

Chairman's Message 主席獻辭

We live in an age where the pace of change is extraordinary. I have had the great honour of joining the Hong Kong Tourism Board in the year it celebrated its 50th anniversary and just a cursory look to the year our mission began gives us a sobering reminder of just how far we have come.

In 1957, it wasn't only the Hong Kong Tourist Association, as we were then called, that took off. It was the year that the Soviet Union launched its Sputnik space missions. It was also the year the first Boeing 707, the holiday jet of the 1960s and 1970s, took to the skies.

Back then, at a time when less than three million people lived in Hong Kong more than half of them were aged under 25, the only form of foreign travel most people could afford to contemplate was emigration and holidays abroad were the exotic privilege of a tiny, wealthy elite.

Today, the picture is radically different. The age of the Boeing 707 has given way to the age of the super-jumbo and foreign travel and regular holidays abroad are the expectation of every citizen in every developed country – not least those aged under 25.

Our city has become a hugely successful economic centre and a hugely popular destination for tourists. More than 25 million people a year now visit this sophisticated, vibrant, cosmopolitan city with an array of attractions which would have been as unthinkable in 1957 as the idea of putting a man on the moon.

The lessons of the past 50 years are the lessons that must guide us on our journey forward. The pace of change never slows. It only accelerates. Today more than at any time in the past five decades, we must run faster, fight harder and aim higher to stay ahead of the field.

We live in an age of affordable, convenient and frequent travel. We live in an age of low cost carriers and multi-destination breaks. We live in an age of choice and indulgence – an age in which travellers are striving for more and voting with their feet if they don't find what they want.



Chairman **The Hon James Tien Pei-chun** GBS JP
主席 田北俊議員

2007年是香港旅遊發展局（旅發局）50周年，能夠在這別具意義的一年加入旅發局，實在是本人的榮幸！這個年代，一切轉變都來得特別快，旅遊業亦不例外。我們只需看一看50年前的歷史點滴，便可清楚知道香港旅遊業的步伐如何迅速。

事實上，半世紀前即1957年，不僅是香港旅遊協會（即旅發局前身）成立的年份，更是前蘇聯發射人造衛星，以及第一架波音707（1960至70年代消閒旅客常用的噴射機）啟航的日子。

當年，香港整體人口不足300萬，當中一半年齡屬25歲以下。那時候，香港只有一小撮富裕人士，能夠負擔到海外消閒旅遊的開支；而大部分市民則只會在移民的時候前往海外。

時至今日，這一切已全部改觀。波音707的輝煌時代亦已經過去，取而代之的是超級珍寶客機；而到海外旅行或定期享受境外假期，亦成為已發展國家每一位市民的習慣，尤其是25歲以下的年輕一族。

至於香港，經過數十年的努力，已發展為成就非凡的國際金融中心，亦是極受旅客歡迎的旅遊勝地。今日的香港，是一個充滿時尚活力的大都會，具備豐富的旅遊特色，每年吸引超過2,500萬名旅客。在50年前，這一切就好比登陸月球般難以想像。

旅遊業50年所累積的經驗，就是指引我們繼續向前的明燈。經驗告訴我們，時代轉變的步伐絕對不會停步，只會愈走愈快。今時今日，如要保持香港旅遊業的領先地位，一定要加快步伐、加倍拼搏，更要把目標訂得更高！

踏入21世紀，出外旅遊已變成簡單、快捷和豐儉由人的事。事實上，由於廉價航空公司的出現，以及「一程多站」式旅遊的普及，旅客的選擇比以往更多，要求亦更高。如果我們不能滿足旅客與日俱增的要求和需要，他們就會一去不返。

Our 50 years of successful growth will mean nothing if we cannot rise to the challenges of tomorrow. Our status as one of the world's leading destinations will be submerged in the blink of an eye if we rest on our laurels and ignore the competitive threats of today's global tourism market.

We are fortunate to have a vital ally in the task ahead of us – this wonderful, exuberant city in which we live. Our mission is to maintain our growth momentum by making the most of this natural advantage, by constantly finding fresh and exciting ways for visitor to experience and enjoy our city with all the diversity and excitement it offers.

One of my stated priorities as Chairman of the Hong Kong Tourism Board is to promote more strongly the lesser-known charms of this diverse and colourful city. Yes, we have fine dining and world-class shopping but we have country parks and stunning beaches too. How many tourists go home without straying beyond the Hong Kong Island and Kowloon? How many would stay longer if only they knew what they were missing?

Hong Kong is so much more than just another Chinese city. It is a unique fusion of cultures, an exotic melting pot of ideas, traditions, cultures, fashions, festivals and foods. And yet with the Beijing Olympics around the corner and China becoming one of the world's largest tourism markets, our future and that of the motherland is more closely intertwined than ever.

That is why we must make the most of the opportunities presented by the 2008 Olympic Games and the 2010 Shanghai World Expo to promote Hong Kong as a gateway to China – a rousing and exuberant overture to the full-blooded opera of the Mainland. We must ensure that every tourist going to and from China sees our city as a must-stop destination – not just in 2008 but every year.

We are already on our way to that goal, thanks to the tireless and dedicated partnership of everyone working in the tourism sector in Hong Kong, as well as the commitment of my colleagues within the Tourism Board.

I have been enormously impressed by what I have seen in my role as Chairman so far. Now I call upon everyone in Hong Kong to redouble their efforts in the vital months ahead of us to ensure that we are ready to ride the wave of momentous evolution in the tourism industry as successfully in the coming half century as we have done in the past half century. ■

The Hon James Tien Pei-chun GBS JP
Chairman

香港旅遊業過去50年的輝煌成績，固然值得高興，但所謂「滿招損，謙受益」，我們必須時刻留意來自全球旅遊業的競爭，並作好準備，迎接未來的挑戰。否則，香港作為全球首選旅遊勝地的地位，將會轉瞬即逝。

香港的精彩之處，就在乎香港本身。這個生氣勃勃的大都會，蘊藏著多元化的旅遊特色，我們的任務，就是要將香港本身的優點盡情發揮，不斷為旅客發掘更多滿載新意和驚喜的體驗，這樣，我們不但能夠繼續吸引更多旅客，更會令他們「樂在此！愛在此！」

我在接任旅發局主席時提過，我的首要工作之一，就是要加強推廣香港許多尚未為旅客熟悉的魅力。其實，除了美食和購物之外，香港的郊野和海灘也相當吸引；除了在港島和九龍之外，其他地區亦非常值得遊覽。我相信，只要將這些旅遊特色好好地推介給旅客，他們一定會多留幾天，在這裡盡情享受。

香港絕不只是一個平凡的中國城市，這裡不但薈萃中西，更堪稱世界各地思想、傳統、文化、潮流、節慶和美食的大熔爐。而隨著北京奧運近在咫尺，加上內地逐漸成為全球最大的旅遊市場，香港的前景，與內地的未來更見息息相關。

因此，我們必須好好把握2008北京奧運和2010上海世界博覽會所帶來的機遇，鞏固香港作為進出內地門戶城市的地位，確保每一位往來內地的國際旅客，在2008年以至未來，都會視香港為「必到」的旅遊勝地。

我非常高興，在各界的努力下，香港旅遊業正朝著這個目標進發。在此，我要衷心感謝本港旅遊業界的鼎力支持和衷誠合作，當然還要感謝旅發局各位盡心盡力的同事。

自上任之後，我充分體會和明白到作為旅發局主席的責任。旅遊業每天都在蛻變，就讓我們秉承過去半世紀的拼搏文化，繼續抖擻精神，一起克服面前種種挑戰，創造另一個黃金50年。 ■

主席
田北俊議員