



Hong Kong tourism time for change

Why don't Hong Kong's travel services diversify to respond to today's market?

The profile of visitors to Hong Kong has changed. Once attracted mainly by the shopping here, today nearly half spend most of their time sightseeing. Only 17.5% are interested in luxury products and just 14.4% spend the majority of their time in the shops. Visitors also prefer not to travel on group tours. They are not satisfied with only the famous tourist attractions. Instead, they want to learn more about Hong Kong's culture and are interested in a more personalized travel experience.

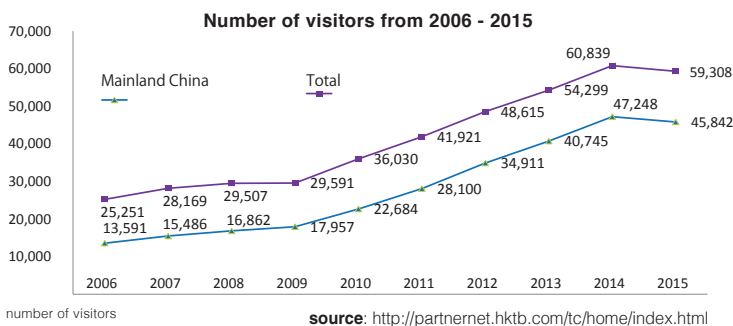
Comments

Members of this think tank group believe the tourism sector should offer a range of travel options in Hong Kong to provide visitors with a more satisfying, rounded experience.

Jess Yeung, group convener *"The tourism sector should consider launching more themed tourist routes with cross-sector collaboration to promote local culture. The participation of local groups in the design of such routes would benefit sustainable development."*

Bird Tang, group member *"The Travel Industry Council should consider an accreditation system. Residents with professional knowledge of communities at the district level could qualify as walking tour guides for visitors within this system."*

Kyle Si, group member *"Cycling tours could be promoted on routes such as Sha Tin to Tai Mei Tuk. More mountain bike facilities could also be built on Lantau Island. These would help in environmental conservation as well as attracting visitors."*



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 Employment & Economic Development group
 "Diversifying Hong Kong's Attractions to Boost Tourism"
 570 visitors aged 15 or above responded to the survey at The Peak, in Central and Tsim Sha Tsui.
 19 stakeholders from the tourist industry were interviewed, including experts and young people.

Full details [in Chinese]
yrc.hkfyg.org.hk/news.aspx?id=d92f20fe-b4c4-48a1-8ad3-e14958492630&corpname=yrc&i=9551

