

外遊旅客需要甚麼？ What do outbound travellers need?

議會剛完成研究項目，以協助中小型外遊旅行社應付新挑戰。
The TIC has just completed a project to help SME outbound agents to tackle new challenges.

本刊記者 Staff reporter

去年初，議會獲得工業貿易署「中小企業發展支援基金」的撥款資助，於二零一八至一九年度推行項目，藉以提升中小型外遊旅行社的服務創新及價值創造能力，從而應付營商的新挑戰。項目成果包括調查研究、兩場研討會與四個工作坊(見「議會簡報」)，以及項目資訊電子平台。

議會委託香港生產力促進局於去年九至十一月期間，透過電話與街頭訪問以及網上問卷，訪問了約一千六百名休閒旅客及四百多家公司，以瞭解他們對外遊旅行社服務的期望及需求。

休閒旅客

在受訪的一千六百零六名休閒旅客之中，過去兩年曾經外遊的受訪者有一千四百五十八人(百分之九十一)，而在那些外遊人士中，三百一十九人(百分之二十二)參加旅行團，三百二十四人(百分之二十二)向旅行社購買外遊套票或單項產品，但沒有使用旅行社服務的受訪者，卻有八百一十五人(百分之五十六)。

在上述一千四百五十八人之中，百分之六十三曾外遊三次或以上，百分之七十六的旅程天數在五天或以上，而上次旅遊時以「觀光」為主要目的者佔百分之七十六，其次是「美食」(百分之四十一)，再其次是「購物」(百分之二十九)。

向旅行社(包括門市、網站、手機應用程式

Early last year, the TIC was granted subsidy from the Trade and Industry Department's SME Development Fund to carry out a project during 2018-2019 in order to help SME outbound travel agents to tackle new business challenges by enhancing their capability to bring about service innovation and value creation. Deliverables of the project include a survey study, two seminars and four workshops (see "Council Bulletin") and an information e-platform.

The Hong Kong Productivity Council was commissioned to find out, through telephone and street interviews and online questionnaires between September and November last year, the views of about 1,600 leisure travellers and over 400 companies on their expectations of and demand for services provided by outbound travel agents.

Leisure travellers

Of the 1,606 leisure travellers surveyed, 1,458 (91%) of them had travelled during the past two years, and of those outbound travellers, 319 (22%) of them joined package tours, 324 (22%) purchased travel packages or single items of products from travel agents, but 815 (56%) did not make use of the services provided by travel agents.

Of the 1,458 respondents mentioned above, 63% of them travelled three times or more, 76% of them had trips which lasted five days or longer, and 76% of them regarded "sightseeing" as the main reason for their last trip, followed by "good food" (41%) and "shopping" (29%).

There were 643 respondents who purchased outbound services from travel agents (including from their physical stores, websites, mobile apps, etc), of whom 319 (50%) joined package tours, 238 (37%) purchased travel packages and 86 (13%) purchased single items of travel products. **As for the main reasons**

等)購買外遊服務的受訪者共有六百四十三人,其中三百一十九人(百分之五十)參加旅行團,二百三十八人(百分之三十七)購買外遊套票,八十六人(百分之十三)購買單項產品。至於參加旅行團的主要原因,有百分之六十四的受訪者將「節省時間」視為極其重要及非常重要(即五種重要程度中最高的兩種),其次是「有領隊支援」(百分之三十),而購買外遊套票及單項產品的主要原因,「節省時間」同樣被視為極其重要及非常重要(百分之五十九),其次是「價格便宜」(百分之二十八)。至於選擇哪一家旅行社的原因,有百分之五十的受訪者視「信譽」為極其重要及非常重要,其次是「價格」(百分之三十八)。

在這次調查研究中,特別訪問了一千零十七名曾經外遊卻在上次旅程沒有參加旅行團的受訪者。他們不參加旅行團的原因,是「行程時間受限制」(視為極其重要及非常重要者佔百分之六十四),其次是「目的地或景點受限制」(百分之四十一)。

商務旅客

受訪公司共有四百一十五家,有三百六十七家過去兩年曾有員工因公事離港(百分之八十八)。在那三百六十七家公司中,一百六十三家(百分之四十四)通常使用旅行社服務,但沒有使用旅行社服務的公司卻有二百零四家(百分之五十六)。換言之,商務旅客和休閒旅客一樣,同樣有一半以上沒有向旅行社購買外遊服務。

至於使用旅行社服務的情況,購買單項產品或服務的公司有一百一十二家(百分之六十九),其次是外遊套票,有三十家(百分之十八)。在使用旅行社服務的原因方面,將「公司慣例」視為極其重要及非常重要的公司有百分之二十八,其次是「價格」(百分之二十七)。

由於篇幅所限,本文只能簡介休閒旅客及商務旅客向旅行社購買外遊產品或服務的情況。想瞭解向不屬於旅行社的網上平台或直接向供應商購買的情況,可於項目的資訊電子平台(inno-project.tichk.org)下載研究報告的全文。 

why they joined package tours, 64% of them considered “time-saving” to be extremely important and very important (namely the highest two levels of importance among five levels), followed by “support of tour escorts” (30%). Regarding the main reasons for their purchasing travel packages and single items of travel products, “time-saving” was also cited as extremely important and very important (59%), followed by “low price” (28%). When it came to why a certain travel agent was chosen, “reputation” was cited by 50% of them as extremely important and very important, followed by “price” (38%).

In this survey study, 1,017 respondents who travelled but did not join package tours last time were specially interviewed to find out why they did not join package tours. The main reason cited by 64% of them as extremely important and very important was “time constraints on itinerary arrangements”, followed by “constraints on destinations or attractions” (41%).

Business travellers

Of the 415 companies surveyed, 367 (88%) of them had sent employers on business trips during the past two years. Among those 367 companies, 163 (44%) of them usually purchased services from travel agents, but 204 (56%) companies did not. In other words, similar to the leisure travellers, more than half of the business travellers did not purchase outbound services from travel agents.

As for the situations where outbound services were purchased from travel agents, 112 (69%) of those companies purchased single items of products or services and 30 companies (18%) purchased travel packages. As far as the reasons for their purchasing from travel agents were concerned, 28% of them regarded “company practice” as extremely important and very important, followed by “price” (27%).

Because of the limitation of space, this article can only briefly recapitulate the situations where leisure and business travellers purchased outbound products or services from travel agents. Readers who want to learn more about how leisure and business travellers purchased from online platforms not operated by travel agents or directly from service providers may download the whole report of the survey study, which is in Chinese, from the information e-platform for the project at: inno-project.tichk.org. 