

STRIVING TO
凝聚眾力
齊展好客精神 **EXTEND**
THE TOURISM FOOTPRINT

Hong Kong's tourism industry depends heavily on support from the community. The HKTB's "Hong Kong Pals" volunteer programme is an initiative to invite members of the community who are passionate about Hong Kong to be "pals" of visitors, offering personal tips and recommendations on travelling in and about the city.

旅遊業一向依賴社會各界的支持。旅發局舉辦的「老友記」義工計劃，邀請熱心市民成為旅客的「老友記」，向旅客推介心水旅遊之選。





The first running of the "Hong Kong Pals" programme was met with enthusiasm and positive response from both visitors and the public. Building on the inaugural success, the HKTB and the Agency for Volunteer Service expanded the programme scale in the second year. Besides recruiting more "Hong Kong Pals", the service hours were extended from three days per week to every day.

由於首屆計劃得到旅客和市民廣泛支持，旅發局與支持機構義務工作發展局再接再厲，擴大第二屆計劃的規模，除了招募更多「老友記」之外，服務時間亦由每週三天增至每週七天。



The HKTB arranges for the “Hong Kong Pals” to attend training sessions on a variety of topics, such as local culture, history and traditions, shopping and dining, architecture, attractions and green tourism. Conducted by experts on the respective subjects, the training equips the “Hong Kong Pals” with knowledge of Hong Kong, so that they can share their recommendations with visitors at greater ease.

After completing their training, the “Hong Kong Pals” station at the HKTB’s in-town Visitor Centres on the Peak and in Tsim Sha Tsui to provide useful information and assistance to visitors. Their friendly and helpful attitude often leaves visitors with a pleasant impression of Hong Kong.



獲選的「老友記」參加由旅發局安排的培訓課程。這些課程由不同範疇專家主講，內容包括本地文化、歷史傳統、購物飲食、建築、景點及綠色旅遊等，旨在進一步加強「老友記」對香港地道文化的認識，讓他們向旅客推介香港時，更為得心應手。

完成培訓後，「老友記」於旅發局位於尖沙咀及山頂的旅客諮詢中心服務，向旅客介紹心水旅遊特色。「老友記」熱情友善的招待，令旅客對香港留下良好的印象。

