



CONTENTS

目錄

- 02 Chairman's Message
主席獻辭
- 04 Hong Kong Tourism Board Members
香港旅遊發展局成員
- 06 Executive Director's Statement
總幹事導言
- 10 2010 Tourism Performance
旅遊業概況

II Strategic Focus
2010/2011
策略重點

Offering Unlimited Excitement
無限精彩 源源送上

Igniting Unlimited Creativity in Promotional Initiatives
創新推廣 層出不窮

Achieving Unlimited Mileage with PR Activities
創意公關宣傳

Developing Unlimited Potential for Multi-Destination Itineraries
一程多站 潛力無限

Creating Unlimited Opportunities through Partnership
群策群力 商機不絕

Tapping into Unlimited Possibilities for MICE and Cruise Business
前景無限 力拓會展郵輪旅遊

Offering Unlimited Experience of Quality Service
優質服務 無盡體驗

64 Recognitions and Awards
獎項與成就

68 Tourism and the Community
旅遊業 - 全民事業

72 Corporate Governance
企業管治

77 Corporate Information
企業資訊

80 Independent Auditor's Report
獨立核數師報告

116 HKTB Worldwide Offices and Representatives
旅發局全球辦事處及地區代辦

