

Offering *Unlimited* Experience

of Quality Service

優質服務 無盡體驗

Committed to upholding the quality of tourism services, the HKTB actively promotes the “Quality and Honest Hong Kong” (Q&H) tours, which are characterised by no forced shopping, no self-paid programmes and no additional surcharge. The HKTB aims to encourage visitors to select quality tourism products when they visit Hong Kong.

旅發局致力推動優質旅客服務，並積極宣傳「無指定購物、無強迫自費項目、無附加費」的「優質誠信香港遊」(誠信遊)，鼓勵消費者選取優質旅遊產品，安心遊覽香港。





- During the year, the coverage of the Q&H tours programme was extended from 18 to 27 cities in Mainland China.
- To enhance awareness of the Q&H tours, the HKTb worked with the CNTA to launch promotions in Beijing. It also set up new counters in Huanggang, Shenzhen in collaboration with the Shenzhen Municipal Bureau of Culture, Sports and Tourism.
- Hong Kong-born cartoon character McDull was made the ambassador of Q&H tours.
- In partnership with Mainland online travel portals and telecommunications companies, the HKTb respectively set up online counters and 114 hotlines to provide timely information on Q&H tours.

- 年內，誠信遊計劃的覆蓋範圍由 18 個內地城市擴展至 27 個。
- 與國家旅遊局合作於北京宣傳；亦聯同深圳市文體旅遊局於深圳皇崗口岸設立全新專櫃。
- 以本港卡通人物「麥兜」作誠信遊形象大使。
- 與內地旅遊入門網站合作設立網上專櫃；又與電信公司合作開設 114 專線，提供誠信遊的行程資料。



The open-plan Visitor Centre at Hong Kong International Airport draws visitors and staff even closer.

iPad is used to provide visitors with information quickly and accurately.

Staff at the Visitor Centres greet visitors in the smart, stylish new uniform.

香港機場旅客諮詢中心的開放式設計，方便旅客接觸服務人員。
中心配備最新數碼傳訊工具iPad，為旅客提供最快最新的旅遊資訊。
前線服務人員換上全新制服，以新形象迎接訪港旅客。





Service Quality Platform Moves Ever Higher

The HKTB stays active in enhancing the image of Hong Kong as a city of quality tourism services, rolling out a new service model to strengthen its visitor information services. The HKTB Visitor Centre at Hong Kong International Airport has already taken on a new look, so that visitors can experience the hospitality of Hong Kong once they step in the city.

提升優質服務平台

旅發局積極提升本港的優質服務形象，透過全新的服務模式，加強旅客諮詢服務。機場旅客諮詢中心率先展現新設計，讓旅客抵港後即能體會到香港的待客文化，得到最佳的旅遊體驗。

Quality Services