

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Report of the Hong Kong Tourism Board on Measures to Promote the “M” Mark Events in Overseas Markets**

#### **PURPOSE**

This paper reports on the strategies and measures adopted by the Hong Kong Tourism Board (HKTB) to promote “M” Mark events overseas.

#### **BACKGROUND**

2. At the brainstorming session of the Major Sports Events Committee (MSEC) on 10 July 2009, Members noted that HKTB was promoting “M” Mark events overseas through different channels and suggested that the board provide a report on the strategies and measures adopted to the MSEC.

#### **HKTB REPORT**

3. The HKTB is responsible for developing marketing and promotion strategies to build and enhance the awareness of “M” Mark events among the tourism trade and overseas visitors. To this end, HKTB meets the event organisers to identify the focus of individual events and develop promotional strategies accordingly. The board disseminates promotion materials through various channels with a view to arousing interest and encouraging participation in the “M” Mark event concerned by potential visitors.

4. A HKTB representative will brief Members on the details of their work as set out in the report at *Annex*.

#### **ADVICE SOUGHT**

5. Members are invited to comment on the strategies and measures adopted by the HKTB to promote “M” Mark events overseas.