



HONG KONG · SIMPLY THE BEST !



HONG KONG TOURISM BOARD 香港旅遊發展局
ANNUAL REPORT 2011/12 年報

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CHAIRMAN'S MESSAGE

主席獻辭

CREATING THE BEST OF TIME FOR OUR TOURISM

創建旅業佳績 寫下光輝一頁

The Hon James Tien, GBS, JP

Chairman

田北俊議員

主席

Courtesy: Hong Kong Economic Journal

圖片鳴謝:《信報財經新聞》

Photography: Stefan Wong

攝影:黃俊耀

It has now been more than five years since I took up the chairmanship of the HKTb, and I can reflect on an extraordinary period that has seen some of the best of times and some of the worst of times for Hong Kong's tourism industry.

We battled through the outbreak of human swine flu and the impact of the global financial crisis. By contrast, we have also enjoyed record visitor arrivals, the expansion of our two theme parks, the opening of new attractions and hotel facilities, and the construction of a new cruise terminal at Kai Tak.

時光飛逝，執筆之際，我擔任香港旅遊發展局(旅發局)主席一職已有五年多，回顧香港旅遊業在這段時期，經歷了多番高低跌宕，至今仍歷歷在目。

期間，人類豬流感及環球經濟危機，曾相繼令旅遊業受到影響。相反地，我們喜見訪港旅客人次屢創新高、兩大主題公園擴建項目陸續落成、多項新景點和酒店設施開幕，而啓德郵輪碼頭的興建工程也接近竣工階段。

When I began my chairmanship in 2007, I made it my mission to enhance and uphold Hong Kong's reputation as a destination of quality and promote our city's lesser-known attractions. I also undertook to make Hong Kong a 'must-stop' destination for international visitors going to and from mainland China.

My objective from the outset was to enhance Hong Kong's image as a world city and to build on its intoxicating cosmopolitan appeal.

Since then, the HKTB has made significant progress in adding to the Hong Kong visitor experience with an expanded programme of mega events and a greater focus on Hong Kong's unique cultural heritage, as well as its beautiful coastline and countryside.

We have built on the government's decision to scrap the wine duty to promote Hong Kong as the ultimate wine and dine hub in the region, and capitalised on key events, such as the 2008 Beijing Olympics, to reinforce our city's brand image as an international city.

Further to all these, we have raised Hong Kong's reputation as a destination of quality through our Quality and Honest Tours programme, the Quality Tourism Services scheme and other initiatives.

In a further effort to expand Hong Kong's appeal, we have been promoting the city as part of a multi-destination holiday, leveraging our position as a gateway to China. We have teamed up with partners in the region, and in particular in the Pearl River Delta, to market the region to travellers from around the world.

回想我在2007年出任主席之初，決意提升和鞏固香港作為優質旅遊勝地的地位，以及推廣城中較鮮為人知的旅遊特色，並以此為己任。同時，我也銳意把香港打造為全球旅客往返中國內地時的「必到」之地。

我的目標就是提升香港的國際形象，讓旅遊業憑藉香港本身的都會魅力而蓬勃發展。

為此，旅發局加倍推廣全年大型盛事，把多元化的精彩節目納入每個宣傳項目之中，更全面展示香港獨特的文化傳統、維港景致和郊野風光，在提升旅客體驗方面取得顯著的進展。

除此之外，我們把握特區政府撤銷葡萄酒稅的契機，將香港推廣為亞洲美酒佳餚之都，又借助2008北京奧運等盛事，鞏固香港作為國際都會的品牌形象。

我們也透過推行「優質誠信香港遊」、「優質旅遊服務」計劃及其他工作項目，強化香港優質旅遊的良好聲譽。

為了豐富香港的旅遊吸引力，我們善用毗鄰內地的地理優勢，把香港推廣為「一程多站」旅遊行程的一部分。我們與區內的夥伴聯手，向全球旅客宣傳區內的旅遊特色，尤其集中推廣珠江三角洲地區。

CHAIRMAN'S MESSAGE

主席獻辭

Above everything, we have forged a powerful spirit of partnership and co-operation with the government, the Travel Industry Council of Hong Kong, trade partners, businesses and the community. Whether promoting Hong Kong in visitor source markets, arranging sponsorship for mega events or devising new tour itineraries, we have mobilised the support of various sectors of our community, so that we can all the more effectively showcase the irresistible appeal of our home city.

Over the past five years, we have enjoyed milestone after milestone in our tourism development. The key performance indicators – visitor arrivals, visitor spending, length of stay and satisfaction levels – have risen steadily and consistently, bringing benefits to an ever-broader cross-section of our community.

It has been a truly remarkable and exciting chapter in our tourism development, and I am proud of the role the Hong Kong Tourism Board has played in contributing to the city's economy.

I would like to extend my heartfelt thanks to the government, to our travel and hotel industry partners, to my colleagues on the Board, and to the staff of the HKTB who have worked so tirelessly to promote this magnificent city.

Looking ahead, there are undoubtedly challenges as we face up to an uncertain global financial outlook and competition from destinations worldwide. We also have the challenge of enhancing Hong Kong's tourism appeal without placing undue pressure on our resources or community. As our tourism continues to flourish, we must be able to balance the interests of different stakeholders and address the concerns of all community members, to ensure that our tourism industry grows in unity and harmony.

最重要的是，透過各項工作，我們與政府、香港旅遊業議會、旅遊業夥伴、商界和社會人士建立了緊密的合作關係。無論在客源市場推廣香港、為大型盛事尋求贊助，或設計全新旅遊行程方面，我們都獲得社會各界的支持，令大家得以集結力量，更有效地全力推廣香港這個魅力都市。

過去五年，香港旅遊業屢創佳績，奠定了一個又一個的里程碑。四大業績指標——訪港旅客人次、旅客消費、逗留時間及滿意程度，均有不俗成績或穩步上揚，為香港整體社會帶來裨益，並使廣泛界別受惠。

如此令人振奮的成績，無疑為本港旅遊業寫下光輝一頁。對於香港旅遊發展局能為香港社會經濟作出貢獻，我作為主席感到與有榮焉。

我謹此衷心感謝政府、旅遊及酒店業界夥伴一直以來的鼎力支持，也多謝旅發局成員的寶貴意見和指導，以及旅發局全體員工為推廣香港而努力不懈。

展望未來，面對環球經濟不明朗，以及來自不同旅遊點的競爭，前路無疑充滿挑戰。對香港而言，另一考驗是要在提升旅遊吸引力的同時，避免對本地資源和社會構成過度壓力。在旅遊業持續興旺之餘，我們必須平衡不同持份者的權益，並且顧及社會人士所關注的事宜，確保旅遊業在社會和諧、團結的氣氛下持續發展。

But Hong Kong is an extraordinarily resilient city. Again and again, from SARS to bird flu to the global financial crisis, we have overcome daunting obstacles. Our city is also famous for its innovative spirit – breaking new ground and creating new opportunities.

I believe that through hard work, determination and perseverance, we will continue to overcome every challenge and make the most of every opportunity. I am certain that the very best of times are still ahead of us.

The Hon James Tien, GBS, JP
Chairman

香港是個韌力驚人的城市，從非典型肺炎、禽流感到環球經濟危機，一次又一次，以靈活創新、鍥而不捨的精神，走出陰霾，闖出新天地。

我相信，憑著努力、決心和毅力，我們定能繼續跨越障礙，克服日後每項挑戰，掌握每個機會，迎向更美好的將來。

主席
田北俊議員

HONG KONG TOURISM BOARD MEMBERS

香港旅遊發展局成員

As at October 2012 截至2012年10月在任的成員

The Hon James Tien
GBS JP

田北俊議員

CHAIRMAN 主席

Chairman
Manhattan Holdings Limited
萬泰控股有限公司
主席



Shirley Chan JP

陳淑玲

Chief Executive Officer
YGM Trading Limited
YGM 貿易有限公司
行政總裁



Florence Chan

陳苑芬

Partner
Ernst & Young
安永會計師事務所
合夥人



Philip Yung JP

容偉雄

DEPUTY CHAIRMAN 副主席

Commissioner for Tourism
Commerce and Economic
Development Bureau
The Government of the
Hong Kong SAR

香港特別行政區政府
商務及經濟發展局
旅遊事務專員



Dr Michael Chan

陳裕光博士

Chairman
Café de Coral Holdings Limited
大家樂集團有限公司
集團主席



Benjamin Chau

周啟良

Deputy Executive Director
Hong Kong Trade
Development Council
香港貿易發展局
副總裁



Dr Patrick Fung JP

馮鈺斌博士

Chairman & Chief Executive
Wing Hang Bank Limited
永亨銀行有限公司
董事長兼行政總裁



Ko Chi-sum MH

高志森

Chief Executive Officer &
Producer
Spring-Time Group Limited
春天創意有限公司
行政總裁及監製



Chitty Cheung

張鳳婷

Director
Corporate Affairs
Cathay Pacific Airways Limited
國泰航空有限公司
企業事務董事



Stanley Hui JP

許漢忠

Chief Executive Officer
Hong Kong Airport Authority
香港機場管理局
行政總裁



Notes :
註

(i) Appointment effective from 1 November 2011.
任期由2011年11月1日起生效。

(ii) The following members also served the Board during the year ended 31 March 2012: Mr Stephen Chan and Mr Wilfred Wong retired on 31 October 2011.
截至2012年3月31日止年度內曾經在任的旅發局成員如下：陳志雲先生及王英偉先生於2011年10月31日離任。

Larry Kwok BBS JP
郭琳廣

Managing Partner, China
King & Wood Mallesons
萬盛國際律師事務所
大中華區首席合夥人



Peter Lam

林建岳

Chairman
Lai Sun Group
麗新集團
主席



Sir Wayne Leung
梁偉賢爵士

Managing Director
The Local Printing Press Limited
(note i)
樂古印務有限公司
董事總經理
(註i)



William Mackay
祈偉立

Regional Vice-President &
General Manager
Four Seasons Hotel
Hong Kong
香港四季酒店
區域副總裁暨總經理



Lo Po-man
羅寶文

Executive Director
Regal Hotels International
Holdings Limited
富豪酒店國際控股有限公司
執行董事



Perry Mak
麥華章

Publisher & Group
Managing Director
Hong Kong Economic Times
(note i)
香港經濟日報
社長及集團
董事總經理
(註i)



The Hon Sin Chung-kai
單仲偕議員

Deputy Chairman
The Democratic Party
民主黨
副主席



Linda Yuen
袁麗鳳

Managing Director
Sightseers (HK) Limited
新龍旅遊有限公司
董事總經理



Winnie Ng
伍穎梅

Director
The Kowloon Motor Bus
Co (1933) Limited
九龍巴士(一九三三)
有限公司
董事



Michael Wu MH JP
胡兆英

Chairman
Travel Industry Council of
Hong Kong
香港旅遊業議會
主席



EXECUTIVE DIRECTOR'S STATEMENT

總幹事導言

HONG KONG · SIMPLY THE BEST!

Anthony Lau
Executive Director

劉鎮漢
總幹事



Courtesy: *Ming Pao*
圖片鳴謝：《明報》

The year 2011-12 proved to be another spectacular one for Hong Kong's tourism industry. For the first time ever, yearly visitor arrivals topped 40 million, generating over HK\$263 billion of tourism receipts, 24% more than in 2010.

Capitalising on robust economic growth across Asia, we intensified our marketing efforts in short-haul markets. We also expanded our reach in the new markets of India and the Middle East, increased investment in Russia, and entered two more markets – Vietnam and the Netherlands. Altogether, more than 70% of our market budget was invested in the international markets, underscoring our longstanding commitment to diversify Hong Kong's visitor portfolio.

回顧2011-12年度，香港旅遊業再創高峰。全年訪港旅客數字首次突破4,000萬人次，為香港帶來超過2,630億港元的旅遊收益，較2010年大幅增加24%。

配合亞洲區經濟強勁增長，我們不但加強在短途市場的推廣工作，同時還在印度和中東地區擴張市場版圖，並增加了俄羅斯市場的推廣投資，亦開拓了越南和荷蘭兩個新興市場。長久以來，我們致力維持多元化的客源組合，秉承這個信念，我們將超過七成的推廣預算投放於國際市場上。

The year saw a record performance in a number of short- and long-haul markets. Equally encouraging, there was solid growth in overnight vacation arrivals, which increased by almost 15% year-on-year, while high-spending overnight MICE (meetings, incentive travel, conventions and exhibitions) arrivals rose by 9.3%.

Best Travel Experiences

A major focus of our work in 2011-12 was fortifying our tourism brand, to build a stronger image of Hong Kong among global travellers.

We rolled out a new global marketing campaign around the theme 'Hong Kong. Asia's World City'. In sync with the SAR Government's 'Brand Hong Kong', the campaign highlights our city's international setting, cosmopolitan lifestyle, unique cultural fusion, trendsetting fashion and great diversity of attractions, which culminate in some of the best and most unique travel experiences available anywhere.

To convey our brand proposition that in Hong Kong every moment is a different world, we developed a series of compelling print and video marketing materials. High-profile launch events were staged in major source markets, such as the UK, where we turned the upscale South Molton Street in London into a fairground showing Hong Kong's colourful flying dragon motifs along with cultural performances.

Best Fun & Celebrations

Our campaign goal was to create stronger desire for travel to Hong Kong. To attract and excite potential travellers, we enriched our annual events calendar, increasing the number of promotional windows from six to 10.

Each of these promotional windows featured a host of events by different parties, including local festivals and cultural celebrations, as well as mega events organised by the HKTB.

年內，多個長、短途市場均刷出新紀錄，過夜度假旅客人次亦錄得穩健增長，按年上升接近15%，而高消費的過夜會展(會議、獎勵旅遊、大型會議及展覽)旅客人次亦增加9.3%，成績令人鼓舞。

不一樣的旅遊體驗

在2011-12年度，我們其中一項重點工作是鞏固香港的旅遊品牌，在全球旅客市場，建立一個更突出的旅遊目的地形象。

我們推出全新的推廣平台「香港·亞洲國際都會」，這個項目主題與特區政府建立的「香港品牌」互相呼應，突顯出香港作為國際級旅遊城市的風尚、大都會的生活節奏及氣息、文化匯聚的獨有魅力、潮流時尚的領先優勢和多元化的旅遊景點，為旅客提供最獨特和全方位的旅遊體驗。

我們以「Every Moment is a Different World」作為品牌定位，並製作了一系列宣傳品和影片。另外，又於主要客源市場推出大型推廣活動，例如把英國倫敦著名潮流步行街 South Molton Street 打造為嘉年華會場，展示多條象徵香港的飛龍，以及呈獻各式文化表演。

無間斷的節慶盛事

我們的推廣計劃以激發旅客來港旅遊的意欲為目標。為了吸引更多旅客，我們加入更多年度盛事，把大型宣傳項目由六個增加至10個。

每一個宣傳項目均由多個活動或盛事組成，當中包括由各大團體主辦的節慶及文化項目，以及由旅發局舉辦的大型活動。

EXECUTIVE DIRECTOR'S STATEMENT

總幹事導言

One of our new initiatives was the 'Hong Kong Mid-Autumn Festival' promotion in September 2011, which showcased the colourful celebrations across the city during this popular traditional Chinese festival, including a Lantern Wonderland and a Guinness World Record-breaking lantern installation in Victoria Park.

New elements were also injected into recurrent mega events, such as a larger Grand Tasting Pavilion and themed nights during the Hong Kong Wine and Dine Festival, a carousel and tall Christmas tree in Central's Statue Square, as well as an outdoor ice-skating rink in Tsim Sha Tsui East during Hong Kong WinterFest.

Best Marketing Channels

To communicate all these extraordinary experiences embodied in our tourism brand, we substantially enhanced our digital marketing efforts, leveraging web and social media channels.

During the year, we revamped our global consumer website www.DiscoverHongKong.com with a new design, enhanced content and additional functions. Online campaigns were developed for celebrations such as Halloween, while social networking sites and influential blogs, including our Facebook and *Weibo* page, were used to spread the word and extend the reach of our promotions, especially to the younger segment.

Our other strategy for building advocacy and word of mouth involved PR and media promotions. Working together with print, TV and online media around the world, particularly reputable, high-rating TV shows, we brought the spotlight to Hong Kong. Pan-regional PR campaigns were also organised to maximise publicity for our destination offerings, such as a food and wine campaign across major European cities in the summer and the second staging of the 'Visa go Hong Kong Super Shopper' contest in August.

我們其中一個大型推廣活動就是於2011年9月推出的「香港中秋節」，當中展現了香港在這個傳統節日期間富本土色彩的慶祝活動，包括設於維多利亞公園的「綵燈大觀園」，以及打破健力士世界紀錄的巨型綵燈展品。

在推出新項目之餘，我們亦為現有的大型活動注入新元素，例如在「香港美酒佳餚巡禮」中擴大「尊尚名酒區」的面積，並新增兩個國際主題派對；又於「香港繽紛冬日節」期間，在中環皇后像廣場設置旋轉木馬及巨型聖誕樹，並在尖沙咀東部設立戶外真雪溜冰場。

最有效的宣傳渠道

有了如此精彩的項目，我們亦必須確保訊息能有效傳達開去，故此，我們加強利用數碼推廣平台，進一步借助互聯網和社交媒體等渠道進行宣傳。

年內，我們重新設計了DiscoverHongKong.com網站，並加強內容和新增互動功能。網上宣傳方面，我們為多個活動，例如「香港萬聖狂歡月」，推出特色推廣，同時亦利用社交網站和具影響力的博客作推廣，包括透過旅遊局的Facebook和微博專頁進行宣傳，擴大接觸層面，尤其是年輕客群。

公關及傳媒推廣是建立口碑的另一策略，我們透過與世界各地的文字媒體、電視台和網絡媒體合作，特別是具人氣和高收視的電視節目，以提升香港的國際曝光。我們亦進行區域公關活動，加強宣傳香港的旅遊特色，例如在夏季，前往歐洲多個主要城市參與大型美酒美食活動，又於8月在香港舉辦第二屆「Visa go 香港購物王」比賽。

Best Visitor Experience

Back in Hong Kong, we undertook a number of initiatives to enhance the quality of the visitor experience, which is ever so important to uphold our brand image.

We renovated our visitor centre at Hong Kong International Airport to better serve visitors. For the third straight year, our 'Hong Kong Pals' programme recruited local residents to share their travel recommendations with travellers at our visitor centres.

Riding on the popular mobile trend and high penetration of smartphones, new mobile apps were created to provide in-town visitors with convenient access to travel information. In May 2011, we broke new ground and launched the DiscoverHongKong Mobile App Series, one of the world's first smartphone travel applications that makes use of augmented reality technology.

Meanwhile, we continued our marketing push behind the Quality Tourism Services (QTS) scheme, which provides a benchmark of service excellence for merchants in the retail and dining sectors, hair salons and visitor-accommodation facilities. To commend longstanding merchant members for their quality services, we organised the first-ever QTS Merchant Awards in June 2011.

Best Partnerships

Our other key focus during the year was building co-operative partnerships. Throughout the year, our marketing efforts were underpinned by a strong collaborative spirit – whether it was rolling out tactical promotions with airlines and travel agents in source markets, participating in international trade shows and travel missions with our travel and hotel industry partners, or staging mega events with the support of our business community at home.

最優質的旅客服務

我們在本港亦採取了一系列措施以提升旅客服務質素，並且鞏固香港的品牌形象。

年內，我們重新裝修了設於香港國際機場的旅客諮詢中心，為旅客提供更優質的服務。另外，我們連續第三年舉辦「老友記」計劃，招募本港市民成為義工，於旅客諮詢中心與旅客分享旅遊心得及推介。

隨著智能手機日漸普及，我們開發了全新的流動電話應用程式，為旅客提供更方便實用的資訊。於2011年5月，我們採用「擴展實境」技術推出「DiscoverHongKong Mobile App Series」，是全球其中一個率先將此項嶄新技術應用於旅遊方面的智能手機應用程式。

同時，我們亦繼續全力推廣「優質旅遊服務」計劃。此計劃為零售和餐飲業、髮型屋及旅客住宿設施，提供優質服務的基準及認證。為了表揚多年來提供優質服務的商戶，我們於2011年6月舉辦了首屆「優質商戶獎項」。

更緊密的夥伴合作

建立合作夥伴關係亦是我們的重點工作之一。年內，我們的市場推廣工作得以有效進行，有賴各界的支持和合作，例如我們聯同航空公司和旅行社，在客源市場推出策略性的推廣活動；又與旅遊和酒店業合作夥伴，一同參與國際旅遊展覽和海外考察團；亦得到本地商業機構的協助，成功舉辦多項大型活動。

EXECUTIVE DIRECTOR'S STATEMENT

總幹事導言

In September 2011, we launched a new initiative, "Lantau Island: An Inspirational MICE Destination", together with the attractions, hotels and venue operators on Lantau Island, to promote the island as a MICE hub.

With the new cruise terminal at Kai Tak scheduled for commissioning in mid-2013, we stepped up co-operation with cruise lines and operators to promote Hong Kong's offerings as a major cruise hub.

In the area of multi-destination travel, we furthered our collaboration with the tourism organisations in Hainan, Macau and six other cities in the Pearl River Delta to promote the region to global travellers. Together we attended major trade shows and hosted roadshows in a number of markets, including the US, where we co-funded with Guangdong and Macau a TV programme by famous traveller Richard Bangs.

I am immensely grateful to the Government, the Travel Industry Council of Hong Kong, our travel trade partners, and other organisations in various sectors for their strong support and collaboration during the past year.

My gratitude goes to the Chairman and Members of the Board as well, for their invaluable insights, counsel and advice.

Last but certainly not the least, I would like to thank all my colleagues in the Head Office and Worldwide Offices for their hard work, commitment and professionalism.

At the time of writing this report, 2012 is proving to be a challenging year for Hong Kong tourism, as global economic uncertainty continues to deepen. Nevertheless, we believe our city holds great potential: we have attractive tourism offerings, some of the most unique travel experiences available anywhere, and a powerful brand.

我們於2011年9月推出名為「大嶼山一會展獎勵旅遊靈感之旅」的全新推廣活動，透過與大嶼山的景點、酒店及場地營運商合作，將大嶼山打造為「一站式」的會展獎勵旅遊匯點。

配合啓德郵輪碼頭將於2013年中落成啓用，我們現正加強與郵輪公司及營運商合作，推廣香港作為主要郵輪中心。

在「一程多站」旅遊推廣方面，我們進一步與海南、澳門及珠江三角洲內其他六個城市的旅遊機構加強合作，共同將珠三角的旅遊特色推廣至全球。我們一起參加了多個國際旅遊展銷會，並於不同市場舉辦巡迴路演。其中，在美國，我們便與廣東及澳門合資製作了由著名旅行家Richard Bangs主持的電視節目。

2011-12年度見證了香港旅遊業豐盛的一年，我謹此感謝特區政府、香港旅遊業議會、旅遊業界夥伴以及各界對旅發局的鼎力支持和合作。

我更要多謝主席田北俊先生，多年來以真知灼見領導旅發局前進；亦要感謝每一位旅發局成員，一直給予我們寶貴的意見和建議。

最後，我要向旅發局總部及全球辦事處的每一位同事致以衷心感謝，有賴他們的努力、堅持和專業精神，我們才有今天豐碩的成果。

隨著全球經濟持續不穩定，香港旅遊業在2012年遇到不少挑戰。然而，憑藉香港多元化的旅遊特色、獨特的旅遊體驗，以及鮮明的旅遊品牌，絕對能夠發揮巨大潛力以迎接挑戰。

We will continue to address market changes with flexibility and creativity, to foster partnerships and create business opportunities that will bring greater value to our industry partners and the community at large.

Together we will show to the world that Hong Kong is Simply the Best.

Anthony Lau
Executive Director

面對市場變化，我們將繼續保持靈活性和發揮創造力，並加強與業界夥伴的合作和創造商機，為業界以至社會各界，帶來更大裨益。

本年度的旅發局年報以「Hong Kong • Simply the Best!」作為主題，就讓我們一起向全球展示香港的特色，證明香港絕對是旅客的最佳旅遊目的地！

總幹事
劉鎮漢

2011 TOURISM PERFORMANCE

旅遊業概況

Total Arrivals
訪港旅客人次

million (百萬)

+16.4%

41.92

Total Tourism Expenditure Associated to
Inbound Tourism (HK\$)
與入境旅遊相關的總消費 (港元)

billion (十億)

+24.0%

263.1

Overnight Visitors' Per Capita Spending (HK\$)
過夜旅客人均消費 (港元)

+11.0%

7,470

Average Length of Stay of Overnight Visitors (Nights)
過夜旅客平均逗留時間 (晚)

2010: 3.6

3.6

Satisfaction of Overnight Visitors (Max: 10 points)
過夜旅客滿意度 (滿分為10分)

2010: 8.3

8.3

STRATEGIC FOCUS 2011/2012

策略重點

HONG KONG · Simply the BEST!

Hong Kong is a city that offers one of the world's best travel experiences. To showcase the full spectrum of the city's tourism offerings, the HKTb adopted a new thematic marketing platform - **"Hong Kong. Asia's World City"** starting in 2011. Through a range of promotional initiatives and close partnership with its travel trade partners, the Board has built an even stronger tourism brand for Hong Kong, showing the world that Hong Kong, Asia's World City, is Simply the Best!

香港是世界級的旅遊勝地，帶給旅客獨一無二的旅遊體驗。由2011年起，旅發局以**「香港·亞洲國際都會」**作為全新推廣平台，突顯香港多元化的旅遊特色。旅發局不斷推出各項宣傳推廣工作，並與業界夥伴保持聯繫和合作，進一步強化香港的旅遊品牌，讓旅客知道，香港這個「亞洲國際都會」，就是全球最佳旅遊目的地！





Promoting
**the Best of
Hong Kong**

旅遊品牌 獨一無二

HONG KONG ASIA'S WORLD CITY

In order to showcase Hong Kong's appeal as a world-class travel destination, including its international setting, cosmopolitan lifestyle, unique East-meets-West culture and great diversity of tourism attractions, the HKTb launched the "Hong Kong. Asia's World City" marketing platform. To get across the message that Hong Kong is a dynamic and compact city that offers great varieties and choices of travel experiences at every moment and in every corner which meet the different travel needs of visitors from across the world, a communication proposition "Every Moment is a Different World" was deployed, strengthening the impact of all marketing materials.





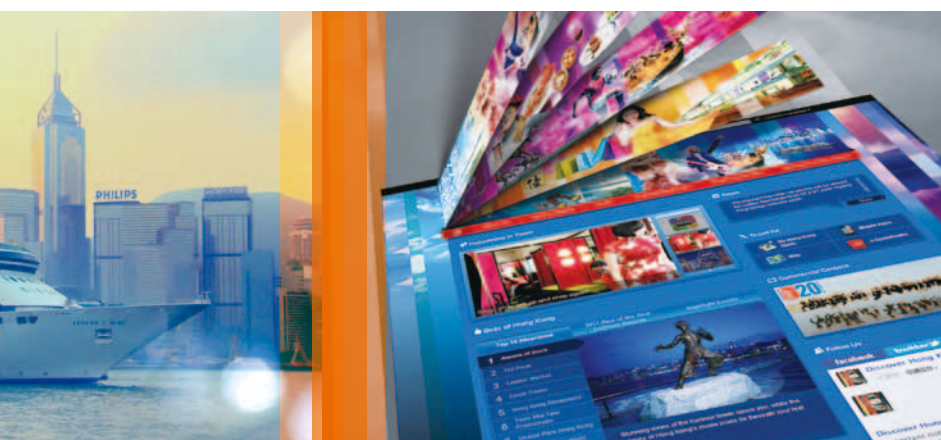
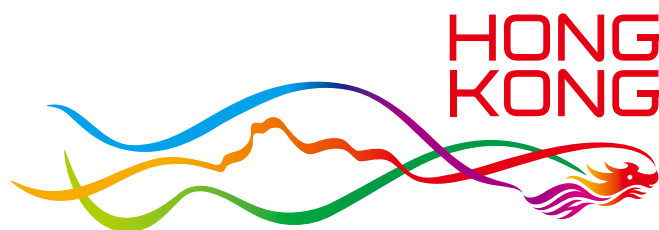
香港・亞洲國際都會

旅發局推出全新推廣平台「香港・亞洲國際都會」，展現香港作為國際級旅遊城市的風尚、其大都會生活節奏及氣息、中西文化兼容並蓄的獨有魅力，以及多元化的旅遊強項。旅發局亦以「Every Moment is a Different World」為推廣主題，表達出香港富有數之不盡、豐富多變的旅遊樂趣，時刻都為全球旅客帶來驚喜。



Leveraging the "Hong Kong, Asia's World City" platform, the HKTb launched a wide variety of promotions through different channels to showcase Hong Kong's tourism strengths and create a compelling brand image of the city. Catering to the interest of different visitor segments, including the young, the family and the achiever segments, the HKTb created different versions of communication materials, including a new look and design of the DiscoverHongKong.com website, showcasing the unlimited excitement of Hong Kong throughout the year. A four-week-long regional TV campaign was launched to broadcast the new "Hong Kong, Asia's World City" video on major regional TV channels, namely Discovery Channel, National Geographic, CNN and Travel & Living.





旅發局借助「香港·亞洲國際都會」的推廣平台，透過不同渠道，全面展示香港的旅遊特色及優勢，為香港打造一個更突出的旅遊形象和品牌。因應不同客群包括年輕、家庭及年長客群的興趣及喜好，旅發局特別製作了不同版本的宣傳資料，展現香港於全年不同時段，均有無盡精彩的事物。旅發局亦採用更具時尚感的風格，重新設計 DiscoverHongKong.com 網站，並推出為期四星期的亞洲區域電視推廣項目，於主要電視頻道，包括 Discovery Channel、National Geographic、CNN 及 Travel & Living，播放全新攝製的宣傳短片。





Presenting
the Best
to Global
Consumers

推廣網絡 無遠弗屆

Capitalising on the popularity of smart phones, **the HKTB and Cathay Pacific Airways jointly produced the DiscoverHongKong Mobile App Series, which was among the first travel app series in the world that utilised the augmented reality (or AR) technology.**

Combining the AR technology with the global positioning system (GPS) and camera of the smart phone, the "DiscoverHongKong • AR" application shows points of interest, shops accredited under the Quality Tourism Services Scheme and award-winning restaurants, in visitors' vicinity. Another application, "DiscoverHongKong • City Walks", leads visitors through four themed walking trails in the city's urban areas.



隨著智能手機日漸普及，**旅發局與國泰航空公司合作推出「DiscoverHongKong Mobile App Series」**——全球其中一個率先採用「擴展實境」技術的智能手機旅遊程式系列。

旅客可透過「香港•AR旅遊導覽」程式的「擴展實境」功能，同時利用手機內置的衛星定位技術及鏡頭瞄準身處位置的四周環境，手機屏幕上便會顯示出附近的主要景點、「優質旅遊服務」計劃的認證商舖以及得獎食肆；而另一個旅遊程式「香港•都會漫步遊」則提供四條不同主題的市區漫遊路線，引領旅客於市內展開探索之旅。





With social media fast becoming a mainstream marketing channel, the HKTb has harnessed the power of this new media to engage potential visitors around the world at multiple stages, from building brand awareness and desire, to cultivating brand “ambassadors” by encouraging visitors to share their travel experience of Hong Kong. Leveraging such online channels as travel portals and social networking sites, including Twitter, Facebook, YouTube and *Weibo*, the Board extended the reach of its promotions to a wider audience. In addition to enabling consumers to research destinations and plan trips, digital innovations have made it easier for travellers to satisfy their desire to connect on the road and share their travel experience instantly.

Besides, the HKTb launched segment-focused promotional campaigns, such as those themed on Hong Kong’s cartoon character McDull, targeting the family visitors in Mainland China and Taiwan.



隨著社交媒體日漸成為主流宣傳渠道，旅發局利用數碼媒體力量向全球旅客推廣香港的品牌形象，並鼓勵旅客透過社交媒體分享在香港的旅遊體驗，扮演「品牌宣傳大使」的角色。旅發局借助不同類型的旅遊入門網站及社交網站，例如 Twitter、Facebook、YouTube 及微博等進行推廣，不斷擴大接觸層面。此等數碼平台除了為消費者提供設計旅遊行程的資訊，更方便旅客即時與友人分享旅途上的點滴。

此外，旅發局亦繼續進行多個專題推廣項目，包括借助本土人氣卡通人物「麥兜」，宣傳香港的旅遊景點和親子遊活動，希望吸引更多內地及台灣的家庭旅客訪港。





Creating
**the Best
Travel**
Experiences

焦點盛事 綻放異彩

Hong Kong **Cultural** 香港傳統文化匯 **Celebrations**

To enhance Hong Kong's destination appeal, the HKTB increased the number of promotional windows from six to 10, each highlighting one or more of Hong Kong's core strengths. In addition to expanding the scale of its mega events, the Board injected new elements and programmes into them.

The Hong Kong Cultural Celebrations in April and May were organised for the second time **to showcase four fascinating traditional Chinese festivals in Hong Kong, namely the Cheung Chau Bun Festival, the birthday celebrations of Tin Hau, Lord Buddha and Tam Kung.** Among various marketing initiatives, a fun video about the myths of the Floating Colours Parade (i.e. "Piu Sik") in the Cheung Chau Bun Festival was broadcast across various online video portals and social media channels to generate awareness of the festival.





為了提升香港的旅遊吸引力，旅發局將全年的大型宣傳項目由六個增加至10個，每個項目均以香港其中一個或多個旅遊特色為主題，推廣一系列不同類型的盛事。除了擴大活動規模外，旅發局亦為原有的大型活動注入新元素，豐富旅客體驗。

連續第二年舉辦的「香港傳統文化匯」，洋溢節慶氣氛！**旅發局將本港4月至5月的四大傳統節日，包括「長洲太平清醮」、「天后誕」、「佛誕」及「譚公誕」包裝推廣**，其中更以有趣的宣傳錄像揭開「飄色巡遊」的神秘面紗，介紹「長洲太平清醮」的特色。短片上載於多個視頻分享網站及社交媒體平台播放，成功以創新方法引起公眾對傳統節日的注意。



Hong Kong Summer 香港夏日盛會 Spectacular

During the entire Hong Kong Summer Spectacular, **the HKTb joined forces with Visa International again to offer shoppers chances of winning pre-paid spending credit.** Shoppers were also surprised at designated shopping malls by a flash mob, which randomly identified lucky shoppers and gave out pre-paid Visa cards and shopping mall vouchers. The HKTb also promoted the Summer Pop – Live in Hong Kong concert organised and produced by the Performing Industry Association, as well as other exhibitions and activities organised by other organisations, such as the Hong Kong Book Fair, the Food Expo and Lan Kwai Fong BeerFest.



「香港夏日盛會」再掀購物浪潮！**旅發局再度夥拍 Visa International**，聯手推出全新獎賞活動，送出預付簽賬額，刺激旅客和市民消費。活動期間，更有「快閃黨」於指定商場出沒，隨機找出幸運消費者，並即時送上 Visa 預付卡及商場現金券，帶來重重驚喜。旅發局亦積極推廣由演出業協會主辦及製作的「香港夏日流行音樂節」，以及其他機構舉辦的展覽或大型活動，包括「香港書展」、「美食博覽」及「蘭桂坊啤酒節」等。



Hong Kong Dragon Boat Carnival

香港龍舟嘉年華

With the support of Mega Events Fund, the HKTB teamed up again with the Hong Kong Dragon Boat Association to stage the second Hong Kong Dragon Boat Carnival at Victoria Harbour in Tsim Sha Tsui East. Featuring new special races and race formats, the SaSa 2011 Hong Kong International Dragon Boat Races attracted almost 200 teams from 12 countries and regions. In the onshore San Miguel Beer Garden at the UC Centenary Garden, a wide range of elements and programmes, such as enhanced stage performances, were featured. **The three-day Carnival attracted around 210,000 spectators.**

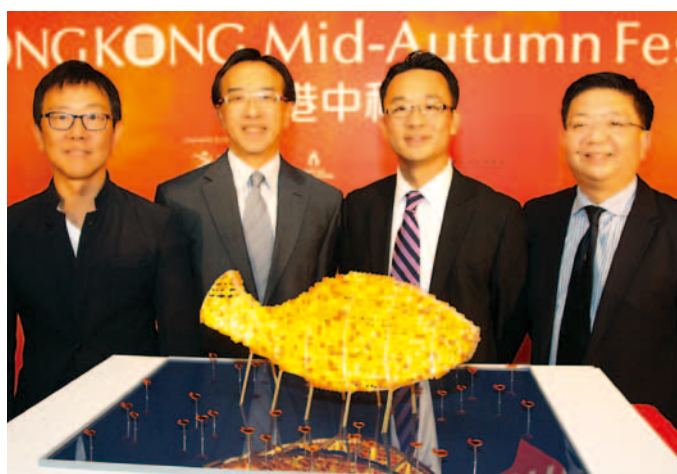


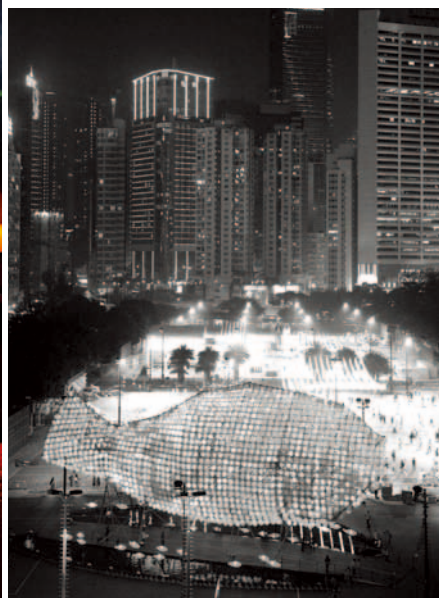


「香港龍舟嘉年華」載譽歸來！這項夏日盛事連續第二年由旅發局與香港龍舟協會合辦、盛事基金贊助，於尖沙咀東部維多利亞港沿海舉行。活動焦點之一的「莎莎2011香港國際龍舟邀請賽」引入了不少別開生面的賽事項目，有近200支來自12個國家及地區的龍舟勁旅參與，而設於市政局百週年紀念花園的「生力暢飲樂園」則提供特色啤酒美食及精彩舞台表演。一連三日的嘉年華合共吸引約21萬觀眾入場，令尖東一帶充滿熱鬧歡樂的氣氛。



旅發局大型活動「香港中秋節」首度登場！活動焦點之一的「李錦記綵燈大觀園」設於維多利亞公園，當中名為「動感之娛」的巨型綵燈由超過一千個中式燈籠組成，並獲列為「世界最大綵燈展品」。這個巨型綵燈由本地建築師林偉而先生設計，是旅發局、香港設計師協會、香港建築師學會及香港設計大使合辦的公開比賽中的優勝作品，吸引超過40萬觀眾參觀。此外，旅發局亦大力推廣於大坑舉行、獲列為國家級非物質文化遺產的舞火龍活動。





The HKTB staged this event in 2011, in which the Lee Kum Kee Lantern Wonderland, featuring the world's largest sculpture made from lanterns, was set up in Victoria Park. The sculpture, which comprised of over 1,000 traditional Chinese lanterns, was created by architect William Lim, winner of the design competition organised by the HKTB with support from the Hong Kong Designers Association, the Hong Kong Institute of Architects and the Hong Kong Ambassadors of Design. The event attracted more than 400,000 spectators. Besides, fire dragon dance performance in Tai Hang, which is on the national list of intangible cultural heritage, was promoted during the event.

Hong Kong 香港中秋節 **Mid-Autumn Festival**



Once again the HKTB bundled and packaged various Halloween activities in town, as well as trade offers, and launched a 40-day promotion called Hong Kong Halloween Treats. **With the theme “Big Scream. Great Fun”, the promotion targeted the young visitor segment in various markets, and further reinforced Hong Kong’s image as the ultimate destination in Asia to celebrate Halloween.** Visitors were encouraged to enjoy the total travel experience in Hong Kong during this period, which encompassed a wide range of festive events and many superb dining and shopping offers.



Hong Kong 香港萬聖狂歡月

Halloween Treats





「香港萬聖狂歡月」再度駕臨！旅發局串連城中的萬聖節主題活動及業界優惠，藉此向旅客推廣香港為首選旅遊目的地。一連 40 日的大型宣傳活動，以「狂歡狂叫・搞鬼搞笑」為主題，針對各大市場的年輕客群，鼓勵他們來港感受萬聖節派對氣氛，並體驗香港的節慶活動、道地美食及購物樂趣。



Hong Kong 香港美酒佳餚月 Wine & Dine Month

The four-day Wine & Dine Festival, presented by American Express International, Inc., made its comeback at the West Kowloon Waterfront Promenade. **Attendance rose to a record 163,000. The number of exhibition booths also increased to nearly 290, showcasing international wines and cuisines, as well as award-winning dishes.**

In its third year running, the event featured more new elements:

- The Spanish Night and the Japanese Night
- A bigger Grand Tasting Pavilion with enhanced decorations
- Enhanced performances on the main stage
- Display of mega wine bottles dressed by renowned fashion designer Vivienne Tam





「香港美酒佳餚巡禮」再展魅力！這項年度盛會由美國運通國際股份有限公司呈獻贊助，一連四日於西九龍海濱長廊舉行。今屆攤位數目增至近 **290** 個，展出多款環球美酒美食及本地得獎菜式，入場人次更高達 **163,000**，創出新紀錄。

這項大型活動踏入第三屆，節目內容加入更多嶄新元素，包括：

- 「西班牙之夜」及「日本之夜」全新國際主題派對
- 面積寬敞、裝潢別緻的「尊尚名酒區」
- 由多位樂手及樂隊呈獻的精彩舞台節目
- 由著名時裝設計師譚燕玉小姐設計的巨型酒瓶裝置展覽



During the Hong Kong Wine & Dine Month, more food and wine-themed programmes were served citywide:

- Festival of Restaurants supported by around 50 restaurants
- Lan Kwai Fong Carnival in Central
- World of Food and Music at Stanley
- Hong Kong International Wine and Spirits Fair, organised by the Hong Kong Trade Development Council

Separately, the Best of the Best Culinary Awards was co-organised again by the HKTb with The Hong Kong and China Gas Company Limited. The competition, in its tenth edition, featured four categories – “dim sum”, “rice”, “soup” and “vegetable” – as well as two newly added awards, “King of Shrimp Dumplings” and “Most Creative Dessert”.

在「香港美酒佳餚月」，多項以美酒美食為主題的節目在全城各區舉行，包括：

- 由約50間時尚休閒食府推出的「食府盛饗」
- 中環蘭桂坊嘉年華
- 赤柱國際美食音樂節
- 由香港貿易發展局主辦的「香港國際美酒展」

另外，旅發局再度與香港中華煤氣有限公司合辦「美食之最大賞」廚藝比賽，第10屆比賽共設「點心」、「飯類」、「羹類」及「蔬菜」四個不同組別，而兩個新增獎項分別為「蝦餃之王」及「甜品創意大獎」。





「香港郊野全接觸！」再次起步！旅發局連續第三年舉辦這項遠足活動，並得到漁農自然護理署支持協辦，藉此向旅客推介香港美麗的郊野景色、遠足徑以及國家地質公園。於2011年11月13日至12月11日期間一連五個周日，**旅發局籌備了五個不同主題的免費遠足導賞團，包括麥理浩徑、龍脊、城門水塘、東涌至大澳等路線。**旅發局亦特別製作全新的《香港登山遠足指南》，為自助旅遊人士提供有關香港綠色旅遊的實用資料。



Great Outdoors

Hong Kong 香港郊野全接觸



With the support of the Agriculture, Fisheries and Conservation Department, the HKTB rolled out the third year of "Great Outdoors Hong Kong!", showcasing beautiful countryside, hiking trails and National Geopark to visitors. For five consecutive Sundays from 13 November to 11 December 2011, **the HKTB organised free guided hiking tours on different themes, covering the MacLehose Trail sections, Dragon's Back, Shing Mun Reservoir and Tung Chung to Tai O.** Catering to the needs of free and independent travellers, the HKTB also published *The Inside Guide to Hikes and Walks in Hong Kong*, which features useful information about Hong Kong's green scenery and tours.



Hong Kong **WinterFest** 香港繽紛冬日節

To celebrate the tenth staging of the Hong Kong WinterFest, **the HKTb set up Christmas attractions and decorations in both Central and Tsim Sha Tsui.**

Presented by Sino Group and supported by China UnionPay, an Ice Wonderland was set up at the UC Centenary Garden in East Tsim Sha Tsui, allowing participants to enjoy an outdoor ice-skating experience. Sponsored by Tiffany & Co, A Holiday of Tiffany Treasures was staged in Statue Square, Central, featuring an 18-metre tall Christmas tree, a fairytale-inspired carousel, together with festive decorations and activities. The WinterFest also featured the fifth Hong Kong New Year Countdown Celebrations on the night of 31 December, with The Hong Kong Jockey Club as the supporting sponsor.





「香港繽紛冬日節」踏入第10屆，倍添濃情厚意！**旅發局在中環和尖沙咀推出聖誕慶祝項目及裝飾佈置，提升冬季的旅遊吸引力。**由信和集團呈獻及中國銀聯贊助的「冰紛樂園」，於尖東市政局百周年紀念花園舉行，讓遊人與摯愛親朋可享受戶外真雪溜冰體驗。另一亮點「閃爍喜悅・冬日・愛」由 Tiffany & Co. 榮譽贊助，並以矗立於中環皇后像廣場的18米高聖誕樹及旋轉木馬為焦點，加上閃爍的浪漫裝飾及節慶活動，為廣場營造濃厚的節日氣氛。另外，第五屆「除夕倒數詠香江」獲香港賽馬會支持贊助，旅客與市民欣賞煙火匯演，倒數迎接2012年的來臨。

Hong Kong Chinese New Year Celebrations

香港新春節慶

Entering its 17th year, the Cathay Pacific International Chinese New Year Night Parade in 2012 featured 35 floats and performing troupes from 12 countries and regions. Of the 12 international performing units, 11 were first-timers in the parade. Carrying the theme "World City, World Party", the event brought excitement to Tsim Sha Tsui on the first evening of the Year of the Dragon. The parade once again received the generous support of Cathay Pacific Airways, which agreed to provide title sponsorship for another three years starting from 2012.





「國泰航空新春國際匯演之夜」踏入第17屆，主題為「國際都會·環球派對」，吸引來自全球12個國家及地區合共35組花車及表演隊伍參與演出。12支國際隊伍之中，11支均是首次參加本港的巡遊匯演。這項盛事於龍年大年初一晚上舉行，為尖沙咀一帶營造歡樂熱鬧的嘉年華氣氛。國泰航空公司再次鼎力支持這項大型賀歲活動，更答應由2012年起再度連續三年提供冠名贊助。



其他盛事 **Third-party Events**



In addition to its own mega events, the HKTB actively promotes events organised by third parties, so as to ensure that Hong Kong is consistently viewed by visitors as an exciting travel destination.

Riding on the interest in Hong Kong's art and cultural scenes among visitors, well-known happenings such as the Hong Kong Arts Festival, Hong Kong International Film Festival, ArtHK and Hong Kong International Jazz Festival are promoted. The Board also promotes signature sports events including the Hong Kong Marathon and the Hong Kong Sevens, both of which have proved widely popular among various visitor markets.

Courtesy 圖片提供:
Hong Kong Rugby Football Union/PSI





旅發局籌辦大型宣傳項目之餘，亦會積極推廣由其他機構舉辦的盛事，為香港打造一個更具吸引力的旅遊目的地形象。旅發局除了宣傳在本港舉行的多項大型藝術活動，如「香港藝術節」、「香港國際電影節」、「香港國際藝術展」及「香港國際爵士音樂節」，以迎合旅客對藝術及文化的興趣之外，亦協助推廣受不少旅客歡迎的世界級體育盛事，包括「香港馬拉松」及「香港國際七人欖球賽」。



Courtesy 圖片提供: World of WearableArt Ltd





Showcasing
**Hong
Kong's
Best**
to the Global
Media

公關宣傳 爭取曝光



The HKTb continued to instil creativity in media publicity programmes to generate exposure for Hong Kong.

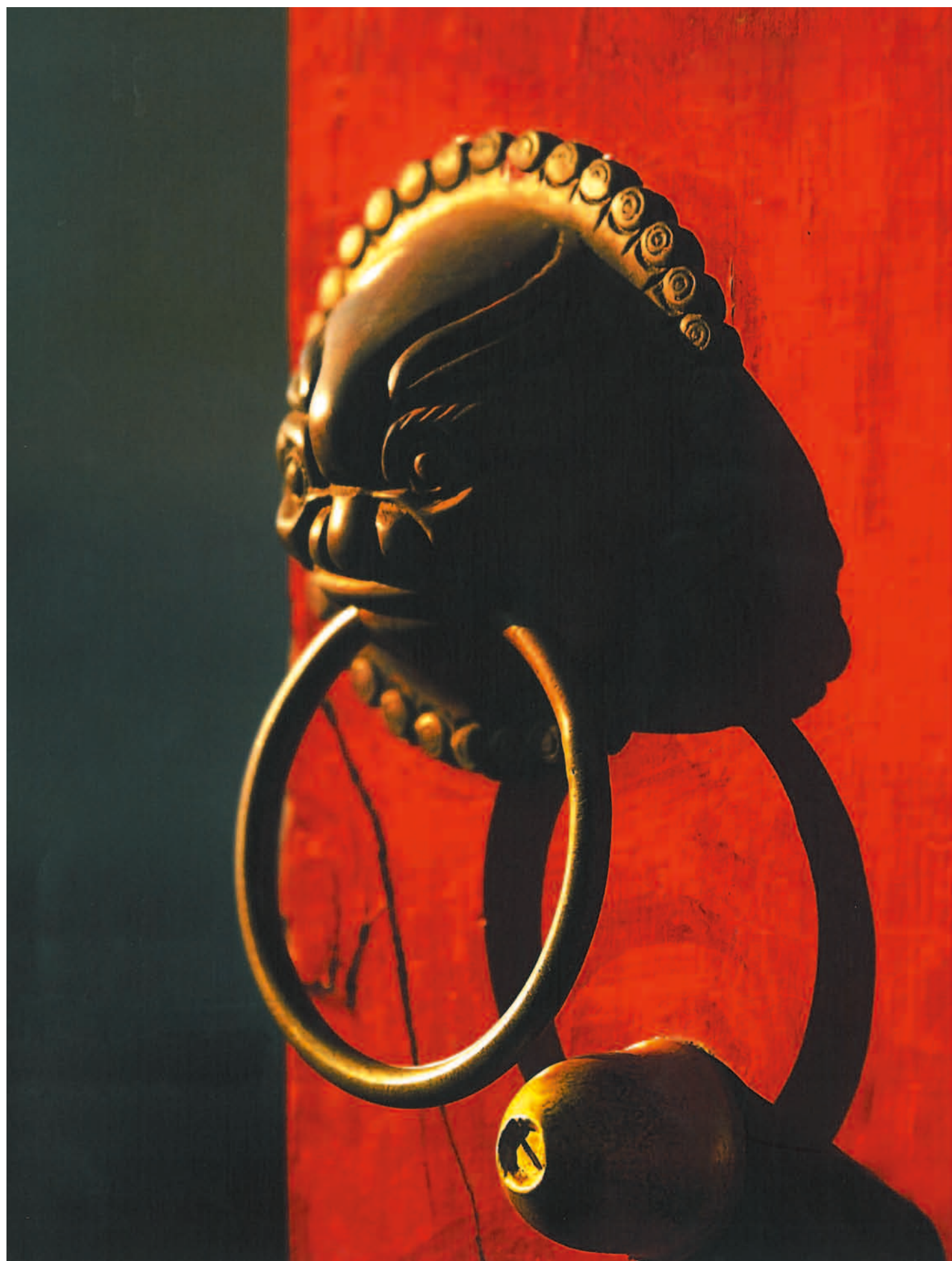
In 2011, the Board adopted a new format and used "fashion" as the theme of the second Visa go Hong Kong Super Shopper contest to demonstrate the city's image as both a shoppers' paradise and a fashion capital.

Throughout the year, the HKTb also highlighted Hong Kong's culinary excellence, especially in wine and food pairing, through public relations activities in various markets. In addition to participating in the Bordeaux River Festival in France and the Food and Wine Classic In Aspen in the US, it showcased Hong Kong's culinary flavours in markets like Germany, Taiwan and Beijing. Besides, the Board arranged a special "Hong Kong menu", jointly created by chefs from Hong Kong and London, as part of the two-week "Hong Kong. Live in London!" promotion.



旅發局積極與不同媒體合作，舉辦多項創意公關宣傳活動，為香港爭取更多國際曝光。2011年，旅發局以全新形式舉辦第二屆「Visa go 香港購物王」比賽，充分展示香港的潮流時尚和購物選擇多元化的優勢，提升香港作為「購物天堂」的美譽。

年內，旅發局亦透過不同公關活動，於全球多個市場宣傳香港美食配美酒的強項，例如參與法國波爾多舉行的 Bordeaux River Festival 及美國的 Food and Wine Classic In Aspen，又於德國、台灣及北京等市場進行推廣。另外，旅發局更在英國倫敦舉辦為期兩週、名為「Hong Kong. Live in London!」的大型宣傳活動，並邀請香港及倫敦名廚合作，在活動期間推出具香港風味的「Hong Kong menu」菜單，讓當地食客能夠品嚐香港的佳餚。





Offering
**the Best
Choices to
Develop**
Multi-Destination
Itineraries

一程多站 建立互惠



The HKTb worked closely with Macau and other Mainland cities **to promote multi-destination itineraries featuring Hong Kong, highlighting Hong Kong's position as a "must-visit" city.** The HKTb attended the Internationale Tourismus Borse (ITB) Berlin in partnership with the Macau Government Tourist Office (MGTO), and organised trade seminars with the Hainan's Sanya Tourism Development Commission to introduce the complementary tourism assets of Hong Kong and Hainan.

Riding on Moscow International Travel & Tourism (MITT) Exhibition, the Board worked with Macau and Sanya again in co-organising trade seminars to promote combo itineraries featuring the three destinations. The HKTb also teamed up with the Guangdong Provincial Tourism Administration (GDPTA) and the MGTO to launch roadshows in Melbourne and Sydney of Australia, promoting multi-destination itineraries to travellers.

Multi-Destination Promotion Guangdong · Hong Kong · Macau September 2011



旅發局積極與澳門及內地多個省市緊密合作，**聯手推廣包括香港在內的「一程多站」行程，並加強宣傳香港作為「必到」旅遊城市的地位。**旅發局聯同澳門特區政府旅遊局遠赴德國，出席柏林大型國際旅遊展；又與海南省三亞市旅遊發展委員會舉辦洽談會，介紹香港和海南兩地的旅遊設施。

配合莫斯科國際旅遊展，旅發局再度與澳門及三亞合作，向俄國市場推廣結合三地的「一程多站」旅遊。另外，旅發局亦與廣東省及澳門旅遊局協商，於澳洲墨爾本及悉尼兩地攜手進行路演。





To broaden the range of tourism products available for short-haul visitors, the HKTb joined the Shenzhen Municipal Bureau of Culture, Sports and Tourism to organise roadshows in Japan, South Korea and Vietnam. The Board also initiated the first-ever joint visit in Southeast Asia with the tourism administrations of Macau, Guangzhou, Zhongshan and Jiangmen.

Riding on the China International Tourism Industry Expo (CITE) in Guangzhou, the HKTb co-hosted the Guangdong-Hong Kong-Macau Tourism Gala Event with the GDPTA & MGTO, showcasing the Pearl River Delta's tourism appeal. The HKTb also co-funded the production of the TV programme "Richard Bangs: Adventures with Purpose – Quest for Harmony" with the MGTO and the GDPTA, introducing the Pearl River Delta region to the US consumers.



在短途市場方面，旅發局夥拍深圳市文體旅遊局，於日本、南韓及越南等地均進行推廣活動，向旅客宣傳「一程多站」的旅遊產品。旅發局年內更首次與澳門、廣州、中山及江門的相關旅遊機構，前赴東南亞市場展開大規模聯合推廣。

藉著中國（廣東）國際旅遊產業博覽會在廣州舉行期間，旅發局與廣東省及澳門旅遊局合辦「粵港澳之夜」，透過精彩項目展示珠江三角洲的旅遊吸引力。三局更合資製作由知名旅遊家 Richard Bangs 主持的電視節目，並於美國播放，向當地消費者推介三地旅遊特色。



HONG KONG TOURISM BOARD

Welcome to Hong Kong
The 1,000,000th Korean Visitor



The Royal Garden
Kowloon, Hong Kong
(A SUBSIDIARY OF SUN HING HOLDINGS LIMITED)

PAY TO

The 1,000,000th Korean Visitor \$
Two Night Accommodation in Junior Suite with Crown Club
Dining Voucher at Dong Lai Shun

MR KEVEN CHAN, VICE PRESIDENT



Achieving
**the Best
Results**
through Close
Partnership

夥伴合作 拓展商機

In promoting Hong Kong, **the HKTb worked closely with the tourism and related sectors in launching a variety of promotions worldwide, targeting 20 key source markets to maintain a balanced visitor portfolio.**

Under the joined efforts of the HKTb and the travel trade, total visitor arrivals to Hong Kong surpassed the 40-million mark within a single year for the first time to reach an all time high of 41.92 million in 2011. The number of vacation travellers went up by 25% to 23.57 million. In terms of individual markets, Mainland China, Taiwan, South Korea and various Southeast Asian markets all saw prominent growth.

To pave way for the longer term development of Hong Kong's tourism industry, the HKTb set up an office in Taipei to reinforce promotional efforts in Taiwan. In India, the Board expanded promotional coverage from New Delhi and Mumbai to Bengaluru and Chennai. Capitalising on the visa free arrangement and increased flight capacity, the HKTb enhanced its promotions in Russia, such as by making a big presence with Hong Kong trade partners at the Moscow International Travel & Tourism (MITT) Exhibition. The Board also expanded its marketing in two new markets, Vietnam and the Netherlands.





旅發局與香港旅遊業界保持緊密合作，於全球**20**個主要市場推出一系列推廣計劃，致力保持均衡的客源組合。

年內，訪港旅客人次首次打破4,000萬大關，最高達到4,192萬人次，創下新紀錄。度假旅客增加25%，達到2,357萬人次。而且，來自中國內地、台灣、南韓及各東南亞市場的旅客均錄得增長。

配合香港旅遊業的長遠發展，旅發局在台北設立了辦事處，加強在台灣市場的推廣工作。在印度，旅發局進一步擴張市場版圖，除了在新德里及孟買兩地加強宣傳外，還於班加羅爾及欽奈拓展新客源。配合航班運力的增長及免簽證措施的便利，旅發局聯同本地業界夥伴遠赴俄羅斯，參加莫斯科國際旅遊展，增加香港在當地的曝光。另外，旅發局亦於越南及荷蘭兩個新興市場進行推廣，以取得更大協同效應。





Leveraging the Best MICE and Cruise Opportunities

會展郵輪 潛力無限

Highlights of Hong Kong's
MICE tourism in 2011:

OVERNIGHT MICE
VISITOR ARRIVALS:

1.56 million (+9.3%)

PER CAPITA SPENDING:

HK\$9,187 (+8.4%)

2011年，本港會展旅遊
取得佳績：

過夜會展旅客人次：

156萬 (+9.3%)

人均消費：

9,187港元(+8.4%)

In 2011-12, the HKTB's **Meetings and Exhibitions Hong Kong (MEHK)** office continued to attract more visitors to come and participate in meetings, incentive travel, conventions and exhibitions (MICE). Besides actively working with event organisers on attendance generation, MEHK launched special promotions together with attraction operators and MICE venue providers in Hong Kong.



在2011-12年度，旅發局的「香港會議及展覽拓展部」(MEHK) 繼續於不同市場進行推廣，鞏固香港作為會展獎勵旅遊之都的地位。MEHK除了積極與活動主辦機構合作，更聯同本地各大景點及場地供應者推出宣傳計劃，以吸引更多旅客來港參與活動。



Meetings & Incentive Travel

In developing the meetings and incentive travel segment, MEHK intensified its promotion and increased the number of target markets from six to 10, namely Mainland China, India, Japan, South Korea, Taiwan, Singapore, Malaysia, the US, the UK and Australia. It also teamed up with a number of MICE and travel trade partners to launch a new marketing initiative - the "Lantau Island: An Inspirational MICE Destination". The programme featured a range of special offers and activities for event organisers, so as to promote the island as a one-stop hub for MICE events.



會議及獎勵旅遊

MEHK 加強推廣會議及獎勵旅遊活動，並將目標市場由六個增加至 10 個，包括中國內地、印度、日本、南韓、台灣、新加坡、馬來西亞、美國、英國及澳洲。另外，MEHK 亦聯同多個會展及相關業界，推出名為「大嶼山—會展獎勵旅遊靈感之旅」的推廣活動，透過串連業界的會展旅遊產品和活動，合力將大嶼山打造為「一站式」的會展獎勵旅遊匯點。



Conventions

For the convention segment, apart from bidding for mega conventions, MEHK continued to focus on securing large-scale international conventions and regional conferences from six priority industry sectors, namely medical sciences, science, computer science, engineering, social science and sports-leisure-culture. It also worked closely with the Hong Kong chapters of international organisations to bid for their large-scale conventions, and continued to strengthen Hong Kong's image as a top-of-mind destination for hosting these events.





大型會議

MEHK繼續努力爭取多項國際大型會議來港舉行，吸引六個重點行業，包括醫學、科學、電腦、工程、社會科學及文娛體育。同時，又與不同國際機構的香港分會保持緊密聯繫，鼓勵業內人士爭取大型會議來港舉行，從而提升香港在國際會展業界的知名度。



Exhibitions

Regarding exhibitions, MEHK continued to bundle tailor-made offers provided by the travel trade, including discounts on flights, dining and shopping privileges and hospitality programmes, for event organisers to boost attendance. MEHK also raised Hong Kong's profile and promoted the "Trade Fair Capital of Asia" image at overseas trade meetings, together with AsiaWorld-Expo, Hong Kong Convention and Exhibition Centre, the Hong Kong Exhibition and Convention Industry Association and the Hong Kong Trade Development Council, so as to attract new exhibitions to Hong Kong.



展覽

MEHK積極聯絡旅遊業界，為參與展覽人士提供度身設計的旅遊優惠，包括特價機票、餐飲和購物優惠，以及款待服務，協助展覽主辦機構招攬更多買家，藉此推高參加活動人數。另外，又聯同亞洲國際博覽館、香港會議展覽中心、香港展覽會議業協會及香港貿易發展局，出席多個海外業界會議，推廣香港作為「亞洲展覽之都」的形象，務求吸引新的展覽活動來港舉行。

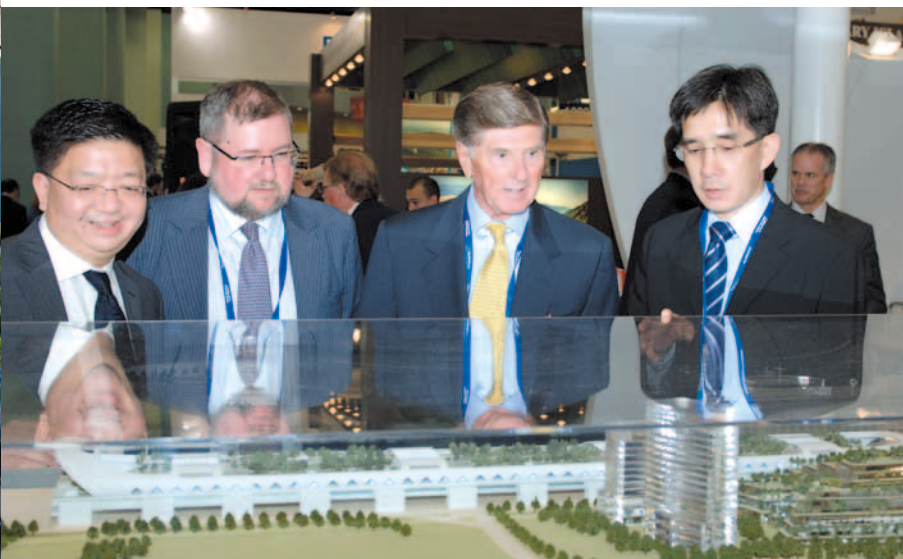




Cruises

To pave way for the commissioning of the Kai Tak Cruise Terminal in 2013, the HKTb shared news of cruise development in Hong Kong with the global trade at international trade events, such as Cruise Shipping Miami, so as to encourage the inclusion of Hong Kong in the itineraries of international cruise liners. The Board also worked closely with its cruise industry partners and land operators to develop new excursion tours, capitalising on Hong Kong's wide range of tourism products, and cultural and heritage offerings.





郵輪旅遊

為配合啓德郵輪碼頭於2013年啓用，旅發局積極參加海外業界活動，例如邁阿密郵輪博覽，向各地郵輪業界分享有關香港郵輪業的發展，鼓勵國際郵輪公司將香港列為行程中的其中一個主要目的地。旅發局亦與郵輪公司及經營陸上觀光的代理商合作，推出新的陸上觀光節目，展示本港多元化的旅遊產品，以及歷史文化的精彩體驗。





A group of men in dark suits are gathered for a ribbon-cutting ceremony. They are holding large, red, decorative scissors. The scene is set indoors, likely at a trade show or exhibition, with a glass floor reflecting the participants. In the background, a large white pillar and a wall with Chinese characters are visible. The overall image has a semi-transparent dark overlay.

Providing
Visitors with
**the Best
Possible**
Services

優質服務 信心保證



During the year, the Board intensified promotion of the Quality Tourism Services (QTS) Scheme by launching a series of road shows with the Quality Tourism Services Association (QTSA) in Shanghai, Chongqing, Changsha and Guangzhou. To raise awareness of the Scheme, the two organisations also partnered together in a four-day road show in Hong Kong for the first time, which featured products by QTS-accredited merchants, as well as programmes and stage events.

Separately, the Board organised the first QTS Merchant Awards to give recognition to those merchants who had received accreditation by the Scheme for 10 consecutive years and those who had shown outstanding performance.





年內，旅發局聯同優質旅遊服務協會，加強推廣「優質旅遊服務」計劃。除了分別於上海、重慶、長沙及廣州舉行大型巡迴展外，亦首次於香港舉辦一連四日的巡禮活動，透過展出「優質旅遊服務」計劃認證商戶的產品，加上每日不同主題的項目及舞台節目，成功加深旅客及市民對「優質旅遊服務」計劃的認識。

另外，旅發局舉辦了首屆「優質商戶獎項」，嘉許連續10年獲「優質旅遊服務」計劃認證的資深商戶，以及持續提供高質素服務的傑出商戶，表揚他們長期以來對優質服務作出的貢獻。



RECOGNITIONS AND AWARDS

獎項與成就

Hong Kong 香港



- TripAdvisor.com
"Top 10 Destinations in the World" in
Traveler's Choice Destinations Awards
「全球十大旅遊勝地」
- Selling Long Haul magazine
"Long Haul Destination of the Year for City Breaks" in
Travel Agents Choice Awards
「年度最佳長途旅遊城市」
- Business Traveller Asia Pacific magazine
"Best Business City in the World"
「全球最佳商務城市」
- Business Traveller China magazine
"Favourite Business City in the World"
「全球最喜愛的商務旅遊城市」
- CEI Asia Pacific magazine
"Best City for MICE Events"
「亞太區最佳MICE城市」

"Hong Kong. Asia's World City" Marketing Platform 「香港・亞洲國際都會」推廣平台



DESTINATION IMAGE PRINT AD 旅遊目的地形象平面廣告

- Astrid Awards 2012
Gold Award - "Advertisement - Print" category
「平面廣告」組別金獎
- PATA Awards 2012
Gold Award - "Marketing Media: Travel Advertisement Print Media" category
「推廣媒體：旅遊推廣平面廣告」組別金獎

BRAND VIDEO 品牌宣傳短片

- PATA Awards 2012
Gold Award - "Marketing Media: Promotional Travel Video" category
「推廣媒體：旅遊推廣短片」組別金獎
- Astrid Awards 2012
Silver Award - "Video/DVD: Brand Experience" category
「影片/數碼光碟：品牌體驗」組別銀獎
- Mercury Excellence Awards 2012
Bronze Award - "Advertising: Television Ads" category
「廣告：電視廣告」組別銅獎

McDull Family Promotion 麥兜親子遊推廣

INTEGRATED MARKETING CAMPAIGN 綜合推廣計劃

- Mercury Excellence Awards 2012
Silver Award - "Campaigns - Non Profit/ Public Affairs:
Government Agency" category
「推廣計劃 - 非牟利/公共事務：政府機構」組別銀獎

POP-UP BOOK 立體書

- Astrid Awards 2012
Grand Award - "Best of Self Promotion" and
Gold Award - "Brochures: Special Purpose" category
「最佳自我推廣」大獎及「小冊子：特別項目」組別金獎
- Mercury Excellence Awards 2012
Gold Award - "Custom Publications: Travel/ Tourism" category
「特色刊物：旅遊」組別金獎



- Galaxy Awards 2011
Gold Award - "Brochures: Special Purpose"
category
「小冊子：特別項目」組別金獎

Meetings, Incentives, Conventions & Exhibitions 會議展覽獎勵旅遊

MEETINGS & EXHIBITIONS HONG KONG (MEHK) 香港會議及展覽拓展部

THE BLACK BOOK - A MICE GUIDE FOR HONG KONG 《香港會展獎勵旅遊指南》

- QUESTAR Awards 2011
Gold Award - "Advertisements/Commercials:
Travel & Tourism" category
「廣告：旅遊」組別金獎
- Galaxy Awards 2011
Gold Award - "Brochures: Non-Profit Organisation" category
「小冊子：非牟利機構」組別金獎

MEHK SUCCESS STORIES VIDEO MEHK 成功案例短片

- QUESTAR Awards 2011
Silver Award - "Advertisements/Commercials:
Travel & Tourism" category
「廣告：旅遊」組別銀獎



- Galaxy Awards 2011
Honors Award - "Videos & DVDs: Marketing" category
「影片及數碼光碟：市場推廣」組別優異獎

RECOGNITIONS AND AWARDS

獎項與成就

Digital Marketing

數碼媒體推廣



“DISCOVER HONG KONG • CITY WALKS” MOBILE APPLICATION
「香港·都會漫步遊」手機應用程式

- Astrid Awards 2012
Bronze Award - “Special Projects: iPhone Application” category
「特別項目：iPhone 應用程式」組別銅獎
- Galaxy Awards 2011
Honors Award - “Promotion: Tourist/ Travel Destination Campaign” category
「推廣：旅遊目的地宣傳策略」組別優異獎

“DISCOVER HONG KONG • AR” MOBILE APPLICATION
「香港·AR旅遊導覽」手機應用程式

- Galaxy Awards 2011
Silver Award - “Emerging Media: Interactive Brand Campaign” category
「嶄新推廣媒體：互動品牌宣傳策略」組別銀獎



“2011 HONG KONG SUMMER SPECTACULAR” MINISITE
「2011 香港夏日盛會」專題網站

- PATA Awards 2012
Gold Award - “Marketing Media Awards: Website” category
「推廣媒體：網站」組別金獎



“2011 HONG KONG HALLOWEEN TREATS” MINISITE
「2011 香港萬聖狂歡月」專題網站

- Mercury Excellence Awards 2012
Silver Award - “Websites/ Emerging Media: Microsite” category
「網站/嶄新推廣媒體：專題網站」組別銀獎
- Astrid Awards 2012
Bronze Award - “Websites: Campaign Site” category
「網站：活動特設網站」組別銅獎



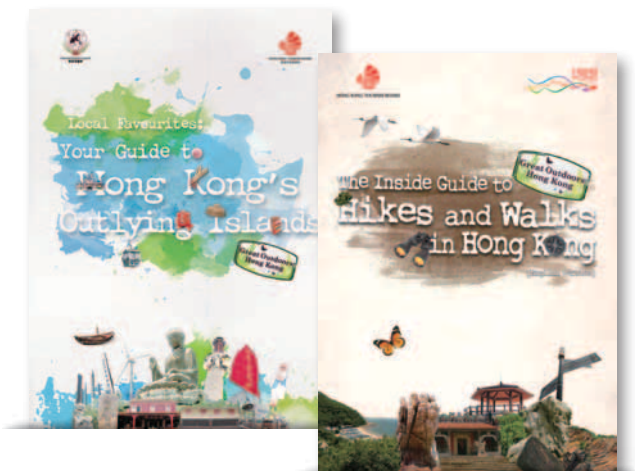


“2011 HONG KONG HALLOWEEN TREATS” CHINA VIRAL CAMPAIGN 「2011 香港萬聖狂歡月」中國網絡營銷

- Mercury Excellence Awards 2012
Gold Award - “Websites/Emerging Media: Social Network” category
「網站/嶄新推廣媒體：社交媒體」組別金獎

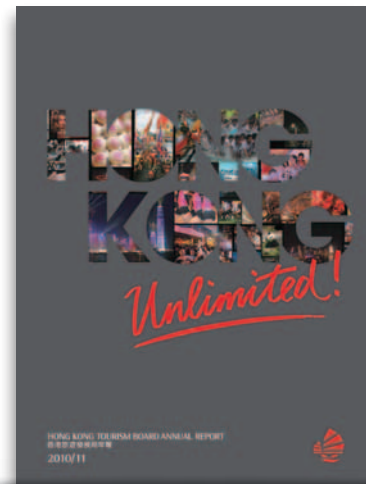
“Great Outdoors HongKong!” Guidebooks 「香港郊野全接觸！」系列指南

- PATA Awards 2012
Gold Award - “Travel Journalism: Travel Guidebook” category
「旅遊刊物：旅遊指南」組別金獎



HKTB's Annual Report 2010/11 旅發局 2010/11 年報

- Astrid Awards 2012
Bronze Award - “Annual Reports: Non-Profit Organisations” category
「年報：非牟利機構」組別銅獎



Visitor Services 旅客服務

HONG KONG INTERNATIONAL AIRPORT CUSTOMER SERVICE EXCELLENCE PROGRAMME 2011/12 香港國際機場優質顧客服務計劃

- Individual Award - Wandy Yik, Arthur Ho
個人獎 – 易韻婷、何港生
- Team Award - Windy Chiu, Lily Yip
團隊獎 – 趙淑儀、葉芷莉

TOURISM AND THE COMMUNITY

旅遊業 — 全民事業

發揮港人
好客精神



Encouraging the Community TO SHARE HONG KONG with Visitors

The Hong Kong Pals programme, first introduced in 2009, allows local residents to interact and share their recommendations on travel in Hong Kong with visitors at HKTb's Visitor Centres. With positive feedback from visitors, the programme was continued in 2011, with the total number of Pals increasing from 45 to nearly 60.

於2009年首次推出的「**老友記**」計劃，招募多名本港市民成為義工，在旅發局的旅客諮詢中心服務，與旅客分享心水旅遊推介。

有關計劃獲得旅客好評，因此在2011年繼續舉行，「老友記」義工由45位增至約60人。





After completing a series of training activities arranged by the HKTB with the support of different tourism attractions and celebrities, the new batch of Pals started service in October 2011 at HKTB's visitor centres at The Peak and in Tsim Sha Tsui. These passionate residents provide personalised travel recommendations to travellers who wish to obtain in-depth experience about Hong Kong's indigenous culture first-hand.





旅發局得到多個旅遊景點及名人支持，為「老友記」義工安排一系列培訓，以便他們於2011年10月起，在旅發局位於山頂及尖沙咀的旅客諮詢中心服務。這批對香港充滿熱誠的市民，為旅客提供個人心水推介，讓旅客得到更深層的體驗和領略香港生活文化。



CORPORATE GOVERNANCE

企業管治

As a government-subvented body, the HKTb is determined to implement high standards of corporate governance practices and enhance the transparency of its operational and financial matters. During the year, the HKTb strictly observed applicable regulations and procedures, and maintained a high level of integrity in its operations.

旅發局是政府資助機構，致力奉行高水平的企業管治常規，提高營運和財務範疇的透明度。旅發局年內嚴格遵行所有適用規例及程序，在日常運作中均保持最高誠信標準。

Structure and Management

The Board

The Board of the HKTb comprises 20 Members, representing a broad cross-section of the tourism and other industries. Members of the Board are appointed by the Chief Executive of the Hong Kong SAR (HKSAR) Government. They are broadly based and include, amongst others, passenger carriers, hotel operators, licensed travel agents, tour operators, retailers and restaurant operators.

The Board is the governing body of the HKTb, and is given the authority to exercise the general powers conferred under the Hong Kong Tourism Board Ordinance. The Board is also empowered to appoint committees to oversee various aspects of the HKTb's operations and provide advice to the Board on corporate governance matters arising from the Committee's work. The various committees are described in the following paragraphs.

架構及管理

旅發局的組織及成員

旅發局共有 20 位成員，均由香港特別行政區行政長官委任，並廣泛代表旅遊及其他不同的界別，包括客運商、旅館營運人、持牌旅行代理商、旅遊經營商、零售商及食肆營運人等。

全體成員組成一個監管旅發局的組織，有權行使《香港旅遊發展局條例》賦予的一般權力，並獲授權委任不同的委員會，監督旅發局不同範疇的工作，及就與委員會職責相關的企業管治事宜向旅發局成員提供建議。各委員會的資料詳載如下。

Marketing and Business Development Committee (MBDC)

This committee provides strategic input and advice to the Board on its marketing direction and business development, reviews the draft annual business plan, and provides advice on new marketing directions and opportunities, global developments affecting tourism in Hong Kong, and strategies for enhancing the Board's external communications and industry relations. The committee meets on a quarterly basis, and extraordinary meetings can be convened if necessary. It comprises a chairman and seven Members from the Board, with the Senior Manager, Strategic Planning & Research acting as Committee Secretary.

Product and Event Committee (PEC)

This committee provides strategic direction and input on the development of product and event strategy, and evaluates the contribution of any initiatives to the HKTb's overall marketing direction set by the Marketing and Business Development Committee. It reviews and approves the Product and Event Strategy Plan by providing comments and recommendations on new product initiatives and infrastructure development. It also approves the concepts and implementation of Mega Events. The committee meets quarterly, and extraordinary meetings can be convened if necessary. It comprises a chairman and six Members from the Board, with the Head, Product Marketing acting as Committee Secretary.

Staff and Finance Committee (SFC)

The committee reviews and endorses financial matters, including financial policies, management control, audited annual accounts, and matters involving long-term financial commitment by the HKTb such as office lease. It also reviews and endorses manpower planning, human resources policies, terms and conditions of employment, the creation and deletion of senior managerial positions, and the promotion of senior executives. The committee meets every four months, and extraordinary meetings can be convened if necessary. It comprises a chairman and five Members from the Board with the General Manager, Human Resources & Administration acting as Committee Secretary.

市場推廣及業務發展委員會

委員會就旅發局的市場推廣方向及業務發展提供策略和意見，檢討全年業務計劃草擬本，就新的市場推廣方向和契機、國際市場發展的趨勢對香港旅遊業的影響，及改善旅發局對外溝通及與業界關係上的策略提供建議。委員會每季開會一次，如有需要亦會召開特別會議。委員會由一位主席和七位旅發局成員組成，並由策略籌劃及研究高級經理擔任秘書。

產品及活動委員會

委員會就產品及活動的發展策略提供意見，評估個別項目是否能協助達至由市場推廣及業務發展委員會為旅發局制定的整體市場推廣方向。委員會就新旅遊產品和基建設施的發展，提供策略意見和建議，並據此審議和批核產品及活動策略綱領。此外，委員會又審批大型活動的概念和推行方案。委員會每季開會一次，如有需要亦會召開特別會議。委員會由一位主席和六位旅發局成員組成，並由旅遊產品推廣主管擔任秘書。

財務及編制委員會

委員會負責檢討和確認有關財務的事項，包括財務政策、管理監控、經審核年度賬目及關乎旅發局長期財務承擔的事項，如辦公室租約等。委員會又負責檢討和確認員工規劃、人力資源政策、聘用條款及條件、高級管理職位的增刪，以及高級行政人員的晉升。委員會每四個月開會一次，如有需要亦會召開特別會議。委員會由一位主席和五位旅發局成員組成，並由人力資源及行政總經理擔任秘書。

Audit Committee (AC)

This committee provides advice to the Board on the adequacy of internal controls and the effectiveness and efficiency of HKTB operations, and is authorised to investigate any activities within its terms of reference. It reviews and endorses the annual audit plan to ensure adequate audit coverage of critical operations, reviews major findings, recommendations and the implementation of actions arising from internal audit and other relevant authorities. It also reviews the annual audited financial statements before submission to the Board. The committee meets three times a year, and extraordinary meetings can be convened if necessary. It comprises a chairman and four Members from the Board, with the Chief Internal Auditor acting as Committee Secretary.

Quality Tourism Services Committee (QTSC)

This committee acts as the governing body of the Quality Tourism Services Scheme (QTS Scheme) and provides strategic input and advice to the Board on the development of the QTS Scheme. It also approves the assessment criteria, scheme rules, complaint handling policy and pricing policy of the QTS Scheme. The committee meets twice a year, and extraordinary meetings can be convened if necessary. It comprises a chairman, six Members from the Board and four industry members, with the General Manager, Business Development acting as Committee Secretary.

稽核委員會

委員會就旅發局運作的成效和效率，以及內部監控是否充足，向旅發局成員提供建議。委員會獲授權調查屬其職權範圍內的任何事宜，並負責檢閱及確認周年審核計劃以確保其涵蓋重要的業務運作、檢討內部及其他相關機構審查所得的主要結果和建議及其執行情況。同時，委員會亦會預先審閱經審核的周年財務報表，以供各成員審批。委員會每年開會三次，如有需要亦會召開特別會議。委員會由一位主席和四位旅發局成員組成，並由總稽核擔任秘書。

優質旅遊服務委員會

委員會負責監管「優質旅遊服務」計劃，並就「優質旅遊服務」計劃的發展，向旅發局成員提供意見。委員會亦負責審批「優質旅遊服務」計劃的評審準則、規則、投訴處理機制和收費政策。委員會每年開會兩次，如有需要亦會召開特別會議。委員會由一位主席、六位旅發局成員及四位業界成員組成，並由業務拓展總經理擔任秘書。

For the year ended 31 March 2012 截至2012年3月31日止年度

Board Members' Meeting Attendance 旅發局成員會議出席率

Members 旅發局成員		Board 旅發局會議	MBDC 市場推廣及 業務發展委員會	PEC 產品及 活動委員會	SFC 財務及 編制委員會	AC 稽核 委員會	QTSC 優質旅遊服務 委員會
The Hon James Tien (Chairman)	田北俊議員 (主席)	6/6	–	–	–	–	2/2 [^]
Mr Philip Yung (Deputy Chairman)	容偉雄先生 (副主席)	6/6	3/3	6/6	5/5	2/2	2/2
Ms Shirley Chan	陳淑玲女士	5/6	–	4/6	–	–	1/2
Dr Michael Chan	陳裕光博士	1/6	2/3	–	–	–	0/2
Ms Florence Chan	陳苑芬女士	6/6	–	–	–	2/2	–
Mr Benjamin Chau	周啟良先生	4/6	3/3	–	–	–	–
Ms Chitty Cheung	張鳳婷女士	2/6	3/3 [^]	–	–	–	–
Dr Patrick Fung	馮鈺斌博士	5/6	–	–	–	2/2 [^]	–
Mr Stanley Hui	許漢忠先生	4/6	–	–	2/5	–	–
Mr Ko Chi-sum	高志森先生	3/6	–	0/6	–	–	–
Mr Larry Kwok	郭琳廣先生	6/6	–	–	5/5 [^]	–	2/2
Mr Peter Lam	林建岳先生	6/6	–	4/6 [^]	–	–	–
Ms Lo Po-man	羅寶文女士	5/6	–	6/6	–	–	1/2
Mr William Mackay	祈偉立先生	6/6	–	–	4/5	–	–
Ms Winnie Ng	伍穎梅女士	4/6	3/3	–	–	2/2	–
The Hon Sin Chung-kai	單仲偕議員	5/6	–	–	5/5	2/2	–
Mr Michael Wu	胡兆英先生	6/6	2/3	–	–	–	2/2
Ms Linda Yuen	袁麗鳳女士	3/6	–	6/6	–	–	–
Sir Wayne Leung (i)	梁偉賢爵士(i)	3/3	–	–	–	–	–
Mr Perry Mak (i)	麥華章先生(i)	3/3	–	–	1/1	–	–
Mr Stephen Chan (ii)	陳志雲先生(ii)	3/3	1/2	–	2/3	–	–
Mr Wilfred Wong (ii)	王英偉先生(ii)	1/3	2/2	–	–	–	–

[^] Committee Chairman (as at 31 March 2012) 委員會主席(截至2012年3月31日)

(i) Appointment effective from 1 November 2011. 任期由2011年11月1日起生效。

(ii) Appointment until 31 October 2011. 任期於2011年10月31日後屆滿。

Internal Control and Compliance

One of the Board's responsibilities is to ensure that satisfactory systems and procedures of internal control are in place. These procedures are to provide reasonable assurance that management policies are adhered to, assets are safeguarded, operations are efficient and effective, misconduct and errors are prevented or detected, accurate and complete accounting records are compiled, and financial information is prepared in a timely manner. An exception reporting mechanism is in place through which cases of significant violation of internal rules and respective follow up actions are reported to the Board or its relevant committees. The compliance with legislations relevant to the HKTB is regularly reviewed by the internal Legal Counsel.

The Internal Audit Department has an independent role to evaluate the adequacy and effectiveness of the internal control. It formulates an audit plan yearly, covering the financial, operational and compliance control of functional units and worldwide offices. The Department has unrestricted access to information and personnel to perform its duties under the Internal Audit Charter. The Chief Internal Auditor reports to the Executive Director and has direct access to the Audit Committee and its chairman, thereby ensuring his/her independence.

Apart from internal audit, the HKTB also engages an external auditor to perform statutory audit. The Audit Committee meets, at least once a year, with the external auditor without the presence of the HKTB Management, and discusses the nature and scope of the statutory audit before the audit commences.

Management

Under the current organisation structure, the HKTB's activities are conducted through the following divisions:

- Business Development Division
- Corporate Affairs Division
- Finance & Information Technology Division
- Human Resources & Administration Division
- Marketing Division
- MICE & Cruise Division
- Strategic Planning & Research Division
- Worldwide Offices

內部監控及遵規

旅發局成員的職責之一是確保內部監控系統和程序合乎滿意水平而且行之有效。這些程序是為合理保證管理層推行的政策得以遵循、資產得以保障、日常運作暢順而有效率、防止及偵察不當行為和謬誤、編製準確完備的會計賬目，以及確保財務資料能適時備妥。旅發局設有匯報機制，可向旅發局成員或有關委員會報告重大違規情況及相應的跟進行動。內部法律顧問亦會定期檢討旅發局遵守與其相關法例的情況。

稽核部屬獨立部門，負責評估內部監控是否足夠及有效。部門每年制訂審核計劃，審閱各部門和全球辦事處的財務、運作及遵規監控。稽核部在根據稽核規章履行其職責時，有權在不受任何限制的情況下取得所需資料及聯絡有關人員。總稽核除向總幹事匯報外，並可直接與稽核委員會及其主席接觸，以確保其工作的獨立性。

除內部稽核外，旅發局亦聘用獨立核數師進行法定審核。稽核委員會最少每年一次在旅發局管理層避席的情況下與獨立核數師會面，及在展開法定審核前與獨立核數師討論審核的性質與範圍。

管理層

在現行架構下，旅發局透過以下部門推行各項業務和活動：

- 業務拓展部
- 企業事務部
- 財務及資訊科技部
- 人力資源及行政部
- 市場推廣部
- 會議展覽及郵輪部
- 策略籌劃及研究部
- 全球辦事處

CORPORATE INFORMATION

企業資訊

ABOUT THE HKTB

The Hong Kong Tourist Association (HKTA), a Government-subsidised statutory body established in 1957, was reconstituted as the Hong Kong Tourism Board (HKTB) on 1 April 2001. Unlike the former HKTA, which was an association of members, the HKTB is a statutory body established under the Hong Kong Tourism Board Ordinance (Cap 302) and has no affiliation to any specific sector or organisation within the industry and is able to support the interests of Hong Kong's tourism in its entirety.

香港旅遊發展局

香港旅遊協會(旅協)於1957年成立，是政府資助的法定機構，並於2001年4月1日改組為香港旅遊發展局(旅發局)。旅發局是根據香港法例第302章《香港旅遊發展局條例》成立的法定機構，其與前旅協不同，不再沿用會員制度，與業內任何界別或組織亦無從屬關係，能更有效地為本港整體旅遊業提供支援和服務。

The primary responsibilities of the HKTB are to market and promote Hong Kong as a destination worldwide, as well as to take initiatives to enhance visitors' experiences upon their arrival. These include making recommendations to the Government and other relevant bodies on the range and quality of visitor facilities.

The HKTB's missions are to maximise the social and economic contribution made by tourism to the community of Hong Kong, and to consolidate Hong Kong's position as a unique, world-class and most desired destination.

旅發局的主要職能是在世界各地宣傳和推廣香港為旅遊勝地，以及提升旅客在香港的旅遊體驗，更就本港旅遊設施的範疇和質素，向政府和有關機構提供建議。

旅發局的使命是要盡量提升旅遊業對香港社會及經濟的貢獻，並致力鞏固香港作為別具特色和令人嚮往的世界級旅遊點的地位。

The six objectives of the HKTb, as defined under the Hong Kong Tourism Board Ordinance, are:

- to endeavour to increase the contribution of tourism to Hong Kong;
- to promote Hong Kong globally as a leading international city in Asia and a world-class tourist destination;
- to promote the improvement of facilities for visitors;
- to support the Government in promoting to the community the importance of tourism;
- to support, as appropriate, the activities of persons providing services for visitors to Hong Kong;
- to make recommendations to and advise the Chief Executive in relation to any measures which may be taken to further any of the foregoing matters.

Human Resources

At 31 March 2012, the total HKTb headcount numbered 336, of whom 104 were stationed outside Hong Kong. The HKTb expects a high level of integrity from its employees, and acquaints its staff with code of conduct guidelines and procedures through training sessions and briefings. The Employees' Handbook also provides full and specific guidance on employee behaviour.

Advisory Role and Industry Functions

The HKTb works closely with the tourism-related sectors and relevant Government departments through its representation in the following strategy groups and forums:

- Advisory Committee on Cruise Industry
- Advisory Committee on Hotel and Tourism Management, The Chinese University of Hong Kong
- Advisory Committee on School of Hotel & Tourism Management, The Hong Kong Polytechnic University
- Advisory Committee on Travel Agents
- Asia Cruise Association
- Asian Association of Convention and Visitor Bureaus
- Aviation Development Advisory Committee
- Chinese Cuisine Training Institute Training Board, Vocational Training Council

《香港旅遊發展局條例》為旅發局訂定六項工作目標：

- 致力擴大旅遊業對香港的貢獻；
- 在全世界推廣香港為亞洲區內一個具領導地位的國際城市和位列世界級的旅遊目的地；
- 提倡對旅客設施加以改善；
- 在政府向公眾推廣旅遊業的重要性的過程中給予支持；
- 在適當的情況下支持為到訪香港旅客提供服務的人士的活動；
- 就促進以上事宜所採取的措施向行政長官作出建議及提供意見。

人力資源

於2012年3月31日，旅發局員工編制共336人，其中派駐香港以外共104人。旅發局期望僱員擁有高度誠信，因此透過舉辦培訓課程及簡報會，讓僱員熟悉行為守則的指引和程序。僱員手冊亦就員工操守訂定詳盡和特定的指引。

諮詢角色及業界功能

旅發局透過參與以下策略工作小組及會議，與旅遊業相關界別及政府有關部門緊密聯繫：

- 郵輪業諮詢委員會
- 香港中文大學酒店及旅遊管理學諮詢委員會
- 香港理工大學酒店及旅遊業管理學院顧問委員會
- 旅行代理商諮詢委員會
- 亞洲郵輪協會
- 亞洲會議暨旅遊局協會
- 航空發展諮詢委員會
- 職業訓練局中華廚藝學院訓練委員會

- Committee, Hong Kong General Chamber of Commerce
- Committee, Hong Kong Inbound Tour Operators Association
- Committee on Shopping-Related Practices, Travel Industry Council of Hong Kong
- Executive Committee, Hong Kong Arts Festival Society
- Executive Committee, Hong Kong Association of Travel Agents
- Executive Committee, Hong Kong Coalition of Service Industries
- Executive Committee, Hong Kong Exhibition & Convention Industry Association
- The Greater Pearl River Delta Business Council
- The Hong Kong Association of Registered Tour Coordinators
- Hong Kong – Taiwan Economic and Cultural Cooperation and Promotion Council
- Hong Kong Trade Development Council
- Hotel, Catering and Tourism Training Board, Vocational Training Council
- Inbound Committee, Travel Industry Council of Hong Kong
- Mainland China Inbound Tour Affairs Committee, Travel Industry Council of Hong Kong
- Planning and Development Committee, Travel Industry Council of Hong Kong
- The Steering Committee on MICE
- Tourism Strategy Group
- 香港總商會專責委員會
- 香港入境團旅行社協會委員會
- 香港旅遊業議會購物事宜委員會
- 香港藝術節協會執行委員會
- 香港旅行社協會執行委員會
- 香港服務業聯盟執行委員會
- 香港展覽會議業協會執行委員會
- 大珠三角商務委員會
- 香港註冊導遊協會
- 港台經濟文化合作協進會
- 香港貿易發展局
- 職業訓練局酒店業、飲食業及旅遊業訓練委員會
- 香港旅遊業議會來港旅遊委員會
- 香港旅遊業議會內地來港旅行團事務委員會
- 香港旅遊業議會策劃與發展委員會
- 會議展覽及獎勵旅遊業跨界別督導委員會
- 旅遊業策略小組

此外，旅發局又與以下機構合作，為旅遊業和相關行業作出貢獻：

In addition, the HKTb contributes to the tourism and related industries by partnering with the following organisations:

- Guangdong, Hong Kong & Macau Tourism Marketing Organisation
- Pacific Asia Travel Association (PATA)
- World Tourism Organisation (UNWTO)

- 粵港澳旅遊推廣機構
- 亞太旅遊協會
- 世界旅遊組織

INDEPENDENT AUDITOR'S REPORT

獨立核數師報告

Independent auditor's report to the Hong Kong Tourism Board

(Established under the Hong Kong Tourist Association Ordinance and reconstituted under the Hong Kong Tourist Association (Amendment) Ordinance 2001 and the Hong Kong Tourism Board Ordinance)

We have audited the consolidated financial statements of the Hong Kong Tourism Board (the "Board") and its subsidiary (together "the Group") set out on pages 94 to 135, which comprise the consolidated and Board statements of financial position as at 31 March 2012, the consolidated income statement, the consolidated statement of comprehensive income, the consolidated statement of changes in reserves and the consolidated statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Board members' responsibility for the consolidated financial statements

The members of the Board are responsible for the preparation of consolidated financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants and for such internal control as the members of the Board determine is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. This report is made solely to you, as a body, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

致香港旅遊發展局的獨立核數師報告

(最初根據《香港旅遊協會條例》成立，其後根據《2001年香港旅遊協會(修訂)條例》及《香港旅遊發展局條例》改組成立)

本核數師已對第94至第135頁所列之香港旅遊發展局(「旅發局」)及其附屬公司(合稱「集團」)綜合財務報表進行審計。該等綜合財務報表包括於2012年3月31日之綜合及旅發局的財務狀況表、截至該日止年度之綜合收益表、綜合全面收益表、綜合儲備變動表及綜合現金流量表，以及有關主要會計政策之概要和其他解釋資料。

旅發局成員就綜合財務報表須承擔的責任

旅發局成員須負責根據香港會計師公會頒佈的《香港財務報告準則》編製綜合財務報表，以令綜合財務報表作出真實而公平的反映，及落實其認為編製綜合財務報表所必要的內部控制，以使綜合財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述。

核數師的責任

我們的責任是根據我們的審計對該等綜合財務報表作出意見，並僅向旅發局整體成員報告。除此以外，我們的報告不可用作其他用途。我們概不就本報告的內容，對任何其他人士負責或承擔責任。

我們已根據香港會計師公會頒佈的《香港審計準則》進行審計。這些準則要求我們遵守道德規範，並規劃及執行審計，以合理確定綜合財務報表是否不存在任何重大錯誤陳述。

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Board's preparation of the consolidated financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Board members, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements give a true and fair view of the state of affairs of the Board and of the Group as at 31 March 2012 and of the Group's surplus and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards.

KPMG Certified Public Accountants

8th Floor, Prince's Building
10 Chater Road
Central, Hong Kong

4 October 2012

審計涉及執程序以獲取有關綜合財務報表所載金額及披露資料的審計憑證。所選定的程序取決於核數師的判斷，包括評估由於欺詐或錯誤而導致綜合財務報表存有重大錯誤陳述的風險。在評估該等風險時，核數師考慮與旅發局編製綜合財務報表以作出真實而公平的反映相關的內部控制，以設計適當的審計程序，但目的並非為對旅發局的內部控制的有效性發表意見。審計亦包括評價旅發局成員所採用的會計政策的合適性及所作出的會計估計的合理性，以及評價綜合財務報表的整體列報方式。

我們相信，我們所獲得的審計憑證能充足和適當地為我們的審計意見提供基礎。

意見

我們認為，該等綜合財務報表已根據《香港財務報告準則》真實而公平地反映旅發局及集團於2012年3月31日的事務狀況和集團截至該日止年度的盈餘及現金流量。

畢馬威會計師事務所 執業會計師

香港中環
遮打道10號
太子大廈8樓

2012年10月4日

CONSOLIDATED INCOME STATEMENT

綜合收益表

for the year ended 31 March 2012 截至2012年3月31日止年度
(Expressed in Hong Kong dollars) (以港幣列示)

		Note 附註	2012	2011
General Fund	一般基金			
<i>Principal source of income</i>	<i>主要收入來源</i>	3		
Government subvention for the year	本年度政府資助		571,150,479	539,823,655
<i>Other revenue</i>	<i>其他收入</i>			
Interest income	利息收入		1,289,773	615,941
Realisation of deferred income - office premises	遞延收入的確認 - 辦公室	12	10,000,000	10,000,000
Sponsorships	贊助		20,020,640	13,414,995
Promotion and advertising income	宣傳及廣告收入		15,702,507	13,843,920
Sundry income	雜項收入		17,901,679	12,855,373
			64,914,599	50,730,229
<i>Other net income</i>	<i>其他收益淨額</i>			
Gain on disposal of fixed assets	出售固定資產收益		37,586	2,350
Total income	總收入		636,102,664	590,556,234
Promotional, advertising and literature expenses	宣傳、廣告及 刊物支出		293,028,322	281,112,328
Research and product development	研究及產品拓展		12,622,694	11,331,724
Local services and events	本地服務及大型活動		92,627,408	93,167,919
Staff costs	員工成本	5	171,678,314	177,346,641
Rent, rates and management fees	租金、差餉及管理費		13,624,962	15,599,562
Depreciation	折舊	7(a)	14,088,382	13,746,553
Auditor's remuneration	核數師酬金		483,650	461,130
Other operating expenses	其他經營費用		29,485,969	25,077,706
Total expenditure	總支出		627,639,701	617,843,563
Surplus/(Deficit) before tax for the year	本年度稅前 盈餘 / (虧損)		8,462,963	(27,287,329)
Taxation	稅項	4	41,676	–
Surplus/(Deficit) after tax for the year	本年度稅後 盈餘 / (虧損)		8,421,287	(27,287,329)

The notes on pages 100 to 135 form part of these financial statements.

第100至第135頁的附註屬本財務報表的一部分。

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

綜合全面收益表

for the year ended 31 March 2012 截至2012年3月31日止年度

The Group had no components of comprehensive income other than “surplus/(deficit) for the year” in either of the periods presented. Accordingly, no separate consolidated statement of comprehensive income is presented as the Group’s “total comprehensive income” was the same as the “surplus/(deficit) after tax for the year” in both periods.

在兩個呈列期間，除「本年度盈餘／（虧損）」外，集團並無屬全面收益的項目。由於在該兩個期間內，集團的「總全面收益」相等於「本年度稅後盈餘／（虧損）」，故並無分別呈列綜合全面收益表。

The notes on pages 100 to 135 form part of these financial statements.

第100至第135頁的附註屬本財務報表的一部分。

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

綜合財務狀況表

at 31 March 2012 於2012年3月31日
(Expressed in Hong Kong dollars) (以港幣列示)

		Note 附註	2012	2011
Non-current assets	非流動資產			
Fixed assets	固定資產	7(a)	73,643,208	83,463,141
Defined benefit retirement plan asset	界定福利退休計劃資產	14(a)	29,042,000	26,183,000
			102,685,208	109,646,141
Current assets	流動資產			
Debtors, deposits and payments in advance	應收賬款、按金及預付款項	9	19,450,471	22,008,888
Deposits with banks and financial institutions	銀行及財務機構存款	10	74,500,000	123,500,000
Cash at banks and in hand	銀行存款及現金	10	75,779,119	22,662,941
			169,729,590	168,171,829
Current liabilities	流動負債			
Receipts in advance	預收款項		18,127,722	22,304,038
Accounts payable and accruals	應付賬款及應計費用	11	91,943,093	91,635,096
Deferred income	遞延收入	12	10,000,000	10,000,000
Current taxation	本期稅項	13	43,860	–
			120,114,675	123,939,134
Net current assets	流動資產淨值		49,614,915	44,232,695
Non-current liabilities	非流動負債			
Deferred income	遞延收入	12	61,666,667	71,666,667
			61,666,667	71,666,667
NET ASSETS	資產淨值		90,633,456	82,212,169
Represented by:	代表：			
RESERVES	儲備			
General Fund	一般基金	15	90,633,456	82,212,169

Approved and authorised for issue on 4 October 2012.

Anthony Lau

Executive Director

The Hon James Tien, GBS, JP

Chairman of the Board

The notes on pages 100 to 135 form part of these financial statements.

香港旅遊發展局總幹事及主席於2012年10月4日批准，並許可刊發。

劉鎮漢

總幹事

田北俊議員

主席

第100至第135頁的附註屬本財務報表的一部分。

STATEMENT OF FINANCIAL POSITION

財務狀況表

at 31 March 2012 於2012年3月31日
(Expressed in Hong Kong dollars) (以港幣列示)

		Note 附註	2012	2011
Non-current assets	非流動資產			
Fixed assets	固定資產	7(b)	73,643,208	83,463,141
Defined benefit retirement plan asset	界定福利退休計劃資產	14(a)	29,042,000	26,183,000
Investment in a subsidiary	於一家附屬公司的投資	8	1	1
			102,685,209	109,646,142
Current assets	流動資產			
Debtors, deposits and payments in advance	應收賬款、按金及預付款項	9	18,549,254	22,008,888
Deposits with banks and financial institutions	銀行及財務機構存款	10	74,500,000	123,500,000
Cash at banks and in hand	銀行存款及現金	10	74,121,810	22,662,941
			167,171,064	168,171,829
Current liabilities	流動負債			
Receipts in advance	預收款項		18,127,722	22,304,038
Accounts payable and accruals	應付賬款及應計費用	11	91,563,903	91,635,096
Deferred income	遞延收入	12	10,000,000	10,000,000
			119,691,625	123,939,134
Net current assets	流動資產淨值		47,479,439	44,232,695
Non-current liabilities	非流動負債			
Deferred income	遞延收入	12	61,666,667	71,666,667
Amount due to a subsidiary	應付附屬公司款項	19	–	1
			61,666,667	71,666,668
NET ASSETS	資產淨值		88,497,981	82,212,169
Represented by:	代表：			
RESERVES	儲備			
General Fund	一般基金	15	88,497,981	82,212,169

Approved and authorised for issue on 4 October 2012.

Anthony Lau

Executive Director

The Hon James Tien, GBS, JP

Chairman of the Board

The notes on pages 100 to 135 form part of these financial statements.

香港旅遊發展局總幹事及主席於2012年10月4日批准，並許可刊發。

劉鎮漢

總幹事

田北俊議員

主席

第100至第135頁的附註屬本財務報表的一部分。

CONSOLIDATED STATEMENT OF CHANGES IN RESERVES

綜合儲備變動表

for the year ended 31 March 2012 截至2012年3月31日止年度
(Expressed in Hong Kong dollars) (以港幣列示)

		2012	2011
Accumulated surplus at the beginning of the year	於年初之累積盈餘	82,212,169	109,499,498
Surplus/(deficit) for the year	本年度盈餘 / (虧損)	8,421,287	(27,287,329)
Accumulated surplus at the end of the year	於年末之累積盈餘	90,633,456	82,212,169

The notes on pages 100 to 135 form part of these financial statements.

第100至第135頁的附註屬本財務報表的一部分。

CONSOLIDATED STATEMENT OF CASH FLOWS

綜合現金流量表

for the year ended 31 March 2012 截至2012年3月31日止年度
(Expressed in Hong Kong dollars) (以港幣列示)

	Note 附註	2012	2011
Operating activities	經營活動		
Surplus/(deficit) before tax for the year	本年度稅前盈餘 / (虧損)	8,462,963	(27,287,329)
Adjustments for:	調整：		
Interest income	利息收入	(1,289,773)	(615,941)
Depreciation	折舊	14,088,382	13,746,553
Gain on disposal of fixed assets	出售固定資產之收益	(37,586)	(2,350)
Realisation of deferred income – office premises	遞延收入的確認 – 辦公室	(10,000,000)	(10,000,000)
Operating surplus/(deficit) before changes in working capital	營運資金變動前 之經營盈餘 / (虧損)	11,223,986	(24,159,067)
Increase in defined benefit retirement plan asset	界定福利退休計劃資產 之增加 14(a)	(2,859,000)	(2,038,000)
Decrease/(increase) in debtors, deposits and payments in advance	應收賬款、按金及預付 款項之減少 / (增加)	2,801,998	(1,694,453)
Decrease in receipts in advance, accounts payable and accruals	預收款項、應付賬款及 應計費用之減少	(3,866,135)	(1,770,277)
Net cash generated from/(used in) operating activities	經營活動產生 / (使用) 之現金淨額	7,300,849	(29,661,797)
Investing activities	投資活動		
Interest received	已收利息	1,046,192	606,661
Purchase of fixed assets	購入固定資產支付的現金	(4,268,449)	(4,448,530)
Proceeds from disposal of fixed assets	出售固定資產所收到 的現金款項	37,586	54,539
Net cash used in investing activities	投資活動所用現金淨額	(3,184,671)	(3,787,330)
Net increase/(decrease) in cash and cash equivalents	現金及現金等價物 增加 / (減少) 淨額	4,116,178	(33,449,127)
Cash and cash equivalents at the beginning of the year	於年初之現金及 現金等價物 10	146,162,941	179,612,068
Cash and cash equivalents at the end of the year	於年末之現金及 現金等價物 10	150,279,119	146,162,941

The notes on pages 100 to 135 form part of these financial statements.

第100至第135頁的附註屬本財務報表的一部分。

NOTES TO THE FINANCIAL STATEMENTS

財務報表附註

(Expressed in Hong Kong dollars) (以港幣列示)

1 Status of the Board

The Hong Kong Tourism Board (the "Board") is a subvented body corporate established in 1957 under the Hong Kong Tourist Association Ordinance and reconstituted under the Hong Kong Tourist Association (Amendment) Ordinance 2001 and the Hong Kong Tourism Board Ordinance. Its registered office and principal place of operation is 11th Floor, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong.

The principal activities of the Board are to market and promote Hong Kong as a world class tourist destination.

2 Significant accounting policies

(a) Statement of compliance

These financial statements have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards ("HKFRSs"), which collective term includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards ("HKASs") and Interpretations issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and accounting principles generally accepted in Hong Kong. A summary of the significant accounting policies adopted by the Group is set out below.

The HKICPA has issued a number of amendments to HKFRSs and new interpretations that are first effective for the current accounting period of the Group. Of these, the following development is relevant to the Group's financial statements:

- HKFRSs (Amendments), Improvements to HKFRSs issued in 2010
- HKAS 24 (revised 2009), Related party disclosures

1 香港旅遊發展局的狀況

香港旅遊發展局(「旅發局」)的前身為香港旅遊協會，是在1957年根據《香港旅遊協會條例》成立的政府補助機構，其後，根據《2001年香港旅遊協會(修訂)條例》及《香港旅遊發展局條例》改組成為香港旅遊發展局。旅發局之註冊辦事處及主要經營地點為香港北角威非路道18號萬國寶通中心11樓。

旅發局的主要業務是推廣及促進本地的旅遊業，使香港成為世界級的旅遊勝地。

2 主要會計政策

(a) 遵例聲明

此等財務報表乃根據香港會計師公會頒佈適用的《香港財務報告準則》(「香港財務報告準則」)(此統稱包括適用的個別《香港財務報告準則》、《香港會計準則》及詮釋)，及香港公認會計原則而編製。集團採納的主要會計政策概要如下。

香港會計師公會已頒佈多項香港財務報告準則的修訂以及新詮釋，並於集團本會計期間首次生效。當中，以下變動與集團的財務報表相關：

- 香港財務報告準則(修訂本) — 於2010年頒佈的香港財務報告準則之改進
- 香港會計準則第24號(2009年修訂) — 關連人士披露

2 Significant accounting policies (Continued)

(a) Statement of compliance (Continued)

- Amendments to HK(IFRIC) 14, HKAS 19 – The limit on a defined benefit asset, minimum funding requirements and their interaction – prepayment of a minimum funding requirement

The adoption of these revised standards, amendments to standards did not result in significant changes to the Group's accounting policies applied in these financial statements for the years presented.

(b) Basis of preparation of the financial statements

The consolidated financial statements for the year ended 31 March 2012 comprise the Board and its subsidiary (together referred to as the "Group").

For the year ended 31 March 2011, the Board was of the opinion that the subsidiary had no relevant transactions entered into from the date of incorporation to the statement of financial position date. As the subsidiary was not considered to be material to the financial statements of the Board, in the opinion of the Board, the presentation of consolidated financial statements would not have been meaningful to the users of financial statements and therefore no consolidated financial statements had been prepared for the year ended 31 March 2011. Consolidated financial statements have been prepared for the year ended 31 March 2012, comparative figures have been prepared to conform with the current period's presentation.

The measurement basis used in the preparation of the financial statements is the historical cost basis.

2 主要會計政策 (續)

(a) 遵例聲明 (續)

- 香港 (國際財務報告詮釋委員會) — 詮釋第 14 號之修訂、香港會計準則第 19 號 — 界定福利資產之限制、最低資金要求及其相互影響 — 最低資金要求之預付款項

採納此等經修訂準則或對準則的修訂，對呈報年度集團於財務報表當中所採用的會計政策並無重大影響。

(b) 財務報表的編製基準

截至 2012 年 3 月 31 日止年度之綜合財務報表已包含旅發局及其附屬公司 (合稱為「集團」)。

就截至 2011 年 3 月 31 日止年度，旅發局認為，附屬公司並無在其註冊成立日起至財務狀況表日期間進行任何相關交易。由於該附屬公司對於旅發局之財務報表並無重大影響，按照旅發局之意見，綜合財務報表的列示不會對財務報表的使用者有實質意義，故此沒有為截至 2011 年 3 月 31 日止年度編製綜合財務報表。截至 2012 年 3 月 31 日止年度之綜合財務報表已經編製，並已重新預備有關比較數字以配合當期的呈報。

編製本財務報表時是以歷史成本作為計量基準。

2 Significant accounting policies (Continued)

(b) Basis of preparation of the financial statements (Continued)

The preparation of financial statements in conformity with HKFRSs requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

(c) Films, publicity and advertising materials

Films, publicity and advertising materials are charged to the income statement on purchase, and no account is taken of stocks on hand at the statement of financial position date.

(d) Investment in subsidiary

Subsidiaries are entities controlled by the Board. Control exists when the Board has the power to govern the financial and operating policies of an entity so as to obtain benefits from their activities. In assessing control, potential voting rights that presently are exercised are taken into account.

2 主要會計政策 (續)

(b) 財務報表的編製基準 (續)

在編製符合香港財務報告準則的財務報表時，管理層需要作出影響會計政策的應用及資產、負債、收入和支出的呈報數額的判斷、估計和假設。估計及有關假設乃根據過往經驗及多個相信在有關情況下屬合理之其他因素而作出，其結果成為對並非與其他來源顯然相異之資產負債賬面值作出判斷之基礎。實際結果可能有異於該等估計。

管理層會不斷審閱各項估計及相關假設。如果會計估計的修訂僅影響某一期間，則該修訂會在該期間內確認，或如果會計估計的修訂同時影響當前及未來期間，則該修訂會在修訂期間及未來期間內確認。

(c) 影片、宣傳及廣告物料

所有影片、宣傳及廣告物料，均於購入時記入收益表內，及於財務狀況表日的存貨餘額不會在財務狀況表內反映。

(d) 於附屬公司的投資

附屬公司是指受旅發局控制的實體。當旅發局有權管轄一實體的財務及經營政策，並透過該實體的業務而得益，旅發局便擁有該實體的控制權。在評估控制權時，將會考慮目前可行使或可轉換的潛在投票權。

2 Significant accounting policies (Continued)

(d) Investment in subsidiary (Continued)

An investment in a subsidiary is consolidated into the consolidated financial statements from the date that control commences until the date that control ceases. Intra-group balances and transactions and any unrealised profits arising from intra-group transactions are eliminated in full in preparing the consolidated financial statements. Unrealised losses resulting from intra-group transactions are eliminated in the same way as unrealised gains but only to the extent that there is no evidence of impairment.

In the Board's statement of financial position, an investment in a subsidiary is stated at cost less impairment losses (see note 2(k)), unless the investment is classified as held for sale (or included in a disposal group that is classified as held for sale).

(e) Fixed assets

(i) Fixed assets are stated in the statement of financial position at cost less accumulated depreciation and impairment losses (see note 2(k)).

(ii) Gains or losses arising from the retirement or disposal of an item of fixed asset are determined as the difference between the estimated net disposal proceeds and the carrying amount of the item and are recognised in the income statement on the date of retirement or disposal.

2 主要會計政策 (續)

(d) 於附屬公司的投資 (續)

於一家附屬公司的投資是由持有其控制權之日開始併入綜合財務報表內，直至控制權終止之日為止。集團內部往來的餘額和交易及其產生的未變現溢利，均在編製綜合財務報表時全數抵銷。集團內部交易所產生的未變現虧損的抵銷方法與未變現收益相同，但抵銷額只限於沒有證據顯示資產已出現減值情況。

除非於附屬公司的投資被分類為持作出售（或包含於被分類為持作出售的出售組合），在旅發局的財務狀況表之中，於附屬公司的投資是按成本減去減值虧損（參閱附註2(k)）後入賬。

(e) 固定資產

(i) 固定資產是以成本減累計折舊及減值虧損（參閱附註2(k)）後記入財務狀況表內。

(ii) 報廢或出售一項固定資產所產生的損益以估計出售所得淨額與資產的賬面價值之間的差額釐定，並於報廢或出售日在收益表內予以確認。

2 Significant accounting policies (Continued)

(f) Depreciation

Depreciation is calculated to write off the cost of fixed assets on a straight-line basis over their estimated useful lives as follows:

– Leasehold properties	25 years
– Leasehold improvements	10 years
– Motor vehicles	4 years
– Furniture, fixtures and equipment	Additions are fully depreciated in the year of acquisition

The useful life of an asset is reviewed annually.

(g) Debtors

Debtors are initially recognised at fair value and thereafter stated at amortised cost less impairment losses for bad and doubtful debts, except where the effect of discounting would be immaterial. In such cases, the debtors are stated at cost less impairment losses for bad and doubtful debts.

Impairment losses for bad and doubtful debts are measured as the difference between the carrying amount of the financial asset and the estimated future cash flows, discounted where the effect of discounting is material.

(h) Accounts payable and accruals

Accounts payable and accruals are initially recognised at fair value and thereafter stated at amortised cost unless the effect of discounting would be immaterial, in which case they are stated at cost.

2 主要會計政策 (續)

(f) 折舊

折舊是按下述固定資產的預計可用年限，以直線法攤銷其成本，計算方法如下：

– 租賃物業	25 年
– 裝修	10 年
– 汽車	4 年
– 傢具、固定裝置及設備	所增置的固定資產均於購買之年度全額提取折舊

資產的可使用年限會每年檢討。

(g) 應收賬款

應收賬款按公允價值初始確認，其後按攤銷成本減呆壞賬減值虧損列賬。如貼現的影響並不重大，則會按成本減呆壞賬減值虧損列賬。

呆壞賬減值虧損是以財務資產的賬面值與預計未來現金流量之間的差額計量，如貼現的影響重大則予以貼現。

(h) 應付賬款及應計費用

應付賬款及應計費用按公允價值初始確認，其後按攤銷成本列賬。如貼現影響並不重大，則會按成本列賬。

2 Significant accounting policies (Continued)

(i) Cash and cash equivalents

Cash and cash equivalents comprise cash at banks and in hand, demand deposits with banks and other financial institutions, and short-term, highly liquid investments which are readily convertible into known amounts of cash and which are subject to an insignificant risk of changes in value, having been within three months of maturity at acquisition. Bank overdrafts that are repayable on demand and form an integral part of the Group's cash management are also included as a component of cash and cash equivalents for the purpose of the statement of cash flows.

(j) Provisions and contingent liabilities

Provisions are recognised for liabilities of uncertain timing or amount when the Group has a legal or constructive obligation arising as a result of a past event, it is probable that an outflow of economic benefits will be required to settle the obligation and a reliable estimate can be made. Where the time value of money is material, provisions are stated at the present value of the expenditure expected to settle the obligation.

Where it is not probable that an outflow of economic benefits will be required, or the amount cannot be estimated reliably, the obligation is disclosed as a contingent liability, unless the probability of outflow of economic benefits is remote. Possible obligations, whose existence will only be confirmed by the occurrence or non-occurrence of one or more future events are also disclosed as contingent liabilities unless the probability of outflow of economic benefits is remote.

2 主要會計政策 (續)

(i) 現金及現金等價物

現金及現金等價物包括銀行結存及流動現金、在銀行及其他財務機構的活期存款及其他流動性極高的短期投資。這些投資可以隨時換算為已知數額的現金，而在價值變動方面沒有重大風險，並在購入後三個月內到期。就編製現金流量表而言，須應要求償還並構成集團現金管理一部分的銀行透支，亦列入現金及現金等價物的組成部分。

(j) 撥備及或然負債

若集團須就已發生的事件承擔法律或推定責任，而履行該責任預期會導致經濟資源外流，並可作出可靠的估計，便會就該時間或數額不定的負債計提撥備。如果貨幣時間價值重大，則按預計履行責任所需資源的現值計列撥備。

倘若經濟資源外流的可能性較低，或是無法對有關數額作出可靠的估計，便會將該責任披露為或然負債；但假如這類經濟資源外流的可能性極低則除外。須視乎某宗或多宗未來事件是否發生才能確定存在與否的潛在責任，亦會披露為或然負債；但假如這類經濟資源外流的可能性極低則除外。

2 Significant accounting policies (Continued)

(k) Impairment of assets

Internal and external sources of information are reviewed at each statement of financial position date to identify indications that fixed assets and investment in subsidiary may be impaired or an impairment loss previously recognised no longer exists or may have decreased. If any such indication exists, the asset's recoverable amount is estimated.

The recoverable amount of an asset is the greater of its fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. Where an asset does not generate cash inflows largely independent of those from other assets, the recoverable amount is determined for the smallest group of assets that generates cash inflows independently (i.e. a cash-generating unit).

An impairment loss is recognised in profit or loss if the carrying amount of an asset, or the cash-generating unit to which it belongs, exceeds its recoverable amount. Impairment losses recognised in respect of cash-generating units are allocated first to reduce the carrying amount of any goodwill allocated to the cash-generating unit (or group of units) and then, to reduce the carrying amount of the other assets in the unit (or group of units) on a pro rata basis, except that the carrying value of an asset will not be reduced below its individual fair value less costs to sell, or value in use, if determinable.

An impairment loss is reversed if there has been a favourable change in the estimates used to determine the recoverable amount. A reversal of impairment losses is limited to the asset's carrying amount that would have been determined had no impairment loss been recognised in prior years. Reversals of impairment losses are credited to profit or loss in the year in which the reversals are recognised.

2 主要會計政策 (續)

(k) 資產減值

旅發局於各財務狀況表日均對內部及外界資料進行評估，以識別有否跡象顯示固定資產及於附屬公司的投資出現減值，或先前已確認的減值虧損已不存在或可能已減少。若有任何此等跡象，旅發局將估計資產的可收回金額。

資產的可收回金額為其公允價值減銷售成本與使用價值兩者的較高者。評估使用價值時，採用反映當時市場對該貨幣時間價值及對有關資產特有風險評估的稅前貼現率，貼現估計未來現金流量至其現值。倘資產產生的現金流入大致上不能獨立於其他資產，可收回金額則按可獨立產生現金流入的最小資產組別（即現金產生單位）釐定。

倘某項資產或其所屬現金產生單位的賬面值超過其可收回金額，則於損益內確認減值虧損。就現金產生單位確認的減值虧損首先分配以減少撥入現金產生單位（或一組單位）內任何商譽的賬面值，然後會按比例分配以減少該單位（或一組單位）內其他資產的賬面值，惟資產賬面值不會減至低於其本身的公允價值減去出售成本或使用價值（如能釐定）。

倘用作釐定可收回金額的估計出現有利改變，則撥回減值虧損。減值虧損的撥回，以假設過往年度未確認減值虧損的資產賬面值為限。減值虧損的撥回在確認撥回的年度計入損益。

2 Significant accounting policies (Continued)

(l) Income tax

Income tax for the year comprises current tax and movements in deferred tax assets and liabilities. Current tax and movements in deferred tax assets and liabilities are recognised in profit or loss except to the extent that they relate to items recognised in other comprehensive income or directly in equity, in which case the relevant amounts of tax are recognised in other comprehensive income or directly in equity, respectively.

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantively enacted at the end of the reporting period, and any adjustment to tax payable in respect of previous years.

(m) Revenue recognition

Provided it is probable that the economic benefits will flow to the Group and the revenue and costs, if applicable, can be measured reliably, revenue is recognised in the income statement as follows:

- (i) Government subvention made to finance the general recurrent activities of the Group is recognised as revenue in the income statement of the year in respect of which it becomes receivable.
- (ii) Government subvention made to finance the non-recurrent activities of the Group is recognised as revenue to the extent of the related expenditure incurred during the year, with the unutilised balance included in receipts in advance.
- (iii) Government subvention made for the purchase of office premises of the Group is included in the statement of financial position as deferred income and is credited to the income statement by instalments over the expected useful life of the related asset on a basis consistent with the depreciation policy (note 2(f)).

2 主要會計政策 (續)

(l) 所得稅

本年度所得稅包含本期稅項及遞延稅項資產和負債的變動。本期稅項及遞延稅項資產和負債的變動在損益內確認，但關乎在其他全面收益賬之中或直接在權益賬中確認的項目，則有關稅項款額分別於其他全面收益賬之中或直接在權益賬中確認。

本期稅項為本年度按報告期結束日已經生效或實際有效的稅率，對應課稅收入計算的預計應付稅款，並包括以往年度應付稅項的任何調整。

(m) 收入確認

倘若經濟資源可能流入集團，而收入和成本（如適用）能夠作出可靠的計量時，有關收入將按以下方式在收益表內確認：

- (i) 用於集團一般活動之政府資助，於可收取該數額時在該年度的收益表內確認為收入。
- (ii) 用於集團非經常活動之政府資助，於年內相關支出產生時確認為收入，未動用結餘撥入預收款項項目。
- (iii) 用於購置集團辦公室之政府資助撥入財務狀況表之遞延收入項目，並根據有關資產的預計可用年限，以符合折舊政策的基準（附註2(f)），按期攤分記入收益表內。

2 Significant accounting policies (Continued)

(m) Revenue recognition (Continued)

- (iv) Subscription fees are recognised on a time-apportioned basis.
- (v) Interest income is recognised as it accrues using the effective interest method.
- (vi) Sponsorship income received for the events is recognised in the income statement upon the completion date of the respective events.
- (vii) Promotion and advertising income received are accounted for on the accrual basis.

(n) Translation of foreign currencies

Foreign currency transactions during the year are translated into Hong Kong dollars at the foreign exchange rates ruling at the transaction dates. Monetary assets and liabilities denominated in foreign currencies and non-monetary assets and liabilities denominated in foreign currencies that are stated at fair value are translated into Hong Kong dollars at the foreign exchange rates ruling at the statement of financial position date. Exchange gains and losses are recognised in the income statement.

(o) Leased assets

(i) Classification of assets leased to the Group

Leases which do not transfer substantially all the risks and rewards of ownership to the Group are classified as operating leases, except where land is held for own use under operating leases, the fair value of which cannot be measured separately from the fair value of a building situated thereon at the inception of the lease. In such cases, it is accounted for as being held under a finance lease, unless the building is also clearly held under an operating lease. For these purposes, the inception of the lease is the time that the lease was first entered into by the Group, or taken over from the previous lessee, or at the date of construction of those buildings, if later.

2 主要會計政策 (續)

(m) 收入確認 (續)

- (iv) 會員費是以時間比例為基準確認。
- (v) 利息收入於產生時採用實際利率法確認。
- (vi) 來自活動的贊助收入於有關活動完結日在收益表內確認。
- (vii) 已收之宣傳及廣告收入均按權責發生制入賬。

(n) 外幣換算

年內的外幣交易按交易日的適用匯率換算為港元。以外幣為單位的貨幣性資產和負債及以外幣為單位並按公允價值列賬的非貨幣性資產和負債則按財務狀況表日的適用匯率換算為港元。匯兌收益均在收益表內確認。

(o) 租賃資產

(i) 租賃予集團資產的分類

除根據經營租賃持作自用的土地外，並未將物業所有權的大部分風險及報酬轉讓予集團的租賃，乃分類為經營租賃。以經營租賃持作自用的土地，如無法於租賃開始時將其公允價值與土地上樓宇之公允價值分開計算，在此情況下，則以融資租賃下持有之方式列賬，但假如該樓宇亦明確地以經營租賃之方式持有則除外。就此而言，租賃的開始時間是指集團首次訂立租約時，或自前承租人接收，或有關樓宇的建造日時，取其較後者。

2 Significant accounting policies (Continued)

(o) Leased assets (Continued)

(ii) Operating lease charges

Where the Group has the use of assets held under operating leases, payments made under the leases are charged to the income statement in equal instalments over the accounting periods covered by the lease term, except where an alternative basis is more representative of the pattern of benefits to be derived from the leased asset. Lease incentives received are recognised in the income statement as an integral part of the aggregate net lease payments made.

(p) Employee benefits

(i) Salaries, annual leave, and the cost of non-monetary benefits are accrued in the year in which the associated services are rendered by employees of the Group.

(ii) The Group operates a defined benefit and a defined contribution staff retirement scheme for the Hong Kong office, a defined benefit staff retirement scheme for the Japan office, and defined contribution staff retirement schemes for other offices. Contributions made under the schemes applicable to each year are charged to the income statement for the year. Contributions for the defined benefit scheme of the Hong Kong office are made in accordance with the recommendations made by the actuary whilst the costs of the defined benefit scheme of the Japan office are determined in accordance with the scheme rules. Assets of the schemes, other than the scheme of the Japan office, are held separately from those of the Group.

(iii) Contributions to Mandatory Provident Fund as required under the Hong Kong Mandatory Provident Fund Schemes Ordinance, are recognised as an expense in the income statement as incurred.

2 主要會計政策 (續)

(o) 租賃資產 (續)

(ii) 經營租賃費用

倘若集團乃以經營租賃使用資產，則根據租賃支付之款項會於租賃期所涵蓋之會計期間內，以等額在收益表扣除；但如有其他基準能更清楚地反映租賃資產所產生的收益模式則除外。所收取的租賃優惠在收益表內確認為所付累計租賃款項淨額的組成部分。

(p) 僱員福利

(i) 薪金、年假及非貨幣性福利之成本均在集團僱員提供相關服務的年度內累計。

(ii) 集團在香港辦事處實行一項界定福利及一項界定供款員工退休計劃；日本辦事處實行一項界定福利員工退休計劃；其他辦事處則實行界定供款員工退休計劃。每年向有關計劃作出的供款於有關年度內在收益表列支。界定福利計劃供款額方面，香港辦事處乃按照精算師所作建議。日本辦事處則根據計劃所定條款計算。除日本辦事處外，其他退休計劃的資產，均與集團之資產賬目分開持有。

(iii) 根據香港《強制性公積金計劃條例》的規定向強制性公積金作出的供款，均於產生時在收益表列支。

2 Significant accounting policies (Continued)

(p) Employee benefits (Continued)

(iv) The Group's net obligation in respect of defined benefit retirement plans is calculated by estimating the amount of future benefit that employees have earned in return for their service in the current and prior periods; that benefit is discounted to determine the present value, and the fair value of any plan assets is deducted. The discount rate is the yield at the statement of financial position date on high quality corporate bonds that have maturity dates approximating the terms of the Group's obligations. The calculation is performed by a qualified actuary using the projected unit credit method.

When the benefits of a plan are improved, the portion of the increased benefit relating to past service by employees is recognised as an expense in the income statement on a straight-line basis over the average period until the benefits become vested. If the benefits vest immediately, the expense is recognised immediately in the income statement.

In calculating the Group's obligation in respect of a plan, if any cumulative unrecognised actuarial gain or loss exceeds ten percent of the greater of the present value of the defined benefit obligation and the fair value of plan assets, that portion is recognised in the income statement over the expected average remaining working lives of the employees participating in the plan. Otherwise, the actuarial gain or loss is not recognised.

Where the calculation of the Group's net obligation results in a negative amount, the asset recognised is limited to the net total of any cumulative unrecognised net actuarial losses and past service costs and the present value of any future refunds from the plan or reductions in future contributions to the plan.

2 主要會計政策 (續)

(p) 僱員福利 (續)

(iv) 集團就界定福利退休計劃承擔的責任淨額是按估計僱員在當期和以往期間提供服務所賺取未來福利的數額計算，並將預期累積福利數額貼現以釐定現值；及扣除任何計劃資產的公允價值。計算現值所用的貼現率是根據優質公司債券於財務狀況表日的收益率釐定，所參考公司債券的到期日應與集團就界定福利退休計劃承擔責任的期限相若。計算工作由合資格精算師運用預期累積福利單位法進行。

如計劃所提供的福利增加，關乎僱員以往服務的福利增加部分將按直線法，在直至福利成為既定福利的平均年期內在收益表列支。如屬即時的既定福利，則會在當期的收益表確認支出。

在計算集團就計劃承擔的責任時，如任何累計未確認的精算收益或損失超逾界定福利責任的現值與計劃資產的公允價值兩者中較高數額的10%，超出部分會在參與計劃的僱員的預期平均尚餘工作年期內在收益表確認，否則不會確認精算收益或損失。

如在計算集團的責任淨額時出現負數，則所確認的資產不得超逾以下三個數額的淨總額，即任何累計未確認的精算損失淨額，任何累計未確認的以往服務成本及日後從計劃所得的任何退款或供款減額的現值。

2 Significant accounting policies (Continued)

(p) Employee benefits (Continued)

(v) Termination benefits are recognised when, and only when, the Group demonstrably commits itself to terminate employment or to provide benefits as a result of voluntary redundancy by having a detailed formal plan which is without realistic possibility of withdrawal.

(q) Related parties

(a) A person, or a close member of that person's family, is related to the Group if that person:

- (i) has control or joint control over the Group;
- (ii) has significant influence over the Group; or
- (iii) is a member of the key management personnel of the Group or the Group's parent.

(b) An entity is related to the Group if any of the following conditions applies:

- (i) The entity and the Group are members of the same group (which means that each parent, subsidiary and fellow subsidiary is related to the others).
- (ii) One entity is an associate or joint venture of the other entity (or an associate or joint venture of a member of a group of which the other entity is a member).
- (iii) Both entities are joint ventures of the same third party.
- (iv) One entity is a joint venture of a third entity and the other entity is an associate of the third entity.
- (v) The entity is a post-employment benefit plan for the benefit of employees of either the Group or an entity related to the Group.

2 主要會計政策 (續)

(p) 僱員福利 (續)

(v) 合約終止補償只會在集團有詳盡及正式的計劃(該計劃沒有任何實際撤銷的可能)，並且明確表示會終止合約或由於自願遣散而提供福利時予以確認。

(q) 關連人士

(a) 倘凡有人士具有以下情況，則該人士或該人士的近親即為集團的關連人士：

- (i) 對集團有控制權或共同控制權；
- (ii) 對集團有重大影響力；或
- (iii) 為集團或集團母公司的主要管理層成員。

(b) 倘符合以下任何條件，則實體與集團有關連：

- (i) 該實體與集團屬同一集團之成員公司(即各母公司、附屬公司及同系附屬公司彼此間有關連)。
- (ii) 一間實體為另一實體的聯營公司或合營企業(或另一實體為成員公司之集團旗下成員公司之聯營公司或合營企業)。
- (iii) 兩間實體均為同一第三方的合營企業。
- (iv) 一間實體為第三方實體的合營企業，而另一實體為該第三方實體的聯營公司。
- (v) 實體為集團或與集團有關連之實體就僱員利益設立的離職福利計劃。

2 Significant accounting policies (Continued)

(q) Related parties (Continued)

(vi) The entity is controlled or jointly controlled by a person identified in (a).

(vii) A person identified in (a)(i) has significant influence over the entity or is a member of the key management personnel of the entity (or of a parent of the entity).

Close members of the family of a person are those family members who may be expected to influence, or be influenced by, that person in their dealings with the entity.

3 Principal source of income

The Group

The principal source of income is the subvention from the Government of the Hong Kong Special Administrative Region ("Government") for the year which is determined with regard to the needs of the Board as presented in its annual budget and proposed programme of activities. The amount of the subvention recognised as revenue during the year is analysed as follows:

2 主要會計政策 (續)

(q) 關連人士 (續)

(vi) 實體受(a)所識別人士控制或受共同控制。

(vii) 於附註(a)(i)所識別人士對實體有重大影響力或屬該實體(或該實體的母公司)主要管理層成員。

一名人士的近親是指預期他們在與實體的交易中，對該名人士有影響或者受到該名人士影響之家屬。

3 主要收入來源

集團

主要收入來源為香港特別行政區政府(「政府」)於本年度給予的資助額，按旅發局的年度財政預算及建議活動計劃書所列載的需要而釐定。本年度確認為收入之資助額分析如下：

		2012	2011
Recurrent	經常性		
– Subvention for the year	– 本年度資助	521,544,000	500,960,000
Non-recurrent	非經常性		
– Meetings, Incentives, Conventions and Exhibitions Promotion/Wine and Dine Festival/Partnernet Revamp/Image Campaign/New Year Countdown/Tai Chung Lantern Festival/Island District Council Promotion/Asia's World City Promotion/Shanghai Expo	– 會議、展覽及獎勵旅遊業務推廣/香港美酒佳餚巡禮/旅業網革新/亞洲國際都會形象宣傳活動/除夕倒數/中臺灣元宵燈會/離島區議會宣傳活動/亞洲國際都會推廣/上海世博	49,606,479	38,863,655
		571,150,479	539,823,655

4 Income tax

The Group

No provision for Hong Kong Profits Tax has been made in the financial statements as the Board has been granted exemption from all Hong Kong taxes by the Inland Revenue Department under Section 87 of the Inland Revenue Ordinance. Hong Kong Profits Tax has not been provided as HKTB Limited has no estimated tax assessable profits in Hong Kong for the current and prior year. Taxation in respect of HKTB Limited's operations in Taiwan is charged at the appropriate current rates of taxation ruling in Taiwan.

5 Staff costs

The Group

		2012	2011
Contributions to defined contribution retirement plans	界定供款退休計劃供款	6,453,969	5,462,077
Income recognised in respect of defined benefits retirement plans (note 14(a)(v))	就界定福利退休計劃確認的收入 (附註 14(a)(v))	(2,859,000)	(2,038,000)
Retirement costs	退休成本	3,594,969	3,424,077
Salaries and other benefits	薪金及其他福利	168,083,345	173,922,564
		171,678,314	177,346,641

4 所得稅

集團

根據《稅務條例》第87條，旅發局已獲稅務局豁免繳交所有香港稅項，故財務報表上並無就任何香港利得稅計提撥備。由於香港旅發局有限公司在本年度以及前一年度於香港均無估計應課稅溢利，因此並無計提香港利得稅。香港旅發局有限公司在臺灣的業務之稅項乃按臺灣的稅務規定所訂出的現行適用之稅率計算。

5 員工成本

集團

6 Senior executives' pay and allowances

The Group

The senior executives of the Board include the Executive Director, Deputy Executive Director, General Managers and Regional Directors, and their total pay and allowances during the year were as follows:

		2012		
		Executive Director 總幹事	Other senior executives 其他高級行政人員	Total 總數
Basic salaries	基本薪金	3,206,000	16,756,000	19,962,000
Discretionary performance pay	酌情按表現發放的薪酬	509,000	1,226,000	1,735,000
Retirement benefit expenses, contract gratuities and other allowances	退休福利開支、約滿酬金及其他津貼	498,000	4,690,000	5,188,000
		4,213,000	22,672,000	26,885,000

		2011		
		Executive Director 總幹事	Other senior executives 其他高級行政人員	Total 總數
Basic salaries	基本薪金	3,053,000	16,231,000	19,284,000
Discretionary performance pay	酌情按表現發放的薪酬	512,000	1,319,000	1,831,000
Retirement benefit expenses, contract gratuities and other allowances	退休福利開支、約滿酬金及其他津貼	475,000	4,078,000	4,553,000
		4,040,000	21,628,000	25,668,000

6 高級行政人員薪酬及津貼

集團

旅發局的高級行政人員包括總幹事、副總幹事、總經理及區域幹事，他們在本年度內獲發放之薪酬及津貼總額如下：

6 Senior executives' pay and allowances (Continued)

The Group (Continued)

The actual salaries and discretionary performance pay (excluding retirement benefit expenses, contract gratuities and other allowances) paid to all senior executive positions of the Board fell within the following 7 pay ranges:

6 高級行政人員薪酬及津貼 (續)

集團 (續)

支付予全部高級行政人員的實際薪金及酌情按表現發放的薪酬(不包括退休福利開支、約滿酬金及其他津貼)介乎下列7個薪酬範圍：

		2012 No. of senior executive positions 2012 高級行政 人員總數	2011 No. of senior executive positions 2011 高級行政 人員總數
Pay Range	薪酬範圍		
1 - \$500,001 to \$1,000,000 (note (a))	1 - \$500,001 至 \$1,000,000 (附註(a))	1	—
2 - \$1,000,001 to \$1,500,000	2 - \$1,000,001 至 \$1,500,000	1	1
3 - \$1,500,001 to \$2,000,000 (note (b))	3 - \$1,500,001 至 \$2,000,000 (附註(b))	6	7
4 - \$2,000,001 to \$2,500,000 (note (d))	4 - \$2,000,001 至 \$2,500,000 (附註(d))	—	1
5 - \$2,500,001 to \$3,000,000 (note (c))	5 - \$2,500,001 至 \$3,000,000 (附註(c))	2	1
6 - \$3,000,001 to \$3,500,000	6 - \$3,000,001 至 \$3,500,000	—	—
7 - \$3,500,001 to \$4,000,000	7 - \$3,500,001 至 \$4,000,000	1	1
		11	11

6 Senior executives' pay and allowances (Continued)

The Group (Continued)

Notes:

(a) One senior executive position was vacant for six months, leading to savings on salary and discretionary performance pay for the position concerned during the year. As a result, the position's pay range was changed from 3 to 1.

(b) As explained in (a), one senior executive position's pay range was changed from 3 to 1, resulting the total number of positions in pay range 3 to reduce from 7 to 6 accordingly.

(c) The number of senior executive positions in pay range 5 was changed from 1 to 2. The change reflected the increase of salary and discretionary performance pay of one of the senior executive positions that was included in pay range 4 in 2011.

(d) As explained in (c), the number of positions in pay range 4 was reduced from 1 to 0 accordingly.

During the year, the Chairman and members of the Board did not receive any remuneration for their services rendered to the Board.

After determination and endorsement by the Staff and Finance Committee, which comprises non-executive Board members and an officer of the Tourism Commission, the remuneration and terms and conditions of employment of the senior executives are approved by the Board. In accordance with the Hong Kong Tourism Board Ordinance, the appointment and terms and conditions of employment of the Executive Director and the Deputy Executive Director are subject to the approval of the Chief Executive of Hong Kong Special Administrative Region.

6 高級行政人員薪酬及津貼 (續)

集團 (續)

附註：

(a) 由於有一位高級行政人員的職位懸空六個月，以致在年內該職位的薪金及酌情按表現發放的薪酬有所減省。故此，該職位的薪酬範圍由3變為1。

(b) 如上面(a)項所解釋，一位高級行政人員職位的薪酬範圍由3變為1，以致在薪酬範圍3內的職位的總數相應由7個減少至6個。

(c) 在薪酬範圍5之內的高級行政人員職位數目由1個變成2個。此項變動反映了於2011年包含在薪酬範圍4以內的其中一名高級行政人員之薪金及酌情按表現發放的薪酬有所增加。

(d) 如上面(c)項所解釋，屬於薪酬範圍4的職位數目相應由1個減少至零。

本年度內，旅發局主席及各成員並沒有因向旅發局提供服務而收取任何酬金。

高級行政人員之酬金及聘用條款和條件由財務及編制委員會決定及審批，委員會包括旅發局非執行成員及旅遊事務署一位官員；並經旅發局成員審批。根據《香港旅遊發展局條例》，總幹事及副總幹事之委任及聘用條款和條件須獲香港特別行政區行政長官批准。

6 Senior executives' pay and allowances (Continued)

The Group (Continued)

The senior executives receive a basic salary and a performance-based variable pay. With effect from 2007/08, the performance of senior executives is determined by a Performance Management System and assessment criteria, including Key Performance Indicators, Key Strategic Focus and Competencies. Their performance is referenced against a set of objectives set out in the annual business plan. The performance of the Executive Director is assessed by the Chairman of the Board, while the performance of the Deputy Executive Director, General Managers and Regional Directors are assessed by the Executive Director. The variable pay of all the senior executives is approved by the Remuneration Review Committee comprising the Chairman of the Board and the Staff and Finance Committee.

The amount of discretionary performance pay for the Executive Director disclosed above represents the variable pay amount of \$509,000 for the year ended 31 March 2012 (2011: \$512,000).

The remuneration of other senior executive positions for the year ended 31 March 2012 represents compensation for the Deputy Executive Director, five General Manager positions (2011: five General Manager positions) and four Regional Director positions (2011: four Regional Director positions).

6 高級行政人員薪酬及津貼 (續)

集團 (續)

高級行政人員支取基本薪金及與表現掛鈎的浮動薪酬。由2007至08年度開始，高級行政人員的工作表現由一套表現管理系統所評定，評核準則包括主要表現指標、主要策略重點及能力。他們的表現是參照年度業務計劃所臚列的一系列目標。總幹事的工作表現由旅發局主席進行評核，而副總幹事、總經理及區域幹事的工作表現則由總幹事予以評核。所有高級行政人員與表現掛鈎的浮動薪酬由薪酬檢討委員會審批，委員會由旅發局主席及財務及編制委員會成員組成。

上文所披露支付予總幹事的酌情按表現發放的薪酬數額，代表截至2012年3月31日止年度內支付的浮動薪酬509,000元(2011年度為512,000元)。

截至2012年3月31日止年度的其他高級行政人員職位的酬金代表副總幹事、五名總經理(2011年：五名總經理)及四名區域幹事(2011年：四名區域幹事)職位之酬金。

7 Fixed assets

(a) The Group

		Leasehold properties 租賃物業	Leasehold improvements 裝修	Motor vehicles 汽車	Furniture, fixtures and equipment 傢具、 固定裝置 及設備	Total 總數
Cost or valuation:	成本或估值					
At 1 April 2011	於 2011 年 4 月 1 日	252,855,009	8,006,639	1,788,603	43,294,565	305,944,816
Additions	增置	–	–	445,999	3,822,450	4,268,449
Disposal	出售 / 清理	–	–	(290,960)	(15,845,442)	(16,136,402)
At 31 March 2012	於 2012 年 3 月 31 日	252,855,009	8,006,639	1,943,642	31,271,573	294,076,863
Accumulated depreciation:	累計折舊：					
At 1 April 2011	於 2011 年 4 月 1 日	170,255,703	7,142,804	1,788,603	43,294,565	222,481,675
Charge for the year	本年度折舊	10,114,200	95,982	55,750	3,822,450	14,088,382
Disposal	出售 / 清理	–	–	(290,960)	(15,845,442)	(16,136,402)
At 31 March 2012	於 2012 年 3 月 31 日	180,369,903	7,238,786	1,553,393	31,271,573	220,433,655
Net book value:	賬面淨值：					
At 31 March 2012	於 2012 年 3 月 31 日	72,485,106	767,853	390,249	–	73,643,208
Cost or valuation:	成本或估值：					
At 1 April 2010	於 2010 年 4 月 1 日	252,855,009	7,046,822	2,115,394	46,248,548	308,265,773
Additions	增置	–	959,817	–	3,488,713	4,448,530
Disposal	出售 / 清理	–	–	(326,791)	(6,442,696)	(6,769,487)
At 31 March 2011	於 2011 年 3 月 31 日	252,855,009	8,006,639	1,788,603	43,294,565	305,944,816
Accumulated depreciation:	累計折舊：					
At 1 April 2010	於 2010 年 4 月 1 日	160,141,503	7,046,822	2,015,547	46,248,548	215,452,420
Charge for the year	本年度折舊	10,114,200	95,982	47,658	3,488,713	13,746,553
Disposal	出售 / 清理	–	–	(274,602)	(6,442,696)	(6,717,298)
At 31 March 2011	於 2011 年 3 月 31 日	170,255,703	7,142,804	1,788,603	43,294,565	222,481,675
Net book value:	賬面淨值：					
At 31 March 2011	於 2011 年 3 月 31 日	82,599,306	863,835	–	–	83,463,141

Leasehold properties are all held on long leases in Hong Kong.

所有本港之租賃物業均屬長期租約。

7 Fixed assets (Continued)

7 固定資產 (續)

(b) The Board

(b) 旅發局

		Leasehold properties 租賃物業	Leasehold improvements 裝修	Motor vehicles 汽車	Furniture, fixtures and equipment 傢具、 固定裝置 及設備	Total 總數
Cost or valuation:	成本或估值：					
At 1 April 2011	於 2011 年 4 月 1 日	252,855,009	8,006,639	1,788,603	43,294,565	305,944,816
Additions	增置	–	–	445,999	3,805,450	4,251,449
Disposal	出售 / 清理	–	–	(290,960)	(15,845,442)	(16,136,402)
At 31 March 2012	於 2012 年 3 月 31 日	252,855,009	8,006,639	1,943,642	31,254,573	294,059,863
Accumulated depreciation:	累計折舊：					
At 1 April 2011	於 2011 年 4 月 1 日	170,255,703	7,142,804	1,788,603	43,294,565	222,481,675
Charge for the year	本年度折舊	10,114,200	95,982	55,750	3,805,450	14,071,382
Disposal	出售 / 清理	–	–	(290,960)	(15,845,442)	(16,136,402)
At 31 March 2012	於 2012 年 3 月 31 日	180,369,903	7,238,786	1,553,393	31,254,573	220,416,655
Net book value:	賬面淨值：					
At 31 March 2012	於 2012 年 3 月 31 日	72,485,106	767,853	390,249	–	73,643,208
Cost or valuation:	成本或估值：					
At 1 April 2010	於 2010 年 4 月 1 日	252,855,009	7,046,822	2,115,394	46,248,548	308,265,773
Additions	增置	–	959,817	–	3,488,713	4,448,530
Disposal	出售 / 清理	–	–	(326,791)	(6,442,696)	(6,769,487)
At 31 March 2011	於 2011 年 3 月 31 日	252,855,009	8,006,639	1,788,603	43,294,565	305,944,816
Accumulated depreciation:	累計折舊：					
At 1 April 2010	於 2010 年 4 月 1 日	160,141,503	7,046,822	2,015,547	46,248,548	215,452,420
Charge for the year	本年度折舊	10,114,200	95,982	47,658	3,488,713	13,746,553
Disposal	出售 / 清理	–	–	(274,602)	(6,442,696)	(6,717,298)
At 31 March 2011	於 2011 年 3 月 31 日	170,255,703	7,142,804	1,788,603	43,294,565	222,481,675
Net book value:	賬面淨值：					
At 31 March 2011	於 2011 年 3 月 31 日	82,599,306	863,835	–	–	83,463,141

Leasehold properties are all held on long leases in Hong Kong.

所有本港之租賃物業均屬長期租約。

8 Investment in a subsidiary

8 於一家附屬公司的投資

		The Board 旅發局	
		2012	2011
Unlisted shares, at cost	非上市股份，按成本列值	1	1

Details of the Board's wholly-owned subsidiary is set out below:

旅發局全資擁有的附屬公司詳情如下：

Name of company 公司名稱	Principal activities 主要業務	Place of incorporation 註冊成立地
HKTB Limited 香港旅發局有限公司	Marketing and Promoting Hong Kong 宣傳及推廣香港	Hong Kong 香港

Total expenses of \$50,555 for the year ended 31 March 2012 (2011: \$24,555) in respect of the subsidiary was borne by the Board which has waived its right of recovery thereof.

該附屬公司在截至2012年3月31日止年度的總開支50,555元(2011年：24,555元)由旅發局承擔。旅發局已放棄對該款項的追討權利。

9 Debtors, deposits and payments in advance

9 應收賬款、按金及預付款項

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
Debtors	應收賬款	1,772,101	4,685,178	1,772,101	4,685,178
Deposits and payments in advance	按金及預付款項	17,678,370	17,323,710	16,777,153	17,323,710
		19,450,471	22,008,888	18,549,254	22,008,888

9 Debtors, deposits and payments in advance (Continued)

Included in debtors, deposits and payments in advance are the following amounts denominated in currencies other than the Group's and the Board's functional currency:

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
Australian Dollars	澳元	42,920	42,795	42,920	42,795
Canadian Dollars	加元	4,556	10,619	4,556	10,619
Chinese Yuan	人民幣	1,097,811	812,930	1,097,811	812,930
Euros	歐元	105,211	46,357	105,211	46,357
Great British Pounds	英鎊	35,793	60,908	35,793	60,908
Japanese Yen	日圓	57,694,472	69,813,012	57,694,472	69,813,012
Korean Won	韓圓	34,313,056	37,494,234	34,313,056	37,494,234
New Taiwan Dollars	新台幣	3,425,375	3,096,224	–	3,096,224
New Zealand Dollars	新西蘭元	915	799	915	799
Singapore Dollars	新加坡元	8,894	14,643	8,894	14,643
United States Dollars	美元	54,433	85,623	54,433	85,623

The gross amount of debtors, deposits and payments in advance at 31 March 2012 that is expected to be recovered after more than one year for the Group and the Board is \$2,088,883 (2011: the Group and the Board \$6,596,555).

9 應收賬款、按金及預付款項 (續)

應收賬款、按金及預付款項中包括下列集團及旅發局之功能貨幣外以其他貨幣為單位之數額：

於2012年3月31日，集團及旅發局預計在超過一年後可收回的應收賬款、按金及預付款項總額為2,088,883元(2011年：集團及旅發局6,596,555元)。

9 Debtors, deposits and payments in advance (Continued)

Debtors that are not impaired

The ageing analysis of debtors that are neither individually nor collectively considered to be impaired are as follows:

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
Neither past due nor impaired	無逾期或減值	171,513	1,769,430	171,513	1,769,430
Less than 1 month past due	逾期少於一個月	1,013,691	782,112	1,013,691	782,112
1 to 3 months past due	逾期一至三個月	130,589	2,023,126	130,589	2,023,126
More than 3 months but less than 12 months past due	逾期超過三個月但少於十二個月	456,308	110,510	456,308	110,510
		1,600,588	2,915,748	1,600,588	2,915,748
		1,772,101	4,685,178	1,772,101	4,685,178

9 應收賬款、按金及預付款項 (續)

無減值之應收賬款

無被視為個別或共同減值之應收賬款之賬齡分析如下：

10 Cash and cash equivalents

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
Deposits with banks and financial institutions	銀行及財務機構存款	74,500,000	123,500,000	74,500,000	123,500,000
Cash at banks and in hand	銀行存款及現金	75,779,119	22,662,941	74,121,810	22,662,941
Cash and cash equivalents in the statement of cash flows	現金流量表中之現金及現金等價物	150,279,119	146,162,941	148,621,810	146,162,941

10 現金及現金等價物

10 Cash and cash equivalents (Continued)

Included in cash and cash equivalents are the following amounts denominated in currencies other than the Group's and the Board's functional currency:

10 現金及現金等價物(續)

現金及現金等價物中包括下列集團及旅發局之功能貨幣外以其他貨幣為單位之數額：

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
Australian Dollars	澳元	299,860	220,910	299,860	220,910
Canadian Dollars	加元	26,314	143,951	26,314	143,951
Chinese Yuan	人民幣	558,791	559,034	558,791	559,034
Euros	歐元	62,579	190,578	62,579	190,578
Great British Pounds	英鎊	44,619	140,178	44,619	140,178
Japanese Yen	日圓	1,007,830	7,177,350	1,007,830	7,177,350
Korean Won	韓圓	6,813,492	8,223,697	6,813,492	8,223,697
New Taiwan Dollars	新台幣	6,188,778	–	–	–
New Zealand Dollars	新西蘭元	28,297	8,883	28,297	8,883
Singapore Dollars	新加坡元	167,035	383,775	167,035	383,775
United States Dollars	美元	152,873	224,171	152,873	224,171

Deposits with banks and financial institutions bear fixed interest rates with the effective interest rates per annum at the statement of financial position date for the Group and the Board ranging from 0.02% to 2.10% (2011: The Group and the Board 0.05% to 0.75%).

於集團及旅發局財務狀況表日，銀行及財務機構存款按固定利率計算，實際年利率介乎0.02厘至2.10厘（2011年：集團及旅發局0.05厘至0.75厘）。

11 Accounts payable and accruals

11 應付賬款及應計費用

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
Accounts payable	應付賬款	59,111,431	59,368,150	59,074,813	59,368,150
Other payables and sundry creditors	其他應付款項 及應付雜項	32,831,662	32,266,946	32,489,090	32,266,946
		91,943,093	91,635,096	91,563,903	91,635,096

Included in accounts payable and accruals are the following amounts denominated in currencies other than the Group and the Board's functional currency:

應付賬款及應計費用中包括下列集團及旅發局之功能貨幣外以其他貨幣為單位之數額：

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
Australian Dollars	澳元	244,623	226,663	244,623	226,663
Canadian Dollars	加元	37,076	96,239	37,076	96,239
Chinese Yuan	人民幣	2,236,626	3,451,838	2,236,626	3,451,838
Euros	歐元	149,783	120,723	149,783	120,723
Great British Pounds	英鎊	98,293	205,799	98,293	205,799
Japanese Yen	日圓	72,789,880	70,449,846	72,789,880	70,449,846
Korean Won	韓圓	43,624,362	19,950,319	43,624,362	19,950,319
New Taiwan Dollars	新台幣	1,760,716	3,953,933	319,477	3,953,933
New Zealand Dollars	新西蘭元	8,500	–	8,500	–
Singapore Dollars	新加坡元	427,762	667,854	427,762	667,854
Thai Baht	泰銖	11,309	17,935	11,309	17,935
United States Dollars	美元	1,433,623	976,656	1,433,623	976,656

The gross amount of accounts payable and accruals at 31 March 2012 that is expected to be settled after more than one year for the Group and the Board is \$7,984,353 (2011: the Group and the Board \$8,086,104).

於2012年3月31日，集團及旅發局預計在超過一年後結清的應付賬款及應計費用總額為7,984,353元(2011年：集團及旅發局8,086,104元)。

12 Deferred income

12 遞延收入

		The Group and The Board 集團及旅發局	
		2012	2011
Government subvention granted	政府資助		
– 1994/95	– 1994/95	250,000,000	250,000,000
Aggregate realisation:	累積已確認數額：		
At 1 April	於4月1日	168,333,333	158,333,333
Realised during the year	本年度確認	10,000,000	10,000,000
At 31 March	於3月31日	178,333,333	168,333,333
Balance at 31 March	於3月31日之結餘	71,666,667	81,666,667
Less: Amount included in "current liabilities"	減：列入「流動負債」 的金額	10,000,000	10,000,000
Amount included in "non-current liabilities"	列入「非流動負債」 的金額	61,666,667	71,666,667

13 Income tax in the consolidated statement of financial position

13 綜合財務狀況表內的所得稅

		The Group 集團	
		2012	2011
Current taxation in the consolidated statement of financial position represents:	於綜合財務狀況表內 的本期稅項代表：		
Provision for overseas tax for the year	本年度海外稅項撥備	43,860	–

14 Employee retirement benefits

The Group and the Board

(a) Defined benefit retirement plan

The Board makes contributions to a defined benefit retirement scheme registered under the Hong Kong Occupational Retirement Schemes Ordinance. The scheme covers approximately 16% (2011: 19%) of the Board's employees based in Hong Kong. The scheme is administered by an independent trustee, and the assets are held in a trust separately from those of the Board.

(i) The amounts recognised in the statements of financial position are as follows:

		2012	2011
Present value of wholly or partly funded obligations	全部或部分注入資金的界定福利責任的現值	41,415,000	37,379,000
Fair value of plan assets	計劃資產的公允價值	(77,641,000)	(81,298,000)
Net unrecognised actuarial gains	未確認的精算收益淨額	7,184,000	17,736,000
Defined benefit retirement plan asset	界定福利退休計劃資產	(29,042,000)	(26,183,000)

A portion of the above assets are expected to be recovered after more than one year. However, it is not practicable to segregate this amount from the amounts recoverable in the next twelve months, as future contributions will also relate to future services rendered and future changes in actuarial assumptions and market conditions. The Board expects to pay \$Nil in contributions to the defined benefit retirement plan in 2012 since the Board has taken the contribution holiday recommended by the Actuary.

14 僱員退休福利

集團及旅發局

(a) 界定福利退休計劃

旅發局向一項根據《職業退休計劃條例》登記的界定福利退休計劃作出供款，參與這項計劃的僱員約佔旅發局香港僱員人數的16%（2011年：19%）。這項計劃由獨立受託人管理，其資產存放於一個信託基金，與旅發局的資產分開持有。

(i) 於財務狀況表確認的數額如下：

上述部分資產預期於超過一年後收回。然而，由於未來供款亦與日後提供的服務和日後精算假設與市況的變動有關，故將有關數額從未來十二個月的可收回數額中分開並不可行。由於旅發局接納了精算師所建議之免供款期，旅發局預計於2012年毋需向界定福利退休計劃作出供款。

14 Employee retirement benefits (Continued)

The Group and the Board (Continued)

(a) Defined benefit retirement plan (Continued)

(ii) Plan assets consist of the following:

		2012	2011
Equity securities	證券	40,761,000	41,868,000
Bonds	債券	35,715,000	38,942,000
Cash at banks	銀行存款	1,165,000	488,000
		77,641,000	81,298,000

(iii) Movement in the present value of the defined benefit obligations:

		2012	2011
At 1 April	於4月1日	37,379,000	48,459,000
Benefits paid by the plan	計劃支付之福利	(4,785,000)	(14,583,000)
Current service costs	當期服務成本	2,174,000	2,578,000
Interest cost	利息費用	970,000	1,281,000
Actuarial losses/(gains)	精算虧損 / (收益)	5,677,000	(356,000)
At 31 March	於3月31日	41,415,000	37,379,000

(iv) Movements in plan assets:

		2012	2011
At 1 April	於4月1日	81,298,000	88,543,000
Benefits paid by the plan	計劃支付之福利	(4,785,000)	(14,583,000)
Actuarial expected returns on plan assets	計劃資產之精算預期回報	4,873,000	5,151,000
Actuarial (losses)/gains	精算(虧損)/收益	(3,745,000)	2,187,000
At 31 March	於3月31日	77,641,000	81,298,000

14 僱員退休福利(續)

集團及旅發局(續)

(a) 界定福利退休計劃(續)

(ii) 計劃資產包括以下項目：

(iii) 界定福利責任現值之變動：

(iv) 計劃資產之變動：

14 Employee retirement benefits (Continued)

The Group and the Board (Continued)

(a) Defined benefit retirement plan (Continued)

(v) Income recognised in the consolidated income statement is as follows:

		2012	2011
Current service cost	當期服務成本	2,174,000	2,578,000
Interest cost	利息費用	970,000	1,281,000
Actuarial expected return on plan assets	計劃資產之精算預期回報	(4,873,000)	(5,151,000)
Net actuarial gains recognised	已確認精算收益淨額	(1,130,000)	(746,000)
		(2,859,000)	(2,038,000)

The income is recognised in the following line item in the consolidated income statement:

		2012	2011
Staff costs	員工成本	(2,859,000)	(2,038,000)

(vi) The actual return on plan assets of the Board (taking into account all changes in the fair value of the plan assets excluding contributions paid and received) was a net gain of \$1,128,000 (2011: net gain of \$7,338,000).

(vii) The principal actuarial assumptions used as at 31 March 2012 (expressed as weighted averages) are as follows:

		2012	2011
Discount rate	貼現率	1.10%	2.60%
Expected rate of return on plan assets	計劃資產的預期回報率	6.00%	6.00%
Future salary increases	未來薪金升幅	4.00%	3.50%

14 僱員退休福利(續)

集團及旅發局(續)

(a) 界定福利退休計劃(續)

(v) 於綜合收益表確認的收入如下：

有關收入在綜合收益表之下列項目內確認：

(vi) 旅發局計劃資產的真正回報(已計算計劃資產的公允價值之所有變動，不包括已付及已收供款)為收益淨額1,128,000元(2011年：7,338,000元)。

(vii) 於2012年3月31日使用的主要精算假設(以加權平均數表示)如下：

14 Employee retirement benefits (Continued)

The Group and the Board (Continued)

(a) Defined benefit retirement plan (Continued)

(vii) (Continued)

The total expected long-term investment return is determined based on the weighted average of the expected long-term investment return for each asset class under the investment portfolio of the defined benefit retirement plan using the economic model of Towers Watson.

(viii) Historical information:

		2012	2011	2010	2009	2008
Present value of the defined benefit obligations	界定福利責任的現值	41,415,000	37,379,000	48,459,000	63,304,000	60,178,000
Fair value of plan assets	計劃資產的公允價值	(77,641,000)	(81,298,000)	(88,543,000)	(76,702,000)	(97,702,000)
Surplus in the plan	計劃之盈餘	(36,226,000)	(43,919,000)	(40,084,000)	(13,398,000)	(37,524,000)
Experience (gain)/loss arising from plan assets	計劃資產所產生之過往(收益)/虧損	3,745,000	(2,187,000)	(16,083,000)	22,093,000	476,000
Experience (gain)/loss arising from plan liabilities	計劃負債所產生之過往(收益)/虧損	(148,000)	(913,000)	(5,093,000)	(1,203,000)	1,217,000

(b) Defined contribution retirement plans

The Board makes contributions to a defined contribution plan ("Choice Plan") in accordance with the terms stated in the Trust Deed. Under the Choice Plan, the employer is required to make 8% - 15% (2011: 8% - 15%) contributions of the employees' relevant income. Employees are not required to make contribution to the Choice Plan.

14 僱員退休福利(續)

集團及旅發局(續)

(a) 界定福利退休計劃(續)

(vii) (續)

預期長期投資回報總額乃基於界定福利退休計劃之投資組合內每項資產級別之預期長期投資回報之加權平均數，採用韜睿惠悅之經濟模式計算所得。

(viii) 歷史資料：

(b) 界定供款退休計劃

旅發局按照信託契約的條款，為一項界定供款計劃(「成員選擇計劃」)供款。僱主須按照僱員相關入息的8%至15%(2011年：8%至15%)作出供款，而僱員則無須作出有關供款。

14 Employee retirement benefits (Continued)

The Group and the Board (Continued)

(b) Defined contribution retirement plans (Continued)

The Board also operates a Mandatory Provident Fund Scheme ("the MPF scheme") under the Hong Kong Mandatory Provident Fund Schemes Ordinance for employees employed under the jurisdiction of the Hong Kong Employment Ordinance and not previously covered by the Choice Plan. The MPF scheme is a defined contribution retirement scheme administered by independent trustees. Under the MPF scheme, the employer and its employees are each required to make contributions to the scheme at 5% of the employees' relevant income, subject to a cap of monthly relevant income of \$20,000. Contributions to the scheme vest immediately.

14 僱員退休福利(續)

集團及旅發局(續)

(b) 界定供款退休計劃(續)

旅發局亦按照香港《強制性公積金計劃條例》的規定，為根據香港《僱傭條例》聘用，而且不受成員選擇計劃保障的僱員，設立一項強制性公積金計劃（「強積金計劃」）。強積金計劃是界定供款退休計劃，由獨立的受託人管理。根據強積金計劃，僱主及僱員須各自按照僱員相關入息的5%作出供款；每月的相關入息上限為二萬元。計劃的供款即時全數歸屬於僱員。

15 Reserves

15 儲備

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
General fund at the beginning of the year	於年初 之一般基金	82,212,169	109,499,498	82,212,169	109,499,498
Surplus/(deficit) for the year	本年度盈餘 / (虧損)	8,421,287	(27,287,329)	6,285,812	(27,287,329)
General fund at the end of the year	於年末 之一般基金	90,633,456	82,212,169	88,497,981	82,212,169

General Fund

The General Fund represents the Group's and the Board's unallocated balances and surpluses. The use of the unallocated balances or surpluses requires prior approval from the Board and the Government.

Based on the understanding between the Government and the Board, the level of reserves held by the Group may increase to a level equivalent to four months of gross expenditure.

一般基金

一般基金代表集團及旅發局未分配之餘額及盈餘。使用未分配之餘額及盈餘須經旅發局及政府事先批准。

基於旅發局與政府之間的理解，集團所保留之儲備水平可以增加至相等於四個月開支總額之水平。

16 Commitments

At 31 March 2012, the Group and the Board had commitments in respect of the following:

The total future minimum lease payments under non-cancellable operating leases are payable as follows:

		The Group 集團		The Board 旅發局	
		2012	2011	2012	2011
Within 1 year	一年內期滿	12,746,716	11,905,026	12,383,101	11,905,026
After 1 year but within 5 years	一年後至五年內期滿	19,395,053	16,486,980	19,395,053	16,486,980
After 5 years	五年後期滿	6,721,043	7,658,131	6,721,043	7,658,131
		38,862,812	36,050,137	38,499,197	36,050,137

The Group and the Board lease a number of properties under operating leases. The leases typically run for an initial period from one to ten years, with an option to renew the leases when all terms are renegotiated. None of the leases includes contingent rentals.

於2012年3月31日，集團及旅發局之承擔如下：

根據不可解除的經營租賃在日後應付的最低租賃付款總額如下：

集團及旅發局以經營租賃租用多項物業。此等租賃一般為期一至十年，並且有權選擇續約，屆時所有條款均可重新商議。各項經營租賃均不包括或然租金。

17 Financial instruments

Exposure to credit, liquidity, interest rate and foreign currency risks arises in the normal course of the Group's operations. These risks are limited by the Group's financial management policies and practices described below.

(a) Credit risk

The Group's credit risk is primarily attributable to deposits with banks and financial institutions, cash at banks and debtors, deposits and payments in advance. Management has a credit policy in place and the exposures to these credit risks are monitored on an ongoing basis.

The Group's deposit placements with banks and financial institutions are with financial institutions based in Hong Kong and overseas.

17 金融工具

集團在正常經營過程中會出現信貸、流動資金、利率和外幣風險。集團透過下文所述的財務管理政策和慣常做法，對這些風險予以限制。

(a) 信貸風險

集團的信貸風險主要來自銀行及財務機構存款、銀行結存及應收賬款、按金及預付款項。管理層備有信貸政策，並且不斷監察所承受信貸風險的程度。

集團的銀行及財務機構存款是存放於位處香港及海外的財務機構。

17 Financial instruments (Continued)

(b) Liquidity risk

The Group's policy is to regularly monitor current and expected liquidity requirements to ensure that it maintains sufficient reserves of cash to meet its liquidity requirements in the short and long terms.

The following tables detail the remaining contractual maturities at the statement of financial position date of the Group's and the Board's financial liabilities, which are based on contractual undiscounted cash flows and the earliest date the Group and the Board can be required to pay:

The Group

		2012				
		Carrying amount/Total contractual undiscounted cashflow 賬面值 / 合約未貼現現金流量總數	Within 1 year or on demand 一年內期滿或應要求償還	More than 1 year but less than 2 years 一年後至兩年內期滿	More than 2 years but less than 5 years 兩年後至五年內期滿	More than 5 years 五年後期滿
Receipts in advance	預收款項	18,127,722	18,127,722	–	–	–
Accounts payable and accruals	應付賬款及應計費用	91,943,093	83,958,740	4,312,893	531,793	3,139,667
		110,070,815	102,086,462	4,312,893	531,793	3,139,667

		2011				
		Carrying amount/Total contractual undiscounted cashflow 賬面值 / 合約未貼現現金流量總數	Within 1 year or on demand 一年內期滿或應要求償還	More than 1 year but less than 2 years 一年後至兩年內期滿	More than 2 years but less than 5 years 兩年後至五年內期滿	More than 5 years 五年後期滿
Receipts in advance	預收款項	22,304,038	22,304,038	–	–	–
Accounts payable and accruals	應付賬款及應計費用	91,635,096	83,548,992	2,535,210	1,852,190	3,698,704
		113,939,134	105,853,030	2,535,210	1,852,190	3,698,704

17 金融工具 (續)

(b) 流動資金風險

集團的政策是定期監察當期和預計流動資金需求，確保集團維持充足現金儲備，應付短期和長期的流動資金需求。

下表詳列財務狀況表日集團及旅發局財務負債的餘下合約到期狀況，乃以合約未貼現現金流量與集團及旅發局最早需要還款的日期為基準計算：

集團

17 Financial instruments (Continued)

(b) Liquidity risk (Continued)

The Board

		2012				
		Carrying amount/Total contractual undiscounted cashflow 賬面值 / 合約未貼現現金流量總數	Within 1 year or on demand 一年內期滿或應要求償還	More than 1 year but less than 2 years 一年後至兩年內期滿	More than 2 years but less than 5 years 兩年後至五年內期滿	Over 5 years 五年後期滿
Receipts in advance	預收款項	18,127,722	18,127,722	–	–	–
Accounts payable and accruals	應付賬款及應計費用	91,563,903	83,579,550	4,312,893	531,793	3,139,667
		109,691,625	101,707,272	4,312,893	531,793	3,139,667

		2011				
		Carrying amount/Total contractual undiscounted cashflow 賬面值 / 合約未貼現現金流量總數	Within 1 year or on demand 一年內期滿或應要求償還	More than 1 year but less than 2 years 一年後至兩年內期滿	More than 2 years but less than 5 years 兩年後至五年內期滿	Over 5 years 五年後期滿
Receipts in advance	預收款項	22,304,038	22,304,038	–	–	–
Accounts payable and accruals	應付賬款及應計費用	91,635,096	83,548,992	2,535,210	1,852,190	3,698,704
		113,939,134	105,853,030	2,535,210	1,852,190	3,698,704

(c) Interest rate risk

The Group has no financing from external parties other than Government subvention and the Group is not exposed to interest rate risk on financing.

Note 10 contains information about the effective interest rates at the statement of financial position date of the Group's income-earning financial instruments.

17 金融工具 (續)

(b) 流動資金風險 (續)

旅發局

(c) 利率風險

除政府資助外，集團沒有向外間機構融資，集團並無因融資而承擔利率風險。

附註10載列有關集團賺取收入的金融工具於財務狀況表日的實際利率的資料。

17 Financial instruments (Continued)

(d) Foreign currency risk

Exposure to currency risk

The Group makes certain purchases that are denominated in currencies other than Hong Kong dollars, the functional currency of the Group, for the operations of the overseas offices. The currencies giving rise to this risk are primarily United States Dollars, Japanese Yen, Australian Dollars, Canadian Dollars, Euros, Great British Pounds, New Zealand Dollars, Chinese Yuan, Singapore Dollars, New Taiwan Dollars, Korean Won and Thai Baht.

As the Hong Kong Dollars ("HKD") is pegged to the United States Dollars ("USD"), the Group does not expect any significant movements in the HKD/USD exchange rate.

For transactions denominated in Japanese Yen, Australian Dollars, Canadian Dollars, Euros, Great British Pounds, New Zealand Dollars, Chinese Yuan, Singapore Dollars, New Taiwan Dollars, Korean Won and Thai Baht, the Group ensures that the net exposure is kept at an acceptable level by buying or selling foreign currencies at spot rates where necessary to address short term imbalances.

(e) Fair values

All financial instruments are carried at amounts not materially different from their fair values as at 31 March 2012 and 2011.

18 Material related party transactions

Other than those disclosed elsewhere in the financial statements, no other material related party transactions were carried out in the normal course of the Group's business during the year/last financial year.

17 金融工具 (續)

(d) 外幣風險

面對貨幣風險

集團採購港元(集團功能貨幣)外的其他貨幣,作為海外辦事處營運之用。產生風險的貨幣主要包括美元、日圓、澳元、加元、歐元、英鎊、新西蘭元、人民幣、新加坡元、新台幣、韓圓及泰銖。

由於港元與美元掛鈎,因此集團預期港元兌美元的匯率不會有任何重大變動。

至於以日圓、澳元、加元、歐元、英鎊、新西蘭元、人民幣、新加坡元、新台幣、韓圓及泰銖進行的交易,集團在有需要時按現貨價購入或出售外幣,解決短期失衡問題,藉此將風險淨額維持於可接受水平。

(e) 公允價值

所有金融工具之賬面值與其於2012年3月31日及2011年3月31日之公允價值均無重大差異。

18 重大關連人士交易

除本財務報表其他章節所披露者外,於本年度/上一個財政年度,集團在其正常業務過程中並無進行其他重大關連人士交易。

19 Amount due from/(to) a subsidiary

The Board

		2012	2011
Amount due from/(to) a subsidiary	應向一家附屬公司 收取 / (支付) 之款項	9,374,397	(1)
Less: impairment loss	減：減值虧損	(9,374,397)	–
		–	(1)

As at 31 March 2012, the Board assessed the amount due from a subsidiary used for marketing and promoting Hong Kong is not expected to be recovered. Consequently, an impairment loss of \$9,374,397 was recognised.

The amount due from/(to) a subsidiary was unsecured, interest free and had no fixed terms of repayment.

20 Possible impact of amendments, new standards and new interpretations issued but not yet effective for the annual accounting year ended 31 March 2012

Up to the date of issue of these financial statements, the HKICPA has issued a number of amendments, new standards and interpretations which are not yet effective for the year ended 31 March 2012 and which have not been adopted in these financial statements.

The Group is in the process of making an assessment of what the impact of these amendments, new standards and new interpretations is expected to be in the period of initial application. The Group is therefore unable to disclose the impact that adopting the amendments, new standards and new interpretations will have on its financial position and the results of operations when such amendments, new standards and new interpretations are adopted.

19 應向一家附屬公司收取 / (支付) 之款項

旅發局

		2012	2011
Amount due from/(to) a subsidiary	應向一家附屬公司 收取 / (支付) 之款項	9,374,397	(1)
Less: impairment loss	減：減值虧損	(9,374,397)	–
		–	(1)

於2012年3月31日，旅發局評估應向一家附屬公司收回用於宣傳及推廣香港的費用將不獲得償還，故此確認減值虧損9,374,397元。

應向一家附屬公司收取 / (支付) 之款項為無抵押、免息及無固定還款期。

20 已頒佈截至2012年3月31日止會計年度尚未生效的修訂、新準則及詮釋可能帶來的影響

截至此等財務報表刊發日，香港會計師公會已頒佈多項修訂、新準則及詮釋，惟於截至2012年3月31日止會計年度尚未生效，此等財務報表亦沒有採納該等新準則。

集團正在評估此等修訂、新準則及新詮釋對首次實施期間將會產生何種影響。因此，集團現無法披露採納該等修訂、新準則及新詮釋對於其財務狀況以及其經營業績所構成的影響。

HKTB WORLDWIDE OFFICES & REPRESENTATIVES

旅發局全球辦事處及地區代辦

THE AMERICAS 美洲

TORONTO 多倫多

NEW YORK 紐約




LOS ANGELES 洛杉磯

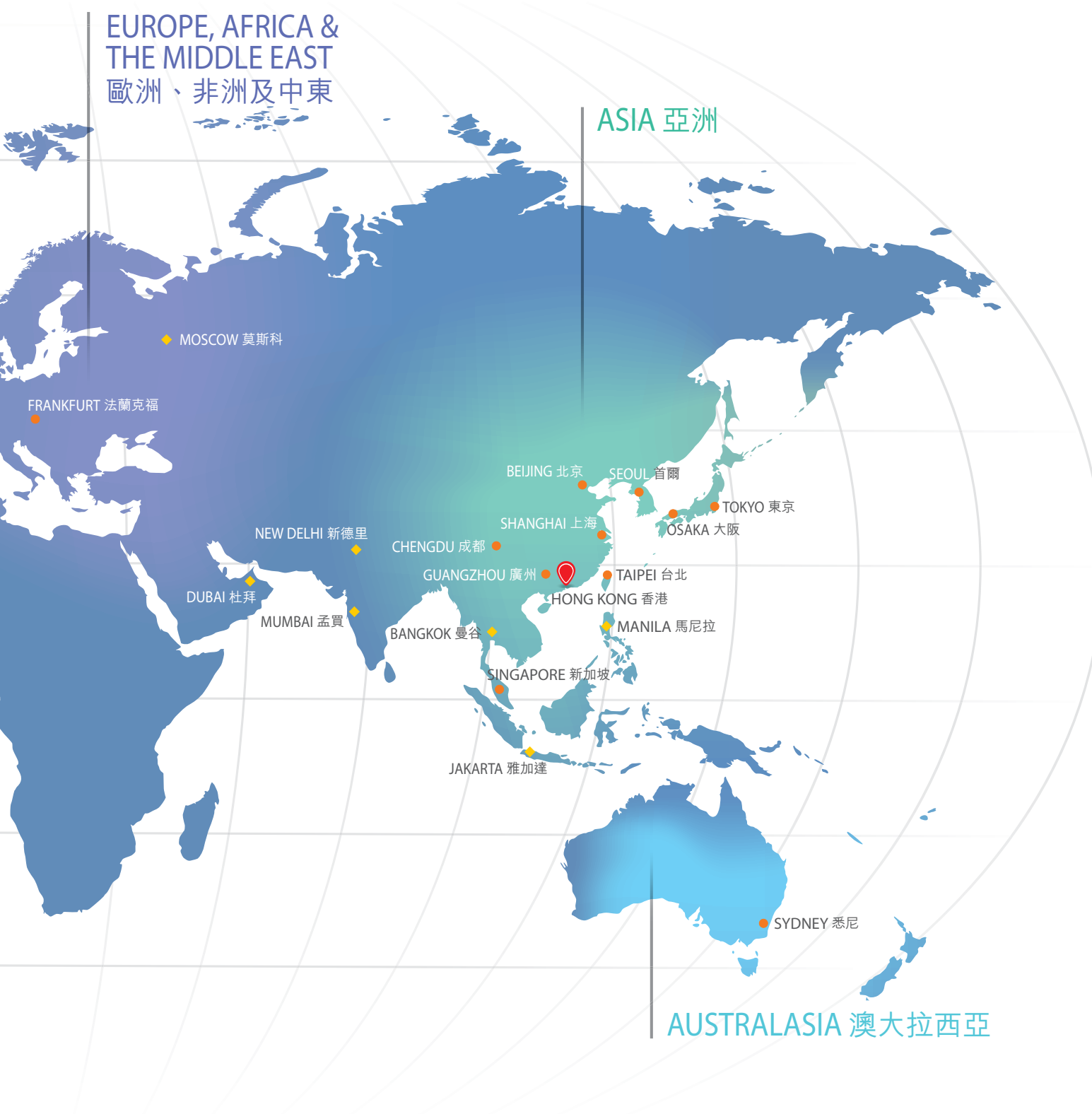
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