



PRESS RELEASE 新聞稿

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The HKTB welcomes the Government's additional funding for tourism development

Dr Peter Lam, Chairman of the Hong Kong Tourism Board (HKTB), said he welcomed the proposed additional funding in the 2017-18 Budget for the HKTB to step up its marketing work.

Dr Lam said: "The HKTB appreciates the support from the Government to the tourism industry. We will use the additional funding for elevating the marketing initiatives stated in our 2017-18 work plan and for stepping up our support to the travel and related trade in driving further development of the industry."

Dr Lam continued: "External factors such as the weakening global economy, our strong, US dollar-pegged local currency, and increasingly fierce competition in the industry will continue to place considerable challenges on Hong Kong tourism this year. We believe the additional funding from the Government will help strengthen the work of the HKTB and the travel trade in enhancing the city's competitive edge as a world-class destination. The HKTB will work out the details of the initiatives with the Government and the travel trade promptly, and announce our plans in due course."

– Ends –

Media can download the press release from the HKTB website:

http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

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