

For information

Legislative Council Panel on Economic Development

Promotion of Cycle Tourism

Purpose

This paper briefs Members on the promotion of cycle tourism.

Promotion of Cycle Tourism

2. At present, cycle tourism is not yet very popular among our visitors. Generally speaking, cycling has greater appeal to nature lovers from long-haul markets like the United States, Canada, Europe and Australia. Nevertheless, the Government, in collaboration with the Hong Kong Tourism Board (HKTB), has been actively developing and promoting green tourism including cycling tourism to diversify our tourist offerings with a view to enhancing Hong Kong's appeal as the preferred tourist destination. Since 2006, HKTB has organised promotion activities under the "Hong Kong Nature Kaleidoscope" with guided eco tours. In last November, HKTB also jointly launched with the tourism industry guided cycle tours to the Deep Bay and Mai Po areas.

3. The Government is liaising closely with the tourism industry and HKTB on promotion of cycle tourism. HKTB facilitates the development of cycle tourism by making reference to the experience of other regions in the world. According to overseas experience in developing cycle tourism, cycle routes usually link up various sightseeing spots or integrate with nearby sightseeing spots to form a cluster of attractions. Safety is fundamental to well-developed cycling routes, along which ancillary facilities and services, such as safety and sanitary facilities, signage and convenient bicycle rental services, should be provided to travellers.

4. The Government's plans to connect the cycle tracks between the Northwest and Northeast New Territories and to provide the ancillary facilities will help enhance the cycling experience and have a positive impact on the promotion of cycle tourism. HKTB will further step up the promotion of cycle tourism to overseas visitors and enhance the related tourism products when the local market for cycle tourism becomes more mature.

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