

Executive Director's Statement 總幹事導言

Spin the globe, close your eyes and stick a pin in it. That pin might end up on North America, Western Europe or the Indian subcontinent. But what are the chances of it landing on Hong Kong – a speck of land floating off the southern tip of the world's most populous nation?

In geographical terms, we are tiny. And yet, year after year, millions more visitors descend on our small territory, lured by the thrilling variety offering by one of the most vibrant and exuberant destinations on earth. In tourism terms, we are a star.

The year that lies ahead of us is one of unparalleled opportunities. With the Olympic Games only months away and the record visitor arrivals pouring in, a glittering prize awaits us if we are able to rise to the challenges that those opportunities will bring. The key to attaining that prize can be summed up in three words: Aspiration, excitement and partnership.

Aspiration

Aspiration is the drive and focus within us to cement Hong Kong's reputation as Asia's world city and to draw in visitors from across the world. Personally, I take enormous pride in being a member of Hong Kong. A good part of my working life has been spent outside of the territory, and wherever I have been in the world, my heart has been in Hong Kong. Whenever anyone has asked me who I am and where I am from, I have been proud to say: "I am from Hong Kong."

My mission now, as I see it, is to draw on my overseas working experience to promote our city and to use my perspective to help people around the world to see how much Hong Kong has to offer. I want people to know that we have beaches and beautiful countryside as well as world-class shopping. I want them to know that we have festivals and traditions as well as cosmopolitan dining and nightlife. I want them to taste our living culture and feel the heart beat of our city so that they can love Hong Kong as much as I do, and return to this unique destination again and again.



Executive Director **Anthony Lau**

總幹事 **劉鎮漢**

Appointment effective 1 August 2007
任期由 2007 年 8 月 1 日生效

請各位想一想，假如我們閉上眼睛，轉動地球儀，再隨意在上面點一點，會點中哪一個地方？我相信有可能是美洲、西歐，甚至印度半島，但點中香港的機會有多大呢？畢竟，在世界地圖上，香港只是中國南部的一角。

在地理上來說，香港是如此渺小，不過，這個多姿多采又活力澎湃的都市，每年都吸引以千萬計的旅客到訪。在旅遊業上來說，香港是一顆璀璨耀目的明珠。

展望未來一年，香港旅遊業將會有很多前所未有的機遇。隨著 2008 北京奧運近在咫尺，旅客人次也穩步增長，只要我們積極作好準備，克服未來的種種挑戰，香港旅遊業必定能夠再創高峰。但要取得以上的成果，我認為有三點關鍵，就是：堅定決心、積極進取和群策群力。

堅定決心

一直以來，香港人憑著無比的決心，令香港作為「亞洲國際都會」的地位穩如磐石，並吸引世界各地的旅客來訪。我認為身為香港人，實在是一份驕傲。我曾經到過很多地方工作，但無論去到哪裡，我仍然時刻關心香港這個家。每當有外國朋友問我是誰或來自哪裡，我都會很自豪地說：「我是香港人！」

現在，作為旅發局的總幹事，我正好利用在海外工作時所累積的經驗，以不同的角度，向世界各地旅客推廣香港多方面的旅遊魅力。我希望讓旅客知道，他們來到香港，在盡情購物之餘，亦可以到美麗的海灘和郊外閒逛；在體驗大都會的美食和夜生活之外，亦可以參與色彩繽紛的傳統節慶。我要讓旅客親身感受香港的「生活文化」，領略這裡的都市脈搏，令他們像我一樣——熱愛這個獨特的旅遊勝地，並會再次光臨。

Excitement

We must convey a sense of excitement to people around the world when we tell them about Hong Kong. We must be succinct, convincing and compelling in the way we explain how much this city has to offer. We must grip them with a sense of excitement so powerful that anyone who experiences it feels they are missing out unless they plan their holiday time in Hong Kong.

The need to convey this sense of excitement is vital in a global market where competition is fierce and where markets are constantly evolving and changing. To sustain our growth, we must identify and tap new markets with high potential such as Russia and the Middle East while continuing to look at ways of developing high-yield segments such as cruise passengers and both family and business visitors.

The explosive growth of the tourism industry in Mainland China offers perhaps the greatest opportunities of all. The 2008 Olympics, for which Hong Kong will host the equestrian events, and the 2010 Shanghai World Expo are before us. China is on course to become the world's number one destination and the main driver of regional tourism. It is essential that we make ourselves a critical part of that emerging market by leveraging our position as a gateway to Mainland China. Hong Kong must work to establish itself as a must-stop destination on any tour to and from Mainland China.

積極進取

我們向世界各地的旅客推廣香港時，必須積極進取，並以簡潔有力的方法，突顯香港多姿多采的特色，在吸引旅客的注視之餘，最重要是讓他們深深感受到香港的魅力，並且深信如果他們不到香港，親身體會這裡的精彩之處，便是他們的損失。

現今全球旅遊市場競爭日益加劇，加上瞬息萬變的各種形勢，我們必須突顯香港的精彩特色。同時，我們亦必須積極尋找和開拓高潛力的新市場，如俄羅斯和中東，並推動高效益客群如郵輪旅客、家庭及商務旅客的發展，務求令香港旅遊業不斷向前。

近年，內地旅遊業的迅速增長，為我們帶來了無比重要的發展機遇。當中包括2008北京奧運、在香港舉行的奧運馬術比賽，以及2010上海世界博覽會等。事實上，在可見的未來，中國將成為全球首屈一指的旅遊目的地，以及區內旅遊業發展的主要動力。因此，我們必須充分把握香港作為進出內地門戶城市的優勢，令香港成為這個新興市場的重要一環。換句話說，我們必須竭盡所能，令香港成為所有中國行程中「必到」的旅遊勝地。





It is the quality as well as the quantity of our visitors that we need to focus on. Business travel into and within Asia is forecast to grow rapidly with the region rapidly becoming a premier convention hub. It is crucial that we build on the solid foundations created with the high-yielding MICE (meeting, incentive, convention and exhibition) segment to ensure that Hong Kong is recognised as Asia's leading MICE destination.

With global tourism expected to grow by 4% in 2007, according to World Tourism Organization estimates, we must ensure that we encourage a healthy mix of visitors from the 18 key countries that provide more than 90% of our arrivals. That way we can remain flexible and be able to deal with challenges from emerging macro developments and unexpected changes in trends.

Partnership

We have a common interest in Hong Kong's success and prosperity. If our city does well, all of us benefit. If it does poorly, all of us suffer. That is why we must work together to market Hong Kong around the world.

This partnership embraces everyone: The Government, the hotels, the airlines, the theme parks and attractions, the tour planners and operators, the cruise companies, the retailers, the media and the community. At the Hong Kong Tourism Board, we must improve and expand cooperation with trade partners in Mainland China, Macau and across the world to make sure the message about Hong Kong is clearly heard above the clamour of other competing destinations.

此外，我們在吸引旅客的時候，一定要質量兼顧。隨著亞洲迅速成為首選的會展中心，預期區內及前往亞洲的商務旅遊將會急劇增長。憑藉一直以來的努力，香港的高效益會展及獎勵旅遊客群業務，已經建立了穩固的根基，我們必須利用這個優勢，將香港推廣為區內首選會展及獎勵旅遊勝地。

根據世界旅遊組織的預測，全球旅遊業在2007年，將會有4%的增長。香港必須維持健康的客源組合，繼續吸引全球18個主要市場的旅客（他們共佔整體訪港旅客總數超過九成）。這個策略將有助我們保持高度的靈活性，並作好準備，應付宏觀市場的新興趨勢、各種突發轉變和挑戰。

群策群力

香港的成功和繁榮，是每個香港人的共同利益。香港做得好，所有香港人都會受惠，反之亦然。因此，在全球旅遊業競爭加劇下，我們必須同心協力推廣香港。

旅遊業是屬於大家的，無論政府、酒店業、航空業、各大主題公園和景點、旅遊策劃機構和營運商、郵輪企業、零售商、傳媒，以至整體社會都「有份」。而旅遊局會繼續與內地、澳門和全球的旅遊業界夥伴緊密合作，向世界各地的旅客推廣香港，令香港脫穎而出。

We all have our role to play and I have been immensely impressed by the professionalism and commitment of our partners in the tourism industry, by the leadership of our Chairman and by the wise counsel and strategic advice of our Board Members and by the tireless dedication and enthusiasm of my colleagues at the Hong Kong Tourism Board. I am enormously grateful for their help and also for the unstinting support and guidance of the Government (the Tourism Commission, in particular).

Through this bond of partnership, our sense of excitement can be conveyed to the world, and our aspiration realised to constantly raise the quantity and quality of tourists to this small city – this pinprick of a place on the world map with a colossal appeal, a wealth of undiscovered surprises and the potential to draw visitors back again and again. ■

Anthony Lau
Executive Director

在旅遊業內，我們各有不同的崗位。在此，我衷心感謝所有業界夥伴，為旅客提供專業和竭誠的服務，亦要感謝主席田北俊議員的領導、旅發局董事會為我們提供指引和意見，以及每一位盡忠職守、對香港旅遊業滿腔熱誠的旅發局員工；對於特區政府（特別是旅遊事務署）的鼎力支持和盡心指導，我更是由衷的感謝。

香港地方雖小，卻擁有無窮的吸引力和寶藏，時刻予人驚喜。只要我們群策群力、積極進取、加上無比決心，必定能將香港精彩的形象推廣到全球每個角落，並且吸引旅客一來再來。■

總幹事
劉鎮漢

