

主席報告

過去一年，來自內地和世界各地的商務和消閒旅客逐步重臨香港，為旅遊業注入動力。旅遊業的復甦步伐正在加快，這不僅得益於旅遊業界的辛勤付出，還離不開國家對香港的殷切關懷和全力支持，以及特區政府多項利好旅遊業措施。今年前三季訪港旅客同比上升 40%，機票銷售數量亦同比增加 35%，顯示旅遊業復蘇的勢頭強勁。

我在 2021 年 12 月上任時，新冠疫情爆發，旅遊業大受衝擊，議會亦因此陷入財困，加上議會處於轉型時期，我的任期充滿重大挑戰。儘管面對嚴峻困境，理事會仍然積極把握每一個機遇，並全力推進一系列惠及業界的工作。議會在疫情下主動參與防疫抗疫工作，並受政府委託執行「居安抗疫」派送計劃及「居安抗疫」熱綫服務計劃，計劃不但為居安防疫人士提供支援，更為旅遊從業員提供短期職位，幫助他們減輕疫情帶來的負面影響。除了執行政府項目外，理事會亦設法多方開源，增加議會財政收入，有賴所有理事會同仁、屬會、商會的共同努力及政府的大力支持，議會在本人任內 3 年均錄得盈餘，對此我深表感謝。

旅遊業新規管制度於 2022 年 9 月 1 日全面實施，議會與旅監局一直保持緊密溝通及合作，確保交接工作順利完成。由於議會的角色、職能及組成經已轉變，故此議會的會章需作出相應修訂。雖然修章過程幾經波折，但感謝所有會員的支持和齊心，修章的決議案於今年以 99% 贊成的高票數通過。



徐王美倫

Gianna Hsu

儘管面對嚴峻困境，理事會仍然積極把握每一個機遇，並全力推進一系列惠及業界的工作。

2023 年香港正式恢復通關，如何帶領業界從疫情中復甦，對議會來說是巨大的考驗。議會一直保持與政府溝通聯繫，務求將業界的意見及訴求向政府適切反映，並協助政府更深入了解業界面對的挑戰。香港恢復全面通關後，議會便舉辦了多項活動協助會員開拓商機，包括旅遊玩樂嘉年華、香港旅遊博覽會、安排學校與會員交流遊學團資訊等。我很高興能夠於疫後舉辦兩次粵港澳大灣區考察團，率領業界到訪大灣區 9 + 1 城市，並且於今年 7 月及 10 月分別舉辦考察團到訪「一帶一路」對外門戶的貴州省，及國家首都北京市及「一帶一路」首倡之地哈薩克斯坦，致力讓同業進一步合作「走出去」「引進來」，把握國家發展機遇，拓展各地之間的雙向商機。

議會作為業界總商會，我特別關注維護會員權益，確保會員的聲音得到聆聽及得到支援。議會協助執行各項政府資助及鼓勵計劃，並努力不懈為業界爭取權益和發聲，包括為 non-IATA 會員旅行社開通預訂及查閱國泰航空機位功能，於香港故宮文化博物館及 M+ 博物館開幕初期為會員旅行社安排團體預約等。此外，為確保行業持續發展，吸引更多過夜及高增值旅客，推廣深度遊是議會的其中一項重點工作，議會於疫後安排了多次本地考察，讓同業了解香港本地特色旅遊的豐富資源，加強推動「無處不旅遊」，包括走進沙頭角禁區尋幽探秘等，議會更受到保安局委託處理沙頭角旅行團的配額申請及舉辦沙頭角禁區本地遊培訓課程；議會於去年在文化體育及旅遊局旅遊事務署資助下舉辦了「創意·深度遊」行程設計比賽，並得到業界的踴躍支持和參與，收到接近 700 條特色旅遊參賽路線，為旅客帶來嶄新體驗。

另外，議會在過去一年積極推動盛事旅遊及相關產業協同合作，推出「盛事旅遊 Link 滿 Fun」計劃，讓會員在中移動香港的內地手機應用程式平台銷售及推廣盛事串連旅遊產品，將相關經濟和社會效益發揮到最大。為提高旅遊業服務質素及吸引力，議會將於 12 月舉辦優質服務推廣活動。活動旨在鼓勵各界齊心發揮好客精神，熱情接待訪港旅客，鞏固香港「好客之都」的美譽。正如國務院港澳辦公室主任夏寶龍所言，「香港旅遊業發展要走高質量特色化之路」。

正如國務院港澳辦公室主任夏寶龍所言，「香港旅遊業發展要走高質量特色化之路」。

本人服務議會超過 32 年，在擔任主席之前曾擔任多屆副主席，及多個委員會的召集人和委員。我堅守競選承諾—「齊心協力與大家迎來轉變」，為會員及議會服務。我衷心感謝文化體育及旅遊局旅遊事務署一直以來的支持，以及並肩作戰的姚柏良議員、理事會同仁、屬會、商會、所有業界好友和議會總幹事及辦事處。

展望未來，香港旅遊業雖然仍會面對眾多前所未有的新挑戰，但有中央政府鼎力支持，特區政府全力幫助，業界同仁的自強不息，香港旅遊業依然商機處處，前景無限美好！我期望業界同仁團結一致，堅定信心、凝聚共識，強化行動和措施，大膽推動旅遊業改革，在新任主席帶領下為香港旅遊業作出新的貢獻，為香港旅遊業共同寫上光輝一頁！

Chairman's Report

Business and leisure tourists from the mainland and around the world have gradually returned to Hong Kong over the past year and have injected impetus into the tourism industry. The pace of recovery of the tourism industry is accelerating, which is not only attributed to the hard work of the tourism industry, but also the central government's deep concerns and strong support for Hong Kong, as well as the measures implemented by the HKSAR government that benefit the tourism industry. Visitors to Hong Kong and the number of air tickets sold recorded a year-on-year increase of 40% and 35% respectively, reflecting that the tourism industry is recovering strongly.

When I took office in December 2021, the COVID-19 outbreak had a huge impact on the tourism industry, and the TIC was also plunged into financial crisis. In addition, the TIC was in a period of transformation, my term was full of significant challenges. The Board of Directors and I had been working hard to raise funds to solve the financial problem. Despite the severe difficulties that we faced, the Board still actively seized every opportunity and strived to launch the work that benefit the industry. The TIC proactively participated in the fight of pandemic and was entrusted by the government to provide hotline and Home Support Supplies Delivery services under the "StayHomeSafe" Scheme. The Scheme not only provided support for those who underwent home quarantine, but also offered tourism practitioners short-term positions to help them mitigate the negative impacts of the pandemic. In addition to executing government projects, the Board also tried all means to increase the income of TIC. Thanks to the joint efforts of all Board members, Association Members, other chambers and organizations and the support of the HKSAR government, the TIC has recorded a surplus for three years during my tenure, which I feel deeply grateful.

The new regulatory system for the tourism industry was fully implemented on 1 September 2022. The TIC and the Travel Industry Authority had maintained close communications and cooperation to ensure the smooth transition. As the role, functions and composition of the TIC had changed, the M&A of TIC needed to be revised accordingly. Although we had experienced several setbacks, thanks to the support and corporation of all members, the resolution to amend the M&A was passed this year with a high vote of 99% in favor.

Normal travel was officially resumed in 2023. How to lead the industry to recover from the pandemic was a huge challenge for the TIC. The TIC has been maintaining close communication with the government to properly reflect the opinions and needs of the industry to the government and to help the government gain a deeper understanding of the challenges faced by the industry. After the full resumption of normal travel, the TIC had organized different activities to help members explore business opportunities, including Travel Fun Carnival, Hong Kong Holiday & Travel Expo and study tour seminars for schools to exchange information with members. I was very pleased to lead two delegations to the Greater Bay Area after the epidemic, and visit the 9+1 cities in the Greater Bay Area. I also led the delegations in July and October this year to visit Guizhou, the external gateway of the Belt and Road Initiative, as well as Beijing, the national capital, and Kazakhstan, where ‘One Belt One Road’ was initiated. The TIC would endeavor to encourage the industry to go global and attract foreign investment, as well as to seize national development opportunities and expand business opportunities between regions.

As the federation of trade associations, the TIC is particularly concerned about the rights and interests of members and would ensure that members’ voices are heard and supported. The TIC has assisted in implementation of various government funding and incentive programs, and has worked tirelessly to fight for the rights and voice for the industry, including registration for access to reservation and viewing services of CX flights for non-IATA agents, and arranging group tickets of the Hong Kong Palace Museum and M+ Museum during the initial opening period, etc. Moreover, to ensure the sustainable development of the industry and attract more overnight and high value-added tourists, promoting in-depth tourism is one of the major tasks of the TIC. The TIC had arranged familiarization tours for the industry to discover the rich resources of Hong Kong's local tourism, and to strengthen the concept of "tourism is everywhere in Hong Kong", including entering the Sha Tau Kok restricted area to explore the secrets. The TIC was also entrusted by the Security Bureau to handle quota allocation of Sha Tau Kok Frontier Closed Area local tours and to organize Sha Tau Kok Frontier Closed Area local tours training courses. With funding from the Tourism Commission, the TIC had organized the “Deeper into Hong Kong: Creative Itinerary Design Competition” last year, which received enthusiastic support from the industry and nearly 700 unique itineraries were submitted, which would offer new experiences to tourists.

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The TIC had actively promoted mega events as well as the collaboration with various sectors and launched [TIC X China Mobile] Mega Events Cross-Sector Collaboration Program this year, which allowed members to sell and showcase their products featuring mega events on China Mobile’s Mainland China mobile application platform and maximized relevant economic and social benefits. To improve the service quality and attractiveness of Hong Kong, the TIC will organize a quality service promotion event in December. The event aims at encouraging all sectors in the community to work together to display the spirit of hospitality, and warmly receive visitors to Hong Kong with a view to strengthening Hong Kong's position as the best tourist destination. As Mr Xia Baolong, the Director of the Hong Kong and Macao Work Office of the Communist Party of China Central Committee and the Hong Kong and Macao Affairs Office of the State Council said, "Hong Kong's tourism industry has to pursue quality development."

I have served the TIC for more than 32 years. Prior to the position as Chairman, I used to be the Vice-Chairman for several terms, and had worked in various committees as conveners and members. I always adhere to the promise - "Together, We Create Opportunities in a Changing World" and work for members and the TIC. I sincerely thank the Tourism Commission of the Culture, Sports and Tourism Bureau for supporting me all the way, as well as the Hon Perry Yiu, all Board members, Association Members, other chambers and organizations, all friends in the industry and the Executive Director as well as the Executive Office of the TIC, who I have worked side by side with.

Looking into the future, although the tourism industry will face unprecedented new challenges, with the strong support of the central government, the utmost effort of the HKSAR government, and the concerted effort of the industry, Hong Kong's tourism industry is full of potentials and has an infinitely bright future. I hope that the industry can stay united, confident, and will take actions to reform the tourism industry of Hong Kong. Let's make new contributions to the Hong Kong tourism industry and jointly write a glorious page for the Hong Kong tourism industry under the leadership of the new chairman.

