

選定地方重振旅遊業的措施

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1. 引言

1.1 自 2019 冠狀病毒病爆發以來，訪港旅客人數及消費大減，重挫香港的旅遊業。有見及此，政府推出三輪刺激方案¹，透過現金補貼和薪金支援等形式，向受影響的公司和僱員提供**即時財政紓困**。香港旅遊發展局亦宣布推出**較長期的復蘇措施**，先促進本地旅遊，然後向選定市場推廣香港旅遊。

1.2 同樣地，多個不同地方(尤其是亞太區)均已採取措施，以助恢復旅遊活動。應姚思榮議員要求，資料研究組就 6 個現時疫情相對穩定的地方(即澳門、新西蘭、葡萄牙、上海、南韓及台灣)，對當地重振旅遊業的措施進行研究，並集中在紓困和復蘇措施兩方面。相關文件現收納於一個資料套，下文概述主要的研究結果。

2. 2019 冠狀病毒病對旅遊業的影響

2.1 在旅遊限制下，各地多個旅遊景點關閉，全球航空業幾近停頓，逾半選定地方在 2020 年 3 月的訪客人數按年急跌超過 90%(圖 1)。這些地方的酒店入住率偏低，在 3 月份跌至不足三分之一。2019 冠狀病毒病的爆發，不僅遏抑旅遊消費，亦令各地居民消費下降，導致公司倒閉、裁員及/或員工放取無薪假，當中以款待、零售和飲食業等最受影響。

圖 1 —— 主要指標(2020 年 3 月的數字)

	香港	澳門	新西蘭	葡萄牙 ²	上海	南韓	台灣
訪客人數(按年)	-98.6%	-93.7%	-54.0%	-62.3%	-92.0%	-94.6%	-92.8%
酒店入住率	32.0%	23.2%	14.9%	17.0%	8.6%	- ³	17.9%

¹ 2020-2021 年度財政預算案的紓困措施，以及防疫抗疫基金兩輪措施，合共 2,875 億港元，用以支援持牌賓館、旅行代理商、零售商和相關業界從業員。

² 葡萄牙並無公布訪客數據。所列數字是旅客在住宿設施的登記數字；酒店入住率則為業界估計的 4 月份數字。

³ 資料不詳。

3. 選定地方重振旅遊業的措施

3.1 與香港一樣，所有選定地方均有向旅遊業及/或相關公司提供**即時財政支援**。這些措施一般包括向旅行代理商、酒店、零售商、餐飲處所等給予**現金補貼、貸款及/或准許延遲交稅**。此外，有些地方亦以**薪金補貼**紓緩僱主經濟負擔和保障就業，僱主每月可獲的最高補貼金額，介乎台灣每名僱員 20,000 元新台幣(5,171 港元)，至新西蘭的 2,343 新西蘭元(11,086 港元)，而香港的相關補貼為 9,000 港元。為確保主要旅遊景點得以保留，不會因 2019 冠狀病毒病的衝擊而倒閉，新西蘭額外提出為全國及/或國際公認的**旅遊景點和設施成立專項保護基金**。⁴ 當地亦推出**諮詢計劃**，協助旅遊業轉型，改以本土和澳洲市場為對象，或考慮其他選擇。

3.2 各地亦推出復蘇措施，以刺激**本土旅遊業**及恢復旅遊活動。澳門、南韓及台灣均有發行**消費券**，供民眾用於餐飲、購物及/或本土旅遊。在上海，當地除了像香港般給予購物折扣及推廣本地旅行團外，亦嘗試推出各項**旅遊新產品**，例如夜遊團、虛擬旅遊⁵及免費開放博物館予醫護人員參觀。其他地方亦有針對醫護人員市場，推出特定的旅遊產品或優惠。像葡萄牙，該國與一個網上酒店平台合作，為因避免傳染家人而未能回家的醫護人員提供 30 日免費住宿。台灣亦向接待醫護人員的酒店提供補貼，醫護人員入住亦可享有折扣優惠。

3.3 部分地方則以新策略及/或旅遊安排重振**入境旅遊**。例如，澳門政府除了延遲開徵旅客稅，亦採取與香港類似的**分階段措施**，先集中推廣本土及/或選定市場(例如大灣區)，然後才吸納國際旅客；台灣暫定於 2020 年 10 月起重新讓國際旅客入境。同時，新西蘭亦着手推動旅遊業復蘇，成立跨部門部長小組，負責監察行業復蘇情況。該國亦擬**從有效遏制疫情的鄰近地方，吸引更多旅客到訪**。為此，新西蘭向澳洲推展冬季滑雪宣傳項目，以促進地區旅遊，並宣布設立"疫情安全旅遊區"(COVID-safe travel zone)，放寬對澳洲的旅遊限制，一如香港計劃放寬對廣東省和澳門等鄰近地區旅客的隔離限制。

3.4 有些地方為恢復旅客信心，進一步改善**安全及防疫措施**。葡萄牙引入"清潔及安全"**認證標籤**制度，對符合政府衛生與安全標準的旅遊設施給予認可，也有地方利用**科技協助健康檢查及/或人群管制**。例如，台灣最近將當地交通流動應用程式升級，方便旅客在勞動節假期掌握旅遊景點的人流狀況，以避開人潮。澳門和上海採用內地的健康碼制度，以不同顏色的 QR 碼顯示旅客健康狀況，以決定能否進入旅遊點。⁶ 與香港類似，澳門和上海亦發出**恢復旅遊活動指引**，要求業界採取措施，例如限制入場人數、量度遊客體溫、加強消毒及/或只提供網上售票。

⁴ 資格準則和支援方式仍在草擬中，當地政府將於 2020 年 6 月考慮有關細節。

⁵ 虛擬旅遊亦稱"雲端旅遊"，透過虛擬實境及串流直播等科技，讓旅客在家中亦恍如置身展覽和參觀會場。

⁶ 綠色碼代表健康及可自由行動；黃色碼表示應要家居隔離；紅色碼則顯示確診 2019 冠狀病毒病，應接受隔離。

Measures to revive the tourism industry in selected places

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