

Tourism Promotion in Singapore

Following the success of the "Discover the Hong Kong Magic" tourism promotion in Bangkok, Beijing and Guangzhou, the Hong Kong Special Administrative Region (HKSAR) Government takes the promotion event to Singapore today (June 24).

"Tourism is a key driving force of Hong Kong's economy and Singapore is our largest source market in South and Southeast Asia. More than 463,000 Singaporean visitors came to Hong Kong last year, representing a 75% growth over 2003. This momentum has continued in the past four months, with a 57% year-on-year growth," Commissioner for Tourism, Ms Eva Cheng, said in the promotion event.

Hong Kong is about to roll out four major tourism attractions from September, 2005, to 2006. The "Discover the Hong Kong Magic" tourism promotion brought these exciting news to consumers and the tourism industry in Singapore.

The HKSAR has devoted a lot of resources to develop new tourism infrastructure over the past few years. The major flagship attractions to commence operation from September, 2005, will improve our competitiveness and enable Hong Kong to position itself as a premier destination for family tourism.

"Singaporean visitors have always shown strong interest in shopping, dining and night life in Hong Kong. With the new tourism projects coming on stream, Hong Kong is set to go beyond our core strengths of fine dining and shopping. Next time you come to Hong Kong, we will have an even more exciting and captivating experience for you and your family," Ms Cheng said.

Before Ms Cheng's speech, a vibrant multi-media presentation showcased the four major flagship tourism projects that Hong Kong will offer from September, 2005, to mid-2006.

For families, probably the most exciting event will be the opening of the Hong Kong Disneyland on September 12, 2005. Phase II of "A Symphony of Lights", to be launched in end 2005, will turn both sides of the 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, Chairman of the Hong Kong Tourism Board (HKTB), Mrs Selina Chow, said that in view of these exciting new attractions, and the growing global interest in travel to and within Asia, the Hong Kong Tourism Board had decided to launch its most ambitious marketing and promotional initiative ever – 2006 Discover Hong Kong Year.

"This worldwide 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 creating a new image for the city as one of the world's 'hottest', must-visit destinations," Mrs Chow said.

Group Managing Director of the Hong Kong Disneyland Mr Don Robinson also spoke at the luncheon. He said Hong Kong Disneyland, the first Disney theme park in China, was part of the 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," he said. His presentation was accompanied by a Disney magical performance.

The "Discover the Hong Kong Magic" tourism promotion in Singapore was warmly received by about 250 guests from the government and diplomatic circle, the tourism industry and the media.

Key members of the delegation include Chairman of Hong Kong Tourism Board, Mrs Selina Chow; Commissioner for Tourism, Ms Eva Cheng; Group Managing Director of Hong Kong Disneyland, Mr Don Robinson and key representatives of the tourism industry.

Tourism Commission
Economic Development and Labour Bureau
Ends/Friday, June 24, 2005
Issued at HKT 16:30

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