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**HKTB Introduces “Professional Quality Tourism Services Pledge”
with Various Sectors’ Self-Driven Participation
1 Million More Sets of “Hong Kong Goodies” Visitor Consumption Voucher Available
to Welcome Summer Peak Season**



Leveraging the tourism peak season of summer holidays and various mega events in the second half of 2023, the Hong Kong Tourism Board (HKTB) jointly present a two-fold treat to visitors with tourism and related sectors. The HKTB hosted a **“Professional Quality Tourism Services Pledge”** Launch Ceremony today (21 July), gathering near 100 trade representatives and frontline practitioners from eight tourism-related sectors, to pledge on providing professional quality tourism services to visitors. In addition, starting from today, the HKTB will hand out 1 million more sets of **“Hong Kong Goodies” visitor consumption vouchers** to welcome travellers from around the world.

Dr Pang Yiu-kai, HKTB Chairman, said in the launch ceremony, “Quality and professionalism have long been one of the keys to success of Hong Kong’s tourism industry. The HKTB’s visitor survey reveals that visitors’ overall satisfaction level were higher than that before the pandemic, thanks to the efforts of trade and frontline service staff. After the pandemic, visitors’ expectation of service quality has become higher. As such, the HKTB initiated the ‘Professional Quality Tourism Services Pledge’ to encourage the trade to strive for excellence, so that visitors can enjoy the best experience throughout their whole journey.”

Active response from major sectors showing their dedication and unity

About 100 trade representatives from eight sectors including travel, aviation, transport, hospitality, catering, retail, attractions and MICE sectors participated in the launch ceremony today under the witness

of Mr Kevin Yeung, Secretary for Culture, Sports and Tourism, Mr Yiu Pak-leung, Legislative Council Member (Functional Constituency – Tourism), Mr Tommy Cheung, Legislative Council Member (Functional Constituency – Catering), Mr Frankie Yick, Legislative Council Member (Functional Constituency – Transport), Mr Shiu Ka-fai, Legislative Council Member (Functional Constituency – Wholesale and Retail), and Ms Vivian Sum, Commissioner for Tourism. Led by Dr Pang, the trade representatives took their vow on the five key focuses of the “Professional Quality Tourism Services Pledge”, committing to providing visitors with services of highest professionalism and quality.

Key focuses of the “Professional Quality Tourism Services Pledge”

1. Professional knowledge – be equipped with knowledge and skills to provide the most professional advice to customers
2. Integrity & reliability – provide reliable services and information on products in light of customers’ needs
3. Quality – provide quality products and services
4. Efficiency – solve customers’ problems and needs effectively with accurate and prompt services
5. Communications – listen carefully to customers’ opinions and suggestions, and communicate with them interactively

The HKTB thanked the trade for their staunch support and will launch a series of training videos and promotional activities to strengthen Hong Kong's position as a world-class tourist destination together with the trade.

1 Million More Sets of “Hong Kong Goodies” Visitor Consumption Voucher with Offers from 3,600 Outlets Available

Meanwhile, under the “Hello Hong Kong” global promotional campaign, the HKTB distributed 1 million sets of “Hong Kong Goodies” visitor consumption vouchers, which were well received by visitors. An additional 1 million “Hong Kong Goodies” will be distributed to visitors, with each offer worth HK\$100 or more. The number of outlets offering “Hong Kong Goodies” will also be increased to more than 3,600. Visitors can redeem the coupons for the latest rewards, or welcome drinks at selected bars, restaurants and hotels, or offers at various attractions, retail and dining outlets to enjoy a HK\$100 discount off their purchases.

The HKTB also gift the “Hong Kong Goodies” to visitors who have purchased travel products of Hong Kong through various online travel portals and booking agents. Alternatively, visitors may claim their consumption voucher at the HKTB Hong Kong International Airport Visitor Centre, Hong Kong West Kowloon Station Visitor Centre, and the new Kowloon Redemption Centre at Star Ferry Pier, Tsim Sha Tsui. For details, please visit the campaign website:

<https://www.discoverhongkong.com/eng/deals/hkgoodies.html>

Photo Captions

Photo 1



Led by Dr Pang Yiu-kai, Chairman of the Hong Kong Tourism Board, trade representatives from tourism and related sectors take the “Professional Quality Tourism Services Pledge” with the witness of guests of honour, highlighting the motto “dedicated to excellence” to show their commitment to providing visitors with the professional and quality services.

Photo 2、3



Dr YK Pang, HKTB Chairman, gives an opening remark at the ceremony.

Photo 4



Mr Kevin Yeung, Secretary for Culture, Sports and Tourism (fourth from left), Mr Yiu Pak-Leung, Legislative Council Member (Functional Constituency – Tourism) (third from right), Mr Tommy Cheung, Legislative Council Member (Functional Constituency – Catering) (second from left), Mr Frankie Yick, Legislative Council Member (Functional Constituency – Transport)

(second from right), Mr Shiu Ka-fai, Legislative Council Member (Functional Constituency – Wholesale & Retail) (leftmost), Ms Vivian Sum, Commissioner for Tourism (rightmost) witness the process as trade representatives make the pledge.

Photo 5



About 100 trade representatives and frontline practitioners from tourism and related sectors join and support the launch ceremony to show cross-sector unity.

Photo 6



Dr Allan Zeman, Chairman of the Lan Kwai Fong Association (centre), Ms Belinda Yeung, First Vice Chairman, the Federation of Hong Kong Hotel Owners (left) and Ms Lisa Ngai, Vice-Chairman of the Quality Tourism Services Association (right) share their views on how to put the Pledge into practice as representative from catering, hospitality and retail sectors.

Photo 7



Three outstanding frontline practitioners from attraction, retail and catering sectors also share their experiences and tips on delivering quality services.

Photo 8



HKTb distributes 1 million more sets of “Hong Kong Goodies” visitor consumption vouchers to visitors, and sets up a new Kowloon Redemption Centre at Star Ferry Pier, Tsim Sha Tsui, for visitors’ convenience in collecting the Goodies.

– Ends –

Members of the media can download the press release from the following link:

<https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

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