

SCED speaks on promotion campaign to boost tourism

Following is the transcript of remarks made by the Secretary for Commerce and Economic Development, Mr Gregory So, to the media at the Hong Kong Convention and Exhibition Centre today (April 8) on a promotion campaign to be launched by the Hong Kong Tourism Board to boost tourism:

Reporter: Mr So, the Chief Executive, Mr C Y Leung, has said this morning that there will be a promotion programme to boost tourism. Can you tell us more about it, for example, how much is it worth and it will short term boost or they meant for a longer term? Thanks.

Secretary for Commerce and Economic Development: Your question is with respect to promotion activities that will be carried on. By the end of this month, there will be a new promotion campaign that will be started by the Hong Kong Tourism Board. The exact details of the plan will be announced shortly by the Hong Kong Tourism Board and it will be promoting Hong Kong in terms of hospitality as well as shopping paradise for tourists.

Reporter: But are you worried that they might only be short term effects?

Secretary for Commerce and Economic Development: You have noticed that according to the Budget, we have allocated additional resources to the Hong Kong Tourism Board to promote Hong Kong. So, I think this plan will go on for the balance of this year. They will roll out various programmes to boost tourism.

(Please also refer to the Chinese portion of the transcript.)

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