

Chairman's Report

主席報告



Hong Kong's tourism industry had grown steadily last year. It had recorded an increase in tourist arrivals and the outbound tourism market is gradually recovering. I have taken up the chairmanship of the TIC for almost a year, and the industry has also entered a new stage of development: the travel patterns have changed, the integration of cultural, sports and tourism has deepened, and the synergies derived from cross sectoral collaboration are more significant. Under the framework of national development, the tourism industry has played a more active role in promoting regional economic development and revitalizing various sectors.

Central Government's policies benefit Hong Kong

The Central Government optimized the Individual Visit Scheme twice last year, and it is now implemented in 59 cities in the Mainland, covering all provincial capitals in China. This facilitates two-way travel between two places and strengthens Hong Kong's advantages of having connections to both the Mainland and the world. In addition, the Northbound Travel Scheme and the Southbound Travel Scheme have injected greater momentum into the development of tourism between Guangdong and Hong Kong, as well as the integrated development of the Greater Bay Area, and have further consolidated and enhanced Hong Kong's status as an international tourism hub.

Furthermore, starting from 5 November this year, the National Immigration Administration announced that five more ports in the Greater Bay Area, including the West Kowloon Station of Guangzhou-Shenzhen-Hong Kong Express Rail Link, are included as entry ports for the 240-hour visa-free transit policy. This will facilitate international travelers to include Hong Kong as an en-route stop in their "multi-destination" itineraries and attract long haul visitors with high spending power. A seminar entitled "Strengthening Hong Kong's "Must-Visit" Hub Function for Multi-Destination Travel & Attracting Overseas Tourists and Foreigners in Hong Kong to visit Mainland China" was organized by the Asia Tourism Exchange Center of Ministry of Culture and Tourism of the People's Republic of China, and co-organized by the TIC. The seminar aimed to bring together industry wisdom and explore ways to leverage Hong Kong's status as an international aviation superhub and its role as a "super-connector" and attract more overseas tourists and foreigners in Hong Kong to visit Mainland China.

With national support, Guangdong, Hong Kong, and Macao are co-hosting the 15th National Games for the first time this year. This sports event is not only a friendly competition but also an opportunity for Hong Kong to showcase its vitality and strengths to the world. Hong Kong elite athletes' rise to fame, plus the completion of Kai Tak Sports Park, Hong Kong's largest sports infrastructure project in recent years, we believe the upcoming hosting of international events will further attract a large number of high-value visitors, and promote the development of related industries such as hotels, catering, retail, and transportation. We encourage travel agencies to incorporate sports concepts into local tourism products, promote in-depth city tours, and conduct targeted marketing to sports enthusiasts.



Assist the industry in "going global" and exploring business opportunities

With the funding and support of the Tourism Commission of the Culture, Sports and Tourism Bureau of HKSAR government, the TIC successfully organized three trade delegations this year, with the purpose of helping the industry to attract investment and go global, creating business opportunities, and developing new multi-destination travel itineraries and tourism products with more Mainland cities. The delegations visited Harbin, Heilongjiang Province in February, Taiyuan, Shanxi Province in June, and Xi'an, Shaanxi Province in October to understand the latest developments in these areas, visit distinctive scenic spots, and conduct business exchanges with representatives of local cultural & tourism departments and industry associations.

The HKSAR government is actively expanding its visitor source base in ASEAN countries. Hong Kong and ASEAN countries, including Vietnam, have long maintained close trade exchanges and frequent travel, there is huge potential for collaboration. To deepen the cooperation between the two places, promote the sharing of cultural and tourism resources, and facilitate mutual tourist exchanges and market expansion, the TIC organized a delegation to Da Nang and Hoi An, Vietnam in April this year to assist the industry in "going global" and exploring business opportunities along the Belt and Road Initiative.

Promote the development of "+ tourism" & the concept of "tourism is everywhere" in Hong Kong

"Serving our members wholeheartedly" is the core value of the TIC. The TIC always does its utmost to protect the rights and interests of its members. We wrote to Cathay Pacific, requesting that its ticket offers must cover travel agencies to ensure equal participation in the industry. Meanwhile, the TIC proposed to the Travel Industry Authority a discretionary reduction of penalties for members who failed to submit their "Statement of Accounts" and "Auditor's Report" not later than 7 months after the end of financial year in accordance with the conditions imposed on the licence. We also wrote to the Civil Aviation Department of Transport and Logistics Bureau, requesting that airlines should honour their commitment and regularly update the TIC their fuel surcharge to enhance industry transparency and facilitate consumers. In addition, the TIC actively promoted the optimization of application for Sha Tau Kok restricted area permits and the simplification of application procedures for "High Island Reservoir East Dam Tourist Bus Permits" to create a more convenient business environment for the industry. Most of these suggestions were accepted by various government departments and industry partners.

Several chapters of the Chief Executive's Policy Address 2025 explicitly express the high importance attached to the tourism industry and the government's policy support, and also demonstrate a strong commitment to promoting the integrated development of culture, sports, and tourism. The Culture, Sports and Tourism Bureau of HKSAR government released the "Development Blueprint for Hong Kong's Tourism Industry 2.0" at the end of last year, proposing four long-term development strategies, and four directions including the development of "culture+tourism", "sports+tourism", "ecology+tourism", and "mega events+tourism" for the tourism industry, which will be the new growth



momentum and advantages of Hong Kong's tourism, and provide significant guidance for the development of Hong Kong's tourism industry.

As a member of the industry, we must embrace changes. Currently, we fully dovetail with the first phase of tourist hotspots projects announced by the HKSAR government and had organized a "Hong Kong Industrial Brand Tourism" familiarization tour for travel agents in November to visit the factories of three industrial brands in Tai Po InnoPark that participated in the trial launch. Travel agents could gain an in-depth understanding of the characteristics, stories, development advantages, and related facilities of each industrial brand, so as to incorporate unique Hong Kong industrial tourism elements into their tour itineraries, as well as to promote "tourism is everywhere" in Hong Kong and to develop new tourism products and services.

Meanwhile, we are cultivating collaboration proactively with related industries to leverage the synergistic effects, and encouraging travel agencies to incorporate different elements into their in-depth tourism products. In addition to the aforementioned industrial brand tourism, we believe that distinctive themes such as yacht tourism, mega event tourism, and horse racing tourism will allow tourists to experience Hong Kong's diverse charm more comprehensively. We noticed that the consumption patterns of tourists after the pandemic have changed, and we need to accelerate the development of yacht economy. Hong Kong has unique advantages in this aspect and has potential to be a popular international yachting stop in the multi-destination travel itineraries to our country.

In addition, while all sectors of the community were celebrating the 28th Anniversary of the Establishment of the Hong Kong Special Administrative Region, the TIC participated in the "Sha Tau Kok Rural Committee Invitation Cup", organized by the Sha Tau Kok Dragon Boat Association and co-organized by the Sha Tau Kok Rural Committee of New Territories and the office of Councillor KO Wai-kei. With the participation of Hon Perry Yiu *MH, JP* and the support of a 80- trade member Cheering Team, the TIC Dragon Boat Team led by me won the championship in the preliminary round. After competing fiercely with strong opponents in the finals, the TIC won second runner-up and received the trophy from Mr. Tang Ping-keung *GBS, PDSM, JP*, Secretary for Security of HKSAR government. The entire training process was fulfilling and we had overcome various challenges. From physical training to technical coordination, we strived to give our all and stood united to demonstrate the spirit of teamwork and cooperation. We hope that by participating in this competition, we could further unite the industry and showcase the positive energy and resilience of tourism sector. The competition also highlighted Hong Kong's cultural diversity and festive spirit as an international metropolis, demonstrated the innovative vitality of Hong Kong's tourism industry and represented the integration of culture, sports, and tourism.



TIC's role as the federation of trade associations

As the Chief Executive said, Hong Kong's economy is currently undergoing a transformation, but this transformation will make the economy stronger in the future. The development of the industry certainly cannot be separated from the hard work of our tourism industry partners and friends. The times are changing, and the tourism industry needs to demonstrate its fighting spirit and professionalism. We need to understand, respond to and embrace changes, and to bring innovations to the market and effectively utilize modern information technologies such as smart tourism and artificial intelligence to propel the tourism industry to new heights.

2025 was a year of fruitful endeavours and accomplishments. I would like to express my sincere gratitude once again to the Tourism Commission of the Culture, Sports and Tourism Bureau of HKSAR government, to Hon. Perry Yiu, who has worked closely with me for many years, to the Board and eight association members of the TIC, as well as to various industry associations for their friendly support and assistance. I would also like to express my heartfelt thanks to members for their support over the years, and to Ms Fanny Yeung, the Executive Director of the TIC, and every colleague in the Executive Office for their full cooperation, which allow me to be confident and committed to unite the industry and lead the industry and the TIC forward.

As the federation of trade associations, the TIC has been actively promoting tourism development for half a century. It will continue to serve as a bridge between the HKSAR government and the industry, and the TIC is confident in helping the industry to attract investment and to go global, creating market opportunities and leading the tourism industry to new horizons. Looking ahead, although Hong Kong's tourism industry will still face many new challenges, with the strong support of the Central Government and the full assistance of the HKSAR government, and the tireless effort of the industry, we see lots of business opportunity in a favorable market environment in the future!

Tommy Tam