



# HATA MATTERS

10th Edition May 2023

**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](mailto: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



Greetings fellow HATA members

Firstly, I would like to thank members who attended our 2023 Conference followed by our 65<sup>th</sup> Anniversary cum Chinese New Year Celebration Dinner at the Hong Kong Disneyland Hotel on the 9<sup>th</sup> February. Both events were well attended and much enjoyed.

To date, our Membership & PR committee has been organizing a good number of activities for members and more to come in months to come.... so stay tuned

Meantime a courtesy reminder for members to renew their annual membership to enjoy the many activities and events organized on your behalf. Last but not least, my Executive Committee and I looks forward to seeing you at the association’s Annual General Meeting on the Monday 29<sup>th</sup> May

Sincerely

Andy Lau

\*\*\*\*\*

## ARTICLES IN THIS ISSUE

Message from the Chairman.....	P1
Notice of HATA AGM.....	P2
The HATA 2023 Conference.....	P3-5
HATA’s 65 <sup>th</sup> Anniversary Celebration cum Chinese New Year Festive Dinner.....	P6
Update from Celebrity Cruises .....	P7-8
Membership activity: Fam Tour to Hong Kong Disneyland Park.....	P9
Membership activity: Product Update on Lantau .....	P10



## Hong Kong Association of Travel Agents

9/F., Pioneer Place, 33 Hoi Yuen Road, Kwun Tong, Kowloon, Hong Kong

Tel: 2869 8624

Fax: 2525 0986

Website: [www.hata.org.hk](http://www.hata.org.hk)

Email: [manager@hata.org.hk](mailto:manager@hata.org.hk)

### **NOTICE OF ANNUAL GENERAL MEETING AND LUNCHEON**

NOTICE IS HEREBY GIVEN that the 34<sup>th</sup> Annual General Meeting of the Hong Kong Association of Travel Agents Limited will be held at East Ocean Lafayette (Windsor House), 15A/F, Windsor House, 311 Gloucester Road, Causeway Bay, Hong Kong on 29 May 2023, Monday at 12:30 hours, to transact the following business:

#### **AGENDA**

1. To receive the Chairman's Report for the year 2021/2022;
2. To approve the Honorary Treasurer's Report and the Audited Financial Statements for the year ended 31 March 2022;
3. To elect Executive Committee members;
4. To appoint Auditors;
5. To deal any other business of which due notice has been given.

By order of the Executive Committee

Secretariat

Full details and documentations have been sent out to members on 08MAY

Please contact the HATA Secretariat for further information if needed

# The HATA 2023 Conference

The 2023 HATA Conference was held on 9<sup>th</sup> February with the theme of “Paving the Way Forward” at the Hong Kong Disneyland Resort and was chaired by Kelvin Ko- HATA Convention & Study Tour Committee Chairman

The conference, at the Sleeping Beauty Ballroom, was privileged to have two distinguished keynote speakers, namely Mrs. Gloria Chan Slethaug-General Manager, Marketing & Sales, Greater Bay Airlines and Mr. Michael Moriarty- Managing Director Hong Kong Disneyland Resort



Subsequently  
at the Panel  
Session  
moderated by  
Mr. Richard



Willis, the two key note speakers were joined by Ms. Cheryl Yue – Regional Sales Director, Greater China of the Four Seasons Hotels and resorts and Mr. Nicholas Thomas – Visiting Associate Professor , School of Hotel & Tourism Management, The Hong Kong Polytechnic University



All in all a successful event with the conclusion that despite the prevailing challenges there are still many opportunities for the tourism sectors to thrive with creativeness and innovation

## **BROCHURE**

## **BROCHURE**



## HATA's 65<sup>th</sup> Anniversary Celebration cum Chinese New Year Festive Dinner



*Ms. Vivian Shum JP*

Following the 2023 HATA Conference, the 65<sup>th</sup> Anniversary Celebration cum Chinese Festive dinner was held at the Sleeping Beauty of the Hong Kong Disneyland Hotel attended by more than 100 members, dignitaries and industry friends. The Guest of Honour was Ms. Vivian Shum JP Commissioner for Tourism.

It was indeed a great event for membership networking and to relax socially



*Needless to say one of the highlights was the lucky draw!*



*The HATA Executive Committee and guests*

## CELEBIRTY CRUISES

## CELEBRITY CRUISES



## Membership Activity: Fam Tour to Hong Kong Disneyland Park : 14 April 2023



The HATA Membership & PR committee organized a must enjoyable visit to the Hong Kong Disneyland Park for a product update on its facilities and F&B outlets

There were 85 participants

*Frist stop- Inspiration Lake*



*The happy group!*





## Membership Activity: Product Update on Lantau



The HATA Membership & PR committee organized an excursion to Lantau Island for the latest update on recent developments visiting the site of 11 SKIES - at over 3.8 million square feet, 11 SKIES stands as the largest all-in-one retailtainment (retail entertainment) destination in Hong Kong. It houses over 800 shops, 120 dining concepts and Hong Kong' largest indoor and immersive entertainment zone.



Members were

treated to a sumptuous semi-buffet lunch at the Regala Sky City Hotel which is directly connected to the Asia World Expo and 11 SKIES

In the afternoon, continue to Tung Chung to experience the "Crystal + "cable at Ngong Ping 360.

This event was attended by 40 members

