

**The expenditure incurred by HKTB on partnership
with local travel trade on promotions in the past three years**

Year	2007-08	2008-09	2009-10
Amount	\$45,800	\$68,000	\$325,000*

*In 2009-10, HKTB organised the first ever “Hong Kong Food and Wine Year” mega event, and needed to step up co-operative promotions with various local trade partners to maximise publicity among consumers and tourists. There was therefore an increase in expenditure as compared with the previous two years.