

# 香港不會輸，旅遊專員力言

## Hong Kong won't lose out, asserts tourism chief

容偉雄 Philip Yung

(編按：新任旅遊事務專員容偉雄先生今年二月一日履新，並且接受了本刊邀請，撰文向讀者介紹他對一些業界重要事宜的看法。)  
(Editor's note: The new Commissioner for Tourism Mr Philip Yung took office on 1 February 2010, and has accepted our invitation to contribute an article to The Voice in order for our readers to know his views on several important issues relating to the industry.)

### 回顧與展望

**對**旅遊業而言，二零零九年可謂考驗重重。先是金融危機令全球經濟飽受打擊，繼而人類豬型流感爆發，令旅客更無意外遊。營商環境雖如此惡劣，但香港去年的旅客人數仍錄得增長，打破歷年紀錄，達二千九百六十萬人次。這番出眾成績實不宜小覷，全賴旅遊業界緊密合作，才能有以致之。

踏入二零一零年，市況很不錯，首兩個月的來港人數繼續上升；虎年到來，市況依然虎虎生威。整體而言，今年來港旅客的人數大有可能突破三千萬大關。

### 旅遊推廣

香港是國際都會，也是國際旅遊目的地，為保持香港這方面的特質和定位，我們致力吸引世界各地的旅客到訪。

內地是香港非常重要的客源市場。去年五月至七月，人類豬型流感爆發，內地旅客減少，但全年仍高達一千八百萬人次，增加了百分之六點五。在環球金融危機衝擊下，國際旅客減少，但內地旅客仍有增長，這尤為可貴。我們會繼續與內地當局磋商，使方便深圳居民來港旅遊的措施得以擴大。

另一方面，我們也不可忽視內地以外市場的旅客。我們將在其他重要客源市場展開一輪凌厲的宣傳攻勢，還會力求吸引更多俄羅斯、中東、印度等新興市場的旅客來港。

### Review and outlook

**T**he year 2009 was exceptionally challenging for the tourism industry. The financial crisis took its toll on the global economy, while the outbreak of human swine influenza further discouraged travelling. Against such a trying business environment, it is remarkable that Hong Kong still managed to attract more visitors last year, with a historic high arrival number of 29.6 million. This is no small achievement and it is only made possible by the travel trade working very closely together.

We have begun 2010 on a positive note. Arrivals continued to grow in the first two months. The Year of the Tiger also kicked off with energy and vigour. Overall, tourist arrivals this year are well set to break the 30 million mark.

### Tourism promotion

We are committed to attracting a diverse portfolio of visitors, in keeping with Hong Kong's status and positioning as an international cosmopolitan city and travel destination.

The mainland is a very important source market for Hong Kong. Despite the drop in arrivals from the mainland between May and July last year due to the outbreak of human swine flu, yearly arrivals increased by 6.5% to 18 million. The growth in mainland visitor arrivals is especially significant when viewed against the drop in international arrivals during the global financial crisis. We shall continue to discuss with the mainland authorities on the extension of measures that facilitate Shenzhen residents to visit Hong Kong.

On the other hand, **we shall not lose sight of attracting visitors from non-mainland markets. An effective campaign will be mounted in our other key source markets. We are certainly keen to see more arrivals from our emerging markets such as Russia, the Middle East and India.**

### Cruise

The government is committed to developing Hong Kong into a leading re-

## 郵輪旅遊

政府致力發展香港成為區內主要的郵輪中心。我們正全力推動啟德郵輪碼頭項目的發展。去年年底，碼頭的土地平整工程如期動工，首個泊位將於二零一三年年中啟用，屆時全球最大的郵輪也可在那裡停泊。

除了興建硬件外，我們深明軟件配套對郵輪旅遊也非常重要。在航程開發、推廣策略、人手供應、區內協作等方面，我們正與業界及香港旅遊發展局(旅發局)攜手合作，務求把香港發展成區內主要的郵輪中心。

## 會展旅遊

香港不僅是貿易、商業、航空、金融的國際樞紐，也是進出內地的重要門戶。憑藉優越的會議與展覽設施以及上乘的專業服務，香港是會展旅遊的首選目的地。

會展旅客的消費力一般較高。二零零九年，過夜會展旅客的人均消費是港幣六千九百三十二元，遠超港幣五千六百五十元的旅客整體平均消費。更多會展旅客訪港，香港的旅遊、零售、飲食、酒店等行業的得益就會更大。

為了使香港這個國際會展與旅遊之都更富吸引力，財政司司長在二零零八至零九年度財政預算案中預留了港幣一億五千萬元，在往後五年加大會展旅遊的宣傳力度，藉以吸引更多優質的會展項目在香港舉行。

二零零八年十一月，旅發局成立了香港會議及展覽拓展部，專責在海外客源市場加強會展旅遊的推廣，以及為活動主辦機構提供一站式支援。去年，會議及展覽拓展部為一千零九十項會議、展覽及獎勵旅遊活動提供支援，經過積極游說後，其中五百九十項定於二零零九至一三年間在香港舉行，估計這些新會展活動將為香港帶來逾十五萬名新增會展旅客。

## 區內發展

我們知道區內有幾個主題公園及度假勝地已經竣工或快將竣工。海洋公園和香港迪士尼樂園都正在擴建，工程將分別於二零一二及一四年

gional cruise hub. We are pressing ahead with the development of the new cruise terminal at Kai Tak. Site formation works for the terminal commenced at the end of last year as scheduled, and the first berth will commence operation in mid-2013, which will be capable of berthing the world's largest cruise vessel.

Apart from hardware development, we are well aware of the importance of developing the software side of cruise tourism. **We are working with the industry and the Hong Kong Tourism Board (HKTB) on issues such as itinerary development, promotional strategies, manpower supply and regional cooperation to develop Hong Kong as a leading regional cruise hub.**

## MICE

Hong Kong is an international hub for trade, business, aviation and finance as well as an important gateway to the mainland. With quality convention and exhibition facilities as well as first-rate professional services, Hong Kong is a premier MICE (Meetings, Incentives, Conventions and Exhibitions) destination.

MICE events attract visitors who usually have high spending power. In 2009, the per capita spending of overnight MICE visitors was HK\$6,932, much higher than the average figure of HK\$5,650 for all visitors. More MICE visitors coming to Hong Kong will thus generate greater benefits to our travel, retail, restaurant and hotel industries.

To enhance the appeal of Hong Kong as an international convention, exhibition and tourism capital, the Financial Secretary earmarked HK\$150 million in the 2008-09 Budget to step up MICE promotion and attract more high-quality MICE events to Hong Kong over the following five years.

In November 2008, the HKTB established a dedicated office, Meetings and Exhibitions Hong Kong (MEHK), to strengthen MICE promotion in overseas source markets and provide one-stop support for event organisers. **In 2009, MEHK provided support for 1,090 MICE events. Amongst them, 590 have been secured following MEHK's proactive lobbying efforts and will be held in Hong Kong in 2009-13. These new MICE events are expected to bring in over 150,000 additional MICE visitors.**

## Regional developments

We are aware that a number of theme parks and resorts have been or will shortly be completed in the region. Both Ocean Park and Hong Kong Disneyland are currently carrying out their expansion plan, which will be completed in stages by 2012 and 2014 respectively, and will further strengthen the appeal of our two theme parks.

**With the support of the Mega Events Fund set up by the Government last year, an international tennis tournament was held in January this year and a number of other events will be held in the**

逐步完成，屆時兩者都會更富魅力。

政府去年成立了盛事基金，在基金支持下，一項國際網球精英賽已於今年一月在港舉行，隨後幾個月內還會有各項盛事。二零一一年一月，維多利亞港將舉辦一項國際帆船賽。上述盛事以及一向深受旅客歡迎的農曆新年花車巡遊和七人欖球賽等，既能豐富旅客的體驗，也可展現香港盛事之都的風采。

不僅是香港本身，區內的發展也對我們有利。今年中國將再次舉世矚目。上海即將舉行世界博覽會，廣州稍後則有亞運會，我們會把握這個良機，憑藉香港是國際航空樞紐的優勢，繼續宣傳一程多站行程，力促香港成為進出內地城市的主要門戶。香港向為區內首選的旅遊目的地，只要業界、旅發局、政府戮力同心，我們有信心能鞏固香港的地位。

## 體制架構

在推動旅遊發展與監管旅遊業界方面，政府與旅遊相關組織的體制架構多年來逐漸演變。在過去十年間，該體制架構的演變有一些重大的里程碑，例如旅遊事務署於一九九九年成立，香港旅遊協會於二零零一年改組為旅發局，香港旅遊業議會(議會)於二零零二年擴大了行業自律監管的職能。

旅遊政策隸屬於商務及經濟發展局。旅遊事務署負責制訂並執行旅遊政策，我們與旅遊及相關行業和組織的接觸非常緊密。此外，旅發局負責旅遊推廣，而議會則在旅遊行業的運作上執行行業自律監管。在這個大家庭內，所有成員都齊心協力工作。

立法會經濟發展事務委員會在去年七月十六日的會議上通過了一項動議，政府正為此仔細研究與議會運作相關的事宜，並希望在今年第二季把檢討結果向委員會報告。本人欣悉議會已推行了一些措施，藉以增加透明度，並且使公眾更瞭解它的職能與責任。

本人擔任旅遊事務專員時日尚淺，還需要加深對業界的瞭解，希望今後與這個大家庭的每個成員緊密合作，共創新境。✚

**next few months. In January 2011, an international yacht competition will be held in Victoria Harbour.** These events, together with traditional crowd-pullers like the Chinese New Year Parade and the Rugby Sevens, will enrich the experience of our visitors and showcase Hong Kong as an events capital of Asia.

Looking beyond Hong Kong, developments in the region are also favourable. The attention of the world will once again be on China in 2010. Leveraging on the World Expo to be held in Shanghai, the Asian Games in Guangzhou and our enviable status as an international aviation hub, we will continue to promote multi-destination itineraries with Hong Kong as a major gateway to mainland cities. We are confident that with concerted efforts of the trade, the HKTB and the Government, Hong Kong's position as a preferred travel destination in the region will be strengthened.

## Institutional framework

The institutional framework for the Government and tourism-related organisations in promoting tourism development and regulation of the travel industry has evolved over the years. Some of the important milestones in its evolution in the past 10 years include the establishment of the Tourism Commission in 1999, the transformation of the Hong Kong Tourist Association into the HKTB in 2001, and the expansion of the self-regulatory role of the Travel Industry Council of Hong Kong (TIC) in 2002.

Tourism policies fall under the portfolio of the Commerce and Economic Development Bureau. The Tourism Commission is tasked with formulation and implementation of tourism policies. We stay in very close touch with the tourism and related sectors and organisations. The HKTB and the TIC also have their respective roles in tourism promotion and self-regulation of the travel trades' operation. All members in this family work with each other very closely.

In response to the motion passed at the meeting of the Legislative Council's Panel on Economic Development on 16 July 2009, the Government is looking closely at the issues related to the operation of the TIC and will try to report to the Panel on the outcome of the review within the second quarter of 2010. **I am happy to note that the TIC has put in place a number of measures to increase its transparency and to better explain its roles and responsibilities to the public.**

I am new to the post as the Commissioner for Tourism and am still in the process of getting to know the industry in greater depth. I look forward to a close and enterprising partnership with everyone in this family. ✚