

Incentives spur tourism innovation

The Government's Characteristic Local Tourism Incentive Scheme, announced in the last Policy Address, provides subsidies to eligible travel agencies, encouraging the tourism industry to develop more immersive and distinctive tourism offerings that promote its sustainable long-term development.

Representatives from the Travel Industry Council of Hong Kong and a local travel agency were interviewed by news.gov.hk to discuss the programme's effectiveness, while foreign tourists participating in a recent tour supported by the scheme shared their experiences.

The story is available at www.news.gov.hk/eng/feature today (April 7) in text and video format.