

**Legislative Council Panel on Economic Development
Hong Kong Tourism Board
Work Plan for 2017-18**

Supplementary Information

The 2017-18 Budget, as delivered on 22 February 2017, has announced that the Government will support the tourism industry by allocating an additional sum of \$243 million in 2017-18, of which \$238 million will be allocated to the Hong Kong Tourism Board (HKTB) for taking forward various initiatives for the development of the tourism industry. The additional resources and related measures are set out in the Annex for Members' reference.

**Tourism Commission
Commerce and Economic Development Bureau
February 2017**

**The Government's Allocation of Additional Funding to
Hong Kong Tourism Board in 2017-18 and Related Initiatives**

In 2017-18, the Government has earmarked an additional funding to support the tourism industry, which includes an amount of HK\$238 million to the Hong Kong Tourism Board (HKTB) on top of its recurrent funding. The additional funding will be allocated to the HKTB for the following five areas of work:

1. support light shows, step up promotion of home-grown mega events and provide more support to Meetings, Incentive Travels, Conventions and Exhibitions (MICE) tourism;
2. further promote the diversification of tourism products;
3. attract more high-spending visitors;
4. enhance Hong Kong's appeal as tourist destination; and
5. strengthen support to the travel trade.

Initiatives	Provision (HK\$)
1. Support light shows, step up promotion of home-grown mega events and provide more support to MICE tourism	82 million
2. Further promote the diversification of tourism products <ul style="list-style-type: none"> • Pilot scheme to promote tourism projects with local characteristics • Pilot scheme to promote green tourism 	17 million
3. Attract more high-spending visitors <ul style="list-style-type: none"> • Pilot scheme to provide promotional offers to attract transit visitors • Promote "fly-cruise" itineraries • Collaborate with cruise liners to open up more source markets • Support trade partners in developing land excursion products for cruise passengers • Support trade partners to bid for more small-and-medium-sized MICE events 	33 million
4. Enhance Hong Kong's appeal as tourist destination <ul style="list-style-type: none"> • Step up promotion of Hong Kong's positive image in the Mainland • Step up promotion of the Quality and Honest Hong Kong Tours • Strengthen promotion of the Quality Tourism Services Scheme • Enhance promotion and contents of mega events 	79 million
5. Strengthen support to the travel trade <ul style="list-style-type: none"> • Implement the matching fund for promoting tourist attractions • Waive local trade partners' participation fees for overseas promotional fairs • Participate in the Trade Development Council's overseas promotion events 	27 million
Total	238 million

The Government has invited the HKTB to devise detailed plans for the above initiatives. The HKTB will work out the implementation plan after discussion with relevant key stakeholders.