

Launch of Hospitality Campaign (with video)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung attended the launch of the Hospitality Campaign today (June 3) with representatives from the Education Bureau, the Home Affairs Department, the Information Services Department, the Radio Television Hong Kong as well as the Hong Kong Tourism Board (HKTB), the tourism and related sectors, the education sector and the districts, to jointly promote hospitality and reinforce Hong Kong's brand as the best tourism destination.

Mr Yeung said, "The Culture, Sports and Tourism Bureau had already started discussions and preparations to promote hospitality with relevant policy bureaux and departments as well as HKTB since early this year to encourage active involvement of all sectors in the community. With the Government's series of hospitality promotions, I hope that all sectors in the community can work together to display the spirit of hospitality and warmly receive visitors to Hong Kong with a view to strengthening Hong Kong's position as the best tourist destination."

He also expressed gratitude to the tourism and related sectors for their unfailing support in continuously improving service quality and launching various activities in conjunction with the Hospitality Campaign in order to create synergy and promote Hong Kong's reputation as a hospitable city.

To echo the Hospitality Campaign, the Education Bureau will provide schools with a series of learning and teaching resources and related information, and encourage schools to actively plan and promote activities related to the theme of courtesy, so as to further enable students to be courteous with others. The Home Affairs Department will also assist in promoting messages on hospitality and fostering a friendly and courteous atmosphere in the community through organising community involvement activities in various districts.

HKTB will also launch its new promotion on hospitality on the theme of "Let's Go the Extra Mile", to encourage both frontline staff of the industries and members of public that everyone could demonstrate good hospitality by going a little step forward.

Officials of the Hong Kong Special Administrative Region Government attending the launch today also included the Acting Secretary for Education, Mr Sze Chun-fai; the Commissioner for Tourism, Ms Vivian Sum; Director of Information Services, Mrs Apollonia Liu; Director of Broadcasting, Mr Eddie Cheung; and Deputy Director of Home Affairs, Ms Eureka Cheung.