

# How the Hong Kong Tourism Board Got a Taste for Campaign Success



By leveraging StackAdapt's platform solutions, Dentsu and the Hong Kong Tourism Board attracted legions of travellers to the 2025 Hong Kong Wine & Dine Festival.

80%

reduction in cost per click, enabled by StackAdapt's AI-driven approach to travel discovery and conversion.



The Hong Kong Tourism Board (HKTB) is tasked with marketing and promoting Hong Kong as a premier travel destination and enhancing the visitor experience for inbound travellers.

Working closely with government agencies, travel industry partners, and destination stakeholders, HKTB develops a diversified portfolio of promotional initiatives, ranging from global campaigns to seasonal events, and invests in research, service standards, and tourism products to maximise tourism's social and economic contribution to Hong Kong.



Dentsu Group Inc. is a global marketing and media and transformation company headquartered in Tokyo, Japan. Dentsu is an integrated growth partner to major organisations, focusing on people-centred transformations that shape business and society. The firm delivers end-to-end solutions across media, customer experience, creative, data and AI, with an emphasis on innovation, technology, and sustainable growth.

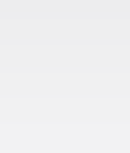


StackAdapt is a omni-channel advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

## The Challenge

The Hong Kong Wine & Dine Festival is a four-day boutique event that highlights premium wines and international cuisines. Held on the Central Harbourfront in late October, the festival is a major fixture on the calendar for Hong Kong, lending it cachet as a genuine epicurean hotspot.

With the aim of driving greater attendance for the event, the HKTB needed to develop a fresh strategy. The key challenge it faced was reaching travellers across every stage of the decision-making process and proving the offline impact of digital media on destination visits and event footfall.



To create a holistic solution, HKTB and dentsu partnered with StackAdapt to develop a first-of-its-kind, AI-driven tourism campaign across the APAC region. The overarching ambition was to connect open-web inspiration, on-site travel bookings, and real-world visitation to demonstrate measurable outcomes.

## The Strategy

To drive awareness and attendance for the Hong Kong Wine & Dine Festival, the HKTB and dentsu utilised StackAdapt's Travel AI Audiences, Destination Visitation Measurement, and Footfall Attribution tools.

As users moved into the planning and booking phase, contextually relevant ad placements on leading online travel agents (OTAs) including Agoda, Expedia, Skyscanner, and Tripadvisor were targeted to audiences actively organising trips, ensuring the festival remained top-of-mind when creating travel itineraries.

✓ Travel AI Audiences

✓ Destination Visitation Measurement

✓ Footfall Attribution

The strategy focused on engaging travellers across all stages of the journey—from inspiration to conversion—by combining AI-powered audience insights with contextual relevance and precision measurement.

## Executing the Campaign

During the research phase across the open web, Travel AI Audiences identified high-intent travellers based on browsing behaviour, search queries, and engagement signals. This enabled HKTB to deliver tailored messaging that positioned Hong Kong Wine & Dine Festival as a must-visit experience for epi-curious travellers.

## Results

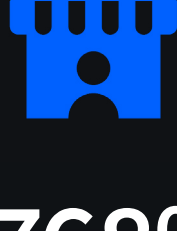
Leveraging Travel AI solutions, StackAdapt successfully targeted international travellers planning a trip to Hong Kong who showed interest in local dining events such as the Hong Kong Wine & Dine Festival.

This efficiency was evident in the outstandingly low effective cost per click rate, which was 80% lower compared to other StackAdapt campaigns of the same travel vertical. CTR demonstrated high efficiency as well by surpassing the vertical benchmark by 138%.



+138%

CTR vs. the travel vertical benchmark



+768%

increase in attributed visits over the course of the campaign

Post-event, Destination Visitation Measurement tied ad exposure to actual visitation in Hong Kong, while StackAdapt's Footfall Attribution revealed the connection between online engagement and in-person attendance. Together, these tools demonstrated the tangible impact of digital advertising on real-world tourism outcomes.

The online campaign demonstrated steady week-over-week growth of attributed visits to Hong Kong's premier tourist locations. The final week of the campaign saw a 768% increase in attributed visits compared to the first week. The top-contributing origin countries were Singapore, the Philippines, and Japan.

This campaign marked the first instance in the APAC region where a tourism board combined AI-powered open-web targeting with on-site OTA placements, supported by dual offline measurement through StackAdapt's privacy-compliant and easy-to-use tools. These results demonstrated verified links between digital engagement, destination visitation, and event attendance.

## Looking Ahead

Dentsu and StackAdapt continue to help marketers in the travel sector leverage dual measurement strategies that connect upper-funnel AI audience targeting to real-world visitation. Equipped with these insights, future campaigns can be optimised to drive higher attendance, stronger engagement, and greater ROI.