

THE WINNING FORMULA

HONG KONG TOURISM BOARD ANNUAL REPORT 2012 / 13



TOURISM & THE COMMUNITY

Hong Kong Pals Programme



Friendly interaction with locals allows visitors to better understand the “Hong Kong lifestyle” and our city’s living culture. To share local tips with visitors, we have been organising the Hong Kong Pals Programme since 2009, recruiting enthusiastic volunteers to chit-chat with visitors who prefer a personalised and authentic travel experience.

Apart from serving visitors at our visitor centres in Tsim Sha Tsui, at The Peak and at the airport, in 2013 Hong Kong Pals have stepped out of our visitor centres to receive visitors on the *Duk Ling* and show them the beautiful harbourview.

In 2012-13, the Hong Kong Pals

- provided their service for over 4,500 hours





5 October 2012

Hong Kong Pals Welcome Reception

To welcome the newly recruited volunteers to the Hong Kong Pals programme, the HKTB hosted a Welcome Reception on 5 October 2012, where the new Pals and existing Pals got to know each other. Upon completion of a number of training sessions in various tourism-related areas from October to early December, the new Pals started their promotion activities in January 2013.

14 October 2012

Training Session for Hong Kong Pals Volunteer Programme – A Chinese Cake-making Class



15 October 2012

Training Session – A Chinese Tea Appreciation Class

16 & 21 October 2012

Training Session – Hiking the Dragon’s Back



18 October 2012

Training Session – A ride aboard the *Duk Ling*

24 October 2012

Training Session – A Guided Tour to the Yau Ma Tei Theatre



30 October 2012

Training Session – A Guided Tour to Ngong Ping 360

*



30 October 2012
**Training Session –
A Guided Tour of the Tai O Heritage Hotel**

*

5 November 2012
Training Session – A *Tai Chi* Class



10 November 2012
**Training Session –
A Guided Tour of sky100**

*

11 and 13 November 2012
**Training Session –
Art Jamming Experience**



15 November 2012
**Training Session –
Living Culture Walk in Wan Chai**

*

17 November 2012
**Training Session –
On an Architecture Walk**



*



19 November 2012
**Training Session –
A Guided Tour of the Lui Seng Chun historic building**

*



22 November 2012
**Training Session –
A Guided Tour to the Kadoorie Farm & Botanic Garden**



24 November 2012
**Training Session –
A Guided Tour to the Hong Kong Geopark**



29 November 2012
**Training Session –
Behind-the-Scenes at Ocean Park's Polar Adventure**



3 December 2012
**Training Session –
A Guided Tour to Madame Tussauds Hong Kong**



6 December 2012
Hong Kong Pals are ready to help visitors

* Photos courtesy: Agency for Volunteer Service

Other Community Initiatives

Tourism is a community business. In addition to organising the “Hong Kong Pals” volunteer programme, the HKTb engaged and encouraged members of the public to play a part in Hong Kong tourism by taking part in and supporting the events and initiatives of different community groups.



9 May 2012
HKTb Chairman Attends a Sharing Session at Hong Kong Disneyland Leadership Event 2012

HKTb Chairman the Honourable James Tien delivered a speech themed “What Makes Hong Kong the Best Destination in Southeast Asia?” at the Hong Kong Disneyland Leadership Event 2012. In his speech, Mr Tien explained the latest developments in Hong Kong’s tourism industry and the HKTb’s promotional initiatives. Participants included Disney employees in leadership and professional roles stationed at offices in Hong Kong and the rest of the Asia-Pacific region.



27 June 2012
HKTb Chairman Supports Next Magazine Top Service Awards 2012

HKTb Chairman the Honourable James Tien was invited to present awards recognising the outstanding performance of members of the tourism and related sectors at the “Next Magazine Top Service Awards 2012”.

16 July 2012

Nurturing Young Ambassadors of Hong Kong

To help Hong Kong's new young ambassadors gain a solid understanding of Hong Kong's tourism industry and be fully equipped to promote the city, the HKTB explained Hong Kong's latest tourism developments and the HKTB's promotional efforts in a seminar in the 2012/13 Hong Kong Young Ambassador Scheme.



2 November 2012

Sharing with IVE Students on Event Marketing

As part of the Distinguished Lecture Series, organised by the Business Administration Department of the Hong Kong Institute of Vocational Education (IVE), IVE students learned how the HKTB promotes Hong Kong's destination image through event marketing in a discussion with HKTB Executive Director Anthony Lau.



20 November 2012

HKTB Supports "Travel for Good – Social Travel Journal Writing Competition"

The HKTB lent its support to the "Travel for Good – Social Travel Journal Writing Competition", organised by the Hong Kong Council of Social Service (HKCSS). The goal of the competition was to promote social enterprises in Hong Kong to locals and overseas visitors. Ms Cynthia Leung, HKTB's General Manager of Corporate Affairs, joined representatives from Home Affairs Bureau, Social Welfare Department, HKCSS and HSBC Hong Kong to launch the competition.



28 February 2013

Promoting Service Excellence: HKTB Chairman Supports Sing Tao Excellent Service Brand 2012

As one of the Guests of Honour at the "Sing Tao Excellent Service Brand 2012 Award" Presentation Ceremony, HKTB Chairman the Honourable James Tien delivered the opening remarks on how the HKTB successfully built the city's tourism brand and presented awards recognising the outstanding achievements of members of the tourism sector.



1 March 2013

Keeping Tourism Students Abreast of the Latest Development in Tourism Industry

The HKTB once again invited tertiary students in tourism-related programmes to its annual Hong Kong Tourism Overview on 1 March 2013, where the students gained valuable insight into the HKTB's marketing strategies, as well as the latest market trends.

