

## 壹、目的

有鑑於臺灣及香港入境旅遊觀光市場同受周邊國家政策、匯率等因素影響，入境人數變化波動較大，除加強短程市場行銷穩定客源外，觀察近來北美市場復甦，航空公司均看好北美市場景氣持續回春，全面加碼北美市場布局，華航強化紐約及溫哥華航線；長榮航空搭配新機以西雅圖、休士頓、多倫多、溫哥華為強化主軸，國泰航空亦同。與鄰近旅遊目的地合作開發一程多站產品，不但符合長程旅客安排亞洲旅遊之需求，雙方更可以合作方式共同爭取旅客選擇停留臺灣及香港。爰此，為能擴大在北美之宣傳效益及節省出差公帑，藉由出席今年 3 月羅德岱堡郵輪展前，臺港雙方於紐約及加拿大多倫多以記者會方式宣布臺港合作計畫。

美國是香港和臺灣的最大長途客源市場。隨著美國經濟穩步復甦，到訪兩地的美國旅客去年上升 4.5%。同時，每星期有超過 200 班航機來往美國與港臺兩地，而預期 2016 年此數字將增長 6.5%。在加拿大方面，2015 年到訪兩地的加拿大旅客平穩增長，每星期有超過 50 班航機來往加拿大與港臺兩地，而預期 2016 年此數字將增長 11%。加上港臺之間交通便利，每天有超過 60 班航機往返，而機程只需 80 分鐘，有利兩地攜手發展「一程多站」旅遊。是次推廣計劃將有助吸引更多美國旅客一次過到訪臺灣及香港，體驗兩地獨特之處，豐富他們的亞洲之旅。

此外，全球郵輪界年度最大盛會—國際郵輪展(Seatrade Cruise Global 2016)於 3 月 15 日至 17 日在美國佛羅里達州羅德岱堡會議中心(Fort Lauderdale Broward County Convention Center)舉辦。今年該展首度在美國國際郵輪港口重鎮—羅德岱堡舉行，本局為持續深耕國際郵輪市場、創造臺灣國際能見度，今年除延往例設館推廣赴臺郵輪旅遊外，也續與亞洲郵輪聯盟(Asia Cruise Cooperation，以下簡稱 ACC)成員國辦理共同推廣酒會，加強吸引國際郵輪公司未來安排到聯盟成員國港口航班，以進一步擴大亞洲郵輪市場規模。

根據國際郵輪協會(Cruise Lines International Association, CLIA)2016 年初發布的「2016 年全球郵輪產業前瞻」報告，2016 年全球郵輪旅客量預估達 2,400 萬人次；其中加勒比海占 33.7%，地中海占 18.7%，歐洲占 11.7%，亞洲的占比則由 2014 年的 6.7%逐步上升到 9.2%。根據統計 2015 年亞洲郵輪旅客人次達 220 萬，已是世界第五大郵輪市場，2030 年將上看 1,100 萬人次，占比有望達到

30%，足見亞洲郵輪市場成長潛力。

臺灣去(2015)年已迎來第 1,000 萬旅客，成為亞洲重要的旅遊目的地，這樣的成績讓本局重新思考下一階段發展，並推出觀光大國行動方案，強調臺灣觀光未來將質量優化、價值提升為目標，並且秉持多元開放、全球布局的概念吸引更多樣國際旅客赴臺旅遊，而發展郵輪旅遊正符合臺灣觀光發展的大方向。

## 貳、行程表

### 2016 臺港北美共同宣傳+羅德岱堡郵輪展參展行程表

日期	流程/內容概要	備註
3 月 8 日 星期二	19:40 搭乘 BR 出發 20:30 抵達多倫多第一航站 多倫多--> 前往飯店 Check in	
3 月 9 日 星期三	多倫多-第一場臺港北美推廣會  當日流程 10:00 拜會多倫多辦事處大使  5:30pm-6:30pm 洽談會@ Vanity Fair Ballroom on 2/F 同時段 5:30pm 華文媒體共同採訪, 主流媒體自由採訪 ◎型式: 臺港業者各有一洽談桌 ◎服裝: formal  6:30pm-8:00pm 雞尾酒會+簡介會@ Sovereign Ballroom on G/F ◎型式: standing party、高桌 -交通部觀光局副局長劉喜臨致詞(3-4 mins) -香港旅遊局林建岳主席開場致詞(3-4 mins) -香港旅遊局和交通部觀光局簡報(10 mins) -敬酒致意(香港旅遊局主席、交通部觀光局副局長、贊助商、香港旅遊局總幹事、臺灣和香港海外辦事處處長) -贊助航空公司簡報 (5 mins)	Event Venue: Omni King Edward Toronto

	<p>-抽獎 -交流時間 (40 mins)</p> <p>※onsite PR arrangement Ethnic Media - a joint sit down interview will be arranged after table-top networking session starts at 1730, and before cocktail starts at 1830. English speaking media - it will be done by casual talk during cocktail networking time.</p>	
<p>3 月 10 日 星期四</p>	<p>紐約-第二場臺港北美推廣會</p> <p>當日流程 10:00 第一航站搭乘 UA 往紐約 11:39 抵達紐約紐華克機場 terminal C</p> <p>紐華克--&gt; 前往飯店 Check in 5:30pm – 6:30pm 洽談會@Terrace Room 同時段 5:30pm 華文媒體共同採訪，主流媒體自由採訪</p> <p>◎<u>型式：臺港業者各有一洽談桌</u></p> <p>◎<u>服裝：formal</u></p> <p>6:30pm - 8:00pm -雞尾酒會+簡介會@Palm Room -交通部觀光局副局長劉喜臨致詞(3-4 mins) -香港旅遊局林建岳主席開場致詞(3-4 mins) -香港旅遊局和交通部觀光局簡報(10 mins) -敬酒致意(香港旅遊局主席、交通部觀光局副局長、贊助商、香港旅遊局總幹事、臺灣和香港海外辦事處處長) -交流時間(40 mins) -贊助航空公司簡報(3 mins) -抽獎(華航、長榮機票各 1 張，由贊助商抽出)</p>	<p>飯店地址:Dylan Hotel 52 E 41st St, New York, NY 10017</p> <p>Event Venue: The Roosevelt Hotel, Terrace &amp; Palm Room Address: 45 East 45th Street &amp; Madison Avenue, New York, New York 10017</p>

3月11日 星期五	9:45 拜會紐約辦事處徐儷文大使 14:00 參觀 Mets 球場 異業結盟雙品牌連結性行銷專案	
3月12日 星期六	10:00 北美主任會議	
3月13日 星期日	11:35 於紐華克 Terminal C 搭乘 UA 往羅德岱堡 14:41 抵達羅德岱堡第一航站 羅德岱堡 --> 前往飯店 Check in	
3月14日 星期一	08:00~ Registration 大會註冊開始  10:00~11:30 World Cruise Tourism Summit Workshops-Shorex and Rise of Voluntourism  13:00~14:30 World Cruise Tourism Summit Workshops-Seasonality and its impact for deployment (Europe)  17:00 展攤驗收 20:00 與 Myriad Pre-Event Meeting (鄭科長、林毓 珊、陳薇如、HKTB 和 Myriad)	羅德岱堡郵輪展會場地 地點: Broward County Convention Center 1950 Eisenhower Boulevard, Fort Lauderdale, FL USA 33316  各會員展攤 Taiwan: booth 1413 Hainan: booth 1241 Hong Kong: booth 1709 Xiamen: booth 1241 Philippines: booth 1829
3月15日 星期二	10:00~17:00 郵輪觀光展及參加會議論壇 09:30~11:30 Opening: State of the Global Cruise Industry (Sponsored by Hong Kong Tourism Board) 11:00 Myriad 到臺灣 booth 收文宣、禮品袋 14:30 準備 ACC 活動: TTB with Myriad 15:00 ACC 彩排: All partners and Myriad 16:30~18:00 交通部觀光局與香港、海南、菲律賓、 廈門合辦 Cocktail Reception 活動, 邀請郵輪業 者參與發佈合作推廣消息, 並安排傳統表演及 抽獎活動 18:30 抵達 Boatyard 餐廳	會展部分全體團員參加 (更新新聞稿並發送)  ACC Cocktail 活動全體團 員參加 地點: room 114

	19:00 Myriad 發稿並提供稿件+photos 給 HKTB	
3 月 16 日 星期三	10:00~17:00 郵輪觀光展及參加會議論 09:30~11:00 論壇 13:30-15:30 駐邁阿密辦事處王處長贊禹一行共 7 人參加郵輪展	會展部分全體團員參加
3 月 17 日 星期四	10:00~15:00 郵輪觀光展及參加會議論壇 09:30~11:00 論壇	會展部分全體團員參加
3 月 18 日 星期五	08:35 羅德岱堡第一航站搭乘 VX345 飛往舊金山 12:00 抵達 SFO 國際機場第二航站 17:30 搭乘 BR27 飛往臺北	
3 月 19 日 星期六	22:30 抵達臺北	

### 叁、結論與建議

#### 一、臺港北美共同宣傳案包裝實質產品

本次於加拿大多倫多及美國紐約的記者會，係宣示臺港合作一程多站之初試啼聲，航空業者與旅行業者多數認為具有市場潛力，惟旅遊實質產品及後續合作模式，包含產品定價、產品規格如團體行程或簡易機加酒等產品類型，須由旅行業者依據本身資源包裝規劃。後續建議能共同辦理熟悉旅遊、廣告合作分攤、專案宣傳等加強行銷力道，提供市場多樣化產品供旅客選擇。此外，若合作模式公式化，亦可用於與其他鄰近國家如菲律賓、越南、日本、韓國等開發臺灣+1 之行程。

#### 二、深耕亞洲郵輪市場聯盟合作力

觀光局過去在郵輪市場上持續進行宣傳推廣工作，以國際郵輪發展趨勢看來亞洲郵輪市場成長潛力不容小覷，臺灣應該創造更多元旅遊接待環境來強化臺灣在國際郵輪，特別是在亞洲郵輪市場的競爭力。除了調整對國際郵輪來臺的獎助措施以符合推廣目標外，更應加速了與鄰近郵輪旅遊目的地國家合作結盟，因為郵輪旅遊是一個一程多站的旅遊模式，唯有攜手併進才能把亞洲郵輪市場規模做大，才有機會吸引更多郵輪商進駐。今年度臺灣繼續與亞洲郵輪聯盟成員（菲律

賓、香港、海南、廈門)攜手在郵輪展這個最重要的年度國際郵輪交流場合，辦理聯合推廣酒會，再一次宣示共同爭取國際郵輪到訪亞洲的決心。

### 三、提供郵輪旅客更便利及友善的服務

亞洲郵輪聯盟的合作已初見成效，以臺灣為例，過去 2 年彎靠臺灣的不定期國際郵輪成長了近 8 成，2015 年總計接待了 192 艘次，超過 26 萬人次國際郵輪旅客，相信串聯 ACC 這 5 個旅遊目的地多元觀光特色，更能豐富郵輪業者包裝亞洲產品，提高業者對亞洲郵輪市場的信心。同時聯盟成員樂於見到更多旅遊目的地國家如：日、韓、馬、越等加入合作陣線，一同擴展及投注於亞洲郵輪旅遊市場。臺灣應持續提供郵輪旅客更便利及友善的服務，特別是 6 個主要的國際郵輪接待港口（基隆、臺中、臺南安平、高雄、花蓮及澎湖），各自擁有不同臺灣特色文化與景觀、便利的交通與友善的服務加上不可錯過美食，絕對有接待更多國際郵輪旅客到訪的潛力。

### 四、簡化郵輪旅客來臺簽證申請

有鑑於目前來臺停靠之郵輪增加及未來國際郵輪公司有意發展以臺灣為母港之行程，為持續增加搭乘郵輪旅客來臺人數及創造母港經濟效益(如郵輪補給燃料及食品、海外旅客飛到母港出發，所增加之額外消費，經濟效益較靠掛港高出 4 至 8 倍)，並強化來臺旅客來源及行程多樣性，提高臺灣觀光國際競爭力，營造友善環境接待郵輪旅客，如鬆綁簽證規定、訂定郵輪船用品補給相關法規等有改善之必要。

有關港澳、大陸旅客搭乘郵輪來臺簽證簡化措施一節，有鑑於目前大陸、港澳旅客搭乘郵輪前往鄰近國家如韓國、日本免簽證；或是採由郵輪公司擔保之特許制入境，各國近年來均已簡化郵輪旅客入境申請機制。考量郵輪市場之特殊性及郵輪商對於郵輪旅客之管控機制具嚴謹度，為增加大陸、港澳郵輪旅客來臺方便性，及維持臺灣在亞洲郵輪市場之競爭力，應評估在維持國家安全原則及現行法規許可下，簡化大陸、港澳旅客搭乘郵輪來臺短期觀光者之入臺程序。另應研議針對搭乘飛機來臺再搭乘郵輪之港澳旅客，可檢附第 2 段航行之船票或訂位紀錄確認單，在電子簽證上以加註方式呈現或核發 2 次出入境許可，東南亞 fly-cruise 旅客亦同，以增加臺灣操作郵輪母港之競爭力。

附錄

謹檢附各項活動新聞稿及羅德岱堡雞尾酒會成果報告如附件。



## PRESS RELEASE

### **HONG KONG AND TAIWAN FOR THE FIRST TIME JOINTLY PROMOTE ASIA MULTI-DESTINATION TRAVEL IN NORTH AMERICAN MARKETS**

**Toronto, 9 March 2016** – Hong Kong and Taiwan announced today the first-ever collaboration to jointly promote multi-destination travel in Asia. The tourism boards of both destinations, namely the Hong Kong Tourism Board (HKTB) and the Taiwan Tourism Bureau (TTB), jointly announced the partnership today. The initiative targets North American markets with the aim of attracting more leisure travel arrivals to Hong Kong and Taiwan.

Canada is one of the most important long-haul visitor source markets for both Hong Kong and Taiwan. In 2015 both destinations enjoyed steady growth in Canadian arrivals. There are currently over 50 flights a week connecting Canada to Taiwan and Hong Kong, and this is expected to increase 11% in 2016. Riding on this momentum, the new multi-destination initiative will persuade Canadian travellers to get the maximum value for their travel dollar by visiting two of Asia's most fascinating destinations in one Asian trip.

Hong Kong and Taiwan make the perfect twin destinations in Asia for this partnership opportunity. They are conveniently linked by over 60 flights a day and are only around 80 minutes apart by plane.

In terms of destination appeal, Hong Kong and Taiwan have unique experiences to offer. Hong Kong, as Asia's World City, has a cosmopolitan lifestyle and the beautiful Victoria Harbour skyline view. The East-meets-West culture and Michelin-acclaimed world class culinary scene is also a signature

appeal of Hong Kong. Taiwan, meanwhile, is famous for its beautiful greenery, LOHAS lifestyle, superb local food and living culture. The setting, lifestyle and food culture of Hong Kong and Taiwan are complementary to each other and fascinate many visitors.

**HKTB Executive Director Mr. Anthony Lau said,** “According to our survey, 94% of visitors from Canada arriving in Hong Kong would like to visit other destinations on the same trip. The trend of multi-destination travel in Asia has been gaining importance in recent years, as tourists want to get the most out of each trip. We are confident that this cooperation between Hong Kong and Taiwan will help draw more visitors to Asia and drive our mutual business.”

**TTB Deputy Director - General Dr. Wayne Liu said,** “Data shows that in the past 4 years, half of the Canadian visitors arriving in Taiwan are tourists, the percentage is the highest among all long-haul markets. With the increasing of direct flights between Taiwan and Hong Kong, we believe by joining hands with Hong Kong, promoting a full Asia experience in one single trip, could attract more Canadian visitors. We are confident that this would soon become their top choice for travel to Asia.”

-Ends-

**Photos:**

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## **PRESS RELEASE**

### **HONG KONG AND TAIWAN FOR THE FIRST TIME JOINTLY PROMOTE ASIA MULTI-DESTINATION TRAVEL IN NORTH AMERICAN MARKETS**

**New York, 10 March 2016** – Hong Kong and Taiwan announced today a first-ever collaboration to jointly promote multi-destination travel in Asia. The tourism boards of both destinations, namely the Hong Kong Tourism Board (HKTB) and the Taiwan Tourism Bureau (TTB) jointly announced the partnership today. The initiative targets North American markets with the aim of attracting more leisure travel arrivals to Hong Kong and Taiwan.

The US is the largest long-haul visitor source market for both Hong Kong and Taiwan. The steady recovery in the US economy has resulted in 4.5% year-on-year growth in US arrivals in both destinations. There are currently over 200 flight connections a week between the US and Taiwan and Hong Kong, and this is expected to increase 6.5% in 2016. Riding on this momentum, the new multi-destination initiative will persuade American travellers to get the maximum value for their travel dollar by travelling to two of Asia's most fascinating destinations in one Asian trip.

Hong Kong and Taiwan make the perfect twin destinations in Asia for this partnership opportunity. They are very conveniently linked, only around 80 minutes apart by plane, by over 60 flights a day.

In terms of destination appeal, Hong Kong and Taiwan have unique experiences to offer tourists. Hong Kong, as Asia's World City, has a cosmopolitan lifestyle and the magnificent Victoria Harbour skyline view. The East-meets-West culture and Michelin acclaimed world class culinary scene is also a signature appeal of Hong Kong. Taiwan, meanwhile, is famous for its beautiful greenery, LOHAS lifestyle, superb local food and living culture. The setting, lifestyle and food culture of Hong Kong and Taiwan are

complementary to each other and fascinate many visitors.

**HKTB Executive Director Mr. Anthony Lau said,** “According to our survey, 92% of visitors from the US arriving in Hong Kong would like to visit other destinations on the same trip. The trend of multi-destination travel in Asia has been gaining importance in recent years, as tourists want to get the most out of each trip. We are confident that this cooperation between Hong Kong and Taiwan will help draw more visitors to Asia and drive our mutual business.”

**TTB Deputy Director - General Dr. Wayne Liu said,** “Data shows that in recent years the US arrival has been increasing steadily, and the growth was the fastest among all long haul markets in last year. This suggests that travelling to Taiwan has already sparked interest among American tourists. With the increasing of direct flights between Taiwan and Hong Kong, we believe by joining hands with Hong Kong, promoting a full Asia experience in one single trip, could attract more American visitors. We are confident that this would soon become their top choice for travel to Asia.”

-Ends-

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### **News Release**

For Immediate Release

## **Asia Cruise Cooperation Formed to Grow Asia Cruise Tourism**

**Ft. Lauderdale, Florida (March 15, 2016)** – Five Asia cruise destinations – Hainan, Hong Kong, The Philippines, Taiwan and Xiamen—jointly announced today the launch of Asia Cruise Cooperation (ACC), a committed and resourceful alliance with a strong commitment to maximize the growth of cruise tourism in Asia. Launched at a cocktail reception at Seatrade Cruise Global in Ft. Lauderdale, Florida, the members of ACC vowed to provide full support to cruise lines to develop Asian cruise products.

Riding on the success of Asia Cruise Fund founded in 2014 and the participation of Xiamen since January, the five partners decided to elevate the collaboration, which allows the alliance to go beyond funding support to cruise lines. ACC provides a one-stop platform to support cruise lines’ strategies in Asia including facilitating itinerary development, sharing industry and market insights, enhancing cruise lines’ marketing efforts with funding support and creating consumer demand for cruising.

Junlin He, Vice Director of Hainan Provincial Tourism Development Commission, said that, “With the ACC platform, Hainan will become one of the world’s largest international cruise centers by strengthening the cooperation with ACC partners to attract more international cruise visitors. Sanya’s Phoenix Island International Cruise Port will become one of the biggest homeports of cruise ships in Asia with an annual capacity of two million visitors. ”

Anthony Lau, Executive Director of the Hong Kong Tourism Board (HKTB), said, “The HKTB is delighted to see the elevation of the partnership among the member destinations under the ACC platform. The prospects for this burgeoning sector are

unlimited, and it's no exaggeration to say the future of cruise tourism lies in Asia. Hong Kong, as Asia's cruise hub and with significant growth in both ship calls and throughput in the past two years, is determined to continue to play a pivotal role in the ACC in initiating joint promotions to attract more international cruise lines and yield greater mutual benefits for all members of the ACC."

Benito C. Bengzon, Jr., Undersecretary the Philippine Department of Tourism said, "The Philippines is truly fortunate to be part of the ACC, as Philippine cruise tourism can complement the itineraries along its neighbor-destinations of Hong Kong, Taiwan, Hainan and other future ACC member-ports. Cruise calls to the Philippine islands have been growing at an average rate of 50% over the past three years, from 16 calls in 2012 to 70 calls in 2015."

Dr. Wayne Liu, Deputy Director-General of the Taiwan Tourism Bureau (TTB), said, "The alliance of Asia Cruise Fund has provided support to cruise lines in marketing programs and product development. In less than two years, 42 sailings with a total 83 ship calls from six cruise brands have been approved. It has also effectively helped increase Taiwan's international cruise tourism by nearly 80%. In 2015, 192 port calls were made to Taiwan and over 260,000 international cruise tourists have visited Taiwan."

Mr. Shuguang Kong, Deputy Director of the Xiamen Tourism Bureau, believed that "With Xiamen joining the ACC, more multilateral cooperation will be conducted, which enables Xiamen's cruise industry to enter a new stage of development."

International cruise lines expressed their enthusiasm to tap into the enormous Asian cruise market with ACC. Jan Swartz, President at Princess Cruises, said, "We are very proud of our close working relationship with the Asia Cruise Cooperation and we look forward to continuing to work with them to grow cruise tourism in Asia."

Dr. Liu, President of North APAC and China of Royal Caribbean International shared that "When planning an itinerary, cruise lines tend to choose attractive ports of call in the same region. As a result, we believe it's essential to collaborate with our ACC partnering destinations in order to attract international cruise companies and develop new itineraries."

Asia holds huge potential for the cruise industry, with over 3,500 port calls, 1,000 scheduled cruises and voyages with an estimated passenger capacity of over two

million in 2015. ACC, which aspires to achieve synergy between regional partners and cruise lines to tap into the enormous Asian cruise market, will be working on the development of the region's cruise tourism and encourage neighboring ports and international cruise lines to join together to explore this expanding market.