

TOP-NOTCH SERVICE

At the HKTB, we pride ourselves on the high quality of services provided to visitors. We are able to do so because we constantly upgrade our services according to market trends and work closely with tourism-related parties to uphold a culture of hospitality. In 2018/19, we took things to a new level with the deployment of the latest technology and by further stretching the scope of our services.

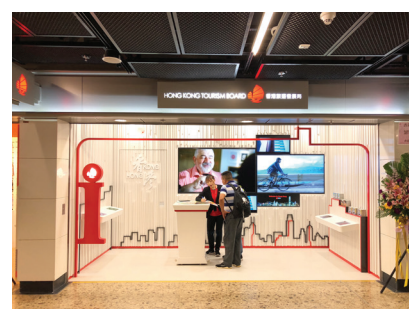
Excellent, all-encompassing visitor services

- Number of visitors served by our visitor centres: over 1.6 million
- Number of visitor enquiries answered by all of HKTB's online platforms in 2018/19: 150,000

During the year, the HKTB embraced the AI technology with the adoption of chatbot on its Facebook account and installation of self-service kiosks at various visitor centres to offer visitors round-the-clock assistance. Together with the first-ever web chat service on DiscoverHongKong.com and LINE chat service, visitors can make enquiries related to Hong Kong's travel information anytime, anywhere.

Responding promptly to the opening of the Hong Kong-Zhuhai-Macao Bridge and the Guangzhou-Shenzhen-Hong Kong Express Rail Link Hong Kong Section (XRL) service, we opened new visitor centres at the Hong Kong Port of the bridge and the high-speed rail West Kowloon Station to serve visitors arriving via the new infrastructure.

And to expand service reach to visitors in town, further to our Concierge Hotline that provides immediate assistance to 165 trade partners for answering visitors' enquiries, we solicited MTR's support to display QR code that connects to the HKTB's web chat service on tourist maps in 14 MTR stations, making it ever easier for visitors to seek assistance when needed.



Brand building for the Quality Tourism Services Scheme

- Publicity generated by the nation-wide QTS scheme promotion: 4 million video views and over HK\$21.4 million in publicity value
- Response to the Alipay red-packet promotion: more than 400,000 red packets were collected

The HKTB has been promoting the Quality Tourism Services (QTS) Scheme for many years to encourage retailers, restaurants and visitor accommodations to elevate their service standards. Up to 31 March 2019, about 1,250 local businesses covering over 8,200 retail and restaurant outlets and visitor accommodation premises had received QTS accreditation.

During the year, the HKTB boosted awareness of the QTS Scheme among Mainland consumers through partnerships with prominent entities, including national media platform Xinhua.net, knowledge sharing social platform Zhihu, leading search engine Baidu, regional media ZAKER, Cover Media and 16 local prints together with 12 famous KOLs in the Mainland. A wide range of nation-wide publicity promotions featuring articles, videos and social media posts were launched to showcase the top-quality shopping and dining experience offered by QTS merchants.

In order to drive visitors spending during the summer season, we collaborated with the Quality Tourism Services Association and UnionPay International on a joint promotion to offer UnionPay cardholders discounts at over 2,100 designated QTS outlets. Leveraging the opening of the XRL, we worked with Alipay to launch a red-packet promotion at over 200 QTS merchants.

