

HKTA'S COMMENTS ON HONG KONG DISNEYLAND

The Hong Kong Tourist Association (HKTA) welcomes the Government's announcement and supports the move that a Disney theme park will be built on Lantau Island.

The HKTA believes this is great news for the tourism industry. Such a world-class and internationally recognised attraction is sure to attract millions more visitors as well as strengthening Hong Kong's image and position as the leading international city in Asia.

Subject to the Executive Council and the Legislative Council endorsing the agreement between the HKSAR Government and the Walt Disney Company, the HKTA will be working closely with Disney to market and promote the theme park internationally, specifically targeting family travel in the region. In cooperation with local partners and the travel trade, we shall develop a marketing strategy leading up to and beyond the opening of the park. Promotions will be carried out through our 19 offices worldwide, as well as during international travel trade shows and consumer exhibitions.

Our surveys of departing passengers at the Hong Kong International Airport, railway stations and ferry terminals indicate that 28.5% of all tourists would be interested in visiting such a theme park. Consequently, the Hong Kong Disneyland is guaranteed to attract more visitors from all over the world and be beneficial to the whole economy of Hong Kong.

The HKTA believes this strategic approach to the development of tourism infrastructure in Hong Kong is a confidence booster for both the tourism industry and the whole community.

Disney's reputation for adopting and maintaining high standards of customer service through its training schemes will also bring a new dimension to Hong Kong's service industry, helping to raise standards and enhance its competitiveness.

In summary, this will be a great asset for our tourism industry and the Hong Kong community at large. It will reinforce our position as Asia's most international and cosmopolitan city, as well as the events and entertainment capital of the region.

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