



Chairman's Report 主席報告

——Gianna Hsu 徐王美倫

2022 was a year of struggle for survival, but when it comes to 2023, the tourism industry is fighting for recovery. Resurgence of inbound and outbound tourism and relaunch of travel activities in this year have provided confidence to the tourism industry which has been frozen for more than three years. Hong Kong's tourism industry is steadily heading towards recovery. As the Chief Executive said, we hope that Hong Kong can create new advantages and open a new chapter with new opportunities, new infrastructures, and new experiences.

Our Motherland has all along been providing their strongest support for the HKSAR. The National 14th Five-Year Plan has expressed clear support for Hong Kong to develop into an East-meets-West centre for

旅遊業在 2022 年是「求生存」，來到 2023 年一定是全力「拼復甦」。今年以來出入境旅遊全面開展，開局順利，為冰封三年多的旅遊業打下強心針。香港旅遊業穩步走向復甦，誠如行政長官所言，希望香港能以新機遇、新基建、新體驗，創造新優勢，開啟新篇章。

背靠祖國 推動文體旅深度融合 振興旅業發展

international cultural exchange. The Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area sets out the directions guiding the overall culture and tourism development of the Greater Bay Area and guides the development of the Greater Bay Area into an exchange hub for culture of the East and the West and a world-class tourism destination, and support Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism by leveraging its status as an international transportation centre, as well as promote the innovation and development of Greater Bay Area tourism products, so as to provide more diversified travel experiences and attract more foreign visitors to travel to the Greater Bay Area through Hong Kong.

The 2023 Policy Address demonstrates the government's determination of revitalizing tourism and supporting the tourism industry. And particularly, the Policy Address proposed the formulation of the Development Blueprint for Hong Kong's Tourism Industry 2.0, which is crucial for the long-term development of the tourism industry. The TIC is looking forward to participating in the consultation on "Blueprint 2.0" and will continue to assist the government in launching various measures that benefit the industry, promoting the upgrading and transformation, and revitalizing the development of tourism industry.

The culture, sports, and tourism industries have synergistic relationships, the three industries contributed more than 11.3% of Hong Kong's GDP before the pandemic. But then both the government and the industry have noticed that tourists are shifting to "in-depth travel" after the pandemic. Therefore the TIC will work with the government to launch the Characteristic Local Tourism Incentive Scheme to encourage the industry to create in-depth cultural, sports and tourism products with special characteristics, aiming to lay a solid foundation for promoting high-quality multi-destination itineraries and explore the huge potential of tourism development in the Greater Bay Area.

"Serving members with heart" is the core value of the TIC. The TIC has worked in concert with industry for nearly a century and a half. After completing the historical task of industry self-regulation last year, the TIC has actively played its role as the federation of trade associations and is committed to establishing close relations with partners such as the Mainland China's culture, sports and tourism authorities, the HKSAR government and relevant tourism organizations to secure their support and work together to expand market opportunities.

With the funding support from the Tourism Commission of the Culture, Sports and Tourism Bureau, the TIC has launched a new tourism resource platform, GreaterGo earlier this year to assist the

國家一直是香港的堅實後盾。《十四五規劃綱要》明確支持香港發展成為「中外文化藝術交流中心」；《粵港澳大灣區文化和旅遊發展規劃》引領大灣區成為中外文化交流的樞紐和世界級旅遊目的地，支持香港利用自身作為國際航運中心的地位，成為國際城市旅遊樞紐及「一程多站」示範核心區，推動粵港澳大灣區旅遊產品的創新與開發，提供更多元化的旅遊體驗，吸引更多海外旅客經香港到訪大灣區。

《行政長官 2023 年施政報告》，展現出特區政府對振興旅遊業的決心，以及對旅遊產業的支持。特別是，施政報告提出制定《香港旅遊業發展藍圖 2.0》，此舉對旅遊業的長遠發展尤為重要。議會非常期待參與《藍圖 2.0》的諮詢工作，並會繼續協助特區政府推出各項惠及業界的措施，積極推動旅遊業界升級轉型，振興旅遊業發展。

「文化、體育、旅遊」三個產業之間具有互為帶動作用。疫情前三個產業為香港貢獻超過 11.3% 的生產總值。特區政府和業界都觀察到疫後旅客轉向「深度遊」的旅遊模式。為此，議會將配合特區政府推出「本地特色旅遊鼓勵計劃」，鼓勵業界打造特色文體深度旅遊產品，旨在為推動「一程多站」精品路線遊打好基礎，發掘大灣區旅遊發展巨大潛力。

專心致志發揮行業總商會角色

「用心服務會員」是議會的核心價值。議會與同業休戚與共近個半世紀，自去年完成行業自我監管的歷史任務後，積極發揮行業總商會的角色，致力與內地文化體育旅遊部門、香港特區政府及相關旅遊機構等夥伴單位建立緊密友好合作關係，以爭取更多支援和合作，攜手拓展市場商機。

在香港特區政府文化體育及旅遊局旅遊事務署的撥款支持下，議會今年初隆重推出了全新旅遊資源平台【旅淘】，以協助業界把握「一帶一路」和「大灣區」發展機遇。【旅淘】自成

industry in seizing the development opportunities of the Belt and Road Initiative and the Greater Bay Area. GreaterGo has successfully recruited nearly 900 members from the culture and tourism related industry since its establishment and achieved impressive results.

The TIC will continue to focus on talent training and promote professionalism in the tourism industry. The first phase of Online Training Platform has been launched to provide training for tourism-related practitioners and improve their competitive advantages with the use of online assistance.

The TIC will also devote full effort to promote the new round of Information Technology Development Matching Fund Scheme for Travel Agents mentioned in the 2023 Policy Address in order to encourage and support licensed travel agents to make good use of innovative technology to enhance their competitiveness.

Looking back on this year, we have achieved fruitful results. I would like to once again thank the Tourism Commission of the Culture, Sports and Tourism Bureau, the Hon Perry Yiu, the TIC Board and eight Association Members, as well as various Chambers of the industry for their friendly support and assistance. I also sincerely thank our members for their support over the years. I would also like to thank the Executive Director, Ms Fanny Yeung, and the Executive Office for their full cooperation so that I have the confidence to take all effort to unite the industry and lead the industry and the TIC to move forward.

Hong Kong's tourism industry has entered a new development stage after the pandemic. Facing the challenges and changes in this era, partnership and collaboration are vital for the future. On the road to normalcy, if we can turn adversity into opportunity, Hong Kong's tourism industry will be expected to move steadily forward on a broader path to sustainable development.

As the federation of trade associations, the TIC will continue to serve its members, speak for the industry, promote the sustainable development, actively promote policies and measures that benefit the industry, establish close partnership to promote the industry development, and will continue to lead the industry to seize national opportunities and provide services for the industry, and continue to contribute to the overall economy and soft power of the country and Hong Kong.

立至今已成功吸納接近 900 位文旅相關同業成為會員，成績令人鼓勵。

議會將繼續專注人才培訓工作，推動旅遊業更專業化。即將推出的首階段「網上培訓平台」善用網上輔助形式培訓旅遊相關的從業員，以持續提高從業員的競爭優勢。

議會亦將全力推進《2023 年施政報告》提及的新一輪「旅行社資訊科技發展配對基金計劃」，以鼓勵和支援持牌旅行代理商善用創新科技提升競爭力。

帶領行業繼續邁步向前

回顧今年，成果豐盛。在此再一次感謝香港特區政府文化體育及旅遊局旅遊事務署、姚柏良議員、議會理事會及八個屬會，以及業界各商會所給予的友好支持和協助，同時衷心感謝會員多年來的支持，亦多謝議會總幹事楊淑芬女士及辦事處的全力配合，讓我一直秉持信心、全力以赴，團結業界，帶領行業及議會邁步向前。

香港的旅遊業在疫後進入了新發展，面對時代的挑戰和轉變，全靠同業的鼎力支持和協作發展。在旅業復常路上，我們若能將逆境轉化成行業重整旗鼓的契機，香港的旅遊業將有望在更宏闊的發展道路上行穩致遠。

議會作為行業總商會，今後將繼續致力為會員服務，為業界發聲，推動行業持續發展，並積極推進各項惠及業界的政策措施，攜手推動旅遊業發展，並將繼續帶領同業抓緊國家機遇，為國家和香港整體經濟及軟實力持續貢獻力量。