

# 主席報告

## Chairman's report



去年十二月初，我很榮幸當選為議會主席，這崗位不僅能讓我與同業攜手發展業界，而且更令我有一份使命感，因為無論是入境旅遊業還是出外旅遊業，都正要應付種種挑戰。但我相信有挑戰就有機遇，要使行業向前邁進，我們便需要新思維，為業界注入新動力。上任以來將近一年，在第一份〈主席報告〉中，我想談談關乎入境和出外旅遊業的一些重要變化。

自去年年中起，入境旅遊業已經由持續十年以上的穩步增長，逐漸踏入了調整期。去年全年的旅客總人數比前年減少了百分之二點五，但今年頭九個月就已比去年同期下跌了百分之六點一，可見調整仍未完結，相信還會持續相當一段時間。雖然今年十·一黃金週的內地旅客比去年增加了百分之七點二，增幅更勝前三年，但如果仔細分析各個客源市場的統計數字，可以發現一個新轉變：內地市場放緩的同時，其他市場卻有不錯的升幅，例如一至九月的內地旅客減少了百分之八點七，但南韓旅客卻增加了百分之

In early December last year, I was honoured to be elected as Chairman of the TIC, a position which allows me to join hands with the trade for further development and also makes me have a sense of duty as both inbound and outbound industries are now facing various kinds of challenge. Nevertheless, I believe that with challenge comes opportunity, and new ideas and new impetus are what we need to drive the industry forward. It is almost a year since I took up the position; in my first Chairman's report, I would like to talk about some critical changes in the inbound and outbound industries.

The inbound industry has entered a period of adjustment since the middle of last year, ending steady growth year after year lasting for more than a decade. Last year, the overall visitor figures were down by 2.5% over the year before last; but the first nine months of this year already saw a decrease of 6.1% when compared with the same period of last year. This means that the adjustment has yet to finish, and may well continue for some more time. Although more mainland visitors came to Hong Kong during the Golden Week of this year's National Day holiday period (1-7 October) than they had done the previous three years, with an increase of 7.2% recorded, a detailed analysis of the statistics of different source markets reveals a new change of visitor combination: non-mainland China markets have registered quite impressive growth rates as against a slowdown in the mainland market. For example, the number of mainland visitors decreased by 8.7% from January to September, compared with an increase of 12.1% in visitors from South Korea. Although the performance of overseas markets was fairly good, the total number of visitor arrivals was still in decline because of mainland China's dominant market share of over 75%.

The importance of the mainland market to Hong Kong's inbound industry is undeniable. That said, this market has seen rapid changes in recent years, and neighbouring markets have launched many promotion campaigns to draw tourists from it. To tackle any impending turns in market situations and alleviate any possible impact, the industry must be well-prepared for devising strategies that allow flexibility and agility in order to attract mainland visitors back and expand business in overseas markets. We must take advantage of the promising trend in overseas markets, which registered a growth rate of 3.4% for the first nine months of this year. In this respect,



- △ 議會與業界代表應廣州市旅遊局邀請，於一月二十八日到廣州出席「優質誠信香港遊」紅名單發佈會。
- △ TIC representatives and traders attended the press conference on Red Lists of “Quality and Honest Hong Kong Tours” in Guangzhou on 28 January at the invitation of the Guangzhou Tourism Bureau.

十二點一。外地市場的增長即使相當不錯，但因為內地市場的份額非常大，超過百分之七十五，所以整體旅客人數才會下跌。

內地市場對香港入境旅遊業的重要性毋庸置疑，但內地市場近年快速轉變，加上鄰近市場藉著宣傳活動大力吸納內地旅客，因此業界必須作好準備，以靈活、迅速的策略應對一旦市場形勢轉變的情況，除了務求重新吸引內地旅客外，還要盡力開拓外地市場，減少對業界的衝擊。從今年頭九個月的旅客數字可見，來自外地市場的旅客增加了百分之三點四，我們必須把握這個勢頭去開拓客源。在這方面，香港相繼推出或引入不同節目及活動，如香港美酒佳餚巡禮、電動方程式賽車錦標賽及香港單車節等，既可吸引新客源，本身又有相當宣傳效果。然而除

Hong Kong has already rolled out or introduced different programmes and activities, such as the Hong Kong Wine and Dine Festival, the Formula E Hong Kong ePrix and the Hong Kong Cyclothon, which can attract tourists on the one hand and exert promotional impact on the other. There is, however, a need for members, apart from relying on traditional tourism products, to develop innovative products to remain competitive and for the TIC to actively facilitate the Hong Kong Tourism Board's promotion campaigns in order to break new paths for the industry.

As far as the mainland market is concerned, mainland travellers have changed considerably in terms of their taste and style in travel, and they have already become the most sought-after targets for many destinations thanks to their ever-rising numbers for years. These destinations have greatly boosted their attractiveness and competitiveness by introducing visa facilitation policies for mainland travellers and rolling out promotion campaigns targeting them. In recent years, visitors from mainland China have filed quite a number of complaints

了傳統旅遊產品外，業界還須開發創新產品以維持競爭力，議會則會積極配合香港旅遊發展局的宣傳活動，為入境遊打開新氣象。

至於內地市場方面，內地旅客在旅遊口味與模式上都出現了重大變化，而且由於出境遊人數連年上升，內地旅客早已成為各地旅遊業積極吸引的對象。這些地方既在簽證等政策層面提供便利，又在旅遊宣傳等方面下功夫，因而大大提高了對內地旅客的吸引力與本身的競爭力。近年內地旅客來港不時有旅遊服務方面的投訴，在內地旅客出境遊選擇大增的情況下，來港旅遊市場將面對嚴峻考驗。對旅遊城市的聲譽來說，旅遊服務的質素是十分重要的；因此，保持行業服務質素及保障旅客權益一向是議會的重要工作。行政長官、商務及經濟發展局局長與旅遊事務專員都曾於年初公開發言，表明行業自律監管的制度行之有效，並且支持議會執行自律監管的工作。議會會與各政府部門及

about tourism services in Hong Kong, which, coupled with a much larger pool of choices in travel destinations for them, could mean stern challenge for Hong Kong's inbound industry. Since the quality of tourism services is vitally important to the reputation of a tourism city, the TIC has always attached importance to maintaining the service standard of the industry and upholding the rights of visitors. Early this year, the Chief Executive, the Secretary for Commerce and Economic Development and the Commissioner for Tourism all publicly stated their confidence in the effectiveness of the self-regulatory regime of the industry and their support for the TIC in implementing self-regulation. The TIC will strive for closer cooperation with government departments in Hong Kong and regulatory bodies of tourism in mainland China, with a view to continuing protecting the image of Hong Kong's tourism industry, maintaining the quality of its services and alluring tourists back through excellent services.

Hong Kong International Airport is in an urgent need of building the third-runway system (3RS) in order to cope with the ever-increasing aviation needs and to allow the economy of Hong Kong at large and the tourism industry in particular to keep growing. The public and the industry alike



△ 由今年五月起，議會與駐港旅遊局代表協會合辦了一系列「旅遊知識講座」，會員反應熱烈。

△ A series of well-received talks on travel knowledge have been jointly held by the TIC and the Association of National Tourist Office Representatives in Hong Kong for members since May this year.



- △ 伊朗駐香港總領事於八月二十四日訪問議會。
- △ The Consul General of Iran paid a visit to the TIC on 24 August.

內地旅遊監督單位加強合作，繼續肩負保護香港旅遊形象及維護服務質素的重任，使業界可以再憑藉優良服務吸引旅客。

香港國際機場迫切需要興建三跑道系統，以應付不斷增加的航空需求，同時使香港的整體經濟及旅遊業得以持續發展。對於機場三跑系統的興建，公眾人士與業界都普遍支持。可是，為了融資興建三跑道系統，機場管理局由今年八月一日起，向飛機乘客徵收機場建設費，而且在沒有諮詢的情況下，要由會員代收卻不給予任何補償，這做法實在不合理及不公道。代收機場建設費不僅會使業界的工作量及行政成本增加，更會有一定的財務風險。我在八月五日已向會員發出公開信，交代了議會多個月來與機管局的磋商經過，以及所採取的行動。議會必定會繼續探討可行的方案，並繼續與機管局商討，務使機管局以合情合理的方式為會員提

are generally in support of the 3RS project. Nevertheless, members are required to collect the Airport Construction Fee (ACF), one of the means to finance the project and levied by the Airport Authority (AA) on air passengers from 1 August this year, with no consultation and no compensation. Such an arrangement is unreasonable and unfair because it will increase the workload, administrative costs and financial risks of members. In an open letter sent to members on 5 August, I described the negotiations the TIC had held with the AA for several months and the actions taken. The TIC will definitely continue exploring viable solutions and negotiating with the AA in an effort to make the AA provide assistance for members in a reasonable and understanding manner, thus reducing the difficulties of members arising from collecting the ACF on its behalf.

The outbound industry in Hong Kong has long been fully developed, and members doing outbound business have been very flexible and proactive. Nevertheless, with the widespread penetration of the Internet and the popularity gained by smartphones in recent years, members have found themselves in direct competition with many strong rivals such as online travel agents and the websites of airlines and hotels. Keeping

供援助，減輕會員因代收機場建設費而承受的困難。

一直以來，香港的出外旅遊業發展成熟，而從事外遊業務的會員也相當靈活進取，但近年由於互聯網的應用日趨廣泛，加上智能手機的普及，使行業出現了為數眾多的有力對手，例如網上旅行社、航空公司與酒店的網站等等。面對新科技的競爭，唯一自保之道是與時俱進，在資訊科技的使用上不要落後於對手。政府在年初宣佈撥款港幣一千萬元，設立「旅行社資訊科技發展配對基金先導計劃」，藉以資助中小型旅行社使用資訊科技，從而拓展業務，提升生產力與競爭力。「先導計劃」以配對形式運作，每家合資格會員的資助上限是港幣十萬元。議會十分感謝政府接納了提議，出資鼓勵會員大力發展資訊科技的運用，更希望「先導計劃」只是第一步的資助，以後還會有第二、第三步及更多的資助。我深信「先導計劃」

abreast of the times and not letting themselves lag behind their rivals in the use of IT are the only way to ensure survival on the part of members when confronted with competition posed by new technologies. Early this year, the Government announced that HK\$10 million would be allocated for the establishment of a Pilot Information Technology Development Matching Fund Scheme for Travel Agents (Pilot Scheme) in order to subsidise small- and medium-sized travel agents to make use of IT to expand business and raise productivity and competitiveness. Under the Pilot Scheme, each eligible member is entitled to a subsidy of no more than HK\$100,000 on a matching basis. The TIC is very grateful to the Government for accepting its proposal to provide funding for members in order that they are encouraged to devote a great deal of effort to the use of IT, and hopes that the Pilot Scheme is merely the first stage of funding, after which the second, third and more stages will come. I strongly believe that the Pilot Scheme will prove a great drive for the industry.

At a time when the industry has to face changes on many fronts, the work of the TIC has become more important than ever. I therefore would like to offer my wholehearted gratitude to all the directors and committee members, who have assisted the TIC in devising various strategies during the year, and staff



- △ 「旅行社和資訊科技公司極速約會」於八月十七日舉行，希望幫助會員認識更多資訊科技公司，從而瞭解資訊科技的最新應用。
- △ A speed dating event was held on 17 August for member agents in order to help them meet more IT companies and understand latest IT applications.



- △ 「旅行社招聘日」是議會每年的重點活動之一。
- △ The TIC's Recruitment Day for Travel Agents is one of its major events every year.

可以給予行業很大的助力。

行業正面臨各方面的轉變，議會的工作更見重要。因此，我要衷心感謝各位理事及委員會委員在過去一年盡心盡力為議會出謀劃策，以及議會職員辛勤工作。此外，我還想借這個機會，感謝商務及經濟發展局、旅遊事務署、旅行代理商註冊處及香港旅遊發展局等政府部門及法定組織對議會工作的支持，中國國家旅遊局、廣州市旅遊局及深圳市文體旅遊局等旅遊單位的全力配合，以及各航空公司、酒店、主題公園及旅遊景點的協助，希望在今後繼續緊密合作，為業界的發展共同努力。



主席  
黃進達

二零一六年十月三十一日

of the TIC, who have diligently carried out their tasks. I would also like to take this opportunity to thank the Commerce and Economic Development Bureau, the Tourism Commission, the Travel Agents Registry, the Hong Kong Tourism Board and other government departments and statutory bodies for their support for the work of the TIC; the China National Tourism Administration, the Guangzhou Tourism Bureau, the Shenzhen Municipal Bureau of Culture, Sport and Tourism and other tourism organisations for their full cooperation with the TIC; as well as airlines, hotels, theme parks and tourist attractions for their assistance to the TIC. I hope that we will continue to work closely together from now on for the development of the industry.

**Jason Wong**  
Chairman

31 October 2016