

# 郵輪旅遊必成風氣

## Love for cruise bound to grow


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香港首個郵輪旅遊博覽會吸引了約三萬人到場參觀。

Hong Kong's first cruise expo has attracted about 30,000 visitors.

為了使啟德郵輪碼頭在國際郵輪界的首度亮相備受矚目，香港首個「郵輪假期博覽」於是選了它為舉行場地。博覽會由議會主辦，旅遊事務署、香港旅遊發展局協辦，於二零一三年九月二十日至二十二日舉行，吸引了大約三萬人到場參觀。

商務及經濟發展局局長蘇錦樑先生主持開幕禮時表示，新郵輪碼頭對香港郵輪旅遊的發展十分重要，政府與業界必須同心合力，向郵輪公司和旅客提供良好服務。議會主席胡兆英先生承諾說，議會將繼續與業界緊密合作，藉以把握香港郵輪業的增長潛力。

博覽會首天是業界日，約有六千名業界人士參觀；其餘兩天則對公眾開放，共有約二萬四千人入場。參展商包括十七個國際郵輪品牌及大約三十家本地旅行社，展示了最新的郵輪假期產品及優惠。郵輪公司共舉辦了二十八場講座，介紹熱門郵輪旅遊行程，入場人士深感興趣，紛紛排隊等候，出席人數接近四千人。入場人士還可參觀首次開放的天台花園，以及參加幸運大抽獎，贏取總值港幣四十萬元以上的旅遊產品。這次博覽會反應理想，當可帶動香港的郵輪旅遊風氣。 

To make its debut on the international cruise scene as remarkable as possible, the Kai Tak Cruise Terminal was chosen as the venue for Hong Kong's first-ever Cruise Holiday Expo from 20 to 22 September 2013, which was hosted by the TIC, with the Tourism Commission and the Hong Kong Tourism Board as co-organisers, and attracted a total of about 30,000 visitors.

Officiating at the opening ceremony, Secretary for Commerce and Economic Development Mr Gregory So stressed the importance of the new terminal to Hong Kong's cruise tourism, and believed that the Government and the travel trade should make concerted efforts to provide cruise companies and travellers with quality service. TIC Chairman Mr Michael Wu pledged that the TIC would continue to work closely with the industry to cap-

ture the growing potential of cruise tourism.

The first day of the Expo was for traders only, which attracted about 6,000 trade visitors, while the remaining two days were open to the public, with some 24,000 people showing up. The Expo featured 17 international cruise brands and around 30 local travel agents, which showcased latest cruise holiday packages and promotional deals. Close to 4,000 people enthusiastically queued for 28 seminars on popular cruise itineraries held by cruise companies. Visitors could also walk around Roof Garden, opened for the first time, and entered a grand lucky draw with prizes worth over HK\$400,000. With responses encouraging, the Expo will definitely give big impetus to cruise travel. 