

Chairman's Message

主席獻辭

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Building on the Past, Leading for the Future

As I reflected on the tourism performance in 2009-10, I already embarked on my second three-year term as Chairman of the Hong Kong Tourism Board (HKTB). I feel fortunate and privileged to have taken on the helm of HKTB at a defining time in our city's tourism development.

My first term was both eventful and exciting, and especially the last year, when our tourism industry was presented with the unprecedented challenges of the global economic downturn and the outbreak of H1N1 influenza.

In the past year, I saw our industry rise up to the challenges and overcome the setbacks with resilience, as we have risen to and overcome so many setbacks before.

I saw our industry making relentless effort to seize new opportunities, by capitalising on the continued economic growth of mainland China and the implementation of measures to facilitate visits by Shenzhen residents under the Individual Visit Scheme, as well as the potential of the emerging markets of India, Russia and the Middle East, where demand for travel continued to power ahead.

And I saw our industry responding to intensified competition by leveraging on the HKTB's new marketing theme Hong Kong Food and Wine Year and a range of enticing promotions and events, such as the Wine and Dine Festival and Great Outdoors Hong Kong, giving travellers tempting reasons to visit our city.

跨越挑戰 創建未來

時光荏苒，執筆回顧2009/10年度本港旅遊業績之際，我擔任香港旅遊發展局(旅發局)主席一職已三年多。回望過去三年，本港旅遊業經歷了大大小小的挑戰，我有幸能與業界夥伴並肩面對，亦見到旅遊業共同跨越種種難關，尤其是2009/10年度，金融海嘯席捲全球及人類豬型流感的出現，對本港旅遊業造成前所未見的打擊。

儘管年內全球經濟不景，旅發局與業界更積極合作把握新機遇，特別是內地經濟持續強勁，加上推出深圳居民利用個人遊簽注多次來港的便利措施，以及印度、俄羅斯及中東等新興市場的外遊需求快速增長，都帶來更多市場商機。

面對市場競爭白熱化，旅發局與業界攜手運用我們新推出的「香港美酒佳餚年」推廣平台，以及「香港美酒佳餚巡禮」和「香港郊野全接觸！」等一系列嶄新活動，為旅客帶來新鮮感，刺激旅客來港意欲。

在業界努力下，2009年全年的訪港旅客增至2,959萬人次，這成績不但優於全球旅遊業在同期平均下跌百分之四的數字，而香港亦是亞洲區內少數訪客人次保持增長的旅遊點之一。



Once again, our tourism industry has shown its mettle by increasing visitor arrivals to 29.59 million in 2009. We were not only ahead of a slippage of 4 percent across the tourism industry worldwide, but were also one of the few destinations in the region to maintain growth.

I am grateful to our government and industry partners for their sturdy effort to help the industry weather through the downturn. I am also deeply appreciative of the dedication and commitment of the Hong Kong Tourism Board employees, as well as the unstinting support and wise counsel of my fellow Board Members.

With the turbulent times behind us, we have good grounds for optimism. Demand for travel within Asia is strengthening, with the region leading the rebound in global tourism, while business and leisure travel in the long-haul regions is also reviving. On the home front, a number of new infrastructure developments are coming on stream to bring greater excitements to world travellers.

As I look into the future, I truly believe Hong Kong can be a leader in global tourism for decades to come, by building on our solid past, by innovating with ingenuity, and by making the most of our city's magnificent and varied appeal.

James Tien, GBS, JP
Chairman

在此，我要衷心感謝特區政府及業界夥伴，孜孜不倦的為旅遊業作出努力，令整個行業得以再次克服危機。我亦感謝局內每位同事為旅遊業盡心盡力，還有旅發局理事會的同儕，不斷提出寶貴意見和指導。

充滿挑戰的2009年已經過去，我認為香港旅遊業前景是樂觀的。亞洲區內的旅遊市場發展方興未艾，並成為全球旅遊業復甦的火車頭，而長途市場的商務及消閒旅遊亦正逐步恢復。至於香港，多項旅遊基建項目正進行得如火如荼，相信必能為全球旅客帶來更大驚喜。

展望未來，我深信，只要本港旅遊業繼續通力合作，努力創新，全力發揮香港多元化的旅遊優勢，必定能在固有的根基上不斷前進，令香港繼續成為全球旅客的首選旅遊勝地。

主席
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