

Star Ferry Temporary Commercial Concession Application at Central Pier & Central Terminal Building and Wanchai Pier (Sep 2023)



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The "Star" Ferry



1. Star Ferry – Our Collective Memory

- Incorporated in 1898
- Celebrating our **125th Anniversary** this year
- More than just a public transportation mean
- A globally well-recognized travel experience
 - The **National Geographic Traveler** named the ferry crossing as “**1 of 50 places of a lifetime**”
 - 8 consecutive years by **TripAdvisor** as traveler’s choice and certificate of excellence; rated as **#1 of 1,420 Things to do in Hong Kong**
 - **Time Out** rated the star ferry ride as **1 of the top 50 Things to do in Hong Kong**
 - **Lifestyle Asia** listed the ride as **1 of 20 most Incredible Things to do in Hong Kong**
- The one and only ferry service operator in town with pier presence on both sides of the harbour with close proximity to 3 CBDs



2. A Hard Rebound with Full Devotion

- From an essential cross-harbour transportation mean in the old days to a globally recognized ironic landmark of Hong Kong serving 20 million patronage pre-COVID
- Continue to reinvent to cope with the changing need of locals and visitors from trade mix repositioning, service enhancement, product offerings to creation of different experiences
- A preferred partner across different tiers from top global brands for events and marketing activity collaborations to being the promotional channel for young celebrities



Christian Dior – Ferry Wrap



Peninsula Hotel – New Tour and Event Experience



Anson Lo International Fans Club – Free Ride Day



Café de Coral – Gigi Concert Promotion



DoubleDuck 2023 – Ferry Wrap, Launch Party and Tour Experience



a. Enhance Pier Experience

- Star Ferry experience, NOT just on the ferry ride but a total experience including piers
- Continuous effort to strengthen the shop mix and actively exploring further pier enhancement potential to maximize utilization customer experience

Shop Mix Improvement



Before Upgrade

(No harbourview and thus failed to maximize the location strength)

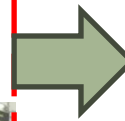


After Upgrade

(Harbourview with customer experience improved. Successfully introduced more attractive operators)



Pier Enhancement (Kowloon Pier Window Replacement)



a. Enhance Pier Experience (continued)

- Organized a wide range of activities during the years from hosting corporate events, weekend markets to street music performances



Corporate Marketing Event



Busking Performance



Adhoc Weekend Market



Regular Weekend Market – Local Farmers

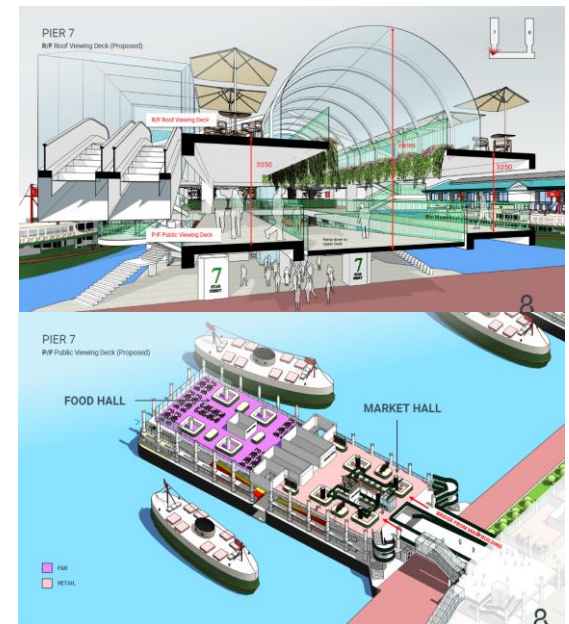
a. Enhance Pier Experience (continued)

- The piers are surely an integral part of the total Star Ferry experience.
- All Star Ferry Piers are Government's assets: various pier revitalization proposals, ranging from facilities upgrade and layout reconfiguration for Central Pier to full redevelopment of Kowloon Pier (as already over 65 years old and beyond the design lifespan with growing deteriorations noted) submitted for Government's consideration.
- We will continue to work closely with Government aiming to continuously improve the TOTAL experience (ferry + pier)

Kowloon Pier
Revitalization Proposal



Central Pier
Revitalization Proposal



b. A Greener and More Convenient Ferry Services

- Go Green
 - ❑ Star Ferry is one of the pioneers in town to explore different green initiatives over the years including:
 - Emission Reduction
 - Diesel-Electric Propulsion System (DEPS)
 - ❑ 3 of our vessels already converted with DEPS
 - ❑ Also joined the EPD's Electric Ferry Pilot Scheme for our first Electric Ferry development
- Customer Convenience
 - ❑ Growing need for more digital payment alternatives
 - ❑ Acceptance of AliPay, WeChat Pay plus Credit and Debit Card Services by end-October



World Star



Silver Star



c. More Diversified & Themed Tour Experiences

- Apart from our signature Harbour Tour and Symphony of Light (SOL) Night Tour, there are new themed tour experiences like *Little Sailor Experience*, *SPCA Dog Tour*, *Peninsula Hotel Afternoon Tea Tour* and the upcoming *SOL Tour Experience* partnered with M+
- Other external collaborations including with *HK Maritime Museum* (all our Water Tour Guests with FREE admission to HKMM), *Big Bus* and *KKDay*



Little Sailor Experience



Peninsula Hotel Afternoon Tea Experience



SPCA Dog Tours



HK Maritime Museum Collaboration – Our Water Tour Guests with Free Admission Pass to HKMM

d. Widening Our Fans Base to All Generations

- Besides developing our own new merchandise, actively exploring different external collaborations to give new excitement to better sustain our operations



3. Engaging the Community Amidst Difficult Time

- Star Ferry has long been a socially responsible company for decades
- The only public transport offered 30 year of free ride service for Senior Citizens of 65+ (ceased support due to deep loss)
- Free ride days (on 1 July 2022 and the upcoming 1 Oct 2023)
- Actively offering civic tours for different social classes especially the vulnerables
- Offer space for local talents, e.g. regular busking marathon at Central Pier
- Joined EPD's Electric Ferry Pilot Scheme for our first Electric Ferry aiming to soft launch in 2025/2026 (tentative)



Summer Job Shadowing for Students



Civic Tour for Students [Pier visit]



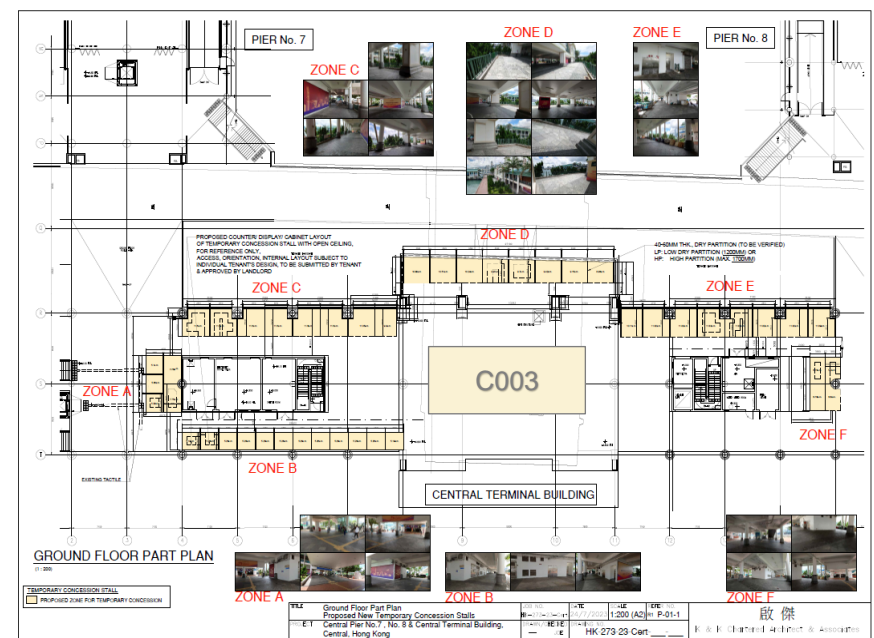
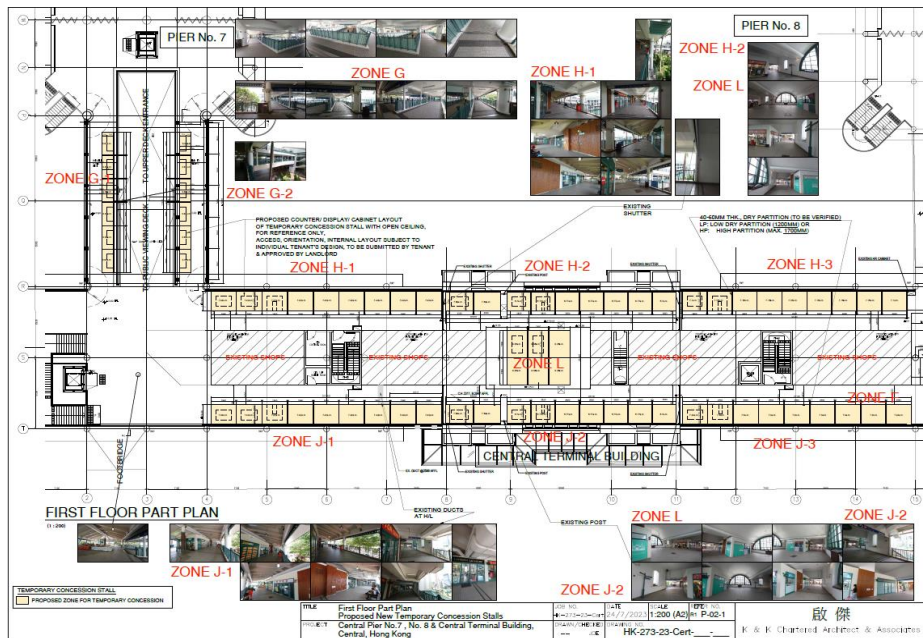
Civic Tour for Students [Ferry ride]



Sponsorship of event space for hosting charity functions

3. Engaging the Community Amidst Difficult Time

- A part of Happy Hong Kong campaign for the “Joyful Winter Harbourfront Festival” in 4Q23
- Target Achievement: (1) The event will feature various booths and activities, including specialist food stalls and handicraft and souvenir booths. (2) This will create synergy with the surrounding recreational facilities, such as the waterfront promenade and observation wheel, allowing participants to enjoy the beautiful view of the Victoria Harbour while indulging in a new leisure experience at the heart of the city.



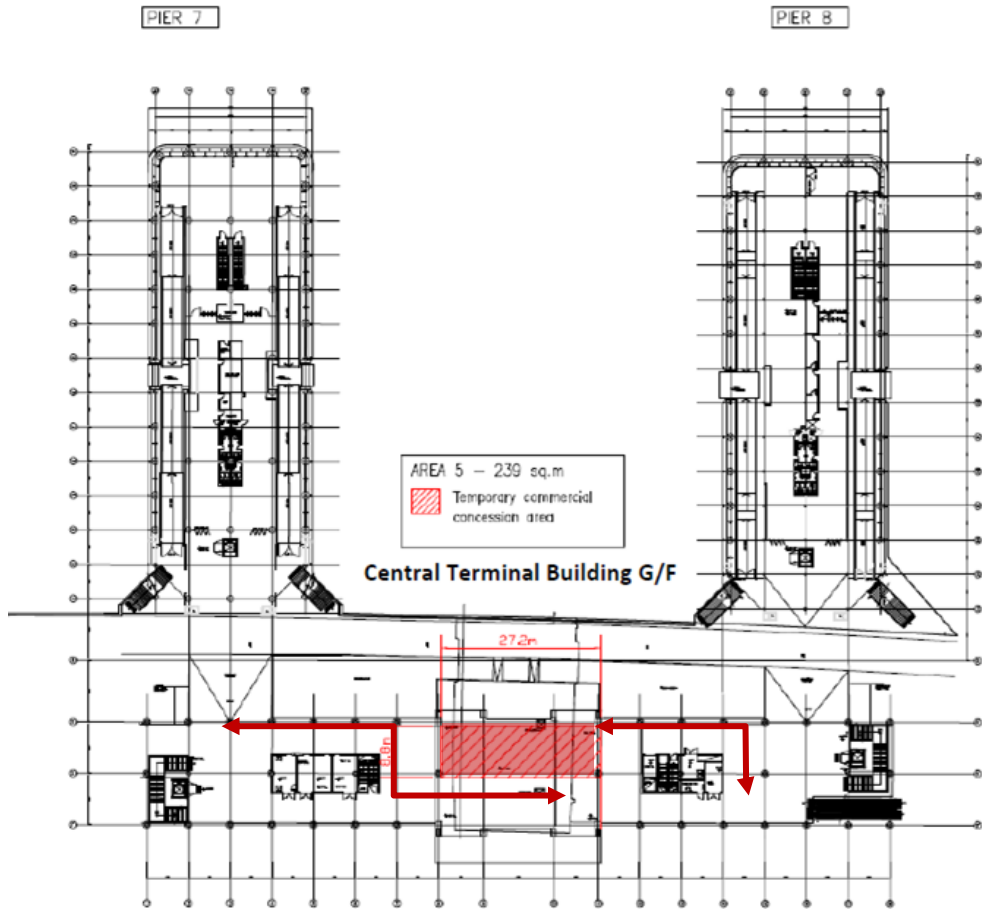
4. Why Temporary Concession Relaxation at Our Piers Essential?

- In the past, lack of sufficient areas with access to the beautiful Victoria Harbour view and thus various restrictions imposed at Central Pier and Wanchai Pier to retain some spots for public viewing use
- However, harbourfront on the island has been extensively extended over the past decade, now from Kennedy Town to North Point with more attractive landscape developed
 - **Central Pier & Wanchai Pier's value for public seaview enjoyment greatly diminished**
 - **Resulting in severely underutilization of those precious spots at prime CBDs of the city**
- If restrictions can be relaxed to allow hosting more interesting events, greater synergy can be formed with the much improved harbourfront nowadays
 - **Extra motivation for public to visit harbourfront**
 - **Bring in enhanced vibrancy to harbourfront and the city**
 - **More new experience can be arranged for both days and nights**
- Non-fare box revenue improvement helping us to better sustain the globally renowned franchised ferry services in Hong Kong
 - **Franchised services difficult to sustain by fare box income only**
 - **Current restrictions hard to attract interesting event happenings**
 - **More activities and thus more income can be secured after restrictions lifted**



5. Our Proposals

Proposal A1: G/F, Central Terminal Building – A Great Space to Promote Night Economy



- ❑ Currently space severely underutilized with no commercial activities possible
- ❑ Apart from temporary concessionary use, consider allowing more long term kiosks to improve the overall retail offering (Pier + CTB) while forming a better connection with the Ferris Wheel as the new city landmark
- ❑ Through road access will be maintained ↗



Existing Space Condition – Spacious but underutilized, could have been maximized with win-win advantage for general public/ tourists/ retailers and Star Ferry. A great space to promote night economy!

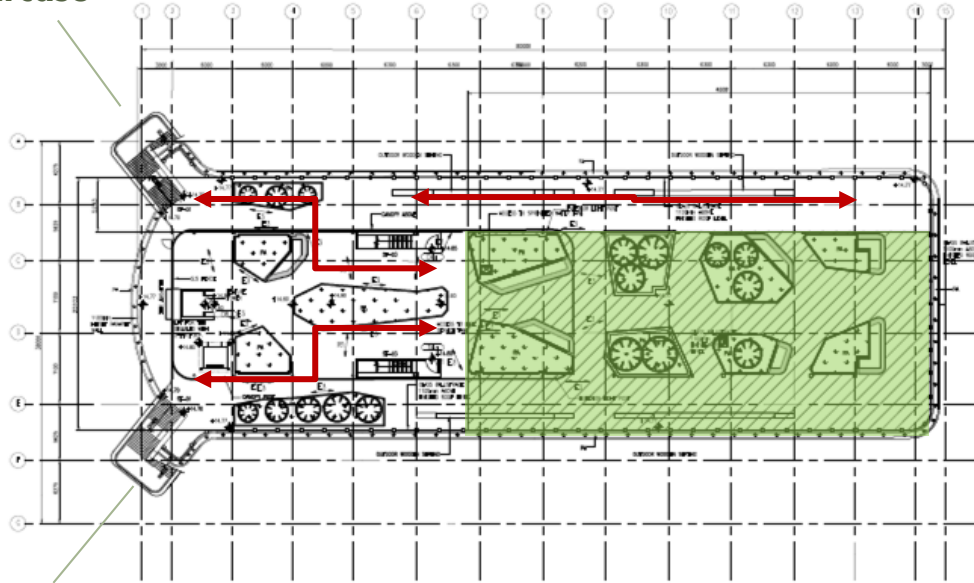


Possible happenings after relaxation (For illustration only)




Proposal A2: Wanchai Observation Deck (Pier Roof Top Space) – Again an Ideal Spot to Boost Night Economy

Staircase



Staircase

Total Concession Area (Hatched Section)

- ❑ Harbour Chill already with sufficient public area for enjoyment of the Victoria Harbour View. Incremental value for roof top entirely for public use is now limited
- ❑ On a contrary, allowing it to be used more for temporary commercial events or even setup of permanent kiosks will help drawing more people there and thus will benefit both Star Ferry and the F&B operator, Pier 1929, downstairs
- ❑ Through road access will be maintained 



Possible happenings after relaxation (For illustration only)

Wedding / Private Parties



Corporate Events



Art and Cultural Shows

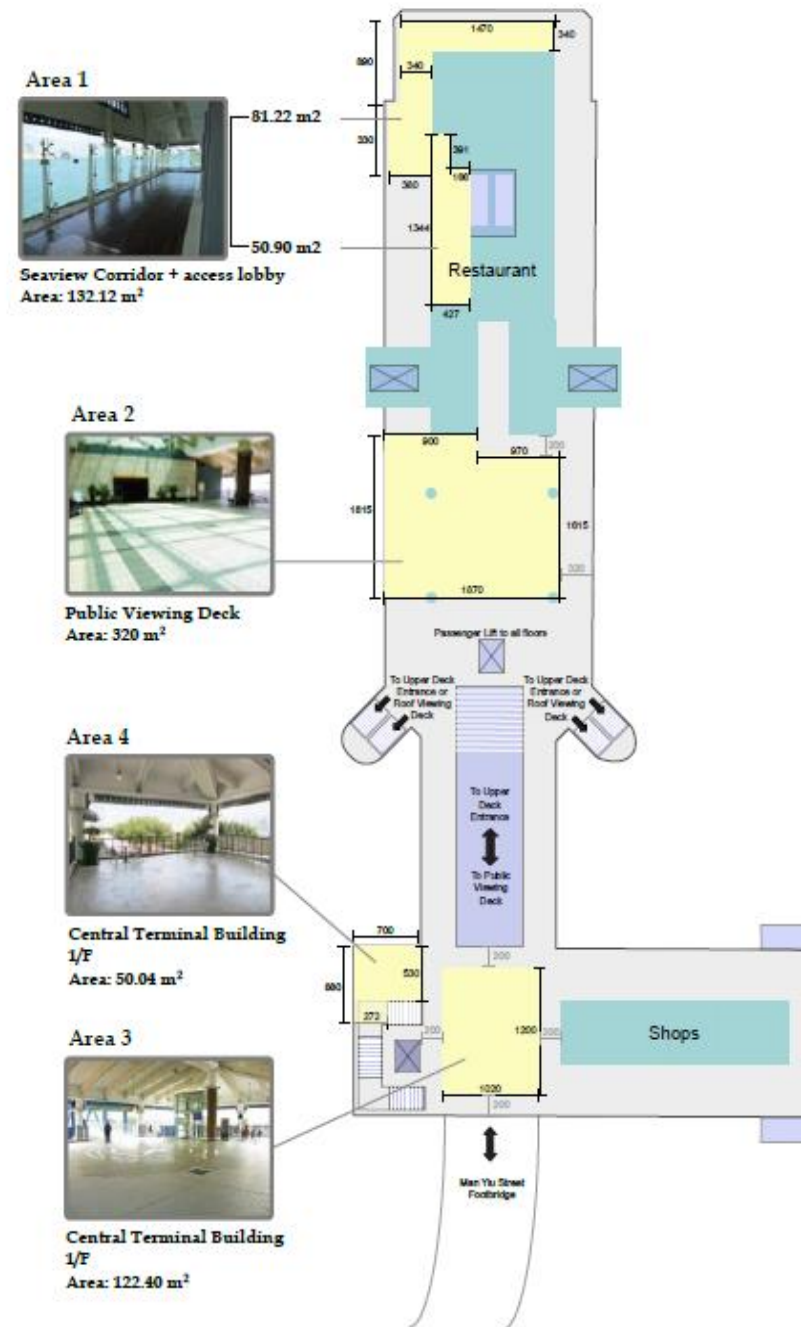


Festive / Themed Weekend Happenings



Proposal B: Restrictions Relaxation

- Existing Areas at Central Pier:
 - Area 1 (1/F) – 81.22 m² + 50.9 m²
 - Area 2 (1/F) – 320 m²
 - Area 3 (1/F) – 122.4m²
 - Area 4 (1/F) – 50.04m²
- Total: **624.56m²**
- Existing Challenges – Restriction matrix on number of activities, event duration and space usage highly limit commercial interest as hard to make it economically viable (Return Vs Investment)
- Relaxation of these restrictions will help to attract more interesting events to take place at our pier, i.e. the harbourfront area. Good for foot traffic to our portfolio and thus helping to enhance our non-fare box income



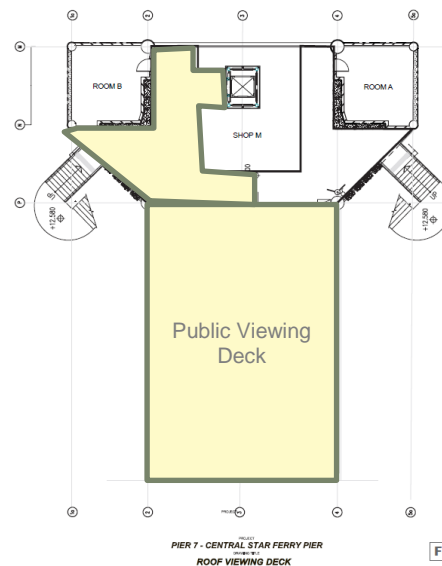
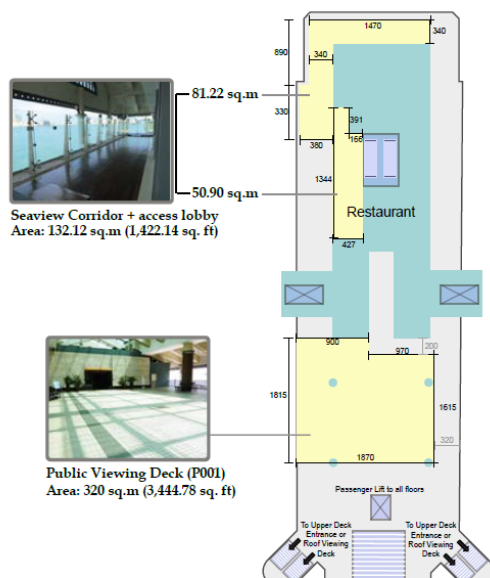
Proposal B: Restrictions Relaxation – Existing Restrictions Vs Our Proposal

	Existing Restrictions	Our Proposal
Maximum number of activities in each area (excluding time for venue set up and reinstatement)	Number of activities shall not exceed 2 per month or 24 per year (not more than 2 consecutive days for each activity) OR number of activities shall not exceed 1 per month or 12 per year (not more than 5 consecutive days for each activity)	Number of activities shall not exceed 5 per month or 60 per year (not more than 10 consecutive days for each activity) OR number of activities shall not exceed 1 per month or 12 per year (not more than 20 consecutive days for each activity)
Cumulative days of activities in each area	Cumulative days of activities shall not exceed 15 days each month OR not exceeding 60 days a year	Cumulative days of activities shall not exceed 15 days each month AND shall not exceed 180 days a year For the months when there are public holidays for Chinese New Year, Easter and Christmas : Cumulative days of activities shall not exceed 20 days each month AND shall not exceed 180 days a year
Maximum number of areas allowed to be used on any one day	2 out of 4 areas	No restriction

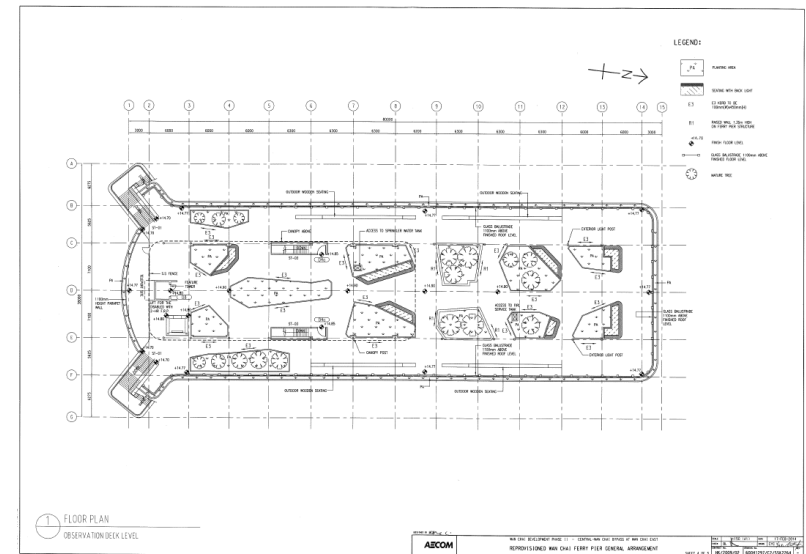
6. Other Area for the Commission's Consideration

- The Public Viewing Corridor and Public Viewing Deck at Central Pier No. 7 (including the related access) as well as the observation deck of Wan Chai Ferry Pier with very little added value to the harbourview enjoyment under current restrictions
- However, those spaces have lead to management challenge with undesired traffic causing nuisance (e.g. taking dangerous activities) and speed up property damages
- Lease the space for more interesting retail concept

Central Pier



Wanchai Pier





THANK YOU



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