

TOURISM AND THE COMMUNITY

旅遊業 — 全民事業

發揮
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Encouraging the Community TO SHARE HONG KONG with Visitors



The Hong Kong Pals programme, first introduced in 2009, allows local residents to interact and share their recommendations on travel in Hong Kong with visitors at HKTb's Visitor Centres. With positive feedback from visitors, the programme was continued in 2011, with the total number of Pals increasing from 45 to nearly 60.

於2009年首次推出的「老友記」計劃，招募多名本港市民成為義工，在旅發局的旅客諮詢中心服務，與旅客分享心水旅遊推介。有關計劃獲得旅客好評，因此在2011年繼續舉行，「老友記」義工由45位增至約60人。





After completing a series of training activities arranged by the HKTB with the support of different tourism attractions and celebrities, the new batch of Pals started service in October 2011 at HKTB's visitor centres at The Peak and in Tsim Sha Tsui. These passionate residents provide personalised travel recommendations to travellers who wish to obtain in-depth experience about Hong Kong's indigenous culture first-hand.





旅發局得到多個旅遊景點及名人支持，為「老友記」義工安排一系列培訓，以便他們於2011年10月起，在旅發局位於山頂及尖沙咀的旅客諮詢中心服務。這批對香港充滿熱誠的市民，為旅客提供個人心水推介，讓旅客得到更深層的體驗和領略香港生活文化。

