Tourism and the Community

The HKTB has been striving to extend the tourism footprints to all corners of Hong Kong. Joining forces with different social sectors, we promote Hong Kong to visitors and help those in need in our community.

旅遊業「人人有份」，所以旅發局一直邀請社會各界合力推廣香港；同時亦希望將旅遊業所帶來的歡樂，與社會各階層共享。
Sharing Our Home
分享．家

1. With Christmas just around the corner, the HKTB invites 400 students from local primary schools to sing Christmas carols at the UC Centenary Garden in East Tsim Sha Tsui. Together with singer Chet Lam and duo at 17, the young ambassadors warm the hearts of visitors and help promote the tourism of our city.

2. The breathtaking lights and colourful displays in Hong Kong during Christmas and New Year capture the lenses and hearts of visitors worldwide. Through the “Top 10 Hong Kong Christmas Lightings Vantage Points” photo competition staged by the HKTB, both local residents and visitors share their favourite spots to watch the spectacular decorations in Hong Kong.
Spreading Love
傳達愛

1-2 At the dress rehearsal of the HKTB’s Chinese New Year Night Parade, members of the city’s ethnic minority groups join local youngsters to enjoy an early celebration for the Year of the Tiger, and interact with some of the international performing teams.

1 在虎年來臨前夕，一批居港的少數族裔和本地青少年，獲邀觀賞於發展的賀歲巡遊彩排，並與部分國際表演隊伍交流，開開心心地提早迎接虎年。

3 A group of children celebrate Christmas with the HKTB’s volunteer team and take a ride on an open-top bus dedicated for Hong Kong WinterFest, soaking in the festive ambience of Christmas in our city.

3 一批兒童與 HKTB 的義工團隊慶祝聖誕，並乘坐專為香港冬節特別設置的敞蓬巴士，沉浸於聖誕節的喜氣洋洋。

Hong Kong
LIVI E. LIVE IT!
Building Strengths

4 The young generation holds the key to our future. To encourage support for our tourism from the young people, HKTB Executive Director Mr Anthony Lau shared his insights in promoting Hong Kong with students and teachers of the Hong Kong Institute of Vocational Education.

5 Our local food says a lot about our culture. A card design competition organised by Sing Tao Group showcases Hong Kong’s snacks to visitors, with the winning designs turned into postcards and distributed to visitors in the HKTB’s visitor centres.

6 Each year, the Immigration Department organises the “Most Courteous Immigration Control Officers Election” to promote hospitality among its immigration control officers. The winner is named the Hong Kong Courtesy Ambassador by the HKTB. The Immigration Department has held this event since 2006 to promote hospitality to visitors from around the world and encourage them to experience Hong Kong’s unique culture.

7 The HKTB is in full support of the World Cultures Fiesta organised by Hong Kong Economic Times, which encourages Hong Kong’s youths to come up with creative ideas in promoting our city.

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