

香港特別行政區政府  
商務及經濟發展局  
工商及旅遊科



香港添馬添美道二號  
政府總部西翼二十三樓

COMMERCE, INDUSTRY AND TOURISM BRANCH  
**COMMERCE AND ECONOMIC  
DEVELOPMENT BUREAU**  
GOVERNMENT OF THE HONG KONG  
SPECIAL ADMINISTRATIVE REGION

23/F, WEST WING  
CENTRAL GOVERNMENT OFFICES  
2 TIM MEI AVENUE  
TAMAR, HONG KONG

本函檔號 Our Ref. : TC CR T3 22/28/2  
來函檔號 Your Ref. :

電話號碼 Tel. No.: 2810 3188  
傳真號碼 Fax No.: 2121 1468

30 March 2017

Ms Shirley Chan  
Clerk to Panel on Economic Development  
Legislative Council Secretariat  
Legislative Council Complex  
1 Legislative Council Road  
Central, Hong Kong

Dear Ms Chan,

### **Panel on Economic Development**

#### **Follow-up to the meeting on 27 February 2017 Item IV - Hong Kong Tourism Board Work Plan for 2017-18 and Item V - Update on Hong Kong Disneyland Resort**

As requested by Members at the captioned meeting, we would like to provide the following supplementary information for the Panel's reference.

#### **Item IV - Hong Kong Tourism Board Work Plan for 2017-2018**

(a) & (b) "Pilot scheme to promote tourism projects with local characteristics" and "Pilot scheme to promote green tourism"

2. In 2017-18, the Government will provide an additional funding of \$12 million and \$5 million for the Hong Kong Tourism Board (HKTB) to launch pilot schemes to promote tourism projects with local characteristics and in-depth green tourism respectively.

3. The pilot scheme for promoting tourism products with local characteristics aims to provide funding support, including promotion-related

expenses, to organisers for hosting activities with tourism appeal to showcase Hong Kong's local characteristics. As for the pilot scheme for promoting in-depth green tourism, the Government will provide subsidy to the travel trade for introducing and operating in-depth green tourism products, thus bringing more choices for tourists.

4. The Tourism Commission, in collaboration with the HKTB, will work out the funding criteria and guidelines for the two pilot schemes and will announce the details in due course.

(c) Projection of the visitor arrivals for 2017

5. In making a projection of visitor arrivals in 2017, the HKTB has made reference to statistics, macroeconomics indicators and other factors that might affect the number of arrivals, including the following:

- (a) latest trend of visitor arrivals;
- (b) macroeconomic and political situations of major economies and source markets;
- (c) forecast on tourism development made by research institutions such as World Tourism Organisation (UNWTO), Pacific Asia Travel Association (PATA); and academic institution such as Hong Kong Polytechnic University;
- (d) exchange rate;
- (e) growth of Gross Domestic Product; and
- (f) aviation capacity.

6. Based on the above data, the HKTB has made relevant assumptions and predictions on the development of different source markets, and a preliminary forecast on visitor arrivals in 2017 using linear model, and has also taken into consideration a number of other variable external factors, including the latest global economic and political landscape, changes in visa policies, Mainland's tourism policies, market competition (such as newly-built tourism infrastructure in Hong Kong and other source markets), market environment (such as desire to travel in different source markets), and information related to source markets provided by different stakeholders. Having consolidated all information mentioned above and conducted thorough analysis, the HKTB derived the forecast on visitor arrivals in respect of different source markets before submitting it to the Board for review and approval.

7. In November 2016, the HKTB made a preliminary forecast on the visitor arrivals in 2017. Since full-year arrivals in 2016 were not yet available at that time, the HKTB revised the forecast on full-year arrivals in 2017 after

making reference to various data and information in January 2017. In accordance with the established practice, the HKTB will further assess the latest development of individual market in the middle of the year, and revise the visitor arrival forecast if it is deemed necessary. Any revision in forecast will be reported to the Board.

8. During the year, the HKTB will monitor closely the developments in individual source markets, and flexibly adjust its investments and strategies as and when required after consulting the Board.

(d) The categorisation of Mainland arrivals

9. The categories of Mainland visitors in 2016 are tabulated below:

(i) 2016 Mainland arrivals by type of visas

('000)	Overnight	Same-day	Total
General Mainland arrivals under Individual Visit Scheme (IVS) (excluding those travelling on "multiple-entry" Endorsements)	7,910	7,430	15,340
Arrivals travelling on "multiple-entry" Endorsements*	950	7,930	8,880
Mainland arrivals (excluding those travelling under IVS)	8,500	10,050	18,550
<b>Total</b>	<b>17,360</b>	<b>25,410</b>	<b>42,780</b>

Source: Immigration Department

Note: Owing to rounding, the sum of individual figures may differ from counting.

\* Since the implementation of the "one trip per week" measure on 13 April 2015, the figures on visitors travelling on "multiple-entry" Endorsements include those travelling on "one trip per week" Endorsements.

(ii) 2016 Mainland arrivals by purpose of visit

('000)	Overnight	Same-day	Total
Vacation (including leisure, entertainment and shopping)	10,310	16,100	26,410
Business	2,130	2,300	4,430
Visiting friends and relatives	3,480	1,450	4,930
Others	1,450	5,560	7,000
<b>Total</b>	<b>17,360</b>	<b>25,410</b>	<b>42,780</b>

Source: HKTB's departing visitor survey

Note 1: Owing to rounding, the sum of individual figures may differ from counting.

Note 2: The above purposes of visit are categorised according to the definitions from UNWTO.

(e) Visitors' age group and spending pattern

10. Visitors' age group and the spending pattern in 2015 are tabulated below. The 2016 statistics are under processing and not yet available for the time being.

(i) Visitors' age group in 2015

(%)	Overnight				Same-day			
	Total	Mainland	Short-haul	Long-haul	Total	Mainland	Short-haul	Long-haul
16-25	17	19	15	12	17	18	10	12
26-35	28	29	29	21	34	36	24	21
36-45	23	23	23	20	25	25	28	23
46-55	21	21	22	23	18	17	27	25
56-65	8	6	8	16	4	3	10	14
66+	3	2	2	8	1	1	2	5

Source: HKTB's departing visitor survey

Note: Owing to rounding, the percentage of individual figures may differ from counting.

(ii) Per capita spending (PCS) by visitors in 2015

	Overnight			Same-day		
	PCS (HK\$)	Weighting (%)	Vs. 2014(%)	PCS (HK\$)	Weighting (%)	Vs. 2014(%)
<b>Shopping</b>	4,225	58	-14.0	2,151	89	-1.9
<b>Hotel bills</b>	1,334	18	-6.9	14	1	+54.3
<b>Meals</b>	941	13	+4.9	113	5	+33.7
<b>Entertainment</b>	231	3	-14.2	-	-	-
<b>Tours</b>	25	0.3	+6.7	-	-	-
<b>Others</b>	479	7	+12.9	130	5	+2.2
<b>Total</b>	7,234	100	-9.1	2,409	100	-0.2

Source: HKTB's departing visitor survey

(iii) The categories of items purchased by visitors in 2015

	Overnight		Same-day	
	2015 %	Vs. 2014(%)	2015 %	Vs. 2014(%)
<b>Garments / Fabrics</b>	38	-4	16	-1
<b>Leather / Synthetic Goods</b>	27	-2	10	+1
<b>Electrical / Photographic Goods</b>	13	-1	9	+2
<b>Jewellery and Watch</b>	13	-3	5	+0
<b>Foodstuff, Alcohol and Tobacco</b>	33	-6	48	-3
<b>Personal Care</b>	6	-2	16	-5
<b>Cosmetics &amp; Skin Care / Perfume</b>	33	-6	28	+1
<b>Other Items</b>	24	-9	19	-3

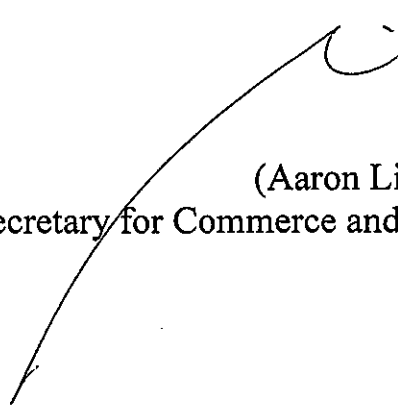
Source: HKTB's departing visitor survey

#### **Item V : Update on Hong Kong Disneyland Resort**

(f) Details of the costs and expenses in respect of the operation of Hong Kong Disneyland Resort for the Fiscal Year 2016

11. According to the agreement between the Government and The Walt Disney Company in 2009, the Hong Kong Disneyland Resort (HKDL) would, from Fiscal Year 2009 (FY09) onwards, make annual disclosure of HKDL's main operating and financial results, including the aggregate financial indicator of costs and expenses. The relevant financial information for FY16 has been, in accordance with the relevant agreement, set out in paragraph 23 of the Annex to the Government's paper for the Panel meeting on 27 February 2017 (LC Paper No. CB(4)570/16-17(05)).

Yours sincerely,

  
(Aaron Liu)  
for Secretary for Commerce and Economic Development