

Families to push HK tourism growth

Family tourism would drive tourism growth in Hong Kong with Hong Kong Disneyland and other new family-oriented tourism facilities coming on stream in the next two years, the Commissioner for Tourism, Ms Eva Cheng, said today (November 25).

Ms Cheng was speaking at a press conference jointly held by the Tourism Commission, Hong Kong Tourism Board (HKTB) and the Hong Kong Disneyland in Shanghai today for press delegates attending the annual China International Travel Mart.

"Hong Kong will continue to make huge investments to develop new tourist attractions. We are extremely excited that Hong Kong Disneyland will open on September 12, 2005," she said.

Soon after, other new flagship tourism projects like the Hong Kong Wetland Park and the Tung Chung Cable Car will also be opened. These facilities are fun and educational and should appeal strongly to families. With a combined development cost of over HK\$31.5 billion, these projects and other enhancements will enable us to reinforce Hong Kong's position as the most popular tourist destination in Asia.

"In addition to investment in our tourism infrastructure, we will continue to promote a hospitable culture in the Hong Kong community and work together with the tourism sector to maintain our quality service. We look forward to welcoming families from the Mainland and around the Asia Pacific region to visit Hong Kong," she said.

Also speaking at the press conference the Executive Director of the HKTB, Ms Clara Chong, highlighted the importance of family tourism in promoting Hong Kong tourism.

"Family travellers from various markets, in particular the neighbouring short-haul destinations and Mainland, have strong interest in Hong Kong," Ms Chong said.

"Building on such interest, the HKTB has been actively promoting family travel. Besides families, the board is targeting high-yield business travellers. Its various promotions are intended to encourage these travellers to bring along their spouses and

children. They are also designed to stimulate spending and thus generate greater business for the tourism-related sectors.

"Hong Kong is full of wonderful educational entertainment sites and activities that cater to the needs of families," Ms Chong said.

"The many new attractions coming on stream in the next few years will definitely enhance our visitors' travel experience and Hong Kong's competitiveness as a family destination. Leveraging on the new attractions, the HKTB will further promote Hong Kong as the premier family destination."

Hong Kong Disneyland Vice-president Sales and Marketing, Mr Roy Tan Hardy, said that for decades, Hong Kong had been known as a world class destination where visitors from all over the world come to meet, do business, or have a great vacation.

"The growth of tourism in Hong Kong has been phenomenal, with its positive impact spreading increasingly throughout many sectors of the local economy. Hong Kong is also expecting another record year of tourism arrivals for 2004," Mr Hardy said.

"Hong Kong Disneyland is proud to be able to play an integral part in Hong Kong's tourism sector as it enters a new era with the development of new tourism infrastructure and attractions, and in positioning itself to attract the lucrative family market.

"We look forward to providing our guests with a world class family vacation experience when we open on September 12, 2005."

This is the first time the Tourism Commission, the Hong Kong Tourism Board and the Hong Kong Disneyland have combined on the Mainland to promote family tourism for Hong Kong.

The Tourism Commission is responsible for the formulation and implementation of policies, strategies and plans for tourism development. The HKTB, a statutory body, is set up to market and promote Hong Kong as a destination worldwide, and to take initiatives to enhance visitors' experience when they arrive. The Hong Kong Disneyland is the company building the HK Disneyland theme park and will be its management after opening.

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