

Ngong Ping 360

The balance between cultural, environmental and economic resources



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Overview

- Ngong Ping 360
- Value and values of the project
- Category Framework
- Sustainable Tourism
- Sustainability Advisory Board
 - Stakeholder Management Plan



Ngong Ping Skyrail Journey Alignment



Value - Key Element in MTR Tourism Marketing

- To manifest the Corporation's vision in the tourism business and the strategic development in the Lantau Island area
- To synergize the NP360 attraction with the MTR system to enhance patronage and image
 - NP360 is the first tourist attraction developed by MTRC
 - Potential Strategic Alliance with MTR, AEL and DRL
 - One of the must-go attractions along the MTR system to enhance the attractiveness of the leisure tourist segment

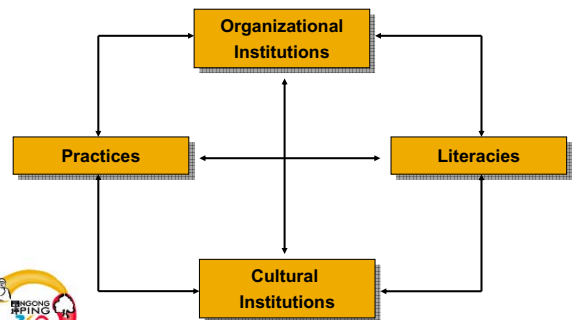


Value - Key Programme in the HK Tourism Board "Discover Hong Kong" Campaign in 2006

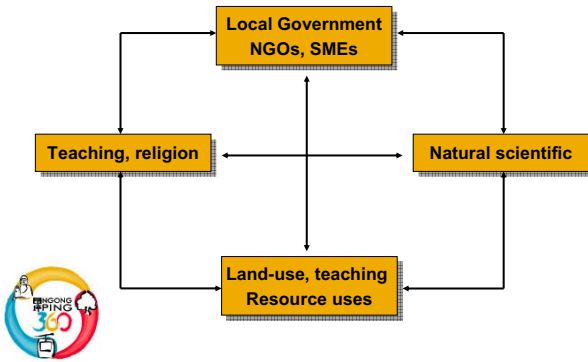
- NP360, together with HK Disneyland, HK Wetland Park and Asia World Expo are the key focus of the Campaign
- HKTB forecasts that the Campaign will bring total tourist arrival to 27M and tourism expenditure to HK\$114.7 Billion in 2006



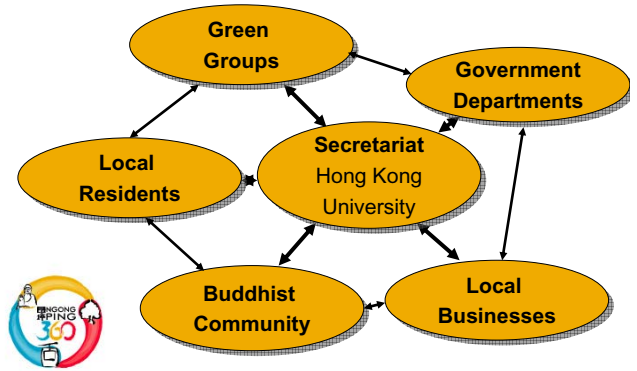
Sustainable Tourism



Sustainable Tourism



Sustainability Advisory Board



Sustainable Advisory Board

• Purpose is to ensure that the development of the project is undertaken in ways that are consistent with the principles of sustainability.

• The SAB also promotes local programmes to educate both staff and the immediate community on the project and the sustainability issues involved.

• A set of 25 indicators have been developed supported by

- Economic aspects
- Environmental impacts
- Social and community impacts
- Educational initiatives
- Community indicators



Sustainable Advisory Board

Stakeholder Management Plan

• A general manager who oversees appointed stakeholder representatives and coordinates activities which include prioritisation of stakeholders and the generic strategies for obtaining support or reducing obstacles to the project from them.

• Regular meetings are held to share developments, identify problem areas, agree on resolutions and ensure that proper resources are allocated.



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