Development Blueprint for Hong Kong’s Tourism Industry

Tourism Commission
Commerce and Economic Development Bureau

October 2017
The current-term Government has formulated a Tourism Development Blueprint (the Blueprint) with forward-looking planning on the development of the tourism industry by implementing various short-, medium- to long-term tourism initiatives and measures systematically in the coming five years.

Tourism involves first-hand experiences of the local culture, heritage, attractions, etc., by visitors. It also touches on different complementary arrangements, including transport, accommodation and immigration. Co-ordination efforts across various bureaux and departments are thus necessary. In this connection, the Financial Secretary convened a high-level tourism co-ordinating meeting in early October 2017 to strengthen co-operation and further promote long-term development of tourism industry.

The Blueprint sets out a clear vision and mission for the tourism industry with four development strategies, 13 implementation goals and 72 initiatives. Those initiatives marked in purple therein are formulated through the high-level tourism co-ordinating meeting by strengthening the co-ordination and co-operation among bureaux and departments. The Tourism Commission will work closely with bureaux and departments concerned, with a view to boosting the further development of tourism.
Tourism Industry

1. Vision
   - To develop Hong Kong into a world-class premier tourism destination

2. Mission
   - To ensure the balanced, healthy and sustainable development of the industry

4. Development Strategies
   - To develop smart tourism
   - To enhance the service and professionalism of the travel trade and support the Travel Industry Council to strengthen manpower training
   - To assist the trade in seizing the opportunities arising from the Bay Area and Belt and Road Initiative
   - To draw more visitors to Hong Kong upon the upcoming commissioning of Hong Kong-Zhuhai-Macao Bridge and Express Rail Link
   - To leverage on Hong Kong’s strengths as a global city and transportation hub
   - To develop a diversified portfolio of tourism products targeted at attracting high-value visitors

13. Implementation Goals
   - To use smart technology in enhancing visitor travel experience, providing better tourist facilitation and services as well as enhancing the industry’s ability to adopt smart technology to enhance service
   - To upgrade the service quality of the tourism industry to ensure high standards of service to maintain Hong Kong’s competitiveness as a MICE tourism destination
   - To support the development of tourism products and initiatives with branding impact
   - To maintain Hong Kong’s competitiveness as a MICE tourism destination
   - To support the development of tourism products and initiatives with branding impact
   - To enhance the tourism characteristics of Victoria Harbour and harbourside promenades
   - To develop green tourism
   - To develop cultural tourism
   - To develop lifestyle tourism
   - To develop destination tourism
   - To develop meeting, incentive, convention and exhibition (MICE) tourism
   - To develop corporate tourism
   - To develop the development of local heritage and cultural and creative industries
   - To develop the development of local heritage and cultural and creative industries

72. Initiatives
Strategy 1: To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors

<table>
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<tr>
<th>Implementation Goals</th>
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| I  To assist the trade in seizing the opportunities arising from the Bay Area and Belt and Road Initiative  | • To organise a “Belt and Road” tourism forum in 2018[New]1  
  • To support the Trade Industry Council (“TIC”) to deepen tourism co-operation with the travel trade in the Mainland on product development[New]2  | • To discuss with the China National Tourism Administration and tourism trade to deepen tourism co-operation, and to facilitate mutual co-operation with Belt and Road countries and Bay Area cities to jointly develop multiple-destination tourism products[New]3  |  |
| II  To draw more visitors to Hong Kong upon the upcoming commissioning of Hong Kong-Zhuhai-Macao Bridge (“HZMB”) and Express Rail Link (“XRL”)  | • To maintain Hong Kong’s status as an international tourism city as well as a core city for multiple-destination itineraries in the Bay Area[New]4  
  • To support the commencement of business of hotel sector through expediting the processing of hotel and guesthouse licence applications (by shortening time used in safety risk assessment) upon the introduction of the Registered Fire Engineer Scheme[New]5 and consideration of additional manpower[New]6  | • The Governments of Guangdong, Macao and Hong Kong have announced the regular quotas for cross-boundary coach services and hire cars earlier. The Transport Department will closely monitor the situation and explore possibility of providing more quotas in response to the needs from the industry[New]7  |  |

• To encourage the trade to develop more travel packages associated with HZMB, XRL and cruise[New]8  
• To discuss with the trade to enhance the transport services connectivity of these infrastructures with major attractions in Hong Kong[New]9
### Strategy 1: To develop a diversified portfolio of visitor source markets for Hong Kong, with a focus on attracting high value-added overnight visitors

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| III                  | To leverage on Hong Kong’s aviation network to strengthen its position as an international tourism city and aviation hub | • To closely monitor the development of transit visitors market and to introduce appropriate initiatives to entice transit visitors to visit and spend more in Hong Kong, for example, to provide funding to the Hong Kong Tourism Board (“HKTB”) for the Hong Kong Transit Programme and the Hong Kong Extended Stay Programme<sup>10</sup>  
  • The relevant bureaux and departments to enhance the exchange of information on aviation networks development to facilitate tourism planning and promotion work<sup>11</sup>  
  • The completion of the third runway of the Hong Kong International Airport<sup>12</sup> | • The relevant bureaux and departments to enhance the exchange of information on aviation networks development to facilitate tourism planning and promotion work<sup>11</sup> | • Completion of the third runway of the Hong Kong International Airport<sup>12</sup> |
| IV                   | To support the marketing and promotion efforts of HKTB and travel trade                      | • To continue to expand Hong Kong’s aviation network so as to strengthen its position as a regional aviation hub<sup>13</sup>  
  • To continue to support overseas marketing and promotion efforts of local tourist attractions, for example, funding has been allocated to HKTB’s “Matching Fund for Overseas Tourism Promotion by Tourists Attractions” since November 2015<sup>14</sup>  
  • To continue to support HKTB in promoting Hong Kong’s diversified characteristics and image<sup>15</sup>  
  • To continue to support HKTB in stepping up the promotion of multiple-destination products<sup>16</sup> | | |
Strategy 2: To nurture and develop tourism products and initiatives with local and international characteristics, including cultural tourism, heritage tourism, green tourism and creative tourism; and to consolidate and enhance Hong Kong’s status as a travel destination for MICE tourism, regional cruise hub, and Events Capital of Asia

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| V To facilitate the development of local historical and heritage, cultural and creative tourism | • To revitalise and enrich Dr Sun Yat-sen Historical Trial (scheduled for completion in end-2017/early-2018)¹⁷  
• Facilities in “Tai Kwun” will be commissioned by phases (2018)¹⁸  
• Tai Hang Fire Dragon Heritage Centre (scheduled for commissioning in 2019)¹⁹  
• To encourage the development of new tourism products which includes providing funding support under HKTB’s New Tour Product Development Scheme²⁰  
• To collaborate with creative media school to use multi-media and creative technology to enable visitors to experience the historical landscape and community culture of places with rich historical value²¹  
• Facilities in the West Kowloon Cultural District commencing operation by phases: Xiqu Centre (2018)²²; M+ Museum for visual culture (2019)²³; Free Space (2019)²⁴ | • Facilities in the West Kowloon Cultural District commencing operation by phases: Lyric Theatre Complex (2021)²⁵ | • Facilities in the West Kowloon Cultural District commencing operation by phases: Hong Kong Palace Museum (2022)²⁶ |
| VI To develop green tourism | • To support the development of in-depth green tourism products, which includes providing funding support to HKTB to launch a pilot scheme to provide funding support to the trade²⁷  
• To develop different green attractions and collaborate with the districts concerned to spearhead the sustainable development of green tourism²⁸  
• To commence improvement works in rural public piers under the Pier Improvement Programme²⁹  
• To explore enhancement of land transport services to Hong Kong Geopark³⁰  
• To explore enhancement of kaito services linking to the green attractions of the outlying islands³¹ |
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| VII                  | To enhance the tourism characteristics of Victoria Harbour and harbourfront promenades | • To launch the revamped “A Symphony of Lights” by redesigning its lighting effects and music[^32]  
• To stage the Hong Kong Pulse Light Show at specific periods[^33]  
• To open the Avenue of Stars after improvement works (2018)[^34]  
• To explore instilling more leisure cum tourism elements into major promenades (e.g. Central and Tsim Sha Tsui)[New][^35]  
• To explore the provision of water taxi serving locations with major tourist attractions within Victoria Harbour, e.g. Central, West Kowloon, Kai Tak and Tsim Sha Tsui[New][^36]  
• The Ocean Park is developing an all-weather waterpark (scheduled to open in 2019) and two new hotels (scheduled for completion in 2018 and 2021 respectively)[^37]  
• Hong Kong Disneyland Resort (“HKDL”)’s expansion and development plans: new performance venue using the theme of “Moana” (2018)[^39], to transform the existing “Buzz Lightyear Astro Blasters” into a ride using “Marvel Super” (2019)[^40]  
• HKDL’s expansion and development plans: to expand the existing “Sleeping Beauty Castle”(2020)[^41], new immersive themed area using “Frozen” franchise (2020)[^42], re-imagined project to transform an existing attraction (2021)[^43]  
• To explore and attract international brands to establish various kinds of tourism facilities in Hong Kong[New][^45]  
• To continue to launch refinement measures for the Food Truck Pilot Scheme and publish the evaluation result of the Scheme in the fourth quarter of 2018[^46]  
| VIII                 | To support the development of tourism products and initiatives with branding impact | • To explore tourism development at Lantau[^38]  
• HKDL’s expansion and development plans: new immersive themed area featuring “Marvel” (2023)[^44]  
• To explore and attract international brands to establish various kinds of tourism facilities in Hong Kong[^45]  
|                      |                                  | • Kai Tak Tourism Node[^47]  
• Topside development on Boundary Crossing Facilities Island of HZMB[^48]  
• SKYCITY at Hong Kong International Airport[^49]  

[^32]: [Source](#)  
[^33]: [Source](#)  
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## Strategy 2:

To nurture and develop tourism products and initiatives with local and international characteristics, including cultural tourism, heritage tourism, green tourism and creative tourism; and to consolidate and enhance Hong Kong’s status as a travel destination for MICE tourism, regional cruise hub, and Events Capital of Asia.

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<td>To maintain Hong Kong’s competitiveness as a MICE tourism destination</td>
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<td>X</td>
<td>To implement new strategy to support the staging of events and activities of different scales and nature in Hong Kong</td>
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<td>XI</td>
<td>To attract cruise lines to deploy more ships to Hong Kong and enhance Hong Kong’s attractiveness as a cruise tourism destination</td>
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### IX
- To attract more small-to-medium-sized meetings and incentive travel events to be held in Hong Kong, which includes providing funding support to HKTB for this purpose for the travel trade\(^{30}\).
- To attract more large-scale international MICE events to Hong Kong, which includes providing resources to HKTB on this\(^{31}\).
- To enhance convention facilities\(^{31}\).

### X
- To continue to attract large-scale events with significant tourism merits (e.g. FIA Formula E Hong Kong ePrix) and provide “one-stop” support\(^{53}\).
- To provide funding support to attract events of international brands (e.g. Hong Kong Sevens, Hong Kong Arts Month, Hong Kong Open and Hong Kong Tennis Open) to continue to be held in Hong Kong\(^{52}\).
- To cultivate established home-grown events (e.g. Hong Kong Dragon Boat Carnival, Hong Kong Cyclothon, Hong Kong Wine and Dine Festival and Tai Hang Fire Dragon Dance) as Asia’s celebrated branded events\(^{55}\).
- To cultivate and support tourism activities showcasing Hong Kong’s local characteristics, which includes providing funding to HKTB to support these activities\(^{56}\).
- Commissioning of Kai Tak Sports Park\(^{57}\).

### XI
- To improve the transport connectivity services and facilities for the Kai Tak Cruise Terminal and its surrounding area\(^{58}\).
- To streamline immigration clearance procedures for cruise passengers who transit at Hong Kong\(^{59}\).
- To support diversification of cruise passenger source markets and enhance the attractiveness of Hong Kong as the premier cruise destination, which includes providing funding support to HKTB for launching the “fly-cruise” programme, collaborating with the trade in launching promotion campaigns in Southern China and enriching our shore excursion products\(^{62}\).
## Strategy 3: To develop smart tourism

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| XII To use smart technology in enhancing visitors’ travel experience, providing tourist facilitation services, as well as encouraging the trade to leverage on smart technology to enhance service | • To encourage the trade to leverage on smart technology to enhance its competitiveness, which includes implementing the Pilot Information Technology Development Matching Fund Scheme for Travel Agents through TIC 63  
• To enhance the Wi-Fi services in tourist hot spots [New] 64  
• To explore using smart technology to provide tourist facilitation services at suitable tourist attractions and control points [New] 65  
• To encourage the trade to leverage on innovative technology to assist in managing visitor flow, providing more personalised tourist services, marketing and promotion, etc. [New] 66 | | |

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63, 64, 65, 66: New introductions or updates in the strategy.
Strategy 4: To upgrade the service quality of tourism industry and encourage the trade in adopting good trade practices

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<td>XIII To enhance the service and professionalism of the travel trade and support the TIC to strengthen manpower training</td>
<td>• Police to step up enforcement against illegal coach parking</td>
<td>• To encourage travel agents to make use of smart technology in managing coaches arrangement and group tours’ visit to shops and restaurants</td>
<td>• To strive for the early passage of the Travel Industry Bill at Legislative Council for setting up the Travel Industry Authority</td>
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<tr>
<td></td>
<td>• To encourage the travel trade to make good use of existing parking facilities (e.g. to include short-term coach parking spaces in car park tenancies)</td>
<td></td>
<td>• To enhance the service and professionalism of the travel trade, which includes providing funding to TIC to support the training of trade practitioners</td>
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<td>• To continue to support HKTB’s publicity in the Mainland for quality and honest tours and the Quality Tourist Services Scheme</td>
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Develop Hong Kong into a world-class premier tourism destination