

Commissioner for Tourism attends Cruise Shipping Miami Conference

The Commissioner for Tourism, Mr Philip Yung, attended the annual Cruise Shipping Miami Conference from March 11 to 12 (Miami time) to update the cruise trade and key industry stakeholders on the latest developments of cruise tourism in Hong Kong, including the launch of the Asia Cruise Fund by the Hong Kong Tourism Board (HKTB). Joining the visit was the Executive Director of the HKTB, Mr Anthony Lau.

Speaking at a cocktail reception to announce the first ever Asia Cruise Fund initiated by the HKTB, Mr Yung said that the Fund would enable the partnering ports to pool together financial incentives into a single scheme, in order to enable the cruise lines to understand the total available financial incentives in developing itineraries which cover the partnering ports, thus enhancing the appeal of the entire region to cruise lines.

"Hong Kong is well-positioned to tap the growth of cruise business in this part of the world. The commissioning of the Kai Tak Cruise Terminal in 2013, which can berth the largest cruise ships in the world, marks an important milestone for Hong Kong becoming a leading cruise hub in the region. We are pleased to see that both the Kai Tak Cruise Terminal and the Ocean Terminal have been operating well. Given our geographical advantage and excellent infrastructure, Hong Kong has already proven it has everything it takes to be a front-runner in Asia's cruise market.

"We see the importance of co-operating with our neighbouring ports in sustaining the development of cruise tourism. The Asia Cruise Fund to be launched in April will help achieve synergy for tapping into the enormous potential of cruise tourism in Asia," Mr Yung added.

At the cocktail reception, Mr Yung also met with representatives from various neighbouring ports to discuss ways to further cement co-operation and to enhance the momentum in driving cruise tourism in the region.

Mr Yung also conducted separate meetings with the senior management of a number of major international cruise brands, namely Carnival Corporation & plc, Celebrity Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, Royal Caribbean Cruises Ltd and Windstar Cruises, highlighting Hong Kong's strengths in cruise tourism with a view to attracting more ship calls to Hong Kong.

Cruise Shipping Miami is the largest cruise trade event bringing together industry stakeholders from all over the world. The Conference this year was attended by industry representatives from over 120 countries and cities.

Before returning to Hong Kong, Mr Yung will proceed to meet with the senior management of the Walt Disney Company in Los Angeles on March 14 to exchange views on the latest development of Hong Kong Disneyland and its future plans.

Ends/Thursday, March 13, 2014

Issued at HKT 17:45