

短暫挫折難免，長遠好景可期

Setbacks temporary, future bright

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今年三月和六月，議會為外遊和入境旅行社舉辦會員論壇，兩個論壇舉行時的市場情緒真有天壤之別。外遊業和入境業一、二月的市況疲弱，但在三月都似乎開始好轉，只是一到了五月，人類豬流感在全球和本地爆發，於是市況頓時陷入更大困境。

外遊論壇

對外遊業來說，二零零九年一開始就並不順利，原因是全球金融危機終於波及香港，香港人計劃往外地度假時於是變得更加謹慎。但到了三月時，市況有了復甦跡象，外遊印花比去年同期上升了百分之十一。因此，怪不得議會三月十七日在九龍維景酒店為外遊旅行社舉行會員論壇時，主題是怎樣創造新商機了。

論壇有兩名講者，外遊業者則差不多有一百人出席。一提到外遊業的新商機，內地龐大的外遊市場自然使外遊業者垂涎，而他們也很想知道，在內地與香港二零零三年六月所簽署的《更緊密經貿關係的安排》下，就補充協議六而開展的最新一輪磋商有沒有突破。

旅遊事務助理專員蔡亮女士是第一名講者，她在簡介了《更緊密經貿關係的安排》以及其後簽署的五個補充協議的歷史後，對於未能披露新一輪磋商的內容表示歉意。至於內地的外遊市場會不會開放給香港大大小小的外遊旅行社這一關鍵問題，蔡亮女士說香港先前已多次和內地當局商議，但它們也有種種需要關注和考慮的地方。

第二名講者是怡安保險顧問有限公司的常務董事劉子祥先生。議會的「旅遊業風險管理研究項目」由怡安執行，他是項目的負責人，已完成了《香港旅遊業風險解決手冊》，並且舉行了



劉子祥先生向外遊業者講解怡安的集體責任保險計劃。在台上坐著的是(左至右)：蔡亮女士、議會主席何栢靈先生、出外旅遊委員會召集人徐王美倫女士、議會總幹事董耀中先生。
Mr Julian Lau explains Aon's collective liability insurance scheme to outbound traders. Sitting on the stage are (left to right): Mrs Laura Aron, TIC Chairman Mr Ronnie Ho, Outbound Committee convenor Mrs Gianna Hsu and TIC Executive Director Mr Joseph Tung.

What a world of difference between the market sentiments surrounding the two Members' Forums held by the TIC in March and June 2009 for outbound and inbound agents. Whereas business was slack in January and February, both the outbound and inbound markets seemed to have begun to pick up in March, only to be plunged into much deeper trouble in May by outbreaks of human swine flu globally and locally.

Outbound forum

Although 2009 did not start off well for the outbound industry as Hong Kong began to feel the pinch of the global financial crisis and local people became more cautious when planning their overseas holidays, there were signs of a turnaround in March, with the outbound levy up by 11% over a year earlier. Small wonder, therefore, that the theme of the Members' Forum for outbound agents held on 17 March 2009 at the Metropark Hotel Kowloon was how to explore new opportunities.

Two speakers were invited to speak at the outbound forum, where close to 100 traders turned up. When it came to new opportunities for outbound traders, everyone was eyeing the enormous outbound market of mainland China and wanted to know whether there was any breakthrough in the latest round of discussions for the sixth supplement to the Closer Economic Partnership Arrangement (CEPA) signed by mainland China and Hong Kong in June 2003.

幾十場講座向會員解釋。研究項目現在已到了最後階段：為所有外遊旅行社設計一個責任保險計劃以及融資方案。

根據劉子祥先生的講解，怡安所設計的保險計劃，在保障範圍、賠償限額等方面，都比目前少數外遊旅行社所購買的責任保險優勝得多。至於融資方案，他則提議通過怡安的協助，把外遊旅行社現在各自售賣的旅遊保險集中起來，從中獲得的佣金就足以支付集體責任保險計劃的保費。出席論壇的外遊業者對怡安計劃的整體構思表示支持，他們為了清楚瞭解其中的詳情，向劉子祥先生提出了形形色色的問題。

議會為了全面衡量所有外遊旅行社對怡安計劃的意見，在論壇後做了一次問卷調查；藉著這次調查，向會員詳細解釋計劃的細節，並且多提出一項融資方案，即由外遊旅行社以團費的百分之零點一五去支付保費(詳情見通告C1177)。絕大多數回覆了問卷的會員都表示，假如議會推出集體責任保險計劃的話，它們是會參加的。

入境論壇

議會六月十六日在九龍維景酒店舉行了另一個會員論壇，主題是入境旅遊面對的挑戰，共有七十名入境業者參加。這個論壇正好提供了一個合時的場合，使他們可以見見面，一起想想有甚麼方法，可以把人類豬流感自五月爆發後，減少了百分之十三的旅客吸引回來。

香港旅遊發展局總幹事劉鎮漢先生是第一名講者，他向出席的入境業者簡述旅發局應付人類豬流感的新策略。與去年相比，投放在內地市場的推廣資源會增加百分之二十二，而推廣重點也會由廣東省改為廣東省以外的地區。其他短途市場像台灣、日本、印度等，都會有新的城市成為推廣重點。旅發局今年已推出了「香港美酒佳餚年」為推廣主題，在暑假及之後將舉行好幾個大型活動，還會加強對會展獎勵旅遊和郵輪旅遊的宣傳，這些策略都有助於提升香港的吸引力。此外，旅發局正計劃增加

After giving a brief history of CEPA and its five supplements signed afterwards, the first speaker Assistant Tourism Commissioner Mrs Laura Aron apologised for unable to reveal the contents of the latest discussions. **As for the key question of whether the mainland outbound market would be opened to Hong Kong's outbound agents big and small, Mrs Aron remarked that the very matter had been brought up many times before with the mainland authorities, which also had their own concerns and considerations.**

The second speaker Mr Julian Lau, Managing Director of Aon Hong Kong Limited, was in charge of the Research Project on Risk Management for the Travel Industry commissioned by the TIC and carried out by Aon. With the *Risk Solutions Manual for Travel Industry in Hong Kong* already completed and explained to members through dozens of seminars, Aon now moved on to the final phase of the whole project: to devise a liability insurance scheme for all outbound agents together with a financing solution.

Aon's insurance scheme, as explained by Mr Lau, provided much better protection in terms of areas of cover, limits of indemnity as well as other aspects when compared with the kinds of liability insurance currently purchased by a few outbound agents.

The financing solution proposed was to bundle all the travel insurance policies now sold by individual outbound agents, with the help of Aon, so as to generate a sum of commissions big enough to pay the premium of the collective liability insurance scheme. The overall ideas of Aon's scheme were well received by the outbound traders present at the forum, who, wishing to find out more details about it, fired all kinds of questions at Mr Lau.

To fully assess the views of all outbound agents about the scheme, the TIC conducted a questionnaire survey after the forum, in which details of the scheme were explained and one more financing option, outbound agents contributing 0.15% of the package tour fees for the premium, was proposed (see Circular C1177 for details). An overwhelming majority of the respondents said that they would join a collective liability scheme if the TIC were to launch one.

Inbound forum

With a theme focusing on the challenges of the inbound travel business, the Members' Forum for inbound agents, which was held on 16 June 2009 at the Metropark Hotel Kowloon and which was attended by 70 inbound traders, may provide a timely venue for the traders to get together and think of ways to attract visitors, who were turned away by human swine flu cases in Hong Kong, thus resulting in a 13% drop in visitor arrivals for May.

Mr Anthony Lau, Executive Director of the Hong Kong Tourism Board (HKTB), was the first speaker, who outlined the new strategies of the HKTB in tackling the impact of human swine flu. **Among them were a 22% year-on-year increase in promotion resources on the mainland market and a shift of focus from Guangdong province to regions outside**

海外傳媒機構的考察團數目，以消減媒體對香港的不利報導，並且會加緊與入境業者的合作。

李漢城先生是香港酒店業主聯會的執行總幹事，他一開始就開玩笑般說，同業還沒病死恐怕就已先餓死了。他接著評論說，他雖然支持政府的人類豬流感防疫措施，但正面的宣傳嚴重不足，而且媒體對防疫措施的報導使旅客不敢踏足香港。香港酒店業協會執行總幹事呂尚懷先生說，他幾天前才從美加回來，那裡既見不到戴著口罩的人，當地政府也沒有反覆教導市民應該怎樣應付人類豬流感。他對香港的防疫措施也有微詞。

要向海外客源市場傳達正面的訊息，使旅客重拾對香港的信心，對於這種意見，蔡亮女士表示認同。但她卻認為香港應付人類豬流感時不宜放鬆警覺，希望業者能團結一致，互相體諒。她向業者保證，政府已知道他們的苦況，財政司司長也已宣佈了援助旅遊業的紓困措施。最近簽署的

《更緊密經貿關係的安排》補充協議六，用意也是推動入境旅遊業，鼓勵內地旅客前往台灣和由台灣回程時，順道一訪香港。

沒有人能預測全球金融危機甚麼時候會結束，人類豬流感疫潮甚麼時候會消退。不過，外遊和入境業者如果相信旅遊行業不會一蹶不振，那他們現在就該做好準備，以應付日後經濟重現曙光，以及對疫潮的恐懼消失時，積壓已久的旅遊需求。✎

the province. Other short-haul markets such as Taiwan, Japan and India would also have new cities become foci of promotion. The Hong Kong Food and Wine Year, several mega events to be staged in summer and afterwards, and renewed efforts in promoting the MICE and cruise markets, were all aimed at enhancing the attractiveness of Hong Kong. The HKTB was also planning to have more familiarisation trips for overseas media organisations to counteract the negative coverage of Hong Kong and to forge closer partnerships with inbound traders.

Starting his speech jokingly by saying that traders would starve to death before dying of the flu, Mr Michael Li, Executive Director of the Federation of Hong Kong Hotel Owners, commented that **although he supported the Government's measures to contain the human swine flu outbreak, he found positive publicity wanting and the media**

coverage of such measures scaring off visitors. Having gone back from the United States and Canada just several days ago, Mr James Lu, Executive Director of the Hong Kong Hotels Association, told the audience that he could not see anyone in the two countries wear a face mask and the governments there did not repeatedly lecture their citizens on how to deal with human swine flu. He also had reservations about Hong Kong's actions against the outbreak.

While agreeing with the view that positive messages had to be spread in overseas destinations to rebuild the confidence of visitors in Hong Kong, Mrs Laura Aron believed that

Hong Kong could not afford to let its guard down in the fight against human swine flu and hoped that the traders could be united and understanding. She assured them that the Government had known their plight and the Financial Secretary had already announced several relief measures to help the travel industry. The recently signed sixth supplement to CEPA was also intended to boost inbound tourism by encouraging mainland visitors to stop by Hong Kong when they headed for Taiwan and returned from it.

No one could predict when the global financial crisis would end and when the human swine flu pandemic would fade away. But **if traders, outbound and inbound alike, believe in the strong resilience of their industry, they should prepare themselves for the pent-up demand when the economy turns around and the fear of the pandemic goes away in the future.** ✎



李漢城先生表達對政府防疫措施的不滿。坐在貴賓桌的有(左至右)：呂尚懷先生、蔡亮女士、何栢靈先生、劉鎮漢先生。
Mr Michael Li expresses his dissatisfaction with the Government's measures against the flu pandemic. Seated at the head table are (left to right): Mr James Lu, Mrs Laura Aron, Mr Ronnie Ho and Mr Anthony Lau.