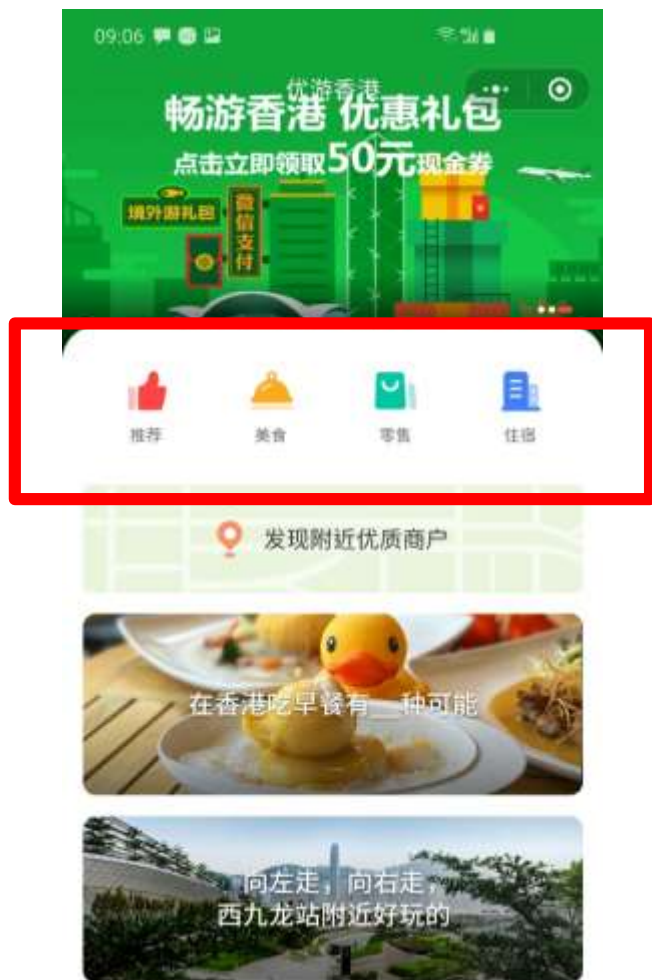
Location-Based Map Shop Logo Display

LBS 定位顯示商戶商標

- ◆ Displaying QTS merchant shops' logos ONLY !
- ◆ Inspiring tourists to explore “hidden gems”



HKTB Mini Program – Key Benefit 2



Simple & Clear Categorization

簡單清晰商戶分類

- ◆ Equipped with Search function for tourists to quickly access their “拔草” list



HKTB Mini Program – Key Benefit 3

Multiple Design to Increase Exposure & Visits

多維度設計增加商戶曝光和訪客量

- ◆ Sharing & Save Buttons
- ◆ All branches listings
- ◆ Shops' Value Offer Text Display (value offer e-coupon developed in Phase 2)





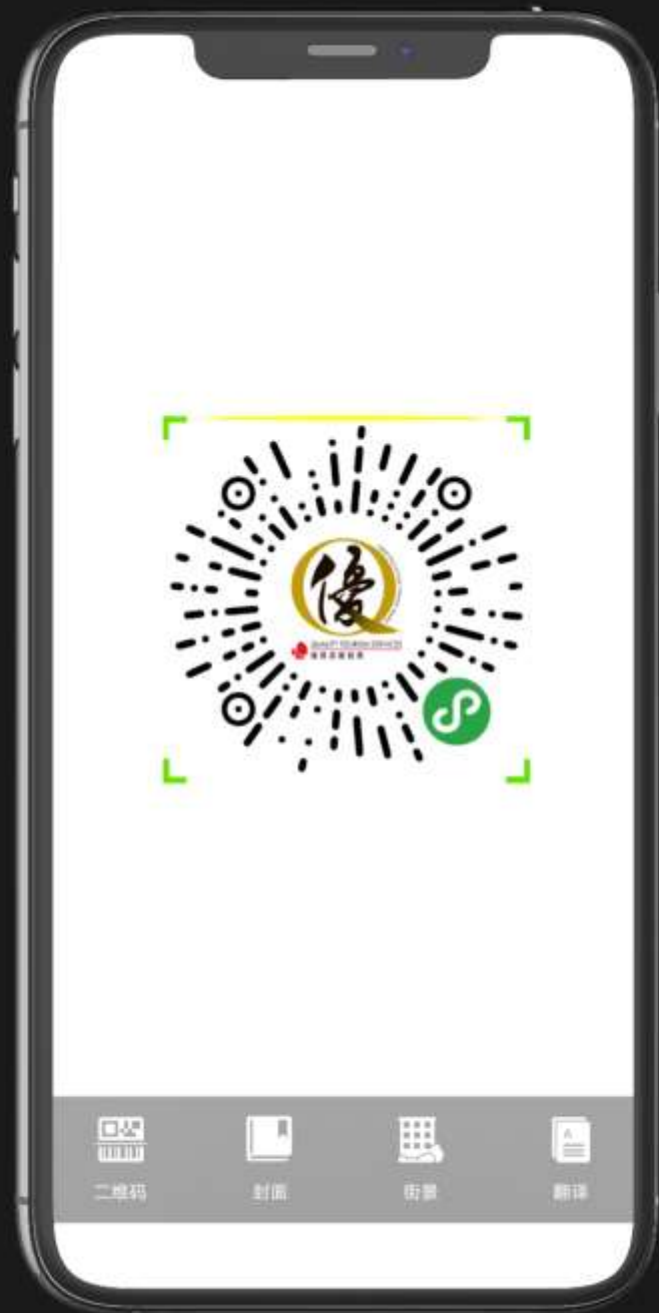
HKTB Mini Program – Key Benefit 4



WeChat Pay QTS Consumer Offer

微信支付商戶顧客優惠

- ◆ Tailored-made for both QTS & WeChat Pay merchant shops
- ◆ 2-year partnership
- ◆ Mechanics modified based on consumer big data



二维码



封面



街景



翻译



HKTB Mini Program Marketing Channels

Focused on Young & Family Segments



61%

**Young/ Mid-career
Aged 21 – 45**



24%

**Family Travelling with
kids under 16**



HKTB Mini Program Launch Promotion



Influencer Advocacy

Travel	Family	Fashion
Food	Arts	Shopping
Lifestyle	Entertainment	...



Over 100 million Impressions



HKTB Mini Program Sustaining Promotion

2019

2020

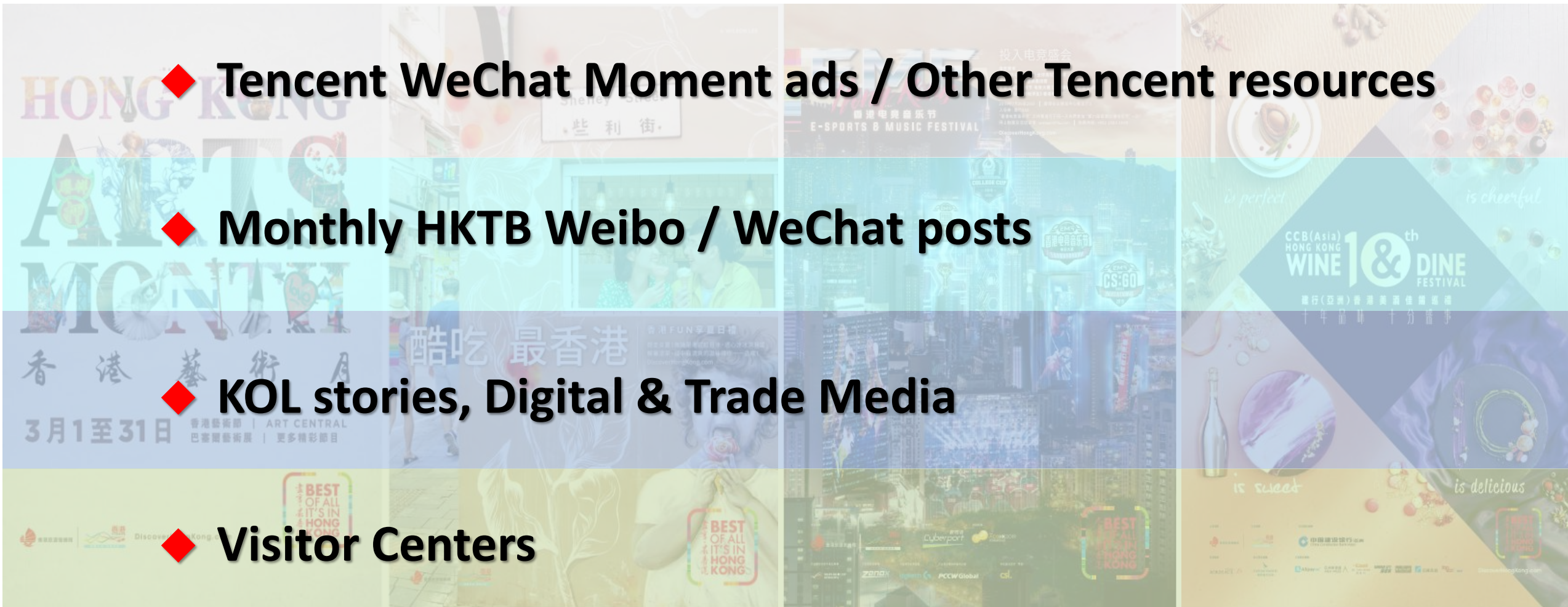
2021

◆ Tencent WeChat Moment ads / Other Tencent resources

◆ Monthly HKTB Weibo / WeChat posts

◆ KOL stories, Digital & Trade Media

◆ Visitor Centers





Call to Action

1



Be a WeChat Pay Merchant Shop

2

Sticker Next to QTS Logo



Promotion Poster



Shop Display of the Above

WeChat Pay Standee



優遊香港 你我共創



