

For Information

Legislative Council Panel on Economic Development Hong Kong Tourism Board Work Plan for 2010-11

Purpose

The paper at Annex sets out the Hong Kong Tourism Board (HKTB)'s work plan for 2010-11 for Members' information.

Background

2. HKTB is a statutory body established in 2001 under the Hong Kong Tourism Board Ordinance (Cap. 302). 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 2009-10, the total Government subvention to HKTB amounts to \$501.5 million. Since 2008-09, the Government has earmarked \$30 million every year to HKTB until 2012-13 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.

4. In drawing up the work plan, HKTB conducted extensive consultation with various tourism stakeholders, including travel agents, airlines, retailers, restaurants, attractions, as well as the academia. The work plan at the Annex has incorporated their views.

5. The work plan will be submitted to the Secretary for Commerce and Economic Development for approval under Section 17B of the Hong Kong Tourism Board Ordinance. 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 HKTB's Work Plan for 2010-11 at the Annex.

**Tourism Commission
Commerce and Economic Development Bureau
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