

# CHAIRMAN'S MESSAGE

## 主席獻辭



Courtesy: *Hong Kong Economic Journal*  
圖片鳴謝:《信報財經新聞》  
Photography: Stefan Wong  
攝影:黃俊耀

# CREATING THE BEST OF TIME FOR OUR TOURISM

## 創建旅業佳績 寫下光輝一頁

The Hon James Tien, GBS, JP  
Chairman  
田北俊議員  
主席

It has now been more than five years since I took up the chairmanship of the HKTDB, and I can reflect on an extraordinary period that has seen some of the best of times and some of the worst of times for Hong Kong's tourism industry.

We battled through the outbreak of human swine flu and the impact of the global financial crisis. By contrast, we have also enjoyed record visitor arrivals, the expansion of our two theme parks, the opening of new attractions and hotel facilities, and the construction of a new cruise terminal at Kai Tak.

時光飛逝，執筆之際，我擔任香港旅遊發展局(旅發局)主席一職已有五年多，回顧香港旅遊業在這段時期，經歷了多番高低跌宕，至今仍歷歷在目。

期間，人類豬流感及環球經濟危機，曾相繼令旅遊業受到影響。相反地，我們喜見訪港旅客人次屢創新高、兩大主題公園擴建項目陸續落成、多項新景點和酒店設施開幕，而啓德郵輪碼頭的興建工程也接近竣工階段。

When I began my chairmanship in 2007, I made it my mission to enhance and uphold Hong Kong's reputation as a destination of quality and promote our city's lesser-known attractions. I also undertook to make Hong Kong a 'must-stop' destination for international visitors going to and from mainland China.

My objective from the outset was to enhance Hong Kong's image as a world city and to build on its intoxicating cosmopolitan appeal.

Since then, the HKTB has made significant progress in adding to the Hong Kong visitor experience with an expanded programme of mega events and a greater focus on Hong Kong's unique cultural heritage, as well as its beautiful coastline and countryside.

We have built on the government's decision to scrap the wine duty to promote Hong Kong as the ultimate wine and dine hub in the region, and capitalised on key events, such as the 2008 Beijing Olympics, to reinforce our city's brand image as an international city.

Further to all these, we have raised Hong Kong's reputation as a destination of quality through our Quality and Honest Tours programme, the Quality Tourism Services scheme and other initiatives.

In a further effort to expand Hong Kong's appeal, we have been promoting the city as part of a multi-destination holiday, leveraging our position as a gateway to China. We have teamed up with partners in the region, and in particular in the Pearl River Delta, to market the region to travellers from around the world.

回想我在2007年出任主席之初，決意提升和鞏固香港作為優質旅遊勝地的地位，以及推廣城中較鮮為人知的旅遊特色，並以此為己任。同時，我也銳意把香港打造為全球旅客往返中國內地時的「必到」之地。

我的目標就是提升香港的國際形象，讓旅遊業憑藉香港本身的都會魅力而蓬勃發展。

為此，旅發局加倍推廣全年大型盛事，把多元化的精彩節目納入每個宣傳項目之中，更全面展示香港獨特的文化傳統、維港景致和郊野風光，在提升旅客體驗方面取得顯著的進展。

除此之外，我們把握特區政府撤銷葡萄酒稅的契機，將香港推廣為亞洲美酒佳餚之都，又借助2008北京奧運等盛事，鞏固香港作為國際都會的品牌形象。

我們也透過推行「優質誠信香港遊」、「優質旅遊服務」計劃及其他工作項目，強化香港優質旅遊的良好聲譽。

為了豐富香港的旅遊吸引力，我們善用毗鄰內地的地理優勢，把香港推廣為「一程多站」旅遊行程的一部分。我們與區內的夥伴聯手，向全球旅客宣傳區內的旅遊特色，尤其集中推廣珠江三角洲地區。

---

## CHAIRMAN'S MESSAGE

### 主席獻辭

Above everything, we have forged a powerful spirit of partnership and co-operation with the government, the Travel Industry Council of Hong Kong, trade partners, businesses and the community. Whether promoting Hong Kong in visitor source markets, arranging sponsorship for mega events or devising new tour itineraries, we have mobilised the support of various sectors of our community, so that we can all the more effectively showcase the irresistible appeal of our home city.

Over the past five years, we have enjoyed milestone after milestone in our tourism development. The key performance indicators – visitor arrivals, visitor spending, length of stay and satisfaction levels – have risen steadily and consistently, bringing benefits to an ever-broader cross-section of our community.

It has been a truly remarkable and exciting chapter in our tourism development, and I am proud of the role the Hong Kong Tourism Board has played in contributing to the city's economy.

I would like to extend my heartfelt thanks to the government, to our travel and hotel industry partners, to my colleagues on the Board, and to the staff of the HKTB who have worked so tirelessly to promote this magnificent city.

Looking ahead, there are undoubtedly challenges as we face up to an uncertain global financial outlook and competition from destinations worldwide. We also have the challenge of enhancing Hong Kong's tourism appeal without placing undue pressure on our resources or community. As our tourism continues to flourish, we must be able to balance the interests of different stakeholders and address the concerns of all community members, to ensure that our tourism industry grows in unity and harmony.

最重要的是，透過各項工作，我們與政府、香港旅遊業議會、旅遊業夥伴、商界和社會人士建立了緊密的合作關係。無論在客源市場推廣香港、為大型盛事尋求贊助，或設計全新旅遊行程方面，我們都獲得社會各界的支持，令大家得以集結力量，更有效地全力推廣香港這個魅力都市。

過去五年，香港旅遊業屢創佳績，奠定了一個又一個的里程碑。四大業績指標——訪港旅客人次、旅客消費、逗留時間及滿意程度，均有不俗成績或穩步上揚，為香港整體社會帶來裨益，並使廣泛界別受惠。

如此令人振奮的成績，無疑為本港旅遊業寫下光輝一頁。對於香港旅遊發展局能為香港社會經濟作出貢獻，我作為主席感到與有榮焉。

我謹此衷心感謝政府、旅遊及酒店業界夥伴一直以來的鼎力支持，也多謝旅發局成員的寶貴意見和指導，以及旅發局全體員工為推廣香港而努力不懈。

展望未來，面對環球經濟不明朗，以及來自不同旅遊點的競爭，前路無疑充滿挑戰。對香港而言，另一考驗是要在提升旅遊吸引力的同時，避免對本地資源和社會構成過度壓力。在旅遊業持續興旺之餘，我們必須平衡不同持份者的權益，並且顧及社會人士所關注的事宜，確保旅遊業在社會和諧、團結的氣氛下持續發展。

But Hong Kong is an extraordinarily resilient city. Again and again, from SARS to bird flu to the global financial crisis, we have overcome daunting obstacles. Our city is also famous for its innovative spirit – breaking new ground and creating new opportunities.

I believe that through hard work, determination and perseverance, we will continue to overcome every challenge and make the most of every opportunity. I am certain that the very best of times are still ahead of us.

**The Hon James Tien, GBS, JP**  
Chairman

香港是個韌力驚人的城市，從非典型肺炎、禽流感到環球經濟危機，一次又一次，以靈活創新、鍥而不捨的精神，走出陰霾，闖出新天地。

我相信，憑著努力、決心和毅力，我們定能繼續跨越障礙，克服日後每項挑戰，掌握每個機會，迎向更美好的將來。

主席  
田北俊議員