

# Tourism Strategy Committee holds first meeting (with photos)

The Tourism Strategy Committee, chaired by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, held its first meeting today (January 29). During the meeting, Mr Yeung invited members' preliminary views on the formulation of the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) and the future development of Hong Kong's tourism industry.

Mr Yeung said, "The Tourism Strategy Committee will focus on exploring how to steer the speedy and quality development of Hong Kong's tourism industry and foster synergy between tourism and other related sectors."

Representatives from the Hong Kong Tourism Board were also invited to attend the meeting today and reported Hong Kong's tourism performance in 2023 and the relevant statistics to the Committee. In addition, the Tourism Commission introduced the Development Blueprint for Hong Kong's Tourism Industry published in 2017 and the relevant background, and reported the various preparation work on Blueprint 2.0 to the Committee.

The Tourism Strategy Committee is tasked to provide the Government with strategic advice and foster collaboration among different stakeholders in tourism and related sectors for further promoting the long-term and sustainable development of Hong Kong's tourism industry.

