

[Translation]

中華人民共和國
香港特別行政區政府
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China

政府總部
運輸及物流局
香港添馬添美道 2 號
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Transport and Logistics Bureau
Government Secretariat

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Your Ref.

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23 May 2024

Ms Sophie LAU
Clerk to Legislative Council Panel on Transport
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Ms Lau,

**Legislative Council Panel on Transport
Meeting on 12 April 2024**

Supplementary Information

At the Legislative Council Panel on Transport Meeting on 12 April 2024, Members enquired about the Early Bird Discount Promotion of the MTR Corporation. We enclose herewith the supplementary information provided by the MTR Corporation for Members' reference.

Yours sincerely,

(Miss Emily NG)
for Secretary for Transport and Logistics

cc.
Chief Executive Officer of MTR Corporation (Attn: Mr Simpson LO)

Legislative Council Panel on Transport
Meeting on 12 April 2024

Supplementary Information

Early Bird Discount Promotion of the MTR Corporation

The MTR Corporation (“the Corporation”) from time to time offers various fare concessions and promotional initiatives to passengers. At the same time, the Corporation has been providing on-going fare concessions to various segments of the community, including the elderly, children, eligible students and persons with disabilities. These fare concessions amounted to around \$2.9 billion last year.

2. Since 2014, the Corporation has launched the “Early Bird Discount Promotion” Trial Programme to encourage commuters to travel at earlier hours, with a view to providing smoother and more comfortable journeys for passengers. The “Early Bird Discount” can apply in combination with any interchange discount, 25% discount on connecting journeys with Monthly Pass, etc. Throughout the trial program, the Corporation has made adjustments or launched different promotional schemes from time to time, including adjusting the promotion details and expanding the network of applicable stations, as well as giving away various discounts in conjunction with MTR Mobile. After the adjustment of the discount rate of the “Early Bird Discount Promotion” since February this year, the difference in the amount of discount involved as compared with that before the adjustment is about a few million dollars per month. As observed by the Corporation, the diversion effects of “Early Bird Discount Promotion” under different promotional details are generally similar.

3. Considering the changes in travel patterns and market dynamics following the pandemic, the Corporation will continue to do its best to offer a series of fare promotions and concessions to passengers to give back to the community, while taking into account the operating environment, social and economic conditions, as well as the financial sustainability of the Corporation. The Corporation will also actively explore new promotion offers for more targeted use of resources to benefit a wider passenger base.