

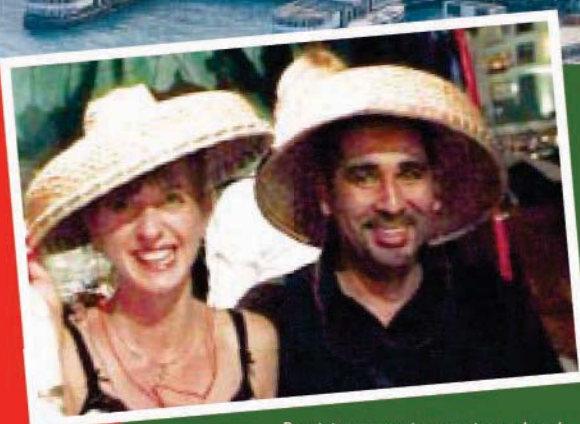
Hong Kong's colourful culture motivates incentive travellers from the UK



Companies worldwide are taking advantage of Hong Kong's unique attractions for a huge variety of corporate events. No matter whether you are planning a mega-event, a regional conference, a corporate meeting or an incentive trip, few destinations can match Hong Kong's diversity of activities, sights and venues.

The experience and spirit of Hong Kong's many tourism professionals will also guarantee that your event will be successful and a motivation booster for the attendees. And don't forget the Hong Kong Tourism Board is always ready to offer free advice on venues and social programmes, as well as a full range of marketing tools.

Read the testimonial inside – and book your next event here ...



Participants enjoy getting a local touch by wearing fishermen's hats.



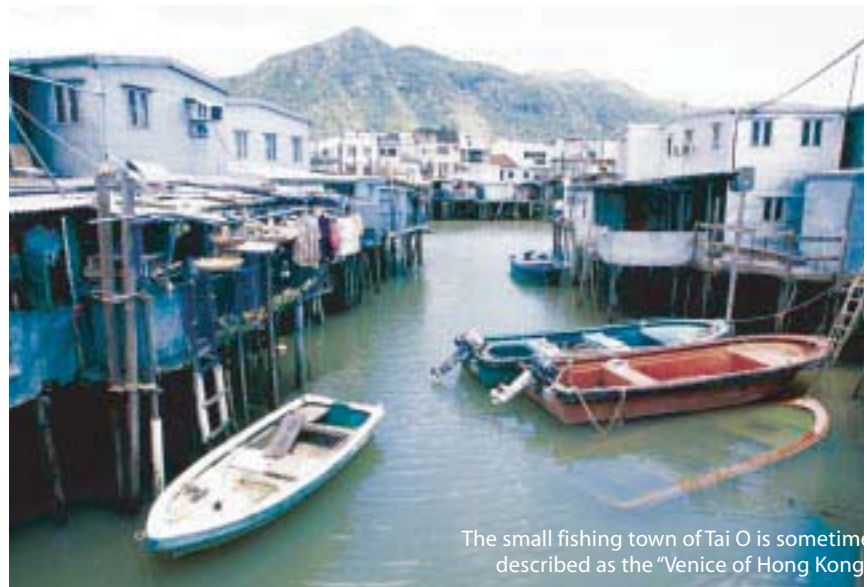
Dinning with a panoramic view of Hong Kong is a spectacular experience.

Some 25 people from London based Tragus, a restaurant-chain operator, visited Hong Kong for an annual motivational conference. The participants won their trip by collecting so-called “panda points” over the preceding year, with the winners being the restaurant managers who had collected the most points.

“We wanted to increase the managers’ level of performance. Therefore, we had to pick a destination that was really attractive. If we offered a trip to, let’s say, somewhere in England, nobody would have been motivated. However, with this adventurous trip to Hong Kong, we could give them an experience they had never had before,” says James Parsons, chief operating officer of Tragus.

The obvious choice

For several years, Tragus has assigned a London-based event organiser to arrange its annual motivational trips. For this particular journey, the organiser made a list of 10 destinations and shortlisted three to the management: Hong Kong, Shanghai and Egypt.



The small fishing town of Tai O is sometimes described as the “Venice of Hong Kong”

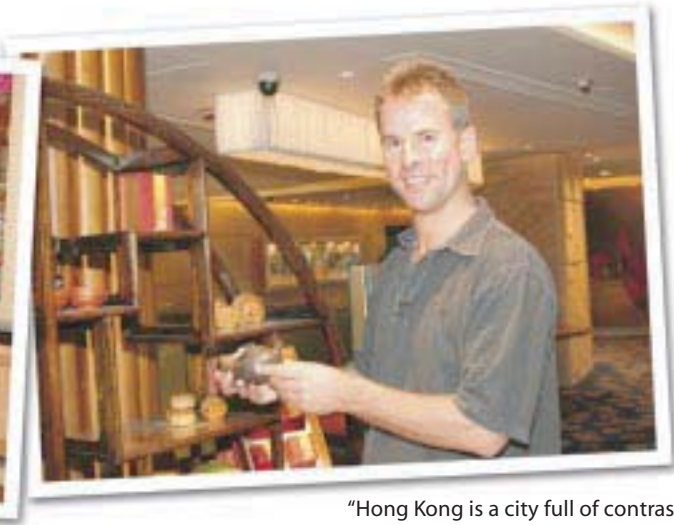
“Since we were looking for a blend of action, culture and nightlife, I immediately felt that Hong Kong was the obvious choice,” says Parsons. “Hong Kong offers more than the other destinations suggested. It has a good mix of activities and it has a colourful culture where East meets West. Furthermore, it is a city full of contrasts, with some of the tallest buildings in the world standing proudly not far from

picturesque rural villages where time seems to have stood still.”

After the decision was made, Tragus initiated an internal campaign and started work on a detailed programme. A video about Hong Kong was produced, showing all the action and variety of things the city offers. Tragus and the organiser had a great deal of assistance from the Hong Kong Tourism Board



Café Rouge's Phil Blackband is impressed by the friendliness of the Hong Kong people.



"Hong Kong is a city full of contrasts," says James Parsons of Tragus.

in London which provided a lot of valuable material.

The campaign video was shown internally to the restaurant managers as inspiration for the contest. Then, for seven months, the participants competed for the best results. The

restaurants were split into 11 regions, with the regional winners automatically qualifying for the trip. Others who had done especially well in the competition were also rewarded.

Phil Blackband, operational director for the Café Rouge brand, was among the

winners. With 86 restaurants in the UK, Café Rouge is part of the Tragus Group. Blackband has travelled extensively, but had never been to Hong Kong. Among the surprises the city held in store for him were the abundance of nature and the cleanliness: "Beautiful greenery, so many islands and – no pigeons; Hong Kong is very different from the UK," he said.

He was also impressed by the friendliness of the Hong Kong people: "They are always smiling, have a good sense of humour and never seem to worry. They are also very polite and eager to help."

Various exciting activities

The participants enjoyed a four-day programme that was peppered with activities of all kinds, including driving jet skis from a luxury yacht; playing football on a beach; helicopter rides; visits to Tai O



Participants enjoy a delicious dinner at the famous Jumbo Floating Restaurant.

Visitors can always escape from Hong Kong's city life to the tranquil and lovely beaches in less than an hour's time.



Foreign visitors to Hong Kong can get their names written in Chinese calligraphy at Stanley Market.



Hong Kong's world-famous tailors offer custom-made garments for visitors.

Dress for success

Hong Kong's tailors are famous for their craftsmanship and the ability to produce high-quality clothes at a very short time.

Arrangements were made with one of Hong Kong's leading tailors, for every participant on the Tragus incentive trip to receive a free shirt and pair of trousers or skirt. They were also able to buy a jacket and have their name embroidered inside.

On the day of the group's arrival, the tailors measured the participants at the hotel. The following day, they checked the fitting and, on the third day, the finished clothes were delivered.

"This was a surprise for the participants and they really liked it," says James Parsons, chief operating officer of Tragus. "We plan to hold a business meeting the first day after we get home and I wouldn't be surprised if everybody wore their new clothes then."

fishing village, Stanley Market and Ladies Market; and dinner at such famous restaurants as Felix, the China Club, the Jumbo Floating Restaurant and Café Deco on the Peak.

"The luxury yacht trip with jet skiing was probably the best thing we ever

have arranged. It was very much appreciated," says Parsons.

"To devise the programme, we worked with a local destination management company, which turned out to be an excellent organiser and showed great flexibility," he adds.

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HONG KONG TOURISM BOARD



Rob Wakefield of the event organiser made a video for Tragus with assistance from the Hong Kong Tourism Board.

The group stayed at a hotel on Tsim Sha Tsui East's waterfront, offering panoramic views of Victoria Harbour and the Hong Kong Island skyline.

On the last day of the trip, everybody was exhausted, not least since no one had had much sleep over the previous four action-packed days. "We are delighted to have given the participants so much excitement and fun. This has been something that will be engraved on their memories for a long time and will motivate them to work even harder in the future," says Parsons.

The Hong Kong Tourism Board encourages international corporations to hold their meetings and incentive travel activities in Hong Kong. For more information about how the Board can assist in these areas, please visit www.DiscoverHongKong.com/mice.



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