

## Call to join Enjoy Hong Kong Itinerary Design Competition

Five more weeks for joining the "Enjoy Hong Kong" Itinerary Design Competition

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The Tourism Commission reminds the public today (March 2) that they have five more weeks to submit entries to the "Enjoy Hong Kong" Itinerary Design Competition.

Closing on April 6, 2002 (Saturday), the competition offers attractive prizes including 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. It is open to all.

The objective is to involve the whole community in promoting Hong Kong's tourism, by designing itineraries for relatives and friends visiting from overseas to show them the most interesting and attractive aspects of our city.

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 themselves during the competition period."

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 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 at 2nd Floor, East Wing, Central Government Offices, Lower Albert Road, Central, Hong Kong by April 6, 2002.

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 the 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.

To provide basic information on itinerary design, optional weekend workshops are being held until March 9. 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](mailto:enjoyhk@1823.gov.hk).



End/Saturday, March 2, 2002

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