

Chairman's Message 主席獻辭



Chairman, **The Hon Mrs Selina Chow** GBS OBE JP 主席，周梁淑怡議員

“ We recognise that the community shares the credit for the growth of tourism, by encouraging visitors to come to Hong Kong and making their stay memorable and enjoyable. People from all walks of life can take pride in the success of our industry because we all help to make it happen ”

「我們明白，旅遊業迅速增長，是社會共同努力的成果，各界均積極鼓勵旅客到訪，享受愉快難忘的旅程。旅遊業取得的佳績，全賴各行各業參與，作為香港的一分子，我們應引以為傲。」

Hong Kong tourism enjoyed a strong year in 2004, with total visitor arrivals reaching a record 21.81 million, a 40.4% increase on the previous year and 31.7% more than the previous all-time high set in 2002. Hong Kong's popularity as a destination was evident from our elevation to seventh place in the World Tourism Organization (UNWTO)'s ranking of leading destinations by visitor numbers, the highest position ever achieved by a single city.

Our tourism industry has shown great resilience in its recovery from recent challenges, and its remarkable rebound is an achievement for which the entire community can share the credit. The Government, our tourism trade partners, tourism service providers and the people of Hong Kong all play mutually supportive roles in encouraging people to visit our city, and in making their stay memorable and enjoyable. In fact, our choice of *Hong Kong Experiences* as the theme for this year's Annual Report underlines the fact that people from all walks of life can create positive memories and impressions for our visitors. We can all take pride in the success of our tourism industry because we all help to make it happen.

While 2004 was an excellent year, we nonetheless remain vigilant, knowing from experience how quickly events can change, whether through terrorism, war, natural disasters or health emergencies. We believe the volatility seen in recent years has taught us much and left us better prepared to deal with major events that may affect our tourism industry. The fact that we have learnt to adapt our strategies, and to respond with cost-effective plans and campaigns that successfully stimulated a revival in visitor numbers, will serve us well in the future.

Our clear business strategy is evident from our determination to draw visitors from a balanced portfolio of geographic regions around the world. Indeed, Hong Kong's performance during 2004 demonstrated that the portfolio comprises a diverse range of source markets. Moreover, by the start of the second half of the year, almost every market was showing real growth on the pre-Sars numbers of 2002. The speed of this rebound has been exceptional and I believe that this, in turn, is already creating renewed momentum, not just for the tourism sector but for revival and growth in related industries, with retail and catering the key beneficiaries.

2004年，香港的旅遊業績令人鼓舞，訪港旅客總數刷新2,181萬人次的紀錄，比之前一年增長40.4%，亦比2002年的舊紀錄上升31.7%。根據世界旅遊組織的資料，以旅客人次計算，香港是全球最受歡迎旅遊勝地的第七位，也是歷來排名最高的旅遊城市。

近年，香港旅遊業跨越了重重挑戰，業務能迅速復甦，實在是全港社會共同努力的成果。無論特區政府、旅遊業夥伴、旅遊服務供應商，以至全港市民均同心協力，鼓勵旅客訪港，讓旅客享受愉快難忘的旅程。今年，旅發局的年報以「香港體驗」作為主題，便是強調本港各行各業都能為旅客締造美好的印象和回憶，旅遊業能取得佳績，是全賴社會各界參與，作為香港的一分子，我們應引以為傲。

2004年，旅遊業績確實令人振奮，然而，我們仍要時刻保持警覺。根據過往經驗，世事瞬息萬變，恐怖主義、戰事、天災或疾病可能頃刻而至。從近年種種變化，我們學會把自己裝備得更好，以應付任何突發的情況。過去，我們透過靈活調節策略，以具成本效益的推廣計劃作出應變，有效推動了業績回升，這些寶貴經驗，亦有助我們把日後的工作，做得更盡善盡美。

我們的業務策略非常明確，就是要致力維持均衡的客源市場組合。事實上，從2004年的業績可見，訪港旅客均來自不同的客源市場，而且，自下半年起，差不多所有市場的業績均超越2002年「沙士」前的水平，錄得實質的增長。業績回升的速度不但令人喜出望外，而且更營造出新的原動力，帶動相關行業的復甦和增長，其中以零售及餐飲業最深受其惠。



▲ Support from Government and trade partners is key to the success of HKTB activities
 旅發局的工作得以成功，全賴政府及業界夥伴的鼎力支持



▲ The 20-millionth visitor to Hong Kong in 2004 receives an extra special welcome
 2004年第2,000萬位訪港旅客，喜獲熱烈歡迎

The travel trade continues to make a significant contribution to the success of Hong Kong's tourism sector. Major hotel brands operating in Hong Kong won international awards that underline the quality of our top-end hotel accommodation. Our airlines also won world-class awards for their services, brand recognition and marketing, and Hong Kong International Airport again received major honours.

The long-term outlook is largely positive. The UNWTO forecasts that by 2020 Hong Kong will have moved up to fifth place in the global ranking, attracting more than 56 million visitors a year. As the body entrusted to market Hong Kong as the preferred destination in Asia, it is our responsibility to ensure that we do everything we can, not just to meet the gains envisaged by the UNWTO but to try to exceed them. However, we know there can be no room for complacency. We will only reach new heights through sustained hard work, and by continuing to work closely with Government, our trade partners and the community.

The HKTB certainly operates in an increasingly competitive environment. Existing destinations are continually enhancing their marketing and new destinations are looking to attract visitors. The governments of some of our competitors are making major investments in tourism. In the face of this, Hong Kong will not only need to continually upgrade the quality of its services and the depth and breadth of its attractions, but also sustain its high quality branding.

Thanks to the close partnership by the Government and our private-sector partners, who are continually developing our city's qualities and attractions, Hong Kong now has real depth, breadth, diversity and sophistication. The opening of Hong Kong Disneyland and such upcoming attractions as the Ngong Ping 360 Journey of Enlightenment and Hong Kong Wetland Park, as well as more than 20 new hotels during 2005 and 2006, will ensure the right infrastructure is in place to meet growing tourism demand.

旅遊業取得佳績，當然是全賴業界繼續作出莫大的貢獻。除了本地多間大型酒店屢獲國際殊榮，突顯香港世界級的酒店服務之外，本港的航空公司在服務、品牌與市場推廣方面，亦勇奪世界級獎項，至於香港國際機場也再次贏得多個重要大獎。

展望未來，旅遊業前景樂觀。世界旅遊組織預測，到2020年，香港將會躍升至全球最受歡迎旅遊勝地的第五位，每年訪港旅客將會超過5,600萬人次。旅發局專責推廣香港為亞洲首選旅遊勝地，我們會繼續努力，務求達至甚至超越這個預測數字。然而，我們絕對不會因此自滿，相反，會不斷努力，繼續與特區政府、業界夥伴及社會各界緊密合作，攜手推動旅遊業再創佳績。

旅遊市場競爭日趨激烈，全球旅遊點都在加強推廣，新興的旅遊勝地亦各出奇謀吸引旅客，不少競爭對手更投入大量資源拓展旅遊業。面對這些挑戰，香港不單要持續提升服務質素，擴闊旅遊特色的層面和深度，同時亦要致力維持優質的品牌形象。

我很高興，特區政府和私營界別的合作夥伴一直保持緊密合作，不斷改善香港的旅遊特色，積極發展新景點，令香港能為旅客帶來多層面而且多元化的體驗。香港迪士尼樂園已經開幕，其他新旅遊項目如昂坪360身心啟迪之旅和香港濕地公園，亦會陸續啟用，加上在2005年至2006年間落成的20多間新酒店，將會提供合適的旅遊設施，確保迎合市場需求的增長。



▲ Attractions such as the Avenue of Stars (left) and the Guinness World Record-holding *A Symphony of Lights* (right), epitomise the close partnership by both Government and the private sector
新旅遊項目如「星光大道」(左)及已獲列入《健力士世界紀錄大全》的「幻彩詠香江」(右)均是政府及私營界別緊密合作的成果

The combination of these new attractions and facilities, and the strong macro environment has given us a clear opportunity to launch our most ambitious worldwide promotion ever – 2006 Discover Hong Kong Year. We use the word “discover” deliberately, knowing that no matter how many times our visitors come to Hong Kong, they will always find new experiences.

As tourism is an industry that everybody in our community benefits from, we should all aim to become good hosts to visitors so that they themselves return and, by spreading the word about Hong Kong to their friends, relatives and colleagues, encourage many other people to experience the amazing diversity of this destination.

As we look eagerly to the future, I would like to offer my gratitude to the Government for its close and unwavering support for Hong Kong's tourism industry, as well as the many different industry partners who contribute in so many ways towards our efforts. I would also like to express my appreciation for the Hong Kong Tourism Board Members, whose talent and experience are an enormously valuable resource that we draw upon continuously. Finally, I sincerely thank all our staff, who work so tirelessly in the cause of promoting Hong Kong as one of the world's most exciting destinations.

The Hon Mrs Selina Chow GBS OBE JP
Chairman

隨著這些新項目落成，加上全球宏觀市場向好，因此，旅發局把握這黃金機會，推出歷來最大型的全球推廣計劃「2006精采香港旅遊年」，我們以「精采」為這項推廣計劃的主題，是寓意無論旅客來港多少次，每次都會得到嶄新的精彩體驗，令他們樂而忘返。

旅遊業是一項全民事業，能為社會各界帶來裨益。作為香港的一分子，我們應攜手發揮熱誠好客的精神，吸引旅客不斷重臨香港，令他們把香港推介給親友和同事，鼓勵更多旅客來港，體驗精彩的香港旅程。

在此，我衷心感謝特區政府鼎力支持旅遊業，以及業界積極響應旅發局的工作。我更感激旅發局全體成員，以卓越的才能和豐富經驗，引領我們不斷向前；同時亦感謝旅發局所有員工，致力推廣香港，令香港繼續成為全球首屈一指的旅遊勝地。



主席
周梁淑怡議員