

## **"Discover the Hong Kong Magic" - tourism promotion in Guangzhou**

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Following the success of the "Discover the Hong Kong Magic" tourism promotion in Bangkok and Beijing, the Hong Kong SAR Government took the event to Guangzhou today (May 25).

The "Discover the Hong Kong Magic" tourism promotion in Guangzhou introduced to the Guangdong tourism industry and the media Hong Kong's major tourism attractions that will come on stream late this year and early next year.

"Tourism is a key driving force of Hong Kong's economy and Mainland China is our largest source market, comprising 56% of the 21.8 million visitors who visited Hong Kong," said Mr Henry Tang, the Financial Secretary.

"About \$31 billion of Government funds have been invested to develop new tourism attractions over the past few years. The new attractions that will come on stream in 2005 to 2006 will provide our visitors, particularly the family visitors, with an ever more exciting and captivating experience," Mr Tang said.

He added that Guangdong was important source market, as about 90% of visitors coming to Hong Kong under the "Individual Visitor Scheme" are from the province. Similarly, Hong Kong people are a major source of tourist arrivals for the province. Last year, Hong Kong tourists spent some \$17.1 billion here. He hopes that the two sides will step up co-operation and exchange mutual visits by tourists.

Prior to Mr Tang's speech, a vibrant multi-media presentation showcased the range of new tourism infrastructure that Hong Kong would offer in 2005 to 2006. For families, probably the most exciting event will be the opening of the Hong Kong Disneyland in September 2005. Phase II of "A Symphony of Lights", to be launched at the end of the year, will turn both sides of Victoria Harbour into a stage for a nightly colourful light and sound show involving more than 30 buildings. In 2006, the "Ngong Ping 360" will offer visitors a 20-minute cable-car ride that comes with an exceptional panoramic view of the many attractions on Lantau island. The Hong Kong Wetland Park, located near the famous Mai Po marshes, will be a 60-hectare, world-class conservation, education and tourism facility.

Speaking at the promotion luncheon, Ms Clara Chong, the Executive Director of the Hong Kong Tourism Board (HKTB), said, "According to the World Tourism Organization's latest data released on May 19, Hong Kong was, for the first time, one of the Top Ten tourism

destinations in 2004. The fact that Hong Kong made an entrance as a city, as compared to other Top Ten countries, is absolutely spectacular. This proves that all our investment and efforts put into tourism after SARS have paid off. Leveraging on the completion of the major tourism attractions, HKTB will launch a marketing and promotional initiative – '2006 Discover Hong Kong Year'. This campaign will package our new products with Hong Kong's existing attractions, presenting an array of multi-dimensional offerings that will appeal to visitors from all our key markets and segments, and create a new image for the city as one of the world's 'hottest', must-visit destinations."

Mr Don Robinson, the Group Managing Director of Hong Kong Disneyland, also spoke at the luncheon. He said, "Hong Kong Disneyland, the first Disney theme park in China, was part of Hong Kong's long-term vision to enhance Hong Kong's reputation as a leading family vacation destination in the region. When Hong Kong Disneyland opens on September 12 this year, it will offer guests of all ages a magical and immersive entertainment experience that is destined to touch hearts and minds and inspire timeless family traditions for years to come." His presentation was accompanied by a Disney magical performance.

The "Discover the Hong Kong Magic" tourism promotion in Guangzhou was warmly received by over 200 guests from Guangdong authorities, the tourism industry and the media.

Headed by Mr Tang, the Hong Kong delegation includes government officials, leaders of the tourism industry and operators of new attractions. During their stay in Guangzhou, the delegation called on the Governor of Guangdong Province, Mr Huang Huahua.

The "Discover the Hong Kong Magic" tourism promotion will tour to Singapore on June 24.

Tourism Commission

Economic Development and Labour Bureau

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