

# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

## GTA teams up with HKTB and tvN for a once-in-a-lifetime TV shoot fam trip

- GTA advances SPP Hong Kong with new three-way partnership
- HKTB-backed fam trip allows agents to discover Hong Kong's "hidden gems"
- tvN to film brand new *MUST* travel series during fam trip

9 June 2016, Hong Kong - GTA, Kuoni's global travel distribution arm, will embark on an exciting new phase of its Hong Kong Strategic Partnership Program (SPP) this week, with the hosting of a major familiarization and filming trip in "The Pearl of The Orient".

In a unique three-way tie-up, GTA is working with the Hong Kong Tourism Board (HKTB) to bring top travel agents to the destination to discover Hong Kong's new "hidden gems". The fam trip runs from 9<sup>th</sup> to 13<sup>th</sup> June.

**Anthony Lau, Executive Director of the HKTB**, commented: "We are very pleased to partner with GTA and bring in trade partners from nine markets in Asia Pacific. Hong Kong is a truly unique city, featuring vibrant living culture, diverse culinary options and many more for all visitors with different needs.

"We hope this trip can offer our overseas partners an in-depth understanding of the city, during which they will experience the exciting international dragonboat races and different facets of Hong Kong through the new tour products developed under the HKTB's 'Explore Hong Kong Tours' platform."

As part of this trip, GTA has partnered with TV channel tvN, which will be on location in Hong Kong to film the first part of its brand new travel series, *MUST* (My Unexpected Sweet Trip).

The new lifestyle travel show will see leading Swiss-born South Korean actress and anchor, Clara Lee, meet with a local Hong Kong celebrity to discover Hong Kong's most romantic attractions and activities. *MUST* will then continue shooting in other Asian cities and the new travel series will be aired on tvN across the Asia Pacific region immediately after post-production in August.

Travel agents attending the fam trip will be offered a once-in-a-lifetime opportunity to meet Ms Lee, along with the surprise Hong Kong celebrity, for a filming session aboard the iconic Duk Ling junk boat while sailing across Victoria Harbour.

"GTA's SPP Hong Kong is focused on providing agents with a wealth of information about Hong Kong, and giving them more confidence to sell the destination to their clients," explained **Cyndi Ng, GTA's Head of Market Development & Strategic Partnerships**.

"Our strategic partnership with tvN is an exciting and unique way of spreading the SPP message even further, providing agents - and tvN's wider Asia Pacific audience - with deeper insights into this fantastic destination," Ms Ng added.



*Photo taken at welcome dinner hosted by GTA & HKTB at Ah Yat Harbour View Restaurant. In the photos are GTA, HKTB, tvN, MUST presenter Clara Lee (back row, 7<sup>th</sup> from left) and travel agents.*

“We are grateful for the immense support GTA and the Hong Kong Tourism Board have given us, in particular GTA, without whom filming *MUST* - our first tvN original 4K production in Asia - would not have been such smooth sailing,” said **Mr Samey Lee, CEO of CJ E&M Hong Kong**.

“tvN is striving to expand its coverage in Asia Pacific after our recent rebranding, and with GTA’s strong network within the region, we are confident that the synergies generated are mutually beneficial. The shooting of *MUST* Hong Kong is sure to be a great success and we are looking forward to the upcoming stops!”

In partnership with HKTB, tvN and selected SPP hotel partners such as EAST Hong Kong and The Peninsula Hong Kong, plus attraction partner Ngong Ping 360, the fam trip has gathered GTA’s top-selling travel agency clients for an educational journey to Hong Kong’s many and varied attractions.

As well as helping to film tvN’s new show, GTA will also create its own destination video in Hong Kong, which it will then showcase to travel agents in GTA Workshops across Asia Pacific, the Middle East and Africa.

To welcome the travel agents, GTA and HKTB are hosting a welcome dinner tonight at Hong Kong’s Michelin-starred Ah Yat Harbour View Restaurant, which will also be attended by Clara Lee.

During the five-day/four-night fam trip, agents will also be able to enjoy an unforgettable helicopter ride over Hong Kong from The Peninsula, a journey to a fisherman’s village in Tai O via the Ngong Ping 360 cable car, and celebrate the Hong Kong International Dragonboat Festival courtesy of HKTB.

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**About GTA**

Powering global travel, GTA provides ground travel products and services for fully independent travel, supporting the biggest and best in travel. Part of the Kuoni Group, GTA is trusted to deliver because of its wealth of experience, privileged relationships and on the ground expertise. Its technology solutions easily connect travel suppliers and sellers worldwide. As well as its XML, booking sites – GTA retail, TravelCube and Travel Bound, as well as GTA wholesale – process over 21,000 bookings daily, in more than 25 languages. Connect now with GTA. [www.gta-travel.com](http://www.gta-travel.com)

GTA 驱动全球旅业，服务于全球旅业将近 40 年，隶属于 Kuoni 集团——百年瑞士上市公司。GTA 为旅行社，批发商，在线旅行社和差旅管理公司，提供最专业优质的服务。GTA 的产品包括酒店、公寓、私人/公共接送、铁路产品、观光产品、演出戏剧门票、浏览胜地门票、博物馆美术馆和餐厅，还有定制套餐等。GTA 全球每天有超过 21,000 个预定，每年销售超过 1200 万间夜酒店。詳情請瀏覽 [www.gta-travel.com](http://www.gta-travel.com)

**About tvN**

The no. 1 pay TV channel in Korea, tvN is expanding to Asia. Being the content trend leader, tvN provides the best general entertainment through express top-rated variety shows, record breaking hit dramas, world class music shows, trend leading lifestyle programmes, and star-studded original productions exclusively for Asian viewers. tvN, where fun takes off!

韓國第一收費電視頻道 tvN 進軍亞洲，作為內容創作先驅，tvN 為亞洲各地觀眾提供最優質的韓國綜合娛樂，包括皇牌收視綜藝節目、題材豐富流行韓劇、國際矚目音樂盛事、生活時尚消閒小品、不少得還有韓星雲集並為亞洲觀眾而設的獨家原創節目。

tvN, where fun takes off!

**About Hong Kong Tourism Board**

The Hong Kong Tourism Board (HKTB) is a Government-subsidised body. Operating 15 offices around the world and representative offices in six different markets, its primary mission is to maximise the social and economic contribution that tourism makes to the community of Hong Kong, and consolidate the city's position as a world-class destination. The HKTB works closely with the Government, travel industry and other partners to promote Hong Kong worldwide, widen the range of tourism products and elevate service standards, as well as enhance the experiences of visitors during their stay.

香港旅遊發展局(旅發局)是專責推廣香港旅遊業的政府資助機構，主要職能是提升旅遊業對香港社會和經濟的貢獻，並致力鞏固香港作為世界級旅遊勝地的

地位。旅發局與政府、旅遊業界和其他相關界別緊密合作，在世界各地宣傳香港，為旅客提供更多元化的旅遊產品和更具質素的服務，同時致力提升旅客在香港的旅遊體驗。旅發局在全球設有 15 個辦事處，並於 6 個不同市場設有代辦。

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