

應去日本推介香港迪士尼樂園

Go to Japan to promote Hong Kong Disneyland

香港迪士尼樂園於今年九月十二日開幕。日本雖然已有迪士尼樂園，規模也比香港大，但由於香港九七年回歸中國後，來港旅遊的日本人大幅下降，至今尚未回復先前水平，所以日本的旅行社希望借香港迪士尼樂園開幕的氣氛，推動香港這個市場，多做點生意。

本人曾致電香港迪士尼樂園，建議他們儘速去日本推介，可惜他們沒有接受我們的意見，日本的旅行社至今仍不瞭解香港迪士尼的實況。

其實香港迪士尼雖然嬌小玲瓏，但有自己的特色，像獅子王慶典是日本沒有的，還有以中國風味為主的東方小吃，富維多利亞時代色彩的酒店等等。日本人很喜歡新玩意，應該讓他們知道香港迪士尼不是日本的複製品，這些要大力宣傳，客人才會知道。如果香港迪士尼不欲與東京迪士尼競爭，這個宣傳推介的工作，可以由香港旅遊發展局來做。

六年前，香港特區政府果斷引進迪士尼樂園這個世界名牌，我們旅遊界都非常興奮和慶幸，但是現在看到迪士尼的主要客源——中國內地的旅客，很多都是早晨從深圳直達迪士尼樂園，晚上立即返回深圳，試問包含酒店在內的旅遊業界得到甚麼呢？

所以我們希望香港迪士尼樂園、香港旅遊發展局和我們旅遊界能攜手合作，到日本和全球各國去宣傳、去找客人。迪士尼公司更要入鄉隨俗，視本港旅行社為夥伴，衷誠合作，共同為香港旅遊業的發展作出貢獻。

香港日本人旅客手配業社協會
理事長蔡百泰

Hong Kong Disneyland was opened on 12 September this year. Although Japan also has its own Disneyland, even on a bigger scale, many Japanese travel agents have wanted to take advantage of the opening of Hong Kong Disneyland to promote the Hong Kong market, which crashed after the return of Hong Kong to China in 1997 and has never since been able to rebound to previous levels.

I have telephoned Hong Kong Disneyland myself and urged it to go to Japan for promotion. What a pity that my opinion has fallen on deaf ears, and travel agents in Japan are now as uninformed about our theme park as they were before.

True, Hong Kong Disneyland is small, yet it is dainty and has its unique attractiveness such as the Festival of the Lion King, which cannot be seen in Japan, snacks with Chinese flavours and a hotel full of Victorian features. Japanese people have a great fondness for novelties, and as such we must tell them loud and clear that Hong Kong Disneyland is not a replica of Tokyo Disneyland. If Hong Kong Disneyland is unwilling to compete with its sibling in Japan, it may just let the Hong Kong Tourism Board (HKTB) do the promotion job.

Six years ago when the Government announced that Hong Kong would have this global brand name – Disneyland, we in the tourist industry were simply overjoyed. Now, a large number of mainland Chinese visitors, a main component of Disneyland's visitor profile, go to the theme park straight from Shenzhen in the morning and return to the city in the evening. How then can the tourist industry, hotels included, benefit from it?

That is why we hope that Hong Kong Disneyland, the HKTB and the tourist industry can combine our efforts and go to Japan and other parts of the world to stage promotions and to draw visitors. Disneyland particularly needs to "do as the Hong Kong people do" and take local travel agents as their real partners in order to contribute to the development of Hong Kong tourism.

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Hongkong Japanese Tour Operators Association