

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 and the promotion of our cruise tourism.

Construction Works

2. Construction works for the new cruise terminal are progressing smoothly. For site formation works, driving and concrete filling of piles are ongoing and concreting of the quay deck has started. For the terminal building works, construction of columns from the ground floor to the first floor has been completed, and formwork erection and steel fixing for columns from the first floor to the second floor are underway. The overall progress of the construction works is satisfactory. It remains our objective to commission the terminal building and the first berth in mid-2013.

Tender for the Tenancy

3. The tender process is still underway. We will announce the tender result in due course.

Promotion of Hong Kong as a Cruise Hub

4. To pave the way for the commissioning of the new terminal, we will continue to work closely with the Hong Kong Tourism Board (HKTB) to enhance Hong Kong's appeal to cruise lines and generate market demand for cruising. To attract more cruise vessels to call on Hong

Kong and extend the duration of vessels staying in Hong Kong, the HKTB will establish strategic partnership with cruise lines through embarking on a co-op marketing fund for advertising and promotion activities. To generate consumer demand especially from our major market in the southern part of Mainland China, the HKTB will launch consumer education activities through co-op advertising with industry partners, as well as publicity campaigns to raise consumers' interest in cruise tourism.

5. To enrich the travel experience of cruise passengers, the HKTB will capitalize on the major events of Hong Kong and tourism offerings to develop a set of new excursion programmes in partnership with cruise lines and ground handling agents. This aims to enhance the satisfaction of the cruise passengers and increase their spending while in Hong Kong. The HKTB will also scale up their hospitality programmes to offer greater varieties of activities to cruise lines.

6. Moreover, to reinforce Hong Kong's image as a regional cruise hub and cultivate strategic partnership for itinerary development, the HKTB will engage cruise lines, neighbouring ports and local travel trade partners to gauge their views on itinerary development and encourage more deployment of cruise vessels to Hong Kong.

Manpower Training

7. To facilitate manpower development of the cruise tourism trade, we will continue to provide training courses through the Skills Upgrading Scheme Plus and the Travel Industry Council of Hong Kong. With the support of the trade, we will continue to arrange ship tours and cruise talks for students and teachers of secondary schools as well as other educational institutes offering tourism-related training programmes, so as to provide them with first-hand experience in the operation of cruise vessels, and to attract more young people to pursue their career in the cruise industry.

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

**Tourism Commission
Commerce and Economic Development Bureau
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