



2006

More About **LONG WIN**
龍運透視



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龍運巴士有限公司 之財務及營運資料

本小冊子概述有關龍運巴士有限公司(「龍運」)截至2006年12月31日止的十年來在營運、財務、服務及顧客關係等各方面的表現。

在2006年內，由於東涌新市鎮的人口持續增加、往返香港國際機場(「機場」)、香港迪士尼樂園和亞洲國際博覽館的客運需求上升，使龍運的載客量持續增長。加上昂平360纜車於2006年第三季的開幕，亦為龍運帶來更多的乘客量。於2006年度，龍運的總載客量達2,650萬人次(每日平均為72,617人次)，較2005年度的2,430萬人次(每日平均為66,553人次)增加9.1%。

截至2006年年底，龍運車隊共有153部空調巴士行走18條路線。我們在年內推行的各項提升服務水平之主要措施列報如下：

- 增添五部配備歐盟第三代引擎的全新超低地台空調雙層巴士；
- 推行21個服務改善項目以滿足乘客的需求；
- 開設一條通宵巴士路線往來北區/大埔和機場；
- 完成擴闊四部巴士的行李架空間；
- 在行李架設置鎖扣以阻止偷竊及誤認行李；及
- 興建三個全新的巴士候車亭，為乘客提供更佳的候車環境。

Financial and Operational Information on Long Win Bus Company Limited

This booklet provides an overview of the performance of Long Win Bus Company Limited ("LWB") over the ten years ended 31 December 2006. It also covers the various aspects on LWB's operation, financial position, services and customer relations.

During 2006, LWB's patronage continued to grow as a result of the population growth at Tung Chung New Town and the increased travel demand to and from the Hong Kong International Airport (the "Airport"), Hong Kong Disney and AsiaWorld-Expo. The opening of Ngong Ping 360 in the third quarter in 2006 also contributed to the increase in LWB's ridership. The total ridership of LWB for 2006 was 26.5 million (a daily average of 72,617) passenger trips, an increase of 9.1% compared with 24.3 million (a daily average of 66,553) passenger trips for 2005.

At year-end 2006, LWB operated 18 bus routes with a fleet of 153 buses. The major service enhancement measures implemented by LWB during the year are highlighted as follows:

- Five new air-conditioned super-low floor double-deck buses equipped with Euro III emission standard engines were added to our fleet;
- 21 service improvement items were implemented to cater for the passenger demand;
- One overnight special bus service between North District/Tai Po and the Airport was introduced;
- Conversion work on enlargement of luggage rack spaces was completed on four buses;
- Locks were provided at the luggage rack spaces to prevent theft and mistaken identification of luggage; and
- Three new bus shelters were constructed to improve the waiting environment for passengers.



為了配合香港特別行政區政府新訂的專營公共巴士票價調整機制，龍運於2006年初推出以下適用於以八達通卡繳付車資的乘客優惠計劃，於個別生效日期起計，為期36個月：

折扣優惠	不適用	生效日期
(1) 65歲或以上的乘客	於星期日及公眾假期每程票價一律為港幣2元或半價，以較低者為準	機場「A」線 2006年1月28日
(2) 車費為港幣15元或以上的	即日回程乘搭同一條路線，回程車費可享20%折扣	機場「A」線及消閒路線 2006年2月19日
(3) 車費為港幣10元至14.9元	即日回程乘搭同一條路線，回程車費可享10%折扣	機場「A」線及消閒路線 2006年2月19日

隨著機場的二號客運大樓和翔天廊於2007年3月投入運作，預期上述設施將吸引更多人流。作為往來北大嶼山與機場的最大非鐵路陸上客運公司，龍運已為該增長中的交通服務需求作好準備。我們將繼續加強服務水平，為往返北大嶼山地區的乘客提供更有效率和直接的客運服務。憑著我們全面的巴士網絡、具競爭力的票價以及直接的路線，我們相信龍運的巴士服務將繼續成為市民的首選交通工具。

董事總經理

何達文

2007年5月14日

To coincide with the introduction of the new fare adjustment mechanism for the franchised public bus industry by the Government of the Hong Kong Special Administrative Region, LWB offered the following fare concession schemes to passengers paying by Octopus Card for a period of 36 months from their respective effective dates in early 2006:

Discount rates	Exceptions	Effective date
(1) Passengers aged 65 or above	A flat fare of HK\$2 or half fare (whichever is the lower) on Sundays and public holidays	Airport "A" routes 28 January 2006
(2) Fares at or above HK\$15	20% fare discount for the return trip of the same route on the same day	Airport "A" and recreation routes 19 February 2006
(3) Fares between HK\$10 and HK\$14.9	10% fare discount for the return trip of the same route on the same day	Airport "A" and recreation routes 19 February 2006

In March 2007, Terminal 2 and SkyPlaza at the Airport commenced operations. It is expected that more people will visit these developments. LWB, being the largest non-rail land-based transport operator serving North Lantau and the Airport, stands ready to serve this growing travel demand. We will continue to strengthen our service levels to provide a more efficient and direct mode of transport for travellers to and from North Lantau. With our comprehensive network, competitive pricing and direct routing, we believe that LWB's bus service will continue to be the preferred mode of public transport for our customers.

Edmond HO Tat Man

Managing Director

14 May 2007



營運資料一覽

在1997年至2006年的10年間，龍運致力為公眾提供交通服務及持續改善我們的服務水平，包括：

- 斥資共港幣4.503億元購置178部巴士；
- 增闢共20條新路線；
- 加密班次及改善服務共82次；
- 增加行車總里數，由每年135萬公里增至每年2,450萬公里；
- 興建小濠灣車廠；
- 建造29個巴士候車亭；
- 引進158部配備歐盟第二代或更高標準之環保引擎的超低地台空調雙層巴士；
- 將10部傳統空調雙層巴士改裝為通天巴士，包括設置絨絨座位及擴大大行李儲存空間，行走通天巴士路線；
- 完成擴闊14部巴士的行李架空間，以配合攜帶行李的乘客數目增加；
- 為較歐盟第一代引擎更早期的單層空調巴士安裝催化轉換器，以改善其廢氣排放水平；
- 加強巴士保養及車長培訓，以提升服務的安全性及可靠性；
- 嚴格控制成本及提高員工生產效率；
- 在巴士上裝設方便傷健人士的設施；
- 由1997年起提供長者車資優惠；
- 透過九巴的顧客服務熱線及傳真熱線系統，為顧客提供24小時諮詢服務；
- 設立龍運顧客服務熱線；

Operational Information Summary

In the past ten years from 1997 to 2006, we were committed to serving the travelling public and continuously enhancing our service standards. To cite some examples, we have:

- purchased 178 buses at a total cost of HK\$450.3 million;
- introduced 20 new routes;
- improved frequencies and services on 82 occasions;
- increased the number of bus kilometres operated from 1.35 million per annum to 24.5 million per annum;
- constructed Siu Ho Wan Depot;
- constructed 29 bus shelters;
- introduced 158 air-conditioned super-low floor double-deck buses equipped with environment-friendly Euro II or higher emission standard engines into service;
- upgraded 10 air-conditioned double-deck buses to Airbus configuration with moquette seating and larger luggage spaces for operation on Airbus routes;
- completed conversion work on enlargement of luggage rack spaces on 14 buses to cater for the increased number of passengers carrying luggage;
- retrofitted catalytic converters on the pre-Euro engined air-conditioned single-deck buses to improve exhaust emission standards;
- upgraded the standard of bus maintenance and bus captain training to enhance safety as well as service reliability and delivery;
- exercised stringent cost control and enhanced employee productivity;
- installed facilities in the buses for the convenience of disabled persons;
- provided concessionary fares to senior citizens since 1997;
- provided a 24-hour enquiry service to customers through KMB's Customer Service Hotline and Hotfax systems;
- established the Long Win Customer Service Helpline;



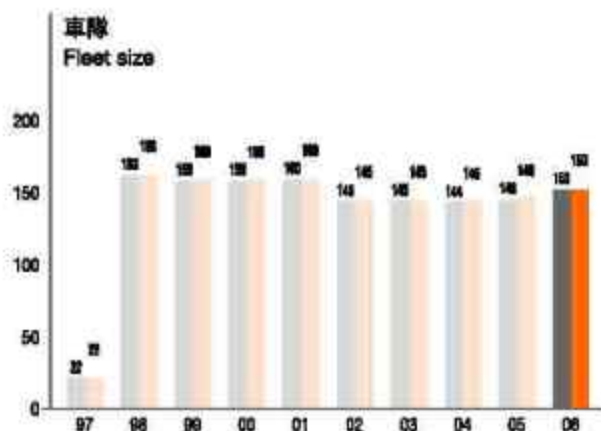
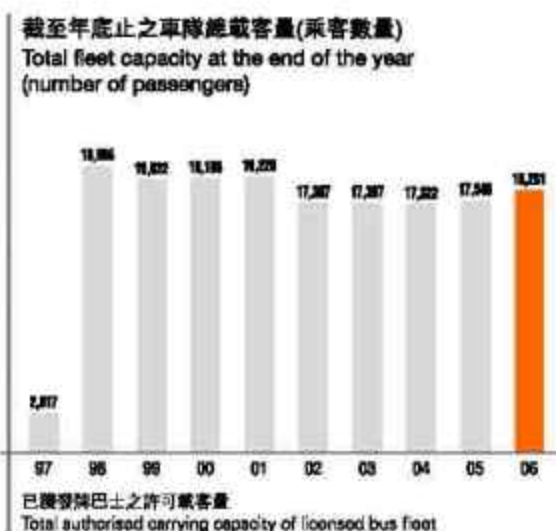
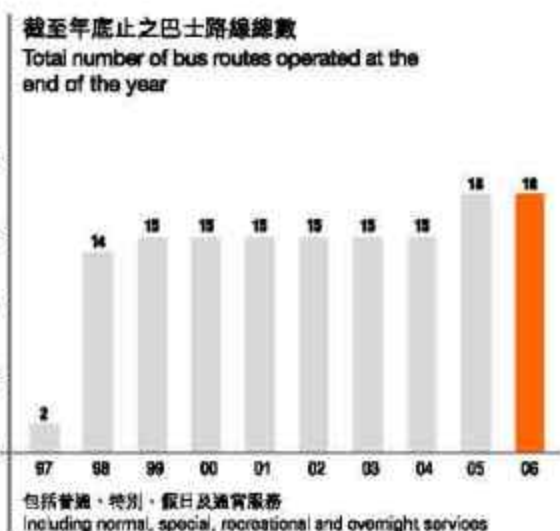
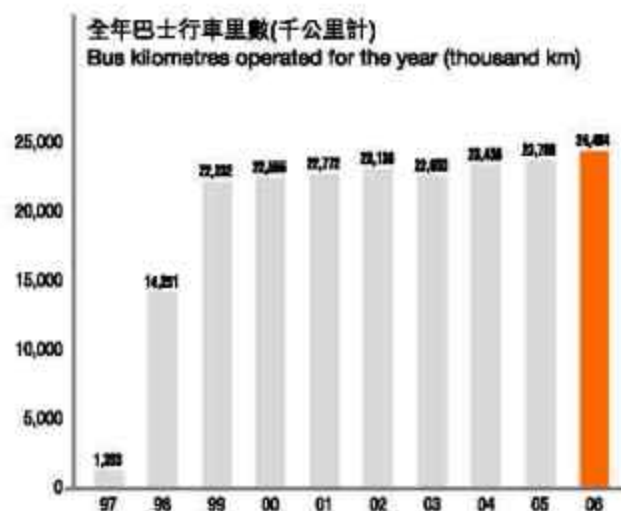
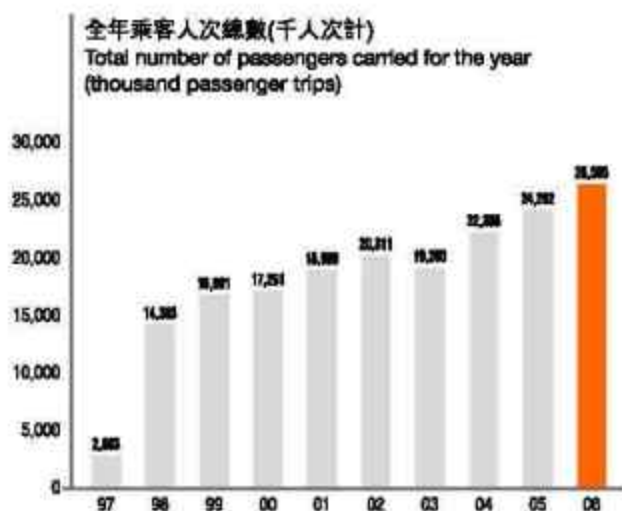
- 設立龍運乘客聯絡小組，加強與顧客的直接溝通；
 - 在巴士候車亭、巴士總站及巴士車廂內設有路線資料板；
 - 向顧客派發服務約章、巴士路線圖、「龍運與你齊漫遊」、通天巴士卡及獨立路線圖等服務及路線資料；
 - 在機場地面運輸中心開設「顧客服務及售票處」，為乘客提供查詢及售票服務；
 - 在144部雙層巴士上安裝報站系統，為顧客提供巴士站的資料；
 - 為全線巴士車隊安裝「八達通」卡收費系統；
 - 合辦兩個跨公司八達通巴士轉乘計劃，讓乘客(i)在東涌市中心的龍運北大嶼山區外線(E31號路線除外)，與龍運S64號路線或新大嶼山巴士的37號路線和38號路線之間轉乘巴士時；及(ii)在青馬收費廣場巴士站的龍運或城巴的機場線和北大嶼山區外線，與香港迪士尼樂園穿梭巴士R8號路線之間轉乘巴士時，均可享有車資折扣；及
 - 提供三個八達通巴士轉乘計劃，讓乘客可享轉乘優惠。
- established a Long Win Passenger Liaison Group programme to enhance direct communication with our customers;
 - provided route information plates at bus stops and termini as well as inside bus compartments;
 - distributed service and route information, such as Service Charter, bus route maps, "Leisure Pursuit with Long Win", Airbus Card and individual route leaflets;
 - operated a Customer Service and Ticketing Office at the Ground Transportation Centre in the Airport to provide passenger enquiry and ticketing services;
 - installed Bus-stop Announcement Systems on 144 double-deck buses to provide customers with information of bus stops;
 - equipped our entire bus fleet with the Octopus Smart Card System for fare payment;
 - participated in two joint-operator Octopus Bus-bus Interchange ("BBI") Schemes to provide fare discounts to passengers interchange at (i) Tung Chung Town Centre between LWB's North Lantau external routes (except E31) and its route S64, New Lantao Bus's routes 37 and 38; and at (ii) Lantau Link Toll Plaza between LWB's and Citybus's Airport routes and North Lantau external services and the Hong Kong Disneyland shuttle route R8; and
 - operated three Octopus BBI Schemes to provide interchange fare discounts to passengers.

作為一間以客為本的公司，我們將繼續致力為顧客提供物超所值、安全、可靠和優質的巴士服務。

As a customer-oriented company, we will continue to strive for providing safe, reliable and high quality public bus services at reasonable fare level to our customers.



營運統計資料 Operational Statistical Information

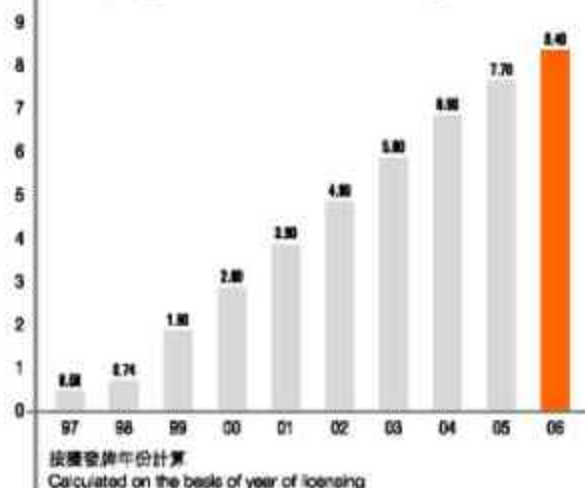


附註：龍運之機場及北大嶼山區巴士路線於1998年7月起全面投入服務

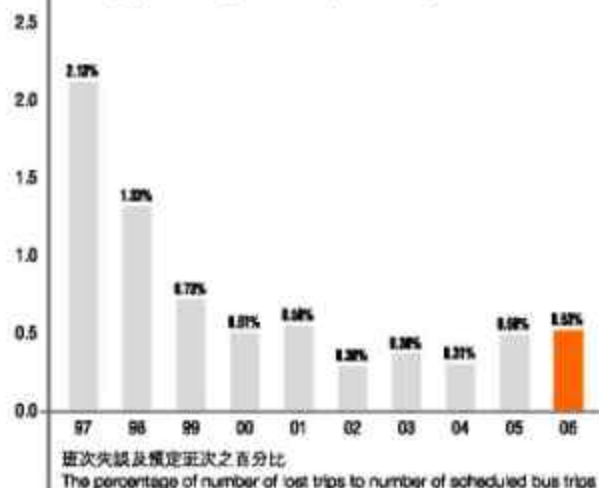
Note: LWB's Airport and North Lantau Area bus routes commenced full scale services in July 1998



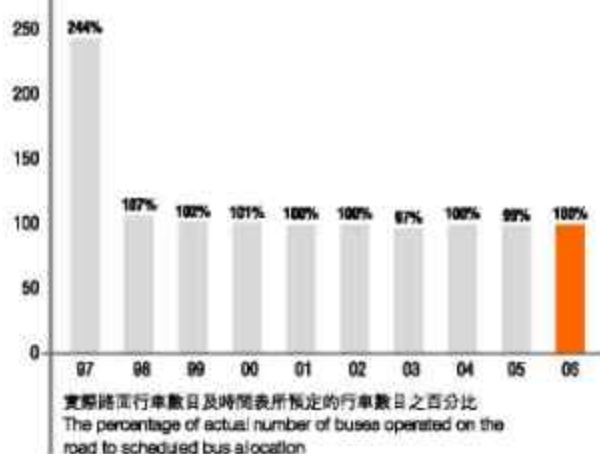
截至年底止之車隊平均車齡
Average age of bus fleet at the end of the year



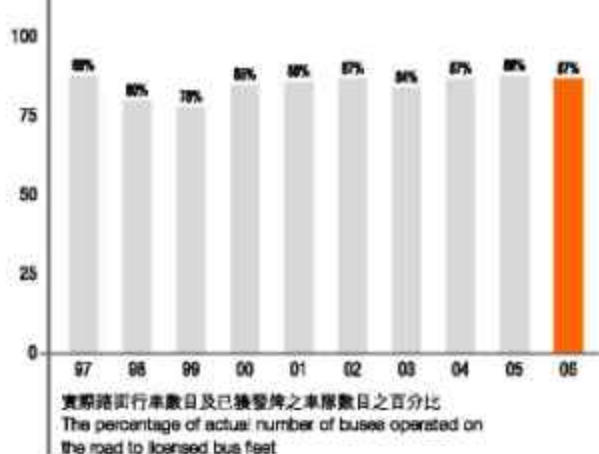
全年平均之班次失誤比率
Average percentage of lost trips for the year



全年平均之時間表的成效
Average achievement of schedule for the year

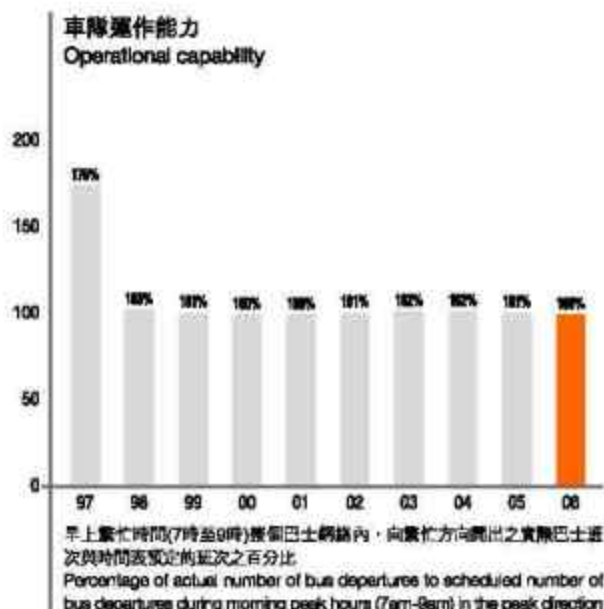


全年平均之車隊運用比率
Average fleet utilisation for the year

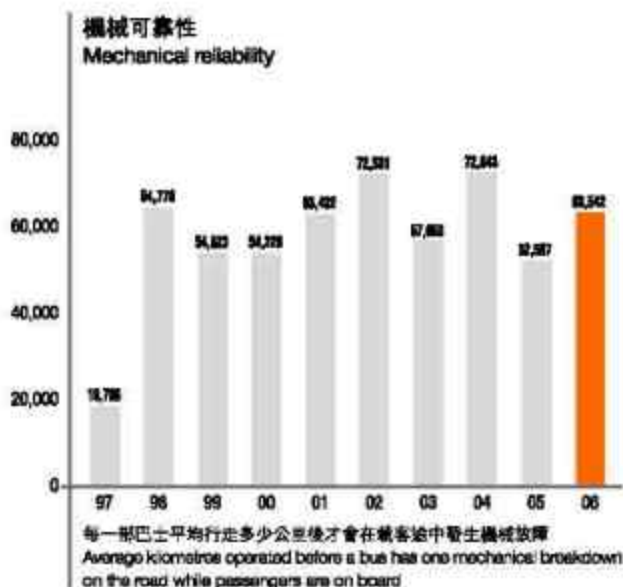




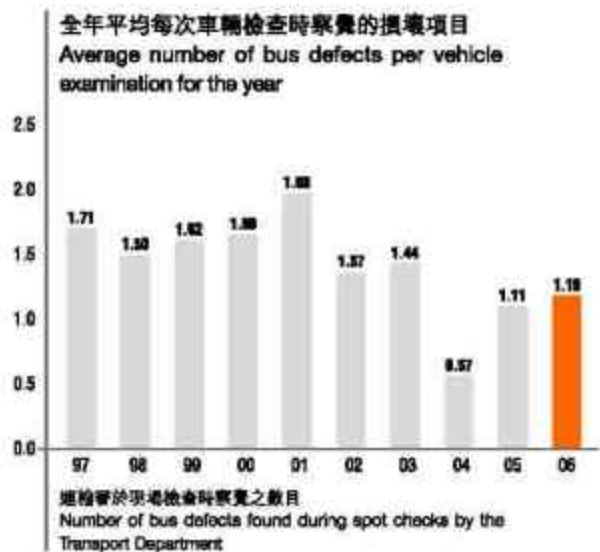
車隊運作能力
Operational capability



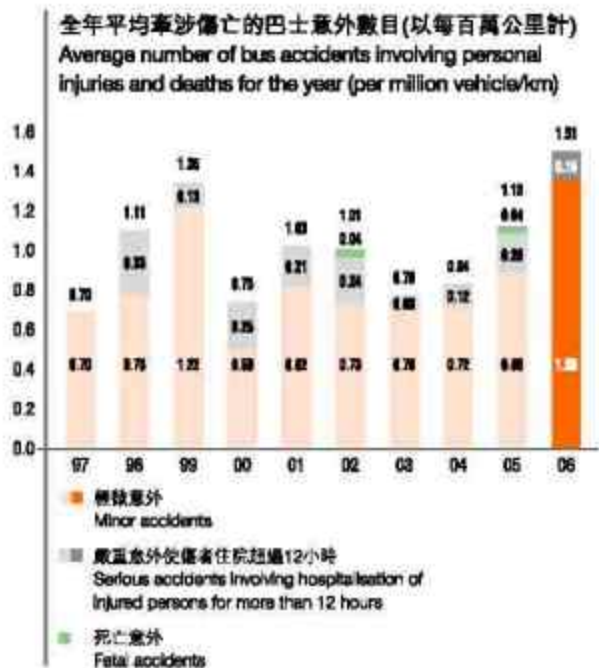
機械可靠性
Mechanical reliability



全年平均每次車輛檢查時察覺的損壞項目
Average number of bus defects per vehicle examination for the year



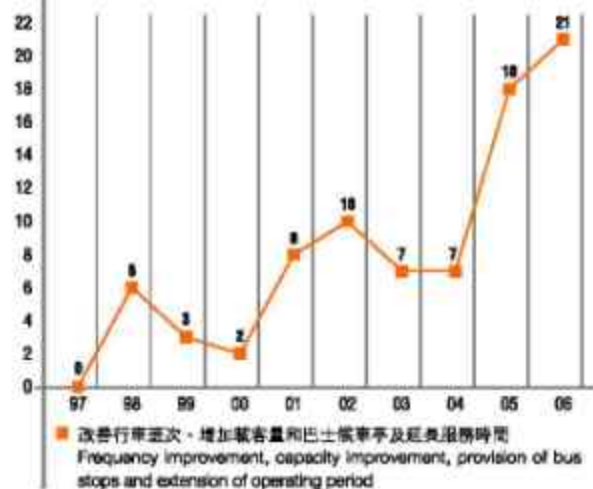
全年平均牽涉傷亡的巴士意外數目(以每百萬公里計)
Average number of bus accidents involving personal injuries and deaths for the year (per million vehicle/km)





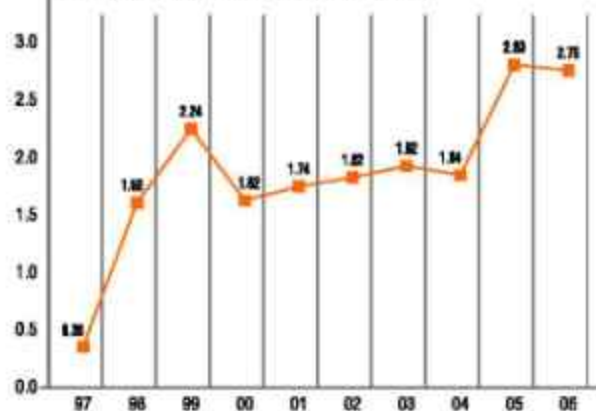
全年改善服務項目總計

Total service improvement items for the year



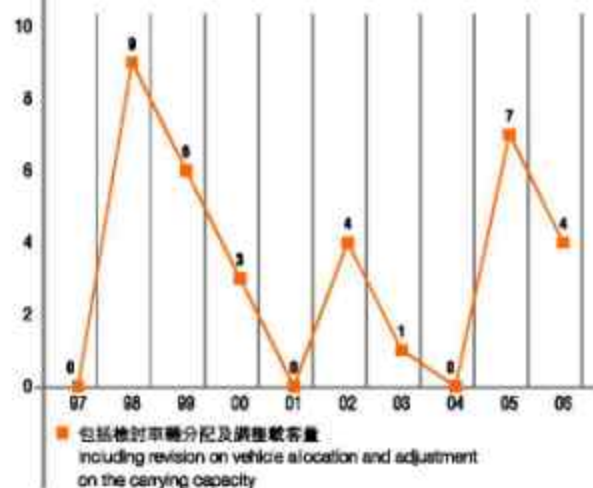
龍運處理投訴的全年平均數目(以每百萬人次計)

Average number of complaints handled by LWB for the year (per million passenger trips)



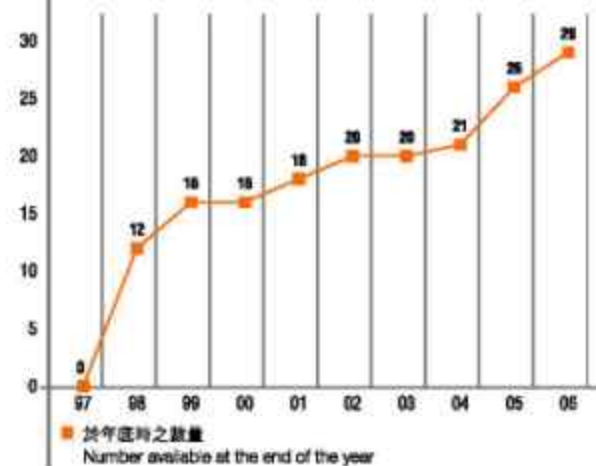
全年服務重整項目總計

Total service rationalisation items for the year



乘客候車亭

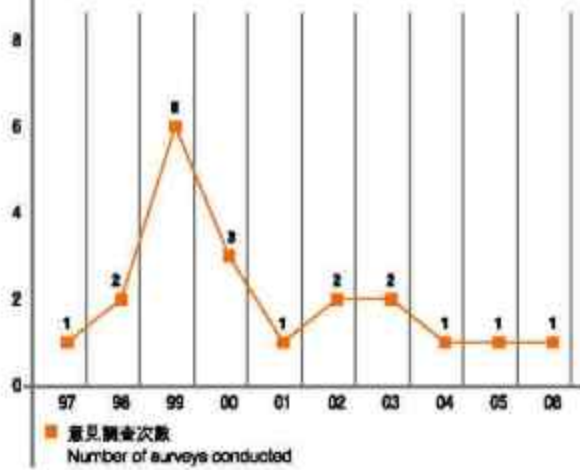
Bus shelters





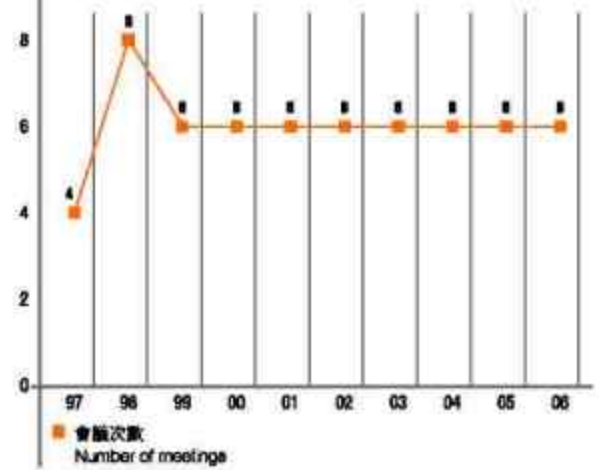
全年乘客意見調查總計

Total Passenger Attitude Surveys conducted for the year



全年乘客小組會議總計

Number of User Group meetings attended during the year





截至2006年12月31日止年度專營公共巴士業務之業績

	2006年 港幣千元	2005年 港幣千元
營業額		
車費收入	291,174	269,526
廣告收入	1,550	1,243
其他營運收入	<u>398</u>	<u>655</u>
	293,122	271,424
其他收入	<u>3,024</u>	<u>1,688</u>
	<u>296,146</u>	<u>273,112</u>
營運成本		
員工成本	98,655	95,759
燃油	47,262	38,647
零件及物料	9,386	6,876
隧道費	27,082	25,168
折舊	37,611	34,835
融資成本	6,768	5,062
其他經營成本	<u>47,349</u>	<u>44,198</u>
	<u>274,113</u>	<u>250,545</u>
除稅前盈利	22,033	22,567
所得稅	<u>3,555</u>	<u>3,879</u>
專營公共巴士業務之除稅後盈利	<u>18,478</u>	<u>18,688</u>
於12月31日乘客分享盈餘之累計數額 (附註)	<u>3,243</u>	<u>-</u>

附註：

根據現時當局在審批巴士票價調整的申請時所採用修改後的「經修訂的考慮多方面因素做法」，一個專營巴士營辦商在某年度獲得的回報率若超過按其平均固定資產淨值計算的指定觸發回報率，其高於指定觸發回報率的50%將會與乘客分享，以舒緩日後車費加價壓力，及向乘客提供巴士車費優惠。該指定觸發回報率於2005年1月1日至2006年1月9日期間為每年13%，而於2006年1月10日至2006年12月31日期間為每年9.7%。



Results for Franchised Public Bus Operations for the year ended 31 December 2006

	2006 HK\$'000	2005 HK\$'000
Turnover		
Fare revenue	291,174	269,526
Advertising income	1,550	1,243
Other operating income	<u>398</u>	<u>655</u>
	293,122	271,424
Other income	<u>3,024</u>	<u>1,688</u>
	<u>296,146</u>	<u>273,112</u>
Operating costs		
Staff costs	98,655	95,759
Fuel and oil	47,262	38,647
Spare parts and stores	9,386	6,876
Toll charges	27,082	25,168
Depreciation	37,611	34,835
Finance costs	6,768	5,062
Other operating expenses	<u>47,349</u>	<u>44,198</u>
	<u>274,113</u>	<u>250,545</u>
Profit before taxation	22,033	22,567
Income tax	<u>3,555</u>	<u>3,879</u>
Profit after taxation from franchised public bus operations	<u>18,478</u>	<u>18,688</u>
Accumulated balance of passenger share/reward as at 31 December (Note)	<u>3,243</u>	<u>—</u>

Note:

Under the revised Modified Basket of Factors (MBOF) approach, which is the existing basis for the Administration to assess bus fare adjustment application, 50% of any return of a franchised bus operator in a given year in excess of a prescribed triggering point of return(s) on its average net fixed assets would be shared with passengers to relieve the pressure for future fare increase and to facilitate the offer of bus fare concessions. The prescribed triggering point of return for the period from 1 January 2005 to 9 January 2006 was 13% per annum and that for the period from 10 January 2006 to 31 December 2006 was 9.7% per annum.



固定資產

	樓宇 港幣千元	巴士及 其他車輛 港幣千元	工具及 其他 港幣千元	固定資產 總額 港幣千元
原值：				
於2006年1月1日結存	34,686	375,491	51,542	461,719
添置	180	14,697	11,990	26,867
出售	-	-	(98)	(98)
於2006年12月31日結存	<u>34,866</u>	<u>390,188</u>	<u>63,434</u>	<u>488,488</u>
累計折舊：				
於2006年1月1日結存	33,586	202,295	42,911	278,792
本年度折舊	574	27,764	9,273	37,611
出售項目撥回	-	-	(96)	(96)
於2006年12月31日結存	<u>34,160</u>	<u>230,059</u>	<u>52,088</u>	<u>316,307</u>
賬面淨值：				
於2006年12月31日結存	<u>706</u>	<u>160,129</u>	<u>11,346</u>	172,181
加：已付訂購巴士按金				<u>2,920</u>
				<u>175,101</u>
賬面淨值：				
於2005年12月31日結存	<u>1,100</u>	<u>173,196</u>	<u>8,631</u>	182,927
加：已付訂購巴士按金				<u>1,359</u>
				<u>184,286</u>



Fixed Assets

	Buildings HK\$'000	Buses and other motor vehicles HK\$'000	Tools and others HK\$'000	Total fixed assets HK\$'000
Cost:				
At 1 January 2006	34,686	375,491	51,542	461,719
Additions	180	14,697	11,990	26,867
Disposals	—	—	(98)	(98)
At 31 December 2006	<u>34,866</u>	<u>390,188</u>	<u>63,434</u>	<u>488,488</u>
Accumulated depreciation:				
At 1 January 2006	33,586	202,295	42,911	278,792
Charge for the year	574	27,764	9,273	37,611
Written back on disposal	—	—	(96)	(96)
At 31 December 2006	<u>34,160</u>	<u>230,059</u>	<u>52,088</u>	<u>316,307</u>
Net book value:				
At 31 December 2006	<u>706</u>	<u>160,129</u>	<u>11,346</u>	172,181
Add: Deposits paid in respect of buses on order				<u>2,920</u>
				<u>175,101</u>
Net book value:				
At 31 December 2005	<u>1,100</u>	<u>173,196</u>	<u>8,631</u>	182,927
Add: Deposits paid in respect of buses on order				<u>1,359</u>
				<u>184,286</u>

香港九龍荔枝角寶輪街9號

9 Po Lun Street, Lai Chi Kok, Kowloon, Hong Kong

電話 Telephone: (852) 2786 8888

傳真 Facsimile: (852) 2745 0300

www.kmb.hk