

Development Blueprint for Hong Kong's Tourism Industry

Tourism Commission
Commerce and Economic Development Bureau

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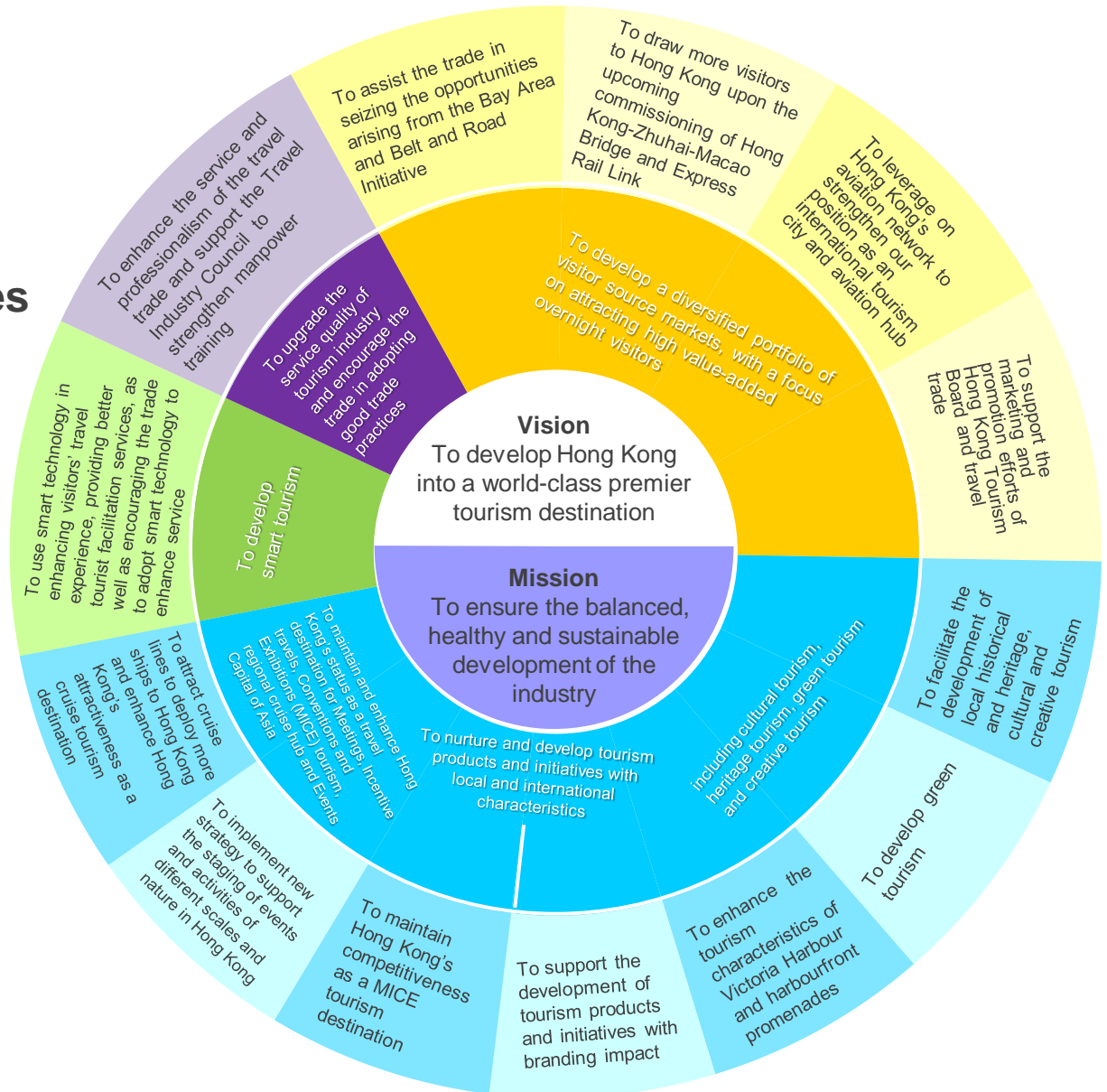
The current-term Government has formulated a Tourism Development Blueprint (the Blueprint) with forward-looking planning on the development of the tourism industry by implementing various short-, medium- to long-term tourism initiatives and measures systematically in the coming five years.

Tourism involves first-hand experiences of the local culture, heritage, attractions, etc., by visitors. It also touches on different complementary arrangements, including transport, accommodation and immigration. Co-ordination efforts across various bureaux and departments are thus necessary. In this connection, the Financial Secretary convened a high-level tourism co-ordinating meeting in early October 2017 to strengthen co-operation and further promote long-term development of tourism industry.

The Blueprint sets out a clear vision and mission for the tourism industry with four development strategies, 13 implementation goals and 72 initiatives. Those initiatives marked in purple therein are formulated through the high-level tourism co-ordinating meeting by strengthening the co-ordination and co-operation among bureaux and departments. The Tourism Commission will work closely with bureaux and departments concerned, with a view to boosting the further development of tourism.

Tourism Industry

- 1** blueprint
- 4** development strategies
- 13** implementation goals
- 72** initiatives



Strategy 1: To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors

Implementation Goals	Short-term initiatives (2017-19)	Medium-term initiatives (2020-21)	Long-term initiatives (After 2022)
I To assist the trade in seizing the opportunities arising from the Bay Area and Belt and Road Initiative	<ul style="list-style-type: none"> To organise a “Belt and Road” tourism forum in 2018^{[New]1} To support the Trade Industry Council (“TIC”) to deepen tourism co-operation with the travel trade in the Mainland on product development^{[New]2} 	<ul style="list-style-type: none"> To discuss with the China National Tourism Administration and tourism trade to deepen tourism co-operation, and to facilitate mutual co-operation with Belt and Road countries and Bay Area cities to jointly develop multiple-destination tourism products^{[New]3} 	
II To draw more visitors to Hong Kong upon the upcoming commissioning of Hong Kong-Zhuhai-Macao Bridge (“HZMB”) and Express Rail Link (“XRL”)	<ul style="list-style-type: none"> To support the commencement of business of hotel sector through expediting the processing of hotel and guesthouse licence applications (by shortening time used in safety risk assessment) upon the introduction of the Registered Fire Engineer Scheme^{[New]5} and consideration of additional manpower^{[New]6} The Governments of Guangdong, Macao and Hong Kong have announced the regular quotas for cross-boundary coach services and hire cars earlier. The Transport Department will closely monitor the situation and explore possibility of providing more quotas in response to the needs from the industry^{[New]7} 	<ul style="list-style-type: none"> To maintain Hong Kong’s status as an international tourism city as well as a core city for multiple-destination itineraries in the Bay Area^{[New]4} To support the commencement of business of hotel sector through expediting the processing of hotel and guesthouse licence applications (by shortening time used in safety risk assessment) upon the introduction of the Registered Fire Engineer Scheme^{[New]5} and consideration of additional manpower^{[New]6} To encourage the trade to develop more travel packages associated with HZMB, XRL and cruise^{[New]8} To discuss with the trade to enhance the transport services connectivity of these infrastructures with major attractions in Hong Kong^{[New]9} 	

Strategy 1: To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors

Implementation Goals	Short-term initiatives (2017-19)	Medium-term initiatives (2020-21)	Long-term initiatives (After 2022)
<p>III To leverage on Hong Kong's aviation network to strengthen its position as an international tourism city and aviation hub</p>	<ul style="list-style-type: none"> To closely monitor the development of transit visitors market and to introduce appropriate initiatives to entice transit visitors to visit and spend more in Hong Kong, for example, to provide funding to the Hong Kong Tourism Board ("HKTb") for the Hong Kong Transit Programme and the Hong Kong Extended Stay Programme¹⁰ The relevant bureaux and departments to enhance the exchange of information on aviation networks development to facilitate tourism planning and promotion work^{[New]11} To continue to expand Hong Kong's aviation network so as to strengthen its position as a regional aviation hub¹³ 		<ul style="list-style-type: none"> Completion of the third runway of the Hong Kong International Airport¹²
<p>IV To support the marketing and promotion efforts of HKTb and travel trade</p>	<ul style="list-style-type: none"> To continue to support overseas marketing and promotion efforts of local tourist attractions, for example, funding has been allocated to HKTb's "Matching Fund for Overseas Tourism Promotion by Tourists Attractions" since November 2015¹⁴ 		<ul style="list-style-type: none"> To continue to support HKTb in promoting Hong Kong's diversified characteristics and image¹⁵ To continue to support HKTb in stepping up the promotion of multiple-destination products¹⁶

Strategy 2:

To nurture and develop tourism products and initiatives with local and international characteristics, including cultural tourism, heritage tourism, green tourism and creative tourism; and to consolidate and enhance Hong Kong's status as a travel destination for MICE tourism, regional cruise hub, and Events Capital of Asia

Implementation Goals	Short-term initiatives (2017-19)	Medium-term initiatives (2020-21)	Long-term initiatives (After 2022)
V To facilitate the development of local historical and heritage, cultural and creative tourism	<ul style="list-style-type: none"> To revitalise and enrich Dr Sun Yat-sen Historical Trail (scheduled for completion in end-2017/early-2018)¹⁷ Facilities in "Tai Kwun" will be commissioned by phases (2018)¹⁸ Tai Hang Fire Dragon Heritage Centre (scheduled for commissioning in 2019)¹⁹ To encourage the development of new tourism products which includes providing funding support under HKTB's New Tour Product Development Scheme²⁰ To collaborate with creative media school to use multi-media and creative technology to enable visitors to experience the historical landscape and community culture of places with rich historical value^{[New] 21} Facilities in the West Kowloon Cultural District commencing operation by phases: Xiqu Centre (2018)²²; M+ Museum for visual culture (2019)²³; Free Space (2019)²⁴ 	<ul style="list-style-type: none"> Facilities in the West Kowloon Cultural District commencing operation by phases: Lyric Theatre Complex (2021)²⁵ 	<ul style="list-style-type: none"> Facilities in the West Kowloon Cultural District commencing operation by phases: Hong Kong Palace Museum (2022)²⁶
VI To develop green tourism	<ul style="list-style-type: none"> To support the development of in-depth green tourism products, which includes providing funding support to HKTB to launch a pilot scheme to provide funding support to the trade²⁷ To develop different green attractions and collaborate with the districts concerned to spearhead the sustainable development of green tourism^{[New] 28} To commence improvement works in rural public piers under the Pier Improvement Programme²⁹ To explore enhancement of land transport services to Hong Kong Geopark^{[New] 30} To explore enhancement of kaito services linking to the green attractions of the outlying islands^{[New] 31} 		

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Implementation Goals	Short-term initiatives (2017-19)	Medium-term initiatives (2020-21)	Long-term initiatives (After 2022)
VII To enhance the tourism characteristics of Victoria Harbour and harbourfront promenades	<ul style="list-style-type: none"> To launch the revamped "A Symphony of Lights" by redesigning its lighting effects and music³² To stage the Hong Kong Pulse Light Show at specific periods³³ To open the Avenue of Stars after improvement works (2018)³⁴ 	<ul style="list-style-type: none"> To explore instilling more leisure cum tourism elements into major promenades (e.g. Central and Tsim Sha Tsui)^{[New]35} To explore the provision of water taxi serving locations with major tourist attractions within Victoria Harbour, e.g. Central, West Kowloon, Kai Tak and Tsim Sha Tsui^{[New]36} 	
VIII To support the development of tourism products and initiatives with branding impact	<ul style="list-style-type: none"> The Ocean Park is developing an all-weather waterpark (scheduled to open in 2019) and two new hotels (scheduled for completion in 2018 and 2021 respectively)³⁷ Hong Kong Disneyland Resort ("HKDL")'s expansion and development plans: new performance venue using the theme of "Moana" (2018)³⁹, to transform the existing "Buzz Lightyear Astro Blasters" into a ride using "Marvel Super" (2019)⁴⁰ 	<ul style="list-style-type: none"> HKDL's expansion and development plans: to expand the existing "Sleeping Beauty Castle" (2020)⁴¹, new immersive themed area using "Frozen" franchise (2020)⁴², re-imagined project to transform an existing attraction (2021)⁴³ 	<ul style="list-style-type: none"> To explore tourism development at Lantau³⁸ HKDL's expansion and development plans: new immersive themed area featuring "Marvel" (2023)⁴⁴
		<ul style="list-style-type: none"> To explore and attract international brands to establish various kinds of tourism facilities in Hong Kong^{[New]45} To continue to launch refinement measures for the Food Truck Pilot Scheme and publish the evaluation result of the Scheme in the fourth quarter of 2018⁴⁶ 	<ul style="list-style-type: none"> Kai Tak Tourism Node⁴⁷ Topside development on Boundary Crossing Facilities Island of HZMB⁴⁸ SKYCITY at Hong Kong International Airport⁴⁹

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Implementation Goals		Short-term initiatives (2017-19)	Medium-term initiatives (2020-21)	Long-term initiatives (After 2022)
IX	To maintain Hong Kong's competitiveness as a MICE tourism destination	<ul style="list-style-type: none"> To attract more small-to-medium-sized meetings and incentive travel events to be held in Hong Kong, which includes providing funding support to HKTB for this purpose for the travel trade⁵⁰ To attract more large-scale international MICE events to Hong Kong, which includes providing resources to HKTB on this⁵² 	<ul style="list-style-type: none"> To enhance convention facilities⁵¹ 	
X	To implement new strategy to support the staging of events and activities of different scales and nature in Hong Kong	<ul style="list-style-type: none"> To continue to attract large-scale events with significant tourism merits (e.g. FIA Formula E Hong Kong ePrix) and provide "one-stop" support⁵³ To provide funding support to attract events of international brands (e.g. Hong Kong Sevens, Hong Kong Arts Month, Hong Kong Open and Hong Kong Tennis Open) to continue to be held in Hong Kong⁵⁴ To cultivate established home-grown events (e.g. Hong Kong Dragon Boat Carnival, Hong Kong Cyclothon, Hong Kong Wine and Dine Festival and Tai Hang Fire Dragon Dance) as Asia's celebrated branded events⁵⁵ To cultivate and support tourism activities showcasing Hong Kong's local characteristics, which includes providing funding to HKTB to support these activities⁵⁶ 		<ul style="list-style-type: none"> Commissioning of Kai Tak Sports Park⁵⁷
XI	To attract cruise lines to deploy more ships to Hong Kong and enhance Hong Kong's attractiveness as a cruise tourism destination	<ul style="list-style-type: none"> To improve the transport connectivity services and facilities for the Kai Tak Cruise Terminal and its surrounding area^{[New]58} To streamline immigration clearance procedures for cruise passengers who transit at Hong Kong^{[New]59} 	<ul style="list-style-type: none"> To support diversification of cruise passenger source markets and enhance the attractiveness of Hong Kong as the premier cruise destination, which includes providing funding support to HKTB for launching the "fly-cruise" programme, collaborating with the trade in launching promotion campaigns in Southern China and enriching our shore excursion products⁶² 	

Strategy 3: To develop smart tourism

Implementation Goals	Short-term initiatives (2017-19)	Medium-term initiatives (2020-21)	Long-term initiatives (After 2022)
XII To use smart technology in enhancing visitors' travel experience, providing tourist facilitation services, as well as encouraging the trade to leverage on smart technology to enhance service	<ul style="list-style-type: none"> To encourage the trade to leverage on smart technology to enhance its competitiveness, which includes implementing the Pilot Information Technology Development Matching Fund Scheme for Travel Agents through TIC ⁶³ 	<ul style="list-style-type: none"> To enhance the Wi-Fi services in tourist hot spots ^{[New]64} To explore using smart technology to provide tourist facilitation services at suitable tourist attractions and control points ^{[New]65} To encourage the trade to leverage on innovative technology to assist in managing visitor flow, providing more personalised tourist services, marketing and promotion, etc. ^{[New]66} 	

Strategy 4: To upgrade the service quality of tourism industry and encourage the trade in adopting good trade practices

Implementation Goals	Short-term initiatives (2017-19)	Medium-term initiatives (2020-21)	Long-term initiatives (After 2022)
XIII To enhance the service and professionalism of the travel trade and support the TIC to strengthen manpower training	<ul style="list-style-type: none"> Police to step up enforcement against illegal coach parking⁶⁷ To encourage travel agents to make use of smart technology in managing coaches arrangement and group tours' visit to shops and restaurants⁶⁸ To encourage the travel trade to make good use of existing parking facilities (e.g. to include short-term coach parking spaces in car park tenancies)⁶⁹ 	<ul style="list-style-type: none"> To strive for the early passage of the Travel Industry Bill at Legislative Council for setting up the Travel Industry Authority⁷⁰ To enhance the service and professionalism of the travel trade, which includes providing funding to TIC to support the training of trade practitioners⁷¹ 	<ul style="list-style-type: none"> To continue to support HKTb's publicity in the Mainland for quality and honest tours and the Quality Tourist Services Scheme⁷²

**Develop Hong Kong
into a world-class premier tourism destination**

