



HATA MATTERS

6th Edition December 2021

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

Greetings fellow HATA members



Firstly my sincere appreciation for those members who responded to the recent survey entitled “The Way Forward “. The results will be presented to members on Thursday 06 January 2022 and hope many members will be able to join us at this luncheon event.

Taking this opportunity I would like to thank all the contributors, advertisers and the editorial team for their support to this newsletter and wishing all our members and travel industry friends a joyous Christmas and a new year full of hope, happiness and strong business recovery

Meantime please scroll for the HATA Quiz competition (on page 15) to win prizes!

Ronald Wu

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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** Mr. Paul Leung, a member of our Executive Committee and a former Chairman of our association shares his thoughts*

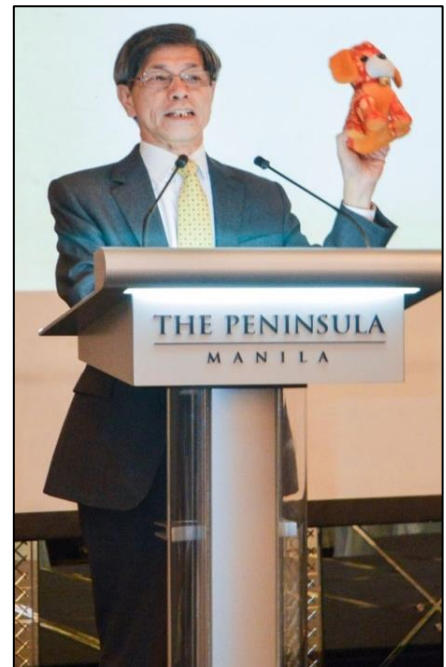
HATA MATTERS: *Can you tell us something about your early days and your career in the travel industry?*

PL: I joined Airlines as a ground operation staff in the year 1970 and handled chartered flights for the leisure market. It was indeed a sharp turn in my professional life and from there I had emerged into the travel industry.

I had gathered travel trade experience and finally set up my own travel agency in the year 1980. Even after 40 years of running my travel agency, I still consider this as my profession, since it's my passion and vision.

HATA MATTERS: *When did you join the HATA Executive Committee and some of the committees you have been involved with?*

PL: I have joined the HATA Executive Committee for more than 15 years, and with honour, I was elected as Chairman during the period 2010-2014. Also I handle several sub-committees during this period.



HATA MATTERS: *Apart from HATA, understand you are also involved in other travel related organizations, can you please elaborate?*

PL: As mentioned earlier, it's my passion to devote my career to the Travel Industry. Aside from being a member of the executive committee member and my previous chairmanship I am also the Chairman of HK Inbound Travel Association, a board member of the Travel Industry Council of Hong Kong (TIC) and a member of the Travel Industry Authority (TIA), I actively stand out to voice out issues to various channels on behalf of different parties, just for one reason - **SYNERGY**.



HATA MATTERS: *Can you tell us about any memorable activities that you have staged during your tenure as HATA Chairman from 2010 to 2014?*

PL: Needless to say, the HATA Travel and Cruise Mart held in 2013 was the most unforgettable event as I would consider this as my greatest achievement during the tenure.

Cruising was not a trend in Hong Kong at all at that time hence the Kai Tak Cruise Terminal was still under construction. In order to promote the cruise industry as a new trend in Hong Kong, we had invited various cruise liners and exhibitors from various travel sectors to this first-ever Cruise Mart. It eventually turned out to be a great success as many business opportunities were successfully created.

HATA MATTERS: *What are your thoughts as regard to the association going forward?*

PL: As we move forward in this new and challenging era, we cannot just be composed and do business in a traditional manner. We need more elements to compete with the ever evolving technology (Internet), more innovation and creative ideas to diversify our products, more focus on elderly and kids. And at all times revalue your product..... Meanwhile consider

"Buy bulk, sell as individual"

HATA MATTERS: *Any "Words of Wisdom" for our membership?*

PL: Hong Kong erupted with social unrest and simultaneously struck by Covid 19 in 2019.

Despite the current situation, we have to stay safe, strong, focused, dynamic and resilient with the spirit of tackling all odds. We need to believe that ***"Night is always dark before Dawn, but the break of Dawn is inevitable"***.



sky100 Hong Kong Observation Deck in the West Kowloon Neighbourhood

With the opening of M+ and the launch of the West Kowloon Neighbourhood programme by the Hong Kong Tourism Board, the West Kowloon precinct is bubbling with exciting places of interest. But where should visitors begin their exploration? With the central location in the West Kowloon area and the superb connectivity, sky100 Hong Kong Observation Deck is the ideal first stop for visitors to kick starts their journey.



Located on the 100th floor of the tallest building in Hong Kong, International Commerce Centre (ICC) and right in the heart of the West Kowloon precinct, sky100's unique 360-degree panoramic views of the city at an inspiration height of 393-metre is something not to be missed, giving visitors an overview of the entire West Kowloon area surrounding sky100.



SUPERB CONNECTIVITY

Situated on top of the Kowloon Station and with a merely 10-minutes walking distance to the West Kowloon High Speed Rail terminus, sky100 is well connected with international and cross border transportations, ready to welcome back the Mainland tourists.

To cater to crowds that are heading to the West Kowloon area, Hong Kong Water Taxi started a new route plying "Central – West Kowloon – Tsim Sha Tsui East – Central" on Sundays and Public Holidays since 14 November 2021. What's more, the footbridge under construction connecting ICC and the Art Park of the West Kowloon Cultural District (WKCD) is located right at the doorstep of sky100, allowing visitors to walk over from ICC to M+ effortlessly in less than 10 minutes. The footbridge is targeting to open by the end of 2021, stay tune!

Besides linkage to the south directly into the heart of the WKCD, the connectivity to the Jordan and Yau Ma Tei area in the north is also well developed, thanks to the opening of the West Kowloon High Speed Rail terminus and the Austin MTR station. Now walking from sky100 to Jordan Road and Temple Street via another footbridge is just a 15-minute walk, making the exploration of the local handcrafts and eateries easy-breezy.



BEYOND 360-DEGREE PANORAMIC VIEWS

sky100 might be known for its unique 360-degree panoramic views, but the observation deck has more to offer. Since the opening of the **SmarTone “5G LAB @ sky100”** in early May 2021, the 5G LAB has updated its installations regularly, visitors can look forward to trying out a range of the latest 5G applications while appreciating the magnificent view of the city. The newly added 5G interactive facilities this Christmas will bring you on virtual trips around the world, allowing you to immerse into exotic places, visiting popular attractions on tour buses, skiing in snow-covered slopes, or mountain biking at a spectacular canyon, taking in the world with your own eyes!



The **Sky-high dining experience at Café 100 by The Ritz-Carlton, Hong Kong** is another jewel on the crown. Located on the west deck of sky100, Café 100 by The Ritz-Carlton, Hong Kong commanding boundless sea views and captivating sunsets. Café 100 constantly refreshes its menu with seasonal ingredients and new creations, delighting locals and visitors alike. The latest addition is the new a la carte menu, offering a range of delectable all-time favourites such as quiche and panini sandwiches, as well as waffles and cakes. The new signature drink, Golden Sunset, in celebrating the romantic sunset vista is the best way to take in the twilight moment at sky100.



For more information about sky100 Hong Kong Observation Deck, please visit www.sky100.com.hk

Travel agents are welcome to contact us for the latest promotional offers:

Tel: 2613 3829 | Email: sales@sky100.com.hk

Introducing
M+ Hong Kong's new museum of visual culture
at the West Kowloon Cultural District

M+ is a museum dedicated to collecting, exhibiting, and interpreting visual art, design and architecture, moving image, and Hong Kong visual culture of the twentieth and twenty-first centuries. In Hong Kong's West Kowloon Cultural District, it is one of the largest museums of modern and contemporary visual culture in the world, with a bold ambition to establish itself as one of the world's leading cultural institutions.



M+ is a new kind of museum that reflects our unique time and place, a museum that builds on Hong Kong's historic balance of the local and the international to define a distinctive and innovative voice for Asia's twenty-first century.

The opening displays feature M+'s pre-eminent collections of visual art, design and architecture, and moving image from Hong Kong, Greater China, Asia, and beyond. The presentations showcase approximately 1,500 works across thirty-three galleries and other spaces in the museum.

To inaugurate the new galleries, six exhibitions enable visitors to explore the overarching multidisciplinary and interregional themes and narratives at the heart of the collections M+ has built since 2012:

- ***Hong Kong: Here and Beyond*** (G, Main Hall Gallery) – divided into four chapters, Here, Identities, Places and Beyond, the exhibition captures the city's transformation and unique visual culture from the 1960s to the present;
- ***M+ Sigg Collection: From Revolution to Globalization*** (level 2, Sigg Galleries) – a chronological survey of the development of contemporary Chinese art from the 1970s through the 2000s drawn from the M+ Sigg Collection;

- ***Things, Spaces, Interactions*** (level 2, East Galleries) – a thematic and chronological exploration of international design and architecture over the last seventy years and their relevance to our lives today;
- ***Individuals, Networks, Expressions*** (level 2, South Galleries) – a narrative of post-war international visual art told from the perspective of Asia;
- ***Antony Gormley: Asian Field*** (level 2, West Gallery) – an expansive installation of tens of thousands of clay figurines created by the world-renowned British sculptor together with 300 villagers from a Guangdong village in five days in 2003, reflecting the country’s vast territory and population; and
- ***The Dream of the Museum*** (level 2, Courtyard Galleries) – a global constellation of conceptual art practices at the heart of M+’s unique Asian context.



To celebrate the opening of the museum, M+ has staged opening programmes for the public across three Fridays and weekends following the launch, featuring special tours, making workshops, sensory experiences, live performances, screenings, and digital engagement. The Grand Stair has screened the documentary *Building M+*, and host *M+ Live Art x Hong Kong Ballet—Five Tiny Dances*. A dedicated learning programme engages families and audiences from different backgrounds and community groups in Hong Kong with the full breadth of its offer as a museum of visual culture.

Visitors can explore M+’s collection of moving image works in the Mediatheque, selecting artists’ films and videos to watch, including works related to multimedia artist Nam June Paik. The M+ Cinema, which will be open early, next year, is a unique addition to Hong Kong’s art house landscape, comprising a suite of three cinema houses of different capacities.

All visitors will enjoy free admission to M+ exhibitions in the first twelve months after the opening date, except for special exhibitions and events. Special exhibitions and events as well as cinema screenings may require separate paid tickets.

For details on M+’s registration arrangements, opening hours and opening programmes, please visit the [M+ website](#). **Photo Credit: © M+, Hong Kong**

Merry to...
Christmas



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Merry Christmas from all of us at Amadeus!

Dear HATA members,

It has been another challenging year for the travel industry as Covid-19 continues to impact all of us and our business.

The occasion of Christmas reminds us that we all must stay positive even in the difficult times when things are not easy. This holiday season is unlike any other, and as we move into a new and hopefully better year, it is important that we do take some time to enjoy some moments of peace amid the difficulties and challenges, and stay connected with family and friends.

We at Amadeus will continue to be here for you as we move forward on a better journey. As we all believe, *"Better times will come after this crisis"*, I would like to take this opportunity to wish you and your family a joyful and safe holiday seasons and best wishes for 2022!

Let's rethink and rebuild travel, together!

Yours optimistically,

Louis Lee
General Manager Hong Kong & Taiwan
[Amadeus](#)



CONVERSATION WITH A FORMER CHAIRMAN

In this section HATA MATTERS chats with various former chairmen and office bearers where they share their recollections relating to their connection to HATA in various capacities

HATA MATTERS chats with Mr. Alan Wong who chaired the Association from 1995 to 1996 and was also one of the keynote speakers at our Overseas Convention in Kota Kinabalu in 2013

HATA MATTERS: *Tell us about your early days and how did you get into the aviation and travel industries.*

AW: In 1973, I joined the Swire Group as management trainee. My first job was with Cathay Pacific. It was a great way to start my career. The airline industry was considered glamorous in those days. Airline flying, whether it was business or leisure, was a luxury not affordable to most. We used to joke about living like a millionaire even though we are not. Life was all about first class travel, five star hotels, exotic destinations and weekend trips. My life as a travel agent began in 1986 when I was transferred to Swire Travel and the rest is history. In 1996, I moved back to Cathay Pacific.

HATA MATTERS: *Having worked on both sides of the fence (airline as well as in a travel agency), are they friends or foes?*



AW: Airlines and travel agents are definitely friends, not foes as they have to depend on each other. But this friendship (relationship) may have become less close over the years as business circumstances change.

Everyone talks about the good old days when times were good and there was money to be made. In the seventies, airlines were going through a period of steady and rapid growth. Demands for both business and leisure travel were growing. Competition, both amongst airlines and travel agents, was unlike what you see today. Yields were high and profit margins were good. Most airlines had nice looking ground floor offices in prime city sites. Airlines were to pay travel agents a good

commission plus incentive to increase distribution and sales. Travel agents were happy to take over the responsibility of distributing and serving this ever growing number of passengers.

This friendship began to go sour from the late eighties. As yields started to come down and costs continued to go up, airline management had to find ways to control the ever increasing costs. Distribution cost was one of the big items that came under management's microscope. Airlines also found a new friend in distribution technology. New developments have enabled airlines to distribute directly. This gives them better control of their client base as well as savings on distribution cost.



HATA MATTERS: *Tell us what your most memorable experience with HATA!*

AW: My time with HATA has always been enjoyable and memorable. I most enjoyed the friendship and camaraderie amongst the members, especially the committee members. If I have to pick a most memorable experience, I would say the Paris convention in 1996.

With venue at a heritage building, opening by Gordon Siu, Secretary for Economic Services of the Hong Kong government, speakers including Richard Branson and the late David Tang of Shanghai Tang, social program including fashion show at Galleries Lafayette and show at Moulin Rouge, Gala Dinner at the Grand Hotel, and post-convention tour to Corsica, this convention is indeed unique, special and memorable. I am sure most attendees of this convention would agree with me. It was also during this convention that I received a call from the Swire Group chairman informing me of my move back to Cathay Pacific.



HATA MATTERS: *How do you see the business evolves in the past 35 years?*

AW: Business has grown many times. But competition has become cut throat. The market has become much bigger. But there is much less money to be made. We have seen many airlines coming and going. And we have seen many agents booming and dooming. For the airlines, fierce competition has driven yields down. Inflation and high fuel cost have pushed costs up. In the airlines effort to control cost, zero percent commission and incentive cuts were worldwide trends. Distribution technology has provided new distribution channels, enabling airlines to depend less on agents.

Meanwhile, travel agents had similar problems of declining income and rising cost. Corporate business was big and lucrative. Frontend traffic gave travel agents high remuneration. But this market segment was also demanding and difficult to serve. With the slowing down of worldwide economy and escalating costs, corporate clients faced similar pressure to control cost. While both airlines and corporate clients were cutting their remunerations to travel agents, their demands for high quality service remained high.

With the advance of distribution technology, agents were not only competing with fellow agents, they also compete with airlines and other distribution channels. Tour operators and inbound agents also faced similar challenges in terms of cut throat competition, escalating costs and adverse changes in economic and market environments. But the biggest challenge ever is here today.

HATA MATTERS: What is your view of the industry going forward?

AW: The impact of Covid 19 pandemic is here to stay. Recovery will be slow and uncertain. Even though many countries have lifted restrictions on inbound and outbound travel, daily infection rates in many countries still remained high. Travel will mainly be essential and business.



Travel restrictions between mainland and Hong Kong are likely to be lifted soon. But it will take months if not longer before meaningful recovery can be seen.

Our future depends on having Covid 19 pandemic somewhat under control. Otherwise any recovery will be fragile and uncertain. In the meantime, one will have to control costs as well as exploring new business opportunities such as online selling of travel and non- travel related products and services.

HATA MATTERS: A word of wisdom for our members

AW: The aviation and travel industries, though much less glamorous now, are still fun business. Maybe there is little money to be made. But you get to see new things, try new experience, meet people and make friends. Business recovery, though slow and uncertain, will come.

Despite all the challenges, airlines and travel agents will always be around. But competition will remain fierce and we will see fewer airlines and much less agents. Those who survived need to adapt ourselves to new challenges and market environment. With professionalism, creativity, knowledge, expertise and service from our heart, there will always be a place for us in this fast changing world.

One last word. Make technology your friend, not your foe. Just like your relationship with airlines, you compete but you still depend on each other.

HATA MATTERS: What are you up to these days?

AW: Nothing that is stressing or pushes up my blood pressure. I have sat on two boards since retirement; Hong Kong Chinese Orchestra and Hong Kong International Film Festival. The former is a world class Chinese orchestra performing regularly in Hong Kong, the mainland and overseas. The second organizes annual international film festival in Hong Kong. There is also an annual summer film festival plus a year round program called Cinefan showing classic, award winning, and well known movies of yesteryears.

Most afternoons I spend reading English and Chinese novels. Music, movie and reading provide nourishment for the mind.

Monday is my golf day if my primary school classmates manage to secure a booking at Kau Sai Chau. I attend Yoga class on Tuesday and Thursday and Pilates class on Wednesday and Friday mornings. I also do some cardio and weight training after class to keep the body fit. Before Covid, I did oil painting with an old friend at his studio. I intend to resume this hobby next year.



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WE'VE COME**

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Membership Activity: Outing to Lantau Island

The HATA Membership & PR committee organized a relaxing weekend outing to Lantau Island. A total of 65 members joined this outing in two coaches.

A brief visit was made to the historical “Old School” in Yau Ma Tei, next to the Tin Hau Temple- the oldest temple on the Kowloon peninsula

Afterwards the tour heads for the Ngong Ping Cable car lower terminal the gateway to start the Lantau adventure with round trip cable car tickets provided!



Next, a visit to new Cable Car Discovery Centre for an insight on the operation and maintenance of the cable cars. Then members enjoyed a vegetarian lunch at the Po Lin Monastery

In the afternoon, members enjoyed a visit to the Wisdom Path before heading back to Tung Chung where some members checked out the outlet shopping mall



All in all, a most enjoyable occasion for members joining this excursion on a warm and sunny autumn day



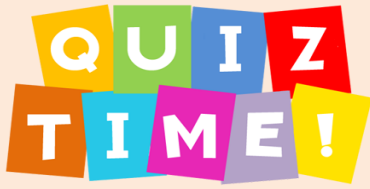
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HELLO FUTURE

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The HATA Travel Quiz

You are invited to join the HATA travel Quiz and a chance to win a prize

Prizes (generously donated by our advertisers and sponsors) will be awarded on a first reply basis. The first 10 correct answers will be awarded with a HK\$50 Wellcome Shopping voucher and for the next 20 correct answers there will be 20 consolation prizes of ipad/tablet case. Duplicate entries will not be entertained. Please send you answers to the HATA Secretariat by fax or email no later than 15January 2022

Q1. When was HATA established? _____

Q2. Where was the destination for the latest HATA overseas Convention? _____

Q3. In which year was the first HATA overseas convention held? _____

Q4. Where was the first HATA Convention held? _____

Q5. Who is the owner of the largest cruise ship at this time? _____

Q6. Who is generally acknowledged as the father of the tourism industry? _____

Q7. When was Hong Kong Tourism Board (previously the HKTA) established? _____

Q8. Name one destination in Asia where HATA has held its overseas convention _____

Q9. In which year did HATA celebrated its Diamond Jubilee? _____

Q10. In what month and year did the present airport (CLK) became operational? _____

Reply Slip by fax or email

Name: _____

Company: _____

Email: _____

Phone Contact: _____

GOOD LUCK!

The Sabre logo is displayed in white text on a red rectangular background in the top left corner.

Sabre

The background of the entire page is a festive holiday-themed graphic. It features a blue airplane wing and tail flying over a sunset sky with orange and yellow clouds. Various Christmas icons are scattered throughout: a snowflake, a reindeer head, a Santa hat, a gingerbread man, a gift box, a candy cane, a sleigh, a snowman, and holly leaves. Large, faint snowflake patterns are also visible in the background.

Season Greetings

Cheers to the New Year! Wishing you a
Happy Holiday season from Sabre.

www.sabre.com



Dear HATA members,

**Merry Christmas
&
Happy New Year 2022**



Ronald Wu
Chairman