

Chairman's Message | 主席獻辭



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

“Our long-term tourism development remains a co-operative venture, which embraces large sections of Hong Kong’s business sector as well as the wider community.”

「旅遊業是一項全民事業，長遠來說，旅遊業的成功，除了需要商界的參與，最重要是全賴社會上下一心。」

It is my pleasure to report that 2005/06 marked yet another successful chapter in the development of Hong Kong tourism, a year of achievement that has brought this industry to the edge of a new era of tourism expansion. Although we faced numerous challenges, especially from the competitive global environment, we not only saw increases in arrivals from all major markets, but our industry also created greater value by targeting high-yield segments and capitalising on our extended portfolio of tourism assets.

We reached this major watershed through a chain of events set in motion in the 1990s, when the Hong Kong Government laid out a comprehensive infrastructural blueprint for the long-term development of tourism. The outcome has been a total transformation of our city's tourism-related assets, which began with the opening of Hong Kong International Airport in 1998 and more recently saw the addition of such world-class developments as Hong Kong Disneyland, Ngong Ping 360, the Hong Kong Wetland Park, AsiaWorld-Expo and the multimedia show A Symphony of Lights to our portfolio of attractions.

This strategic vision was not only confined to new infrastructure. We also saw the ongoing progressive liberalisation of international air services agreements, which by broadening the air route network of Hong Kong is helping to create new source markets. Hong Kong has also become an easier place to visit, through streamlined immigration procedures – including the Individual Visit Scheme (IVS), used by ever-increasing numbers of visitors from Mainland China – and simplified customs arrangements at all entry points.

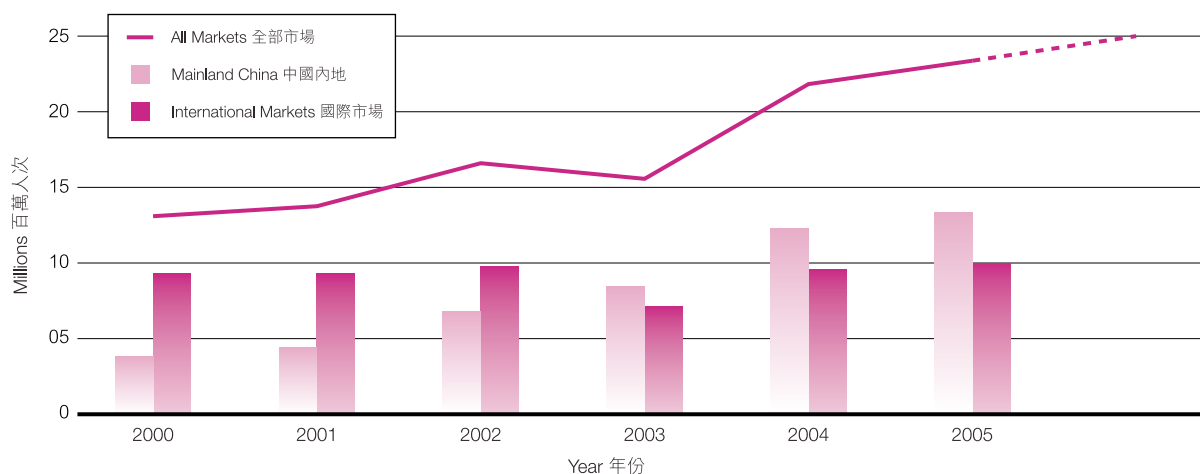
很高興與各位分享香港旅遊業在 2005/06 年度再次取得的佳績。這一年，旅遊業的發展相當不俗，並正昂然邁向新的紀元。儘管我們面對各方面的挑戰，特別是全球旅遊業競爭愈趨激烈，令人欣喜的是，不但來自各主要市場的旅客均有增加，旅遊業界亦成功開拓高效益的客群，並且把握嶄新旅遊項目落成的時機，為香港經濟帶來更大的貢獻。

旅遊業得以不斷前進，全賴政府早於90年代開始，便已制訂全面的規劃藍圖，透過開展一系列大型基建，為旅遊業的長遠發展打穩根基。這些年來，本港的旅遊設施不斷蛻變，實在令人耳目一新，除了香港國際機場於1998年投入服務之外，近年，其他世界級旅遊項目亦接踵而來，例如香港迪士尼樂園、昂坪 360、香港濕地公園、亞洲國際博覽館，以及「幻彩詠香江」多媒體燈光音樂匯演，令香港的旅遊特色變得更多姿多采。

政府的政策亦帶動旅遊行業。我們喜見本港的國際航空服務不斷自由化，拓展了香港的航空網絡，有助香港開發新客源。本港的出入境程序和清關手續亦愈來愈簡便，令旅客來港時倍感便捷。例如「個人遊」措施方便不少內地旅客來港，促進了內地這客源市場的發展。

Total Visitor Arrivals 2000-2005

2000-2005 總訪港旅客人次



While the Government was the motivator for all these measures, our long-term tourism development remains a co-operative venture, which embraces large sections of Hong Kong's business sector as well as the wider community. In 2005/06 the private sector continued investing in hotels, attractions and other tourism-related developments, while also taking an increasingly proactive role in ensuring a sustainable balance in our city between development and nature.

With our new tourism developments placing Hong Kong at the centre of the international spotlight in this pivotal year, the Hong Kong Tourism Board (HKTB) sought new ways to drive aspirations to visit the city. The launch of the 2006 Discover Hong Kong Year global campaign from mid-2005 not only positioned Hong Kong as one of the "hottest" destinations to our targeted markets and segments, but by raising overall awareness of our city it also served as a platform for long-term tourism growth. The campaign also had the further benefit of helping to engender a growing recognition among the wider community of the role and importance of tourism, that the industry "belongs" to everyone in this city, and that we all have a part to play in ensuring its success.

Equally crucial were our efforts to uphold Hong Kong's distinguishing values of service, and hospitality, on which our city's reputation as a world-class destination ultimately depends. To ensure visitors encounter the highest standards when shopping and dining, we continued working with local businesses through the Quality Tourism Services (QTS) scheme, which maintains the crucial positive association between quality and service on the one hand, and the Hong Kong brand on the other. Since its launch in 1999, I am pleased to note an encouraging rise in visitor satisfaction, and to build on its achievements and further spread the culture of service and hospitality, we have been actively examining ways of further reinforcing the scheme, as well as extending it to other tourism-related sectors.

Consumers face a multitude of choices, and we are always alert to the competition from other destinations, and responsive to evolving tastes and preferences, as well as the growing demand for niche products. Opportunities and challenges are being presented by changing market and segment demographics; new air routes and the rise of low-cost carriers; as well as the advances in information technology that are affecting the way visitors plan and book their travel. And we must increasingly balance demands and interests, such as the growth of tourism against sustainability, or expectations of sophistication against those for local authenticity.

以上種種，都是政府推動旅遊業的成果。當然，長遠來說，旅遊業的成功，最重要是全賴社會上下一心。我很高興，商界在 2005/06 年度繼續大力投資旅遊業，積極興建酒店、景點及其他相關設施。而業界在拓展業務之餘，亦關注保護自然環境的重要，致力確保行業的可持續發展。

在2006年，本港多項嶄新旅遊設施相繼落成，令香港成為全球旅遊業的焦點，因此，香港旅遊發展局（旅發局）把握這良機，設法吸引旅客來港。我們由2005年中開始，啟動「2006精采香港旅遊年」這項嶄新的全球推廣計劃，向目標市場和客群，推廣香港為熱門的旅遊勝地。「精采香港旅遊年」不但有助提升香港的知名度，為旅遊業的長遠發展奠定根基，而且，亦推動市民大眾更加認同旅遊業的重要性，明白旅遊業乃「全民事業」，作為香港的一份子，我們都應盡一分力，攜手爭取更佳的成绩。

香港能夠成為世界級的旅遊勝地，亦全賴勝人一籌的優質服務及熱誠好客的文化。所以，旅發局早於1999年便推出「優質旅遊服務」計劃，不斷與業界合作，務求旅客享受到最稱心滿意的購物及餐飲服務，並且令旅客每逢想起優質和高水準的服務時，便自然聯想到香港這品牌形象。我很高興，過去數年間，旅客對香港的滿意程度不斷攀升，證明我們的努力並無白費。今後，我們會在這基礎上，進一步推廣好客服務和文化，亦會繼續提升和強化「優質旅遊服務」計劃，甚至延伸至其他相關界別。

現今的旅遊選擇多不勝數，來自其他對手的競爭愈趨白熱化，加上消費者的口味和喜好，每日都在轉變，時刻都追求特色的旅遊產品，因此我們必須不斷靈活應變。香港亦要面對其他新機遇和挑戰，例如旅遊客群和市場的變化、航線增加和廉價航空公司的崛起。此外，資訊科技日新月異，旅客預訂行程和搜集旅遊資訊的模式已徹底改變。而且，市場需求與旅遊點的自身利益之間，難免會有衝突，例如拓展旅遊業與確保行業的可持續發展，兩者或會背道而馳。而城市日益現代化之餘，應如何保存固有的地道色彩？這些都是值得深思的課題。

Our forthcoming developments – including a much-expanded Ocean Park, a new cruise terminal, enhancements to our harbour-front, and new transportation infrastructure between Hong Kong and the Mainland – should certainly address some of these issues. The 2008 Beijing Olympics and the equestrian events held here in this city, as well as the East Asian Games in 2009, will clearly enable us to attract sports enthusiasts, while the Government is exploring new projects relating to nature and cultural tourism. Meanwhile, the HKTB is increasingly exploring co-operative initiatives with other destinations, especially our neighbours in the Pan Pearl River Delta (PPRD) region.

Thanks to the foresight of Government, and the entrepreneurial spirit, adaptability and ingenuity of our partners, Hong Kong's tourism industry has continued to reach new achievements in the past few years, often in the face of great challenges. The watershed we have reached not only marks a new beginning in our industry's long-term development, deepening Hong Kong's appeal and making it a powerful magnet for international visitors. Coincidentally, it also marks the last year of my term as Chairman of the HKTB, and I am greatly honoured to have had this opportunity to steer the Board through these most eventful years. I should therefore like to pay special tribute to all my colleagues and friends in Government and the private sector, my fellow Board Members, and the staff of the HKTB for their magnificent support, advice and professionalism.

I am proud to be a part of this industry, whose vision continues to inspire us to reach for even greater successes. In facing the challenges that lie ahead, Hong Kong must certainly be bold, open-minded and creative, but I have no doubt that this city will continue to thrive as one of the undisputed tourism capitals of the world.

The Hon Mrs Selina Chow GBS OBE JP
Chairman

展望未來，旅遊業仍有很多機遇。連串大型項目正在規劃中，應能提升香港的競爭力，例如海洋公園的擴建工程、新郵輪碼頭、海濱美化工程、內地與香港之間的交通網絡等。而2008年北京奧運和香港協辦馬術比賽，以及2009年香港舉辦東亞運動會，相信能吸引愛好體育的人士來港。此外，政府正積極研究綠色及文化旅遊等項目。另一方面，因應旅遊合作這大趨勢，旅發局會進一步夥拍其他旅遊點，尤其是毗鄰的泛珠江三角洲地區。

過去數年，香港旅遊業曾面對不少挑戰，然而，全賴政府高瞻遠矚，配合業界夥伴發揮企業精神，不斷靈活應變，業績持續取得突破。本港旅遊業已達至新的轉捩點，我們的旅遊特色和魅力更勝從前，不但深深吸引著世界各地的人士，亦為日後的長遠發展奠定了穩固基礎。本人擔任旅發局主席一職已經七年，這數年間，我很榮幸與旅發局一起跨越種種挑戰。藉此機會，我衷心感謝政府和社會各界的同僚和夥伴，以及旅發局全體成員及員工，一直給予我支持和寶貴意見，他們的專業精神，令我十分敬佩和感激。

這些年來，旅遊業界抱持遠大目光，作好準備迎向未來的新發展，我有幸參與其中，實在與有榮焉。面對日後的挑戰，香港應以開放的襟懷勇往直前，盡展我們的超凡創意。我深信，在廣大社會的努力下，香港必定能繼續成為世界級的旅遊之都，亦是每位旅客的一片樂土。



主席
周梁淑怡議員