



Hong Kong Tourism Board Wins UAE Best M-Government Award

Hong Kong Tourism Board proudly accepted the Best M-Government Award in the International Tourism Category during last week's World Government Summit, for its My Hong Kong Guide App. This award recognises mobile innovations of government entities in the areas of tourism development, travel and hospitality, culture and arts, recreation, site seeing and shopping. The nominees for the award were Sydney Official Guide and New Zealand Essential Travel but Hong Kong came out on top amongst illustrious competition. Mr. Anthony Lau - Executive Director of the Tourism Board flew into Dubai to accept the award presented to him by H.H Sheikh Mohammed Bin Rashid Al Maktoum, Vice President of the UAE and Ruler of Dubai.

My Hong Kong Guide is an all in one App available on Android and IOS which acts as a digital guide book allowing users to create itineraries, share them with friends, get ideas from other travelers and choose from 1,800 activities and attractions.



With visitor numbers from the GCC increasing from the end of 2015, Hong Kong Tourism Board is looking to this region for continued growth and working with their local representative office Gulf Reps Ltd, will strive to develop this burgeoning market.

