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HKTB Launches “Let’s Go the Extra Mile” Hospitality Promotion

Echoing the launch of Hospitality Campaign by the Government, today (3 Jun) **the Hong Kong Tourism Board (HKTB)** launched its new promotion on hospitality with the theme “**Let’s Go the Extra Mile**” to encourage both frontline staff in the industry and members of public to demonstrate good hospitality by taking the extra step.

Following the introduction of “Professional Quality Tourism Services Pledge” last year, the HKTB recently conducted various works among trade partners and in the community through the production of a TV reality show, the enhancements to the Quality Tourism Service (QTS) Scheme assessment, the creation of training videos, and the expansion of the “HK Pals” volunteer programme to recruit more young people as hosts for visitors.

Themed “**Let’s Go the Extra Mile**”, the new TV promotion covers different industries, illustrating how we can all better demonstrate hospitality by going the extra mile with small gestures, while highlighting the city's professional-quality services to give a positive impression to customers. The HKTB aims to promote the spirit of hospitality throughout the city using various channels. The videos will be broadcast on major TV channels, featured in shopping malls, shared on the internet, and posted on social media platforms. Print advertisements will also be featured on various platforms.

On 29 May, the HKTB released a teaser video across various social media channels and through KOLs. In one story within another, young actors were invited to reinterpret the classic catchphrase in the previous TVC in fun and playful ways, triggering thoughts about how to better demonstrate hospitality.

The HKTB also staged a trade preview on 29 May to share updates on the hospitality campaign with about 120 trade representatives from the tourism and related sectors (aviation, transportation, hotels, F&B, retail, attractions and MICE). The new TV promotion was also previewed by trade partners and was received positively. Also supporting the occasion in person were **Mr Kevin Yeung, Secretary for Culture, Sports and Tourism, Hon Tommy Cheung, Executive Council member and Legco Member (Catering), Hon Shiu Ka Fai, Legco Member (Wholesale and Retail), and Hon Perry Yiu, Legco Member (Tourism)**.

Different sectors in the city will launch various activities to create synergy and work together to consolidate Hong Kong’s reputation as a hospitable destination.

The brand-new TV promotion (retail)

YouTube : <https://youtu.be/b2a6O8tHSvk>

Facebook : <https://www.facebook.com/hk.discoverhongkong/videos/764784112476514/>

Instagram : <https://www.instagram.com/p/C7wFZZ0PAa5/>



Trade preview staged by the HKTb



Dr. Pang Yiu-kai, Chairman of the Hong Kong Tourism Board (HKTb), expresses gratitude for the strong support and efforts from the Government, Legislative Council members and the industry.



Mr Kevin Yeung, Secretary for Culture, Sports and Tourism, delivers his remarks.



Sharing their participation and support for the initiative are industry representatives Mr Tommy Li, Adviser of the Quality Tourism Services Association (photo 1), Dr. Allan Zeman, Chairman of Lan Kwai Fong Association (photo 2), Mrs. Annie Yau Tse, Chairman of the Hong Kong Retail Management Association (photo 3), and Dr. Ryan Wong, Chairman of the Hong Kong Taxi Council (photo 4).

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Members of the media can download the photos from the following link:

<https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1558&categoryTypeId=2&cachedCriteria=1>

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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