

Tourism and the Community

旅遊業— 全民事業

The HKTB has been striving to extend the tourism footprints to all corners of Hong Kong. Joining forces with different social sectors, we promote Hong Kong to visitors and help those in need in our community.

旅遊業「人人有份」，所以旅發局一直邀請社會各界合力推廣香港；同時亦希望將旅遊業所帶來的歡樂，與社會各階層共享。





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Sharing Our Home 分享 · 家



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1 With Christmas just around the corner, the HKTB invites 400 students from local primary schools to sing Christmas carols at the UC Centenary Garden in East Tsim Sha Tsui. Together with singer Chet Lam and duo *at 17*, the young ambassadors warm the hearts of visitors and help promote the tourism of our city.

臨近聖誕，旅發局邀請400名本港小學生，加上歌手林一峰及組合at 17，在尖東市政局百周年紀念公園為旅客獻唱聖誕歌曲。一眾小朋友，小小年紀已為旅遊業出力。

2-4 The breathtaking lights and colourful displays in Hong Kong during Christmas and New Year capture the lenses and hearts of visitors worldwide. Through the "Top 10 Hong Kong Christmas. Lighting Vantage Points" photo competition staged by the HKTB, both local residents and visitors share their favourite spots to watch the spectacular decorations in Hong Kong. 香港聖誕及新年燈飾一向世界聞名。透過旅發局的「十大聖誕燈飾觀賞點」攝影比賽，市民踴躍地與旅客分享本港各區的節慶「亮」點。



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Spreading Love 傳達 · 愛

- 1-2 At the dress rehearsal of the HKTB's Chinese New Year Night Parade, members of the city's ethnic minority groups join local youngsters to enjoy an early celebration for the Year of the Tiger, and interact with some of the international performing teams.

在虎年來臨的前夕，一批居港的少數族裔和本地青少年，獲邀觀賞旅發局的賀歲巡遊匯演綵排，並與部分國際表演隊伍交流，開開心心地提早迎接虎年。

- 3 A group of children celebrate Christmas with the HKTB's volunteer team and take a ride on an open-top bus dedicated for Hong Kong WinterFest, soaking in the festive ambience of Christmas in our city.

旅發局的義工與一批來自基層家庭的兒童同賀聖誕，並登上「繽紛冬日節」敞篷巴士，出發前往香港各區，感受歡樂及濃厚的聖誕氣氛。

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Administration
Lectures Series (2009/2010)
Big
Strategies of Hong Kong Tourism Board



Building Strengths 凝聚·力

- 4 The young generation holds the key to our future. To encourage support for our tourism from the young people, HKTB Executive Director Mr Anthony Lau shares his insights in promoting Hong Kong with students and teachers of the Hong Kong Institute of Vocational Education. 年輕人是社會的未來。旅發局總幹事劉鎮漢與香港專業教育學院數百名師生分享推廣香港之道，鼓勵學生們日後為旅遊業出力。
- 5 Our local food says a lot about our culture. A card design competition organised by Sing Tao Group showcases Hong Kong's snacks to visitors, with the winning designs turned into postcards and distributed to visitors in the HKTB's visitor centres. 地道小吃反映本地文化。旅發局協助推廣由星島集團舉辦的「最具香港飲食文化的地道食品心意卡設計比賽」。各旅客諮詢中心亦協助派發以得獎作品為主題的明信片。
- 6 Each year, the Immigration Department organises the "Most Courteous Immigration Control Officers Election" to promote hospitality among its immigration control officers. The winner is named the Hong Kong Courtesy Ambassador by the HKTB. 入境事務處每年舉辦「最有禮貌入境管制人員」選舉，推廣好客文化，旅發局當然支持，並嘉許總冠軍為「香港禮貌大使」。
- 7 The HKTB is in full support of the World Cultures Fiesta organised by *Hong Kong Economic Times*, which encourages Hong Kong's youths to come up with creative ideas in promoting our city. 《經濟日報》舉辦「世界文化祭」，鼓勵年輕一輩就推廣香港旅遊業發表創見，旅發局亦全力支持。