

Press Release

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Shun Tak – China Travel Ship Management Ltd Announced 100,000 per Month Free Return Tickets in Response to “Summer Promotion” by the Macau Government Tourist Office (“MGTO”)

(Hong Kong, 2 June 2003) Shun Tak - China Travel Ship Management Ltd announced last week that in the coming three months, TurboJET will offer 100,000 free return tickets per month to travellers heading for Macau. This incentive scheme is a joint effort with the MGTO, labeled as a “Summer Promotion”, to speed up the recovery of tourism after the impact of SARS.

The scheme will be implemented into two phases. Phase one will run from 2 June until 20 July. Passengers purchasing one full fare ticket from Hong Kong to Macau are eligible for a free return ticket. The free tickets to be given away under this scheme will be allocated over time segments everyday, and will be sold at the TurboJET ticketing office at 3/F Shun Tak Centre on a first-come-first-serve basis. The free return tickets must be used within 3 days from the date of departure from Hong Kong, and within the stipulated departure time of 7:00am to 5:00pm. Passengers are required to present proof of identity at the point of purchase and at the first gate when check-in. Passengers should fix their return date and time when purchasing the tickets, and the free tickets are only valid for Economy Class. Passengers may opt for other departure time by paying a surcharge. An embarkation fee is to be borne by the passengers.

The second phase will run from 21 July to 31 August, and the free return tickets are only issued together with purchases of tour packages.

This incentive package from Shun Tak is in response to the MGTO’s efforts and special offers to travellers to restore inbound traffic into Macau.

Ms Pansy Ho, Chief Executive Officer & Director of Shun Tak-China Travel Shipping Investment Ltd attended a press conference hosted by the MGTO in Macau last Friday to publicize a series of incentive programmes under the “Summer Promotion”.

“We at Shun Tak, as close working partners to the MGTO, are quick to respond to the MGTO’s efforts to maximize the number of travellers.” Ms Ho said. “We hope that our offer will add on to all the ongoing promotional schemes from other operators to lure back our customers and travellers.”

At the press conference, Ms Ho also called upon all travel-related operators and trade partners to work closely together to revive the region’s vitality. “Traffic in the Hong Kong/Macau hub means a lot to all in the travel industry. We are working towards the same goal of trying to restore economic activities in this region. Since Hong Kong, Macau, China, and Taiwan are close neighbours, it goes without saying that any cooperative industry programmes must be built on our mutual benefits and a strong sense of partnership.”

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