



## PRESS RELEASE 新聞稿

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### **HKTB welcomes Government’s exemption arrangement for local tours and launches “Free Tour” programme**

Media can download the press release and photos from the HKTB website:  
[https://hktb.filecamp.com/s/Holiday\\_at\\_Home\\_Free\\_Tour\\_P/fo](https://hktb.filecamp.com/s/Holiday_at_Home_Free_Tour_P/fo)

The Hong Kong Tourism Board (HKTB) welcomes the Government’s announcement to exempt local tours from social distancing restriction. The HKTB believes that the measure will pave the way for the resumption of travel and help the travel trade prepare for welcoming visitors once again. Riding on the Government’s announcement today, the HKTB is launching the “Free Tour” programme, under which local residents are eligible to join a free local tour by spending at least HK\$800 at brick-and-mortar retail and dining outlets in Hong Kong.

All travel agencies participating in the “Free Tour” programme need to register their tours with the Travel Industry Council of Hong Kong (TIC). In addition, they are obligated to sign the “Anti-epidemic Undertakings for Local Tours”, devised by the TIC to guarantee appropriate epidemic prevention measures are carried out during the free local tours.

HKTB Chairman Dr YK Pang said: “In face of the serious impact of the Covid-19 pandemic on Hong Kong tourism, the arrangement will strike a balance between epidemic prevention and tourism recovery. By operating local tours, the travel trade can resume business and warm up for receiving visitors once it is possible.”

Dr Pang continued: “In mid-June, the HKTB launched the ‘Holiday at Home’ campaign, inviting local residents to be tourists in their own city. In collaboration with the travel, hotel, dining and retail sectors, a series of offers were rolled out to stimulate domestic consumption and have received positive feedback. In the second phase of the campaign, the HKTB is organising the ‘Free Tour’ programme to give the ‘gift’ of free Hong Kong tours to local residents, with the aim of boosting the local economy. We are grateful for the support of the travel trade in developing interesting immersive tours for the programme, as well as taking the

effort to implement hygiene measures in compliance to the TIC’s ‘Anti-epidemic Undertakings for Local Tours’ to give local residents greater confidence in joining the programme.”

Starting from today (20 October), local residents can start collecting machine-printed receipts after shopping and dining at brick-and-mortar retailers and dining outlets. On 27 October, information on the free tours in the programme will be uploaded to the campaign website ([HolidayHK.com/en-hk/free-tours](http://HolidayHK.com/en-hk/free-tours)). Local residents can contact the corresponding travel agencies to sign up for their preferred tours. In the first stage of the programme, a total of 10,000 seats will be available on a first-come, first-served basis.

### Timeline of the “Free Tour” programme

Date	Step / Activity
Starting today (20 October 2020)	<ul style="list-style-type: none"> <li>✧ Start collecting machine-printed receipts upon spending at least HK\$800 at brick-and-mortar retail and dining outlets (a maximum of two receipts can be redeemed for each tour).</li> <li>✧ Visit the campaign website (<a href="http://HolidayHK.com/en-hk/free-tours">HolidayHK.com/en-hk/free-tours</a>) for details on redeeming free tours.</li> </ul>
Starting on 27 October 2020	<ul style="list-style-type: none"> <li>✧ Information about the various free tours on offer will be uploaded to the campaign website.</li> <li>✧ After selecting a tour, contact the corresponding travel agency to reserve a place (available on a first-come, first-served basis).</li> <li>✧ Submit the original machine-printed receipt and a deposit of HK\$100 to the corresponding travel agency before the day of the tour (the deposit will be returned on the day of the tour; the original receipts will not be returned).</li> </ul>
From 1 November to 31 December 2020	<ul style="list-style-type: none"> <li>✧ The free local tours will run for two months.</li> </ul>

The programme features about 50 immersive tours designed by various local travel agencies. A tour guide, return transportation, one meal and basic insurance are included in all the free tours, which will last at least half a day. The participants will visit at least two points of interest, including social media “check-in” hotspots and unique Hong Kong attractions. It is hoped that these in-depth tours will allow local residents to deepen their understanding of

Hong Kong's tourism appeal, so that they can help promote Hong Kong to their families and friends in different parts of the world.

To enquire about the "Free Tour" programme, the public can contact the HKTb hotline, 2807 6100 (available Monday–Friday, 9am–6am, and Saturdays, 9am–1pm, except for public holidays). They can also find relevant information on the campaign website ([HolidayHK.com/en-hk/free-tours](http://HolidayHK.com/en-hk/free-tours)).

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