

LETTERHEAD OF HONG KONG ASSOCIATION OF TRAVEL AGENTS
(FOUNDER MEMBER OF UFTAA)

CB(1)643/00-01(09)

Your Ref : CB1/BC/7/00

19 February 2001

Ms Alice Au
Clerk to Bills Committee on
Hong Kong Tourist Association (Amendment) Bill 2001
3/F Citibank Tower
3 Garden Road
Hong Kong

Dear Ms Au,

Re : Hong Kong Tourist Association (Amendment) Bill 2001

We refer to your fax letter dated 13 February 2001. Thank you for your invitation of views to the above Bill from our Association.

Our view is as follows: -

1. We welcome the change of directing Hong Kong Tourist Association's resources to a more focussed overseas marketing and promotion function. The industry regulatory and product administration function should however need to be looked after by an appropriate government department. The name change then seems to be only natural.
2. The expansion of the board will definitely bring in new energy and talent. More voice from the trade should be seriously considered. HATA, with its large membership of inbound tour operators, would be most pleased to extend its support if called upon to do so.

With best regards.

Yours sincerely,
HONG KONG ASSOCIATION OF TRAVEL AGENTS

Ken Chang
Chairman