

Government conducts trade consultation on Development Blueprint for Hong Kong's Tourism Industry 2.0 (with photos)

â€‹The Tourism Commission of the Culture, Sports and Tourism Bureau held a consultation session on the formulation of the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) in the Central Government Offices today (May 2) for trade representatives to express views.

The Government promulgated the Development Blueprint for Hong Kong's Tourism Industry (Blueprint) in October 2017, setting out vision, goals and four long-term development strategies for the tourism industry in Hong Kong and proposing short, medium and long-term measures. As tourism is one of the main driving forces of Hong Kong's economy, the Chief Executive announced in the 2023 Policy Address that the Government will update the Blueprint and formulate corresponding future work plans, specific actions, measures, and performance indicators to formulate Blueprint 2.0, in a bid to further drive the development of the local tourism industry in collaboration with different industries.

The Government has launched a trade consultation for Blueprint 2.0, which will end on June 14. During the consultation period, the Government will invite representatives of the travel trade, related organisations and stakeholders to offer views on Blueprint 2.0 through meetings or in writing. The Tourism Commission also welcomes views from stakeholders on or before June 14 by email (tourismbblueprint@cstb.gov.hk), fax (3848 4127) or post (11/F, Harbour East, 218 Electric Road, Fortress Hill, Hong Kong).

The Government targets to publish Blueprint 2.0 this year, outlining the goals and key directions for further enhancing tourism development as well as fostering collaboration of different industries to enhance the speed and quality of the development of Hong Kong's tourism industry.



