

深入探索橫琴之旅 An in-depth trip to Hengqin

橫琴將成為珠海最吸引的旅遊景點。
Hengqin will become the star attraction in Zhuhai.

本刊記者 Staff reporter

由 議會主席、副主席及總幹事率領的考察團，於一月八至十日深入探索珠海橫琴。考察團獲香港政府資助，一行一百五十餘人包括隨團嘉賓旅遊事務署及香港旅遊發展局代表，以及議會理事、香港的旅行社、導遊及領隊等。

考察團得到珠海及橫琴不同單位的大力支持，包括珠海市文化廣電旅遊體育局、珠海市橫琴新區管理委員會社會事務局、珠海橫琴新區片區駐香港經貿代表處、珠海市橫琴新區旅遊協會及珠海市旅行社行業協會，親身體驗了橫琴的最新發展。

行程首日參觀綜合旅遊娛樂項目創新方，內裡的獅門娛樂天地及國家地理探險家中心令團員耳目一新；晚上入住開幕不久的橫琴凱悅酒店。

翌日，考察團與三十多名珠海業者出席「大灣區旅遊發展機遇」論壇及交流會暨午宴，團員其後在長隆劇院觀賞大型馬戲「龍秀」，晚上則觀賞煙花。

在參觀粵澳中醫藥科技產業園後，第三天的行程以適合一家大小的新景點星奇塔無動力世界作結。

團員認為此行成果甚豐，既與當地旅遊局及行業協會代表聯繫交流，又考察了多個橫琴的旅遊景點，有助兩地同業攜手設計旅遊產品。 

led by its Chairman, Deputy Chairman and Executive Director, the TIC sent a delegation to explore Hengqin, Zhuhai in depth during 8-10 January. The delegation was sponsored by the Hong Kong Government, comprising over 150 people including guests from the Tourism Commission and the Hong Kong Tourism Board, directors of the TIC and travel agents, tourist guides and tour escorts from Hong Kong.

Thanks to the support of various units in Zhuhai and Hengqin, including the Bureau of Culture, Radio, Television, Tourism and Sports of Zhuhai Municipality; the Bureau of Social Affairs, Administrative Committee of Hengqin New Area, Zhuhai; the Hengqin Free Trade Zone (Hong Kong) Representative Office; the Hengqin Tourism Association; and the Zhuhai Travel Service Industry Association, the delegation was able to have first-hand experience of the latest development in Hengqin.

The delegates visited Novotown, an integrated tourism and entertainment project, on the first day, in which Lionsgate Entertainment World and National Geographic Ultimate Explorer offered them an adventurous experience; and they stayed at the newly opened Hyatt Regency Hengqin.

The delegates began their next day with an exchange of views with some 30 Zhuhai traders at the "Tourism Development Opportunities in the Greater Bay Area" forum and exchange session-cum-luncheon, followed by the mega circus performance "Dragon Show" at the Chimelong Theatre and fireworks at night.

The three-day trip ended with a visit to Guangdong-Macau Traditional Chinese Medicine Technology Industrial Park and Sumcheetah, a new attraction for families.

The delegates considered the trip very fruitful for it enabled them not only to foster ties and exchange views with local officials and traders, but also to inspect many tourist attractions in Hengqin, which was conducive to co-operation between industry members of the two places in developing travel products together. 



◆考察團入住橫琴凱悅酒店。
The delegation stays at the Hyatt Regency Hengqin.