Hong Kong Tourism Symposium 2004

Session 2 China market Challenges & Opportunities?

Perspectives of the travel agents





China Heritage Assets

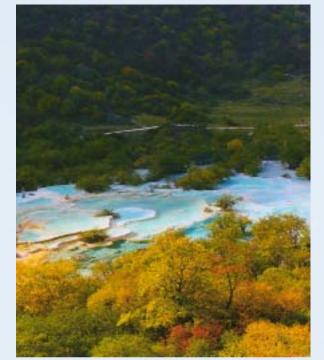
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World Cultural Heritage

World Natural Heritage 3

World Cultural/Natural Heritage 4









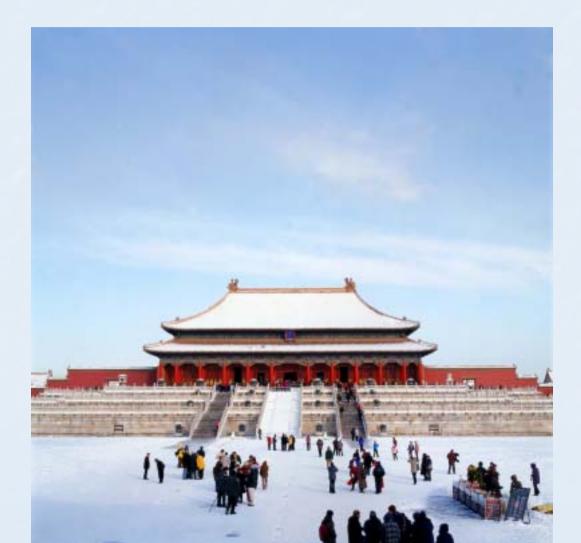


Diversity of tourism attractions

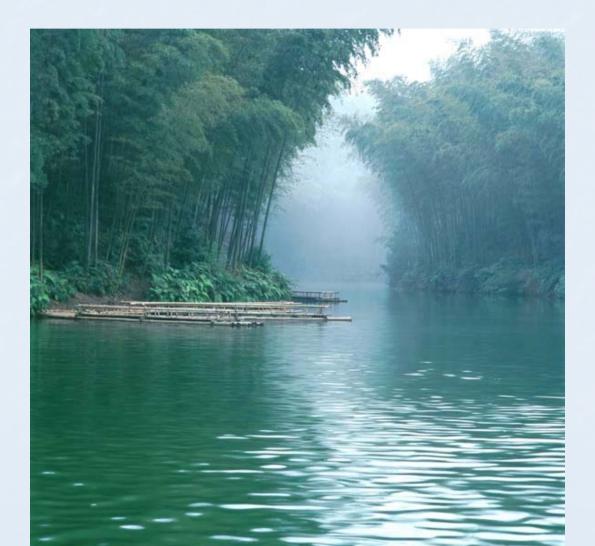
Nostagic old town



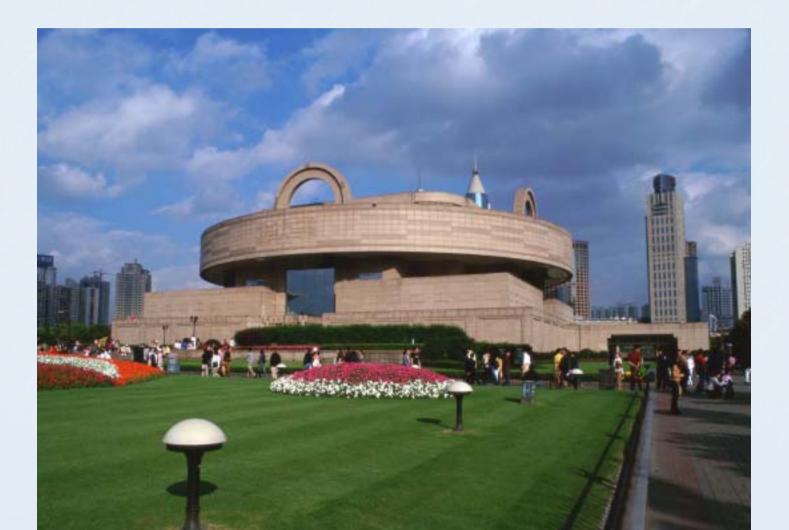
Historic grandeur



Tranquility of nature



Modern architecture



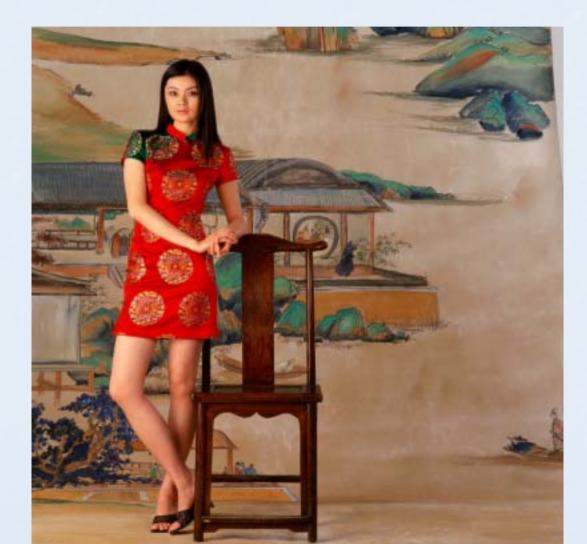
Metropolis



Ethnic ritual



Modern Beauty



China Tourism statistics CNTA research

		2002	2003
Tot	al visitor by head count	97.9 m	91.66 m
•	International	1.35 m	1.15 m
٠	Hong Kong	61.9 m	58.8 m
•	Macau	18.9 m	18.8 m
٠	Taiwan	3.7 m	2.8 m

China Tourism Development Projection 2004 - CNTA

Projected arrival by head count 97.9 m

(international, Hong Kong, Macau & Taiwan)

Projected tourism receipt Y 560 b

(international/domestic)

China Tourism Development Forecast 2020 - CNTA

Top 5 world tourism destinations

Country

Estimated visitor received

- 1. China
- 2. U S A
- 3. France
- 4. Spain
- 5. Hong Kong SAR

137.1 m 102.4 m 93.3 m 71 m 59.3 m

Imminent threats

Overseas tourists by passing Hong Kong

Diversity of tourism attractions.

- Increasing direct air services between China and foreign countries.
- Competition from intra-Asia cities to position as regional air hubs with China.

Air services between regional cities with China (winter schedule 03/04)

■ <u>From</u>	03/04	<u>02/03</u>	<u>01/02</u>
Hong Kong	593	+11%	+22%
Bangkok	95	+5%	+28%
Seoul	246	+11%	+46%
Osaka	116	+59%	+73%
Tokyo	195	+14%	+156%
Singapore	111	+2%	+40%

Imminent threats

M.I.C.E. events switch to cities in China

- Modern exhibition & convention facilities.
- Proximity to production sources & huge consumer market.
- Cheaper & unlimited supply of labor.
- Affluent entertainment & theme event facilities.

Opportunities & Determinants

Integrate with China on international tourism marketing.

Corporate with Pearl Delta Region & Macau on MICE service.

Opportunities & Determinants

- International air hub.
- Cultural differentiation.
- Service quality.
- Ethic & integrity.
- Share & complement resources.
- Infrastructure.

Desirous of opportunities from Hong Kong's travel agents

To have a share in the outbound market of China