



HATA MATTERS

11th Edition October 2024

HATA MATTERS is a regular newsletter with the objective to enhance communications with its members and serves to inform members of pertinent industry news and developments, membership activities & events such as study tours, annual conventions etc., selective destination updates and various articles of interest for the membership.

CHAIRMAN'S MESSAGE



Dear Members of the HATA,

I hope this message finds you well. I am honored to introduce myself as the newly elected Chairman of the Hong Kong Association of Travel Agents.

As we navigate through an ever-changing industry landscape, I am committed to advocating for our collective interests and fostering a supportive community. My focus will be on enhancing our membership services, promoting sustainable practices, and ensuring that our voices are heard both locally and globally.

The post-pandemic era and the changes in our customers' behavior has posted various challenges for the industry. However, the demand for outstanding services and creating memorable travel experiences remain; and as Hong Kong travel industry's leading association, the HATA Executive Committee and myself are committed in building platforms for exchanges with other partners not only in the tourism industry, but also reaching out to others who can add value to our members.

In the second half of 2024, HATA will be active in arranging learning events locally and launching study tours to the China Mainland, providing opportunities to enhance our knowledge of new products and services. And our association's grand tradition, HATA overseas convention, will take place in November in one of Asia's leading tourism destination, Malaysia! I would encourage members to attend the events and look forward to meeting you!

Your expertise and dedication are the backbone of our industry, and I am eager to work alongside each of you to achieve our goals. Please feel free to reach out with any ideas or concerns you might have.

Thank you for your continued support and trust. Together, we can make significant strides forward.

Warm regards,

James Tung
Chairman
Hong Kong Association of Travel Ag

HATA ANNUAL GENERAL MEETING 2024

The HATA 35th AGM was held on 30 April, Mr. Andy Lau announced that he has completed his two-year term as Chairman of the association and will continue to serve on the Executive Committee as an ex officio.

After the AGM, Mr. James Tung was elected by the Executive Committee to serve as the incoming HATA chairman for a two-year term. Mr. Ronald Wu, Executive Director of Gray Line Tours of Hong Kong Ltd., was appointed by the Executive Committee to fill the vacancy left by Mr. Lau.



List of various sub-committees and convenors

Sub-Committees

Staff & Finance Committee
Membership & PR Committee
Convention Committee
Outbound & Cruise Committee
Ticketing Committee
Inbound Committee
Training & Study Tour Committee

Sub-Committee Convenor

Ms. Eliza Ma
Mr. Jason Wong, JP
Mr. Kelvin Ko
Ms. Lily Agonoy
Mr. Jason Shum, MH
Mr. Ronald Wu, MH
Mr. Edmund Tsang

Full List of the HATA Executive Committee 2024-2025

Name	Position	Company Name	Title
Mr. James Tung	Chairman	360 Holidays Ltd.	Managing Director
Mr. Edmund Tsang	Vice Chairman	Mytouragent Limited	Business Consultant
Ms. Eliza Ma	Hon. Secretary/Treasurer	Corporate Travel Management Ltd.	Director & General Manager
Ms. Lily Agonoy	Executive Committee Member	Jebsen Travel Ltd.	Managing Director
Ms. Charlotte Harris	Executive Committee Member	Charlotte Travel Ltd.	Managing Director
Mr. Yeung Sai Hing	Executive Committee Member	China Travel Service (H.K.) Ltd.	General Manager-Sales Centre
Mr. Jason Shum, MH	Executive Committee Member	Nan Hwa (Express) Travel Service Ltd	Executive Director
Mr. Jason Wong, JP	Executive Committee Member	Sin Ma Tours Limited	General Manager
Mr. Kelvin Ko	Executive Committee Member	Premium Holidays Ltd.	Assistant General Manager
Mr. Paul Leung, MH	Executive Committee Member	Holiday World Tours Ltd	Managing Director
Mr. James Liang	Executive Committee Member	Century Holiday International Travel Service (HK) Co Ltd.	Managing Director
Mr. Ronald Wu, MH	Executive Committee Member	Gray Line Tours of Hong Kong Ltd.	Executive Director
Mr. Felix Chan	Ex-Officio Member	Hong Kong Tourism Board	General Manager, Business Development
Mr. Richard Willis	Ex-Officio Member/Consultant	Tourism Management Consulting Ltd.	Executive Director
Mr. Andy Lau	Ex-Officio Member	MTR Corporation Limited	General Manager-Commercial

The Executive Committee will also form task forces or special committees as necessary to address or tackle any travel related topics/issues apart from those lists in the sub-committees

Feedbacks and contributions from members are most welcomed. Please send your views and contributions to manager@hata.org.hk For advertising opportunities please contact the Secretariat

Join us for the HATA Signature Event of the Year

Dear Members,

48th Hong Kong Association of Travel Agents (HATA) Annual Overseas Convention, Kuala Lumpur, Malaysia, 22-24 November 2024

We are very pleased to advise that our Convention Committee have finalized the programme for HATA's most important business and social event of the year – the 48th HATA Annual Overseas Convention to be held in Kuala Lumpur, Malaysia, 22-24 November 2024 with an optional post- tour to historical Malacca 24-26 November.



At affordable prices exclusively for HATA members, the offer includes roundtrip airfare by Malaysia Airlines (for the Convention package) and Cathay Pacific (for the Post Convention package), deluxe accommodation at the 5-star JW Marriott Kuala Lumpur, transfers, sightseeing and meals as indicated in the attached programme outline.

The theme of this year's convention will be "Service Beyond Expectations" which addresses the core qualities that contribute to commercial success and customer relations.

Please find an outline of the convention programme as well as the post-convention package together with the applicable registration forms.

So don't miss this fantastic opportunity to network with your industry colleagues and contact the HATA secretariat to register as soon as possible as places are extremely limited.

Meantime, look forward to seeing you in Malaysia.

Yours sincerely
Kelvin Ko
Convention Chairman

OUTLINE OF THE 48TH HATA CONVENTION Kuala Lumpur, Malaysia, 22-24 November 2024

FRI - 22 NOV – HONG KONG / KUALA LUMPUR

Check-in at Hong Kong International Airport

Package A (Main Convention Group) –HKG/KUL MH 079 0845-1250 hrs.

Package B (Convention plus post tour to Malacca) - HKG/KUL MH 079 0845-1250hrs.

- Upon arrival transfer to JW Marriott Kuala Lumpur
- Welcome Dinner

SAT – 23 NOV – KUALA LUMPUR

- Breakfast at JW Marriott Kuala Lumpur

BUSINESS SESSION (STARTING AT 0900 HRS SHARP)

Inauguration by HATA chairman

Welcome address by Convention Chairman

Keynote speeches by distinguished speakers

Coffee break

Panel discussion, open forum and concluding remarks

Lunch at the JW Marriott Kuala Lumpur

- Half day tour in Kuala Lumpur
- “Hong Kong Night” Gala Dinner supported by HKTB

SUN –24 NOV– KUALA LUMPUR / HONG KONG

- Morning at Leisure
- Check out hotel
- Transfer to the Pyramid Shopping Mall
- Lunch at the Sunway City Kuala Lumpur Hotel
- Transfer to Kuala Lumpur International Airport for flight departure

Package A - MH78 KUL/HKG - 1950-2350 hrs.

Dress Code: Business Smart Casual



OUTLINE OF THE 48TH HATA CONVENTION POST TOUR PACKAGE B
Kuala Lumpur/Malacca/Kuala Lumpur, 24/26 Nov 2024

SUN – 24 Nov – KUALA LUMPUR /IPOH

- After breakfast the morning is at leisure
- Check out hotel
- Transfer to the Four Seasons Hotel Kuala Lumpur site inspection and lunch.
- Overland by coach to the historical City of Malacca
- Check in the Pines Hotel
- Dinner at a Portuguese Restaurant



MON – 25 Nov – IPOH/PENANG

- Breakfast at hotel
- Full day tour of Malacca visiting the notable cultural sights and a river cruise
- Lunch own arrangements
- Dinner at Ole Sayang Restaurant featuring a true taste of the famous Nyonya cuisine

TUE – 26 Nov – PENANG/HONG KONG

- Breakfast at hotel
- Day at leisure
- Check-out Hotel and transfer to Kuala Lumpur International Airport for flight departure

Package B – – MH78 KUL/HKG - 1950-2350 hrs.



Image 01: Melaka River Cruise

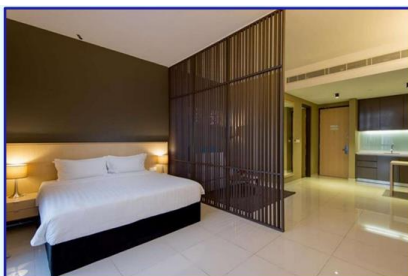


Image 02: Junior Suite



Image 3: Dining facilities

04 July 2024
Sustainable Lantau Office
12th Floor, 1063 King's Road,
Quarry Bay, Hong Kong

Dear Sir / Madam,

Hong Kong Association of Travel Agents (HATA) Recommendations for South Lantau Eco-Recreation Corridor

The Hong Kong Association of Travel Agents (HATA) welcomes the recommendations for the development of South Lantau as an eco-tourism and sustainable recreational destination.



We observed that the pandemic has led to a shift in tourists' preferences, with visitors now seeking immersive experiences encompassing history, culture and nature. The suggested development directions for South Lantau align perfectly with this new mode of travel, offering visitors the opportunity to experience Lantau's natural beauty and rich historical culture.

Furthermore, we believe that the proposed ecologically and naturally based sustainable leisure and recreational facilities in South Lantau have the potential to attract a diverse range of visitors.

For example, the proposed adventure facilities at Upper Cheung Sha are poised to captivate adventure enthusiasts, while the proposed walkway at Pui O Bay is likely to attract nature lovers. In addition, with popular destinations such as Hong Kong Disneyland Resort, Ngong Ping 360, and Tai O located on Lantau Island, the proximity of South Lantau offers the opportunity for visitors to experience a comprehensive Lantau adventure in a single trip.

However, the current transportation connections within Lantau Island, as well as the design of the roads in the region, hampers the integration of these unique tourist destinations. And HATA is concerned that these issues may discourage visitors from visiting.

Connection within the Lantau Island

Tung Chung Road is the only road that links the North and South Lantau, while South Lantau Road is the only road connecting different sites within South Lantau. The same situation applies to West Lantau, where Keng Shan Road and Tai O Road are the only roads connecting the north and south at West Lantau. All these roads provide only one single lanes for each direction, making it difficult to carry out rescues and cleanups in the event of any traffic incidents. When incidents occur, the roads on Lantau Island have to be closed for a period of time, seriously disrupting traffic and causing significant inconvenience to residents and visitors.

The negative impact of poor connectivity is already reflected in various traffic incidents in the past. For instance, the landfall on South Lantau Road near Cheung Sha Beach in 2021 resulted in a day-long traffic blockage between Tai O and South Lantau. Besides, clashes between two cars on Tung Chung Road this April disrupted traffic for several hours due to limited road capacity. These incidents highlight the need to address transportation connection issues such as roads widening within Lantau Island, particularly between the north and south regions.

Clean Energy Sightseeing Bus

HATA supports the recommendation of encouraging visitors to use public transport facilities to access South Lantau and would suggest developing a clean energy sightseeing bus to strengthen the connectivity in the region. We propose using Tung Chung as the starting and ending point for the sightseeing bus, traveling along South Lantau Road and passing by various destinations in South Lantau, such as Cheung Sha, Shek Pik, and Pui O. The sightseeing bus not only provide a route for visitors to travel from Tung Chung to South Lantau, but also allow them to immerse themselves in the breathtaking scenery along the ride.



Besides, considering that South Lantau aims to be a nature conservation site, we suggest incorporating the idea of environmental conservation into the sightseeing bus. Electric, solar and hydrogen power are some of the clean energy options feasible for use on buses. These sustainable energy sources are already being used in some of the buses operated by the Kowloon Motor Bus, CityBus and MTR in Hong Kong.

The introduction of Clean Energy Sightseeing bus will also alleviate the concerns of over congestion on the roads connecting South Lantau, whereby limiting

private vehicles access via current restricted road permits but provide clean mass transportation means enhancing access to South Lantau. This also helps place control on visitor access subject to Clean Energy Sightseeing bus capacity.

HATA has learned that the Study Recommendations for South Lantau Eco-Recreation Corridor have addressed issues related to land transport amenities, while the Sustainable Lantau Office has also launched a feasibility study to further explore on the transport infrastructure of the region. We sincerely hope that the government would consider our suggestion and work together to build a unique travel destination in South Lantau, and to further transform Lantau into a world-class eco-tourism resort island.

For further follow-up and enquiries, please contact Ms. Cherry Kong at the HATA Secretariat:

Email: officer@hata.org.hk

Yours Sincerely,

James Tung
Chairman
(On Behalf of Executive Committee)

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c.c.: Commissioner for Tourism, Tourism Commission
Chairlady, Travel Industry Council of Hong Kong
Hon YIU Pak-leung, MH, JP – Legislative Council – Tourism

MEMBERSHIP ACTIVITIES

HATA Membership “Happy Hour Get Together” 19 July



A membership “**Happy Hour Get Together**” was held at the Another Café in Central on Friday 19 July and was well attended by members for an enjoyable time to relax and network with industry friends as well as meeting the new HATA Chairman in a relaxing ambience to enjoy the refreshment and drinks highlighted by lucky draws

Lunch & Learn Event on 27 August entitled “Affordable, Popular and Luxury Hotels and Resorts”



With the objective of enhancing member’s product knowledge and competitiveness a “**Lunch & Learn**” event was held on Friday 27 August with presentations by The Gateway Group representing multiple brands of hotel and resort will presenting their GSA products in Nepal, Thailand, Malaysia and Singapore A presentation was also made by the Galaxy Hotel Macau, a luxury integrated resort, with state-of- the -art MICE facilities and a wide choice of dining options. The next Lunch & Learn event is scheduled for Tuesday 22 October.

MEMBERSHIP ACTIVITIES

HATA Study Tour to Guilin and Yangshuo 27-29 September



The Training & Study Tour Committee organized a **membership study tour to Guilin and Yangshuo** on 27-29 September, 2024 with round trip transportation by high-speed train. The tour was fully subscribed and well enjoyed by participants. Guilin, located in Southwestern China together with Yangshuo, a downstream river town both famous for their stunning karst mountains, the picturesque Li River and tributaries with villagers living on rafts presenting a rich ethnic minority culture, attracting an influx of foreign tourists. Guilin and Yangshuo, have in recent years reaped success in rejuvenating the twin destinations, truly exemplifying their reinvented attractiveness and competitiveness to set new standards for other tourism destinations in China.

FACT FINDING MISSION TO GUIZHOU – SOUTHERN CHINA A report by Edmund Tsang HATA Vice Chairman

Embarking on a Hong Kong travel industry fact finding mission to Guizhou last week, I was able to gain meaning insights into this destination which inspire me to learn and understand more about China's increasing success in mitigating poverty?

Together with Eliza Ma, HATA's Honorary Secretary and Treasurer, we travelled on this immersive mission, which was held on 21-24 July, with participation by 93 Hongkong travel trade colleagues study delegation to this land-locked in Southwestern China.



This event was co-sponsored by the HKSAR Tourism Commission and Hongkong Travel Industry Council with the objective to promote business development, and knowledge sharing and enhancement for the travel trade representatives between Guizhou and Hongkong. Deputy Governor of Guizhou kindly took time out of his busy schedules to join us to give his keynote speech and remarks.

Guizhou, has been in recent years strenuously and progressively erased its traditional past image for being a poverty-stricken, low-skilled economy, ethnic-minorities filled province, all these then due to lack of new municipal infrastructures, new investment ventures, and outer connectivity.



Nowadays, Guizhou, together with Guiyang, a 3rd tier capital city has risen to be ranked a new rich province. To me, I have witnessed 3 significant Guizhou impact factors in this mission:

1. Since 2014, Guiyang, has been systematically developing to become the largest Big Data Science Valley of China, now with 8,000+ local and foreign companies in residence as reported by CNN.

2. FAST, the largest radio telescope in the world was designed by China, built and completed in 2016, nestling over a sinkhole in Guiyang's Southern suburb. FAST: Five Hundred Meters Aperture Spherical Telescope.

3. Moutai Wine (a Chinese white wine), which had won a Gold Medal along with the French cognac at the 1915 Panama-Pacific Exposition, is being sold at an average retail price of US\$250 per bottle. Its distillery, is also the owners of miles of distillation, laboratory facilities, and storage cellars along the water source river. Moutai productivity is located in Moutai town, a 3 hours' drive, north of Guiyang. Moutai also runs its Moutai University to deepen the studies and R & D on wine making, food quality & safety, and resources recycling sciences. We were told that by bridging all these advantages in the synergy, Moutai maintains a regular record of producing a daily delivery of 35,000 bottles.

Thank you, Guizhou, and see you again!

Edmund Tsang
HATA Vice Chairman

UPCOMING HATA EVENTS FOR 2024

HATA Lunch & Learn event on 22 October 2024 entitled "Earn Extra Revenue By New Connectivity"

HATA annual Overseas Convention 22-24 November Kuala Lumpur

HATA Post Convention Tour to Malacca 24-26 November

HATA Lunch & Learn event 04 December – Experience Macao

Please contact the HATA secretariat for more information