



## **Hong Kong Tourism Board Bags PATA Gold Award 2014 Winning Integrated Campaign: Hold My Hand in Hong Kong**

**New Delhi, 30 July 2014:** The Hong Kong Tourism Board (HKTB) has bagged the Pacific Asia Travel Association (PATA) 2014 Gold Award in the category Marketing – Primary Government Destination for its “Hold My Hand in Hong Kong” promotion campaign in India.

The HKTB launched “Hold My Hand in Hong Kong” in 2013 as a unique year-round marketing platform integrating literature, film, digital media, trade, consumer, and public relations promotions in one campaign to promote Hong Kong in India.

### **Collaboration with Bestselling Indian Author Durjoy Datta**

In its main campaign for 2013/2014 the HKTB developed a ground-breaking promotional concept using literature and fusing it with other media to capture the romantic side of Hong Kong in an appealing format tailored to India’s young segment.

The HKTB collaborated with bestselling Indian author Durjoy Datta on a love story called *Hold My Hand*, which has Hong Kong as its setting, to give readers a sense of the romantic side of Hong Kong. “Hold My Hand in Hong Kong” was a unique campaign, as this was the first time any tourism board has teamed up with an author to promote a foreign destination in the Indian market. The HKTB used the novel as a springboard for a series of promotional activities, using Social Networking Services (SNS) and mobile apps.

The HKTB’s Regional Director of Europe & New Markets, Peter Hoslin, said: “Thank you for the support from everyone who contributed to this innovative campaign. Without such an effort, it could not have been so successful. The HKTB is proud to accept this award, as it is our team’s pioneering thinking which enables us to deliver campaigns that are both creative and effective. India has become a very important market for Hong Kong. From January to June 2014, Hong Kong had 243,977 visitors from India, which is an increase of 13.5% compared to the same period in 2013. We look forward to developing other unique ideas to promote Hong Kong – Asia’s world city – in India.”

Durjoy Datta said: “I am very happy to be associated with the HKTB and to hear that my novel *Hold My Hand* contributed to the success of this award-winning campaign. My previous books are mostly set in urban India, so working with the HKTB gave me the opportunity to try a different setting. Having been to Hong Kong myself, I would say the city is a fantastic place for a romantic adventure. With its diversity and energy, Hong Kong provided the perfect backdrop for *Hold My Hand*, allowing me to subject the characters to a range of different emotions and experiences.”

## “Hold My Hand in Hong Kong” Short Film Contest

The HKTB also ran a short film contest in association with Whistling Woods India, in which students produced short films based on *Hold My Hand*. The winning short film premiered before the winter holidays, a popular season for Indian honeymooners and young couples to travel abroad.

Acclaimed Indian Film Director, Writer, Producer and Chairman of Whistling Woods International, Mr. Subhash Ghai said: "We at Whistling Woods are glad to be associated with HKTB. Adapting a novel into short films of 5-6 minutes is never easy, but our students accepted the challenge and after months of hard work, came out with results that were fantastic. We wish the best for HKTB and hope to associate with them in the future as well."

There was a tremendous response to a contest organised across India in association with Penguin Books India and coffee chain Barista Lavazza, with the winner awarded a holiday trip to Hong Kong. Leveraging the campaign, a special “Hold My Hand” Travel Package featuring romantic spots in the itinerary was also developed with Thomas Cook in association with other trade partners in Hong Kong.



Photo caption: Participating teams in the “Hold My Hand” short film contest in Hong Kong



Photo caption: Author of “Hold My Hand” Durjoy Datta experience Hong Kong for inspiration

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*For further information, please visit <http://www.discoverhongkong.com>*

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