



中華人民共和國香港特別行政區
Hong Kong Special Administrative Region of the People's Republic of China

立法會 LEGISLATIVE COUNCIL

謝偉俊 *Paul W. Tse*

By Fax: 28696794

23 July 2009

Economic Development Panel Chairman

Hon Jeffrey Lam Kin-fung

Postponement of Ocean Park Fare Increase

Dear Jeffrey,

First off, let me apologise for my absence for the belatedly convened supplemental session of the Economic Development Panel to consider the Ocean Park fare increase issue. I had committed for an overseas trip for the week.

It is understandable that Ocean Park's planned large scale extension project will involve massive capital. However, the prolonged economic downturn and lingering H1N1 epidemic are seriously affecting the livelihood of Hong Kong people and the businesses of inbound travel agents. Any significant fare increase at this juncture may not be palatable to the public at large or conducive to the recovery of the tourism industry. In light of this, Ocean Park may be well advised to seriously consider postponing the scheduled fare increase.

I have attached a letter written to the Chairman of Ocean Park. I seek your permission for distributing the letter to follow panel members.

Best regards,

Paul W. Tse



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Dr Allan Zeman

Ocean Park Chairman

Re: Ocean Park Fare increase

Dear Dr. Zeman,

I understand that Ocean Park is having a fare increase from 1st August. I write to reflect the views of the trade and the general public that I have come across.

Inappropriate time for fare increase

To inbound travel agents, the availability of group-ticket-discount and the enhanced profit margin somewhat cushion the fare increase. The scheduled increase may not have great adverse effect on their businesses.

However, it maybe a different story to casual visitors and most of the Hong Kong people. While the specially priced annual passes, birthday and elderly free entry, special offer to Comprehensive Social Security Allowance recipients and National day special discount are benefiting some visitors, most of the general public and casual visitors unavoidably will have to bear the brunt of the new fare. The H1N1 epidemic and economy tsunami is still dragging on. Any significant fare



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increase at this juncture may not be palatable to the public at large and certainly not conducive to recovery of the tourism industry.

Postpone fare increase

Ocean Park is the ideal holiday destination and a paradise to many Hong Kong people. The increase in visiting figure amidst the current financial turmoil has once again evidenced Ocean Park's popularity and the continuous support it has enjoyed. It is hoped that Ocean Park will take into account the difficulties, including the rising unemployment rate and gloomy economic prospect, faced by the Hong Kong people in general and the tourism trade in particular and seriously consider postponing the fare increase.

After all, bringing tourism happiness to their guests is the prime objective of all theme parks. Now is the golden opportunity to prove that Ocean Park is no exception and that it truly cares.

Best regards,

Paul W. Tse

CC: Hon Jeffrey Lam Kin-fung, Economic Development Panel Chairman



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致：海洋公園董事局主席

盛智文先生

有關：海洋公園加價事宜

得悉海洋公園將於8月1日提高票價決定，我特此致函貴機構，反映本人收到旅遊同業及本港市民意見。

不宜在現今環境加價

對入境團代理商而言，鑒於團體購票優惠安排，某程度上可抵消票價加幅影響。此外，得悉貴機構提供大量車票，並設優惠綜援受助人的特惠票價、廣東省及本港旅客同時享有生日免費入場、慶賀60周年國慶特別門票折扣及長者免費等優惠政策確實能惠澤社群。然而，對非入境團旅客及一般本港市民而言，恐怕加幅屬頗大，特別在經濟低潮及H1N1豬流感肆虐下，加價將無可避免影響遊客到海洋公園意慾。



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素仰海洋公園開業至今，一直本著「為遊人提供超值體驗」宗旨運作。不少本港市民，視海洋公園為最佳消閒度假地方。金融海嘯期間，貴機構營業額不跌反升，正好反映旅客和市民對海洋公園的支持及愛戴。縱使擴建計劃將涉及龐大資金，海洋公園亦應體恤旅遊業界及市民所面對困境，即使加價在所難免，亦應盡可能延遲加價。

促請盡量延遲加價

因此，我建議海洋公園慎重考慮延遲新票價生效日期，或透過更多優惠政策，令本港市民縱使在經濟不明朗、失業率高企的困難時期，仍能繼續以廉宜票價享受海洋公園為他們帶來的歡樂，同時亦協助旅遊業界共渡時艱。

副本抄送：立法會經濟發展事務委員會主席林健鋒先生

謝偉俊 鞠躬

2009年7月17日