

# 2025傑出優質商戶員工服務獎

2025 Outstanding Quality Tourism Services Merchant  
Service Staff Awards











做多一步  
好客之道  
LET'S GO THE EXTRA MILE



HONG KONG  
TOURISM BOARD  
香港旅遊發展局



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# Introduction

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The Quality Tourism Service (QTS) Scheme, established in 1999 by the Hong Kong Tourism Board (HKTB), sets the benchmark for service excellence in the retail and restaurant sectors, and to enhance the service levels of these sectors and boost visitor confidence in Hong Kong's shopping and dining experiences.

Details of the QTS Scheme:



To honour the outstanding performance of QTS merchants and frontline staff, the HKTB has introduced the following awards:



**2011: The first QTS Scheme Awards were held**



**2013: The Outstanding QTS Merchant Service Staff Awards were introduced to honour frontline staff**



**2024: The awards introduce new categories including "Local SMEs Staff Awards" and the Grand Award**

In line with the government's Hospitality Campaign, the "2025 Outstanding QTS Merchant Service Staff Awards" are themed "Let's Go the Extra Mile". These awards recognise the contributions of frontline staff from QTS-accredited merchants in enhancing the quality of service in Hong Kong. Applications for the awards are now open. Merchants are encouraged to seize this opportunity to nominate their outstanding employees for participation!

## Objectives



To amplify "Hospitality Campaign" to champion the hospitable culture in Hong Kong



To promote and encourage merchant staff to provide excellent and exceptional customer service



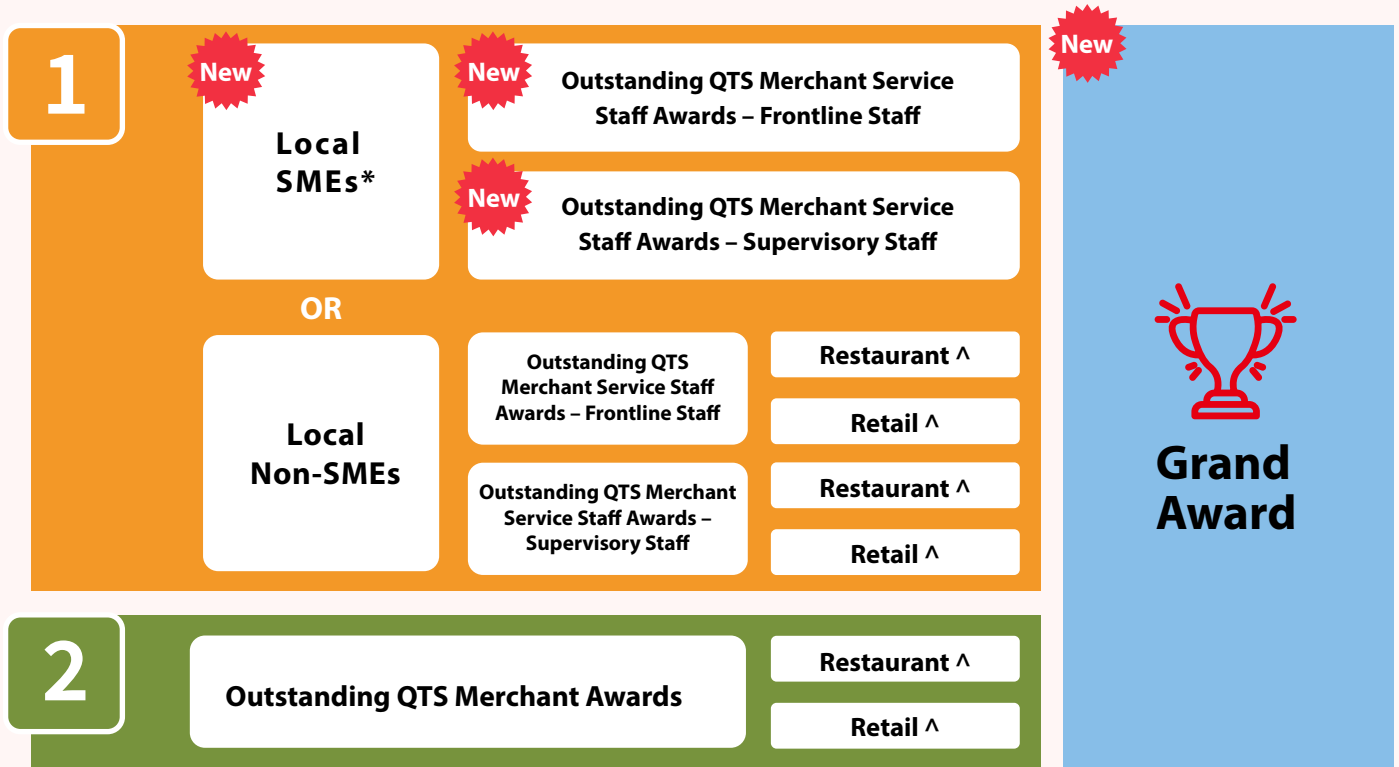
To strengthen and promote the professional status and value proposition of the QTS Scheme to customers, the industry, and merchants





# Award and Process

"2025 Outstanding QTS Merchant Service Staff Awards" will include the following awards categories:



\* Definition of Local SMEs: (i) Less than 5 outlets, (ii) Less than 50 staff, and (iii) Must be a standalone company, not affiliated with any local/ international group

^ Group according to the nature of business

## “Outstanding QTS Merchant Service Staff Awards – Frontline Staff” and “Outstanding QTS Merchant Service Staff Awards – Supervisory Staff”:

- Each participant will be grouped according to the nature of business
- The top five participants with the highest scores in each business category will be awarded the Gold, Silver, Bronze and Merit awards

## “Outstanding QTS Merchant Awards”:

Based on the scores from the annual renewal assessment of the merchants in the past 3 years

- The top three merchants with the highest scores in each business category will be awarded the Gold, Silver, and Bronze awards

**Grand Award: Merchant with the highest score after award scoring calculation as stated below will be awarded the Grand Award:**

	Gold Award	Silver Award	Bronze Award	Merit Award
Outstanding QTS Merchant Service Staff Awards – Frontline Staff	6	4	2	1
Outstanding QTS Merchant Service Staff Awards – Supervisory Staff	6	4	2	1
Outstanding QTS Merchant Awards	3	2	1	N/A

# “Outstanding QTS Merchant Service Staff Awards – Frontline Staff and Supervisory Staff” Judging Procedures



1

**Stage 1:  
Video Assessment**

- Each participant must submit a three-minute video (including a self-introduction and discussion on a specified topic).
- The top ten participants in each business category will advance to Stage 2: Group Interview.

2

**Stage 2:  
Group Interview**

- Shortlisted participants in each business category will be invited to group interview.
- The top five finalists in each business category will advance to Stage 3: Panel Judge Interview.

3

**Stage 3:  
Panel Judge  
Interview**

- The panel judges will conduct individual interviews with the finalists.
- The top three highest scores in each business category will receive Gold, Silver, and Bronze awards, respectively, while the others will receive Merit awards.

4

**Award Presentation  
Ceremony**

- The award results will be announced on the award ceremony.



## Language

All interviews will be conducted primarily in Cantonese.



## The Panel Judges

The panel judges comprise experienced members from the travel service, dining and retail sectors, who will use their expertise and experience to select the winners for each award category.



# Rewards and Benefits

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## 1 Prizes

Each of the Gold, Silver, and Bronze award winners will receive a cash prize and a trophy:

Gold: HK\$10,000 and Trophy

Sliver: HK\$5,000 and Trophy

Bronze: HK\$3,000 and Trophy

Merit: Certificate

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## 2 Award Presentation Ceremony

All finalists for the panel interviews will be invited to attend the award ceremony, which will be held in May 2025 during the QTSA Anniversary Annual Dinner cum QTS Scheme Awards Presentation Ceremony. The results for the Gold, Silver, Bronze, and Merit awards will be announced on the award ceremony.

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## 3 Publicity

HKTB will promote via our official website and media to increase the exposure of award-winning merchants.



# Judging Criteria

## Video Assessment (Stage 1)

- Relevance to the theme (40%)
- Creativity and originality (20%)
- Showcasing Hong Kong's uniqueness/  
Attractive elements for customers (20%)
- Personal charisma (10%)
- Organisation and fluency/  
Presentation ability (10%)

## Group and Panel Judge Interviews (Stage 2 and 3)

- Service skills/ Problem-solving ability  
(Frontline staff: 50%/ Supervisory staff: 35%)
- Presentation ability and communication skills (20%)
- Showcasing Hong Kong's uniqueness/  
Attractive elements for customers (20%)
- Teamwork (only applicable to Supervisory staff: 15%)
- Image and grooming (10%)



# Eligibility

Any frontline staff currently working at a QTS-accredited merchant in the retail or restaurant sector can be nominated to participate.

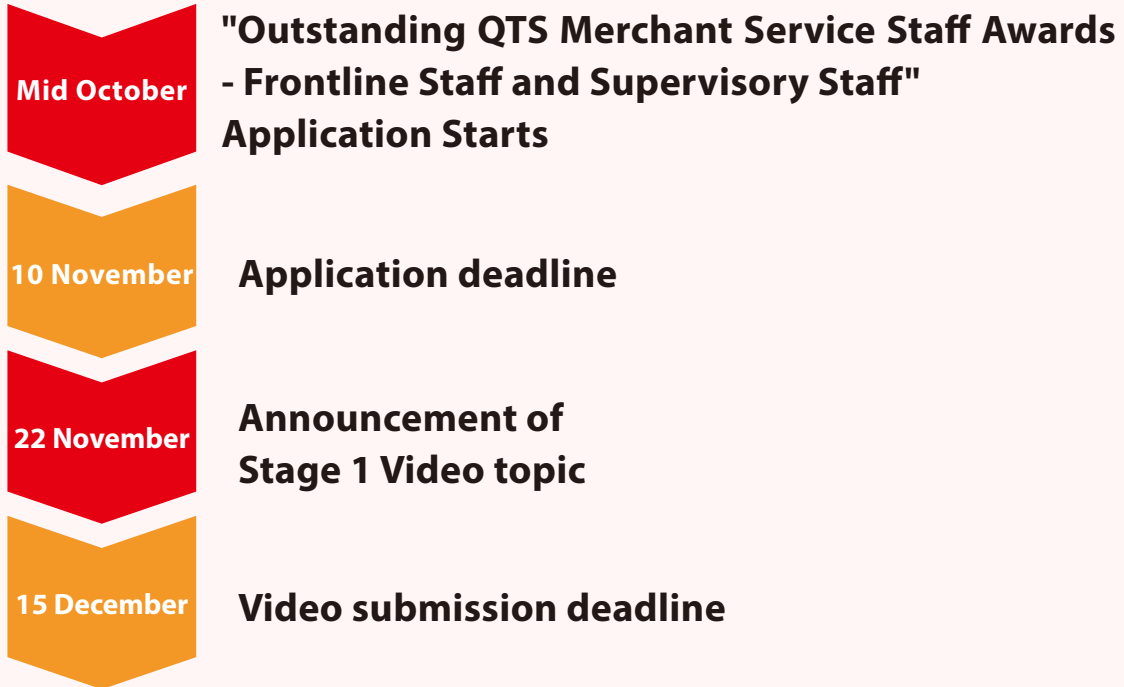
	Outstanding QTS Merchant Service Staff Awards – Frontline Staff	Outstanding QTS Merchant Service Staff Awards – Supervisory Staff
Basic Requirements	<ul style="list-style-type: none"> <li>Both full-time and part-time <b>frontline</b> staff are eligible</li> <li>Supervisory staff are not eligible for "Outstanding QTS Merchant Service Staff Awards – Frontline Staff"</li> <li>Frontline staff who won the Gold Award in the previous year are not eligible to compete for the "Outstanding QTS Merchant Service Staff Awards – Frontline Staff" award this year. However, frontline staff who have previously won the Gold Award and are now serving as supervisor is eligible to compete for the "Outstanding QTS Merchant Service Staff Awards - Supervisory Staff" award this year</li> </ul>	<ul style="list-style-type: none"> <li>Must be a full-time <b>supervisory</b> staff</li> <li>Must have at least 1 year of supervisory experience</li> <li>Scope of supervision shall not exceed more than 1 outlet</li> <li>Supervisory staff who won the Gold Award in the previous year are not eligible to compete for both the "Outstanding QTS Merchant Service Staff Awards – Frontline Staff" and "Outstanding QTS Merchant Service Staff Awards – Supervisory Staff" awards this year</li> </ul>
Employment Period	<ul style="list-style-type: none"> <li>Starting from the application deadline,               <ul style="list-style-type: none"> <li>Full-time staff must have been employed for <b>at least 6 months</b> by the participating company;</li> <li>Part-time staff must have been employed for <b>at least 12 months</b>, and working on an average of <b>no less than 17.5 hours per week</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Starting from the application deadline,               <ul style="list-style-type: none"> <li>Staff must have been employed for <b>at least 6 months</b> by the participating company</li> </ul> </li> </ul>
Number of nominations	Up to 10 frontline staff	Up to 10 supervisory staff



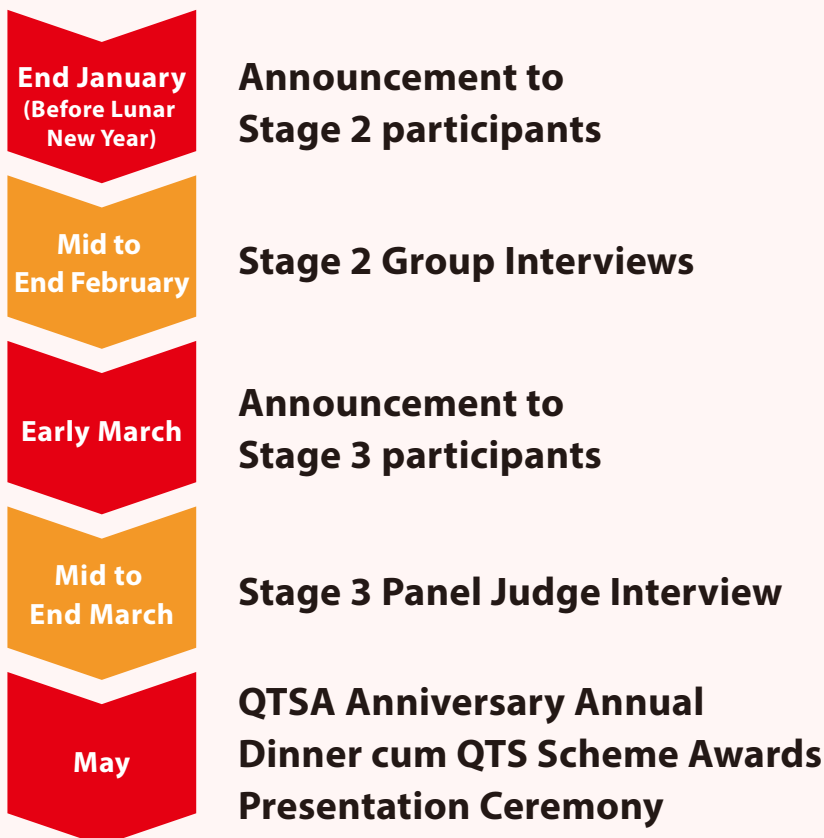


# Key Dates

## Year 2024



## Year 2025






# Application Details

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**Application Fee:  
Free of Charge**

Please click  or scan the following QR code to complete and submit the online registration form

(online registration only)



**For enquiries:**



**Mr Ray Chung (2788 6320)**



**Ms Yammie Yu (2788 5721)**



**qts-award@hkpc.org**

**Application Deadline:**

**10 November 2024**



# Terms and Conditions

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1. Participants must be staff of QTS-accredited merchants.
2. Each QTS-accredited merchant can nominate up to 10 staff for the "Outstanding QTS Merchant Service Staff Awards – Frontline Staff" and "Outstanding QTS Merchant Service Staff Awards – Supervisory Staff" categories, respectively.
3. The Hong Kong Tourism Board (hereinafter referred to as the "Organiser") will assign participants into appropriate categories based on the nature of business. Each group has to meet the minimum composition requirements of at least 5 different merchants and participants. The Organiser reserves the right to add, delete and amend the grouping criteria if specific group failed to meet the minimum composition requirements. The Organiser will notify the participants of the final grouping arrangements individually when the video submission details are announced.
4. If a participant withdraws from the award application for any reason during the assessment period, the nominating merchant must notify the Organiser in writing. Additionally, a participant's failure to attend assessment activities arranged by the Organiser will be considered as a withdrawal from the award application.
5. The deadline for online applications for the awards is 10 November 2024. Late applications will not be accepted.
6. The Organiser reserves the right to film and interview the participants / film the group interviews and panel judge interviews of participants without prior notice and to use the information provided by participants and/or their nominating merchants, including merchant names, logos, trademarks, and personal data of participants, for processing award applications, assessments, and related promotional purposes. This information may also be transferred by the Organizer to other authorized organizations to carry out activities related to the awards.
7. The Organiser reserves the right to disqualify participants who provide false or misleading information, as well as those whose nominating merchants provide false or misleading information, from participating in and receiving awards.
8. Participants and their nominating merchants must read and understand all terms and conditions. By submitting the application form, participants and their nominating merchants acknowledge that they have read, understood, and fully agree to comply unconditionally with the terms and conditions.
9. The Organiser reserves the right to amend awards information, grouping and assessment criteria, terms and conditions without prior notice. All decisions made by the Organiser are final and conclusive.
10. There is no appeal mechanism for the awards. The Organiser has the final decision on participant eligibility, grouping of award categories, evaluation procedures, award results, and any other disputes related to the awards.
11. The Organiser will handle and protect participants' personal data in accordance with the Personal Data (Privacy) Ordinance (Cap. 486 of the Laws of Hong Kong). The personal data provided by participants will only be used for matters related to the awards, including but not limited to notifying participants and winners, announcing the list of winners, and other related promotional purposes. The Organiser commits not to provide participants' personal data to any third party without the participants' written consent, unless required by law or necessary for the operation of the awards.