

CHAIRMAN'S MESSAGE & ED'S STATEMENT

Chairman's Message

The persistent COVID-19 pandemic has brought immense challenges to the tourism industry. Throughout these difficult times, the Hong Kong Tourism Board (HKTB), as a tourism promotion organisation, has adjusted its strategy and programme with flexibility and agility. Now, as global tourism gradually recovers, Hong Kong is preparing to reopen its doors to the world. The biggest challenge to the industry is to respond to a changed global tourism landscape, and the need to stand out from regional competitors. I strongly believe that Hong Kong will continue to compete favourably if we capitalise on our well-established strengths and seize the limitless opportunities presented to us by new national policies.

Understanding our New Role and Seizing Opportunities

First, we must fully understand Hong Kong's position in global tourism. The Central Government's National *14th Five-Year Plan* and *Development Plan for the Tourism Sector during the 14th Five-Year Plan Period* categorically states its support for Hong Kong developing into an East-meets-West Centre for international cultural exchange and an international aviation hub. In addition, the *Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area* and the *Culture and Tourism Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area* support Hong Kong in developing into an international tourism hub and becoming a core demonstration zone for multi-destination tourism, while setting a direction to enhance tourism experiences through arts and culture and promoting cultural development with tourism resources.

These policies are enlightening and inspiring. Not only do they define Hong Kong's position and role in the National context, but they also lay out a roadmap for the future of our city's tourism industry, driving the integration of culture, sports, and tourism. Hong Kong will draw on its rich experiences in culture and arts, as well as sports mega events to tell the Hong Kong good

stories through tourism, and leverage Hong Kong's position as an international tourism hub and becoming a core demonstration zone for multi-destination tourism, to step up partnerships within the Greater Bay Area (GBA) and jointly build a powerful GBA tourism brand for promoting to international audiences.

Integrating Culture, Sports, and Tourism

East-meets-West arts and culture, and international mega events, are core strengths of the Hong Kong tourism industry, along with our diverse and exciting culinary and shopping experiences. With newly-commissioned world-class arts and cultural venues such as Xiqu Centre, M+ and Hong Kong Palace Museum in the West Kowloon Cultural District, and the soon to open East Kowloon Cultural Centre, along with internationally-acclaimed art events such as *Art Basel* and *Art Central*, Hong Kong has both the infrastructure and the intangible assets to become a global hub for arts and culture.

The integration of culture, sports, and tourism is set to become a major trend in worldwide tourism, in response to the growing demand for cultural tourism and immersive experiences. The HKTB has been a pioneer in presenting Hong Kong's world-class events, facilities, and authentic local culture to a worldwide audience through our continuous promotion of arts celebrations, the launch of the *Hong Kong Neighbourhoods* campaign, and the promotion of large-scale sports events in town.

Leveraging this momentum, The HKTB will continue to enrich Hong Kong's tourism assets and experiences, and enhance the city's soft power in arts and culture. At the same time, the HKTB will tell the Hong Kong good stories to travellers from around the world and positively promote understanding and the appeal of Hong Kong through tourism.



Dr Pang Yiu-kai, GBS, JP
Chairman, Hong Kong Tourism Board

Establishing a GBA Tourism Brand Together

Although the pandemic held back tourism, Hong Kong has continued with the development of new and revamped tourism products and experiences – including the brand new Water World Ocean Park Hong Kong, the Castle of Magical Dreams at Hong Kong Disneyland, and a sixth-generation Peak Tram. These attractions, in addition to the commencement of operation of the third runway and construction of SKYCITY at Hong Kong International Airport, will not only enrich Hong Kong's tourism offerings, but also enhance the overall tourism competitiveness of the GBA.

Hong Kong has the unique advantage of “leveraging the support from the motherland while connecting with the world”, and is ideally positioned to act as a gateway between the Mainland and cities worldwide. The HKTB will make use of our privileged position, in combination

with our expertise and products, to partner with GBA cities and establish a GBA tourism brand for regional and international markets, promoting multi-destination tourism and creating new itineraries and tourism products. I am confident that the tourism industry of Hong Kong can play a role in raising the overall competitiveness of tourism in the GBA.

Navigating a Path to Recovery Together

As I am writing this message, Hong Kong is setting out on the journey to fully resume international travel. The HKTB will continue to work closely with all stakeholders, including the Government, the travel industry and related trades, and draw on its solid tourism foundation and the combined benefits of our hardware, intangible assets and policies, to positively tell the Hong Kong good stories to the world, and cement our status as one of the world's leading tourism destinations.