

香港特別行政區政府

The Government of the Hong Kong Special Administrative Region

政府總部
發展局
工務科
香港花園道美利大廈



Works Branch
Development Bureau
Government Secretariat
Murray Building, Garden Road,
Hong Kong

本署檔號 Our reference : DEVB(W) 216/26/CEDD/6 Pt. 5
來函檔號 Your reference :
電話號碼 Tel No.: : 2848 2045
傳真號碼 Fax No.: : 2810 8502

22 June 2009

Clerk to the Finance Committee
Legislative Council Building
8 Jackson Road
Central, Hong Kong
(Attn: Ms Anita Sit)

Dear Ms Sit,

Finance Committee
Follow-up to Meeting on 5 June 2009
Cycle Tracks connecting North West NT with North East NT

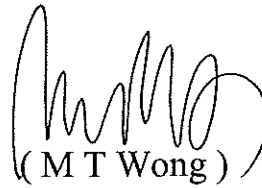
We refer to your letter referenced CB 1/F/1/10 of 8 June 2009 to the Secretary for Financial Services and the Treasury.

In considering the paper referenced PWSC(2009-10)27 on the above subject, Hon IP Wai-ming enquired about the possibility of using the proposed cycle tracks for promoting cycling tourism and whether there were other initiatives for promoting cycling tourism in Hong Kong. We have consulted the Tourism Commission and would like to reply as follows.

The proposed cycle tracks connecting North West NT with North East NT and the ancillary facilities will certainly help promote cycling to the general public. There are connections to scenic spots and heritage sites along the proposed cycle tracks. We consider that promotion should initially focus on the local market, such as developing themed tours for local residents. When the market for cycling tourism becomes more mature and popular, promotion of cycling tours or activities to overseas visitors can be stepped up.

The Hong Kong Tourism Board (HKTB) has been working closely with the travel trade to develop new tourism products. Following the introduction of the cycling guided tour around the Deep Bay and Mai Po areas under the Nature Kaleidoscope Programme last November, the HKTB will work with the tour operator concerned to review the feedback from visitors and identify ways of further enhancing the product.

Yours sincerely,



(M T Wong)
for Secretary for Development

| | | | |
|------|---------------|----------------------------|------------------|
| c.c. | SFST | (Attn: Ms Elsie Yuen) | (Fax: 2530 5921) |
| | C for Tourism | (Attn: Miss Margaret Fong) | (Fax: 2801 5792) |
| | DCED | (Attn: Mr C C Chan) | (Fax: 2693 2918) |