

香港特別行政區政府
商務及經濟發展局
工商及旅遊科



COMMERCE, INDUSTRY AND TOURISM BRANCH
COMMERCE AND ECONOMIC
DEVELOPMENT BUREAU
GOVERNMENT OF THE HONG KONG
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26 January 2018

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 30 October 2017**

Item I - Briefing by the Secretary for Commerce and Economic Development on the Chief Executive's 2017 Policy Address

As requested by Members at the captioned meeting, we would like to provide the following information on “Hong Kong Transit Programme” and “Hong Kong Extended Stay Programme” for the Panel’s reference.

2. With additional funding allocated from the Government, Hong Kong Tourism Board (HKTB) launched “Hong Kong Transit Programme” and “Hong Kong Extended Stay Programme” in late September 2017, with an aim of encouraging visitors to extend their stay and increase spending in Hong Kong through providing visitors with various offers.

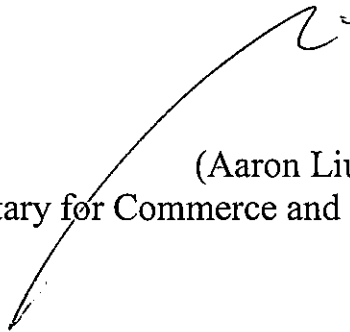
3. In collaboration with airlines, the “Hong Kong Transit Programme” provides transit visitors, who stop over in Hong Kong for more than six hours during daytime, with special offers including free same-day round trip ticket of Airport Express, discounted tickets of Hong Kong Disneyland and Ngong Ping 360, so as to encourage them to go to the city for sightseeing and stimulate their spending.

4. To attract visitors to extend their stay in Hong Kong, in collaboration with airlines, the "Hong Kong Extended Stay Programme" offers visitors staying in Hong Kong for more than three nights with free guided theme tours such as "Big Bus Hop-on Hop-off Tour " and "Deluxe Hong Kong Combo", etc.

5. In partnership with Cathay Pacific, Cathay Dragon and Hong Kong Airlines, the two programmes have been launched in the Mainland, Taiwan, Japan, Singapore, Indonesia, Australia, the UK and the US, and related marketing promotions have been rolling out.

6. Both programmes are aimed at testing market responses on related products. The HKTB will continue to explore with the three airlines to roll out the programmes in more source markets and implement enhancement measures by strengthening collaboration with the trade to expand promotion channels, with a view to enticing more transit visitors and extend the visitors' stay in Hong Kong. Tourism Commission will closely monitor the progress of the programmes.

Yours sincerely,



(Aaron Liu)

for Secretary for Commerce and Economic Development

b.c.c.

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Executive Director, Hong Kong Tourism Board