



Smart Tourism Seminar

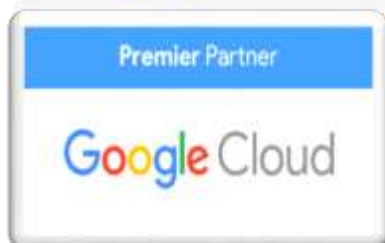
26 September 2019



Master Concept: Milestone



- ❑ Based in Hong Kong since 2003
- ❑ Google Premier Partner in APAC since 2014
- ❑ Google's FIRST Partner for Indoor Street View, Hong Kong
- ❑ Completed 1,000+ shootings across APAC



Other Relevant Experience



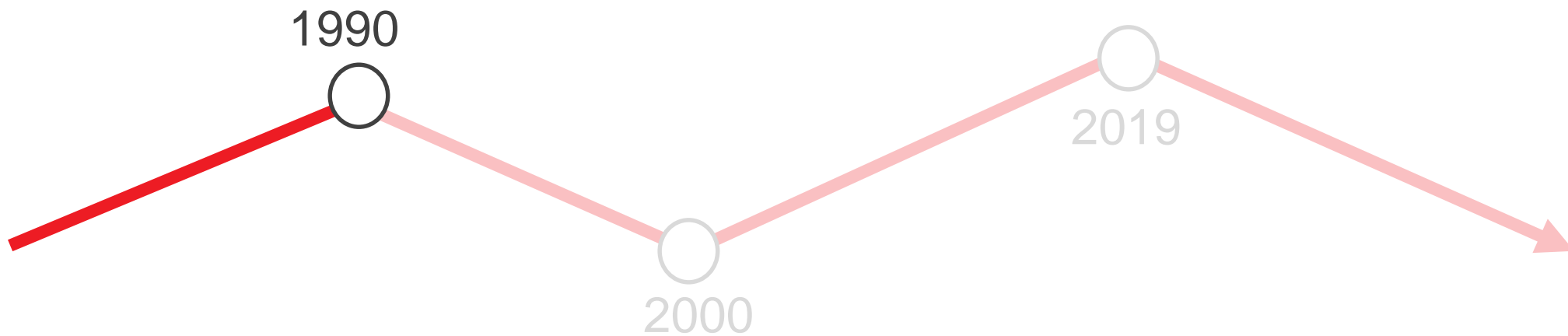
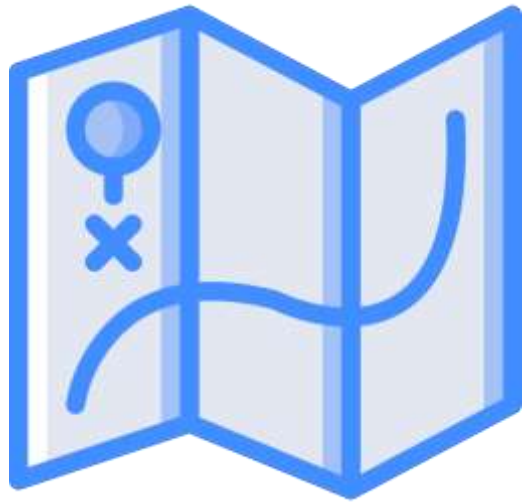
Google StreetView | Trusted: Our Customers



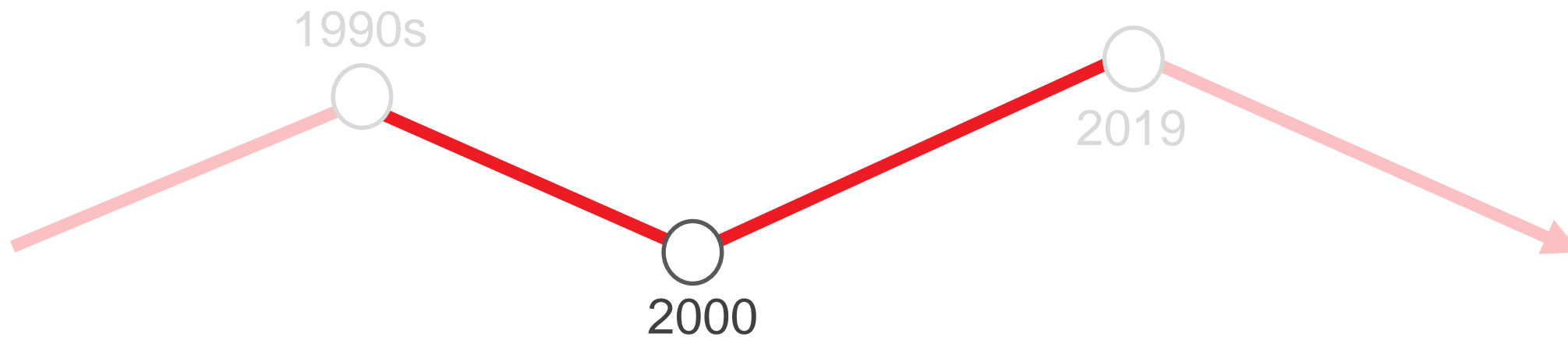
香港中文大學
The Chinese University of Hong Kong



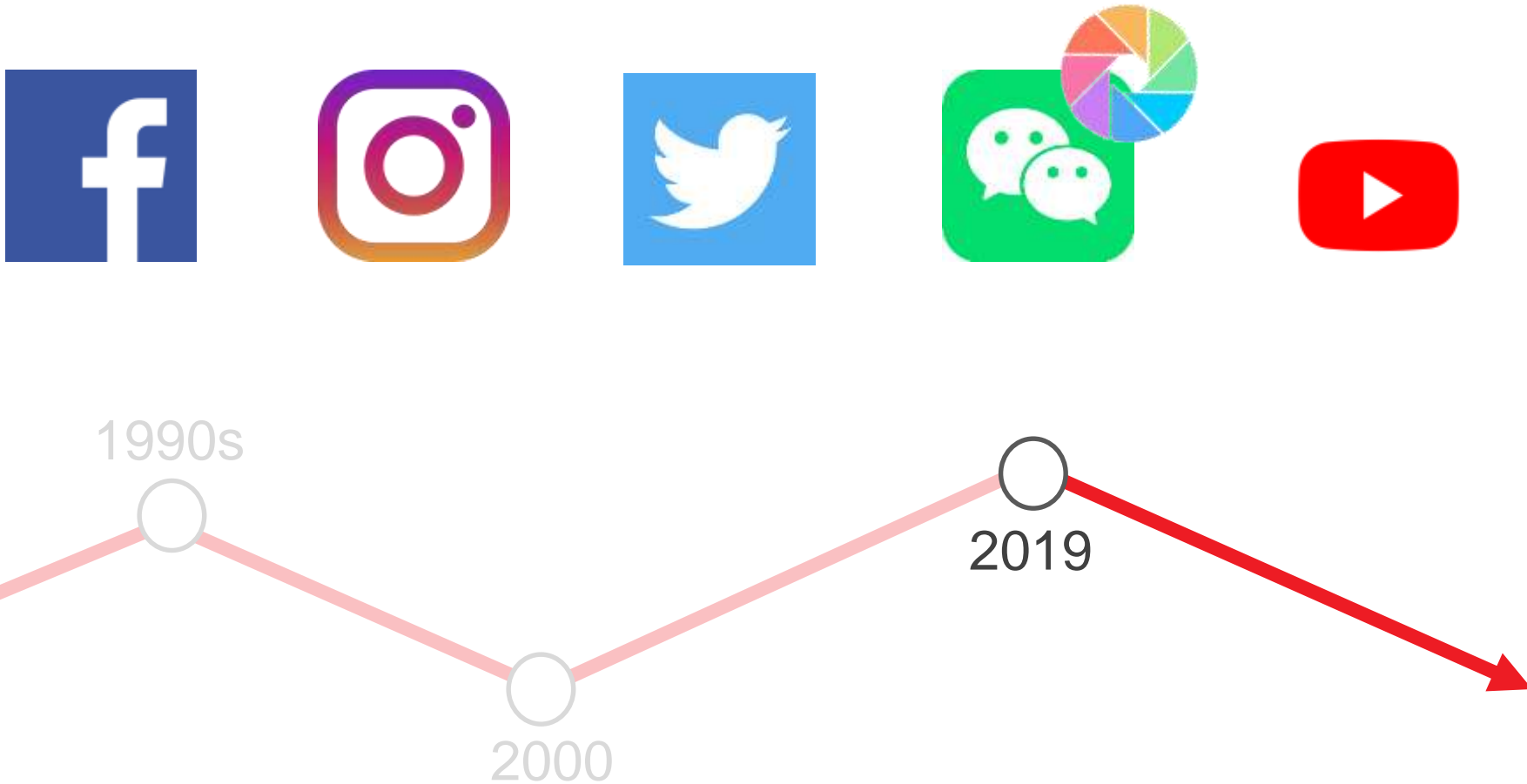
Change in Travelers' Pattern



Change in Travelers' Pattern



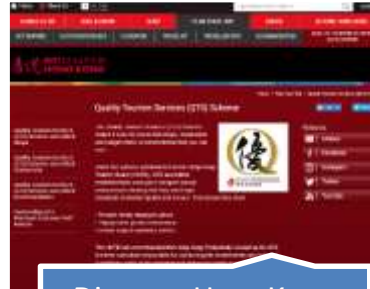
Change in Travelers' Pattern



Digital Footprint of QTS



Website & Kiosk



DiscoverHongKong website



PartnerNet website



Self Service Kiosk



App



Hong Kong Value Offer app



My Hong Kong Guide app



Qpoint app



Social Media Platform



WeChat



Sina Weibo

Digital Footprint of QTS

DiscoverHongKong.com

>100 million page views

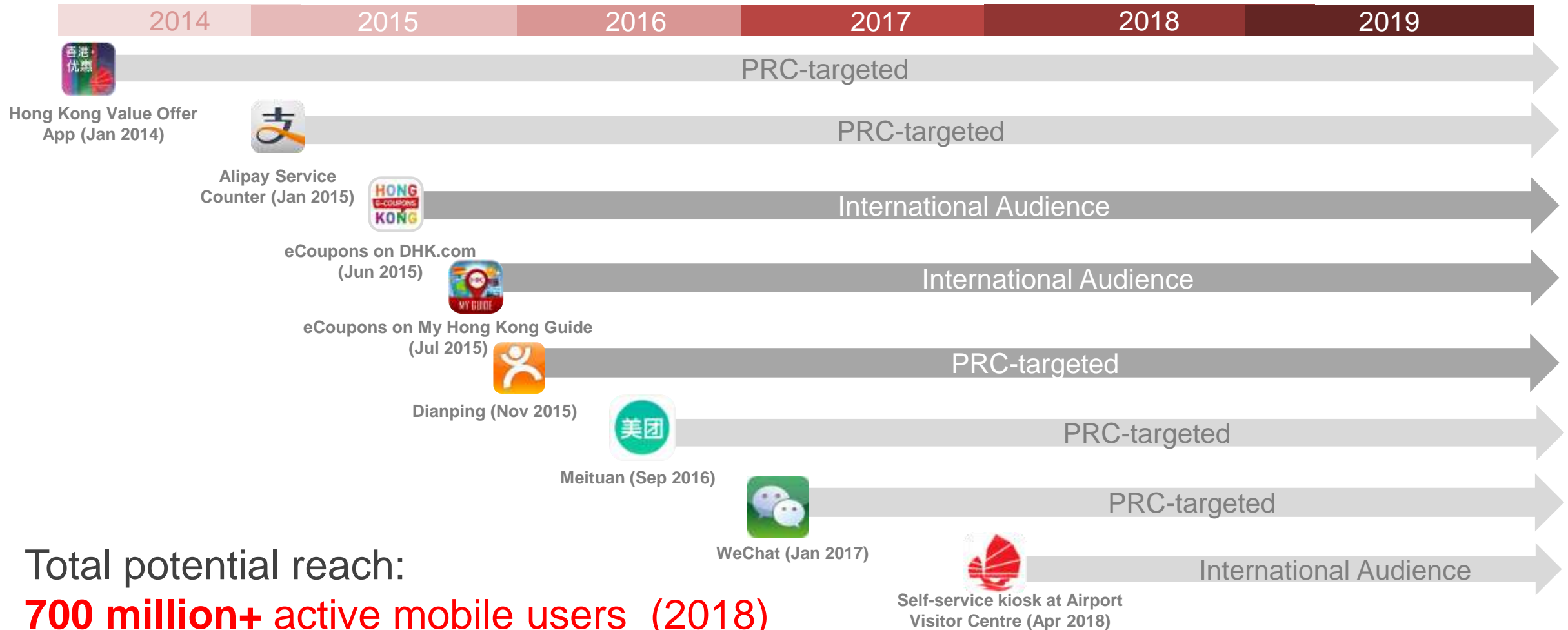


Reached out via PartnerNet

>11,000 Hong Kong Partners

>33,000 Overseas Trade Partners

Existing Channels for e-Coupons



Total potential reach:
700 million+ active mobile users (2018)

Google My Business – QTS Merchants

- ❑ Google My Business (GMB) is merchants' business card on Google Map.
- ❑ Owners can manage their business profile as it appears on Google Map & Google Search
- ❑ Owners' verifications of the GMB listings are required.
- ❑ Uploading QTS logo & 360° virtual tour to enhance competitiveness and become more trustworthy by customers



Over **1,200** merchants, Over **8,000** outlets



450

QTS Merchants (37%) verified

2,600

QTS Outlets (33%) verified

Benefits of Verified GMB listings



Increase QTS merchants' competitiveness by global exposure



Full control of the details on Google Map



Interactive platform between merchants & customers



Encourage customers' deep engagement

Benefits of Virtual Tour



Benefits of Virtual Tour



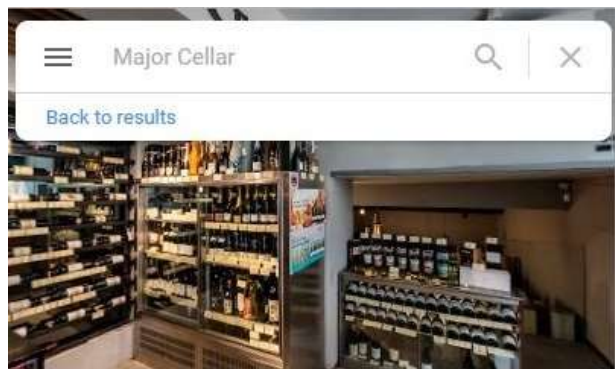
| Pilot Trial at Central and Sheung Wan Area in July - August 2019

Reached **>300** merchants for GMB verifications



Pilot Trial at Central and Sheung Wan Area in July - August 2019

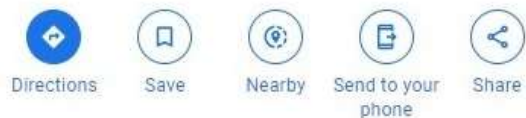
Major Cellar @ 85 Queen's Road Central



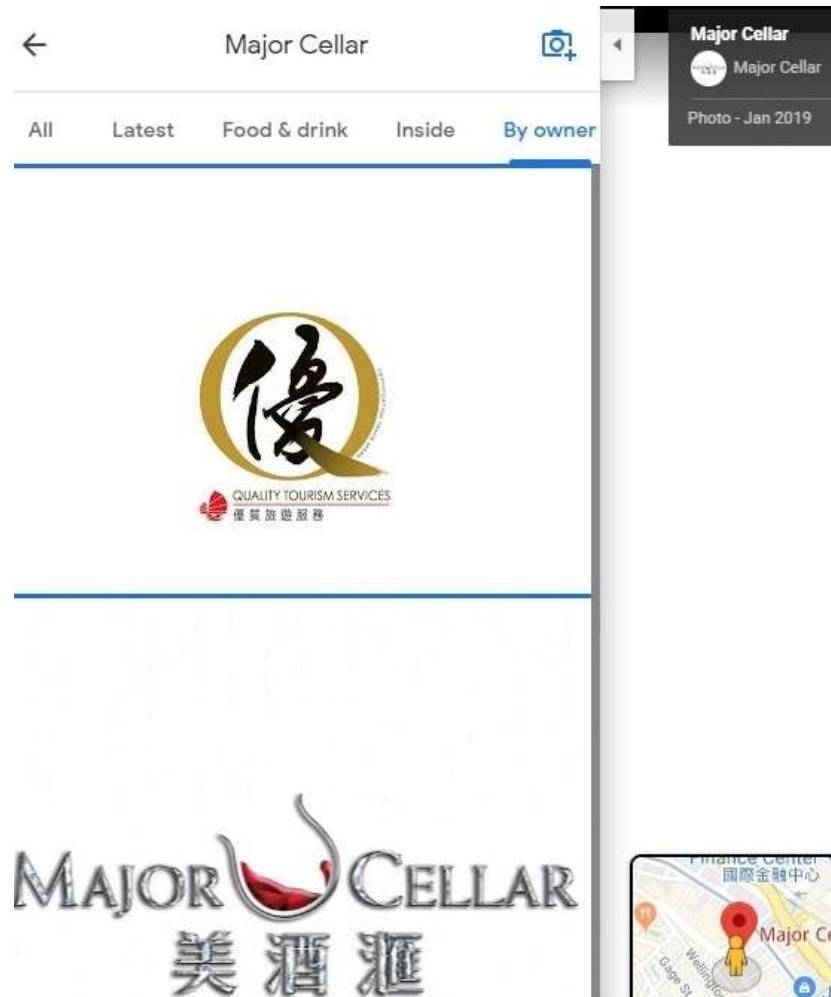
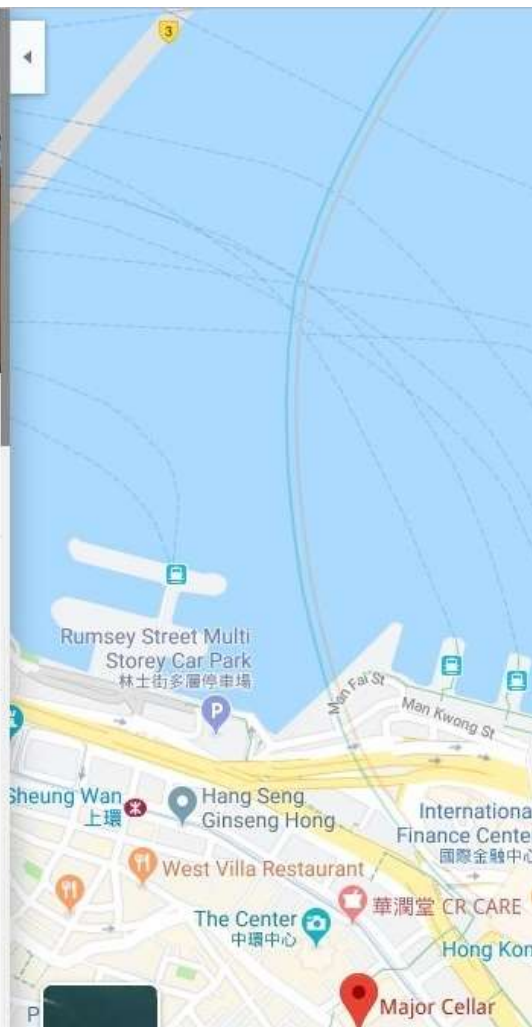
Major Cellar

4.5 ★★★★★ (2)

Wine store



- 85 Queen's Road Central, Central
- 75M4+94 Central
- majorcellar.com
- 2153 9909
- Open now: 11am-8:30pm
- Add a label



Call to **ACTION**

- ❑ Target to enhance the digital footprints of QTS merchants on Google Map
- ❑ Follow up Action:

Hotline Team will contact for GMB verification process

Photography Team will follow up shooting schedule (1 outlet per merchant)



Q

&

A

A nighttime photograph of the Hong Kong skyline, featuring numerous illuminated skyscrapers and a reflection in the water. The text 'THANK YOU' is overlaid in the center in a white, bold, sans-serif font. The background shows a mix of warm yellow and white lights from the buildings against a dark blue twilight sky. The reflection in the water below is a clear mirror image of the city lights.

THANK YOU