

CSTB convenes meeting to co-ordinate preparation for visitor arrivals to Hong Kong during Chinese New Year Golden Week of Mainland (with photos)

The Culture, Sports and Tourism Bureau convened a meeting today (January 13) to co-ordinate the preparation for visitor arrivals to Hong Kong during the eight-day Chinese New Year Golden Week of the Mainland (January 28 to February 4). The meeting was hosted by the Secretary for Culture, Sports and Tourism, Miss Rosanna Law, with representatives from government departments including the Hong Kong Police Force, the Immigration Department, Hong Kong Customs, the Transport Department, and various District Offices attending. Representatives from various tourism-related organisations, including the Travel Industry Authority, the Hong Kong Tourism Board, the Travel Industry Council of Hong Kong, the West Kowloon Cultural District Authority, major tourist attractions and the hotel industry also attended.

Miss Law said, "The Chinese New Year Golden Week is Hong Kong's peak season for travel. Various districts in the city will host a variety of festive events to create a rich New Year ambience for visitors. We are grateful for the Central Government in resuming and expanding the multiple-entry Individual Visit Scheme for Shenzhen residents, which enables more Mainland travellers to visit Hong Kong. We estimate a notable increase in visitor arrivals during the Chinese New Year Golden Week. We encourage the trade to grasp the opportunities and be flexible in providing more high-quality and innovative experiences to visitors to attract them to stay overnight to enjoy Hong Kong's unique festive atmosphere."

Relevant parties will continue to maintain close communication before the Chinese New Year Golden Week of the Mainland to plan and take forward various preparations for welcoming visitors to Hong Kong, making timely reports on the latest situation to the interdepartmental working group on festival arrangements chaired by the Chief Secretary for Administration.

