

## SCED in Toronto promotes Hong Kong tourism

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The Secretary for Commerce and Economic Development, Mr Gregory So, promoted Hong Kong as a tourist destination for Canadian visitors at a luncheon jointly organised by the Hong Kong Trade Development Council and the Hong Kong Tourism Board (HKTB) in Toronto on June 8 (Toronto time).

Speaking at the luncheon, Mr So said the HKTB has been promoting tourism exchange between Hong Kong and Canada over the years, and working closely with the travel trade of Canada.

Mr So said that with both sides' efforts, more Canadians are visiting Hong Kong and their length of stay for overnight visitors is longer than average. He added that with visitors expecting a more genuine cultural experience, which is now a popular trend in tourism, the HKTB is promoting the unique cultural flavour and excitement of Hong Kong.

As the annual signature mega event, the Hong Kong Dragon Boat Carnival, will be held in the Victoria Harbour in early July, he encouraged the luncheon participants to visit Hong Kong to experience the charm of the city.

Mr So will leave Toronto on June 9 (Toronto time) to continue to join the visit programme of the Chief Executive, Mr C Y Leung, in Chicago, the United States.

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