

Top-Notch Service

We strived to promote a hospitality culture and encouraged the tourism industry and related sectors to continue to provide quality service to visitors to enhance the visitor experience, with the goal of forging an outstanding reputation for Hong Kong.

Quality Tourism Services (QTS) Scheme

- As of the end of March 2017, the QTS Scheme covered 1,256 accredited merchants, representing 8,107 outlets and 709 rooms in accommodation in Hong Kong.
- We organised roadshows to Hangzhou and Chongqing with the Quality Tourism Services Association and a dozen QTS-accredited merchants to raise awareness of the QTS Scheme in the Mainland. We invited key opinion leaders (KOLs) to share their experience and opinion of the excellent service during their visits to Hong Kong.
- We partnered with the Quality Tourism Services Association and UnionPay Hong Kong on a joint promotion campaign in the summer of 2016. More than 1,400 outlets across Hong Kong took part in the joint promotion, providing visitors with a range of discounts and offers to stimulate their spending in Hong Kong.



Hangzhou and Chongqing roadshows:

- Participating media outlets: 68
- Media reports: over 800
- Publicity value generated: HK\$20 million



Outstanding visitor services

We constantly strive to provide visitors with efficient, high-quality service that enriches the visitor experience. For the convenience of visitors to Hong Kong we expanded our visitor information services by adding a mobile instant messaging app, called Line app, which enables us to provide an instant response to visitors' enquiries, as well as the latest recommendations and travel information.



- Our Visitor Centres served more than 1 million visitors in 2016/17
- The Concierge Hotline provided services to 127 registered users, including 96 hotels, 6 malls, 8 attractions, 9 QTS-accredited accommodation services, and 8 QTS-accredited department stores