

就油尖旺區區議員提交有關“參考「起動九龍東」計劃概念制定油尖旺區未來發展方向”的討論文件，旅遊事務署及香港旅遊發展局（旅發局）現綜合回應如下：

- 政府積極聯同旅發局和業界，落實 2017 年公布的《香港旅遊業發展藍圖》，包括培育及拓展具本港及國際特色的旅遊產品及項目，迎合不同客群的需要和喜好，並將旅客吸引到本港不同地區遊覽和消費。
- 旅發局的主要職能是在世界各地宣傳和推廣香港為旅遊目的地，以及豐富旅客在香港的旅遊體驗。政府及旅發局一直積極利用香港各方面的旅遊資源，包括文化、藝術、歷史古蹟、娛樂、戶外景緻等，推廣相關的旅遊產品及活動，並繼續在不同地區推展具本地特色的旅遊項目，以增加香港作為旅遊目的地的吸引力。
- 油尖旺是香港歷史最悠久、最多樣化的地區之一。西九文化區內多項設施正分階段落成，包括於 2019 年年初開幕的戲曲中心和接踵落成的博物館設施等，亦有助形成重要的新旅遊景點組群。旅發局歡迎區議會發掘及發展任何旅遊產品、活動及節目，進一步提升香港作為世界級旅遊勝地的形象及吸引旅客到訪。
- 旅發局會與油尖旺區議會保持密切聯繫，並適時與區議會就相關計劃內容，從旅遊推廣角度交換意見。
- The Government, in collaboration with the HKTB and the travel trade, has been taking forward the Development Blueprint for Hong Kong's Tourism Industry published in 2017, including nurturing and developing tourism products and initiatives with local and international characteristics, so as to cater for the needs

and preferences of different visitor segments and channel tourists to different districts for sightseeing and shopping.

- The HKTB is tasked with marketing and promoting Hong Kong as a preferred travel destination worldwide as well as enhancing the visitors' experience during their stay in Hong Kong. The Government and HKTB have all along proactively promoted a wide range of tourism resources in Hong Kong, including culture, art, heritage, entertainment, and the great outdoors, as well as relevant tourism products and activities and continue to take forward tourism projects with local characteristics in different districts to uphold Hong Kong's position as a preferred travel destination.
- Yau Tsim Mong is one of the oldest and the most diverse parts of Hong Kong. A number of facilities in the West Kowloon Cultural District (WKCD) are being completed in phases, including the Xiqu Centre opened in early 2019 and the museum facilities in the pipeline, which will help make WKCD a new integral cluster of tourist attractions. The HKTB welcomes initiatives by the District Council to further explore and develop any tourism-related products or events that can help boost the international image of Hong Kong and attract visitors to the city.
- The HKTB will maintain close communication with the Yau Tsim Mong District Council and exchange views with it from a tourism promotion perspective, where appropriate.