Report of the Chairman

TOMMY TAM

Reviewing the past year, Hong Kong's tourism industry — supported by national policies and guided by the planning of the HKSAR Government — has continued to move towards high-quality development. Visitor arrivals have risen steadily, both the inbound and outbound markets have kept recovering, the market mix has been continuously optimised, and the share of high-value-added overnight visitors has grown. With the promulgation of Hong Kong's First Five-Year Plan and the full roll-out of the Hong Kong Tourism Development Blueprint 2.0, the deep integration of culture, sports and tourism has become the mainstay of industry growth, and cross-sector synergies have been steadily amplified. Hong Kong's role as an international tourism hub and a core demonstration zone for multi-destination tourism has become increasingly prominent. In an environment that presents both opportunities and challenges, the TIC has held firm to its position as the industry's federation of trade associations. It continues to serve as a vital bridge between the Government and the trade, unites all members in capitalising on favourable policies and pursuing "bringing in and going out", and works tirelessly to advance product innovation, market expansion and improving the business environment.

Promoting Multi-destination Tourism

Since the Individual Visit Scheme was expanded and the multiple-entry permit introduced in 2024, two-way travel between Hong Kong and Mainland residents has become more frequent. The Central Government has further relaxed and optimised its transit visa-free policy, helping international visitors to incorporate Hong Kong into their multi-destination itineraries and attracting more long-haul, high-spending travellers to enter the Mainland via Hong Kong. This year, the redeveloped Huanggang Port came into operation, providing round-the-clock clearance under the co-location, joint-inspection arrangement. It facilitates more convenient travel to Hong Kong, further broadening Hong Kong's tourist catchment area and ushering in brand-new opportunities for multi-destination tourism in the Greater Bay Area. Building on these policy and infrastructure advantages, and with funding support from the Culture, Sports and Tourism Bureau and the Tourism Commission, the TIC organised three delegations to Mainland China this year, leading our members to Henan, Wuxi, and Shandong to gain an in-depth understanding of new local cultural and tourism resources, and connected with local cultural and tourism authorities as well as industry chambers, enabling the trade from both places to jointly develop more Belt and Road and Greater Bay Area multi-destination tourism products.

Deepening "+Tourism" Synergies

Hong Kong's First Five-Year Plan and the 2026 Policy Address set out the city's long-term development strategy with a forward-looking vision, providing a clear framework for the future positioning and direction of the tourism industry. The TIC has actively supported the Government in taking forward "+Tourism" cross-sector initiatives by promoting Hong Kong's industrial brand tourism and organizing study tours to explore emerging thematic itineraries—such as eco-tours, horse racing experiences, film and television shooting locations, and intangible cultural heritage. This enables the trade to gain first-hand insights to develop more in-depth travel products with unique Hong Kong characteristics, thereby attracting high-value-added overnight visitors and amplifying cross-industry synergy. With the gradual increase in emerging thematic itineraries, the trade's demand for tourist guides equipped with specialized knowledge and guiding skills has risen accordingly. The TIC will reflect the trade's views to the Travel Industry Authority in a timely manner, striving for the introduction of more Specialised Tourist Guide Licences, alongside relevant bridging courses and examinations, to support industry development and talent cultivation, as well as to promote the sustainable and high-quality development of the tourism industry.

Safeguarding Members' Interests

Serving members with dedication and protecting their rights and interests has always been the TIC's core responsibility. Over the past year, the TIC has consistently conveyed the trade's concerns to the HKSAR Government and the relevant bureaux and departments. On enhancing the transparency of air-ticket information, the TIC urged airlines to update it promptly on fuel surcharge adjustments; the number of airlines providing such updates to the TIC recorded significant growth during the year. The TIC also maintained close communication with the Travel Industry Authority on industry operations and regulation, promptly reflecting the practical difficulties faced by the trade. With effect from 1 May 2026, the Travel Industry Authority implemented the revised Directives for Licensees, refining a number of regulatory provisions in line with the actual operation of travel agents. Regarding the issue of illegal workers in Hong Kong's tourism industry, the TIC had met with relevant officials on multiple occasions to urge the authorities to step up enforcement efforts and effectively safeguard the legitimate rights and interests of the trade. In addition, the TIC has successfully secured the continuation of the "Funding Support for Small-sized Meeting, Incentive and Convention (MIC) Groups" scheme by the Hong Kong Tourism Board in 2026/27, opening up further MICE business opportunities for the trade. The TIC will maintain dialogue with government departments in a sustained effort to improve the business environment and release the sector's development potential.

Opportunities and Challenges

As a pillar service industry, tourism benefits from the major opportunities arising from national policy, Greater Bay Area integration, new port infrastructure and large-scale mega events, while also facing challenges from global competition for visitors, evolving consumption patterns, and rapid product renewal. As opportunities and challenges coexist, it is more essential for the trade to join hands, uphold our hardworking and pragmatic industry spirit, align closely with the broader national development strategy, make good use of the policy frameworks of the Five-Year Plan and Blueprint 2.0, adhere to the strategy of "bringing in and going global," and continuously drive product innovation and service upgrades.

Sincere Thanks

Looking back on the achievements of the past year, I sincerely thank the Culture, Sports and Tourism Bureau, the Tourism Commission, the Asia Tourism Exchange Centre of the Ministry of Culture and Tourism of the People's Republic of China, Legislative Council Members Hon Perry Yiu and Hon Vivian Kong, the TIC's Board of Directors, its eight association members, and all partner associations and friends for their unstinting support. I am grateful for the enduring trust of our members, and for the dedicated efforts of the TIC's Executive Director and all colleagues in the Secretariat.

Looking Ahead

As the industry's federation of trade associations, the TIC will continue to play its part as a bridge between the Government and the trade, uniting tourism practitioners across Hong Kong to write a new chapter for the industry. Looking ahead, with the nation's steadfast support and the full commitment of the HKSAR Government, Hong Kong's tourism industry is bound to enjoy boundless opportunities and to go from strength to strength.