

SCED speaks on tourism

Following is the transcript of remarks by the Secretary for Commerce and Economic Development, Mr Gregory So, at a media session on tourism after attending the opening ceremony of the 30th International Travel Expo Hong Kong and 11th MICE Travel Expo at the Hong Kong Convention and Exhibition Centre today (June 16):

Reporter: What you have just mentioned are more like a long-term strategy like developing new attractions. Earlier this year Disneyland (Hong Kong Disneyland) has experienced layoffs, so would there be any short-term strategy like price cuts in Disneyland?

Secretary for Commerce and Economic Development: Our strategy is actually short-term, medium-term and long-term. I have just explained to you how in the long term we will add on elements and have a multi-pronged approach in appealing to a different mix of tourists coming to Hong Kong. On short-term measures, you see a lot of them. Just think about the mega events that we have this year. The Wine and Dine Festival will be scaled up about 40 per cent. The Hong Kong Cyclothon again will be scaled up. And we will have the FIA Formula E Championship Hong Kong ePrix, which is coming to Hong Kong for the first time. This will generate quite a bit of excitement.

In fact, October this year will be the sports month in Hong Kong. We have a lot of mega events that are very attractive. This year we will have the Wine and Dine Festival, presenting very attractive cuisine to our tourists. And there are some cultural activities as well. These are the short-term measures.

In the medium term, you will see there will be new hotel attractions in the Ocean Park as well as in Disneyland. I would say that we have a good mix of products that would appeal to a wide spectrum of tourists.

(Please also refer to the Chinese portion of the transcript.)

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