

New TV series promotes hospitality

The Tourism Commission is launching a series of eight Announcements in the Public Interest (APIs) on hospitality ahead of the Lunar New Year.

According to the Hong Kong Tourism Board, total visitor arrivals have increased by 19.9% to 14.9 million for the first 11 months of 2002 and total arrivals are now expected to exceed 16 million for the year. As a major pillar of Hong Kong's economy, the tourism industry directly and indirectly provides employment opportunities for over 360 000 people.

"We hope that the series will convey a simple message: that we all have a role to play in making Hong Kong the top tourist destination city in Asia - by being hospitable to visitors," a Tourism Commission spokesman said today (January 5).

The API series, to be screened from tomorrow (January 6) at prime times, is part of the Tourism Commission's 'A Hospitable Hong Kong' Campaign intended to promote the hospitality message among Hong Kong people. The series particularly reminds front-line service staff about the importance of service quality.

The APIs showcase the real experience of visitors to Hong Kong. The visitors in the eight episodes came from Mainland, France, Japan, India, Korea, Canada, Africa and Australia. None are actors and all were here either on personal or business trips. Most episodes open with a segment showing these visitors at home.

The visitors are shown in different locations all over Hong Kong, trying out shopping and food with characteristic local flavours and meeting people from various services sector. Their interaction with local people is intended to demonstrate that how they were treated directly affected their enjoyment of Hong Kong.

The APIs will be presented as short video records showing that a positive experience

for visitors to Hong Kong starts and finishes with the reception they receive from Hong Kong people.

Viewers will find how simple acts - a smile, a friendly gesture, lending a hand - can help make visitors feel good.

This series of one-minuters will be screened every evening from 6 to 13 January 2003 between 7 pm and 8 pm on the Chinese and English channels of TVB, ATV and Cable TV. The series will be repeated from 14 to 21 January 2003 between 10 pm and 11 pm and again from 22 to 29 January 2003 between 2 pm and 3 pm on the same channels.

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