

Spanish Week

HONG KONG 2023

Welcome to Spanish Week Hong Kong 2023: A Journey into the Heart of Spanish Culture

We're absolutely delighted to invite you to be part of **Spanish Week Hong Kong 2023**. For two enriching weeks, we're bringing a slice of Spain to the vibrant neighbourhoods of Hong Kong. Imagine a tapestry of flavours, sounds, colours, and stories that not only celebrate Spanish culture but also create a unique platform for connections and community-building.

We're all about authenticity, friendship, and shared experiences. So, whether you're passionate about Spanish cuisine, art, or simply love the idea of fostering global connections right here in Hong Kong, there's a place for you in this extraordinary gathering.

By joining us as a restaurant participant you're not just attaching your venue to an event—you're becoming part of a community. You're helping to weave this rich cultural fabric that makes Hong Kong such a wonderfully diverse and inclusive city.

We're incredibly excited about what we can achieve together in these two weeks. So come. Let's share the joy and make Spanish Week Hong Kong 2023 truly special—for everyone involved.

Looking forward to embarking on this wonderful journey with you

About the Spanish Chamber of Commerce in Hong Kong



Since its inception in 1992, the Spanish Chamber of Commerce in Hong Kong has played a pivotal role as a commercial and cultural linchpin between Spain and Hong Kong. This non-profit institution has tirelessly pursued its mission to facilitate an ecosystem of connections that includes both businesses and cultural initiatives. For three decades and counting, it has been an irreplaceable fulcrum for symbiotic interactions between Spanish and Hong Kong spheres.

[Spanish Chamber of Commerce in Hong Kong](#)

WHO IS THE BEAT ASIA



OUR STORY

In the ever-changing landscape of Asia, a lifestyle conduit emerged in 2021 with a unique perspective on the vibrant tapestry that is Asia's diverse cultures. The Beat Asia was born out of a desire to inform, inspire, and engage with audiences eager to explore the nuances of the continent's evolving lifestyle scene.

Our journey began in Hong Kong, where a dedicated team of creatives took a chance on a bold idea: to create a platform that connects people across the continent through compelling stories, insightful reportage, and a dynamic interpretation of the region's happenings. This was the genesis of The Beat Asia, an outlet that now spans across Hong Kong, Manila, Macao, Singapore, Bangkok, and Kuala Lumpur.

Our initial efforts, backed by innovative technology and rigorous journalistic integrity, focused on illuminating the diverse cultures both locally and regionally. The response was overwhelmingly positive, fuelling our growth into the premier lifestyle outlet we are today.

Our mission remains as clear today as it was at inception: to keep our readers abreast with the most enthralling progressions across the continent, transforming the way they perceive and interact with the world around them.

OUR READERS

The Beat Asia is nothing without its vibrant community of readers. A dynamic cohort of multilingual, English-proficient young professionals aged between 25 and 45. They are the trend-setters, the thought leaders, and the culturally curious individuals who inspire our work.

This diverse audience shares a common trait: a relentless curiosity and broadmindedness that fuels their quest for fresh, innovative, and riveting content. They're keen on staying ahead of the curve, remaining updated with the latest cultural shifts and lifestyle trends. Our readers are not just passive consumers of content; they are active participants in the vibrant cultural dialogue that our platform facilitates.

As we delve into various lifestyle niches, from gastronomy and travel to art and fashion, we strive to create content that speaks to our readers' expansive range of interests. This commitment to understanding and responding to their needs is what sets The Beat Asia apart from other media outlets.

OUR COMPANY

At the heart of The Beat Asia is an international cadre of creative maestros, a team as diverse as the readers we serve and the regions we cover. We are journalists, designers, developers, and marketers, all committed to crafting content that transcends the ordinary.

Our headquarters in Hong Kong serve as the nerve center of our operations, with a strategic growth hub in Manila amplifying our reach and impact. This dual presence ensures we remain closely connected to the ground realities of the regions we cover, enabling us to produce content that is not only accurate but also culturally relevant.

Embracing contemporary technology is a key part of our ethos. We leverage the latest digital tools and platforms to create content that enchants and inspires. But more than that, we see technology as a vehicle to stimulate sales and elevate brand awareness among our advertisers.

As we look ahead, we are excited about the possibilities that the future holds. The Beat Asia is more than a media outlet; it is a dynamic community that fosters cultural dialogue and exchange. We are committed to keeping this community informed, engaged, and inspired, pushing the boundaries of what a lifestyle outlet can be.

KEY REACH STATISTICS

OUR MARKET

SITE STATISTICS

as of Q2 2023

MONTHLY PAGE VIEWS

980,000+

ACTIVE MONTHLY
UNIQUE USERS

145,000+

AVERAGE VISIT TIME

2m 3s

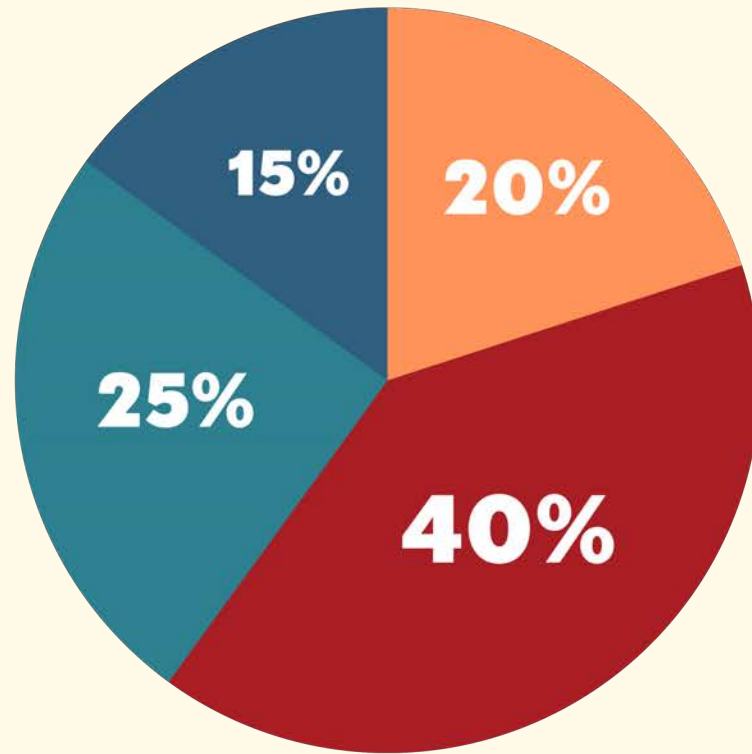
MONTHLY USER
GROWTH

24%

OUR MARKET

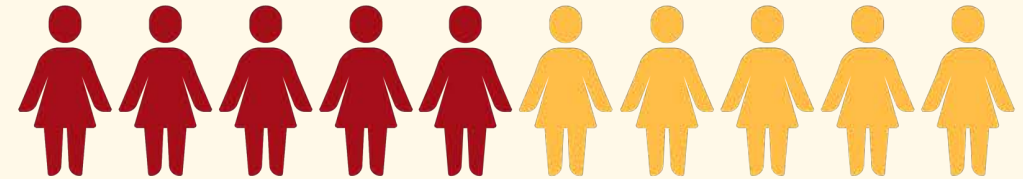
AGE

- 25-40
- 41-64
- 18-24
- 61+



GENDER

WOMEN 52%



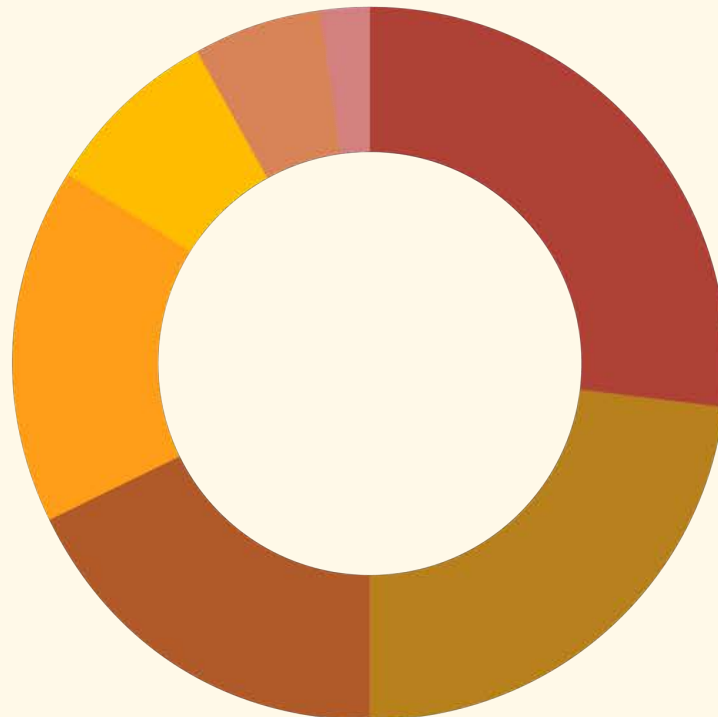
MEN 48%



OUR MARKET

REACH

- 27%** MANILA
- 23%** REST OF WORLD
- 18%** HONG KONG
- 16%** SINGAPORE
- 8%** BANGKOK
- 6%** KUALA LUMPUR
- 2%** MACAO



USER INTEREST

shoppers 18% travel buffs 16% foodies 14% movie lovers 12%

Four icons representing user interests: a shopping cart for shoppers, an airplane for travel buffs, a fork and spoon for foodies, and a movie clapperboard for movie lovers.

- avid news readers 11%
- fashionistas 10%
- business professionals 7%
- art aficionados 7%
- green living enthusiasts 5%

ITALIAN WEEK CASE STUDY





#EatItalian

#ItalianWeekHongKong

2023
ITALIAN WEEK

the BEAT
asia

ITALIAN CHAMBER
OF COMMERCE

HONG KONG • MACAO

SUCCESS STORIES

Stirring up the F&B scene with Italian Week Hong Kong 2023

THE CHALLENGE

Hong Kong's F&B marketplace was facing a period of stagnation that required a bold, fresh approach to reinvigorate it. The task was to design an exciting activation, centered around the Italian National Day on June 2nd, that could bring renewed energy and enthusiasm to the city's food and beverage sector.

OUR SOLUTION

We answered this call by creating "Italian Week Hong Kong 2023," a citywide dining festival that celebrated Italian cuisine in all its glory. We collaborated with prestigious partners including the Italian Chamber of Commerce, the Campari Group, and Peroni. With these key industry allies, we brought onboard over 30 of Hong Kong's top Italian restaurants, effectively capturing the rich tapestry of Italian culinary expertise within the city.

THE OUTCOME

Italian Week was a roaring success, stirring up the city and revitalizing the F&B marketplace. Our extensive marketing efforts reached tens of thousands of potential diners, driving them into participating venues eager to take advantage of the unique offers. The result was a palpable shift in the city's F&B scene, underscoring the power of innovative, collaborative efforts in fostering engagement and enthusiasm.

PRAISES RECEIVED

In recognition of the event's success, we received high praise from the Consul General of Italy for Hong Kong & Macao. The commendation served as a testament to the positive impact of our initiative on the local F&B scene and the strengthening of cultural ties through the celebration of Italian culinary heritage.



SPANISH WEEK HONG KONG 2023

PRICING TIERS AND FEES

Menu A

HK \$298 / Guest*

*Excludes Service Charge and Supplements

Fee: HK\$300 / Session

1 session is equal to up to 6-hours of continuous trading

Menu B

HK \$398 / Guest*

*Excludes Service Charge and Supplements

Fee: HK\$400 / Session

1 session is equal to up to 6-hours of continuous trading

Menu C

HK \$598 / Guest*

*Excludes Service Charge and Supplements

Fee: HK\$600 / Session

1 session is equal to up to 6-hours of continuous trading

Menu D

HK \$798 / Guest*

*Excludes Service Charge and Supplements

Fee: HK\$800 / Session

1 session is equal to up to 6-hours of continuous trading

PARTICIPANT POINTS OF EXPOSURE

The Beat Asia Website

- 1 **Homepage Feature:** Prominent banners on The Beat Asia's Hong Kong homepage, channel pages and article pages highlighting Spanish Week Hong Kong 2023.
- 2 **Dedicated Event Page:** A complete page detailing event information, schedule, and featuring all sponsor logos.
- 3 **Article and Editorial Coverage:** Multiple articles and features about the event, its highlights, and profiles of sponsors.
- 4 **Brand Showcase and Channel Sponsorship:** For the Title Sponsor, branding will be included on relevant sections and articles as per their sponsorship package.

PARTICIPANT POINTS OF EXPOSURE

Spanish Week Hong Kong Website

- 1 **Sponsor Page:** A dedicated page featuring the logos, descriptions, and links to all sponsors categorized by sponsorship levels.
- 2 **Homepage Visibility:** Rotating banners displaying sponsor logos.

PARTICIPANT POINTS OF EXPOSURE

Paid Google Ads Campaign

- 1 **Keyword Targeting:** Event name and related terms will be used for Google keyword ads.
- 2 **Display Ads:** Banner ads featuring the event and sponsor logos.
- 3 **Retargeting Campaign:** For those who visit the event page or related content.

PARTICIPANT POINTS OF EXPOSURE

Paid Social Media Boosts (Facebook & Instagram)

- 1 **Sponsored Posts:** Boosted social media posts mentioning the event and sponsors.
- 2 **Stories and Reels:** Short, engaging content featuring different aspects of the event, with tags and mentions of sponsors.
- 3 **Event Countdowns:** Paid boosts of daily or weekly countdown posts leading up to the event.

PARTICIPANT POINTS OF EXPOSURE

Poster Campaign (Island Line MTR Zone)

- 1 **Poster Design:** Each poster will feature the event name, date, and sponsor logos.
- 2 **Distribution Points:** Posters will be placed in high-traffic areas across Island Line MTR Zone.



PARTICIPANT POINTS OF EXPOSURE

Multiple Dedicated Spanish Week EDMs (Electronic Direct Mail)

Regular Updates: Email newsletters will be sent out at multiple points leading up to the event, each featuring sponsor logos.



PARTICIPANT POINTS OF EXPOSURE

Featured Insertion in The Beat Asia's Lifestyle EDMs (Electronic Direct Mail)

Event Section: A special section in The Beat Asia's regular lifestyle email newsletters will be dedicated to Spanish Week Hong Kong 2023, with mentions and logos of sponsors.

PARTICIPANT POINTS OF EXPOSURE

Comprehensive Editorial Coverage by The Beat Asia

- 1 **Pre-event Coverage:** Articles and features in the lead-up to the event.
- 2 **During-event Coverage:** Daily or weekly round-ups, highlights, and live updates.
- 3 **Post-event Coverage:** Summary articles, photo galleries, and acknowledgment of sponsors.

CONTACT DETAILS



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