



More Competitive 更具競爭力



Business Review and Prospects

業務回顧及展望

On behalf of the Board of Directors, I present the annual report of the Company for the nine month period ended 31 December 2002.

Business Review

In the year of 2002, the industry was beginning to recover from the lingering effects of the "911" event. In spite of this, the improving travel confidence and pattern were disrupted again by the Bali bomb attack. Under this unfavourable global sentiment and domestic deflationary economy, appetite for international travel was dampened. Our travel business was in turn affected by the sharp fall in the long-haul tours while short-haul tours to Asia were only slowly recovering.

To combat such discouraging demand, our Group implemented price undercutting strategy and continued to adopt stringent control on expenses. With our Group's well-established relationship with airlines, transport companies and restaurant operators, we made every effort to arrange package tour to our customers at favourably discounted price. In order to improve the utilization of our resources effectively, the core of our travel business has been relocated to Kwun Tong by the end of last year where various departments were efficiently consolidated into two floors of the building.

During the period, our Group launched several large scale promotion programmes which have been proven to be successful demonstrated by consumers' positive feedback, and thus enhance our image. One of these successful programmes included our local day tour. It attracted massive media coverage and both market and consumer awareness.

In order to boost up customers' interests, our Group linked up with several banks offering credit card holders the option of payment by installments on their tour fares.

Additionally, the award of ISO9002 to the Group on all our tour itineraries had further proved our achievement in maintaining high quality services to customers.

Our transportation business was striving to do well in the gloomy environment. We have been granted a 10 years exclusive right for providing transportation services from Shenzhen Bao An International Airport to Hong Kong. The demand in our exclusive shuttle bus services running between Shenzhen Bao An International Airport and Hong Kong International Airport as well as other urban areas in Hong Kong was increasing consistently during the period under review.

Being one of the most experienced and largest local travel agency, our Group continued with our commitment to the community. In response to the escalating unemployment rate, we participated in a recruitment programme organized by a local television company.

During the period under review, our Group has performed satisfactorily despite the challenges it faced.

本人謹代表董事會提呈本公司截至二零零二年十二月三十一日止九個月之年報。

業務回顧

於二零零二年，雖然「九一一」事件餘悸猶存，但旅遊業已漸見復甦之勢。然而，峇里島炸彈襲擊卻對旅遊業剛剛重拾之信心及回升趨勢再次造成打擊。在全球充滿不安情緒及本港經濟出現通縮之情況下，出外旅遊之意欲被大大削減。本集團旅遊業務因長線旅行團人數驟降而大受影響，至於亞洲短線旅行團復甦步伐亦見緩慢。

為了減輕需求下跌所造成之影響，本集團遂實施削價策略，並繼續嚴緊監控開支。憑藉本集團與多間航空公司、客運公司及食肆經營商之間已建立之穩健合作關係，本集團竭盡全力以極為吸引之優惠價格為客戶籌辦旅行團。本集團亦已於去年年底將旗下旅遊業務總部遷往觀塘，把多個不同部門集中於大廈之兩個樓層中，藉此改善資源運用並加強運作效率。

於期內，本集團推出多個大型宣傳推廣活動，成績驕人，客戶反應理想，並有效地提高本公司形象。當中的一個活動本地一日遊，此路線吸引了傳媒廣泛報導，亦引起了市場及消費者注意。

為了刺激客戶消費意欲，本集團與多家銀行結盟，為信用卡持有人提供分期支付旅行團費之選擇。

除此之外，本集團全線旅行團行程更榮獲ISO9002認證，進一步彰顯本集團為客戶維持優質服務之傑出成就。

本集團客運業務在經濟疲弱環境中力求發揮潛力，本集團已獲授為期十年之專營權，可為旅客提供往來深圳寶安國際機場直通香港之客運服務。於回顧期內，本集團旗下往來深圳寶安國際機場直通香港國際機場及香港其他市區之巴士專營服務需求持續上升。

本集團作為本地其中一家經驗最豐富、規模最大之旅行社，將會繼續堅守服務社群之承諾。有見失業率持續高企，本集團亦參與本地一間電視台籌辦之一個招聘節目。

於回顧期內，雖然面對種種挑戰，但本集團仍能一一衝破困境，表現令人滿意。

Prospects

Travel business is sensitive to economic downturns and international political crises. The war in Iraq and the severe acute respiratory syndrome ("SARS") dramatically dampened the economy. Their effects were already evident in the much weakened demand for both business and leisure travel lately.

It is too early to say when the SARS epidemic in Hong Kong can be effectively controlled or, at least controlled to the extent that the World Health Organisation will be prepared to lift the "traveling warning" it has issued. With the current state of the SARS epidemic spread in China, and its effect on inbound tours to China, it is difficult to predict with certainty the outlook of the industry. However, it suffices to say that the immediate prospects look bleak, and improvement depends on how soon the SARS epidemic can be controlled in Hong Kong, Mainland China and other parts of the world. Our management will keep an eye on the latest government measures to relieve the impact of the SARS on the economy and will effectively take appropriate steps in line with such measures.

Our Group are putting contingency plans in place to tackle the traumatic effect of the SARS epidemic on the business of the Group. However, we are confident of the long term prospects of the industry, and of our Group.

All in all, our Group remains flexible, sensitive to market conditions and expectations, and takes full advantage of our economies of scale. Our professional management stands our Group in good stead in both weak and strong economic climate. Our strategy is to diversify our business by continuing to explore new growth opportunities that can be leveraged on our core competencies. Our Group will continue to develop the rapidly emerging China market since it is a country with the largest population and the greatest potential for economic growth. Customer value will be created by providing our innovative and high quality services. We will advance the quality of our human resources through in-house trainings and development programmes such that our staffs are equipped with the necessary skills to cope with the hardship and competition ahead.

In order to create shareholder value, we also believe that it is important not only to focus on new developments but also to identify opportunities to improve existing assets through renovation and rejuvenation.

Our professional management team and staffs are a significant asset of our Group. We take this opportunity to extend our gratefulness to their continual support. Our management believes that when the external conditions improve, our Group will be fit and ready to turn opportunities into rewarding growth for its shareholders, customers and employees.

Dr. Chan Kwok Keung, Charles
Executive Director

Hong Kong, 23 April 2003

展望

經濟持續低迷，加上國際政治不穩，旅遊業務可謂首當其衝。伊拉克戰爭及嚴重急性呼吸系統綜合症（「非典型肺炎」），更令本港經濟如雪上加霜。此等事件造成之影響，從商務及消閒旅遊近期需求明顯減弱已可見一斑。

於現階段確定香港能否有效控制非典型肺炎疫症，或至少能夠控制疫情致令世界衛生組織將會準備撤銷已發出之「旅遊警告」似乎言之過早。鑑於非典型肺炎疫症現已於中國擴散，加上該疫症對中國內地旅行團所造成之影響，暫時仍難以肯定地預測旅遊業之前景。然而，可以肯定的是旅遊業短期市況一片暗淡，且旅遊業能否扭轉劣勢主要視乎中港兩地以至全球其他地區能否盡快控制非典型肺炎疫症而定。本集團管理層人員將會密切留意政府近日為了減輕非典型肺炎對經濟所造成之影響而實施之一系列措施，並將採取適當步驟以有效地配合該等措施。

本集團現正推行應變計劃，藉此應付非典型肺炎疫症對本集團業務所造成之嚴重影響。然而，本集團對旅遊業以至本集團之長遠前景依然信心十足。

總言之，本集團將會保持靈活，時刻配合市況及旅客需求之轉變，並善用從本集團之龐大經營規模中獲取之神益。本集團專業管理層人員，無論在經濟順逆境中，均能引領本集團跨越各種障礙。本集團之首任為擴展業務範疇，繼續探求可充份發揮本集團主要實力之新增長機遇。此外，由於中國人口稠密及經濟增長潛力無限，本集團亦會繼續全力發展中國這個正蓬勃起飛之新興市場。本集團積極提供創新及優質服務，藉此為客戶帶來更佳利益。與此同時，本集團亦透過提供內部培訓及發展課程，增強人力資源方面之質素，令本集團員工工作好充份裝備，擁有所須技能，以應付日後面臨之困境及競爭。

為了提升股東利益，本集團亦深信，專注發展新業務之餘，尋求機會改善及更新現有資產亦非常重要。

本集團之專業管理層隊伍和員工乃本集團最重要之資產。董事會謹藉此機會對彼等一直之鼎力支持致以由衷謝意。本集團管理層相信，本集團已準備就緒，當外圍市況好轉時，定可把握機遇為其股東、客戶及僱員爭取最大回報。

執行董事
陳國強博士

香港，二零零三年四月二十三日