

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

I. Promotion Focus / Objectives

- Collaborate with “M” mark event organisers to build / further enhance the event awareness at travel-trade and consumer (visitors) levels through publicising the events via various Hong Kong Tourism Board (HKTB) communication channels
- Induce interest / participation among visitors and encourage travel trade to consider packaging / promoting the “M” mark events as tourism products
- Generate publicity of “M” mark events

II. Partnership between HKTB and “M” Mark Event Organisers

- HKTB and “M” mark event organisers discussed on upcoming event theme / programme elements / promotion resources and priority focus with a view to develop the promotional strategy
- The tourism appeal of each “M” mark event varies between different visitor segments and different markets
- Meetings held / to be held with “M” mark event organisers on upcoming event promotion plan:

Events	Meeting Date (2009)
FIVB World Grand Prix — Hong Kong (14 – 16 August 2009)	16 June
Hong Kong Squash Open (12 – 18 October 2009)	4 August
Hong Kong Cricket Sixes (31 October – 1 November 2009)	7 May
Hong Kong Open Badminton Super Series (9 – 15 November 2009)	16 June
Hong Kong Open (golf) (12 – 15 November 2009)	25 June
Hong Kong Marathon (28 February 2010)	14 May
Hong Kong Sevens (26 - 28 March 2010)	Nov (to be confirmed)
Hong Kong DanceSport Festival (2010, date to be confirmed)	5 June

III. Summary of HKTB Marketing & Promotion Support for “M” Mark Events (January – December 2009) (please refer to Appendix)