

Promotion of hospitable culture in Hong Kong
"Friendly Hong Kong – You make a difference!"

Press Release

The Tourism Commission is launching a new series of Announcements of Public Interest (APIs) on TV, radio and outdoor video displays on 28 September 2004. Wall banners and posters will also be set up in various locations around Hong Kong, and there will be complementary bus and taxi body advertisements.

The TV APIs, in two episodes of 30 seconds, will feature local people (including frontline staff and general public) greeting visitors in different settings, showcasing Hong Kong's popular tourist spots in the city and the countryside. The APIs show how simple acts like a friendly smile, a warm greeting or a helping hand may greatly enrich visitors' experience in Hong Kong. The theme song will be sung by well-known singer Mr George Lam.

The emphasis of the campaign is to highlight the importance of community involvement to make all visitors feel welcome. We hope that every Hong Kong citizen can do their part to be friendly and helpful to our visitors. Every little thing we do for them, will make a lasting impression," a Tourism Commission spokesman said today.

As clearly conveyed in our slogan, *"Your welcome makes every visit special. Friendly Hong Kong – You make a Difference!"* We hope everybody will take an active role in welcoming our visitors," the spokesman added.

The 2 TV episodes will be launched tomorrow (28 September) at 8pm and 9 pm on the Chinese and English channels of all TV stations. Apart from daily broadcast on TV and radio, the series will also be screened on outdoor video displays at Harbour City, Times Square, Queen's Theatre, Avenue of Stars, Airport, MTR Airport Express Stations, KMB Customer Service Centre in Tsim Sha Tsui Star Ferry Terminus, and Star Ferry's Harbour Tour Pier. To further promote the hospitality message, posters and wall banners carrying the same message will be mounted across the territory, together with a series of advertisements on buses and taxis bodies.

Hong Kong expects to receive over 20 million visitor arrivals this year, some 31.8% more than in 2003. This new series of promotions will encourage our tourism industry as well as the community that they all have a crucial role to play in strengthening Hong Kong's status as the top tourist destination in Asia.

Tourism Commission
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