

Hong Kong Tourism Board Marketing and Promotion Support for “M” Mark Events (January – December 2009)

Events	Trade Communication				HKTB Website	Digital Marketing Channel		HKTB Publication / Frontline & Hotline			Display / Distribution of Event Collaterals		Promotion in Potential Markets		
	Partner Website	Travel Trade Manual / Traveller's Guide	What's On Electronic copies	“Voice of TIC” Magazine		Special icon “M” Mark Event	Mobile WAP	Leisure Guides for Business Travellers	What's On Weekly Magazine	HKTB Mega Events Promotion Collaterals	Frontline & Hotline	Event Leaflet Display	Event Poster Display	Tactical Co-op Campaign	Facilitations on Travel Trade / Media Familiarisation Tour
1	Hong Kong Marathon (8 Feb 2009)	√	√	√	√	√	√	√	√	√	◆	◆	√	√	
2	Hong Kong DanceSport Festival (21-22 Feb, 27 – 29 Mar 2009)	√	◇	√	◇	√	√	√	▲	√	◆	◆	△	▲	
3	Hong Kong Sevens (27 – 29 Mar 2009)	√	√	√	√	√	√	√	▲	√	◆	◆	√	√	
4	FIVB World Grand Prix – Hong Kong (14 – 16 Aug 2009)	√	√	√	√	√	*	*	√	√	√	◆	◆	△	▲

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5	Hong Kong Squash Open (12 – 18 Oct 2009)				√	*	*	√	▲	√	◆	◆	△	▲
6	Hong Kong Cricket Sixes (31 Oct – 1 Nov 2009)				√	*	*	√	▲	√	◆	√	△	√
7	Hong Kong Open Badminton Super Series (9 – 15 Nov 2009)				√	*	*	√	▲	√	◆	◆	△	▲
8	Hong Kong Open (golf) (12 – 15 Nov 2009)				√	*	*	√	▲	√	√	√	△	▲

▲ Event does not fall within HKTB Mega Event period / Trade or Media Familiarisation Tour period

◆ Event collaterals not available

△ No co-op campaign initiated by travel agents in source markets

* Channels are under revamp and not available since July 2009

◇ Event information not available before the printing deadline

**Prepared by HKTB
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