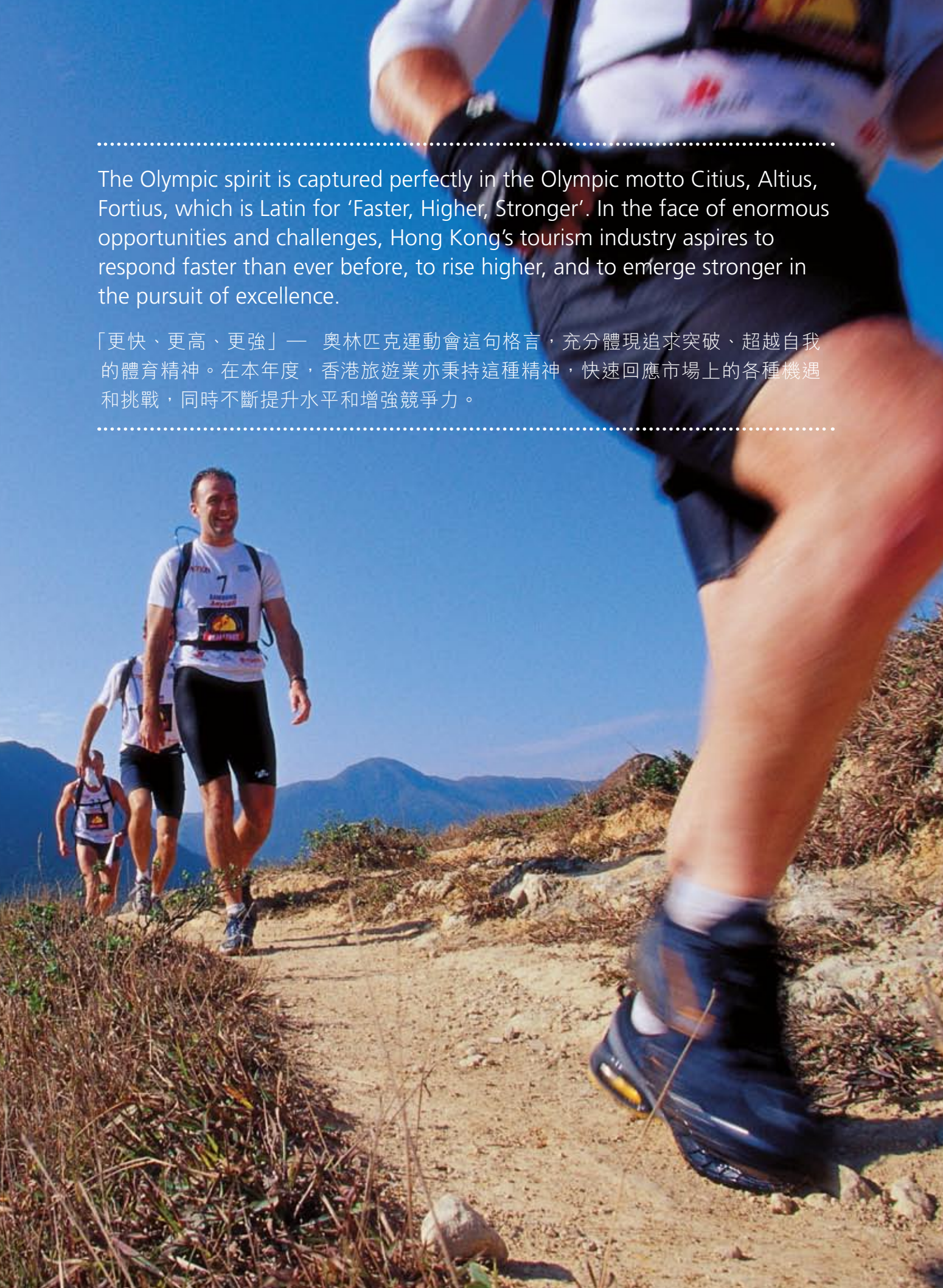


CONTENTS

目錄

02	Awards 獎項
06	Chairman's Message 主席獻辭
10	Hong Kong Tourism Board Members 香港旅遊發展局成員
12	Executive Director's Statement 總幹事導言
18	Strategic Focus 策略重點
70	Tourism & The Community 旅遊業－全民事業
76	Corporate Governance 企業管治
81	Corporate Information 企業資訊
84	Independent Auditors' Report 獨立核數師報告書
114	HKTB Worldwide Offices & Representatives 旅發局全球辦事處及地區代辦



The Olympic spirit is captured perfectly in the Olympic motto *Citius, Altius, Fortius*, which is Latin for 'Faster, Higher, Stronger'. In the face of enormous opportunities and challenges, Hong Kong's tourism industry aspires to respond faster than ever before, to rise higher, and to emerge stronger in the pursuit of excellence.

「更快、更高、更強」— 奧林匹克運動會這句格言，充分體現追求突破、超越自我的體育精神。在本年度，香港旅遊業亦秉持這種精神，快速回應市場上的各種機遇和挑戰，同時不斷提升水平和增強競爭力。