

## Preparation for National Day Golden Week

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The Tourism Commission (TC) has coordinated with various government departments and the tourism industry in drawing up measures to prepare for the possible surge of visitors from the Mainland during the National Day Golden Week. These measures aim at enhancing the flow of visitors through various boundary control points, increasing the capacity of transportation facilities, and stepping up promotion and information dissemination to visitors on consumer protection and health issues.

Ms Eva Cheng, the Commissioner for Tourism, said, "National Day Holiday is the traditional peak travel period for Mainland tourists and Hong Kong has always been a popular destination to them. The sustained interest of Guangdong visitors, coupled with the visitors from the nine additional cities in Zhejiang, Jiangsu and Fujian province recently covered by the Individual Visit Scheme, we expect there would be about 400,000 visitors from the Mainland during the Golden Week period. The measures adopted for the previous Golden Weeks were proven effective and demonstrated our capacity in receiving large volume of visitors. We will continue to adopt similar measures and we endeavour to enhance the travel experience of every visitor to Hong Kong."

The measures cover the following areas –

- (1) Arrangements for immigration clearance at Boundary Control Points
- (2) Arrangements for tourism facilities
- (3) Information dissemination
- (4) Visitors' information service
- (5) Consumer protection
- (6) Coordination with Guangdong Province
- (7) Protection of visitors' health

Ms Cheng added, "The departments are well prepared and will flexibly deploy resources according to the situation. We will maintain close liaison with the Guangdong Provincial Tourism Administration to understand more about the visitors flow."

Details of the measures for the National Day Golden Week are at Annex.

End/ Monday, September 27, 2004

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