



Consultancy Study on the Development of New Tourism Infrastructure: Spa and Resort Facilities

Background

The Tourism Commission has commissioned a Consultancy Study on the Development of Spa and Resort Facilities to identify the potential of developing world class spa and resort facilities in Hong Kong.

Strategy

The development of world class spa and resort facilities can broaden the range of tourism products available for Hong Kong. In particular, world class spa and resort facilities are particularly attractive to the high end tourism market, such as business visitors who may wish to take a side trip to stay in spa and resort facilities after business conferences, or bring along their family members during their business trips. This is in line with the strategy for Hong Kong to further develop its high yield business visitors' market, as well as the family market.

There is also potential for development of green tourism in Hong Kong by looking into the ways of making sustainable use of the natural resources, e.g., opening up the countryside and other scenic locations, using a combination of information, access, signage and minor works programmes, where necessary.

In doing so, Hong Kong needs to differentiate itself from other spa and resort destinations in the region. Hong Kong does not have intensive labour to develop into a spa and resort destination with a high concentration of those facilities. However,

the study also points to market demand for spa and resort facilities, particularly those related to traditional Chinese Medicine and medical/clinical based spas (comparable to Swiss's health and beauty treatments).

Purpose of the Study

The purpose of the Consultancy Study is to provide useful groundwork to stimulate private sector interest. The findings will form a sound basis for the private sector to conduct further research in development plans on spa and resort facilities in Hong Kong. The three case studies in the report are selected examples to demonstrate the general issues involved in the development of spa and resort facilities in Hong Kong. They can help interested parties focus on issues which are likely to arise in other possible sites.

The Government is open-minded on the development of spa and resort facilities in Hong Kong. Market demand will be the driving force for such developments. Any development will have to take into account environmental implications and ensure sustainability. The Tourism Commission is a co-ordinating party within government to oversee tourism developments in Hong Kong. The Tourism Commission will continue to play the facilitating role in encouraging the private sector to further explore proposals for spa and resort facilities in Hong Kong.

An Executive Summary together with a Summary Report of the Study taking into account the public views received are attached. Apart from these, the Consultant has also prepared a Market Research Report and a Case Studies Report which contained more elaborated assessments. In view of the large file size, the documents are not attached herewith. Please contact us by e-mail (E-mail: tcenq@edlb.gov.hk) if you wish to have sight of these documents.

Tourism Commission
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