



HATA MATTERS

9th Edition December 2022

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.

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



Please also visit Hong Kong Association of Travel Agents site on Facebook where there are more than 500 “followers” or SCAN the QR Code to give us thumbs up!

CHAIRMAN’S MESSAGE



During the past few months, our Association had organized a good number of activities, particularly product updates, for our members and I am pleased to report that all the events were fully subscribed.

In this context I would also like to thank all the contributors for the various events (as shown in this edition) as well as the great efforts from our Executive Committee for putting the activities together.

Taking this opportunity , and on behalf of the Executive Committee , I would like to wish all our members and travel industry friends a joyous Christmas and a Prosperous New Year ahead when our businesses return to normalcy !

Andy Lau

HATA Executive Committee in action!

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GETTING TO KNOW YOUR EXECUTIVE COMMITTEE

*In this section **HATA MATTERS** conducts a series of interviews with various members of the Executive Committee who are elected by the membership and dedicated to serving the membership to the betterment of the Association and in the best interest of the travel industry*

*In this edition, **HATA MATTERS** features Mr. James Tung, a member of our Executive Committee and a former Ex-Officio of our association*

Early days and career in the travel industry

I was born in Hong Kong and had my secondary and post-secondary education in Toronto, Canada.

I returned to Hong Kong in year 2000 after completing my Bachelor Degree in Business Administration majoring in Finance. This was during a period when China was developing rapidly and I was attracted to its opportunities and growth prospects. Hence, instead of joining the banking and finance industry working in Hong Kong, I decided to pursue opportunities that would give me the chance to work in China. Luckily, I got my break as Dragonair (the now defunct airline also known as Cathay Dragon) was recruiting its annual intake of Management Trainee; and I was fortunate enough to be selected. And this starts my 20+ years working in the fascinating aviation, travel and tourism industry.



I am fortunate that my career has taken me to live and work in different mainland cities (Shanghai, Chengdu, and Nanjing to name a few). It was an eye-opening experience for me being able to live and work in mainland cities, and

more importantly, gained valuable experiences working with China outbound agents during the period of rapid growth in China outbound business.

In 2011, I joined the Hong Kong Tourism Board (HKTB), and that is where my connection with HATA begins. I was tasked to take up all local industry liaisons that cover travel agents, airlines, hotels, attractions, retail and catering sectors. This is the period when I first joined HATA as its ex-officio member (from 2013 – 2015). The role with the HKTB It broadened my horizons as I was able to represent Hong Kong and promote our lovely home to trade partners around the world!



I then moved on to Hong Kong Disneyland Resort and took up the role of Director, Travel Trade Sales managing the resort's global third-party distribution strategies. A magical experience and great opportunity connecting with more overseas and local industry partners.

In my current role with K11/Globo Travel Agency, I am leading a team to develop K11's cross-border tourist engagement strategies. Through establishing Globo travel agency, to connect with local and overseas travel agents, to market, promote, and distribute tourist oriented products from our sites such as K11 Musea, and the 11 Skies at Hong Kong International Airport (scheduled to open in late 2023).



James' view on the travel business post-pandemic

The pandemic has certainly disrupted the travel and tourism industry, as we are seeing the light at the end of the tunnel, the industry will definitely have to embrace the new norms from health and safety measure, to the vast changing distribution landscape brought about by technology.

Travelers will look for new product contents; and marketing of destinations, as well as the marketplace for products will increasingly move towards online space.



I am confident that Hong Kong will remain to be the premier destination of choice for travelers. Our continual integration with the Greater Bay region, as well as new infrastructure such as the Airport third runway development, shall usher in a new era of prosperity for the industry once the pandemic subsides. And at HATA, we should support our members to cope with the challenges and work with the authorities to grasp the future opportunities.

Word of Wisdom from James

"Life begins at the end of your comfort zone!"

In this constantly changing world, we all need to deal with various life and professional challenges. It is indeed scary to step out of our comfort zone; yet, be confident in ourselves and our knowledge and experience, with proper support and guidance, we all shall overcome obstacles that life throws at us. We shall all come out of it, stronger, better, and happier!

Membership Activity: Outing Sha Tau Kok : 30 July 2022

The HATA Membership & PR committee organized an interesting outing to visit the restricted area of Sha Tau Kok. A total of 31 members joined this outing

After a sumptuous seafood, the group head for Sha Tau Kok still considered to be a rural village located on the northern shoreline of Starling Inlet, 10 km north-east of Fanling. The group had a photo opportunity of the police post in Chung Ying Street.

Afterwards the group boarded a ferry at the Sha Tau Kok Pier and head for to Lai Chi Wo, an ancient Hakka village, sailing pass the beautiful and natural scenery of the bay and overlooking Shenzhen Yantian Port, Ap Chau and Kat O Island.



On arrival at Lai Chi Wo, visits were made to the Hip Tin Temple, Hok Shan Temple), Feng Shui Forest, Lai Chi Wo Village (Lai Chi Wo Story Museum and Lai Chi Wo Geological Education Center), White Flower Vine Forest and Siu Ying Story Room.

Al in all, a most enjoyable and informative excursion for our members



Membership Activity: Visit to the Hong Kong Palace Museum 11 September & 23 September 2022

The HATA Membership & PR committee organized two excursions to the Hong Kong Palace Museum on the 11th & 23rd September and was well subscribed with a total of 56 members



The excursions commenced with a visit to the Sam Tung Uk Museum, formerly a 200 year old Hakka walled village located in Tsuen Wan, now a declared monument and showcasing the Hakka's Cultural Heritage



After enjoying a sumptuous buffet lunch at the Harbour Grand Kowloon Hotel, continue to the Hong Kong Palace Museum: Hong Kong latest cultural attraction featuring over 900 priceless treasures with most on display in Hong Kong for the first time!



Membership Activity: Visit to the ARTE M @ K11 HACC : 05 October 2022

40 HATA members joined an informative visit to the ARTE M @ K11 HACC organized by the Membership & PR committee on 5th October



The itinerary began with a stop at the Sun Yat Sen Memorial Park for a photo opportunity

Then continue to New World Development's new project "ARTE M @ K11 HACC". ARTE M is a special exhibition space showcasing selected highlights from the d'strict's ARTE MUSEUM, an immersive media art exhibition space. Here at K11-HACC, members experience the best of ARTE MUSEUM, which reinterprets the subject and space of nature as media art under the theme of ETERNAL NATURE, in the heart of Hong Kong. Breathtaking visuals, sensuous sounds, and elegant fragrances harmonize to create a spectacularly immersive experience.

Afterwards continue to the Avenue of the Stars for a walking tour followed by a lunch at the Glasshouse Greenery at K11 Musea



**Membership Activity:
Familiarization of the new Peak Tram, Blue House and Harbour Cruise Dinner
10 November 2022**



An excursion to familiarize with the new (6th generation) Peak Tram ride was organized for 68 members on 10th November to enjoy a specular view of Victoria Harbour at the Sky Terrace 428.

The tour also included a visit to Blue House - a 4-storey balcony-type tenement block located at 72-74A Stone Nullah Lane, Wan Chai. It is named after the blue colour painted on its external walls and is one of the few remaining examples of tong lau of the balcony type in Hong Kong listed as a Grade I historic building .



In the evening members enjoyed a traditional Snake Feast (蛇宴) on board Bauhinia Harbour Cruise. While cruising around Victoria Harbour.



Other HATA MATTERS.....

CONGRATULATIONS!

**Mr. Ronald Wu , Immediate Past Chairman of HATA
for being awarded the Medal of Honour
at Government House
on 6th December**

Official Citation

The award is in recognition of his contributions to coordinating
The tourism industry for supporting the operation of Community
Vaccination Centres and various vaccination venues during the
COVID-19 epidemic.



PLEASE NOTE:

**The HATA Secretariat will be closed
between 28th and 30th December 2022**

Please leave a voice message for any follow up matters

THANK YOU

James So of Zion Travel Service Hong Kong

**For joining all our membership activities as the Association's
Honorary photographer!**

Your support to HATA is appreciated





**A Very Merry & Blessed Christmas
&
A Happy & Successful New Year 2023**



**From the HATA Executive Committee
Editorial staff of **HATA MATTERS**
and the Secretariat**