

Tourism Strategy Committee holds third meeting (with photos)

â€‹The Tourism Strategy Committee, chaired by the Secretary for Culture, Sports and Tourism, Miss Rosanna Law, held its third meeting today (January 10). At the meeting, members exchanged views on the newly announced Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) and Blueprint for Arts and Culture and Creative Industries Development. Representatives from the Hong Kong Tourism Board (HKTB) also reported Hong Kong's latest tourism performance and relevant statistics to the members.

Miss Law said, "The Blueprints on tourism as well as culture and creative industries have further demonstrated the integration of culture and tourism, reflecting realisation of 'shaping tourism with cultural activities and promoting culture through tourism'. Apart from the Government's policy support and promotion, the trade needs to identify, respond to and steer changes. We call for the trade to join hands with the Government to implement the four development strategies and 133 measures set out in Blueprint 2.0, making good use of Hong Kong's rich and unique cultural and tourism resources to develop more tourism products with Hong Kong characteristics, enhance the quality of catering and tourism services etc., and thereby reinvigorating Hong Kong's tourism industry."

She added, "Benefitting from the Central Government's various policies to support Hong Kong, including the resumption and expansion of the multiple-entry Individual Visit Scheme for Shenzhen, and the efforts put in by the trade, the city was generally buzzing with people in December last year. Related sectors in Hong Kong, such as retail and catering, shared that the overall business environment was thriving. To welcome the Chinese New Year (CNY), we have prepared a series of festive mega events. The HKTB has also launched a CNY travel guide to welcome Mainland and overseas visitors to Hong Kong to celebrate the festival and experience the strong CNY vibes in Hong Kong (including Cathay International Chinese New Year Night Parade, fabulous fireworks, the Chinese New Year Raceday and the Chinese New Year Cup on the first four days of CNY respectively, as well as CNY fairs, temples visits, popular attractions and other festive activities)."

The CSTB published the Blueprint for Arts and Culture and Creative Industries Development and Blueprint 2.0 in late November and late December last year respectively. Culture and tourism being intertwined, the diversified environment with a blend of Chinese and Western cultures, the world-class cultural facilities, as well as the diverse mega events and performances constitute important tourism resources in Hong Kong. These attract visitors with different interests, promoting the integrated development of culture and tourism. During the meeting, members welcomed the two blueprints and put forward different opinions.

The number of visitor arrivals increased steadily in 2024, with the total number of visitor arrivals reaching about 45 million, representing a

year-on-year increase of 31 per cent and meeting our expectation. The number of Mainland and non-Mainland visitor arrivals recorded a year-on-year increase of 27 per cent and 44 per cent respectively.

The Tourism Strategy Committee is tasked to provide the Government with strategic advice and foster collaboration among different stakeholders in tourism and related sectors for further promoting the long-term and sustainable development of Hong Kong's tourism industry. Members include prominent figures and key leaders from the tourism and other related sectors such as culture, sports, retail and catering.

