

# 旅行社不可不知的香港迪士尼資訊

## All that agents need to know about Hong Kong Disneyland

本刊記者 Staff reporter

自從香港迪士尼樂園計劃於一九九九年十一月公佈後，無論是本地和外地的旅客，還是旅遊業的從業員，都熱切期待計劃大功告成的日子。經過差不多六年後，迪士尼樂園訂於今年九月十二日開幕。隨着一種期盼的氛圍在香港、內地和區內其他國家慢慢形成，很多本地旅行社都很焦急，想知道怎麼才能從中分一杯羹。有鑒於此，本刊在六月中以書面訪問了香港迪士尼樂園市務及銷售副總裁陳敬考先生。以下是這次訪問的撮要。

**問** 我聽到不少旅行社說不知道迪士尼的門票會怎樣賣給它們。迪士尼有沒有售賣門票的指定旅行社？如果有的話，成為指定旅行社需要甚麼資格？

Since the announcement of the Hong Kong Disneyland project in November 1999, local and overseas visitors as well as members of the industry have been eagerly waiting for it to materialise. After close to six years, Disneyland is now scheduled to open on 12 September 2005. As an atmosphere of anticipation gradually builds up in Hong Kong, mainland China and other countries in the region, many local travel agents are anxious about how they could get a share of the Disneyland pie. In light of this, we had a written interview with Mr Roy Tan Hardy, Vice President, Marketing and Sales of Hong Kong Disneyland in mid-June 2005. Here is an excerpt of the interview.

**問** I've heard from many travel agents that they don't know how Disneyland tickets will be sold to them. Are there any appointed agents for the sale of tickets? If there is any such agent, what are the requirements for becoming one?


**答** We are currently in the final stages of contracting with selected wholesalers in Hong Kong and the region. Approximately half of the wholesalers we are contracting with are Hong Kong-based inbound operators. These wholesalers




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By courtesy of Hong Kong Disneyland.





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 我們正與香港和區內選定的批發商磋商合約，已經進入最後階段了，當中大約有一半是以香港為基地的入境組團商。這些批發商之所以獲選，主要的考慮是它們的規模和在各自市場上的分銷能力。此外，財務背景和實力也是考慮因素。我們沒有在任何市場委託任何獨家代理或總銷售代理。


零售旅行社要取得我們的酒店房間或門票，可以經當地的批發商或香港的入境組團商。業界多年來一直這樣做，我們不過是遵循業界通行的慣例而已。當我們開始運作，而旅客的到訪模式又固定下來後，我們就會有更多資料，可以定期評估分銷的各種方案了。


 旅行社售賣門票有沒有佣金？旅客經由旅行社預訂迪士尼的酒店房間，旅行社又有沒有佣金？

 旅行社預訂酒店房間，會有百分之十的佣金，而與酒店房間一起預訂的門票則有百分之五的佣金。

 你們有沒有大量訂票的政策？如果有的話，那麼大量訂票的折扣是多少？


 預訂團體門票，人數在二十五人或以上，並於平日及非繁忙日子入場的話，旅行社的佣金是成人港幣十元，至於三歲至十一歲的小童和六十五歲以上的長者，佣金則為港幣五元。

 有旅行社擔心，預訂酒店房間所使用的電話熱線和普通旅客一樣。迪士尼有沒有甚麼電話熱線、網上預訂系統或工作人員是專門為旅行社提供服務的？


 我們快將推出為旅行社而設的訂房專線，以解答旅遊業界的各項查詢，並接受預訂門票及酒店房間。電話熱線的號碼是 1830-8000，服務時間為星期一至日，上午九時至下午六時。免費熱線最初只會給香港旅遊業界使用，日後會擴展至亞太區各地的業界


are selected on the basis of their size and distribution reach in their respective markets, in addition to their financial background and strength. We are not appointing any exclusive agents or general sales agents in any of the markets.


A retail agent can have access to our hotel and/or park ticket inventory either through their in-market wholesalers or via an inbound operator in Hong Kong. This is the way the industry has been working for many years and we are simply aligning ourselves with accepted industry practices. After we are operational and have a more established pattern of visitor arrivals, we will have more information to regularly assess our distribution options.

 Is there any commission for admission tickets sold by travel agents? How about the commission for hotel rooms booked through travel agents?


 Hotel bookings are commissionable at 10% to travel agents and park tickets booked with hotel rooms are at 5% commission.


 Is there any policy for bulk purchase of park tickets? If yes, what will be the bulk purchase discounts?

 For group bookings of 25 people or more on weekdays and off-peak days, the commission for agents is HK\$10 for adults and HK\$5 for children aged three to 11 and seniors 65 years old or above.

 There are concerns among travel agents that they'll have to use the same hotline as ordinary visitors do when booking hotel rooms. Are there going to be any hotlines, online booking facilities or personnel devoted to providing services for travel agents?

 We will soon launch a dedicated travel agent hotline that has been designed specifically to handle trade enquiries and take bookings. The hotline number 1830-8000 will operate seven days per week from 9am – 6pm. It will initially be available to the travel trade in Hong Kong before being rolled out overseas as a toll-free number at a later stage.

 Will free admission to the park be granted to holders of the Tourist Guide Pass issued by the TIC?

 Tour escorts accompanying a group size of 25 or more paying guests and having the TIC's Tourist Guide Pass

人士。

**TIC** 持有由議會發出的導遊證的導遊，可不可以免費進入迪士尼？

**米** 導遊如果陪同二十五名或以上購票入場的團體顧客，而且持有議會發出的導遊證的話，就可以免費入場。至於香港註冊導遊協會的會員，如果他們同時持有議會發出的導遊證，也會獲得這項優惠。

**TIC** 根據傳媒報導，大部份迪士尼的門票都會預留給內地的旅行社。很多本地業者都擔心，即日來回迪士尼的旅客，對香港的酒店、旅行社、零售商店都沒有甚麼益處。請問那些報導是否屬實？

**米** 我們的門票銷售策略會顧及本地顧客、海外及內地旅客的需求。傳媒有很多關於香港迪士尼的報導，有些反映了種種不同的意見。香港迪士尼開幕後，來港旅客會增加，這對旅遊業的整體會有幫助。舉例來說，香港迪士尼的兩家酒店共有一千個房間，並不足以應付每天到訪的外地旅客。因此，他們很多都會到本港眾多出色的酒店住宿。

**TIC** 從報章上得知，香港迪士尼會向旅客派發一份「禮儀小冊子」，甚至會對那些「行為不檢」的旅客下逐客令。這是真的嗎？譬如說旅行團中有一個人被逐，那怎樣執行呢？

**米** 我們的「演藝人員」(這是迪士尼對員工的稱呼)都會接受培訓，使他們可以應付難以相處的顧客。我們會確保顧客都遵守禮儀的一般通則，例如只可以在指定範圍吸煙之類，以免影響他人。**TIC**

will be entitled to free admission to our park. This entitlement will also be applied to members of the Hong Kong Association of Registered Travel Coordinators (HARTCO) who are holders of the TIC's Pass.

**TIC** It was reported in the media that a large portion of Disneyland tickets will be reserved for mainland travel agents. Many local traders are worried that same-day visitors to Disneyland will bring little benefit to Hong Kong's hotels, travel agents and retailers. Is the news story true?

**米** Our ticket distribution strategy will take into consideration the needs of both local guests as well as overseas visitors including those from mainland China. The media reports on many things relating to Hong Kong Disneyland. Some of them reflect a very diverse range of opinions. The increased tourist arrivals as a result of Hong Kong Disneyland will benefit Hong Kong's overall tourism industry. For example, the 1,000 rooms at the two Disneyland-themed hotels at the resort will not be enough to cater to the daily number of overseas visitors visiting Hong Kong Disneyland. Many of them will choose to stay at one of the city's many fine hotels.

**TIC** I've learnt from the papers that Hong Kong Disneyland is going to distribute an "etiquette booklet" to its visitors. And those visitors who "misbehave" may be expelled from the park. Is this true? How can that be enforced, for example, if one such visitor is from a tour group?

**米** Our Cast Members (Disney's term for employees) will be trained in handling difficult guest situations. We will ensure that our guests adhere to common practices of etiquette for the benefit of other guests in the park, e.g. smoking only in designated areas. **TIC**



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