

Call for everybody to join in to promote Hong Kong

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The Chief Executive, Mr Tung Chee Hwa, today (February 5) calls on Hong Kong people to all make an effort to help promote Hong Kong as a tourist destination.

Speaking at the Grand Draw Ceremony of "Cathay Pacific-The World's Biggest Welcome" held at Government House, Mr Tung said that the successful development of our tourism industry would benefit Hong Kong as a whole and it would require the collective effort of our community.

"The importance of the tourism industry lies not only in its contribution to our economy, but also in its ability to create a large number of job opportunities for people with different skills and knowledge levels," he said.

Commending Cathay Pacific for setting a fine example of how the private sector can make a difference, Mr Tung urged more Hong Kong companies to follow suit while individual citizens also contribute by being good hosts and making sure visitors have a pleasant and memorable stay in Hong Kong.

Mr Tung said residents were also welcome to contribute ideas on tourism promotion through such channels as entering the "Enjoy Hong Kong" Itinerary Design Competition organised by the Tourism Commission.

The competition is to encourage Hong Kong people to design an itinerary for relatives and friends visiting from overseas to show them the most interesting and attractive aspects of Hong Kong.

A Tourism Commission spokesman said: "Participants are challenged to be creative, innovative and original. They should draw on their own first-hand experience by exploring Hong Kong for themselves during the competition period."

Winners will get attractive prizes donated by sponsors. These include return air tickets, one year's unlimited free rides on the MTR, gift coupons, hotel packages, dining coupons, Ocean Park tickets, cultural performance tickets and museum passes.

The competition is divided into four categories: individual aged below 12, individual aged between 12 and 19, individual aged 20 and above, and group (no age limit).

Entry forms are available from District Offices, major venues of the Leisure and Cultural Services Department, and the Hong Kong Tourism Board's Visitor Information and Services Centre on Ground Floor, The Center, 99 Queen's Road Central. The form can also be downloaded from the competition's website <http://www.enjoyhk.gov.hk>.

"Information on the main tourist attractions has been collected into a handy guide book to help participants prepare their itineraries. This is also available at the above collection points and from the competition's website," the spokesman added.

Completed entry forms together with a proposed two-day itinerary for a specified target group and supporting material such as original photographs, drawings, maps etc. should be submitted to the Tourism Commission, 2nd Floor, East Wing, Central Government Offices, Lower Albert Road, Central, Hong Kong by Saturday April 6, 2002. Submissions delivered in person must be received no later than 12 noon.

Entries will be assessed on the basis of how attractive and practicable the proposed itinerary is, and the presentation. The panel of judges for the final adjudication will include the Secretary for Economic Services, Ms Sandra Lee; Chairman of Hong Kong Tourism Board, the Hon Mrs Selina Chow; Director and Chief Operating Officer of Cathay Pacific Airways Ltd, Mr Philip Chen; Chairman of Travel Industry Council of Hong Kong, Mr Ronnie Yuen; Chairman of Hong Kong Association of Registered Tour Co-ordinators, Mr Wong Wai-wing; Director of Home Affairs, Ms Shelley Lee; and Director of Leisure and Cultural Services, Mr Paul Leung.

There will be eight optional weekend workshops to provide basic information on itinerary design. Admittance to these workshops is free and on a first-come-first-served basis. Interested parties can contact Ms Emily Fung of the Hong Kong Association of Registered Tour Co-ordinators Secretariat on 2807 6327, 2807 6510 or 2806 8620.

For enquiries on the "Enjoy Hong Kong" Itinerary Design Competition, please call 3142 2288 or contact the organiser via email on enjoyhk@1823.gov.hk.

End/Tuesday, February 5, 2002
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