

CATHAY/  
HSBC  
HONG KONG  
SEVENS

如何融合酒店款待及體育盛事，  
達至共贏

酒店住宿選擇

國泰/滙豐香港國際七人欖球賽 2024年4月5-7日





## 打造體育盛事為旅遊新景點(運動觀光)

結合酒店款待及體育賽事，促使體育盛事成為主要旅遊景點。

大型體育盛事及錦標賽不僅吸引運動狂熱者，還吸引尋求獨特體驗的旅客，帶來更具深度及多元的旅遊體驗。

主辦城市利用旅客湧入的良機，提供多樣化住宿選擇、觀光旅遊及與體育賽事相輔相成的款待服務。



## 關於香港國際七人欖球賽

「香港國際七人欖球賽」是滙豐SVNS系列賽享負盛名的一個賽站，每年吸引12萬名球迷入場觀賽。

2024年賽事更別具意義，除慶祝比賽47週年，也是本賽事在2025年移師至啟德體育園前，最後一次在極具標誌性的香港大球場舉行。



## 關於香港國際七人欖球賽



網上新聞  
媒體價值

HK\$651.5M



7.9M

所有自有、免費、  
付費和共享平台的  
總曝光次數(Total  
Marketing  
Impression)

“在香港大球場三十載，「國泰/滙豐香港國際七人欖球賽」已發展為全球炙手可熱的體育盛事，是香港的年度狂歡慶典(Mardi Gras)。



麥偉彬  
中國香港欖球總會行政總裁

# 我們期望獲得：

2024賽事首要目標：門票售罄

我們期望合作推出門票及酒店套票。

推廣活動的支援

電子郵件行銷及社交媒體活動推廣。

其他合作禮遇

地理位置優勢：港島以外，與位處九龍及尖沙咀的酒店建交

# 我們樂意為你提供：

提供門票予酒店，讓他們可以為客人設立酒店及住宿套餐。

為你的會員提供優質企業款待體驗

社交媒體追蹤者接近  
300,000



**facebook**

**Linked in**



於我們的社交平台上推廣酒店住宿套餐，亦向票務應用程式用戶(40,000)直接推廣

活躍電郵數據庫，活躍用戶達218,000



# 公眾門票選項

公眾門票 — 兒童 (12歲或以下) 三日套票

01

## GENERAL ADMISSION - CHILD

3-day weekend pass for children 12 or below.

FROM  
HK\$ 950

BUY NOW



公眾門票 — 成人三日套票

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



隊長角(Captain's Corner)通行證

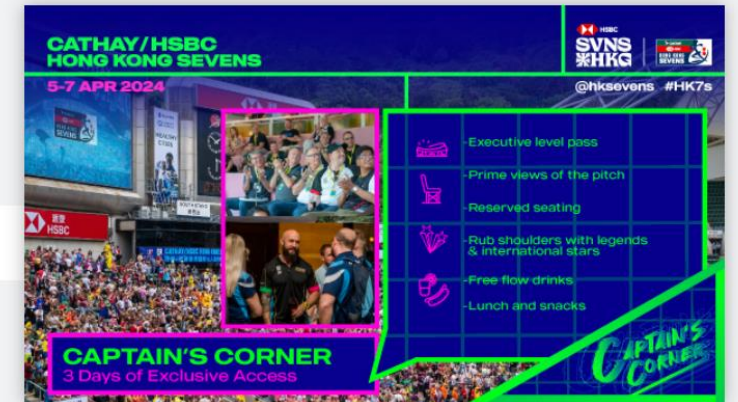
03

## 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



# 企業款待選項

## 1. EXECUTIVE SUITE



### 行政廂房

在配備玻璃落地窗的專屬行政廂房內，享受沉浸式的尊貴體驗。專屬的陽台座席，將大球場的壯觀景致盡收眼底，是獻給貴賓的不二之選。

## 2. PREMIUM BOX



### 優越款待尊區

在有遮蓋的尊享座席上，享受扣人心弦的賽事。優越款待尊區讓你安坐專屬空間，享受人海中的歡欣雀躍，無懼風雨。

## 3. CORPORATE BOX



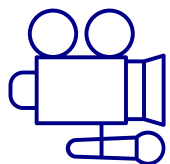
### 企業款待專區

選擇企業款待專區，置身露天區域，體驗滿座40,000人大球場內的熱鬧與歡騰，適合嚮往全面沉浸於激動人心的賽事之中的公司及賓客。



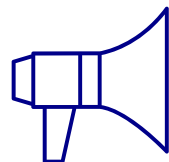
# 2023年新聞媒體曝光 (EARNED MEDIA COVERAGE)

轉播/直播



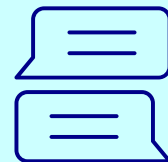
1.81m 觀看小時  
278 轉播頻道  
114.2k 全球觀眾

網上新聞



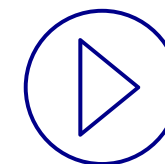
5k 傳媒報導  
8.53m 曝光次數 (Impressions)

社交媒體



14.2k 賺取媒體 (Earned Posts)  
1.75bn 曝光次數  
3.08m 互動次數 (Digital Engagement Actions)

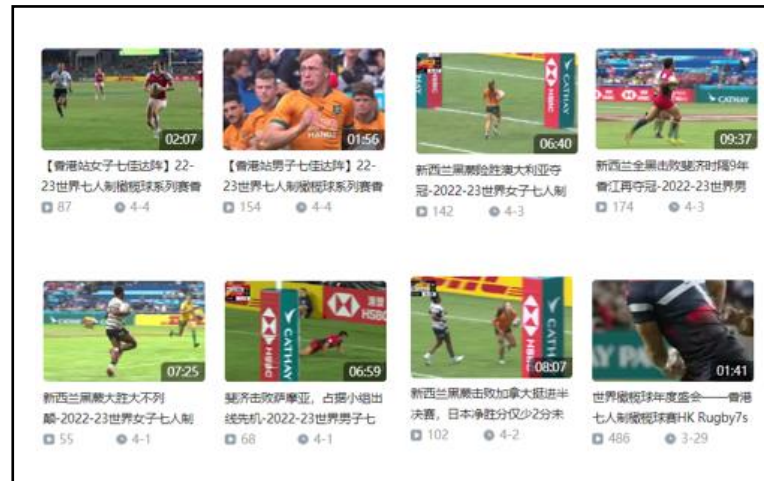
擴展合作伙伴效益



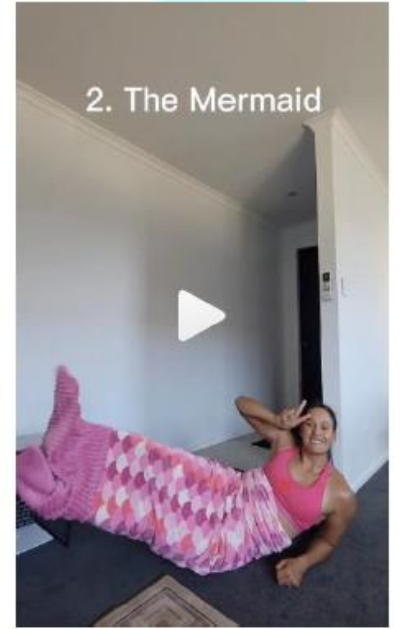
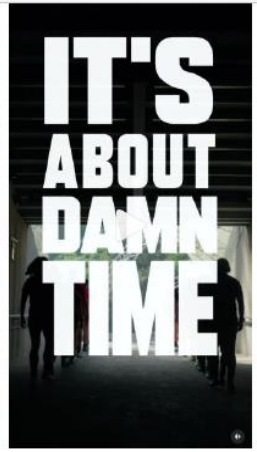
網紅  
球員及球隊  
世界欖球總會及世界七人欖球系列賽  
合作伙伴及贊助商



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**









# 我們的社交平台

## 無懈可擊(GREATEST HITS) 接力活動

於全球發起的社交媒體活動

召集球迷、合作伙伴、贊助商、球員及欖球大使們各自分享其最喜愛/難忘的HK7s回憶，並透過以下五個社交媒體平台互動接力：  
Instagram、Facebook、LinkedIn、X 和小紅書







CATHAY PACIFIC

SWIRE

B-HPE



結合香港酒店業及「香港國際七人欖球賽」，攜手打造無與倫比的球迷體驗、提升本港酒店業形象，並為建設香港成為休閒及商務目的地，注入全新動力。



# 過往合作

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.



# 香港君悅酒店推廣活動 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\$3,999**, 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, action 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)





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**.

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

Gwen Stefani\*

PRESENTED BY  
MARRIOTT  
BONVOY



**CATHAY/  
HSBC  
HONG KONG  
SEVENS**

## 聯絡我們

如欲獲取更多資訊，請聯絡

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