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**Hong Kong Tourism Board kicking off promotions
to tie in with High Speed Rail commencement**

In response to the Government's announcement today regarding the date of commencement and related operational details of the High Speed Rail (Hong Kong Section) or High Speed Rail in short, Dr Peter Lam, Chairman of the Hong Kong Tourism Board (HKTB), would like to make the following statement:

Dr Peter Lam said "Hong Kong boasts an outstanding strategic location and superior global air connectivity. The commencement of the High Speed Rail will reinforce Hong Kong's position as China's southernmost gateway by connecting Hong Kong to the Mainland's national high-speed rail network. This vast high-speed rail network allows us to step up the existing promotion of multi-destination travel, creating more business opportunities for the travel trade in Hong Kong and the Mainland. By leveraging the abundant tourism resources along the rail line, multi-destination itineraries using High Speed Rail can be developed for international visitors. The High Speed Rail also offers a convenient means of travel to visitors from the Mainland, helping attract more overnight visitors to Hong Kong from central and western China.

Riding on the commencement of the High Speed Rail, the HKTB is in active discussion with the travel trade in Hong Kong and the Mainland to launch tourism products featuring the High Speed Rail, such as rail-cruise products jointly developed with cruise companies; as well as High Speed Rail tours. Meanwhile, we will also be promoting the commencement of this major infrastructure project to travellers worldwide, with a view to gaining extra exposure for Hong Kong."

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