



# Unlocking Unlimited Tourism Potential

把握旅業優勢 發揮無限潛力

The year 2010-11 was particularly meaningful to me, as I began my second term as Chairman of the Hong Kong Tourism Board (HKTB). I was gratified to see that after the testing times brought by the global economic downturn, our tourism achieved a robust rebound in 2010.

Our visitor arrivals reached a historic high of 36.03 million, 21 per cent more than the previous year. Total tourism spending also rose by almost a third to over HK\$210 billion, making us the world's ninth largest tourism earner. What is more encouraging, our tourism figures were not only ahead of 2009, but had also surpassed the levels in 2008 before the downturn.

In instigating the recovery, our strategy of maintaining investment in 18 key source markets even during the global economic downturn had certainly positioned us well, enabling our tourism business to pick up quickly as the economy started to improve.

We were able to capitalise on the strong growth in outbound travel in the region, including Mainland China, Southeast Asia and South Korea. We were able to nurture the overnight vacation segment in Taiwan, which increased tourism receipts had far offset the loss of business arrivals as a result of the cross-strait direct links. We were also able to benefit from

the recovery in the long-haul markets, and tap into the potential of the emerging markets, namely India, Russia and the Middle East, which have become promising sources of arrivals with their strong economies, assisted with increased flights and in the case of Russia, visa-free access to Hong Kong.

Indeed, it was an extraordinary achievement on all fronts, which underlined not just the remarkable resilience, but more, the unlimited potential in our tourism, as Hong Kong firmly established itself as the premier gateway to the Mainland, and a leading international aviation, financial and business hub.

To unlock the unlimited potential of our tourism, we must continue our investment and our efforts to innovate Hong Kong's tourism products, so that we can capture the new market opportunities.

We can build on our established collaboration with Mainland tourism organisations and the vast tourism resources in the Pan Pearl River Delta to make Hong Kong a "must-visit" stop on the China itinerary. We can ride on the trend for intra-regional travel to stimulate visits to Hong Kong, and explore the potential of emerging markets to open up new sources of arrivals. Above all, we can make the best use of our unique combination of living culture and tourism assets, including our expanded theme parks and the new cruise terminal at Kai Tak, to entice global travellers.

As I look eagerly to the future, I would like to acknowledge the steadfast support of the Government and the tourism industry, the wise counsel and advice of our Board Members, and also the dedication and hard work of all the staff at the HKTB. I look forward to working closely with everyone to unlock the unlimited potential of our tourism.

**James Tien, GBS, JP**  
Chairman

在2010-2011年度，我續任香港旅遊發展局(旅發局)主席一職，所以這年對我來說別具意義。經過前一段時間全球經濟下滑的考驗，眼見本港旅遊業在2010年強勁反彈，我感到十分欣慰。

年內，訪港旅客錄得3,603萬人次的歷史新高，比對上一年增長達21%之多，旅客消費總額也差不多增加了三分之一，達到2,100億港元以上，令香港的旅遊收益高踞世界第九位；更令人鼓舞的是，我們的旅遊業績不僅超越了2009年的表現，還勝過2008年全球經濟不景之前的水平。

面對逆境期間，我們一直謹慎部署，堅持在18個主要客源市場繼續投資。結果這個策略奏效。本港旅遊業在全球經濟逐步改善時，成功把握復甦的先機，得以迅速地強勁反彈。

年內，中國內地、東南亞、南韓等亞洲市場的出境旅遊蓬勃增長，我們遂抓緊勢頭，積極吸納旅客。我們也致力發展台灣過夜渡假客群，這類旅客所帶來的經濟效益，大幅抵消了兩岸直航導致來港商務旅客減少的影響。同時，我們亦受惠於長途市場的復甦，並在印度、俄羅斯和中東三個新興市場成功開拓新客源。這些新興市場潛力優厚，除了當地經濟表現強勁外，加上航班數目增加、俄羅斯國民可免簽證赴港旅遊等利好因素，前景大有可為。

綜觀全年，香港旅遊業在各方面都取得了驕人的成績。這不僅反映出本港旅遊業的韌力，還顯示出它擁有無限發展潛力，這當然要歸功於香港長久以來建立的穩固地位——既是通往內地的重要門戶，又是首屈一指的國際航空、金融和商業樞紐。

若要進一步發揮本港旅遊業的無限潛力，我們必須維持市場推廣投資，不斷開發新的旅遊產品，從而把握市場上的機遇。

香港應繼續與內地旅遊業通力合作，善用泛珠三角地區豐富的旅遊資源，使香港成為來華旅客必到之處。我們更要把握區內旅遊的興旺勢頭，刺激旅客來港的意欲，同時發掘新興市場的潛力，為香港開拓新客源。最重要的，還是要好好發揮香港的魅力，結合獨特的本土生活文化和旅遊資源，例如兩大主題公園的擴建項目和位於啓德的新郵輪碼頭，吸引全球各地的旅客來港觀光。

前瞻未來，企盼尤殷。謹此衷心感謝特區政府和旅遊業界一直以來的支持，也多謝旅發局理事會成員的寶貴意見和指導，還有旅發局全體員工盡心盡力的服務。就讓我們繼續緊密合作，進一步發揮香港旅遊業的無限潛力！

主席  
田北俊