



HATA MATTERS

Dear Members of the Hong Kong Association of Travel Agents,

As we approach the festive season, I would like to extend my warmest wishes to each of you. This year has been a journey filled with continued challenges as the industry regroup and recover from the pandemic. Your dedication and resilience have been truly inspiring, and it is because of your unwavering support that our association continues to thrive.

Christmas is a time for reflection, gratitude, and celebration. It has been my utmost honor to serve you and the association as HATA Chairman. For the past 8 months, we have organized a series of Lunch & Learn events as well as Study Tours. Provide opportunities for members to engage with different industry suppliers and renew acquaintances with fellow HATA members. We also successfully held HATA's grand tradition – Annual Overseas Convention at Kuala Lumpur with tremendous success. Let us take this opportunity to appreciate the progress we have made and look forward to the exciting opportunities that lie ahead. And may this festive season bring you and your loved one's joy, peace, and prosperity.

Thank you for your continued support and hard work. Together, we will continue to navigate the ever-evolving landscape of the travel industry and achieve new heights in the coming year.

Wishing you a Merry Christmas and a Happy New Year!

Warm regards,

James Tung

Chairman

Hong Kong Association of Travel Agents

Merry Christmas



Happy New Year 2025

48th HATA CONVENTION IN MALAYSIA

The 48th Annual Overseas Convention was successfully held in Kuala Lumpur, Malaysia, from 20-24 November 2024.

The event was attended by over 100 delegates and marked the fifth occasion that HATA has chosen Malaysia for this signature event since its inception in 1972.

This year's Business Session was themed "Service Beyond Expectations." HATA was honored to welcome a distinguished lineup of keynote speakers, including Ms. Nuwal Fadhilah Ku Azmi, Director, International Promotion (Asia & Africa) from Tourism Malaysia; Mr. Mahmoud Skaf, Area General Manager of the Marriott Hotel Group; Ms. Renee Osman, General Manager of DTH Travel Sdn Bhd; and Dato' Captain Fareh Mazputra, CEO of AirAsia Malaysia.

The program also featured an engaging panel discussion session that encouraged enthusiastic participation from delegates.

In addition to the informative sessions, the convention included enjoyable social activities, culminating in a post-convention tour to the historic city of Malacca.

HATA Chairman James Tung expressed, "We are privileged to have distinguished speakers from Malaysia sharing their insights, alongside participation from key tourism-related bodies in Hong Kong, including Legislative Councilor for Tourism, The Hon. Perry Yiu, MH, JP, and senior representatives from the Tourism Commission, the Travel Industry Authority, and the Hong Kong Tourism Board. Their contributions made this event both enjoyable and successful."

Please find the link for photos of this event

https://drive.google.com/drive/folders/1hloyWDSK3n6t7GiCPiIF635ILno_rXVp?usp=drive_link

LUNCH AND LEARN

60 plus members attended HATA's latest "Lunch & Learn" event titled Experience Macao hosted by the Macao Government Tourist Office (MGTO) at the Royal Garden Hotel on 04 December.

Members were presented with Macao's latest tourism trends and updates on various products by hotels, transportation providers and attractions.

Please find the link for photos of this event

https://drive.google.com/drive/folders/1zdW357N3XcLSYm36r8jvTvg4ELbokR_a?usp=sharing

HATA's SIGNATURE EVENT: CHINESE NEW YEAR CELEBRATIONS

Mark your diary and join fellow members for the Chinese New Year Celebration dinner on Tuesday 18 February 2025 at the United Services Recreation Club (USRC). This signature event will be filled with entertainment and lucky draws and provides networking opportunities with your fellow members to welcome the Year of the Snake. Registration for this event will be sent out soon!

