

# 香港：亞洲會展獎勵旅遊之都

## Hong Kong: The MICE capital of Asia

香港旅遊發展局 Hong Kong Tourism Board

會展獎勵旅遊以往只是不落俗套的「概念」而已，但現在連專家也認為這種活動既可激勵員工，也可為企業締造實質的投資回報。

會展獎勵旅遊不僅對企業有益處，對舉辦城市也一樣。數據顯示，會展獎勵旅客都見多識廣，而且比一般消閒旅客逗留的時間較長，消費也較多。在二零零八年，香港接待了一百一十七萬名會展獎勵旅客，中國內地、短途市場、長途市場大約各佔三分之一。會展獎勵旅遊業務除了帶來日益可觀的利潤外，更迅速發展成香港服務行業的主要支柱之一。

亞洲地區憑著種種特質，近年可謂出現了一個會展獎勵旅遊的熱潮，而香港條件優厚，定然是區內無可置疑的會展獎勵旅遊之都。香港除了具備世界級的場地、有利的營商環境、四通八達的交通網絡、經驗豐富的專業人才及朝氣蓬勃的生活方式之外，還有各種消閒玩樂的方式，使旅客在完成工作後足可盡情行樂。

這套搭配元素顯然有效。

### 過往佳績

國際眼科理事會(International Council of Ophthalmology)主席暨二零零八年世界眼科學術大會(World Ophthalmology Congress)榮譽主席布魯斯·E·斯皮維(Bruce E Spivey)醫生表示：「香港符合我們的所有要求——既是國際航空樞紐，也是一流的會議舉行地點，不同類型和級數的酒店選擇繁多，往返會議中心的交通十分便利，更有叫人興奮難忘的旅遊樂趣。連出席人數也出乎我們意料之外，刷新了歷年紀錄，共有一萬零二百名來自世界各地的眼科醫生及其他代表，以及二千五百個參展商。」

香港以往也主辦過一些舉世矚目的世界

The Meetings, Incentives, Conventions and Exhibitions (MICE) sector has grown from an offbeat “concept” into an activity that experts now agree motivates employees and provides businesses with a substantial return on investment.

MICE is good for companies. It is also good for destinations. **Statistics show that MICE visitors are sophisticated travellers who stay in a city longer and spend more than the average leisure visitor.** In 2008, Hong Kong received 1.17 million MICE visitors, with approximately one third coming from China, one third from short-haul markets and one third from long-haul markets. Apart from an increasingly profitable business, MICE is also rapidly becoming one of the key pillars of Hong Kong’s hospitality industry.

While Asia’s unique attributes have seen it enjoy something of a MICE boom in recent years, Hong Kong is definitely well positioned as the region’s undisputed MICE capital. **With world-class venue choices and a business-friendly environment, as well as easy accessibility, professional expertise and vibrant lifestyle, Hong Kong also offers visitors an abundance of ways to unwind when their work is done.**

The recipe clearly works.

### Proven track record

“Hong Kong met all of our criteria – international aviation hub, first-class convention centre, variety of hotels at different price levels, easy access to the convention centre, and a destination that excites people,” said Dr Bruce



香港完全符合二零零八年世界眼科學術大會的所有要求。  
Hong Kong met all of the World Ophthalmology Congress 2008's criteria.

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級盛事，例如世界貿易組織的部長級會議、國際電訊聯盟(International Telecommunication Union)的世界電訊展、國際獅子會年會等等。

今年九月，享負盛名的Sibos週年會議在香港舉行。這項盛事由環球銀行金融通訊協會(Society for Worldwide Interbank Financial Telecommunication, SWIFT)主辦，匯聚了全球金融業精英，為個人、企業以至整個社會創造無數機會，也提高了香港的國際知名度。

勵展博覽集團(Reed Exhibitions)大中華區總裁陳漢文先生認為，香港也是舉行航空業盛事的理想地點。他解釋說：「亞洲國際航空展一向都備受好評，當我們要為它重新定位，由國防轉為商用航天及民航時，就決定了要把這個有別於傳統而模式嶄新的航空展搬到香港來。香港地理位置優越，距離大部分亞洲地區都只是五小時的飛行航程，是區內國際航線的樞紐。此外，香港還提供了非常有利經商的基建，以及出眾的各色娛樂。」

香港舉辦這些國際盛事，既可帶來長久的經濟利益、提高本地的品牌形象以及推動旅遊業，也為多個相關行業及文化活動的長期發展提供了培育的平台。

## 保持動力

儘管香港已建立了會展獎勵旅遊首選城市的地位，但競爭對手林立，實在容不下一絲鬆懈，必須不斷提升優勢，開發配套設施，藉以保持會展獎勵旅遊業的動力，吸引更多新業務。

這意味著香港必須繼續專注於開發精彩的場地、籌辦有趣的活動，並進一步提升一貫的優良服務。此外，還須加強與會展獎勵旅遊有關的專門技能，例如培養能應付籌備時間日短、顧客要求日高、但預算卻日絀的本領！

上述工作現正全力推行。嶄新的活動場館及不同種類的活動已接連登場，而未來還有更多項目會陸續推出(見方格)。

## 群策群力

香港在會展獎勵旅遊方面的佳績，並非出於偶

E Spivey, President of the International Council of Ophthalmology and the Honourable President of the World Ophthalmology Congress 2008 that took place in Hong Kong. "Even the attendance exceeded our expectations, with a record 10,200 ophthalmologists and other delegates coming in from all over the world, along with 2,500 trade exhibitors," he said.

Hong Kong has already hosted some of the world's most high-profile events, such as the World Trade Organisation's Ministerial Conference, the International Telecommunication Union's Telecom World and Lions Clubs International Conventions.

This September, the city saw its international profile shine more brightly when it became the location of choice for the prestigious annual SWIFT International Banking Operations Seminar (Sibos) conference – an event that brings the global financial industry together to create opportunities for individuals, organisations and the community as a whole.

Mr Preecha S Chen, President of Reed Exhibitions Greater China said Hong Kong was also an excellent choice for aviation industry events, like his. "When we repositioned our successful Asian Aerospace event, from defence to commercial aerospace and civil aviation, away from a traditional air show, we also decided to move the reformatted show to Hong Kong. Within five air hours of most of Asia, Hong Kong offers not only a strategic location with excellent international connections, but also a very business-friendly infrastructure and outstanding entertainment options," he explained.



香港條件出眾，使重新定位的亞洲國際航空展移師香港舉行。  
Asian Aerospace moved its newly reformatted show to tap into Hong Kong's excellent conditions.

**Staging such internationally famous events not only helps to bring long-term economic benefits and promote destination branding and increase tourism, it also creates a platform to foster the long-term development of a diverse array of industry sectors and cultural activities.**

## Maintaining MICE momentum

While Hong Kong has established its credentials as a premier MICE

然，而是全靠人人都發揮了應有的作用，包括不辭勞苦的專業旅遊代理。一向以來，他們經常都是最能打動旅客的香港旅遊大使，而現在有甚麼會展獎勵旅遊活動要籌辦的話，主辦機構也往往會首先接觸他們。

因此，旅遊代理正承受著別樣的壓力：活動的籌備時間縮短了，於是迅速回應客戶的查詢，就變得幾乎和提交最妥善的計劃書同樣重要了。儘管如此，我們也不可忽略客戶在訪港期間的體驗。事實上，為了使旅客的訪港體驗盡善盡美，

**亞洲國際博覽館**：亞洲唯一一個全層無柱的地下大堂展覽場館，與香港國際機場連為一體，包含一個設有一萬三千五百個座位的運動 / 演唱會場館，以及一個設有五千個座位的AsiaWorld-Summit Hall。

**香港會議展覽中心**：剛完成擴建的會展中心現有九萬二千平方米可供租用，包含七個展覽廳、兩個會議廳、兩個劇院、兩個宴會廳、五十二個會議室。

**伯大尼(Béthanie)**：前身為療養院，現在是香港演藝學院的第二校園，二零零八年獲聯合國教科文組織亞太區文物古蹟保護優異獎(Honourable Mention)，設施有一個展覽廳、一個小禮拜堂、兩個表演場地、一座博物館。

**香港迪士尼樂園**：香港迪士尼樂園酒店及迪士尼好萊塢酒店分別提供四百及六百間客房，是舉行業務會議、大型會議與企業活動的獨特場所。團體旅客還可在樂園的餐廳內舉行包場活動，如主題晚宴或派對。

**香港海洋公園**：香港首個主題公園，新近開幕的「亞洲動物天地」為獎勵旅遊旅客提供別種體驗，例如與大熊貓共進早餐，或近距離與海獅、海豹打招呼。

**destination, the field is highly competitive. The city cannot afford to relax its commitment. It must continue enhancing its strengths and developing new capabilities in order to maintain the momentum of its MICE business and attract new events.**

That means continued focus on exciting venues, interesting activities and further improving Hong Kong's already exceptional quality of service. It also requires enhancing MICE-specific skills, such as the ability to adapt to increasingly short lead times for event planning, constantly rising customer expectations and tighter budgets!

Rapid progress is being made. New venues and different activity choices are coming on stream all the time, and still more are in the pipeline (see Box).

**AsiaWorld-Expo (AWE)** – Asia's only ground level, column-free venue fully integrated into a major international airport complex, the AWE includes a 13,500-seat arena suitable for sports events and concerts as well as the 5,000-seat AsiaWorld-Summit Hall.

**Hong Kong Convention and Exhibition Centre (HKCEC)** – Newly expanded, the HKCEC now boasts 92,000 square metres of rentable space, with seven exhibition halls, two convention halls, two theatres, two function rooms and 52 meeting rooms.

**Béthanie** – Received an Honourable Mention in the 2008 UNESCO Asia-Pacific Heritage Site Awards for Cultural Heritage Conservation, this former sanatorium has been transformed into a second campus of The Hong Kong Academy for Performing Arts, with an exhibition hall, a chapel, two performance venues and a museum.

**Hong Kong Disneyland** – A unique place to hold business meetings, conferences and corporate functions, the Hong Kong Disneyland Hotel and Disney's Hollywood Hotel offer 400 and 600 rooms respectively. It also allows groups to charter restaurants of the park for themed dinners and parties.

**Ocean Park** – The first theme park in Hong Kong, Ocean Park provides a different experience for incentive groups, from enjoying a morning meal with giant pandas in the recently launched Amazing Asian Animals attraction to saying hello to seals and sea lions at a close distance.

有需要為他們提供圓熟而專業的指引，這比以往任何時候都來得重要。

不過，業界並非孤身作戰。香港旅遊發展局及其最近成立的香港會議及展覽拓展部([www.mehongkong.com](http://www.mehongkong.com))，正在和業界並肩作戰，而且已有了累累碩果。

香港會議及展覽拓展部可為會展獎勵旅遊活動的主辦機構提供一站式服務，包括協助開拓業務，提供諮詢服務及市場推廣支援，為投標準備工作給予協助，爭取政府支持以進行游說工作和吸引新活動前來香港舉行。此外，在場地選擇、

## A role for everyone

Hong Kong's MICE success didn't happen by accident. Everyone played their part, including our hard-working travel agency professionals. They have always been some of Hong Kong's most persuasive ambassadors and today they are often the first point of contact when a MICE event is on the drawing board.

Agencies are under special pressure. As planning lead times shrink, responding quickly to enquiries has become almost as important as offering the most competitive proposals. Yet, we cannot afford to overlook the guest experience either. Indeed, the need to provide experienced and professional guides to ensure visitors get the most out of their stay has never been more vital.

However, the industry is not on its own. The Hong Kong Tourism Board,



市場推廣渠道、會議內容設計等方面，也會為主辦機構提供專業建議與支援服務。

香港是亞太區內會展獎勵旅遊的首選目的地，要推動並鞏固這個地位，香港會議及展覽拓展部推出了一個全新綜合式市場推廣平台，名為「無盡機遇 盛匯香港」。這個平台為會展獎勵旅遊的不同客群定出明確主題：匯聚團隊精神的「企業會議及獎勵旅遊」、匯聚行業知識的「會議」，以及匯聚經貿網絡的「展覽」。


香港會議及展覽拓展部現正與眾多夥伴通力合作，例如與投資推廣署、香港經濟貿易辦事處及香港貿易發展局組成了策略聯盟，致力推動香港的會展獎勵旅遊市場。香港會議及展覽拓展部還因應不同的會展獎勵客群，制訂目標明確的推廣活動，並且引入多元化的通訊工具，例如登載香港近況的專屬網站及電子通訊，以及切合客戶需要的宣傳短片。

## 互惠互利的夥伴關係

客戶來過香港之後，往往讚歎旅程使人如在九天之上。可是，要使香港繼續在國際會展獎勵旅遊市場中力爭前列地位，這卻不需要九天之上的助力，只要人人通力合作就成了。這裡說的人人，是指活動場地、專業旅遊代理、服務業合作夥伴，當然少不了香港會議及展覽拓展部。這就是說，人人都要成為香港的最佳宣傳大使，尤其是與旅客直接接觸的人員，更要每分每秒都提供最熨貼入心的服務。

與此同時，香港會議及展覽拓展部會繼續開發具營銷效益的優越產品，使香港這個會展獎勵旅遊目的地能長葆青春與吸引力。

香港能否達成上述目標？這根本不是問題，因為香港早就做出了可觀的成績。目前的首要任務，一方面是各個相關行業要群策群力，提供最佳服務，另一方面是香港要繼續比其他亞洲競爭對手更加出色——選擇要更多、驚喜要更大、價值要更高！

讓我們攜手合作，締造更多新機會，帶動香港的會展獎勵旅遊業更上一層樓。 

together with its recently established MEHK (Meetings and Exhibitions Hong Kong) office ([www.mehongkong.com](http://www.mehongkong.com)), is working hand in hand with the sector and has already achieved numerous noteworthy successes.

**As a one-stop shop for MICE organisers, MEHK facilitates business development and provides advisory services and marketing support. It also offers assistance in the preparation of bids and engages support from the Government to lobby and attract new events to Hong Kong. In addition, it provides professional advice and support to organisers regarding venue selection, marketing channels and programme design.**

To drive and strengthen Hong Kong's image as a leading MICE destination in Asia Pacific, MEHK has launched a new integrated marketing platform named "Hong Kong – Converging Possibilities". It has developed a specific proposition for each MICE segment: Meetings and Incentives for converging team spirit, Conventions for converging knowledge and Exhibitions for converging networking.

MEHK is already working with a number of partners to increase the momentum of the Hong Kong MICE market. For instance, strategic alliances with InvestHK, the Hong Kong Economic and Trade Offices and the Hong Kong Trade Development Council have been formed. MEHK has also developed targeted campaigns and a wide range of communication tools such as a dedicated website and e-newsletter featuring the latest happenings from Hong Kong and customised promotional videos for each Meetings and Incentives, Conventions and Exhibitions segment.

## A win-win partnership

**Guests often find their visits to Hong Kong to be nothing short of magical. Yet, continuing to push Hong Kong to the forefront of the international MICE market doesn't require magic – just teamwork from everyone involved. Venues, agency professionals, our service economy partners and MEHK.** And it means everyone being the best possible ambassador for Hong Kong – with front-line staff in particular providing the best service – all the time, every time.

In the meantime, MEHK will continue to develop excellent, marketable products to help keep Hong Kong a fresh and attractive MICE destination.

It's not a question of whether Hong Kong can do it, because the city has already achieved substantial recognition. Now the focus must be on teaming up with the relevant trades to deliver the best services while continuing to offer more than any other MICE destination in Asia – more choice, more excitement and more value!

So, let's all join hands and work together to attract new opportunities and drive the development of the MICE business in Hong Kong. 