



# HATA MATTERS

3<sup>rd</sup> Edition June 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](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 ..... **SHOT IN THE ARM FOR TOURISM'S RECOVERY!**



Whilst the wearing of surgical facemasks, hand washing and social distancing are essential preventive measures against Covid-19 infections, it is nevertheless crucial and imperative to build up immunity for yourself and your colleagues in order to kick start the travel and tourism industry in the very short term to facilitate and both outbound and inbound travel related services.



In this context we appeal once again to all our members and their staff members to make appointment for vaccination as soon as possible if not already done so!

\*\*\*\*\*

## ARTICLES IN THIS ISSUE

Message from Chairman of the Travel Industry Council of Hong Kong.....	P2-3
Introducing HATA'S newly elected Executive Committee member.....	P4
Update from sky100.....	P5-6
Update from Ngong Ping 360 .....	P7-8
Update from Oceania Cruises.....	P9
Update from Regent Seven Seas Cruises .....	P10
Membership Activity: Visit to the Show Suite of 11SKIES & lunch .....	P11-12

\*\*\*\*\*

## Message from

**Mr. Jason Wong JP  
Chairman  
Travel Industry Council of Hong Kong**

**Despite all the difficulties, we together get well  
prepared for the tourism recovery!**

On behalf of the Travel Industry Council of Hong Kong, I have great pleasure to share the views on the current status and prospects of tourism industry.



### **The travel trade is still in a difficult time**

Almost a year has passed, the Tourism industry continues to be hit hardest by the pandemic. The situation remains challenging from the uncertainty of the outbreak and mutant strain virus spreading in the community. Like many parts of the world, we are struggling to strike a balance between resumption of social activities and infection control under the “new normal”.

The trade would like to see the early opening of travel between the Mainland and Hong Kong, which may enable short haul market to resume, especially in the Greater Bay Area. “Return2hk Scheme” has been extended from Guangdong Province and Macau to other Mainland provinces and municipalities. It is hoped that more detailed arrangements of the “Come2hk Scheme” will also be announced and implemented soon.

The Governments of the HKSAR and Singapore decided to defer the target date of the inaugural flights under the bilateral Air Travel Bubble scheduled for 26 May 2021. A further announcement would be made on or before 13 June 2021.

### **Measures taken for preparing the gradual resumption**

The TIC has all along worked closely with the HKSAR Government to help the tourism industry explore business opportunities.

#### **● Resumption of conditional exemption to organize local group tours**

As the pandemic is gradually under control and the number of citizens who have received vaccinations has been on the rise, the HKSAR Government announced in late April the resumption of conditional exemption for licensed travel agents to organize local group tours of not more than 30 persons including working staff accompanying the local group tours, with effect from 29 April 2021. The trade will adopt more stringent anti-epidemic measures so that the public will be rest assured of hygiene and safety when joining the tourism activities. The TIC will continue to be responsible for execution of the related arrangements.

- **Extension of deadlines for Travel Agents Incentive Scheme and Green Lifestyle Local Tour Incentive Scheme**

With an aim to enable the trade to capitalize on the opportunities arising from the gradual resumption of tourism activities, the TIC took the initiatives to reflect the views of the trade to the HKSAR Government. In early March, the Government decided to extend the application deadlines for the Travel Agents Incentive Scheme (TAIS) and the Green Lifestyle Local Tour Incentive Scheme (GLIS) for one year to 31 March 2022.

- **Training Programme Subsidy Scheme (for Tourist Guides)**

The Government announced that the Training Programme Subsidy Scheme (for Tourist Guides) is further extended until 31 March 2022. The Scheme aims at subsidizing tourist guides in completing the Continuing Professional Development Scheme for Tourist Guides for renewing their Tourist Guide Passes issued by the TIC.

### **Moving ahead together in the recovery track**

Coronavirus has changed the way we travel and brought significant challenges to the global travel industry. We may respond to future opportunities and adapt to the “new normal”. It is time for us to reposition our mindset to be more forward-thinking and rejuvenate the tourism industry.

The recovery of global tourism will highly depend on the development of the pandemic and the vaccination rate worldwide. It is suggested that the trade should actively take part in the vaccination programme to help achieve local herd immunity and the goal of containing the pandemic.

Looking forward, the TIC will proactively plan to organize delegations once circumstances admit so that our members may grasp the business opportunities for the short-haul market in the Greater Bay Area. The TIC will also seek cooperation with West Kowloon Cultural District, especially for the opening of M+ Museum and Hong Kong Palace Museum in the coming year.

In this difficult time, we may maintain close cooperation with trade partnership in different regions and proactively prepare for the gradual resumption of cross-border and international travel with the common goal of recovery. The TIC will continue to fully support the Associations and members in promoting a brighter future for the tourism industry. We are looking forward to a new chapter in post COVID-19 period.



## Introducing our new elected Executive Committee member

### Mr. Kelvin Ko

Kelvin Ko is presently the Assistant General Manager of Premium Holidays, a travel agency focusing on premium tours for outbound travel.

Said Kelvin "I have been given this amazing opportunity to be one of the newly elected Executive Committee of HATA and have the chance to serve the Association's membership"



Born and educated in Hong Kong, he left for the United Kingdom in 2008, where he spent the next seven years, having graduated from the University of Bath with a degree in Mathematical Science.

In the last year of his studies, he travelled extensively in Continental Europe whereby the "encounter and adventures" during his journey encouraged and inspired him to enter into the travel industry to the delight of his parents who are both engaged with Travel Expert Group Management Limited

After returning to Hong Kong, he has spent the last six year with Premium Holidays to learn and understand the travel and tourism industry in depth.

Over the years as a travel agent, he has participated in a good number of both local and overseas travels & tourism related conferences and the opportunity to meet people with different backgrounds, further enhancing his vision and insight into the world of travel

"And of course not to mention the fun of travelling around and experiencing different cultures during non-working time" as mentioned by Kelvin.

In a recent interview with Kelvin, he said "In my coming time as an Executive Committee of HATA, I shall endeavour to fulfill my responsibility to serving our members to the best of my abilities, and my objective will be meeting all of our members and having the chance to talk to each and every one in person.

The past year has been a hard time for all of us; I wish you all to stay healthy and safe. Together we will definitely overcome the challenges and come back stronger than before."







**Meet Stella Wong  
General Manager  
sky100 Hong Kong**

*People say "the higher you go, the further you see". At sky100 Hong Kong Observation Deck, Stella shares with us the next big thing she sees in the Hong Kong tourism scene.*

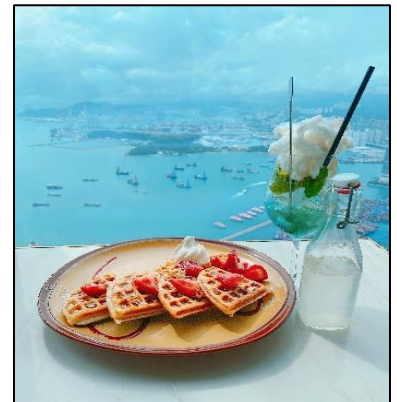
### **What makes sky100 a unique attraction?**

sky100 Hong Kong Observation Deck is located on the 100th floor of International Commerce Centre, the tallest building in Hong Kong, right in the heart of city at the West Kowloon precinct. Its unique 360-degree panoramic views of Hong Kong have attracted both local and overseas visitors from over 100 countries. Even you put on your hiking gear and climb up Hong Kong's highest mountain, the views you see over there are different and not comparable to that of sky100. At sky100, you can admire the magnificent skyline of Hong Kong Island's landmarks, as well as the unique cityscape of the Kowloon peninsula and the emerald outlying islands, such as Lantau Island and Cheung Chau. It only takes 1 minute to reach the 100/F by Hong Kong's fastest double-deck elevator, and you can submerge yourself in an unobstructed bird's-eye view of Victoria Harbour from 393 metres above sea level.



*Sunset vista at Café 100 by The Ritz-Carlton, Hong Kong*

Besides the impeccable views, sky100 is the only observation deck in the world offering sky high dining experience choreographed by The Ritz-Carlton hotel. Located on the west deck of sky100, Café 100 by The Ritz-Carlton, Hong Kong commanding boundless sea views and captivating sunsets. A range of delectable all-time favourites such as waffles, panini sandwiches, pastas, afternoon tea and dinner are served to tempt guests from around the world, offering a truly double delight of taste and visual pleasure.



*A truly double delight of taste and visual pleasure*

## 2021 marks the 10th Anniversary of sky100, what's on?

To commemorate the 10<sup>th</sup> Anniversary, sky100 team up with SmarTone and opened the **SmarTone "5G LAB @ sky100"** in early May 2021, demonstrating the wide applications of this latest technology and showcasing Hong Kong not just as a city with a beautiful skyline, but also one of the world's leading innovation hubs, lifting the sightseeing experience to a whole new level! Spanning around 5,000 square feet, the SmarTone "5G LAB@sky100" consists of multiple exhibition zones showcasing smart homes, Artificial Intelligence (AI) recognition, industrial safety devices to ultra-smooth e-Learning. It showcases a profusion of 5G applications with photo-worthy hotspots and exciting 5G experiences. Be it for adults and children alike to learn more about 5G and enjoy some family fun; for tech lovers to explore innovative technologies; or simply to dive into a weekend of entertainment, the 5G LAB at sky100 is the perfect place to go.



*Visitors now can enjoy the 360-degree panoramic views of Hong Kong at sky100 while exploring the diverse applications of the latest 5G technology*

## What do you think will be the next big thing in the Hong Kong tourism scene?

The West Kowloon precinct for sure will be the upcoming focal point in Hong Kong's tourism scene. Stretching across 40 hectares, the West Kowloon Cultural District is one of the largest cultural projects in the world, blending art, education and open space. The already opened Xiqu Centre, Freespace, Art Park have become hot spots for locals to "check-in". The M+, a museum of modern and contemporary visual culture, will be ready by the end of 2021. The next to come is Hong Kong Palace Museum which is scheduled to launch in June 2022. Among the first batch of facilities, last on the list is the Lyric Theatre Complex which is scheduled to open in 2024. Together with the "water taxi" with the southern waterfront of the West Kowloon Cultural District as one of the five calling points, the potential of this precinct is just enormous.

We are very blessed that sky100 is just a stone throw away from this happening art and cultural hub. Our exit on the second floor is just 10 metres away from the footbridge currently being built, connecting ICC and the nearby shopping mall with the West Kowloon Cultural District. With the very well-connected transportation network, we foresee the West Kowloon Cultural District; will be one of the most happening tourism cluster in Hong Kong.



*A bird's eye view from sky100 of the latest development of the West Kowloon Cultural District*

For more information about sky100 Hong Kong Observation Deck, please visit [www.sky100.com.hk](http://www.sky100.com.hk)

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

Tel: 2613 3832 | Email: [sales@sky100.com.hk](mailto:sales@sky100.com.hk)

### ***Cable Car Discovery Centre***

Ngong Ping 360 will be opening in summer the first-ever cable car-themed exhibition in Hong Kong, the "Cable Car Discovery Centre". This discovery centre will comprise of eight exhibition areas and interactive experiences, showcasing aspects such as the extreme engineering involved in the construction of the Ngong Ping Cable Car system, the key components of cable cars, and a virtual reality (VR) experience zone.

The VR experience requires guests' to don a VR headset to explore the restricted engineering zone and reveal the secrets of the restricted engineering area, and also talk guests through all the other exhibition zones.

Explanations of how cable cars are constructed and controlled will make a visit to the Cable Car Discovery Centre a uniquely enjoyable and educational experience.



### ***Strict implementation of infection-prevention guidelines***

At the onset of the coronavirus outbreak, Ngong Ping 360 immediately implemented anti-epidemic measures for the safety of its staff and guests that included the wearing of face coverings, temperature screening, performing regular cleaning and sanitization and also maintaining social distancing.

Due to the initial pandemic shutdown and restriction, installation of sanitization tools such as hand sanitizers, disinfected mats were placed around the cable car terminals and attraction. In addition enhanced preventative pandemic measures by disinfecting cabins and terminals with a medical grade catalyst which effectively eliminates bacteria and viruses and harmful substances.

Ngong Ping 360 continues to implement infection-prevention measures in response to the latest developments of the pandemic in accordance with the government's regulations and guidelines.



### ***Back-of-House Virtual Tour of Ngong Ping 360***

Ever wondered what goes on behind the scenes at Hong Kong's must-see attraction in Lantau Island?

A fascinating virtual tour will take you on a rare and unique behind-the-scenes of the longest bi-cableway of Asia.

The tour takes guests to operational areas not open to the public and provides a glimpse of the unsung heroes that enable the attraction to be able to properly operate for guests to visit in a safe and healthy environment. Safety is the company's top priority and there are many essential workers to maintain a functioning attraction that don't get recognised for their work.

There are many moving parts in a ropeway and the hosts of the tour takes you to the training compound and showcases working equipment and teach you just a few of the many cabin parts. In addition you will get a glimpse of the storage track when cabins are not being used.



All the back-of-house hard work has enabled the attraction to gain recognition by overseas media outlets as Cable Cars: 10 Amazing Rides Around the World by The Daily Telegraph, 10 of the World's Most Amazing Cable Car Experiences by CNN.com USA and The World's 10 Best Cable Cars by USA Today. In addition TripAdvisor has awarded Ngong Ping 360 the Certificate of Excellence for many years.

For the latest information about Ngong Ping 360, click into [www.np360.com.hk](http://www.np360.com.hk);  
Industry friends enquiries please call 3666-0600 or send an email to [sales@np360.com.hk](mailto:sales@np360.com.hk)

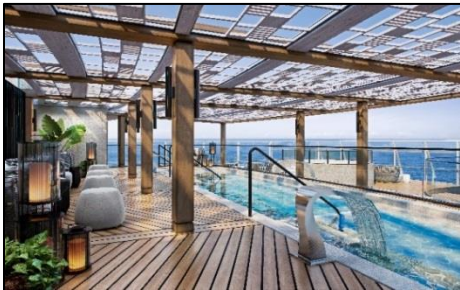




## Updates from Oceania Cruises

### OCEANIA CRUISES RETURNS TO SAILING IN AUGUST 2021

Oceania Cruises, the world's leading culinary- and destination-focused cruise line will resume operations with the 1,250-guest *Marina* in August, beginning with sailings to Scandinavia and Western Europe. Three additional ships, *Riviera*, *Insignia*, and *Sirena*, will restart between October 2021 and January 2022. All voyages, until further notice, will sail with



the requirement that 100% of guests and crew be fully vaccinated against COVID-19 to ensure the health and safety of all on board the ships as well as ashore in the communities visited. The company's robust new SailSAFE™ health and safety program creates multiple layers of protection against COVID-19, to ensure that guests can continue exploring the world at sea. [LEARN MORE](#)

### VISTA TO JOIN OCEANIA CRUISES' ACCLAIMED FLEET IN 2023

Oceania Cruises recently unveiled *Vista* – the first of two new 1,200-guest Allura Class luxury ships which is set to embark on its maiden voyage in 2023. This will be followed by a new sister ship in 2025. Named to reflect the dawn of a new age of travel, *Vista* exemplifies all the hallmarks of Oceania Cruises – wowing travelers with its 20<sup>th</sup> century Parisian-style open spaces, alluring architectural style, world-class culinary offering and spacious suites and staterooms. [VIRTUAL TOUR](#)

### OCEANIANEXT REIMAGINED WITH NEW ELEVATED ONBOARD CULINARY EXPERIENCES

During the pause in sailing, Oceania Cruises has continued to invest in creative ways to evolve the onboard experience and to inspire guests with a sweeping array of dramatic enhancements to its renowned Finest Cuisine at Sea® and acclaimed service. This brand initiative will elevate every facet of the guest experience to new levels, as part of its Oceania *NEXT* program. Phase one of the transformation will see the rollout of thoughtfully crafted new dining experiences and reimagined menus, enhanced service levels and the dramatic re-inspiration of its six stunning ships.



Highlights include two dozen new entrées and mains, and a diverse Sunday Brunch in the Grand Dining Room, as well as 21 delectable new dishes served up at famed Italian restaurant, Toscana. Complementing the food is Oceania's incredible service which is also improved with increased staffing, a new electronic ordering system, and a new seamlessly streamlined serving process. [EXPLORE THE FINEST CUISINE AT SEA®](#)

### EXPERIENCE THE OCEANIA DIFFERENCE

What makes Oceania Cruises so unique is its exquisitely crafted cuisine, curated travel experiences and small ship luxury – carrying only 684 or 1,250 guests. The cruise line rivals the finest Michelin-starred restaurants ashore, boasting world-class chefs and a commitment to sourcing the finest ingredients. Calling on 450 ports in 100+ countries, Oceania Cruises offers destination-rich itineraries that span the globe. When guests board an Oceania vessel, it is almost like they have stepped into the cruise line's home. [DISCOVER THE PINNACLE OF PERFECTION](#)

*Regent*

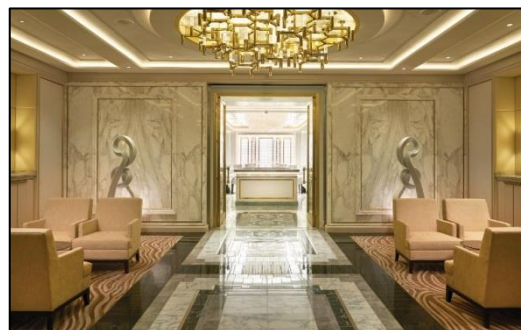
SEVEN SEAS CRUISES™

AN UNRIVALLED EXPERIENCE™

## Updates from Regent Seven Seas Cruises

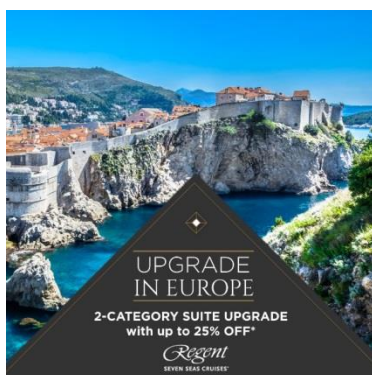
### SEVEN SEAS SPLENDOR RETURNS TO SAIL IN SEPTEMBER 2021

Regent Seven Seas Cruises is delighted to announce a return to sailing, commencing with the inaugural season for Regent's newest ship, *Seven Seas Splendor* - described as "luxury perfected" - to the UK, in September 2021. The first cruise is set to sail for an 11-night journey, round-trip from Southampton, visiting Scotland, Northern Ireland and Ireland. By February 2022, all five ships in *The World's Most Luxurious Fleet*, will be back exploring the oceans once more. Guests can travel at ease with the SailSAFE™ Health & Safety Program. [LEARN MORE](#)



### TRAVEL THROUGH EUROPE IN LUXURY WITH COMPLIMENTARY UPGRADES

To celebrate getting back into open waters, Regent Seven Seas invites guests to enjoy a free 2-Category Suite Upgrade to a Penthouse Suite on select 2022 Mediterranean and Northern Europe voyages, plus 50% reduced deposits. Guests can take the unrivalled Regent experience to new heights and indulge in the additional luxuries that an enhanced suite booking provides. Travellers who are upgraded to a Penthouse Suite can enjoy perks like a personal butler, daily canapés, luxurious Guerlain amenities and more.



#### CRUISE HIGHLIGHTS:

#### ***White Nights & Regal Sights (7 Nights, Departs on 14 June 2022)***

Beginning in Stockholm and ending in Copenhagen, this itinerary takes guests through Finland, Russia, Estonia, Lithuania, Poland and Denmark with shore excursions for them to discover the historic and cultural gems of Europe. [LET'S GO](#)

### DISCOVER THE REGENT DIFFERENCE

What sets Regent Seven Seas Cruises apart is that almost every luxury is included. With FREE unlimited shore excursions in every port of call, and carrying no more than 750 guests, the line's spacious and stylish ships explore more than 450 immersive destinations globally. Guests enjoy sumptuous all-suite accommodations, nearly all with private balconies, which are among the largest at sea, as well as highly personalized service throughout lavish public areas and expansive outdoor spaces. Guests can enjoy off-the-beaten-path shore excursions and exquisite specialty dining across a myriad of cuisines. Each experience onboard Regent Seven Seas cruises is a voyage to remember. [SPOIL YOURSELF IN THE UNRIVALLED EXPERIENCE](#)

**Get In  
Touch!**

**Oceania Cruises & Regent Seven Seas Cruises – Hong Kong**

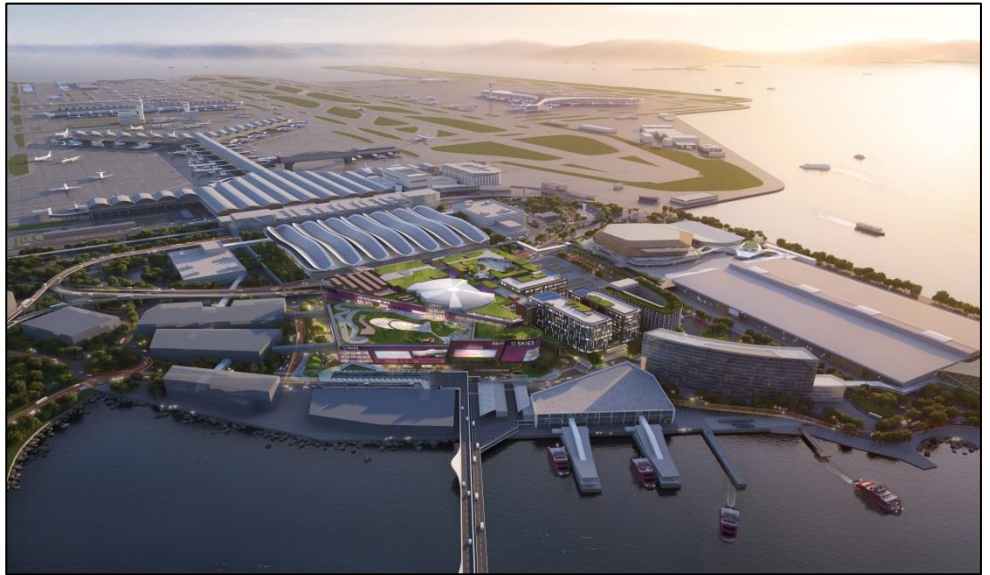
*Ms. Holly Kong (Director of Sales)*

T: 2165 6102 / 5236 8873 | E: [hkong@oceaniaregent.com](mailto:hkong@oceaniaregent.com)

## Membership Activity : Visit to the Show Suite of 11 SKIES

Two exclusive visits for HATA members was organized on the 1st and 2nd of June for a “show suite tour” of 11 SKIES, where participants get a glimpse of its highlighted features, and how this unique destination with two ports of entry will reshape Hong Kong’s retail landscape.

Located next to the Hong Kong International Airport and Hong Kong-Zhuhai-Macao Bridge, and as an integral part of Sky City at Check Lap Kok, 11SKIES is the Hong Kong largest hub for retail, dining and entertainment, and the first to



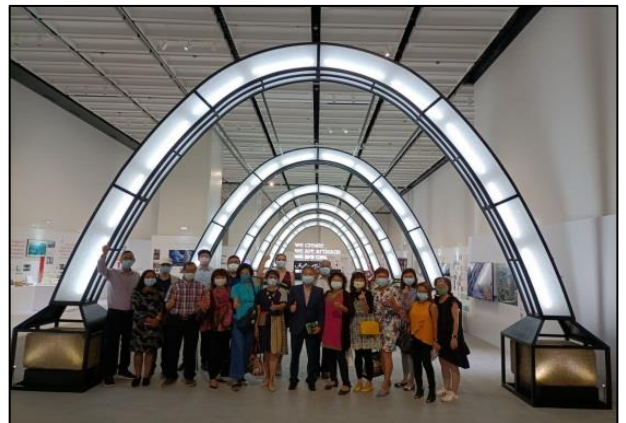
combine wealth management and wellness services in once complete ecosystem for people in Hong Kong, Greater Bay Area and the rest of the world.

11 SKIES will cater to all ages and interests and be a destination to keep returning to. One such entertainment offering is KidZania, an immersive, fun and interactive role-play learning experience for children from age 1-14, the first in Greater China and exclusive in GBA, where kids can independently explore a scaled indoor city with more than 50 exciting careers that they can try. The entertainment offering is expected to start operation by 2023.



11 SKIES will also be home to SkyTrack, the world’s longest indoor and outdoor karting track which is seamlessly woven throughout the complex. SkyTrack presents the most technologically sophisticated karting system in the region, with electric powered karts and AR-enabled interactive control. Visitors of all ages will be able to experience the excitement of racing.

Our sincere appreciation to Mr. James Tung, Vice President, Travel Trade Development and Mr. Larry Leung Vice President Operation of K11 Concepts Limited for the arrangements





## Membership Activity: Buffet Lunch and Room Inspection at the Harbour Grand Kowloon

After a very interesting to “show suite” tour of 11 SKIES, the participants on both days continued to the Harbour Grand Kowloon Hotel where participating members enjoyed a lavish international buffet at the promenade...a great opportunity for members to catch up in a relaxed environment.



Following the luncheon, the hotel conducted a room inspection of their newly renovated rooms in the main building and all various categories of accommodation in the Tower Building

Our sincere thanks to Mr. Martin Chueng, Director of Sales and Ms. Louise Lok, Assistant Director of Sales of the Harbour Grand Kowloon Hotel and their team for the arrangements.

**HATA MATTERS** is published by the Secretariat and compiled by Richard Willis Ex-Official and Consultant to the Association.

Members are encouraged to feedback with comments and suggest topic for future publications. Also advertisers are most welcomed.