

主席報告

CHAIRMAN'S REPORT



還 有不到兩個月，我就會卸下擔任了六年的議會主席一職。想不到在這個時刻，內地入境團竟然發生了非常不幸的事件，一名內地旅客可能因為購物問題而身故。這件事警方正在進行刑事調查，而議會也正在與內地旅遊局磋商，加強兩地的監管體制，務求類似事件今後都不會再發生。

關於過去一年議會的事務，總幹事已在他的報告中概述，所以我就不再重複了。在這最後一份〈主席報告〉中，我希望藉此機會，向會員談談今後業界應該注意的若干地方。

首先談談入境旅遊業。自從二零零三年內地實施「個人遊」政策之後，訪港旅客人次有超過十年的高速增長。由二零零四年接近二千二百萬名訪港旅客，到去年超過六千萬人次，旅客人數在這期間急速增長了差不多兩倍，當中內

In less than two months, I am going to step down as Chairman of the TIC after close to six years in office. It is most unexpected that at this moment a very unfortunate incident happened to an inbound tour group from mainland China: a Chinese visitor passed away possibly because of a situation related to shopping. The police are now conducting criminal investigations into the case, and the TIC is also negotiating with the mainland authorities with a view to enhancing the regulatory regimes in Hong Kong and mainland China and ensuring that similar incidents will never happen again.

As the Executive Director has briefly recapitulated in his report the tasks undertaken by the TIC in the past year, I will not repeat them here. Rather, I would like to take this opportunity to talk about several issues which I believe the industry should pay attention to in this final Chairman's report of mine.

First, the inbound industry. Since the mainland launched the Individual Visit Scheme in 2003, Hong Kong has witnessed an exponential growth in visitor arrivals lasting for more than 10 years: the number of visitors surged nearly three times from close to 22 million in 2004 to over 60 million last year, with 78% of them from the mainland. The steadily increasing growth rates in visitor arrivals, however, began to go in the opposite direction in June this year, with negative growth figures recorded from June to September. Although the National Day holiday period (1-7 October) this year managed to have an increase of 2.3% in visitor numbers, the growth rates had actually declined year after year from double-digit figures a few years ago to this year's single-digit figure. It is expected that the overall visitor arrivals this year will record a negative growth rate.

The inbound industry is now experiencing a correction. The reason for a reduction in visitor numbers is, mainly, the effect of a strong Hong Kong dollar and weak currencies in the region, especially the Japanese yen whose exchange rates have drastically dropped, which, coupled with relaxed requirements for Japanese visas, has lured a huge number of mainland visitors and other short-haul visitors away from Hong Kong to Japan, even travellers from the Philippines and Thailand also flocking to the country. The number of visitors from South Korea, although Middle East Respiratory Syndrome (MERS) is over now, has not yet resumed to its previous level. And with anti-parallel trading protests and the recent



地旅客佔百分之七十八。可是，持續增長的旅客人數到了今年六月卻開始逆轉，由六月至九月都出現跌幅。十·一黃金週的內地旅客訪港人數今年雖然仍有百分之二點三的增幅，但增幅已由幾年前的雙位數逐年減少至現在的單位數；估計今年整體訪港旅客將出現負增長。

入境旅遊業現在正步入調整期，旅客減少的最主要原因是港元幣值強勁，以及鄰近地區的貨幣貶值，尤其是日圓匯率大幅下跌，日本更放寬了旅客的簽證條件，使眾多內地旅客以至其他短途市場的旅客都捨港取日，甚至連菲律賓和泰國的旅客都湧去日本旅遊。南韓在經歷過「中東呼吸綜合症」之後，訪港客量仍未回升至原來水平。此外，近來的反水貨示威以及剛

incident of a Chinese visitor who passed away in Hong Kong still on the minds of mainland visitors, their interest in travelling to the city is bound to dwindle. In fact, not only has the number of visitors from the important market of mainland China declined, other short-haul visitors have also come to Hong Kong in fewer numbers. This two-fold setback has had a great impact on Hong Kong, which should not be underestimated. Faced with the current crisis, both the industry and the Government need to work out strategies together and understand afresh the unique features of this "East meets West" culture, which is Hong Kong's real attraction, in order to attract visitors from places around the world.

Next, I wish to say a thing or two about the proposed third runway at the airport, which has been studied and discussed for a long time. Since the current two runways at Hong Kong International Airport will soon reach capacity, there is an urgent need to build a new runway in order to meet Hong Kong's ever-increasing aviation needs and secure its status as an aviation hub. Given the enormous benefits to be brought about by a third runway to Hong

為配合《競爭條例》於今年十二月全面實施，議會修訂了關於外遊團服務費，以及因迫不得已理由而取消外遊團手續費的兩個指引。議會於五月五日舉行說明會，向會員講解修訂的要點。

To prepare for the full implementation of the Competition Ordinance in December this year, the TIC has amended the two directives about the outbound package tour service charge and the handling fee for cancellation of outbound tours for reasons beyond control. A briefing was held on 5 May to explain to members the main points of the amendments.



發生的內地旅客不幸過世事件，都難免影響了內地旅客來港旅遊的興致。事實上，不只內地這個重要市場客量下跌，連短途市場的客量也減少了，對香港來說可謂雙重打擊，影響實在不容忽視。面對當前的困局，業界和政府都要共謀對策，重新把握香港薈萃東西文化的誘人地道特色，藉以吸引世界各地的旅客。

其次要談的，是研究並討論了多時的機場第三條跑道興建方案。由於香港國際機場現有的兩條跑道快將飽和，為應付本地不斷增加的航空需求，鞏固香港航空樞紐的地位，興建新跑道實在有迫切需要。雖然興建第三條跑道估計耗資高達港幣一千四百多億元，但新跑道對香港旅遊業和經濟發展都有巨大好處，業界全力支持儘快展開工程。在集資方面，機場管理局除了以銀行貸款和債券等方式融資外，起初還建

Kong's tourism industry and economic development, the industry fully supports the construction of a third runway as quickly as possible even though its cost may be as high as HK\$140 billion or more. As far as the financial arrangements are concerned, the Airport Authority (AA) initially proposed that funding should be provided through such channels as bank loans and bonds, and an airport construction fee of HK\$180 for every departing passenger. After differing views as to the amount of the airport construction fee were expressed by the TIC and industry members, the AA has recently revised the airport construction fee so that passengers will be charged different fees according to their ticket class and flying distance and other factors. For example, a short-haul passenger in economy class will need to pay HK\$90 and a long-haul passenger in economy class HK\$160. Whereas the industry welcomes a reduction in the airport construction fee, the AA should pay travel agents an administrative fee if they are expected to collect the construction fee in order to compensate them for an inevitable increase in their workload and administrative costs.

Finally, I would like to talk about the outbound industry. Hong Kong's outbound industry has long established itself as a mature industry, and even after the huge impact of Severe Acute



議會於八月二十一日舉行會員午餐聚會，邀請了新世界發展有限公司的代表簡介星光大道的翻新及擴建計劃。

The TIC held a Members' Lunch Gathering on 21 August, at which representatives from the New World Group were invited to talk about the revitalisation and extension project of the Avenue of Stars.



議向每名離境旅客劃一收取港幣一百八十元機場建設費；但經議會及同業反映意見後，最近修訂了有關收費，將按機位級別及長、短途航程等因素設定不同收費，例如短途經濟艙乘客每人收費港幣九十元，長途經濟艙乘客則每人

Respiratory Syndrome (SARS) in 2003, it was still able to quickly bounce back and then keep growing to new heights: its annual turnover of package tours and air-plus-hotel packages alone has now reached about HK\$16 billion. From January to September this year, the outbound levy recorded an increase of about 8% over the same period last year, which is rather impressive. Nevertheless,

南韓今年五月底爆發中東呼吸綜合症，引起極大關注。議會於是在六月十七日舉辦講座，邀請了港口衛生處的代表講解最新疫情及預防措施。

Since the outbreak of Middle East Respiratory Syndrome (MERS) in South Korea in late May this year aroused widespread concern, the TIC invited representatives from the Port Health Office to brief members on the latest MERS situation and preventative measures at a health talk held on 17 June.



港幣一百六十元。業界對減低收費表示歡迎，但將來如要由旅行社代收費用的話，旅行社的工作量及行政成本將必然增加，機管局應該給予旅行社代收機場建設費的行政費。

both the inbound and retail industries have suffered a downturn in turnover in the past few months, which is expected to continue, and the performance of the global economy has fluctuated rather considerably. Hong Kong may, as a result, experience an economic slowdown, thus taking away the momentum of the outbound industry in the fourth quarter or even next year. It is hoped that members will prepare themselves for any sudden turn of events even though their business is brisk now.

最後我想談談出外旅遊業。香港的外遊業早已上了軌道，即使在二零零三年經歷過「嚴重急性呼吸系統綜合症」(沙士)的重創後，也能迅速反彈，然後不住創出新高，現在單是旅行團及機票連酒店套票的銷售額，每年就已高達港幣一百六十億元左右。今年一月至九月的印花費比去年同期增加了大約百分之八，相當不

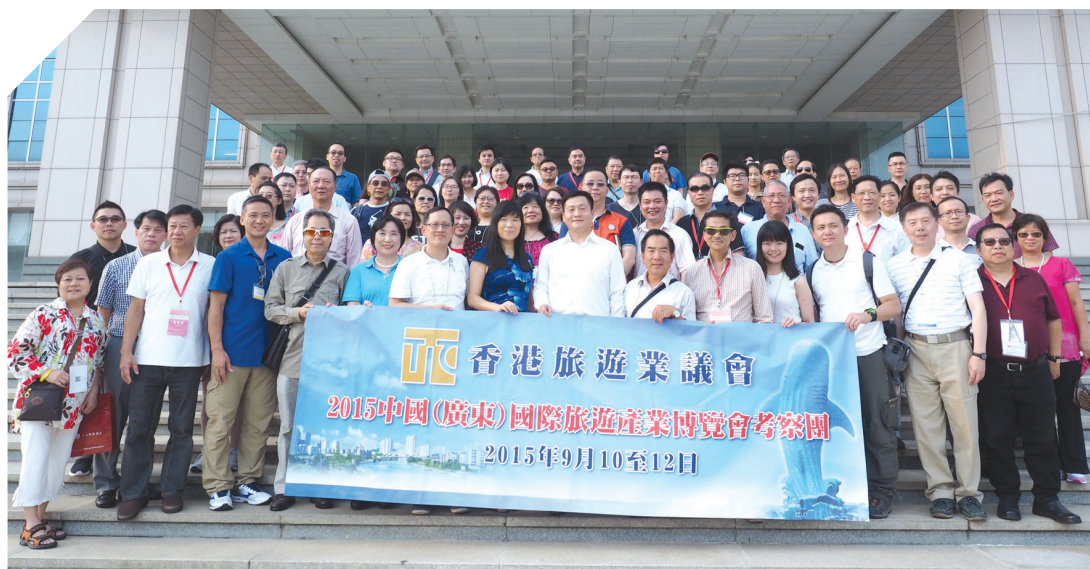
In recent years, air-plus-hotel packages have been so popular that quite a number of travellers would rather travel in such a partially self-arranged mode than join a traditional package tour. Members operating package tours should therefore, apart from organising package tours that always sell well, keep exploring new markets and devising new travel products. For example, a lot of retired elderly people have a high spending power and plenty of leisure

錯。可是，近幾個月來入境旅遊業及零售業的生意額都錄得跌幅，預計這趨勢會持續下去，加上環球經濟的表現相當反覆，也可能拖累香港，使香港的經濟放緩，從而令外遊業在第四季乃至明年可能會失去增長動力。希望同業務必居安思危，有所準備。

機票連酒店套票近年非常流行，有不少外遊人士寧可以這種「半自助遊」的方式旅遊，也不想參加傳統的旅行團。因此，營辦旅行團的會員，今後除了繼續開辦一向都受歡迎的旅行團外，更要不斷開拓新市場和發掘創新的旅遊產品，例如：有不少已退休的長者消費力相當強，而且又有閒暇，因此這個銀髮族市場很有潛力；另外，家庭旅遊也有很高的市場增長潛力，透過開辦提供優質家庭娛樂體驗的旅行團，可以吸引家庭客群；此外，海外婚禮日漸流行，為新人籌劃度身訂做的海外婚禮和統籌海外婚宴的服務，將成為外遊市場的新趨勢。會員唯有不斷拓展商機，才可以保持增長勢頭。至於專為旅客預訂機票及酒店的會員，由於近年航空公司、酒店及一些比較價格的網站越來越進取，所以會員所承受的壓力也越來越大。面對

time, thus making the senior market full of potential; package tours for the whole family also offer great potential for growth as any tours which provide quality entertainment for all the family members will be attractive to this segment of the market; and as having overseas weddings has begun to gain popularity lately, organising tailor-made overseas weddings and wedding receptions will become a new trend for the industry. Members can continue to enjoy thriving business only through continuous efforts to explore new business opportunities. As for members specialising in booking air tickets and hotels, they must have faced increasing pressure in recent years as airlines, hotels and price-comparison websites have been increasingly assertive. Given the challenges posed by suppliers and new technologies, members cannot but take a more pro-active and assertive attitude and continue to offer quality service in the hope that they can win over customers through their service.

During the past six years, the TIC and I are fortunate to have the full support of every director, committee member and member of staff of the TIC, for which I would like to take this opportunity to thank



議會應廣東省旅遊局邀請，於九月中組團參觀「中國(廣東)國際旅遊產業博覽會」，然後又於十月底至十一月初組辦另一個考察團前往「廣東國際旅遊文化節」。

At the invitation of the Tourism Administration of Guangdong Province, the TIC organised a delegation in mid-September to visit the China (Guangdong) International Tourism Industry Expo, and sent another delegation between late October and early November to the Guangdong International Tourism and Culture Festival.



供應商及新科技帶來的挑戰，會員必須以更積極進取的態度，繼續提供優良服務，務求以服務取勝。

在過去六年的時間裡，各位理事、委員會委員以及議會職員，一直全力支持我和議會的工作，我想藉著這個機會衷心感謝他們。此外，香港政府多個部門，包括旅遊事務署、旅行代理商註冊處、海關、入境事務處等；中國國家旅遊局、深圳市文體旅遊局等內地及海外多個旅遊局；以及各航空公司、旅遊景點、酒店等，不僅與議會緊密合作，而且經常提供協助，我謹代表議會再三致謝。



主席

胡兆英 *MH, JP*

二零一五年十月三十一日

them wholeheartedly. I would also like to thank again on behalf of the TIC the following government departments, institutions and companies for their close cooperation with and frequent assistance for the TIC: various departments of the Hong Kong Government, including the Tourism Commission, the Travel Agents Registry, the Customs and Excise Department and the Immigration Department; the China National Tourism Administration, the Shenzhen Municipal Bureau of Culture, Sport and Tourism and many other mainland and overseas tourism organisations; airlines, tourist attractions and hotels.

Michael Wu *MH, JP*

Chairman

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