

For Information

Legislative Council Panel on Economic Development Hong Kong Tourism Board Work Plan for 2009-10

Purpose

The paper at Annex sets out the Hong Kong Tourism Board (HKTB)'s work plan for 2009-10 for Members' information.

Background

2. HKTB is a statutory body established in 2001 under the Hong Kong Tourism Board Ordinance (Cap. 302) to replace the former Hong Kong Tourist Association. Its core function is to promote Hong Kong globally as a leading international city in Asia and a world class tourist destination.

3. HKTB's activities are primarily funded by the Government. In 2008-09, the total Government subvention to HKTB amounts to \$459.9 million. To implement vigorous marketing strategies to enhance the appeal of Hong Kong as an international convention, exhibition and tourism capital, the Government has earmarked \$30 million every year to the HKTB for five consecutive years to provide one-stop support for MICE (meetings, incentives, conventions and exhibitions) events, assist in bidding for prestigious MICE events, generate attendance and promote cross-selling of tourism products. The additional resources can also be used to provide support in kind to event organisers.

4. In drawing up the work plan, HKTB conducted a series of consultation sessions with various tourism-related sectors, including hotel and tour operators, travel agents, retailers, food and beverage caterers and the academia in the past months. The work plan at the Annex has incorporated the views of these stakeholder groups.

5. The work plan has yet to be approved by the Government. Under the Hong Kong Tourism Board Ordinance, HKTB is required to submit a programme of its proposed activities and estimates on its income and expenditure for the next financial year to the Secretary for Commerce and Economic Development before a date appointed by her (now set at 28 February) for approval. The subvention for HKTB will form part of the Appropriation Bill, the passage of which is subject to the Legislative Council's approval.

6. Members are invited to note the Annex.

**Tourism Commission
Commerce and Economic Development Bureau
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