

香港添馬
添美道二號
政府總部西翼二十二樓



Government Secretariat
22/F, West Wing,
Central Government Offices
2 Tim Mei Avenue
Tamar, Hong Kong

本函檔號 Our Ref. : TC CR T3 22/28/2 Pt. 7
來函檔號 Your Ref. :

電話號碼 Tel. No.: 2810 2087
傳真號碼 Fax No.: 2121 1468

24 April 2014

Mr Derek LO
Clerk to Panel on Economic Development
Legislative Council Secretariat
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Mr LO,

Panel on Economic Development

Follow-up to the meeting on 24 February 2014 “Hong Kong Tourism Board Work Plan for 2014-15”

As requested by Members at the captioned meeting, we would like to provide the following supplementary information for the Panel’s reference.

Assessment on the Impact of “Occupy Central” Movement on Tourism

2. From the tourism perspective, the Hong Kong Tourism Board (HKTB) considers that since the Central district has a number of sightseeing and shopping spots and is a transportation hub, any prolonged protests in this area would cause a certain degree of inconvenience to the visitors, and affect their desire to visit Hong Kong.

Organising Mega Events in the New Territories

3. The HKTB not only organises mega events in various districts, but also actively promotes major events staged by other organisations to visitors and the international media, including some festive activities and programmes held in

the New Territories and on outlying islands. Examples include the “Well-wishing Festival” in Tai Po (where some floats of the HKTB’s International Chinese New Year Night Parade are displayed), the Cheung Chau Bun Festival, the celebrations of Tin Hau’s Birthday in Sai Kung and Tai Po as well as the Buddha bathing ceremony at the Po Lin Monastery on the Lantau Island.

4. In addition, leveraging the “Great Outdoors Hong Kong” marketing platform, the HKTB, in collaboration with the Agriculture, Fisheries and Conservation Department, promotes the Hong Kong Global Geopark of China, various outlying islands, popular hiking trails and other green attractions. These include hiking trails in Nam Sang Wai, Tai O and other districts in the New Territories as well as cycling tracks in Shatin and Tai Po, etc.

5. Besides, the HKTB launched the “New Tour Product Development Scheme” in 2012-13. Through offering subsidies for meeting promotion costs, the scheme encourages the travel trade to develop attractive and creative themed tours to enrich visitors’ choices. Some of the subsidised new tour products feature itineraries in the New Territories and on the outlying islands, such as the “Tai O Eco Tour” for visitors to appreciate the natural scenery of the Lantau Island, and the “Six Senses Heritage Experience” tour which features a cycling tour in Yuen Long and a big bowl feast in the walled villages. In 2014-15, the HKTB will continue to promote these new tour products to visitors with its trade partners.

Advice tendered by the HKTB to the Government on the Improvements of Tourism Facilities

6. Since 2001, the HKTB and the Tourism Commission have been jointly implementing the “Visitor Signage Improvement Scheme” throughout the 18 districts in Hong Kong with a view to providing a co-ordinated and easily identified system of signage for visitors to Hong Kong. The objective is to promote visitor convenience and make Hong Kong a visitor friendly destination. The signage system includes directional signs, mapboards and identification signs.

7. The HKTB has also been providing advice to the relevant bureaux and departments on the operation and promotion of tourist attractions managed by the Government. These attractions include the Avenue of Stars and various museums of the Leisure and Cultural Services Department as well as the buildings under the “Revitalising Historic Buildings through Partnership Scheme” of the Development Bureau.

8. In addition, the HKTB gives advice to the Government on projects and proposals under planning from the tourism angle, including giving assessment on their tourism merits. From time to time, the HKTB also makes suggestions to the relevant departments on the supporting transport facilities in major tourist districts like the location of coach parking spaces, and relays the views of the public and visitors on the improvements of tourism facilities to the relevant departments for exploring feasible improvement measures.

Yours sincerely,



(Mrs Miranda YIM)

for Secretary for Commerce and Economic Development

c.c.

PSCIT
AA/SCED
Press Secy/SCED
SEO(POO)
PIO(CIT)
Executive Director, Hong Kong Tourism Board