

# 發揮本地旅遊資源的優勢

## Leveraging local tourism resources

香港旅遊發展局 Hong Kong Tourism Board

香港旅遊發展局(旅發局)將與業界合力，向旅客展現本地旅遊的另一迷人面貌。

The Hong Kong Tourism Board (HKTB) will join efforts with the trade to showcase another attractive side of local tourism.

**香**港獨特而多元化的旅遊特色，是吸引旅客訪港的重要因素。今年，旅發局會推出多項新措施，進一步發揮本地旅遊資源的優勢，並加強對旅遊業界的支援，從而為業界開拓更多商機。

### 重新整合中上環旅遊資源

旅客去一個地方旅行，往往喜歡探秘尋幽，深入體驗地道文化。香港每個地區都有獨特的面貌和生活文化，背後更蘊藏著許多有趣的故事，吸引了不少旅客。旅發局於四月底推出全新推廣項目「舊城中環」，把中環和上環一帶精彩多元的旅遊特色重新整合，並設計了五條主題漫步遊路線，藉以突出區內的歷史建築、藝術文化、美食、時尚生活等特色。

我們不僅和業界合作推出導賞團，還邀請了本地的名人以及在香港居住多年的外籍人士，透過公關宣傳、社交和數碼媒體等平台，分享該區的獨特魅力和鮮為人知的好去處，從而鼓勵旅客以不同角度，深入探索香港的地道生活文化和地區風貌。

我們特別製作了《舊城中環漫步路線指南》，深入介紹每條主題路線的特色。旅客可前往各旅客諮詢中心索取，或到旅發局網站下載([www.discoverhongkong.com](http://www.discoverhongkong.com))。

我們會陸續增添新元素，全年不斷向旅客推廣這個多元社區的深度遊體驗，並計劃日後把這個概念



The wealth of unique and diverse travel experiences Hong Kong has to offer makes the city particularly enticing as a travel destination. This year, the HKTB has a strong line-up of new initiatives in place to leverage local tourism resources to boost visitor arrivals. Moreover, the HKTB will continue to strengthen support to the travel trade through a number of programmes to help create new business opportunities.

### Refreshing sightseeing experience in Central

Visitors often love to experience the local culture of a city they are visit-



拓展至其他地區。我們期望各位業界朋友也多向旅客推廣這個新項目，並推出更多和中上環一帶有關的旅遊產品，吸引更多旅客來港體驗地道文化。

## 綠色深度遊

香港擁有豐富的綠色資源，明媚的大自然風光與繁華鬧市只是咫尺之隔。旅發局的「香港郊野全接觸」推廣平台，積極向旅客推廣香港各區以自然為本的綠色旅遊產品及郊野景致，包括香港聯合國教

ing. In Hong Kong, each district has its unique culture and characteristics, which appeal to many visitors. **In late April, the HKTb launched a brand-new promotional programme named “Old Town Central”, under which we repackaged some of the remarkable tourism hotspots in Central and Sheung Wan. To provide visitors with a new perspective when exploring this area, five themed walking routes have been designed to highlight the historical architecture and landmarks, arts and culture, dining outlets, lifestyle boutiques, etc.**

The HKTb has been working with its trade partners to promote guided tours, focusing on the richness of Central, and has engaged local celebrities, as well as long-time expats, to introduce the district's charms and hidden gems through PR campaigns and digital platforms, encouraging visitors to explore Hong Kong's unique living culture and local characteristics in depth.

The HKTb has published a booklet titled “Self-guided Walks in the Heart of Hong Kong”, which provides visitors with an in-depth guide to each suggested route. The guidebook is available for visitors at the HKTb's Visitor Centres and on its official website at [www.discoverhongkong.com](http://www.discoverhongkong.com).

**“Old Town Central” is an evergreen promotional programme, and new elements will be added to it in the future. The HKTb plans to adopt this concept in other districts in Hong Kong.** We earnestly hope that our friends from the travel trade will help promote this new programme and roll out more products to introduce the magnificent tourism hotspots in this district to visitors from around the world.

## In-depth green tourism

Hong Kong's beautiful natural landscapes appeal to many visitors. The HKTb has been



◀▲「舊城中環」所覆蓋的範圍，東起雲咸街、南至堅道、西連水坑口街、北接皇后大道中，多位名人向旅客推介該區的獨特魅力和鮮為人知的好去處。

The “Old Town Central” programme covers a neighbourhood bounded by Wyndham Street to the east, Caine Road to the south, Possession Street to the west and Queen's Road Central to the north. A group of celebrities have supported the programme by introducing the charms and hidden gems of the district to visitors.

科文組織世界地質公園、遠足路徑、離島遊、單車旅遊路線等。

在二零一七至一八年度，旅發局獲香港特區政府撥款港幣五百萬元，推出「綠色深度遊先導計劃」。我們會為旅遊業界提供資助，從而鼓勵業界發展更多元化的「綠色深度遊」產品。

旅發局衷心希望各位業界朋友踴躍參與是次計劃，把握機會拓展商機，開發更多具特色的綠色產品，為旅客帶來更精彩的體驗。



## 精彩盛事接連上演

香港享有「亞洲盛事之都」的美譽，更吸引不少旅客專程來港參與活動。今年，旅發局會為多項大型盛事注入新元素，豐富活動內容，並加強宣傳，以提升吸引力。

除了已舉辦的「香港龍舟嘉年華」，「香港美酒佳餚巡禮」和「香港單車節」等盛事都會加入慶祝香港特區成立二十週年的元素或提升規模。此



外，旅發局還加強支援其他機構舉辦的活動，如「香港國際七人欖球賽」、「電動方程式賽車錦標賽」等。

我們期望各位業界朋友也積極向旅客推介這些精彩的活動，或將相關的活動加入旅客的訪港行程，讓更多旅客感受到香港多姿多采的盛事氛圍。

## 結語

旅發局衷心感謝香港特區政府和各位業界朋友，一直以來對旅發局各項推廣工作的大力支持。我們會與各界並肩合作，向旅客推廣更多彰顯本港文化特色的旅遊活動，增加香港的吸引力，使之成為旅客首選的旅遊目的地，並為業界開拓更多商機，達至互惠共贏。✎

actively promoting the rich green tourism resources the city has to offer, such as the Hong Kong UNESCO Global Geopark, hiking trails, outlying islands and biking routes through the Great Outdoors Hong Kong platform.

**In 2017-18, the HKSAR Government granted HK\$5 million to the HKTb to launch a pilot scheme to enhance green tourism promotion, which will allow the HKTb to provide funding support for the travel trade in order to encourage the development of more diversified, in-depth green tourism products.**

The HKTb sincerely hopes that our trade partners will take this opportunity to participate in the scheme and develop more in-depth green tourism products to open up new business opportunities and enrich the visitor experience.

## Strong line-up of exciting happenings

Hong Kong is well-known as the events capital of Asia. Throughout the year, we have an array of colourful events, ranging from festive celebrations to thrilling sports and outdoor activities. These exciting happenings draw many visitors to the city. **This year, the HKTb will further enhance the city's mega events by injecting new elements to enrich the programmes and broaden the promotional scale.**

In addition to the Hong Kong Dragon Boat Carnival held in early June, new elements celebrating the 20th anniversary of the establish-

ment of the HKSAR will be introduced to the Hong Kong Wine & Dine Festival and Hong Kong Cyclothon, and the promotional scale will be further upgraded. The HKTb will also strengthen support for events held by other organisations, such as the Hong Kong Sevens and the FIA Formula E Hong Kong ePrix.

We hope our friends from the travel trade will also recommend these exciting events to

visitors or include them in visitors' itineraries to encourage more visitors to experience these fun-filled events in Hong Kong.

## Conclusion

The HKTb would like to take this opportunity to extend our sincere gratitude to the HKSAR Government and the tourism sector for their staunch support over the years. We will continue to work closely with our trade and Government partners to promote the city's timeless appeal to visitors and showcase the rich local characteristics to consolidate Hong Kong's position as a preferred travel destination in the region and to open up new business opportunities. ✎

