

# Quality Services

Service is a big part of the travel experience. Good service leaves a traveller with a good impression of a destination and a desire to return. Through the years, we have made our best endeavours to uphold a culture of hospitality and quality service throughout the tourism, hospitality and retail sectors. Following are some of our efforts in this area in 2014/15.

## Quality Tourism Services (QTS) Scheme

- To increase exposure and patronage for QTS merchants:
  - We partnered with Visa to launch the “Visa Quality Privileges” promotion in summer and winter, the two most popular travel seasons, attracting the participation of more than 70 QTS members; and
  - We joined hands with China Construction Bank (Asia) to launch the “2014 Hong Kong Wine & Dine Festival – China Construction Bank Privileged Dining Promotion”, in which about 60 offers were arranged.
- The Outstanding QTS Merchant and Service Staff Awards were organised for another year to commend and recognise merchants providing excellent service to consumers.

## Visitor services

- A new element, called “Meet the Pals” (p. 60), was injected to the Hong Kong Pals programme, which was run for the fifth year in 2014/15.

## Support for our trade partners

- Our concierge hotline, set up in late 2013, was expanded to serve more hotels and shopping malls.
- We co-operated with American Express to organise the “Quality Services Training Series” to enhance the skills of frontline and management staff of QTS members in complaint handling, selling and talent management.

### In the spotlight:

- Our visitor centres served **1.9 million** visitors.
- Our contact centre handled 19,000 phone calls and email enquiries.
- Our concierge hotline was subscribed by 74 hotels and six shopping malls.
- The QTS Scheme had 1,268 members, covering nearly 8,300 outlets in the city.



