

積極發展旅遊 鞏固香港優勢

Active tourism development to foster Hong Kong's advantage

朱曼鈴 Cathy Chu

對旅遊業的首個印象

我於去年底出任旅遊事務專員。在這短短時間已有許多機會在不同場合跟業界各位同寅碰頭，相互交流認識。旅遊業近年發展速度迅速，旅遊產品隨着旅客經驗增加、要求提升而不斷推陳出新，業界在改善服務質素及使服務更多元化亦不遺餘力，讓我感到旅遊業的強大生命力和業界的積極投入。我很高興並期待和大家在未來的日子一起推動旅遊業的健康持續發展，為香港的經濟作出更大貢獻。

旅遊業未來發展方向

旅遊業是香港的重要經濟支柱，佔本地生產總值百分之五。出境旅遊業一向為香港市民帶來消閒渡假的多元化選擇。近年出境遊更增添了許多新元素，如南北極、非洲、南美等新目的地，以及港人常去的地方如日本、歐洲等的深度遊，以至乘搭郵輪環遊世界的新航程，都讓旅客耳目一新，亦成為出境旅遊的新方向。至於入境方面，二零一四年，我們共接待了六千零八十萬名旅客，按年增長百分之十二，但面對鄰近地區主要旅遊地點的競爭日益劇烈，我們必須加強本港旅遊業的競爭力，以保持香港作為亞洲首選的旅遊目的地，與此同時，我們亦必須致力提高服務質素，吸引具高消費力的旅客訪港。

擴展旅遊景點及設施

為增加香港的整體吸引力和接待旅客能力，政府正採取多管齊下的方式擴展景點和設施，其中本港兩大主題公園正進行一連串發展計劃，務求為旅客提供更多元化的旅遊體驗。

海洋公園的大樹灣全天候水上樂園工程已經展開，這個結合戶內及戶外的新樂園將為旅客帶

First impression towards the tourism industry

I have taken up the post as the Commissioner for Tourism since the end of last year. During this short period of time, I have had many opportunities to meet and exchange views with many members of the trade on various occasions. The tourism industry has been fast-developing in recent years. With the increased experience and rising demand of travellers, tourism products are constantly evolving and the travel trade strives to improve the service quality and develop diversified services for travellers. All the above have made me feel about the vitality of the tourism industry and the devotion of the travel trade. I am very glad and look forward to joining hands with the trade to push forward the healthy and sustainable development of the tourism industry for bringing more contribution to the economy of Hong Kong in the years ahead.

Direction of future tourism development

The tourism industry is a major pillar of the economy of Hong Kong, accounting for 5% of our Gross Domestic Product. Outbound tourism has been offering Hong Kong people diversified choices for leisure and vacation. In recent years, new elements have been added to outbound tourism, including new destinations such as South and North Poles, Africa and South America, in-depth travel in destinations popular among Hong Kong people such as Japan and Europe, as well as new voyage of travelling around the world by cruise. These new tourism products have brought fresh travelling experience for travellers and become the new direction for development of outbound tourism. As for the inbound market, we received 60.8 million visitors in total in 2014, representing a year-on-year growth of 12%. Nonetheless, facing the intensified competition among major tourist destinations in the neighbouring region, we must enhance our tourism competitiveness to maintain Hong Kong's position as the top destination city for visitors in Asia. At the same time, we must also strive to enhance the service quality so as to attract high-spending tourists to visit Hong Kong.

Expansion of tourist attractions and facilities

In order to strengthen the overall appeal and tourist receiving capacity of Hong Kong, the Government is adopting a multi-pronged approach to expand tourist attractions and facilities, amongst which the two flagship theme parks in Hong Kong are undergoing a series of development projects to offer more diversified visit experience to tourists.

The construction works of the new waterpark of the Ocean Park

來最新穎有趣的水上遊玩休閒設施，並以高質的服務為賣點，工程預計將於二零一七年完成。

至於香港迪士尼樂園亦會推出一系列新設施及體驗，今年是樂園開園十週年，稍後將推出一系列慶祝活動，而景點建設方面，以漫威人物「鐵甲奇俠」為主題的新園區及以探索冒險為主題的新酒店均已動工。政府亦正與美國華特迪士尼公司就香港迪士尼樂園度假區第二期的發展計劃展開商討，我們預期香港迪士尼將進一步發展成為區內最具吸引力的國際化主題公園。

上面提到郵輪業發展為業界帶來不少新機遇。啓德郵輪碼頭自二零一三年六月投入服務後，對推動本港郵輪旅遊發展大有幫助。二零一四年，傳統有目的地航程的郵輪停泊啓德郵輪碼頭、海運碼頭以及本港其他停泊設施的次數共一百四十次，按年上升約百分之五十七，涉及的總乘客流量則共約三十六萬七千人次，按年上升約百分之九十二。二零一五年，啓德郵輪碼頭不論在郵輪泊岸的次數、還是泊岸郵輪的體積和特色方面都繼續令人充滿期待。例如，歌詩達大西洋號（Costa Atlantica）的一個八十三天環遊世界航程剛於三月初在啓德郵輪碼頭啟航，是碼頭投入服務後，首個在該處啟航的環遊世界航程。另外，皇家加勒比國際遊輪（Royal Caribbean International）最新的大型郵輪海洋量子號（Quantum of the Seas）亦將於六月下旬首次來港，停泊啓德郵輪碼頭。海洋量子號的噸位達十六萬八千噸，載客量約為四千九百人，是啓德郵輪碼頭啟用以來到訪的最大型郵輪。海洋量子號的航線是一個五十六天途經香港的環遊世界航程，其多元化的特色亦為啓德郵輪碼頭增添姿采。

酒店房間供應

政府十分明白旅客持續增長會對酒店房間的供應造成壓力，政府已推行多項措施，鼓勵投資者興建不同類型的酒店房間，以切合不同旅客的需要。有關措施包括推出「只作酒店用途」計劃，以及活化歷史建築和工廈，用作包括酒店等的其他適合作用途。

本港兩大主題公園亦正積極推展其新酒店項目。該等新酒店項目預計可於二零一七年提供合

in Tai Shue Wan have commenced. This new indoor cum outdoor park will provide tourists with novel and interesting aquatic leisure facilities, which will also emphasize on its high-quality service. The construction works are expected to complete by 2017.

Hong Kong Disneyland will also introduce a series of new initiatives, including the upcoming launch of a series of celebratory activities to mark its 10th anniversary this year. As for tourist attractions, a new themed area based on Marvel's Iron Man franchise and a new hotel with a theme dedicated to the spirit of exploration are under construction. The Government has also commenced discussion with The Walt Disney Company on the Phase 2 development of the Hong Kong Disneyland Resort. We anticipate that Hong Kong Disneyland will further develop into the most attractive international theme park in the region.

As aforementioned, the development of cruise industry has offered numerous opportunities for the travel trade. Since its commissioning in June 2013, the Kai Tak Cruise Terminal has boosted the development of cruise tourism in Hong Kong. In 2014, there was a total of 140 ship calls of traditional cruise with itineraries at the Kai Tak Cruise Terminal, Ocean Terminal, as well as other berthing facilities in Hong Kong with total passenger throughput of around 367 000, representing a 57% and 92% annual increase respectively. In 2015, the number of calls as well as the size and diversity of the cruise ships at the Kai Tak Cruise Terminal continue to bring excitement. For example, Costa Atlantica, which offers an 83-day voyage of travelling around the world, just set sail from the Kai Tak Cruise Terminal in early March. It is the first around-the-world voyage that set sail from Kai Tak Cruise Terminal since the Terminal's commissioning. Besides, the new large cruise vessel of the Royal Caribbean International, Quantum of the Seas, will visit Hong Kong for the first time in the second half of June and berth at the Kai Tak Cruise Terminal. The tonnage of Quantum of the Seas reaches 168 000 tonnes, and the passenger volume is about 4 900 passengers. It is the largest cruise vessel visiting the Kai Tak Cruise Terminal since the commencement of operation of the Terminal. Quantum of the Seas offers a 56-day around-the-world voyage with Hong Kong as one of its ports. Its diversified characteristics will add colour to the Kai Tak Cruise Terminal.

Supply of hotel rooms

The Government understands that the continuous visitor growth will exert pressure on the demand for hotel rooms. The Government has been implementing various measures to encourage investors to build different types of hotels for meeting different needs of our visitors. These include the implementation of the "hotel only" scheme and revitalisation of industrial and historic buildings for other suitable uses including hotel use.

In addition, our two flagship theme parks are pressing ahead their new hotel development projects. It is expected that their new hotels can provide a total of around 1 200 hotel rooms in 2017.

Apart from the above, the Government will make its best endeavour to release the first site within the "hotel belt" of the Kai Tak

共約一千二百個酒店房間。

此外，政府將盡可能於今年年底前將首幅位於啓德跑道區內的「酒店帶」土地推出市場；其餘位於「酒店帶」的酒店用地亦期望於未來陸續推出市場。該處享有維多利亞港全景，並擁有優秀的潛質發展成為集五星級酒店群，以吸引更多高增值旅客來港。

發展具特色的旅遊設施群

長遠而言，政府會積極研究發展具特色的旅遊設施群，吸引高增值客群，當中包括「飛躍啓德」及大嶼山的發展。


「飛躍啓德」享有維多利亞港全景，有極大潛力發展成為具有獨特設施的世界級旅遊及娛樂中心，吸引高增值旅客。政府亦會把握將落戶在大嶼山的多項大型基建項目（例如港珠澳大橋及機場島北商業區）所帶來的機遇，致力提升大嶼山的旅遊吸引力。大嶼山發展諮詢委員會與經濟發展委員會曾就大嶼山的旅遊發展進行了討論。我們期待委員會提出的具體建議，以供我們在制訂大嶼山有關的發展策略時作參考。

旅遊推廣

除了新增旅遊景點及設施，推廣香港的旅遊形象及獨特體驗亦同樣重要。

為了重建國際投資者和旅客對香港的信心，以及提升香港的國際形象，香港旅遊發展局（旅發局）已經由一月起在日本、韓國、東南亞和內地主要城市展開新一輪的宣傳攻勢，我很高興知道業界許多朋友也參與了這些推廣活動。財政司司長已在今年的財政預算案中額外撥款八千萬元給旅發局，在未來一年加強推廣活動，包括海外宣傳，聯同零售業界舉辦購物節和推出購物優惠、電子折扣券，並安排大型海外業界訪港團來港。旅發局會擴大今年海外推介會的規模，並豁免本地業界的參展費用。我希望業界能把握這些機會，拓展更多商機。

結語

羊年依始，我祝願旅遊業蒸蒸日上、再創高峰，業界同寅事事如意、生意興隆，寄望大家身體健康，洋洋得意！

Runway Precinct to the market by end of this year, while the remaining sites within the “hotel belt” are expected to be released gradually to the market in future. These sites enjoy paramount harbour view and have the excellent potential to be developed into five-class hotels for attracting more high value-added visitors to Hong Kong.

Development of unique tourist clusters

In the long run, the Government will actively explore the development of unique tourist clusters so as to attract high value-added visitors. These include developments on “Kai Tak Fantasy” and on Lantau.

The “Kai Tak Fantasy”, which enjoys a panoramic view of the Victoria Harbour, has the best potential to be developed into a world class tourism and entertainment hub with specialised facilities which could appeal to our high value-added visitors. Besides, the Government would capitalise on the benefits brought about by the mega infrastructure projects in the Lantau area (such as the Hong Kong-Zhuhai-Macao Bridge and the North Commercial District in the Hong Kong International Airport) with a view to enhancing the attractiveness of Lantau as a tourism spot. The Lantau Development Advisory Committee and the Economic Development Commission have been discussing the tourism development on Lantau. We look forward to receiving their concrete proposals for our reference to formulate the strategic planning of Lantau.

Strengthening tourism promotion efforts

Apart from developing new attractions and facilities, it is equally important to raise Hong Kong’s profile and highlight the unique experiences the city offers.

In order to rebuild the confidence of international investors and tourists in Hong Kong, as well as to uplift the international image of Hong Kong, the Hong Kong Tourism Board (HKTB) has embarked on a new round of publicity in Japan, South Korea, Southeast Asia and major cities in the Mainland since January. I am very pleased to know that many members of the trade have also participated in these promotion activities. In this year’s Budget, the Financial Secretary has allocated an additional \$80 million for HKTB to step up its tourism promotion in the coming year. These activities will include running overseas promotion, organising shopping festivals that offer merchandise concessions and electronic discount coupons in collaboration with the retail industry, and arranging large-scale familiarisation tours to Hong Kong for overseas trade missions. HKTB will expand the scale of overseas promotion fairs this year and waive local traders’ participation fees. I hope that trade members can grasp these opportunities to attract more business.

Concluding remarks

At the beginning of the Year of the Ram, I wish the tourism industry prosperous growth and scaling new heights, as well as a smooth year with flourishing business for our travel trade. I also wish every one of you good health and great happiness!