



HONG KONG TRAVEL MISSION TO FOUR INDIAN CITIES IN AUGUST

To further capture the growth potential of the Indian outbound market to Asia's world city, the Hong Kong Tourism Board (HKTB) will be organising a trade mission to four Indian cities – Bengaluru, Mumbai, Kolkata and New Delhi – between 18 and 22 August 2014.

A senior delegation of more than 30 Hong Kong trade members, comprising Hong Kong land operators, hoteliers, cruise companies and popular family attractions, including Ocean Park, Hong Kong Disneyland, Madame Tussauds Hong Kong, Ngong Ping 360 and The Peak, are expected to attend the business sessions in each city.

“In line with our continuing marketing initiatives to build win-win partnerships, we are focusing on creating value through added offerings for our trade partners. Taking advantage of the improvements in the Indian economy, especially improved consumer travel sentiment, we will leverage the travel mission platform to facilitate information and business exchange between our Hong Kong and Indian trade partners,” said Mr Peter Hoslin, the HKTB's Regional Director of Europe & New Markets.

Leveraging the 14-day visa-free travel facility for Indian passport holders and flight capacity expansion from Indian cities, Indian visitor arrivals to Hong Kong reached 203,989 in the first five months of 2014, representing a significant increase of 14% over the same period in 2013.

The trade mission will also focus on the growing MICE segment, highlighting the diverse venues in Hong Kong for Indian meetings and incentives groups.

HONG KONG TRAVEL MISSION		
2014 Schedule		
		Venues
Monday 18 August 2014	Bengaluru	Taj Westend
Tuesday 19 August 2014	Mumbai	Taj Lands End
Thursday 21 August 2014	Kolkata	Taj Bengal
Friday 22 August 2014	New Delhi	Le Meridien

– Ends –

For media enquiries, please contact:

Mileage Communications India Pvt. Ltd.

Namrata Bansal
namrata@mileage.in

Nandini Sharma
nandini@mileage.in