

**Annex B**

**Global Tourism Revival Campaign**  
**Updated funding position**

<b>Programmes</b>	<b>Approved allocation (HK\$)</b>	<b>Actual spending (as at 15.9.2003) (HK\$)</b>
1. Trade and consumer promotions including trade shows, website marketing, roadshows, campaigns promotions;	27,000,000	10,800,000
2. Hosting of familiarisation visits and programmes for trade and media;	33,000,000	8,300,000
3. Worldwide advertising targeted at key source markets;	157,000,000	16,400,000
4. PR promotions and activities including worldwide roadshows in 28 cities;	53,000,000	17,000,000
5. Tracking studies to track travellers' perception of HK;	7,000,000	2,400,000
6. Destination happenings & promotions e.g. shopping & dining promotions, Welcome Pack & card, Mega Events and themed activities.	102,000,000	41,500,000
<b>TOTAL</b>	<b>379,000,000</b>	<b>96,400,000</b>