

HKTB Establishes Stronger Foothold to Grow the South Korean Market

To further capture the growth potential of the South Korean market, the Hong Kong Tourism Board (HKTB) announced that it has officially re-designated its representative office in Seoul as a branch office under its worldwide network.

New Delhi, New Delhi, October 26, 2006 /[India PRwire](#)/ -- To further capture the growth potential of the South Korean market, the Hong Kong Tourism Board (HKTB) announced, that it has officially re-designated its representative office in Seoul as a branch office under its worldwide network.

Visitor arrivals from South Korea have continued to grow since 2004. In 2005, Hong Kong welcomed more than 640,000 South Korean visitors, 19% more than in 2004, making it the fifth largest source market for Hong Kong. The robust performance continued in 2006, with arrivals exceeding 510,000 in the first nine months, a further increase of more than 8%.

With the new operation, the HKTB will continue to vigorously promote Hong Kong's expanded portfolio of attractions, with special emphasis on family and young segments, as well as maximising its marketing reach in Korea, including such secondary cities as Busan and Incheon. The HKTB will also ride on the growing trend of weekend travels and step up its co-operation with Korean travel trade partners to develop more weekend and themed packages for different targeted segments.

As part of its efforts to strengthen collaboration with the Korean tourism industry, the HKTB signed a co-operation agreement with the Gyeonggi Tourism Organization on 24 October, which provides a platform for exchanging market intelligence and tourism promotion experiences. Gyeonggi-do is the most populous province in South Korea, embracing Seoul and Incheon, and is the major source of Korean visitors to Hong Kong.

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