

For information

Legislative Council Panel on Economic Development Development of a New Cruise Terminal at Kai Tak

Purpose

This paper updates the Panel on the latest progress of the new cruise terminal project at Kai Tak.

Construction Works

2. The cruise terminal project is moving ahead in full swing. For site formation works, installation of pipe-pile seawall has already been completed. The driving and concrete filling of piles for the quay deck structure are also underway. As regards the terminal building works, piling work for the building structure has been completed. The excavation for pile caps and building sub-structures is also progressing smoothly. The overall progress of the construction works of the project is satisfactory. It remains our objective to commission the terminal building and the first berth in mid-2013.

Tender for the Tenancy

3. The invitation to tender for the tenancy of operating and managing the new terminal launched on 25 March 2011 was closed on 24 June 2011. We are in the process of assessing the proposals received in accordance with established procedures. Our plan is to appoint the operator within 2011, so as to allow sufficient lead time for the selected operator to accept advance bookings for the terminal before it comes into operation in mid-2013.

Promotion of Hong Kong as a Cruise Hub

4. To pave the way for the commissioning of the new terminal, the Hong Kong Tourism Board (HKTB) will continue to strengthen its promotion efforts and drive consumer demand for cruise tourism. The HKTB will promote cruises homeporting in Hong Kong to targeted segments (e.g. retirees and families) in partnership with the cruise operators and travel trade. It will launch consumer education activities and invite media coverage on cruise travel through organizing media visits so as to raise the consumers' interest in cruise tourism. The HKTB will also launch tactical promotion in the United States, the United Kingdom, Australia and India to attract tourists to join fly/cruise itineraries to Hong Kong and to boost overnight visitor arrivals.

5. To promote Hong Kong as a "must-go" cruise destination, the HKTB will actively participate in international cruise industry events. In March this year, the HKTB participated in a major annual cruise conference "Cruise Shipping Miami" to showcase the new terminal and the major attractions of Hong Kong to over 10 000 key industry practitioners and travel agents. In October this year, the HKTB will participate in the 6th China Cruise Shipping 2011 to be held in Tianjin which will help enhance our exposure to the Mainland market. The HKTB will continue its efforts in developing more diversified cruise itineraries and cooperating with the nearby ports in the region, in order to facilitate cruise operators to develop more itineraries featuring Hong Kong. Moreover, the HKTB will ride on the platform for meeting and incentive activities to promote cruising as an alternative form of incentive travel to MICE event organizers.

Manpower Training

6. To facilitate manpower development of the cruise tourism trade, the Government and the Advisory Committee on Cruise Industry (ACCI) have launched training courses related to cruise tourism. We also collaborate with the Curriculum Development Institute of the Education Bureau in conducting seminars for secondary school teachers teaching "Tourism and Hospitality Studies (THS)", so that they can better

understand cruise tourism development in Hong Kong. Last year, ACCI also started organising ship tours and experience sharing sessions with trade members for secondary school students taking THS in order to attract more young people to join the tourism industry. Such ship tours and experience sharing sessions will continue in the coming academic year.

7. Members are invited to note the information set out in this paper.

Tourism Commission
Commerce and Economic Development Bureau
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