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“In March 2005, we announced our most ambitious worldwide promotion – the 2006 Discover Hong Kong Year campaign. We are confident this exciting initiative will deliver benefits by positioning Hong Kong as a “must-visit” destination, generate significant business opportunities for our city and receive the support of the entire community”

「2005年3月，我們公佈歷來最大型的全球推廣計劃 – 『2006精采香港旅遊年』。我們相信，這項推廣計劃能夠將香港定位為『必到』的旅遊目的地，為本港帶來龐大商機，期望社會各界鼎力支持。」

Hong Kong's tourism industry emerged in stronger shape than ever in 2004, showing that it had finally left behind the unprecedented challenge of Sars that affected the previous year. The steady revival that began in the second half of 2003 continued and by the end of 2004 we had achieved a truly record-breaking year.

We started 2004 well, with Hong Kong's highest-ever January arrivals. Another major milestone came in June, when arrivals passed the 10 million mark before the year's halfway stage. We not only achieved two million in a single month for the first time in August, but also went on to repeat the feat in October and December. Hong Kong shattered two further records in December, passing the 20 million arrivals mark for the first time ever and then going on to close the year with a final tally of 21.81 million. Few could have dreamed any of these figures would have been possible in the wake of Sars, just 18 months earlier.

Other figures tell the same good-news story. Visitor spending showed a substantial increase in 2004, with the total tourism expenditure associated with inbound tourism reaching HK\$91.8 billion – a 19.6% increase on the previous record set in 2002. Hotel occupancy also rose to 88% across all categories of hotels and tourist guesthouses, the highest figure achieved since 1996. Likewise, the average achieved hotel room rate increased to HK\$803, almost 13% higher than in 2002. In 2004, 62.6% of all visitors stayed one night or longer, a small increase on the 62.3% for the previous year.

While figures showing growth are always welcome, we should nonetheless bear in mind that the world is changing at a faster pace than ever. Indeed, as a result of the kind of major unforeseen events we have experienced in recent years, such as terrorist attacks and epidemics, we can only expect higher volatility in the future. Given these circumstances, the HKTB must always be vigilant and alert. Above all, we must be flexible enough to respond with fresh marketing plans and strategies that address changing conditions.

2004年，香港旅遊業比以往更加茁壯，不單擺脫前一年「沙士」事件帶來的挑戰和影響，而且，自2003年下半年起，業績持續穩步回升，到2004年底，更再次刷新紀錄。

在2004年伊始，旅遊業績已錄得佳績，1月份的訪港旅客創歷年同月新高。同年6月，旅客人次更首次在半年內突破1,000萬大關，再創新里程。此外，8月份的單月旅客人次亦首次衝破200萬，而10月及12月的訪港旅客也超越此數字。同年12月，旅遊業再刷新兩項紀錄，旅客人次不單首次在年內突破2,000萬，而且最終達至2,181萬的新紀錄。旅遊業能在「沙士」事件後短短一年半內創出以上佳績，實在令人喜出望外。

除訪港旅客人次之外，旅遊業其他相關數據亦令人振奮。2004年，旅客消費顯著增長，與入境旅遊相關的總開支達918億港元，比2002年的紀錄上升19.6%。所有類別的酒店及賓館，平均入住率也升至88%，是自1996年以來的最高紀錄。至於酒店實際平均房租則增至803港元，較2002年上升近13%。2004年，在香港逗留一晚或以上的旅客佔62.6%，略高於前一年的62.3%。

業績增長固然可喜，然而，現今世界往往瞬息萬變，近年全球各地先後發生各種出人意表的恐怖襲擊或疾病威脅，所以，我們應繼續提高警覺，保持靈活應變，隨時迅速調節市場推廣計劃及策略，以應付時局的變遷。



▲ Almost one-third of visitors to Hong Kong arrive through its award-winning airport
近三分之一訪港旅客均經由屢獲殊榮的香港國際機場抵港



▲ World-class shopping and service attract arrivals from all key markets
世界級的購物體驗及服務質素，吸引各主要市場的客群

Maintaining our balanced portfolio of visitors

Our tourism revival efforts in the wake of Sars continued in the early part of the year. We continued to promote the growth of both short- and long-haul markets to maintain a balanced portfolio of visitors. This has long been a cornerstone of HKTB policy and is in keeping with Hong Kong's status as an international city. It was therefore heartening to see that many major markets achieved growth over 2002 and that all registered double-digit increases on their 2003 performances. We will continue to stimulate growth in visitor numbers across all our markets to preserve the integrity of our balanced-portfolio strategy and to ensure we attract visitors from around the world.

In particular, Hong Kong achieved record arrivals from the major long-haul markets of the United States, Canada and Australia. Key factors driving long-haul growth included reviving economies, strengthening currencies in Europe and Australia, renewed confidence in overseas travel among Americans, and vigorous global marketing efforts launched by the HKTB as part of the Hong Kong – Live it, Love it! campaign.

Record arrivals figures were also set by the key short-haul markets of South Korea, Singapore, Malaysia and India. The continued growth of low-cost airlines in Southeast Asia, several of which connect with Hong Kong, has made it easier and less expensive to plan a trip and this trend is expected to have a continuing beneficial effect on visitor arrivals from our short-haul markets. Increased capacity on the well-established carriers also benefited visitor numbers from both our long-haul and short-haul markets.

Looking at our key markets in more detail, Mainland China continued to be the leading source of visitors, with arrivals passing 10 million for the first time and eventually reaching some 12.25 million, a 44.6% growth on 2003. The growth in Mainland visitors was fuelled during the year by the extension of the Individual Visit Scheme (IVS), which allows resident

均衡客源組合

2004年初，旅發局繼續透過不同工作，推動旅遊業績在「沙士」後持續回升。我們同時針對長、短途市場進行推廣，以維持一直以來均衡客源組合的策略，更鞏固香港的國際都會形象。令人振奮的是，多個主要市場的業績均比2002年上升，而且，與2003年相比，所有市場均錄得雙位數字的增幅。今後，我們會繼續貫徹均衡客源組合的策略，推動各個市場的業績，確保吸引全球各地的旅客來訪。

在長途市場方面，來自美國、加拿大及澳洲這些主要市場的業績均刷新紀錄，主要有利因素包括經濟復甦、歐元及澳元匯價強勁、美國旅客對外遊恢復信心，以及旅發局推出「香港 – 樂在此，愛在此！」宣傳活動，加強全球推廣攻勢。

另一方面，來自多個主要短途市場如南韓、新加坡、馬來西亞及印度的旅客亦刷新紀錄。在東南亞，提供廉價機票的航空公司不斷增加，當中不少均營辦來往香港的航班，令旅客計劃訪港行程時更加便捷廉宜，相信這趨勢將會繼續帶動短途市場的業績。至於大型航空公司的航班載客量增加，則同時推動長、短途市場的增長。

在各個主要市場之中，內地仍是本港最大的客源，2004年的旅客人次首度衝破1,000萬大關，約達1,225萬人次，較2003年上升44.6%。年內，「個人遊」政策延伸至更多省市，容許當地居民以個人身份來港，毋須參團或申請簽注，進一步推動了內地旅客增長。截



▲ A master chef reveals the secrets of local cuisine
名廚分享烹調地道美食的竅門

- Hong Kong attracts millions of visitors from long- as well as short-haul markets
香港吸引數以百萬計長途及短途市場旅客



permit holders of designated cities to travel to Hong Kong without joining a tour group or seeking a specialised visa. By March 2005, IVS covered a total of 34 Mainland cities, embracing a resident population in excess of 170 million.

Relatively slower growth in Taiwan during 2004 left arrivals below 2002 levels, although the island remained Hong Kong's second-largest source market. Visitors from Japan also trailed those of two years previously, although they did gain momentum following the HKTb's launch in May of a booster campaign called *Hong Kong Shinhakken* (Finding the New Hong Kong). Nonetheless, total arrivals from North Asia grew by almost 35% over the year, spearheaded by an excellent performance from South Korea, which broke a record dating back to 1996. Several markets in South & Southeast Asia set record arrivals, including Singapore, Malaysia and India, while all key markets in the region showed strong growth.

The Americas regained its place as the leading regional long-haul market, with total 2004 arrivals of close to 1.4 million, up more than 51%. Europe, Africa & the Middle East contributed some 1.38 million visitors, up nearly 46% on last year. Finally, Australia, New Zealand & South Pacific, though the smallest of HKTb's seven market regions, recorded the highest growth rate in 2004, with a near 58% increase that resulted in over 483,000 arrivals.

Exploring the potential from Mainland China

Within our overall aim of maintaining our balanced visitor portfolio, Mainland China continues to offer major potential. Although most other destinations in the Asia Pacific region witnessed strong tourism revivals in 2004, Hong Kong's proximity to Mainland China's burgeoning outbound market helped put us in the vanguard of growth. While Mainland China will continue to be the leading contributor to our arrivals, we will need to work hard to sustain this source of growth.

至2005年3月，「個人遊」政策已延伸至34個內地城市，涉及的常住人口超過1.7億。

台灣仍是本港第二大客源市場，然而，2004年的業績增長則相對稍為緩慢，旅客人次略低於2002年的水平。來自日本的旅客人次雖然亦稍遜於前兩年，然而，旅發局於5月推出強效市場推廣計劃「香港新發現」後，日本市場已重添動力。令人振奮的是，南韓的業績打破自1996年以來的紀錄，推動北亞旅客總人次增長近35%。至於南亞及東南亞多個市場，包括新加坡、馬來西亞及印度的業績均刷新紀錄，而區內所有主要市場亦錄得強勁增長。

美洲再次成為長途地區市場之首，2004年來自美洲的訪港旅客近140萬人次，增幅超過51%。來自歐洲、非洲及中東的旅客約138萬人次，增長近46%。儘管澳洲、新西蘭及南太平洋是七大地區市場中最小的一個，在2004年則錄得最強勁升幅，增長近58%，旅客逾483,000人次。

發掘內地市場的潛力

旅發局一直致力維持均衡的客源組合，而內地市場則一向具備優厚潛力。2004年，內地的外遊市場迅速發展，令亞太區多個旅遊點的業績均強勁復甦，而香港與內地毗鄰，成績更加領先同儕。儘管內地將繼續成為本港的主要客源，我們仍要加倍努力，才可確保這市場繼續增長。



◀ Developing business through global and regional co-operation
與各地旅遊業界合作，拓展業務商機

It was with this challenge in mind that, just before the start of the year under review, the HKTB conducted a China outbound travel study to identify the major source regions and visitor segments as a means to develop appropriate marketing strategies. The study identified 24 high-potential cities in the Pearl River Delta, Yangtze River Delta and Bohai Rim regions. Based on the results of the survey, we are taking steps to reinforce Hong Kong's positions as both a primary and a stopover destination for Mainland visitors.

Highlights from a busy year

Our tourism industry had a busy year in 2004 with many highlights. In January, the multi-media show *A Symphony of Lights* was added to our city's portfolio of attractions (it was recently named by Guinness World Records as the world's "Largest Permanent Light and Sound Show"). In the same month, renminbi credit cards began to be accepted in Hong Kong. In April, a second new attraction, the Avenue of Stars, opened on the Tsim Sha Tsui waterfront to cater to visitors' interest in Hong Kong movies. The Avenue of Stars drew some 10.6 million visitors in its first 12 months of operation, making it one of the top 10 most-visited attractions in Hong Kong.

In July, we joined a delegation to the 87th Lions Clubs International (LCI) Convention in Detroit to provide a glimpse of the excitement that lay in store for the 88th LCI Convention, to be held in Hong Kong in mid-2005. In September, at the 74th American Society of Travel Agents (ASTA) World Travel Congress in Hong Kong, leaders of tourism bureaux from the Pan-Pearl River Delta (PPRD), including Hong Kong, explored opportunities for developing tourism business between the US and the PPRD.

為此，旅發局在本年報涵蓋的年度開始之前，完成了一項內地市場旅客境外遊調查研究，以確定主要的客源區域和客群，從而制訂合適的推廣策略。這項研究界定了24個高潛力的內地城市，分別位於珠江三角洲、長江三角洲及環渤海經濟區。我們會根據研究結果，繼續加強推廣，更鞏固香港作為內地旅客首選旅遊勝地及旅遊中途站的地位。

盛事連綿 重點回顧

2004年，本港旅遊業盛事一浪接一浪。1月份，多媒體燈光音樂匯演「幻彩詠香江」隆重登場，最近更獲《健力士世界紀錄大全》列為全球最大型定期燈光音樂匯演。同月，旅客可以在香港使用人民幣卡。4月份，專為喜愛香港電影人士而設的新景點「星光大道」在尖沙咀海旁揭幕，開幕後首年，參觀者約達1,060萬人次，成為本港十大最多遊人前往的景點之一。

同年7月，旅發局聯同代表團遠赴美國底特律，參與第87屆「國際獅子會年會」，預先向全球獅友推廣，吸引他們在2005年中來港出席該會的第88屆年會。9月份，第74屆「美國旅行社協會世界年會」在港隆重舉行，包括香港在內的泛珠三角旅遊局要員，藉此良機與美國業界洽談業務商機。

► Customised publications deliver targeted messages to family visitors (left) and shoppers from Mainland China (right) 為家庭旅客(左)及內地來港的購物人士(右)度身設計旅遊指南，傳達推廣訊息



In the same month, we welcomed 200 individual visitors from Beijing at Hong Kong International Airport. This was part of the joint 1,000 Beijing Individual Visitors to Hong Kong initiative with Beijing Tourism Administration in support of the extension of the IVS. From August to November, the largest-ever roadshow promoting Hong Kong was staged in major shopping malls in Beijing and reached an estimated one million residents.

We are operating in an increasingly competitive environment and therefore need to sustain the qualities and attributes that bring us success by developing our attractions and amenities. We must also ensure the essential “software” is in place, in terms of people, language skills and commitments to quality, professional service and friendliness, as well as value of money. In December 2003, the HKTB strengthened the criteria for its Quality Tourism Services (QTS) scheme, and by the end of March 2005 almost 5,300 retail and catering outlets had been accredited to the scheme. The China National Tourism Administration (CNTA) has also thrown its support behind QTS and is actively promoting it to Hong Kong-bound travellers.

The HKTB-operated Tourism Orientation Programme (TOP) also progressed well during the year. The Government-funded TOP aims to improve the experience of visitors and raise the hospitality image of Hong Kong, while creating a cadre of well-trained professionals for the industry to enhance service standards in the long run. There were 124 successful TOP graduates – known as Tourism Hosts – during 2004.

Targeted marketing pays off

We maintained our focus during the year on delivering appropriate promotional activities to particular market segments. Both families and business travellers are key targets, as each are proven high-yield groups.

同月，旅發局在香港國際機場熱烈歡迎200位參與「千名北京市民香港遊」推廣活動、由北京來港的「個人遊」旅客。這項推廣活動由旅發局與北京市旅遊局合辦，以配合「個人遊」措施延伸至內地不同城市。8月至11月，我們在北京多個大型購物商場舉行歷來最大型的香港巡迴展覽，估計推廣層面覆蓋100萬當地居民。

旅遊市場競爭日趨激烈，一方面，香港必須發展新景點和設施，以維持競爭優勢，另一方面，在各項「軟件」如人才、語言、服務質素、專業操守、待客態度和物超所值這些方面，亦必須力臻完美。為此，旅發局在2003年12月收緊參加「優質旅遊服務」計劃的要求，而截至2005年3月底，獲這項計劃認證的零售及餐飲商舖已接近5,300間。此外，國家旅遊局亦鼎力支持這計劃，積極向內地的訪港旅客推介。

由政府資助、旅發局統籌的「旅業英才實習計劃」進展理想。這項計劃目的是提升旅客在港的體驗和強化香港的好客形象，長遠而言，為旅遊業培訓一批生力軍，協助提升旅遊服務水平。在2004年，124位「旅業英才」已順利完成計劃。

推廣策略收效

年內，旅發局繼續針對特定客群，進行合適的推廣活動，重點目標包括帶來高效益的家庭旅客及商務旅客。

Hong Kong tops destination spots

Corporate meeting planners preferred to hold events in Asia, with Hong Kong coming top according to new statistics in ICCA's annual global league tables. Doris Chan reports



Ranking	Destination	Index
1	Hong Kong	463
2	Singapore	343
3	UK	340
4	France	340
5	Thailand	343

Country	Ranking
Vietnam	45
India	46
Myanmar	50

Hong Kong, planners chose... The annual publication of the International Congress and Convention Association's (ICCA) global league tables has often played an important role for the CEI industry worldwide, providing planners and organisers with a valuable tool to present their services in marketable value. The report, compiled by a team of seven full-time researchers in the Netherlands, has been published each June since the early 1990s. About 58 per cent of the 1,700 corporate planners on the ICCA database are based in Asia. Some of the results are not surprising: Hong Kong, Singapore, Malaysia and Thailand are in the top ten of the "Preferred destinations by number of corporate meeting planners in 2003" category. The most preferred continent to organise international meetings is still Asia, Europe comes second and North America third. The reason Asia retains such a preferential position is that more than half of the meeting planners are based in Asia and tend to organise most meetings in surrounding countries. When asked if planners could organise meetings in countries where their company has no representa-

World-class facilities strongly contribute to Hong Kong's appeal as a meetings, incentives, conventions and exhibitions (MICE) destination
 世界級的設施加強香港作為會議、展覽及獎勵旅遊勝地的吸引力



Families offer enormous growth potential, as around 36% of overnight vacation visitors to Hong Kong have young children – yet less than a quarter of these bring their children with them on visits. We continue to target this segment in overseas promotions of the Mega Events programme to encourage more families to travel with children. We have also promoted the “edutainment” aspects of Hong Kong, especially in the Mainland, where we co-operate with education authorities and utilise their networks to promote family travel. Strengthening Hong Kong's reputation as a family destination was seen as especially important during 2004 as part of the build-up to the opening of Hong Kong Disneyland.

Business visitors also continue to be a high-yield segment spending considerably more than the average visitor. The business traveller accounted for 3.41 million overnight arrivals in 2004. This high figure reflects Hong Kong's importance as a global financial and commercial centre and many other factors.

Around one-third of our business arrivals are MICE visitors that come to Hong Kong to attend meetings, incentives, conventions and exhibitions. By staying considerably longer and spending around double the average, the high-yield MICE segment makes a valuable economic contribution to Hong Kong and bolsters our reputation as Asia's Events Capital. Furthermore, around 25% of Hong Kong's MICE visitors come from Mainland China. The close proximity of China and Hong Kong enables many Mainland visitors to cross the border and take part in conventions and exhibitions in Hong Kong.

度假過夜旅客中，約有36%均育有年幼子女，但其中只有少於四分之一帶同子女來港，證明家庭旅遊發展潛力優厚。旅發局在全球推廣大型活動時繼續針對這客群，鼓勵家庭旅客攜同子女來港。我們又積極推廣寓教育於娛樂的項目，特別是與內地教育機構合作，透過他們的網絡推廣家庭旅遊。為迎接香港迪士尼樂園開幕，旅發局在2004年亦更致力推廣香港為家庭旅遊勝地。

商務旅客也是本港的高效益客群，消費額顯著較一般旅客為高。2004年，過夜旅客中有341萬均為商務旅客，反映香港作為國際金融及商業中心的地位，也是其他重要商業活動的樞紐。

訪港的商務旅客之中，約有三分之一均是來港參與會議、展覽或獎勵旅遊活動的人士，他們的留港時間較長，消費亦比一般旅客多一倍，屬於高效益客群，不但為本港經濟帶來重要裨益，亦有助鞏固香港為「亞洲盛事之都」。由於香港毗鄰內地，吸引不少內地旅客來港出席會議及展覽，在所有來港參與這類活動的旅客之中，約有25%便是來自內地。

► Hong Kong WinterFest helps position the city as Asia's capital of Christmas celebrations
「香港繽紛冬日節」將香港定位為亞洲慶賀聖誕的焦點城市



▼ Hong Kong Shopping Festival highlights the city's shopping appeal to boost mid-year arrivals
「香港購物節」突顯香港在購物方面的優勢，推高夏季的旅客人次



A key development for the MICE segment was the announcement in June that Hong Kong had been chosen to host the 2006 ITU TELECOM WORLD, the first time in the event's 30-year history that it will be held outside Geneva. This will be the largest single business event ever hosted here and puts Hong Kong into a new league as an international conventions and exhibitions destination.

To further develop the overall business traveller segment, the HKTB continues to provide business visitors with a range of targeted and relevant information. A key resource was launched during 2004 in the form of the *Hong Kong Leisure Guide for Business Travellers*. The guide encourages business visitors to take part in more leisure activities, and to bring companions and family, so that they stay longer, spend more and return as soon as possible solely for leisure purposes.

Mega Events boost arrivals and spending

We saw further success in our Mega Events programme during 2004. This has been a major motivator in driving arrivals, enhancing visitor satisfaction and stimulating spending, which in turn boosts the financial contribution made by tourism to the economy. It also enhances the city's image as the Events Capital of Asia. Each Mega Event showcases at least one of Hong Kong's destination strengths, such as shopping, dining, our skyline and 6,000 years of culture and heritage. When taking part in the various activities built around the Mega Events, visitors can enjoy a true taste of Hong Kong life by mingling with local residents and joining in our festivities.

The year's first Mega Event was the 2004 Hong Kong Shopping Festival, with special shopping and dining promotions offered citywide from late June through to the end of August.

對於會議、展覽及獎勵旅遊業而言，2004年6月，香港成功申辦「國際電信聯盟2006年世界電信展」可謂一大喜訊，這不單是該項盛事30年來首次在日內瓦以外的地方舉行，也是本港歷來最大規模的商務盛事，有助進一步提升香港作為國際會議及展覽場地的地位。

為進一步拓展商務旅客市場，旅發局不斷為這類客群提供合適的旅遊資訊，其中包括我們在2004年推出的《商務旅客樂優游 香港導覽手冊》，以鼓勵商務旅客在港參與更多消閒活動，並帶同伴侶或家人來港，希望他們延長留港時間、增加消費，並吸引他們在不久的將來重臨香江，盡享消閒旅遊樂趣。

盛事節目帶動旅客人次及消費

在2004年，旅發局繼續成功舉辦多項大型活動，不單有助推高旅客人次，亦更豐富旅客在港的體驗和刺激他們消費，直接為經濟帶來裨益，同時亦更鞏固香港作為「亞洲盛事之都」的形象。我們舉辦的每項大型活動，最少展示香港其中一項旅遊優勢，例如購物、美食、海港景色及6,000年的文化傳統。透過參與這些活動，旅客更可以和本港市民接觸，領略香港人的生活情趣，並且分享節慶的歡愉和熱鬧氣氛。

年內首項大型活動為「2004香港購物節」，在6月底至8月底舉行，期間，全港多個地方均為旅客推出不同的購物及餐飲優惠。



▲ The Best of the Best Culinary Awards cement a worldwide reputation for gastronomy
「美食之最大賞」鞏固香港「美食之都」的地位

▼ Hong Kong is the world's undisputed capital of Chinese New Year celebrations
香港是全球慶賀農曆新年的焦點城市



In October, the Best of the Best Culinary Awards were held for the fourth year running and attracted record participation. Held between late November and early January, the 2004 Hong Kong WinterFest was a colourful and lively fusion of Western Christmas traditions and Chinese seasonal activities. This helped turn the winter into another peak travel season, while making Hong Kong the focus of Christmas and New Year celebrations in Asia. The Mega Event programme closed with the 2005 International Chinese New Year Night Parade in February.

In addition to Mega Events, Hong Kong continued to play host to a diverse and extensive programme of cultural and sporting events during 2004, with established favourites like the Rugby Sevens, the Cheung Chau Bun Festival and the Hong Kong International Races complemented in 2004 by such international attractions as the musical *Mamma Mia!*

Lifting tourism to new heights in 2006

Hong Kong certainly enjoyed a remarkable year in 2004 in tourism terms and there are widespread expectations for further success. In March 2005, the HKTb was pleased to announce exciting forward plans in the form of the 2006 Discover Hong Kong Year campaign. This is our most ambitious worldwide promotion ever and has been put together to capitalise on the strong macro environment.

2006 Discover Hong Kong Year is an integrated global campaign involving a wide range of publicity, promotional and marketing activities aimed at consumers, the media and the travel trade. With promotions commencing in the second half of 2005, the HKTb will focus on the high-yield and high-growth segments of families and business visitors as the key targets of the campaign. We are confident this exciting initiative will deliver benefits by positioning Hong Kong as a “must-see” and “must-visit” destination – and, in the longer term, as the gateway to the 2008

10月份，「美食之最大賞」連續第四年舉行，參賽食肆數目打破歷年紀錄。「2004香港繽紛冬日節」在11月底至1月初舉行，突顯香港在聖誕期間融會東、西方節慶氣氛的特質，成功將冬天變為本港另一個旅遊旺季，更有助將香港推廣為亞洲慶賀聖誕及新年的焦點城市。壓軸盛事為2月舉行的「新春國際匯演之夜」。

除大型活動外，旅發局亦繼續積極推廣在本港舉行的各項文化及體育盛事，例如馳名的「香港國際七人欖球賽」、長洲太平清醮、馬壇盛事「香港國際賽事」，以及國際著名音樂劇 *Mamma Mia!* 等。

推動旅遊業績再創高峰

旅遊業在2004年取得理想成績後，正朝著更高目標進發。為了充分把握極有利的宏觀市場環境，2005年3月，旅發局公佈我們歷來最大型的全球推廣計劃 – 「2006精采香港旅遊年」。

這項全球綜合推廣計劃，以消費者、傳媒及旅遊業界為對象，推出連串宣傳、推廣及市務工作。有關推廣工作早在2005年下半年便已展開，並以高效益及高增長的家庭和商務旅客為目標。我們相信，這項推廣計劃能夠將香港定位為「必到」和「必遊」的旅遊目的地，長遠而言，成為旅客前往「2008年北京奧運會」時的門戶城市。這亦會為本港服務業以至整體經濟帶來龐大商機，我們期望社會各界鼎力支持，更鞏固香港在國際旅遊市場的領導地位。



▲ 2006 Discover Hong Kong Year creates a new image for Hong Kong as one of the world's "must-visit" destinations
 「2006精采香港旅遊年」為香港建立嶄新形象，令香港成為全球「必到」的旅遊勝地

Beijing Olympics. This in turn will generate significant business opportunities for our service industries, and benefit the entire economy. I am confident we will receive the support of the entire community in this exciting promotional initiative as a cornerstone for further reinforcing Hong Kong's strong position in the international travel market.

Co-operation and collaboration

Whenever we talk of success, we are always fully aware that every achievement reflects the efforts not just of the HKTB but also of the Hong Kong Government, the travel and tourism industry, the business sector in general, the media and, of course, the people of Hong Kong. Therefore, as we contemplate the busy agenda for our tourism sector in the months and years ahead, I would like to offer my sincere gratitude to all our partners for the steadfast support we receive year after year. I also thank the HKTB's Chairman for her excellent leadership and her hard work in driving forward our promotional activities, as well as our Board Members who add enormous value to our work through their unrivalled knowledge and expertise. Finally, I am grateful to my team of dedicated staff whose loyalty and hard work, as always, deserve the highest praise.

Everybody at the HKTB actively encourages the whole community to feel part of our tourism industry, and to feel a sense of pride in Hong Kong's strengths as a tourism destination. We certainly recognise that the community plays an integral part in the positive memories and experiences our visitors take away with them. Working together in a spirit of co-operation and collaboration, I am confident we will all see many more successes in the future.

Clara Chong
 Executive Director

群策群力 合作無間

我們完全明白，旅遊業取得的成績，均絕非單靠旅發局的努力，相反，是全賴特區政府、旅遊業夥伴、商界、傳媒朋友以至每位市民共同努力。在展望未來的同時，我謹此衷心感謝各界人士多年來的鼎力支持。我亦要感謝主席帶領我們開展各項推廣活動，旅發局全體成員以他們深湛的學識及專業才智，令我們獲益良多。最後，更要感謝旅發局每位員工一直以來盡忠職守，為推廣旅遊業竭盡所能。

作為全球首屈一指的旅遊勝地，香港擁有無比的競爭優勢，旅發局衷心期望全港社會均以香港而自豪，積極支持旅遊業發展。要令旅客在香港獲得美好的回憶和體驗，社會各界均擔當著極重要的角色，我深信，透過群策群力，緊密合作，旅遊業必定能創出更佳成績，寫下更光輝的一頁。



總幹事
 臧明華