

Executive Director's Statement

總幹事導言

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Creating New Opportunities for Our Tourism Through Partnership

2009 was an extraordinarily challenging year for the global and Hong Kong's tourism industry. Notwithstanding the tough conditions, our visitor arrivals increased by 0.3% to 29.59 million for the year ended December 2009. We also registered positive gain of 3.2% in total tourism receipts, which totalled HK\$162.89 billion.

The results were neither accidental nor coincidental, but the fruit of collaboration between the HKTB, the Government, as well as the tourism, catering, retail and hospitality sectors. During the past year, this spirit of partnership underpinned our marketing activities – from mega events to tactical promotions and travel missions.

With the support of the Government and the Board, we realigned our market prioritisation, focusing our resources on 18 key source markets. As well as intensifying marketing effort in mainland China and a number of short-haul markets that were less affected by the economic downturn, investment was also raised on the emerging markets of India, Russia and the Middle East, which provided new engines of growth for our tourism.

To generate immediate returns for our business, we worked closely with air carriers and tour operators and promoted vigorously competitive packages to drive arrivals during the peak summer season, especially after the H1N1 influenza outbreak.

群策群力 共創旅業新機

對香港以至全球旅遊業而言，2009年實在是充滿挑戰的一年。儘管面對困難的環境，2009年全年訪港旅客達到2,959萬人次，上升0.3%，旅遊收益則共1,628.9億港元，增長3.2%。

本港旅遊業能得到這樣的成績，絕非僥倖，是全賴政府、旅遊、餐飲零售、酒店業及旅發局共同努力，也是過去一年我們與業界群策群力，推行各項大型活動、旅遊宣傳或業界推廣活動的成果。

面對市場的挑戰，旅發局在政府及理事會支持下，調整了市場推廣的優次，將資源集中於18個主要市場。我們除了加強在內地的推廣，亦把重點放到受經濟不景影響較輕的短途市場。印度、俄羅斯及中東等新興市場已成為旅遊業增長的火車頭，我們亦於當地投放更多資源。

為了在最短時間內取得推廣成效，旅發局與航空公司及旅行社聯手，特別是在人類豬型流感過後，大力推廣價格更具競爭力的旅遊產品，吸引旅客在夏天旅遊旺季來港。

We designated 2009 as the Hong Kong Food and Wine Year to create greater hype and excitement for our destination. This theme was inspired by the elimination of wine duty by the SAR Government and the publication of the Michelin Guide on Hong Kong, which provided excellent opportunities to showcase our city's world-class wining and dining experience. The highlight of the year was the first-ever Hong Kong Wine and Dine Festival at the West Kowloon Waterfront Promenade in October 2009. The event attracted over 70,000 locals and visitors and was rated one of the world's top festivals of its kind on ForbesTraveler.com.

We also introduced the 'Great Outdoors Hong Kong!' promotion in October 2009 in the run-up to the annual Oxfam Trailwalker to further invoke fresh perspectives of our city. The campaign highlighted our hiking trails and spectacular natural landscapes to visitors from South China and other short-haul markets, including Taiwan, Japan and South Korea.

To capitalise on the exploding and evolving world of information technology, we put significant focus on digital marketing. New channels, such as online games, mobile apps and blogs, were deployed, and social networks were used for connecting with customers. Through partnerships with some of the world's most influential media brands, such as National Geographic and Discovery channels, we sent images of Hong Kong to the homes of millions of TV viewers across the globe.

Our partnership also took the form of strategic alliances with neighbouring destinations, such as with Japan on the 'Hong Kong – Japan Tourism Exchange Year', and with mainland China on a range of multi-destination itineraries for long-haul travellers. By sharing resources and joining hands on overseas marketing, we showed how co-operation can open the door to a wealth of new tourism opportunities.

Our Meetings and Exhibitions Hong Kong (MEHK) Office continued its mission to provide support to MICE (meetings, incentives, conventions and exhibitions) events in 2009, making use of the additional funding provided by the Government. Out of the 1,000 events we supported, 590 would be held in Hong Kong in 2009-2013, bringing in more than 150,000 additional MICE visitors.

I would like to thank all partners, including our community, for supporting and working together with us in what had been an extremely tough year for our tourism industry. I am also deeply thankful for the guidance of the Board, as well as the hard work of each and every one of my colleagues. We have a great team of people and I am proud to be part of it.

As I am writing this statement, the global economy continues to improve and our tourism performance has reverted to positive growth. I am certain that with the strength of the partnerships we have forged, we will create many more growth opportunities in the years to come.

Anthony Lau
Executive Director

配合特區政府減免葡萄酒稅，以及《米芝蓮指南》推出香港版的契機，旅發局將2009年定為「香港美酒佳餚年」，宣傳香港頂級的美酒美食體驗，增強香港的旅遊魅力。全年的重點節目是2009年10月於西九龍海濱長廊首辦的「香港美酒佳餚巡禮」。是次活動吸引了超過七萬名市民及旅客參與，更獲得《福布斯》雜誌的ForbesTraveler.com評為全球十大美酒佳餚節日。

同年10月，旅發局推出了全新的「香港郊野全接觸！」活動，在每年一度的世界級遠足盛事——「樂施毅行者」舉行前，帶領華南、以及台灣、日本和南韓等短途市場旅客，體驗本港的遠足徑及自然景觀，讓他們感受香港綠色的一面。

資訊科技發展日新月異，旅發局亦投放相當資源，透過電子渠道推廣香港，包括網上遊戲、手機應用程式及網誌；又借助社交網絡，接觸消費客群。我們又與具影響力的國際媒體合作，例如國家地理頻道及探索頻道，將香港的精彩影像，傳送給世界各地的電視觀眾。

旅發局又與鄰近城市建立策略聯盟，例如與日本合辦「香港日本觀光交流年」，並進一步加強與內地城市合作，為長途旅客開發一程多站行程。這些合作計劃，讓我們透過共享資源及於海外聯合推廣，開拓新的商機。

旅發局的香港會議及展覽拓展部亦繼續運用政府的額外撥款，在2009年為超過1,000項相關活動提供支援服務。當中，約有590項活動落實於2009至2013年在香港舉行，能為香港額外帶來逾15萬名會展旅客。

我謹借此機會，感謝所有合作夥伴，包括社會各界人士，全力支持旅發局，與我們一起面對旅遊業的挑戰。我亦要感謝理事會全體成員的指導，以及旅發局上下各位同事熱誠工作。我為他們出色的表現感到自豪。

執筆之時，全球經濟正持續改善，香港的旅遊業績亦已重拾升軌。我深信，憑藉大家所締造的合作關係，我們定能為本港旅遊業的未來發展，創造更多新機。

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