

**CATHAY/  
HSBC  
HONG KONG  
SEVENS**

# HOW HOSPITALITY AND SPORTS BECOME A WINNING COMBINATION

*HOTEL PACKAGES*

CATHAY/HSBC HONG KONG SEVENS 5 – 7 APRIL 2024





## SPORTING EVENTS AS TOURISM MAGNETS

The integration of hospitality and sports have transformed sporting events into major tourism magnets.

Major tournaments and championships attract not only die-hard fans but also curious travelers seeking a unique experience.

Host cities capitalise on this influx of visitors by providing a diverse range of accommodation options, sightseeing tours, and hospitality services that complement the sports events.

## ABOUT HONG KONG SEVENS

The Hong Kong Sevens is the crown jewel of the World Rugby's HSBC SVNS Series and is an established bucket list event to the 120,000 fans that attend each year.

2024 will be a historic event being the 47th anniversary and the final Hong Kong Sevens event to be held at the iconic Hong Kong Stadium before moving to Kai Tak Sports Park in 2025.

# ABOUT HONG KONG SEVENS



Online news  
media value  
**HK\$651.5M**



**7.9M**  
Total marketing  
impressions across  
all owned, earned,  
paid and shared  
platforms

“ Throughout the last three decades at Hong Kong Stadium, the Cathay/HSBC Hong Kong Sevens has evolved into one of the world’s iconic sports events, and Hong Kong’s annual Mardi Gras.



Robbie McRobbie  
Hong Kong China Rugby CEO

# WHAT ARE WE LOOKING FOR?

Our main objective is to sell out the event in 2024.

We are looking for a commitment to purchase event tickets which can be bundles into hotel packages.

We need support in promoting the event.

Email marketing and social media event promotion.

Partner offers.

We need to start relationships with hotels in the Kowloon and TST area, besides Hong Kong Island.

# WHAT WE CAN PROVIDE

We can offer hotels access to tickets where they can produce packages for guests.

We can offer experiences and premium hospitality for your members.

Social media following of just under 300,000 across all of our channels:



We can promote your packages on our social media platforms and directly to our fans who have our ticketing app (40,000 fans)

Access to a fully engaged email database of 218,000.

# OUR TICKET OFFERINGS

01

## GENERAL ADMISSION - CHILD

3-day weekend pass for children 12 or below.

FROM  
HK\$ 950

BUY NOW



02

## GENERAL ADMISSION - ADULT

3-day weekend pass for adults. Unreserved seating with freedom to roam the main concourse and upper tier with first-come, first-served entry to the famed South Stand.

HK\$ 1,950  
PER PERSON

BUY NOW



03

## EXECUTIVE PASS TO CAPTAIN'S CORNER

Sit back and relax with an executive level pass with free flow F&B. Prime views of the pitch and a chance to rub shoulders with rugby legends!

HK\$ 15,000  
PER PERSON

BUY NOW



# OUR CORPORATE HOSPITALITY OFFERING

## 1. EXECUTIVE SUITE



Meet our Executive Suite, promising privacy, low-key luxury and top-tier quality. This glass-fronted haven comes with reserved balcony seats and exclusive views of the stadium. Designed to impress colleagues, clients and camera crew alike.

## 2. PREMIUM BOX



Experience the best of both worlds in our Premium Box. This meet-me-in-the-middle option offers you and your guests the chance to enjoy reserved, undercover seating whilst embracing the thrill of the pitch – rain or shine.

## 3. CORPORATE BOX

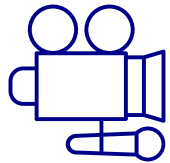


Soak up the energy of the stadium with our down-to-earth, open-air Corporate Box. Perfect for relaxed companies and clients who want to be at the heart of the action. We throw in fast-track entry, signage and more.



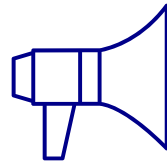
# OUR EARNED MEDIA EXPOSURE IN 2023

## BROADCAST



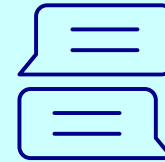
1.81m hours Viewed  
278 Broadcast Channels  
114.2k  
Global Audience

## ONLINE NEWS



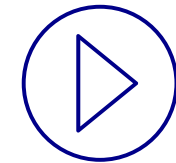
5k Press Media  
Articles 8.53m  
Impressions

## SOCIAL MEDIA



14.2k Earned Posts  
1.75bn impressions  
3.08m Digital  
Engagement Actions

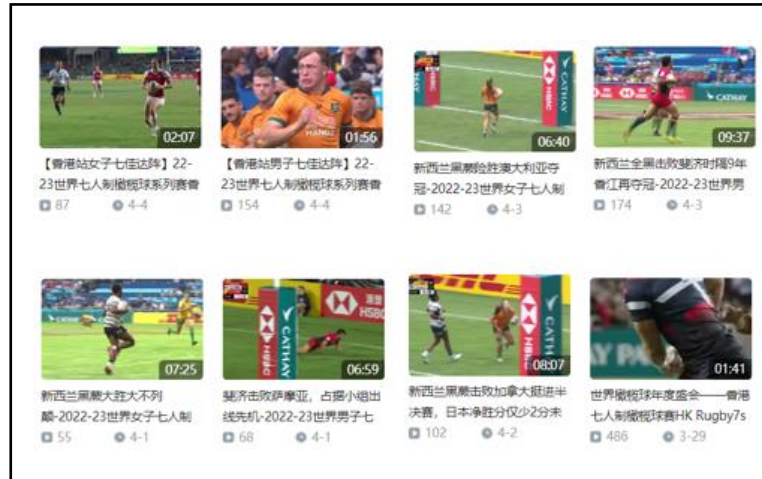
## PARTNER AMPLIFICATION

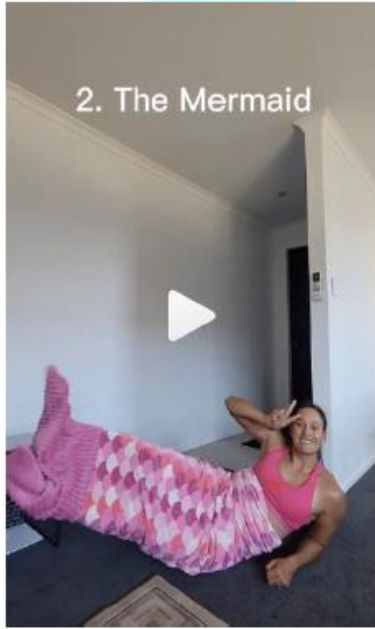


Influencers  
Players & Teams  
World Rugby & Series  
Partners and Sponsors



Full house expected on Friday at HK Stadium as the HK 7's return. HK Firsts: 2 tournaments in 1 season and hosting World Rugby Women's 7's Series. HK Rugby Union Chairman **Chris Brooke** is seeing more international interest **CNBC International**





# OUR SOCIAL MEDIA OFFERING

## GREATEST HITS RELAY CAMPAIGN

A global social media campaign for fans, partners, sponsors, players and ambassadors to share their favourite HK7s memories/Greatest Hit moments and connect as one community across five social media channels: Instagram, Facebook, LinkedIn, X and Little Red Book.





CATHAY PACIFIC

SWIRE

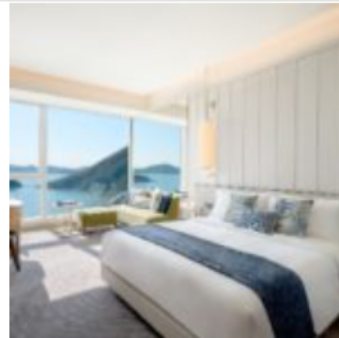
B-HPE

Let's explore how Hong Kong's hospitality industry and Hong Kong Sevens can unite to create an unparalleled fan experience, raise the profile of hotels in Hong Kong and enhance Hong Kong's image as a leisure and business destination!

# PAST COLLABORATIONS

## THE FULLERTON

HOTELS AND RESORTS



The much-awaited Hong Kong Sevens tournament is set to take place at the Hong Kong Stadium from March 31 to April 2, 2023. To celebrate this world-renowned sports event, The Fullerton Ocean Park Hotel Hong Kong is partnering with the Hong Kong Rugby Union for the first time to offer exclusive limited-time packages and dining offers.

The Sevens Fever at The Fullerton package offers a luxurious two-night oceanfront stay from March 31 to April 1, with daily breakfast for two and a gourmet snack platter. In addition, guests can redeem four bottles of Fullerton Pilsner by Young Master Brewery at Lighthouse Lounge between 3:00 p.m. and 11:00 p.m. and receive two three-day passes to the Hong Kong Sevens 2023. Furthermore, the hotel also offers complimentary daily coach service to Causeway Bay, making this all-inclusive Sevens experience priced from HK\$7,680 per room (subject to a 10% service charge).

Alternatively, rugby enthusiasts can opt for the Reset & Bounce package, which includes a luxurious stay on the Southside, along with three-day passes to the Hong Kong Sevens 2023 for two and daily oceanfront breakfasts. The package is valid from March 1 to 23, 2023, and is priced from HK\$4,980 per room per night (subject to a 10% service charge) for arrivals from Monday to Thursday.

# GRAND HYATT CAMPAIGN 2023

## [ HK SEVENS – EMAIL MARKETING ]

### EMAIL MARKETING

Blast out date: 10 March

GRAND HYATT  
HONG KONG

PLAY ON  
CATHAY/HSBC HONG KONG SEVENS  
31 MAR — 2 APR 2023

GET INTO THE RUGBY SPIRIT!

Time to celebrate as **Cathay/HSBC Hong Kong Sevens** is finally back in full swing from 31 March to 2 April! Grand Hyatt Hong Kong is proud to be one of the official suppliers and package providers of this mega event, offering special combos for a full-on world-class experience.

Whether you are travelling to Hong Kong for the Rugby Sevens or simply want to stay close to the happenings in town, we've got you covered with **exclusive accommodation and Sevens Ticket combo priced from HK\$3,900**, which will keep your weekend going all day, all night.

Make your Sevens experience much smoother with our stay and ticket combo. Choose between a **1 or 3-night stay**, with the option of a **pair of Friday, weekend or 3-day entrance tickets** to suit your own journey and schedule!

BOOK NOW

**5-Star Luxury Accommodation**  
Turn our elegantly appointed guest rooms into your home turf during the Sevens weekend, as you retreat in your personal sanctuary after a full day of fun, actions and partying at the Hong Kong Stadium, which is just 10 minutes away by taxi.

**Top-notch Hotel Facilities**  
In between exhilarating matches, why not take the chance to relax and enjoy a full range of facilities, including our 50-metre outdoor pool overlooking the harbour, award-winning spa, fitness centre, and 11 internationally acclaimed restaurants and bars.

BOOK NOW

f i s

Total sent: 41,439 database

Total open: 22,044 (53.5% open rate)

Total click: 243 (0.59% click rate)





THE CATHAY PACIFIC/HKBC HONG KONG SEVENS  
**FESTIVAL**

Gwen Stefani\*

PRESENTED BY  
MARRIOTT  
**BONVOY**



### Score a Try with Ovolo Southside

The 2024 Rugby Sevens tournament will be held at the Hong Kong Stadium for the last time before moving to Kai Tak Sports Park in 2025. The tournament will be held between 5-7 April 2024.

**CATHAY/  
HSBC  
HONG KONG  
SEVENS**



## CONTACT US

FOR FURTHER INFORMATION PLEASE CONTACT:

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