

Date : 19 October, 2018

Total pages : 1

The HKTB launches promotions to tie in with the commencement of the Hong Kong-Zhuhai-Macao Bridge

In response to the HKSAR Government's announcement on the commencement date and related operational details of the Hong Kong-Zhuhai-Macao Bridge, Dr Peter Lam, Chairman of the Hong Kong Tourism Board (HKTB), made the following statement:

“Following last month's commencement of the High Speed Rail Hong Kong Section, which connects Hong Kong to the Mainland's High Speed Rail network and further reinforces our position as China's southernmost gateway, the opening of the Hong Kong-Zhuhai-Macao Bridge marks a significant milestone in the establishment of a one-hour living circle in the Guangdong-Hong Kong-Macao Greater Bay Area, and creates new opportunities for tourism development in the region. Guangdong, Hong Kong and Macao each possess ample tourism resources that appeal to overseas travellers, so the inauguration of the bridge opens up a world of opportunities for tourism cooperation between cities in the region. This collaboration creates synergy between Guangdong, Hong Kong and Macao, allowing the three places to leverage each other's tourism resources to attract more visitors to the Greater Bay area with multi-destination itineraries. With the commencement of the High Speed Rail Hong Kong Section and the Hong Kong-Zhuhai-Macao Bridge, transportation links between Hong Kong and the Mainland are vastly enhanced, giving Hong Kong and the whole Greater Bay Area an advantage in attracting visitors from different parts of mainland.”

Dr Lam added, “The HKTB will continue to work closely with Guangdong and Macao, to reinforce the “Guangdong-Hong Kong-Macao Greater Bay Area” branding through promotions on the established “Guangdong, Hong Kong & Macau Tourism Marketing Organisation” platform. We will step up promotions in overseas markets and encourage the travel trade to develop more tourism products featuring the Greater Bay Area to attract overseas visitors. The HKTB will hold the first joint large-scale overseas promotion event with the Guangdong and Macao tourism organisations in Japan next month to promote tourism in the Greater Bay Area. And since the Hong Kong-Zhuhai-Macao Bridge starts on Lantau Island, we will also highlight in our promotions the travel experiences featuring both the Hong Kong-Zhuhai-Macao Bridge and Lantau Island to enrich Hong Kong's diverse tourism appeal.”

Media can download this press release from the HKTB website :

Press release : https://partnetnet.hktb.com/en/about_hktb/news/press_releases/index.html

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