

Travel Industry Authority appoints Executive Director

The following is issued on behalf of the Travel Industry Authority:

The Travel Industry Authority (TIA) announced today (February 11) the appointment of Ms Annie Fonda as the Executive Director of the TIA with effect from February 16, 2021.

"Ms Fonda has extensive experience serving in the Government and a statutory body in which she had demonstrated outstanding leadership and management skills. I am sure that she could discharge the role and functions of the Executive Director competently, and lead the TIA's Executive Office to overcome the challenges ahead," the Chairman of the TIA, Mr Ma Ho-fai, said.

The TIA is a new regulatory body of the travel industry established under the Travel Industry Ordinance. It is primarily responsible for the licensing and regulation of travel agents, tourist guides and tour escorts. Upon completion of all necessary preparation, the TIA would take over the licensing and trade regulatory functions from the Travel Agents Registry and the Travel Industry Council of Hong Kong respectively for the full implementation of the new regulatory regime in early 2022.

The Executive Director was selected through a competitive process by a selection panel chaired by the Chairman of the TIA.

Profile of Ms Annie Fonda

Ms Fonda was the Director of Operations and Professional Development in the Estate Agents Authority between 2014 and 2020, where she led her team to handle duties including complaint handling, investigation, law enforcement, continuing professional development and information technology.

Ms Fonda is also well experienced in law enforcement and operations, and had worked in the Hong Kong Police Force for 27 years. She had served in many frontline positions, such as the commander for the Police Tactical Unit and the Emergency Unit. Before her retirement in 2010, Ms Fonda was a Superintendent in the Hong Kong Police Force.