



50 YEARS OF HONG KONG TOURISM 香港旅遊業五十年

For half a century, since the establishment of the former Hong Kong Tourist Association in 1957, various sectors of the community have been working together to promote Hong Kong as a leading destination for visitors worldwide.

The “50 Years of Tourism: Creating Milestones Together” overview will take us on a journey beyond time and space, allowing us to look back at the evolution and relive precious memories of our tourism industry, and to look ahead into a bright future.

旅遊是全民共同參與的事業。自1957年前香港旅遊協會成立的半個世紀以來，政府、旅遊業界及社會各界群策群力推動旅遊業，令香港成為世界級的旅遊勝地。在國際旅遊版圖上，「香港」這名字穩佔優越的位置。

透過「旅業50載 共創新里程」概覽，讓我們一起踏上時光之旅，回顧這50年旅遊業內的重要事件和有趣資料，藉此分享本港社會歷年來合力取得的成果，同時讓我們抖擻精神，準備迎向未來，努力開展更美好的前程。

1957

- > The Hong Kong Tourist Association (HKTA) is officially established under the Chairmanship of Mr W C G Knowles. Temporary office accommodation is secured at 9 Ice House Street, Central.
- > Visitor arrivals for the year numbered around 50,000.
- > Hong Kong Association of Travel Agents is formed.
- > 香港旅遊協會(旅協)根據香港法例第29章正式成立,專責向世界各地推廣香港的旅遊特色。旅協於6月11日起委任理事會成員,並由W C G Knowles擔任主席。而旅協的臨時辦事處則設於中環雪廠街9號。
- > 全年訪港旅客估計約為50,000人次。
- > 香港旅行社協會成立。



1958

- > The new runway of Kai Tak Airport officially opens.
- > The HKTA moves into the Peninsula Hotel, where it opens its main Information Centre. A second information office is opened at the Star Ferry pier on Hong Kong Island.
- > 啟德機場新跑道正式啟用。
- > 旅協遷往位於半島酒店的新址,並於該處設立諮詢中心,另外又在港島天星碼頭設立另一間諮詢中心。



1959

- > A runway lighting system is installed at Kai Tak.
- > A promotional film A Million Lights Shall Glow is commissioned for screening in cinemas and at exhibitions. Two years later, it wins the Grand Prix for travel films at the Cannes Film Festival.
- > 啟德機場跑道燈光系統啟用,來往香港航機可以夜航。
- > 旅協在戲院和展覽會上播放一段長21分鐘名為「萬家燈火」的宣傳短片。其後,「萬家燈火」宣傳片於1961年贏得康城電影節的旅遊宣傳片大獎。



1960

- > The HKTA stages The Orient is Hong Kong photo contest.
- > 舉辦「香港就是東方」攝影比賽,把香港美麗的特色、香港市民的風俗習慣向海外宣傳。



1961

- > The Hong Kong Hotels Association is founded.
- > The HKTA opens a representative office in New York.
- > 香港酒店業協會成立。
- > 旅協在美國紐約開設海外代表辦事處。



HONG KONG HOTELS ASSOCIATION
香港酒店業協會

1962

- > Cathay Pacific Airways acquires its first jet-powered aircraft, the Convair 880.
- > The HKTA opens its first overseas office in Sydney.
- > 國泰航空購入康維爾(Convair) 880客機投入服務,香港民航進入噴射機時代。
- > 旅協在澳洲悉尼開設首個海外辦事處。



1963

- > The opening of three hotels – The Hongkong Hilton, Mandarin and President – boosts the number of hotel rooms available by 76% to 5,907.
- > The HKTA establishes a UK and Europe representative office in London.
- > 本港三家大型酒店開幕，包括香港希爾頓酒店、文華酒店和總統酒店，房間供應數目增加76%至5,907間。
- > 旅協於這一年在英國倫敦設立代辦，處理英國和歐洲的事務。



1964

- > The HKTA conducts promotions under the theme "The Orient is Hong Kong".
- > 旅協以「東方之珠」為題推廣香港。



1965

- > Hong Kong plays host to the 35th American Society of Travel Agents (ASTA) Convention.
- > The HKTA membership badge (pictured here) is used from 1965 onwards.
- > The HKTA conducts its first visitor survey.
- > 「美國旅行社協會第35屆會議」在香港大會堂舉行。
- > 旅協於1965年開始使用的會員標貼。(見上圖)



> 旅協開始進行旅客意見調查。



1966

- > Ocean Terminal opens. The Canberra of Britain's P & O Line is the first ocean liner to berth at the new facility.
- > Annual visitor arrivals pass the half-million mark for the first time.
- > The HKTA moves its administrative offices to Realty Building (now Wing On House), and introduces its first telephone enquiry service.
- > The HKTA opens an office in Tokyo.
- > Leaflets named "Hong Kong Festivals & Fun" are produced to promote diversified East & West festivals as well as the living culture of Hong Kong.
- > 海運大廈開幕，英國鐵路郵船坎培拉號為第一艘停泊的四萬多噸遠洋郵船。
- > 同年，全年訪港旅客首次超過50萬大關。
- > 旅協將行政辦事處遷至聯邦大廈(現稱永安集團大廈)，並首次推出電話諮詢服務。
- > 旅協在日本東京開設辦事處。
- > 旅協推出名為《Hong Kong Festivals & Fun》的宣傳單張，向海外旅客推廣香港多元化的中西節日，以及有趣的生活文化。



1967

- > Following an outbreak of rioting, visitors and residents are encouraged to send postcards to friends and relatives overseas, indicating that "all is well in Hong Kong".
- > 暴亂過後，旅協發動「東報平安」運動，鼓勵旅客和市民寄發明信片予海外親友，宣揚「香港一切如常」的訊息，費用由旅協承擔，共寄出22,000張明信片到127個國家。

1968

- > The HKTA sends four uniformed staff members to distribute bilingual booklets promoting courtesy and hospitality to members of tourism-related industries.
- > The HKTA introduces an Honorary Student Scheme. More than 100 students studying abroad apply to promote Hong Kong overseas.
- > 香港旅遊協會派出四位旅遊小姐，向香港旅遊業有關的工作人員，尤其是酒店的服務員、計程車司機、人力車伕、商店職員等，派發一本中、英文的小冊子，向他們宣傳對旅客的應有禮貌和接待。
- > 旅協推出「香港學生大使」計劃，吸引百多位海外留學生參與，在他們留學的地方推介宣傳香港的情況。

1969

- > Tourism receipts break the HK\$1 billion barrier to reach HK\$1.35 billion.
- > The HKTA establishes a new department specialising in market research.
- > 訪港旅客數字上升之餘，旅遊收益亦打破10億港元大關，達13.5億港元。
- > 旅協設立新的研究部門，專門進行市場調查，包括評估酒店供應和需求情況。

1970



- > The HKTA launches its "red junk" logo. It is used until the 1980s.
- > The HKTA opens a representative office in Paris.
- > 旅協於1970年代至1980年代使用的紅色帆船標誌。
- > 旅協在法國巴黎開設海外代表辦事處，將推廣範疇擴展至歐洲大陸。

1971

- > With tourism arrivals from Japan soaring by 41.2% over the previous year, the country becomes Hong Kong's biggest source market.
- > 來自日本的旅客人次上升41.2%，成為香港最大的客源市場，佔訪港旅客總數的26%。



1972



- > A surprised flight supervisor Carol Beach (pictured here) is welcomed as the year's millionth arrival, when she steps off a plane from Miami.
- > The visit by US President Richard Nixon stimulates global interest in China. Hong Kong becomes the window to explore the Mainland.
- > The HKTA red junk member badge is used from 1972.
- > 旅協歡迎第100萬位訪港旅客，幸運兒是從美國邁亞密抵港的空中侍應長嘉露碧珠小姐。(見圖)
- > 美國總統尼克遜正式訪華，全球掀起「中國熱」。由於當年中國仍限制外國遊客訪華，香港便成為西方人認識中國的門戶。
- > 1972年旅協開始使用紅色帆船會員標貼。



1973

- > Arrivals rise to 1.29 million. For the first time, more than half of Hong Kong's visitors come from Asian markets.
- > 訪港旅客總數升至129萬人次。來自亞洲的旅客首次佔旅客總數一半以上。

1974

- > The HKTA organises a lantern carnival in Victoria Park to promote the Mid-Autumn Festival as a visitor attraction. Another initiative is the Courtesy Programme.
- > The sharp rise in arrivals is dampened by a world fuel crisis.
- > 旅協在維多利亞公園舉行綵燈晚會，藉此將中秋節推廣為旅遊特色。旅協又舉辦「禮貌運動」，並攝製了名為「微笑與忠誠」的宣傳片。
- > 兩年前旅客大幅上升的趨勢，因世界石油危機引發通脹和燃油短缺而減慢，香港部分主要旅客市場的經濟亦放緩。



1975

- > The relocation of the Kowloon-Canton Railway terminus to Hung Hom and the closure of the old Tsim Sha Tsui terminus.
- > Opening of the Hong Kong Convention Centre (China Resources Building) in Wan Chai and the World Trade Centre in Causeway Bay.
- > The Government declares hawker-permitted areas in Temple Street, Yau Ma Tei and in Tung Choi Street, Mong Kok (Ladies' Market).
- > The HKTA launches the You'll Wish You Could Stay Longer campaign, which helps boost average length of stay to 3.7 nights.
- > 九廣鐵路總站遷往紅磡，位於尖沙咀的舊總站關閉，讓尖沙咀海濱一帶在未來數年可重新發展，例如興建多家大型酒店和文化藝術設施。
- > 位於灣仔的香港展覽中心(華潤大廈)和銅鑼灣的世界貿易中心落成。
- > 政府在油麻地廟街及旺角通菜街(俗稱女人街)劃出小販認可區，供小販擺賣。
- > 旅協的「希望您多留一天」推廣活動，令旅客平均留港時間增至3.7晚。



1976

- > The Jumbo Floating Restaurant opens in Aberdeen.
- > The staging of the Miss Universe Pageant in Hong Kong elicits global television coverage.
- > The HKTA supports the dragon boat races at Shau Kei Wan, making the competition an international event.
- > The HKTA capitalises on the Hong Kong ice-carving team's inaugural participation in the International Snow Sculpture Contest during the Sapporo Snow Festival to promote the city in Japan.
- > Hong Kong gets its first taste of Rugby Sevens.
- > 香港仔珍寶海鮮舫開幕。
- > 「環球小姐」選舉在香港舉行，香港藉此得到全球電視的廣泛報道。
- > 旅協鼎力支持在筲箕灣舉行的龍舟賽事，邀請日本和馬來西亞隊伍來港參賽，令龍舟比賽首次成為國際活動。
- > 由這年開始，香港冰雕隊每年參與札幌雪節的國際冰雕比賽，旅協則藉此機會向日本市場推廣香港。
- > 香港首次舉行七人欖球賽事。



1977

- > Ocean Park Hong Kong officially opens.
- > Mainland China lifts its ban on inbound tourism business.
- > The HKTA opens an office and launches promotions in Singapore.
- > A new Conferences and Meetings Department is established to promote Hong Kong as a meetings destination.
- > The Antiquities and Monuments Ordinance is enacted.

- > 海洋公園開幕。
- > 內地開放讓外地旅客入境旅遊。
- > 由於東南亞市場的重要性，旅協在新加坡開設辦事處拓展業務。
- > 旅協成立新的會議部門，推廣香港為舉行會議的理想場地。
- > 「古物及古蹟條例」開始實施。



1978

- > The Travel Industry Council of Hong Kong is established.
- > Visitor arrivals exceed the two million mark. Southeast Asia leads with 24% growth and becomes Hong Kong's biggest source market.
- > 香港旅遊業議會成立。
- > 訪港旅客人次打破200萬大關。東南亞旅客顯著增長24%，成為香港最大的客源市場。



香港旅遊業議會
TRAVEL INDUSTRY COUNCIL
OF HONG KONG

1979

- > The Mass Transit Railway (MTR) opens.
- > The Hong Kong-Canton (Guangzhou) through-train service is restored.
- > Former Hong Kong Polytechnic sets up the Department of Institutional Management and Catering Studies. The Institution assumes full university status in 1994, and the Department is renamed the School of Hotel and Tourism Management in 2001.

- > 地下鐵路通車。
- > 香港至廣州的直通車服務恢復。
- > 前香港理工學院成立「機構及餐飲管理學系」。學院於1994年成為香港理工大學，而「機構及餐飲管理學系」亦於2001年易名為「酒店及旅遊業管理學院」，為酒店及旅遊業提供高質素的教學和學術研究。



1980

- > Hong Kong Taiwan Tourist Operators Association is founded.
- > Board of Airline Representatives in Hong Kong is established in the 1980s.
- > For the first time, the HKTA assists in organising the Cheung Chau Bun Festival.

- > 港台旅行社同業商會成立。
- > 香港航空公司代表協會在1980年代成立。
- > 旅協首次參與長洲太平清醮的籌備工作。



1981

- > After hosting the first Incentive Travel Workshop in 1980, the HKTA produces an array of marketing materials to promote the development of the segment.

- > 旅協繼1980年舉辦首屆獎勵旅遊研討會後，於年內推出一系列有關獎勵旅遊的推廣資料，推動這個客群的發展。



1982

- > Since this year, on the second day of Lunar New Year, visitors have been entertained by a spectacular fireworks display above Victoria Harbour.
- > The HKTA introduces professional training programmes for tour guides.
- > The HKTA begins collecting data on the city's most visited places in its visitor survey. From 1991, this is published in A Statistical Review of Hong Kong Tourism.
- > The HKTA launches an experimental New Territories tour called The Land Between.



- > 每年農曆年初二晚，維多利亞港上空舉行大型的賀歲煙花匯演。
- > 在旅行社及會員協助下，旅協推出為導遊而設的專業訓練計劃。
- > 旅協首次在問卷調查內問及旅客曾到訪的景點，並於1991年起在每年的《香港旅遊業統計》列出最受旅客歡迎的景點。
- > 旅協試辦一條由荃錦公路，經石崗、鹿頸及船灣淡水湖的「遨遊新界東北觀光線」。



1983

- > Following the opening of a popular western-style restaurant in Lan Kwai Fong, the area rapidly becomes a major dining and entertainment district.
- > The Hong Kong Association of China Travel Organizers Limited is established.
- > The Federation of Hong Kong Hotels Owners Limited is established.
- > These new member badges of HKTA are used from 1983 to distinguish different membership categories. (the two red junk logos)
- > Changes to the HKTA Ordinance reflect more accurately the Association's role in promoting tourism, and include a restructuring of membership categories into Travel Industry Members and Ordinary Members.
- > 隨著蘭桂坊內一家著名西式食肆開業，該區逐漸發展為其中一個備受旅客歡迎的飲食和娛樂區。
- > 香港中國旅遊協會成立。
- > 香港酒店業主聯會成立。
- > 旅協在1983年起使用的新會員標貼，以便區分不同的會員類別。(下圖的兩個帆船標誌)
- > 旅協法例的修訂生效，能夠更準確地反映旅協推廣旅遊業的職責，同時，旅協亦重組會員架構，分為旅遊業界會員和普通會員。



香港酒店業主聯會
The Federation of Hong Kong Hotel Owners

1984

- > The Hong Kong Association of Registered Tour Co-ordinators (HARTCO) is established.
- > For the first time, Mainland residents joining tours organised by the China Travel Service may travel to Hong Kong to visit family and relatives.
- > 註冊旅遊聯絡員協會(現稱：香港註冊導遊協會)成立。
- > 內地居民可以參加中國旅行社組織的旅行團，來港探親旅遊。



香港註冊導遊協會
HONG KONG ASSOCIATION OF REGISTERED TOUR CO-ORDINATORS

1985

- > Hong Kong Dragon Airlines – better known as Dragonair – is established.
- > 港龍航空開始營運。



DRAGONAIR
港龍航空

1986

- > The HKTA launches a month-long Hong Kong Food Festival.
- > 旅協推出為期一個月的大型美食推廣活動「香港食品節」。



1987

- > Kai Tak Airport celebrates its 60th anniversary, handling more than 10 million passengers during the year.
- > Taiwan residents are permitted to enter Mainland China for family reunions, if travelling via a third destination.

- > 踏入60周年的前啟德機場，年內旅客流量超過1,000萬人次。
- > 台灣通過了居民可經由第三地轉赴大陸探親的方案，香港中國旅行社為他們辦理赴內地探親的旅遊證件。



1988

- > The Hong Kong Convention and Exhibition Centre opens.
- > The China Ferry Terminal opens, providing services to and from destinations in the Pearl River Delta.
- > The Hong Kong Japanese Tour Operators Association is established.
- > 嶄新的香港會議展覽中心開幕。
- > 全新的中港碼頭啟用，為往來珠江三角洲城市的旅客提供服務。
- > 香港日本人旅客手配業社協會成立。



1989

- > The HKTA introduces the Heritage Tour and the Housing Tour and Home Visit.
- > 旅協首辦「香港古蹟遊」，極受美國旅客歡迎，行程包括李鄭屋古墓、三棟屋圍村和大夫第等。此外，旅協又創辦「公屋縱橫遊」項目，讓旅客領略本港普羅大眾的生活方式。



1990

- > The Hong Kong Exhibition Organisers Association (now Hong Kong Exhibition & Convention Industry Association) is established.
- > Taiwan edges Japan to become Hong Kong's largest source market, providing 1.34 million arrivals.
- > The HKTA publishes A Visitor's Guide to Historic Hong Kong, and produces a new promotional film called "Hong Kong Heritage".
- > 香港展覽業協會(現稱:香港展覽會議業協會)成立。
- > 台灣旅客達到134萬人次,超越日本成為香港最大的客源市場。
- > 旅協出版嶄新刊物《香港歷史旅遊指南》,以及拍攝「香港古蹟文物」宣傳短片。



1991

- > Although the First Gulf War dampens worldwide demand for tourism, arrivals to Hong Kong recover strongly in the second half of the year to reach the 6.8 million mark for the first time.
- > The "Stay an Extra Day" campaign helps raise visitors' average length of stay to 3.43 nights.

> After the HKTA places increased focus on short-haul markets, which are less affected by the Gulf War, annual arrivals from Southeast Asia exceed one million for the first time.

- > 年初,海灣戰事嚴重影響全球旅遊業,但下半年香港的旅遊業顯著復甦,旅客總數刷新紀錄達680萬人次。
- > 旅協推出「吸引你多留一天」推廣活動,成功延長旅客的留港時間至平均3.43晚。
- > 旅協重點開拓受海灣戰事影響較輕微的短途市場,推動東南亞旅客增長18.4%,首次衝破100萬大關。



1992

- > The HKTA opens a representative office in Taiwan.
- > 旅協在台灣設立代表辦事處。

1993

- > The Central-Mid-Levels Escalator and Walkway System opens.
- > The Giant Buddha on Lantau Island officially opens. It is the world's tallest, outdoor, seated bronze Buddha statue.
- > The Pearl River Delta Tourism Marketing Organization, an alliance between the HKTA and the Guangdong and Macau tourism bodies, is established.
- > 中環至半山自動扶梯系統啟用。
- > 大嶼山寶蓮禪寺旁的天壇大佛落成開光,是全球最高的戶外青銅佛坐像。
- > 珠江三角洲旅遊推廣機構成立,旅協與廣東省和澳門合作推廣一程多站式旅遊。



1994

- > The Mainland becomes Hong Kong's largest source market, providing more than 1.9 million visitors, 20.8% of total arrivals.
- > The HKTA launches the Hong Kong Convention Ambassador Programme to stimulate convention-related business opportunities.
- > 內地成為香港最大的客源市場,旅客超過190萬人次,市場佔有率達20.8%。
- > 旅協推出「香港會議大使」計劃,邀請600位本地專業和學術界人士推廣香港的會議業務。



1995

- > A visitor from South Korea is welcomed by the HKTA as Hong Kong's 10 millionth visitor of the year.
- > Launch of the Wonder Net website, which quickly attracts more than 10,000 hits a day.
- > The HKTA launches its Wonders Never Cease promotion and enlists action movie star Jackie Chan as Hong Kong Tourism Ambassador.
- > 旅協歡迎年內第1,000萬位旅客,該名旅客來自南韓。
- > 旅協推出名為「香港魅力網」的網站,正式展開互聯網時代,每天的點擊次數超過一萬次。
- > 旅協推出「魅力香港 萬象之都」計劃,同時委任成龍先生為「香港旅遊大使」。



1996

- > As interest in Hong Kong grows prior to its return to Chinese sovereignty, arrivals increase by 14.7% to reach a new peak of 11.7 million. The growth is led by Japan, which records a remarkable rise of 40.9%.

After the handover in 1997, arrivals from Japan begin to recede.

- > The Marine Parks and Marine Reserves Regulation is enacted.
- > The HKTA organises its first Chinese New Year parade, which attracts more than 50,000 people to Tsim Sha Tsui East.
- > The HKTA launches a five-year programme to bring world-class events to the city under the Spotlight Hong Kong – Towards the Millennium banner.
- > 旅客在香港回歸前訪港的興趣增加，旅客人次上升14.7%，創下1,170萬人次的紀錄，其中以日本旅客的增幅最高，有40.9%的增長。而在1997年香港回歸後，日本旅客則轉趨下調。
- > 香港政府頒布「海岸公園及海岸保護區規例」，成立海岸公園及海岸保護區。
- > 旅協第一次舉辦「繽紛巡遊賀新歲」，以吸引旅客在農曆年傳統旅遊淡季來港：當日有超過5萬名觀眾前往尖沙咀東部，欣賞19輛花車和26支表演隊伍的演出。
- > 為鞏固「亞洲盛事之都」的美譽，旅協推出為期五年的「環球盛事匯香江——邁向21世紀」計劃，吸引世界級的盛事來港舉行。



1997

- > The HKTA opens its first Mainland office in Beijing. Offices in Shanghai, Guangzhou and Chengdu come on line in 1999, 2004 and 2006 respectively.
- > 因應中國旅遊市場迅速發展，旅協在北京開設首個內地辦事處。其後，上海、廣州和成都的辦事處亦分別在1999、2004和2006年成立。



1998

- > The opening of Hong Kong International Airport at Chek Lap Kok provides a world-class facility to support future tourism growth.
- > The quota for Hong Kong-bound tour group visitors from the Mainland is officially increased to 1,500 a day. In addition, CITS is officially designated the fourth Hong Kong tour agent on the Mainland.



- > The Chinese University of Hong Kong establishes the School of Hotel Management, which is renamed the School of Hotel and Tourism Management in 2002.
- > To revive visitor interest, HKTA launches a new marketing campaign: We are Hong Kong – City of Life. Following concerted efforts by the travel trade, the second half of the year sees a 7.3% increase in tourism arrivals.
- > The HKTA's Visitor Hotline is upgraded to provide multi-lingual support; iCyberlink kiosks and TouristInfo Powerphones are also installed.



- > 赤鱗角香港國際機場落成啟用，為旅遊業的未來發展奠定了穩固的根基。
- > 當局正式批准將內地來港旅行團團員名額增至每天1,500人。另外，中國國際旅行社更獲准成為第四家可在內地營辦「香港遊」行程的認可旅行社。
- > 香港中文大學成立「酒店管理學院」，並於2002年易名為「酒店及旅遊管理學院」，提供高質素的酒店及旅遊業教學。
- > 為提高旅客來港的興趣，旅協推出「香港—動感之都」推廣計劃。經過旅遊業界的一番努力，香港旅遊業於下半年錄得7.3%的增長。
- > 旅協加強旅遊熱線以提供多國語言的服務，並在旅客諮詢及服務中心裝設「旅遊資訊通」諮詢站和「面面通」多媒體旅遊資訊電話亭，以方便旅客。

1999

- > The Hong Kong SAR Government establishes the Tourism Commission, which is tasked with specific responsibility for tourism policy and development.
- > The Quality Tourism Services (QTS) scheme is launched.
- > 香港特區政府成立旅遊事務署，是香港首次成立政府部門，專責處理旅遊業的政策和發展。
- > 「優質旅遊服務」計劃面世，鼓勵業界提升服務水平。



2000

- > Chi Lin Nunnery opens.
- > The Hong Kong Inbound Tour Operators Association Limited is established.
- > A record year, in which arrivals surpass the previous peak in 1996 to reach 13.06 million. Receipts also show an upturn, to HK\$63.9 billion.
- > 以中國唐代傳統木構建築為藍本的志蓮淨苑落成啟用。
- > 香港入境團旅行社協會有限公司成立。
- > 訪港旅客達到1,306萬人次，打破1996年的紀錄，與入境旅遊相關的總開支亦回升至639億港元。



2001

- > Hong Kong Airlines (formerly known as CR Airways Ltd) is established.
- > The Hong Kong Inbound Travel Association Limited is established.
- > In response to the 9-11 attacks in the US, the travel trade introduces measures aimed at stimulating a rebound in arrivals from the region.
- > The HKTA is reconstituted as the Hong Kong Tourism Board (HKTB). Instead of being an association of members, the HKTB focuses on tourism marketing and serves the entire travel industry and the overall community.

- > 香港航空(初中富航空)成立。
- > 香港入境旅遊接待協會成立。
- > 美國發生911恐怖襲擊事件，對美洲旅遊業造成嚴重打擊。事後，業界推出措施，刺激美洲市場業務V型反彈。
- > 旅協根據法例重組為香港旅遊發展局(旅發局)，並設有六項宗旨，例如擴大旅遊業對香港的貢獻，以及在全球推廣香港為世界級旅遊目的地。經重組後，旅發局由以往的會員制轉為專注於市場推廣，並把服務範圍擴大至整個旅遊業和社會各界。



中富航空
CR AIRWAYS



HKITA
Hong Kong Inbound Travel Association
香港入境旅遊接待協會

HONG KONG TOURISM BOARD
香港旅遊發展局

2002

- > Following the abolition of the Hong Kong Group Tour Scheme quota system and an increase in the number of travel agents authorised to organise tours for Mainlanders, arrivals from the Mainland rise to 6.83 million, an increase of 53.4% compared with 2001.
- > The HKTB enhances the Cultural Kaleidoscope programme, adding various new elements.
- > To train aspiring tourism-industry professionals, the HKTB organises the Tourism Orientation Programme.
- > 有關當局取消「香港遊」的配額限制，並增加特許營辦「香港遊」的旅行代理商數目，推動內地旅客增至683萬人次，比2001年上升53.4%。
- > 旅發局加強「香港文化萬花筒」活動，加入多項嶄新元素，例如乘坐中式帆船「鴨靈號」。

- > 旅發局在政府的資助和旅遊業界的鼎力支持下，舉辦「旅業英才實習」計劃，以提升香港的好客文化，並增加旅客對香港的滿意程度。



2003

- > The Closer Economic Partnership Arrangement (CEPA) is signed between Mainland China and Hong Kong, followed by the implementation of the Individual Visit Scheme (IVS).
- > As a counter measure to the SARS outbreak, Cathay Pacific initiates the We Love Hong Kong campaign, which is widely supported by the travel industries, to stimulate spending and lift the economy.
- > Following the delisting of Hong Kong from the list of SARS-affected areas, the HKTB embarks on a Global Tourism Revival Campaign. Themed Hong Kong Welcomes You! in its first phase, the campaign later continues into another phase with the global launch of the Hong Kong - Live it, Love it! campaign.
- > 香港與內地簽訂「更緊密經貿關係安排」之後「個人遊」政策實施。
- > 因應「沙士」事件，國泰航空牽頭發起「同心為香港」運動，獲多個界別包括酒店、食肆、零售、旅行社及的士團體等熱烈響應，鼓勵香港市民外出消費，重拾生活秩序。
- > 香港從「沙士」疫區除名後，旅發局啟動「全球旅遊推廣計劃」，包括第一階段的「香港歡迎你！」和第二階段的「香港——樂在此，愛在此！」全球品牌推廣平台。



同♥為香港

人人消費 大家受惠



2004

- > Annual arrivals from Mainland China pass the 10 million mark, eventually reaching 12.25 million.
- > The multimedia show A Symphony of Lights is launched. The nightly spectacular is pronounced the "world's largest permanent light and sound show" by the Guinness Book of Records in 2005.
- > The Avenue of Stars, a salute to the outstanding achievements of Hong Kong's film industry, opens on the Tsim Sha Tsui waterfront.
- > The HKTB enhances the Quality Tourism Services (QTS) scheme to ensure participating merchants maintain the highest possible level of service.



- > 內地訪港旅客人數迅速增長，並於年內首次衝破1,000萬，達1,225萬人次。
- > 「幻彩詠香江」正式推出。2005年，「幻彩詠香江」更獲列入《健力士世界紀錄》，成為全球「最大型燈光音樂匯演」。
- > 星光大道落成啟用，表揚電影業界對香港以及國際影壇的貢獻。
- > 年內，「優質旅遊服務」計劃收緊其準則，致力確保認證商戶維持最高的服務水平。在該年度內，認證商舖增至近5,300間。

2005

- > The opening of the Wisdom Path adds another tourism attraction to Lantau Island.
- > The opening of Hong Kong Disneyland further reinforces this city's image as a leading destination for families.
- > The completion of AsiaWorld-Expo affirms Hong Kong's position as the region's capital for international conventions and exhibitions.
- > The International Olympic Committee announces that the equestrian events of the Beijing 2008 Olympic Games will be held in Hong Kong.
- > Capitalising on the opening of new tourism infrastructure, the HKTb announces the two-year 2006 Discover Hong Kong Year global marketing campaign



- > 心經簡林於年初開幕，為大嶼山增添一項別具特色的文化旅游景點。
- > 香港迪士尼樂園落成啟用，進一步鞏固香港作為家庭旅客首選目的地的形象。
- > 嶄新會展及活動場館——亞洲國際博覽館開幕，鞏固香港作為「國際會議展覽之都」的地位。
- > 國際奧委會正式宣佈，2008北京奧運的馬術比賽項目將在香港舉行。
- > 旅發局把握多項大型旅遊景點即將相繼落成的機會，宣佈推出為期兩年的「2006精采香港旅遊年」全球推廣計劃。



2006

- > Ngong Ping 360 opens.
- > Hong Kong Dragon Airlines becomes a wholly owned subsidiary of Cathay Pacific.
- > The Hong Kong Wetland Park opens and quickly establishes itself as a key edutainment attraction.
- > The Dr Sun Yat-sen Museum opens.
- > The Hong Kong SAR Government announces that a new cruise terminal will be developed on the runway of the former Kai Tak Airport.
- > Oasis Hong Kong Airlines begins operations.
- > In the 2006 Discover Hong Kong Year, HKTb launches two new Mega Events: the Culture & Heritage Celebration and the Mid-Autumn Lantern Celebration.
- > The HKTb introduces a six-month trial of the Hong Kong Nature Kaleidoscope programme, which re-packages a range of eco-oriented tours. The programme is then officially launched in April 2007.



- > 昂坪360正式開幕，成為大嶼山另一旅遊景點。
- > 港龍航空成為國泰航空的全資附屬公司，有助進一步鞏固香港作為亞太區首要航空樞紐的地位。
- > 香港濕地公園啟用，為香港增添一項遊學並重的特色旅遊景點。
- > 孫中山紀念館開幕。
- > 香港特區政府落實在前啟德機場跑道發展新郵輪碼頭。
- > 甘泉香港航空開業，是香港首家提供長途廉價機票的航空公司。



- > 在「2006精采香港旅遊年」內，旅發局新增「傳統節慶巡禮」及「中秋綵燈慶全城」兩項大型活動，推介本港的傳統文化和節慶特色。
- > 旅發局以試驗形式推出為期半年的「自然生態萬花筒」，有系統地將多種自然生態旅遊行程重新組合和推廣。其後，旅發局於2007年4月正式推出這項導賞行程。



Image Courtesy of Planning Department
圖片提供：規劃處



2007

- > The tourism industry and related sectors join hands to promote the celebrations for the 10th anniversary of the establishment of the Hong Kong SAR.
- > The HKTb stages the 12th Chinese New Year Parade, which completes the 12-year zodiac cycle.
- > 香港特別行政區成立10周年紀念，各界推出一連串慶祝活動，對內地旅客別具吸引力。
- > 旅發局舉行第12屆賀歲巡遊，由1996年的鼠年到2007年的豬年，賀歲巡遊已經完成全部12個生肖。

