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中華人民共和國香港特別行政區
Hong Kong Special Administrative Region of the People's Republic of China

立法會 LEGISLATIVE COUNCIL

謝偉俊 *Paul W. Tse*

23 July, 2009

Dr Allan Zeman

Ocean Park Chairman

Re: Ocean Park Fare increase

Dear Dr. Zeman,

I understand that Ocean Park is having a fare increase from 1st August. I write to reflect the views of the trade and the general public that I have come across.

Inappropriate time for fare increase

To inbound travel agents, the availability of group-ticket-discount and the enhanced profit margin somewhat cushion the fare increase. The scheduled increase may not have great adverse effect on their businesses.

However, it maybe a different story to casual visitors and most of the Hong Kong people. While the specially priced annual passes, birthday and elderly free entry, special offer to Comprehensive Social Security Allowance recipients and National day special discount are benefiting some visitors, most of the general public and casual visitors unavoidably will have to bear the brunt of the new fare. The H1N1 epidemic and economy tsunami is still dragging on. Any significant fare



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increase at this juncture may not be palatable to the public at large and certainly not conducive to recovery of the tourism industry.

Postpone fare increase

Ocean Park is the ideal holiday destination and a paradise to many Hong Kong people. The increase in visiting figure amidst the current financial turmoil has once again evidenced Ocean Park's popularity and the continuous support it has enjoyed. It is hoped that Ocean Park will take into account the difficulties, including the rising unemployment rate and gloomy economic prospect, faced by the Hong Kong people in general and the tourism trade in particular and seriously consider postponing the fare increase.

After all, bringing tourism happiness to their guests is the prime objective of all theme parks. Now is the golden opportunity to prove that Ocean Park is no exception and that it truly cares.

Best regards,

Paul W.Tse

CC: Hon Jeffrey Lam Kin-fung, Economic Development Panel Chairman



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