

進一步善用啟德郵輪碼頭的附屬商業區及公共空間
意向書邀請
簡介會暨實地視察

**Briefing-cum-Site Visit for
Invitation for Expression of Interest (EOI) for
Boosting the Vibrancy of the Ancillary Commercial
Areas and Public Space at Kai Tak Cruise Terminal (KTCT)**



亞洲國際郵輪樞紐

Asia's hub for international cruise



- 《香港旅遊業發展藍圖 2.0》中的《郵輪旅遊發展行動計劃》提出五項策略及十七項行動措施，推動香港發展成為亞洲國際郵輪樞紐

The Action Plan on Development of Cruise Tourism, from the Development Blueprint for Hong Kong's Tourism Industry 2.0, sets out five strategies and 17 action measures to foster the development of Hong Kong as Asia's hub for international cruise

- 作為策略之一，文體旅局期望提升啟德郵輪碼頭服務大眾的功能

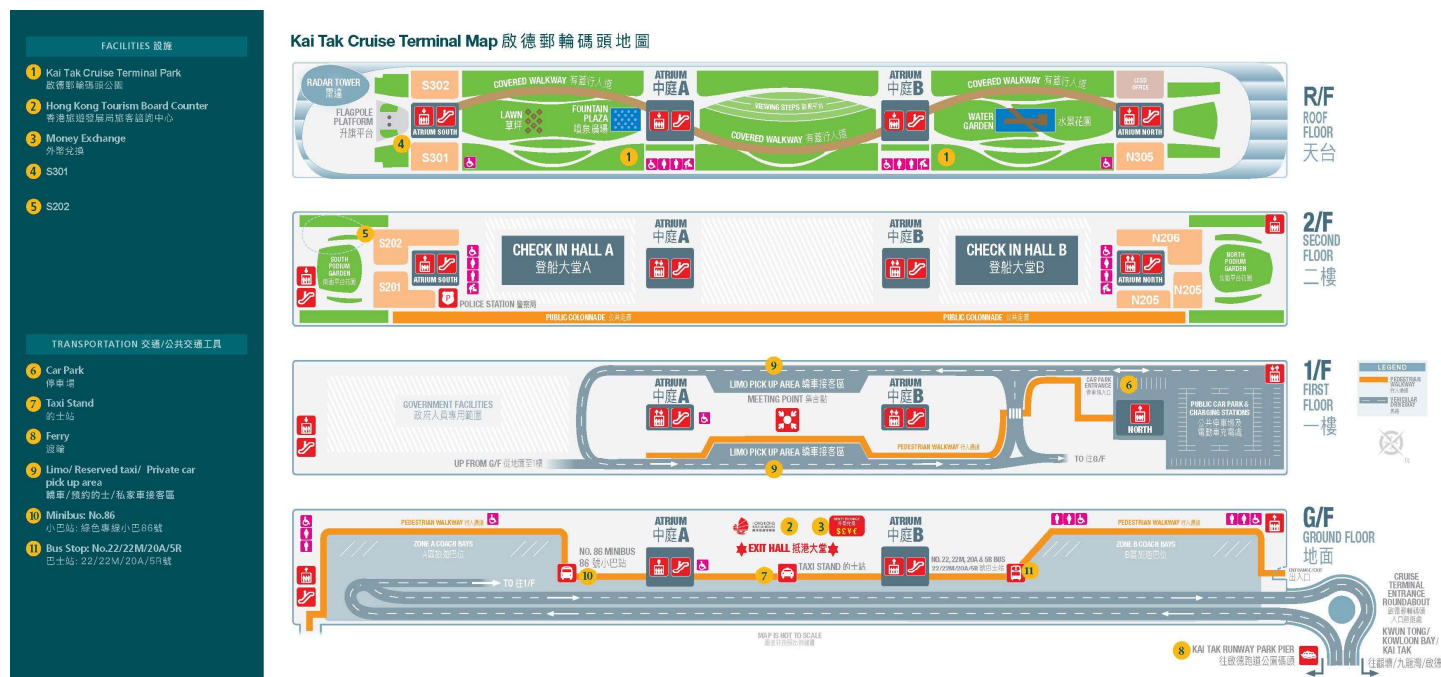
As one of the strategies, CSTB aims to elevate the function of KTCT as a cruise terminal for all



場地資料 Site Information



- 三層高的碼頭大樓，除郵輪營運設施之外，設有5 600 平方米的附屬商業區和公共空間
- A three-storey terminal building with space for cruise operation, 5 600m2 of ancillary commercial areas and public space





二樓南翼（鄰近A區登船大堂） 2/F South Adjacent to Check-in Hall A





二樓北翼（鄰近B區登船大堂） 2/F North Adjacent to Check-in Hall B

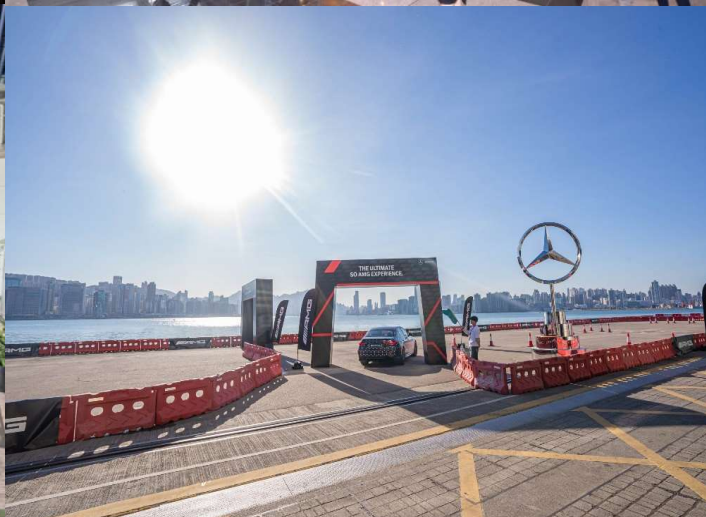
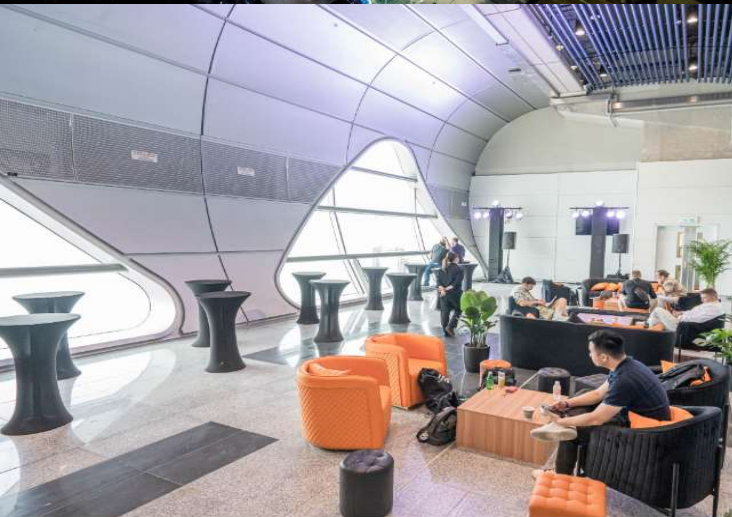
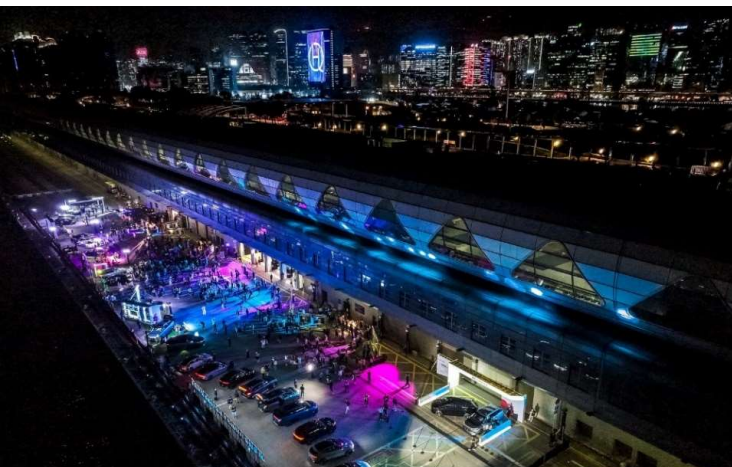


天台 Rooftop



啟德郵輪碼頭新機遇 New Opportunities in KTCT

非郵輪活動
Non-cruise events



啟德郵輪碼頭新機遇

New Opportunities in KTCT



啟德體育園
Kai Tak Sports Park (KTSP)



啟德郵輪碼頭新機遇 New Opportunities in KTCT



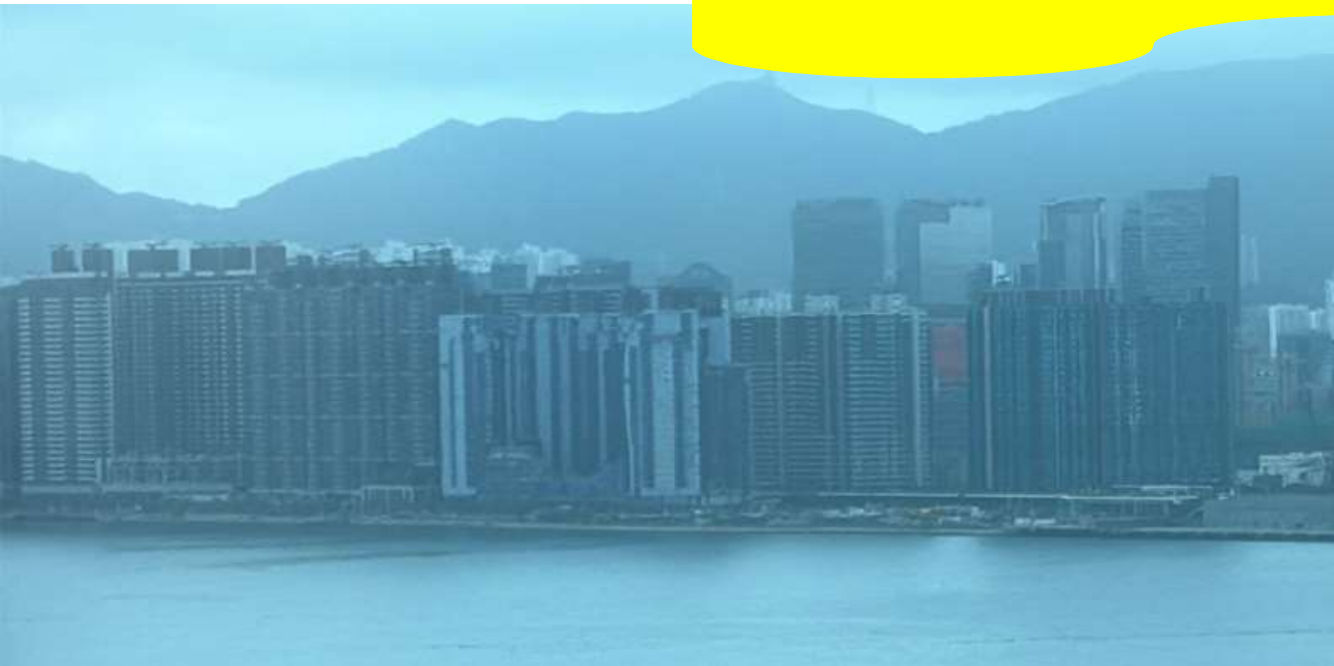
「青年驛站」旅舍
“Youth Post” hostel



啟德郵輪碼頭新機遇 New Opportunities in KTCT



鄰近住宅發展項目
Gradual population intake of nearby
residential developments



交通連接

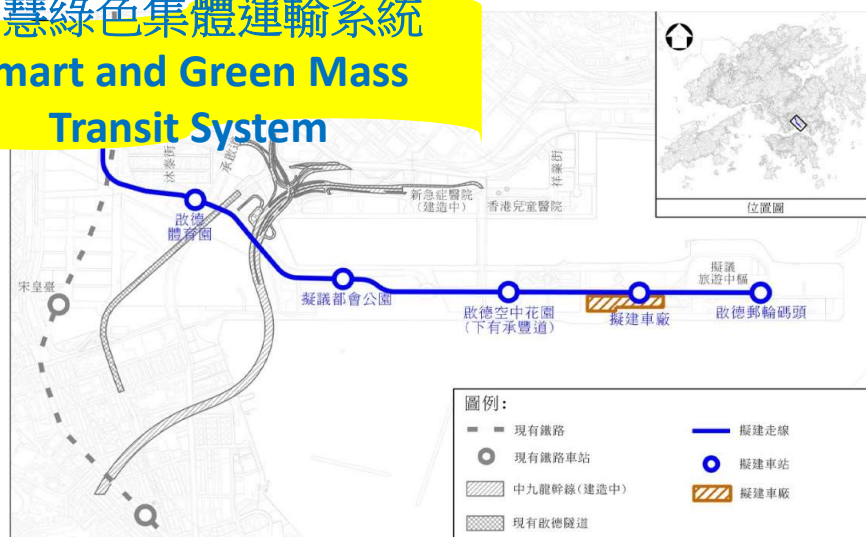
Transport connectivity

公共交通 Public transport



交通連接 Transport connectivity

智慧綠色集體運輸系統 Smart and Green Mass Transit System



道路網絡 Road network



➡ 碼頭營運商租約安排 Tenancy agreement with the Terminal Operator

- 郵輪營運區和附屬商業區由環美郵輪碼頭（香港）有限公司（WCT）根據與政府簽訂的租約管理和營運
The cruise operation areas and the ancillary commercial areas are managed and operated by Worldwide Cruise Terminals (Hong Kong) Ltd. (WCT) under a tenancy agreement with the Government
- 該租約將於2028年5月屆滿
The tenancy agreement will end in May 2028
- 文體旅局正在檢討啟德郵輪碼頭租約的範圍、條款和條件，並將於2025年底進行招標
CSTB is reviewing the scope, terms and conditions of the tenancy agreement, and will roll out a tender exercise by end of 2025

➡ 邀請意向書的對象 Targets for invitation for EOI

- 我們歡迎由單一營運商，就整合所有附屬商業區和公共空間的營運及管理提出建議，也歡迎有意營運和管理部分附屬商業區和公共空間的公司或機構，以及對在啟德郵輪碼頭經營個別商舖及舉辦短期活動較有興趣的較小規模的機構（包括青年創業者）提交建議

We welcome proposals to consolidate all the ancillary commercial areas and public space for operation and management by one single operator. We also welcome proposals from companies or organisations which prefer to operate and manage part(s) of the ancillary commercial areas as well as public space. Proposals from smaller entities (as well as young entrepreneurs) which are more interested in operating individual shop(s) or holding short term events in KTCT are also welcome.

- 包括商業機構、非牟利機構、與藝術和文化、創意產業、體育和旅遊有關的組織、青年創業者
Include commercial entities, non-profit-making organisations; organisations related to art and culture, creative industry, sports and tourism; and young entrepreneurs



提交意向書的目標 Objective of EOI



- 為郵輪旅客（包括郵輪乘客和登岸休假的船員），以及其他啟德郵輪碼頭的使用者（如非郵輪活動的參加者）帶來更便利和更佳體驗
Create greater convenience and better experience for cruise visitors, including cruise passengers, crew members and other patrons of KTCT
- 令啟德體育園、「青年驛站」旅舍和啟德郵輪碼頭之間產生協同效應
Create synergies between KTCT, KTSP and the “Youth Post” hostel
- 服務當區居民
Benefit the residential community of Kai Tak

► 注意事項 Points-to-note

在制訂建議時，請有興趣者留意以下幾項：

When devising its proposal, interested party is invited to take due regard to the followings –

- a) 建議應符合上所述文體旅局的目標；

The proposal should align with CSTB's objectives as aforementioned;

- b) 建議應在財政上可行、環境上可持續並為社區所接受；

The proposal should be financially viable, environmentally sustainable and acceptable to the community;

- c) 建議的用途應為相關分區計劃大綱圖准許（不論是否需要 城市規劃委員會的許可）的用途，分區計劃大綱圖摘錄載於附錄 IV；

Use(s) proposed should be those permissible with or without permission of the Town Planning Board under the relevant Outline Zoning Plan (OZP). Extract of the OZP is at Appendix IV;

► 注意事項 (續) Points-to-note (con't)

- d) 建議應在技術上可行。如建議在公共空間增建建築結構，須注意一般而言，公共空間目前的樓面負荷只允許搭建輕型結構，如蔭棚及涼亭；
The proposal should be technically feasible. If additional building structures are proposed for the public space, it is worth to note that in general, the current loading of the public space is only allowed for building of light structures such as shelters and pavilions;
- e) 政府將保留啟德郵輪碼頭的擁有權。隨著現有租約於 2028 年 5 月屆滿，政府可能會連同附屬商業區及／或公共空間或其部分，以政府認為合適的年期，與營運郵輪碼頭的租約一併批出；及
The Government will retain ownership of KTCT. With the expiration of the existing tenancy agreement by May 2028, the Government may grant a tenancy for part or part(s) of the ancillary commercial areas and/or the public space and/or together with the operation of the cruise terminal for a period it deemed fit; and
- f) 政府有意設立持續的監察系統，以確保啟德郵輪碼頭的營運和管理符合公眾利益，並可能會引入關鍵績效指標以進行監察及維持優秀表現。
It is the Government's intention to set up a continual monitoring system to ensure that KTCT is being operated and managed in the public interests. Key performance indicators for monitoring and maintaining high performance could be introduced.

➡ 意向書具體範疇 Specific Areas of EOI



- 請有興趣者提交建議，並附上其營運和商業模式的詳細說明，以證明建議的可行性。建議應涵蓋以下方面：
Interested parties are invited to submit proposals with details of their operations and business model to demonstrate the proposals' feasibility. In particular, their proposals should address the following aspects -
- 活動是否適合在郵輪碼頭的附屬商業區和公共空間進行，並商業上可行？
Are the activities suitable and commercially viable for operation in the ancillary commercial areas and public space at KTCT?
- 建議是否使用部分或所有附屬商業區和公共空間？
Will the proposal take up all of the commercial areas and public space?

➡ 意向書具體範疇 (續) Specific Areas of EOI (con't)

- 建議如何能與啟德郵輪碼頭的郵輪和非郵輪營運以及附近設施，例如啟德體育園和「青年驛站」旅舍產生協同效應？活動如何能增加啟德郵輪碼頭及周邊地區的訪客量和活力？
How will the proposal create synergy with the cruise and non-cruise operations at KTCT and also the nearby infrastructures such as KTSP and the “Youth Post” hostel? How will the activities enhance visitation to and vibrancy of KTCT and the vicinity?
- 合適租賃年期是什麼？哪種租金機制會更有利於吸引合適的商業營運並在商業上可行？
What is the suitable duration of lease and rent mechanism which is conducive to attracting suitable commercial operations and achieving commercial viability?
- 建議可否鼓勵和支持年青人追求創業夢想 (例如：向青年創業者提供短期免租期或優惠租金？
Can the proposal contribute to encouraging and supporting young people in pursuing their entrepreneurship? (e.g. a short term rent-free period or concessionary rental)

▶ 提交意向書回覆表格 Submission of EOI Reply Form

- 填妥並簽署附錄III的指定回覆表格，一式兩份

Return two copies of the prescribed REPLY FORM in Appendix III, and duly signed together with the required information and documents

- 2025年7月18日(星期五)下午06:00或之前

By 18:00p.m. on 18 July 2025 (Friday)

- 電郵至 ktcteoiproposal@cstb.gov.hk

Email to ktcteoiproposal@cstb.gov.hk

- 郵寄或親身遞交至香港炮台山電氣道218號香港李寧大廈11樓旅遊事務署

Post or hand to the Tourism Commission to 11/F, Hong Kong Li-Ning Building, 218 Electric Road, Fortress Hill, Hong Kong

- 如以郵寄或親身遞交方式提交，所有文件須放入信封內，信封面註明「機密」，並標明「就進一步善用啟德郵輪碼頭的附屬商業區及公共空間的意向書」

Submitted by post or by hand, it shall be placed in envelope(s) to be marked “Confidential” and labelled “Expression of Interest for Boosting the Vibrancy of the Ancillary Commercial Areas and Public Space at Kai Tak Cruise Terminal”

謝謝
Thank you

