

Water Taxis in Hong Kong



Harbour Business Forum
海港商界論壇

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WPI



Media Coverage

TVB

South China Morning Post

The Standard

Inmediahk

Metro Radio

NEW WAVE TO DEVELOP WATER TAXI SERVICES

Plain sailing for water taxis in Hong Kong as survey finds high demand for proposed service

Almost 90 per cent of respondents would use on-call boats – but researchers say somebody has to take lead on providing service



■四名美國大學生搭水上的士僅兩分鐘
船程要付四百元。(何瑞芬攝)



there's a push for the government
to move this project ahead.

Current water taxi type services



1. Tsing Yi
2. **Yau Ma Tei Typhoon Shelter**
3. **Tsim Sha Tsui**
4. Hung Hom
5. **Sai Kung**
6. **Shau Kei Wan Typhoon Shelter**
7. **North Point Ferry Pier**
8. Central Pier
9. **Aberdeen Harbour**

Sampan



Aberdeen Harbour

Charged: HK\$7.5 per person

Duration: 3 minutes



Sai Kung

Cost: HK\$60 per person

Duration: 1 hour

Kaitos



Sai Kung

Charged: HK\$30 per person round trip

Duration: 10 minutes



Aberdeen Harbour

Charged: HK\$2.2 per person

Duration: 3 minutes

Launches



Hung Thai Motor Boat Co

Cost: HK\$800 per boat (5-6 people)

Where: Central to West Kowloon

Book 1-2 hours in advance

Ming Lee Co

Cost: HK\$800 per boat (10-12 people)

Where: Central to West Kowloon

Book 1/2 hour in advance

Potential Locations for New Piers



<p>Tai Kok Tsui</p>	<p>West Kowloon Ferry Pier</p>	<p>Tsim Sha Tsui East Ferry Pier</p>	<p>Hung Hom East Ferry Pier *Replacement of existing Hung Hom Pier</p>	<p>Kai Tak Inner Shelter Landing Point</p>
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Potential Locations for New Piers



		Causeway Bay Ferry Pier	Quarry Bay	Tsang Kwan O
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Public Interest Survey



On-Site Surveys

Approached - 133

Surveyed - 91

Online Responses - 417

Total - 508

Are you a tourist or a local?

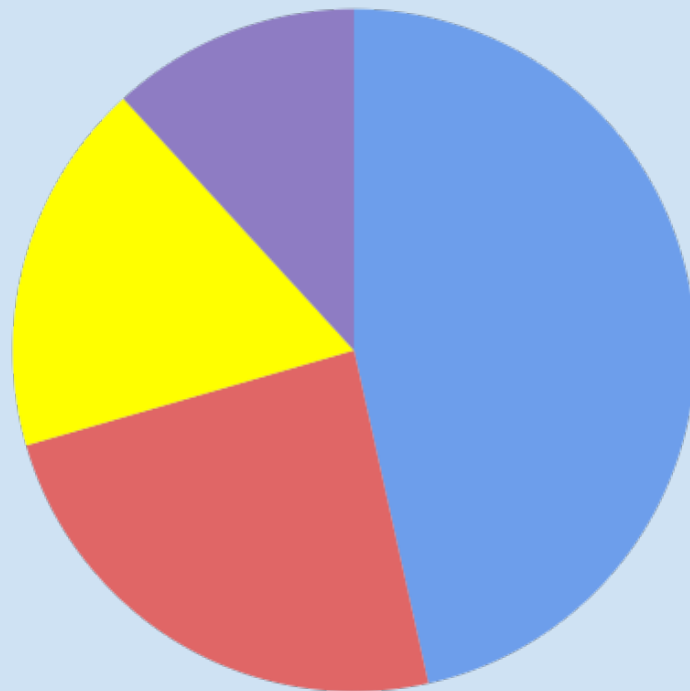
508 responses



● Local (94%) ● Tourist (6%) ● Prefer not to Answer (1%)

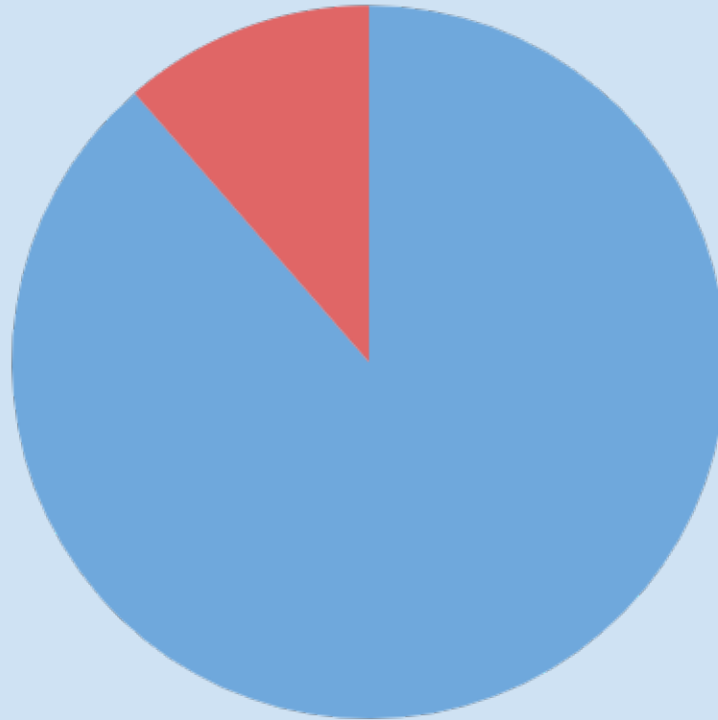
Have you used a water taxi before?

508 responses



- Never Used Water Taxi Before (47%)
- Both (24%)
- Outside of Hong Kong (18%)
- In Hong Kong (12%)

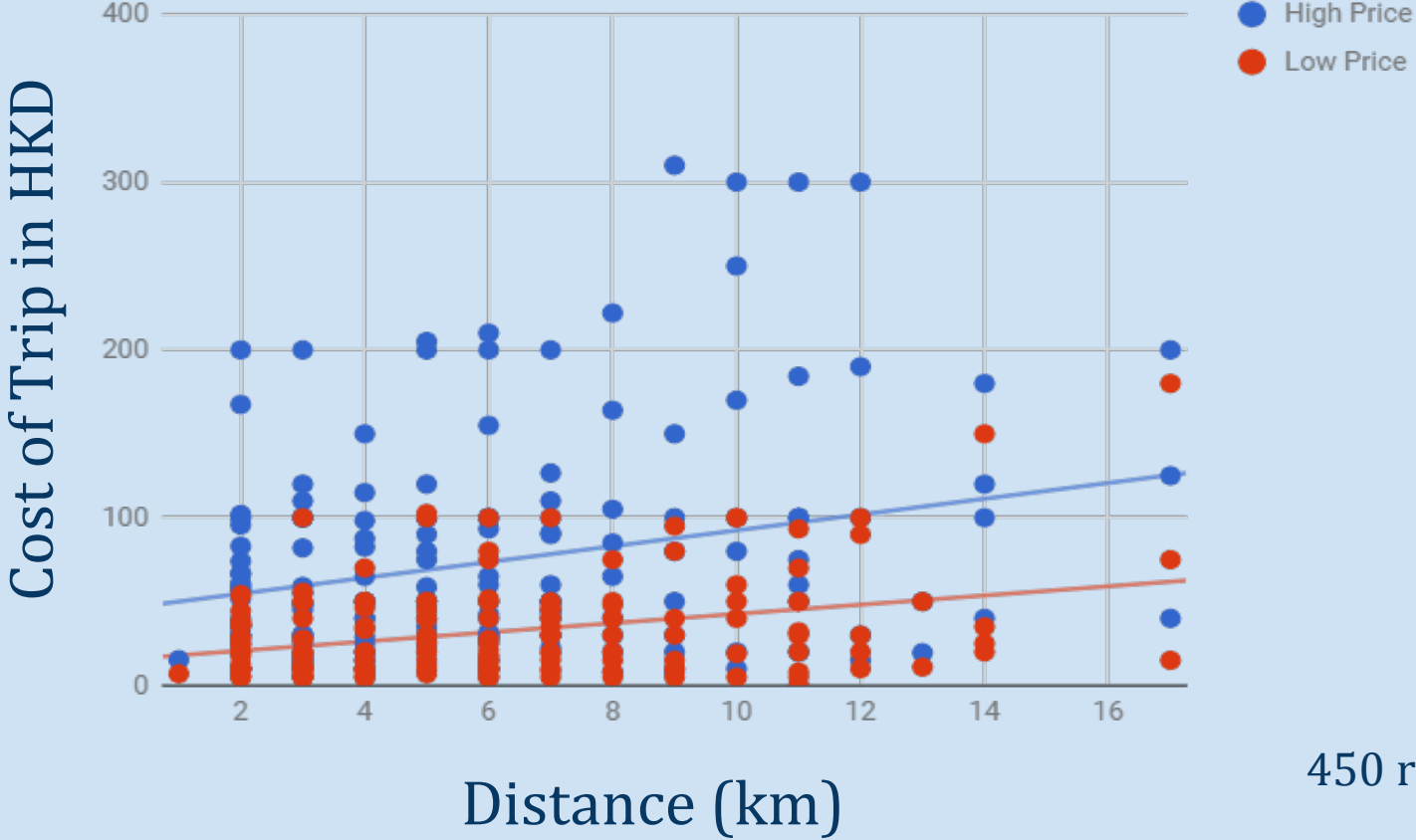
Would you like to use a water taxi service?



● Yes (89%) ● No (12%)

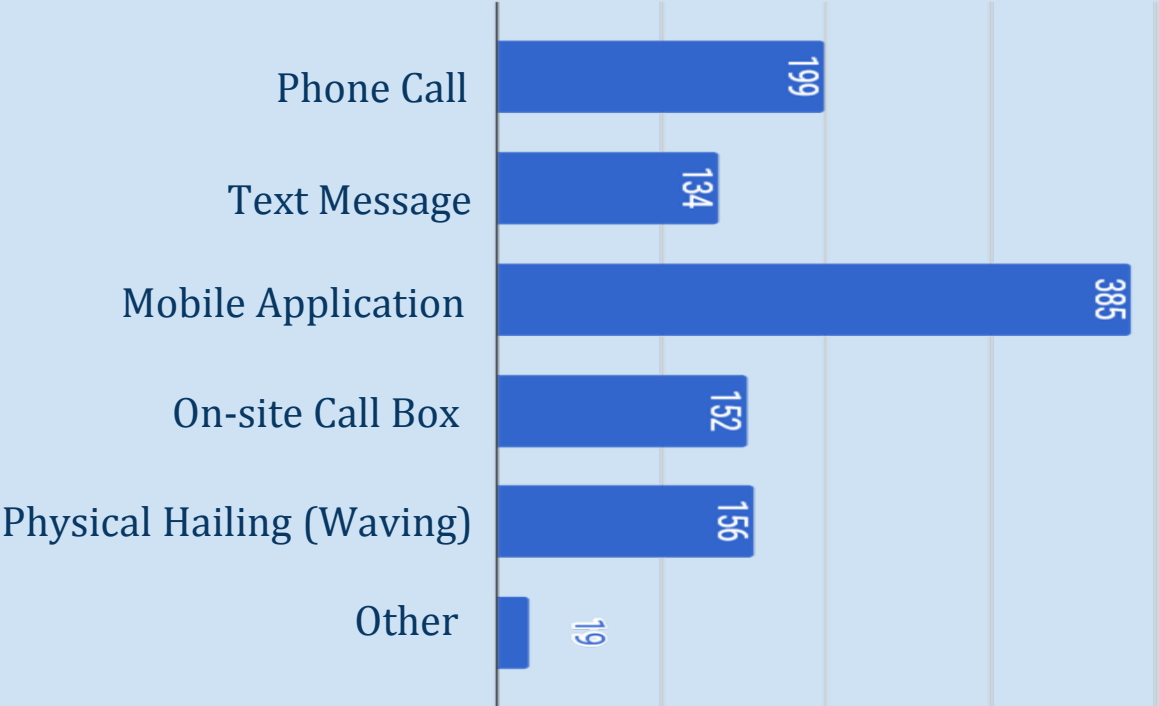
508 responses

Pricing



450 responses

How would you want to book this service? (select all that apply)



450 responses

Legal Overview

Operating License

Certificate of Ownership

Ferry Service Ordinances License

Ship Classification

Class I: more than 12 passengers

Class II: 12 or less passengers

A panoramic view of the Hong Kong skyline, featuring numerous skyscrapers and buildings, reflected in the water. The image is overlaid with a semi-transparent blue filter. The title text is centered over the image.

Water Taxis in Hong Kong Recommendation

Licensing

Equipment

Harbour Infrastructure

Pricing

Booking

Marketing

Phase 1

Phase 2

Phase 3

Licensing

Phase 1

- Charter services

Phase 2

- Kaito on-demand

Phase 3

- Amended license regime
- New water taxi licence

Equipment

Phase 1

Phase 2

Phase 3

- Existing vessels
- Vessels fitted for purpose
- New water taxi vessels

Harbour Infrastructure

Phase 1

- Existing public landing facilities

Phase 2

- Pontoon piers

Phase 3

- Upgrading of existing public landing facilities
- Additional public landing facilities

Pricing

Phase 1

Phase 2

Phase 3

- Bargained prices
- Quoted prices

- Published fares
- Quoted prices

- Dynamic pricing

Booking

Phase 1

- Physically hailing
- Phone call

Phase 2

- Text messaging
- Simple mobile application

Phase 3

- Mobile application
- On-site call box
- Online booking

Marketing

Phase 1

- Flyers
- Word-of-mouth

Phase 2

- Social media
- Flags on boats
- Postings on piers

Phase 3

- Website
- Brochures
- Uniform paint and flags
- Kiosk at piers

Phase 1

Phase 2

Phase 3

Licensing

Equipment

Harbour Infrastructure

Pricing

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Phase 1

Phase 2

Phase 3

Charter service

Kaito on-demand

Amended license regime,
New water taxi licence

Existing vessels

Vessels fitted for purpose

New water taxi vessels

Existing landing facilities

Pontoon piers

Upgraded or additional
landing facilities

Bargained prices,
Quoted prices

Published fares,
Quoted prices

Dynamic pricing

Physical hailing,
Phone call

Text message, Simple
mobile application

Mobile application, On-site
call box, Online booking

Flyers, Word-of-mouth

Social media, Flags
on boats, On-pier postings

Website, Brochures, Uniform
paint and flags, Kiosk

Workshop

BMT Asia Pacific

Designing Hong Kong

Harbour Business Forum

Harbour Unit [Development Bureau]

Harbourfront Commission

Marine Department

Motor Boats and Tug Boats Association

Reed Smith Richards Butler

Transport Department

Government Involvement

Form a committee to assist with:

Licensing

Harbour Infrastructure

Marketing

Topics for Further Legal Study

Charter service → Co-chartering

Kaito on-demand list of routes (2500 possible) → Zonal routes

Phase 1

Phase 2

Phase 3

Charter service

Kaito on-demand

Amended license regime,
New water taxi licence

Existing vessels

Vessels fitted for purpose

New water taxi vessels

Existing landing facilities

Pontoon piers

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