

Launching Ceremony of the Friendly Taxi Campaign

The Tourism Commission, the Transport Department and the Hong Kong Tourism Board (HKTB) have jointly organised for the first time a "Friendly Taxi Campaign" to promote quality service and hospitality culture in the taxi industry. The campaign is to encourage taxi drivers to enhance the quality of their service to locals and visitors. The campaign comprises "Taxi Hospitality Days" and a series of radio programmes and promotions.

The launching ceremony of the eight-week campaign was held today at 2.30pm at the Open Piazza of Times Square. Officiating guests included Commissioner for Tourism Ms Eva Cheng, Commissioner for Transport Mr Alan Wong, Deputy Executive Director of Hong Kong Tourism Board (HKTB) Mrs Grace Lee, Legislative Councillor (Transport Constituency) Hon Miriam Lau, and Chairman of the Quality Taxi Services Steering Committee Dr Eric Tsang. A number of taxi trade representatives also attended to support the function. The slogan of the campaign was "Loads of Fun in a Hospitable Ride". Ms Miriam Yeung and Mr Eric Kot were appointed "Hospitality Stars" of the campaign.

At the ceremony, Ms Eva Cheng, said that having a hospitality culture was very important to sustain the growth of the tourism industry. "We are pleased to co-operate with the taxi trade to promote a hospitality spirit. A friendly and professional team of taxi drivers will greatly enhance the competitiveness of the tourism industry in Hong Kong, and attract visitors to come back," she said.

Mrs Grace Lee said the surveys conducted by HKTB in 2005 showed that more than 60% of the visitors interviewed used taxi services in Hong Kong. She hoped that all taxi drivers could extend a warm welcome to our visitors during the "2006 Discover Hong Kong Year".

Mr Alan Wong, said a responsible taxi driver put road safety first. "While on the road, taxi drivers should pay attention not only to the traffic situation, but also to the safety of taxi passengers. Taxi drivers should follow traffic regulations, ensure no speeding and observe traffic lights, – Zero Accident on the Roads, Hong Kong's goal," Mr Wong said.

One of the key elements of the campaign is "Taxi Hospitality Days". A number of Hong Kong Young Ambassadors will be distributing taxi-kits at various major taxi stands in Hong Kong, Kowloon and New Territories today and three designated weekends in February and March, and invite taxi drivers to join them in spreading hospitality messages. The taxi-kit is specially prepared for taxi drivers with a practical language hand book, a small-size calendar and, a "not-for-hire" plate etc.

The campaign also includes a new weekly radio programme called "Taxi Radio Call Station" with eight episodes. The programme will be broadcast every Friday evening (10.30–11pm) from January 27 via Commercial Radio 1 (CR1). In addition, a series of promotion and educational segments to promote quality service and hospitality culture will be broadcast during the campaign period via CR1 at different times of the day.

Tourism Commission
Economic Development and Labour Bureau
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