

2026

傑出優質商戶員工服務獎

Outstanding Quality Tourism Services Merchant
Service Staff Awards



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Introduction

The Quality Tourism Service (QTS) Scheme was established in 1999 by the Hong Kong Tourism Board (HKTb). It sets the benchmark of service excellence in the retail and restaurant sectors, aiming to elevate service standards and boost visitor confidence in Hong Kong's shopping and dining experiences.

Details of the QTS Scheme:



To honour the outstanding performance of QTS-accredited 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 "Local SMEs Staff Awards" and the Grand Award were introduced



2026: The Outstanding QTS Merchant Service Staff Awards will be elevated from a biennial to an annual recognition

The "2026 Outstanding QTS Merchant Service Staff Awards" will recognise the contributions of frontline staff from QTS-accredited merchants in enhancing the service quality in Hong Kong. Applications are now open, and merchants are encouraged to nominate their outstanding employees.

Objectives of the "2026 Outstanding QTS Merchant Service Staff Awards"



To amplify the "Hospitality Campaign" and champion a culture of hospitality 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

"2026 Outstanding QTS Merchant Service Staff Awards" will include the following awards categories:

1



OR

2



Grand Award

* 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: Group Interview

- Participants from each business category will be invited to a group interview.
- The top five finalists in each business category will advance to Stage 2: Panel Judge Interview.

2

Stage 2: Panel Judge Interview

- The panel judges will conduct individual interviews with the finalists.
- Within each business category, the top three highest scores will be awarded the Gold, Silver, and Bronze awards, respectively, with the remaining finalists receiving Merit awards.

3

Awards Presentation Ceremony

- The award recipients will be announced during the ceremony.



Language

All interviews will be conducted primarily in Cantonese.



Panel of Judges

The panel of judges comprises 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

1 Prizes

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

Gold Award: HK\$10,000, Trophy and Certificate

Silver Award: HK\$5,000, Trophy and Certificate

Bronze Award: HK\$3,000, Trophy and Certificate

Merit: Certificate

Grand Award

Trophy

2 Awards Presentation Ceremony

All finalists for the panel judge interviews will be invited to the award ceremony, which will be held on 18 June 2026 during the QTSA Anniversary Annual Dinner cum QTS Scheme Awards Presentation Ceremony. The results for the Grand Award, Gold, Silver, Bronze, and Merit awards will be announced at the ceremony.

3 Publicity

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

Judging Criteria

Group and Panel Judge Interviews (Stage 1 and 2)

- ✓ Service skills / Problem-solving ability
(Frontline staff: 50% / Supervisory staff: 35%)
- ✓ Presentation ability / Communication skills (20%)
- ✓ Showcasing Hong Kong's uniqueness / Attractive elements for customers (20%)
- ✓ Teamwork (only applicable to Supervisory staff: 15%)
- ✓ Professional image / Personal charisma / 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	Both full-time and part-time <u>frontline</u> staff are eligible	- Must be a full-time <u>supervisory</u> staff - Must have at least 1 year of supervisory experience - Scope of supervision shall not exceed more than 1 outlet
Employment Period	- Starting from the application deadline, - Full-time staff must have been employed for <u>at least 6 months</u> by the participating company; - Part-time staff must have been employed for <u>at least 6 months</u>, and working on an average of <u>no less than 16 hours per week</u>	- Starting from the application deadline, - Staff must have been employed for <u>at least 6 months</u> by the participating company
Number of nominations per merchant	Up to 5 frontline staff	Up to 5 supervisory staff
Remark(s)	- Supervisory staff are not eligible for "Outstanding QTS Merchant Service Staff Awards – Frontline Staff" - 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 supervisors are eligible to compete for the "Outstanding QTS Merchant Service Staff Awards – Supervisory Staff" award this year	Supervisory staff who received Gold Award in the previous year are not eligible to compete for this year's "Outstanding QTS Merchant Service Staff Awards – Frontline Staff" and "Outstanding QTS Merchant Service Staff Awards – Supervisory Staff."

Key Dates

Year 2026



Application Details

**Application Fee:
Free of Charge**

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

(online registration only)



For enquiries:



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**Application Deadline:
27 March 2026**

Terms and Conditions

1. Participants must be staff of QTS-accredited merchants.
2. Each QTS-accredited merchant can nominate up to 5 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 by Early April 2026
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 27 March 2026. Late applications will not be accepted.
6. The information submitted by participants and/or their nominating merchants, including merchant names, logos, trademarks and personal data of participants and/or their nominating merchants, will be used for processing applications, assessments, award presentation and related promotional activities. The Organiser will also record and photograph the interview process and may conduct interviews and take photographs of the participants. Such information and images may be transferred to and handled by organisations authorised by the Organiser and the intellectual property right of the same will be owned by the Organiser and used for relevant promotional and training activities.
7. The Organiser reserves the right to disqualify any participant or nominating merchant who submits false or misleading information from further participation and award eligibility.
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.