

Joint meeting of Joint Regulatory Alliance of the Tourism Market of 9+2 Cities in the Guangdong-Hong Kong-Macao Greater Bay Area held in Hong Kong

The joint meeting of the Joint Regulatory Alliance of the Tourism Market of 9+2 Cities in the Guangdong-Hong Kong-Macao Greater Bay Area (JRA) was held in Hong Kong today (December 1). Representatives from the Ministry of Culture and Tourism, the Department of Culture and Tourism of Guangdong Province, the Macao Government Tourism Office, tourism regulatory departments of nine cities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), namely Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing, gathered in Hong Kong for the meeting.

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, was pleased to learn that the meeting has achieved fruitful results. He said that all representatives unanimously agreed to continue strengthening co-operation and enhancing the professionalism of tourism regulatory personnel in the GBA, in order to jointly make the GBA a world-class tourism destination.

During the joint meeting held today, members reported on the latest operation and law-enforcing aspects of respective tourism markets and exchanged views on achievements of the joint regulation this year. Members also set working goals for the co-operation plan in the coming year, which included providing more training and collaboration opportunities for law-enforcing officers, establishing channels for data and information sharing, and setting the future regulatory direction.

Representatives of the JRA arrived in Hong Kong yesterday (November 30) for on-site visits and research. They visited the Ngong Ping 360 and Hong Kong Disneyland to understand the latest developments of these attractions, including enhancements and updates of their facilities as well as supporting services, and also the crowd management plan, etc.

The JRA was jointly established by the tourism authorities of the Hong Kong Special Administrative Region, the Macao Special Administrative Region, and nine cities in the GBA based on the agreement on joint regulation of the tourism market signed in 2020. It is committed to improving and strengthening the supervision of the tourism market and jointly maintaining a good market order, with the goal of promoting the healthy development of the tourism market in the GBA. The JRA's joint meeting is held once a year, with the participating cities taking turns to host and serve as the chairman of the joint meeting. Hong Kong is the rotating chairman of the 2023 joint meeting.