

LCQ6: Promoting development of district tourism

Following is a question by Dr the Hon Ngan Man-yu and a reply by the Secretary for Culture, Sports and Tourism, Miss Rosanna Law, in the Legislative Council today (December 11):

Question:

The Government has indicated in the latest Policy Address that it will make better use of Hong Kong's rich and unique resources to instil the concept of "tourism is everywhere in Hong Kong". In this connection, will the Government inform this Council:

(1) in order to realise the tourism potential of various districts in Hong Kong, whether the Government will co-operate with different government departments and district organisations in the planning for the coming year and provide various policy incentives to jointly promote the development of district tourism; if so, of the details;

(2) whether the Government will co-operate with various organisations and merchants in Lei Yue Mun to design characteristic tourism programmes by leveraging elements such as Lei Yue Mun's fishing village culture, traditional customs and seafood delicacies; if so, of the details; and

(3) whether it will consider promoting the development of tourism in Lei Yue Mun through publicity and enhanced ancillary transport facilities, e.g. organising activities in collaboration with popular social media platforms and travel influencers to boost the appeal and popularity of Lei Yue Mun, launching new ferry routes of cultural tourism plying between Lei Yue Mun and Sai Kung and Tsim Sha Tsui respectively to promote sightseeing boat tours of Hong Kong, as well as conducting tourism activities with Lei Yue Mun as the base; if so, of the details?

Reply:

President,

Tourism is one of the major driving forces of Hong Kong's economy. Following the resumption of normal cross-boundary travel starting from February 2023, Hong Kong's tourism industry began to recover at full speed with a steady growth in visitor arrivals. From January to October 2024, some 36.7 million arrivals were recorded, representing a year-on-year increase of about 37 per cent. As announced by the Chief Executive in the Policy Address this year, the Government will develop Hong Kong into a premier tourism destination through innovative thinking and making better use of our rich and unique resources, developing tourism products and initiatives with local and international characteristics, and consolidating the attractiveness of

traditional tourism to instill the concept of "tourism is everywhere in Hong Kong".

In respect of the question raised by Dr the Hon Ngan Man-yu, in consultation with the Home and Youth Affairs Bureau as well as the Transport Department (TD), the reply is as follows:

(1) Joint efforts by different sectors through active collaboration and co-ordination among one another and optimising the use of district resources to explore more tourism products with characteristics are essential to promoting tourism development and implementing "Tourism is everywhere in Hong Kong" concept. The Chief Executive announced in the Policy Address that a Working Group on Developing Tourist Hotspots (Working Group), led by the Deputy Chief Secretary for Administration (DCS), will be set up to strengthen cross departmental co-ordination and leverage community efforts, identify and develop tourist hotspots of high popularity and with strong appeal in various districts. The objective of the Working Group is to co-ordinate, through high-level steering, projects that require inter-departmental, industry and community collaboration, and to identify and build new hotspots for regional tourism with innovative ideas.

The Working Group is led by the DCS and comprised of 10 bureau secretaries and directors of departments as members, and has held its first meeting on November 8 this year to discuss how to identify and develop tourist hotspots of high popularity and with strong appeal in various districts, as well as the subsequent work plan which includes collecting proposals on tourism hotspots in the districts through the 18 District Offices, with a view to selecting suitable development projects. The Working Group will continue to follow up on the recommendations and is expected to formulate projects for implementation in the first half of 2025.

In 2024, the Home Affairs Department and the District Councils at the 18 districts have also jointly launched the "Day x Night Vibes @ 18 Districts" to roll out an array of activities with district characteristics and traditional cultural connotations across the city, including bazaar carnivals, artwork exhibitions, musical performances and sports experiences, so as to create a buoyant mood in the community and support the local economy.

(2) and (3) Lei Yue Mun (LYM) is one of Hong Kong's popular tourist spots. The Tourism Commission (TC) under the Culture, Sports and Tourism Bureau (CSTB) is taking forward the LYM Waterfront Enhancement Project since December 2020 which will improve the facilities along LYM waterfront and enhance its connectivity with a view to further enhancing the attractiveness of LYM as a popular tourist attraction. The works under the project include the construction of a public landing facility, and the development of a waterfront promenade and related improvement works. The first and second phases of the works, including the construction of a new viewing platform, improvement works to facilities in the existing LYM Rest Garden, as well as beautification works to the existing viewing platform and five lookout points along LYM waterfront, were completed and the facilities have been open to the

public. The remaining works, including a public landing facility, a breakwater and a promenade, are expected to be completed by end of January 2025. By then, the three existing leisure venues in close proximity to the LYM Waterfront and Sam Ka Tsuen Typhoon Shelter area, namely LYM Waterfront Sitting-out Area, LYM Typhoon Shelter Breakwater Sitting-out Area, and LYM Rest Garden, together with LYM's unique village character and seafood delicacy, will offer visitors a scenic and unique route. The venues also facilitate the organisation of events by district organisations so as to further promote the development of local tourism.

The CSTB has also launched a new phase of the CITY IN TIME augmented reality tourism project in LYM in June 2024, bringing back to life the historical landscape of certain locations in the district through a mobile application, thereby enhancing visitors' experience.

Furthermore, district organisations hold from time to time tourism programmes and traditional cultural celebration activities with local characteristics in LYM, such as the LYM Seafood Festival and celebrations for the Tin Hau Festival. The Kwun Tong District Office has been maintaining close liaison with the relevant groups and providing appropriate assistance in organising and arranging these activities.

On transport arrangement, in the vicinity of the LYM Seafood Bazaar, there are several on-street coaches parking. During the TD's recent site observations, these parking spaces could meet the parking demand. The TD would continue to closely monitor their utilisation and provide more parking spaces when necessary. Besides, there are three pick-up/drop-off points for coaches at LYM Path. To address the parking needs, there are about 500 parking spaces in nearby public car parks located at the LYM Municipal Services Building, No. 1 LYM Path, No. 8 Yan Yue Wai, and on roadside, including about 30 parking spaces for coaches.

At present, the locals and visitors can take the public transport services to/from LYM. Land transport services include Kowloon Motor Bus Route No. 14X to/from Yau Tong and Tsim Sha Tsui, Green Minibus Route No. 24 to/from Lam Tin and Sam Ka Tsuen Ferry, and three Red Minibus routes to/from Kwun Tong, Mong Kok and Jordan Road, and Yau Tong/LYM. For waterborne transport services, there is a licensed ferry service to and from Sai Wan Ho and Sam Ka Tsuen. The TD would closely monitor the demand of these services and review the arrangements with the operators whenever necessary.

On promotion aspect, the Hong Kong Tourism Board (HKTB) has been promoting LYM's diversified tourism features and unique experiences to visitors through various channels, such as its website, Visitor Centers and Visitor Hotline. The HKTB's website lists in detail the attractions and hotspots in LYM, including the Old LYM Quarry, Tin Hau Temple, Murals Village, LYM Lighthouse, Observation Deck, Jockey Club LYM Plus, and LYM Seafood District, as well as a map detailing the locations of the various attractions and the transportation to LYM.

President, in collaboration with relevant bureaux/departments, the CSTB

will continue to promote the development of tourism with local characteristics. The HKTB will continue to promoting and showcasing Hong Kong's multifaceted charm, telling the world the good stories of Hong Kong and thereby promoting tourism development.