Water Taxis in Hong Kong
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
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
9. Aberdeen Harbour
Sampans

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

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

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

On-Site Surveys
Approached - 133
Surveyed - 91

Online Responses - 417

Total - 508
Are you a tourist or a local?

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

508 responses
Have you used a water taxi before?

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

508 responses
Would you like to use a water taxi service?

- Yes (89%)
- No (12%)

508 responses
Pricing

Distance (km)

Cost of Trip in HKD

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

- Phone Call: 199 responses
- Text Message: 134 responses
- Mobile Application: 385 responses
- On-site Call Box: 152 responses
- Physical Hailing (Waving): 156 responses
- Other: 19 responses

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
Water Taxis in Hong Kong
Recommendation
Licensing

Phase 1
- Charter services

Phase 2
- Kaito on-demand

Phase 3
- Amended license regime
- New water taxi licence
Equipment

- Phase 1: Existing vessels
- Phase 2: Vessels fitted for purpose
- Phase 3: 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
- Bargained prices
- Quoted prices

Phase 2
- Published fares
- Quoted prices

Phase 3
- 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
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Workshop

BMT Asia Pacific
Designing Hong Kong
Harbour Business Forum
Harbour Unit [Development Bureau]
Harbourfront Commision
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
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