

Chairman's Message

主席獻辭

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“The lesson of the momentous past year in which, for the first time in history, the Olympic Games came to China, is that the challenge to be the best is not just one for the athletes: It is a challenge to each and every one of us.”

「2008年，祖國一圓百年奧運夢，北京及全國各地均以專業態度籌辦奧運。這種不斷追求突破、超越自己的信念，不僅適用於體育，也是各行各業甚至每個人處事的應有態度。」

Citius, Altius, Fortius. Those three words – meaning faster, higher, stronger – are the motto of the Olympic Games and they capture succinctly the pursuit of perfection that drove the tremendous summer spectacle we saw in Beijing and around China.

The lesson of the momentous past year in which, for the first time in history, the Olympic Games came to China, however, is that the challenge to be the best is not just one for the athletes: It is a challenge to each and every one of us.

Hong Kong was an important part of the Olympics. Whether we were watching, whether we were participating or whether we were helping to host and entertain some of the thousands of people who came to the city to see the Equestrian Events, the games touched all of our lives.

「更快、更高、更強」— 奧林匹克運動會這句格言，充分代表北京及全國各地籌辦2008年奧運會的專業精神。這種不斷追求突破、超越自己的信念，不僅適用於體育，也是各行各業甚至每個人處事的應有態度。

2008年，祖國一圓百年奧運夢，這次盛事更與香港息息相關。香港人不單有機會觀賞奧運甚至參賽，而且有幸以協辦城市身份籌辦馬術比賽，接待來自世界各地的訪客。這對於推廣香港確是莫大的契機。

正如運動員備戰奧運，旅發局早於2007年第三季，便已在全球展開推廣，作好熱身和部署。



Courtesy: *Hong Kong Economic Journal*
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For us, the games brought with them enormous opportunities and enormous challenges and, like any top athlete, we had to begin our preparations early. We rolled out promotions worldwide as early as the third quarter of 2007 to make sure we were ready for the games.

Also like any top athlete, we had to cope with unexpected setbacks. The tragic Sichuan earthquake overshadowed the build-up to the games and the onset of the global financial crisis dominated its aftermath in a way no one could have foreseen.

Despite the resounding success of the games themselves, both in Hong Kong and across Mainland China, by the final quarter of the year, we faced the reality of a steep decline in arrivals from the long-haul markets and a slowdown in short-haul markets because of the economic meltdown.

The year ahead, the World Tourism Organisation (UNWTO) predicts, will be an intensely testing one as the global downturn continues to dampen consumer confidence with growth in world tourism contracting to between zero and 2 per cent. In June, the UNWTO further adjusted the projection downward to between -6 and -4 per cent.

2008奧運成功，舉國歡騰，但這一年全球旅遊業亦面對不少突如其來的轉變。四川大地震，至今仍歷歷在目；國際金融危機，更是令人始料不及。

鑑於全球經濟不景，踏入2008年最後一季，來自長途市場的訪港旅客顯著減少，短途市場的業績亦放緩。

世界旅遊組織當時預測，2009年的情況同樣充滿挑戰。各國經濟將持續不景氣，影響消費信心，估計全球旅遊業的增長將下降至零到百分之二。其後，該組織更於2009年6月，將預測下調至負百分之六至四。



Once again, we must begin our preparations early to measure up to the challenge. We are a world city, and we will feel the impact of this downturn as tourism revenues shrink and people across the globe trim their travel budgets.

But Hong Kong is nothing if not resilient. We called on our resourcefulness and ingenuity to recover from the Asian economic crisis of 1998 and the SARS crisis of 2003. We will again call on our resourcefulness and ingenuity to recover from the current economic downturn.

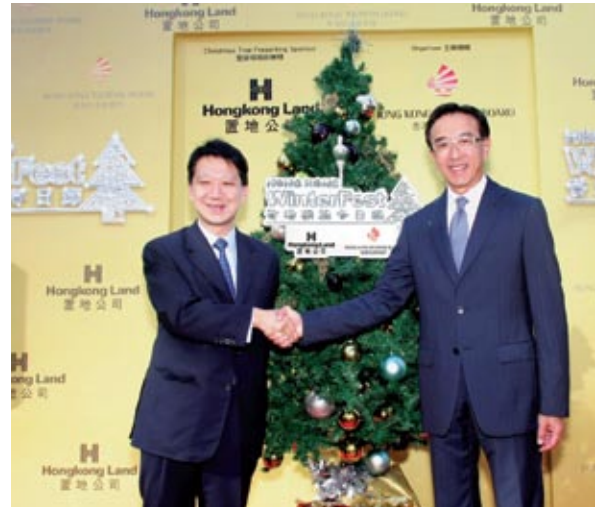
The key is to act quickly. We must closely monitor global developments to seize opportunities and exploit new tourism markets. We must deepen and broaden our partnership in tourism-related sectors and neighbouring destinations and make the most of the resources of the Pearl River Delta region to enhance our tourism appeal. And we must remain fiercely competitive in the face of increased regional competition to ensure that we get the message out that Hong Kong is Asia's number one destination.

These tasks are already under way, and I am intensely grateful for the help and support of the dedicated team of my fellow Members of the Tourism Board. With our solidarity and teamwork, I am confident

全球經濟不景，導致旅客消費減少，香港作為國際旅遊城市，難免受到影響。但香港人一向勇於克服困難。1998年亞洲金融風暴、2003年「沙士」事件，我們一一渡過。只要我們保持堅毅不屈和隨機應變，必能再次闖過難關。

問題在於我們能否靈活果斷，審時度勢，把握開拓新市場的商機。另外，亦要與各個界別和鄰近地區合作，善用區內尤其是珠江三角洲的資源，增加吸引力。面對亞洲市場競爭白熱化，香港更要不斷提升自身的競爭力，才可穩守作為區內首選旅遊勝地的地位。

每一位優秀運動員都明白，備戰功夫是參加任何比賽的致勝之道。1936年奧運會，田徑運動員 Jesse Owens 創下連奪四金的驕人佳績，成為奧運



we can rise to the challenge of the current crisis and emerge faster, higher and stronger than before.

Preparation is everything, as any top athlete will tell you. Perhaps the greatest Olympian of all, Jesse Owens, remarked after his gold-medal winning performance in the 1936 games: "A lifetime of training for just 10 seconds." He did not realise then that, more than 60 years later, his torch would still burn brightly. His determination made him a sporting icon for all time.

Today, we too must stand tall against the challenges and adversities that face us. We must continue our mission to establish Hong Kong as one of the world's top tourism destinations. We must summon up our own Olympic spirit and work tirelessly to create a lasting legacy for this magical city we have the privilege to call our home.

Chairman
James Tien Pei-chun GBS JP

史上其中一位最出色的選手。賽後他道出一句名言：場上十秒鐘，背後十年功。數十年後，他在奧運場上的出色表現，當然令人難以忘懷，但他經年備戰的刻苦精神，才是永存世人腦海的主因。

過去一年，旅遊業界亦堅定不移地面對各種考驗。在此，我感謝旅發局理事會全體成員為我們出謀獻策，同時感謝旅遊業夥伴的支持。我衷心期望大家繼續團結，秉持堅毅不屈的精神，跨越前面的挑戰，這樣，旅遊業必定保持長遠發展，香港必定繼續成為全球頂級的旅遊熱點，貫徹奧運會「更快、更高、更強」的信念。

主席
田北俊