
*Introducing citizens to the
harbourfront virtually amidst the
epidemic:
A sharing and reflection*

**疫情下如何讓市民透過虛擬環境親近海濱：
經驗分享及反思**

Olivia Tang
Walk in Hong Kong, Managing Director
30th September, 2020

Today's presentation

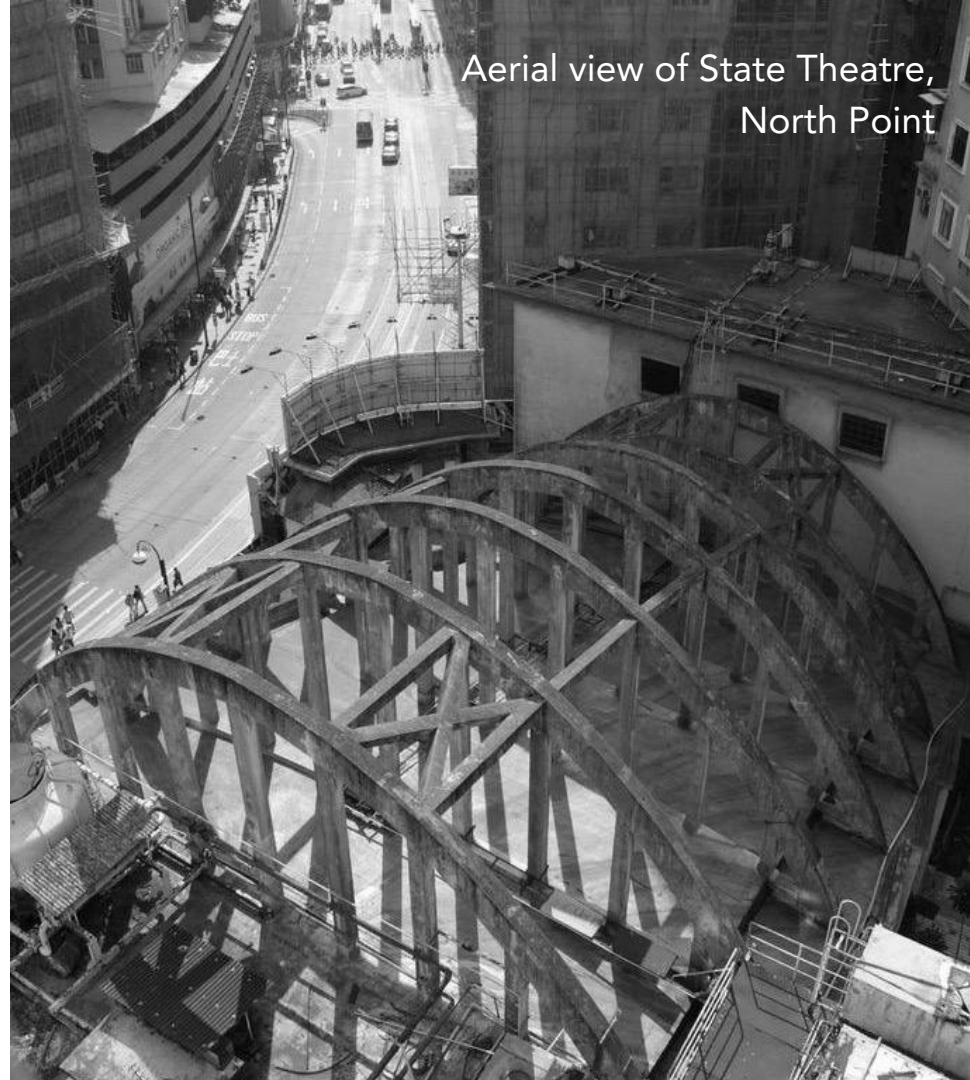
1. Introduction to Walk in Hong Kong
2. Project background
3. Repivoting to virtual tours
4. Feedback
5. Reflection



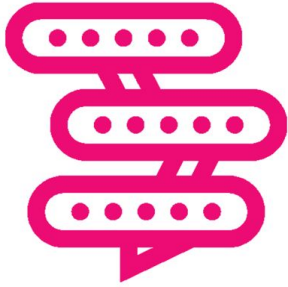
Who are we?

Walk in Hong Kong is the city's leading cultural enterprise. We are known for our **wonderful storytelling**. We make what might otherwise be dry history lessons into **memorable experiences**, rooted in Hong Kong's people and culture. Our walking tours are well loved by travellers, corporates, schools, families, and locals alike.

Our vision does not stop there. Despite our small scale, we are an advocate for heritage conservation and **driving social changes**. In 2016, our team successfully lobbied for a Grade 1 historic building status for State Theatre in North Point, helping preserve one of the city's most important urban gems.



Aerial view of State Theatre,
North Point



**Story
Teller**
故事



**Experience
Designer**
體驗



**Change
Maker**
革新

These values transcend real and virtual world, and allow us to curate equally engaging experiences both offline and online

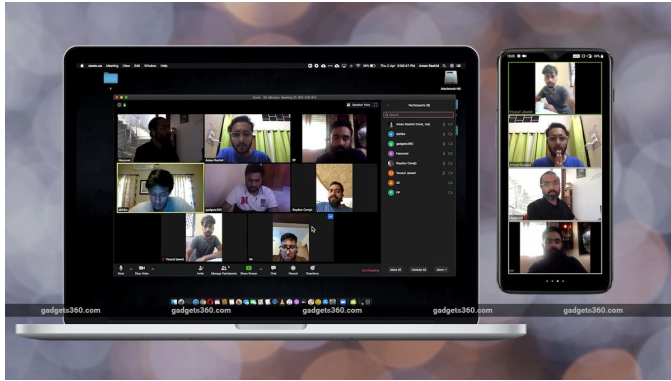


WiHK in-person walking tours

Project background



How to run a virtual tour



Zoom meeting



Wireless mic



Stabilizer



5G network



5G phone



Genre-blending
real-time online
interactive
*Edu*tainment

Tapping into the diverse talents and professionals in Hong Kong



**EXPLORE HK AT HOME
AMID VIRUS OUTBREAK**

【海濱同你親子遊】with professional storyteller

解出



Appreciate the great work from the team, especially under the scorching heat! Very good presentation by docent 心姐姐 and Janice in the office. The kids from my family members enjoyed it very much. The drawing and guessing games are great to arouse interaction with the kids!



【海濱同你影靚相】with professional photographer

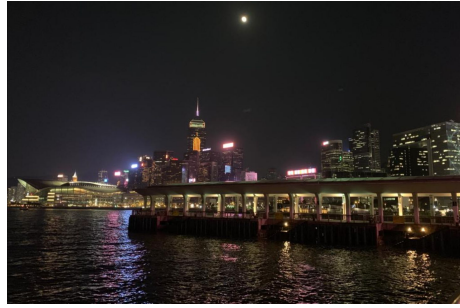


用virtual tour的形式也很有趣
及內容生動豐富。請多舉辦一些
這類活動！



【海濱同你影靚相】 Photo competition

- Crowdsourced harbourfront photos from tour participants
- Public voting of the most beloved photos on social media to augment audience reach
- Winning entries will be exhibited on harbourfront
- Create offline-online-offline effect



Walk In Hong Kong 活現香港
23h · 🌐

【海濱同你揀靚相——投票選出你最想貼堂嘅靚相！】
疫情期間要減少外出，喺行虛擬導賞團嘅日子，我哋就用相片凝住海濱嘅景致，等大家足不出戶都可以欣賞維多利亞港嘅靚景。

8月份我哋舉辦【海濱同你影靚相】虛擬團嘅時候，徵集咗參加者條海濱拍攝嘅大作，等各位攝友可以交流交流。

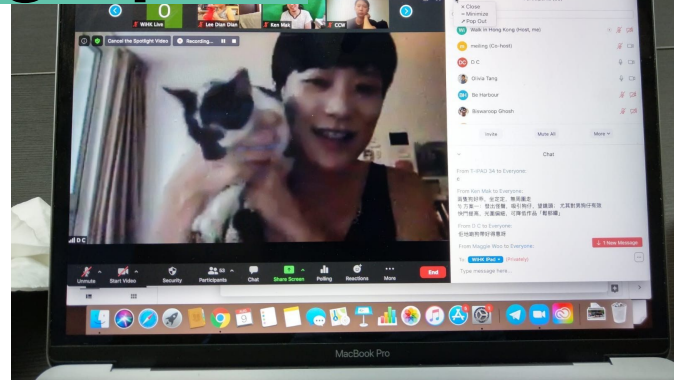
我哋 shortlist 咗當中部份佳作，畀大家投票選出最鍾意嘅一幅。... See More

1,586 People Reached 139 Engagements Boost Post

You and 12 others 2 Shares

Love Comment Share

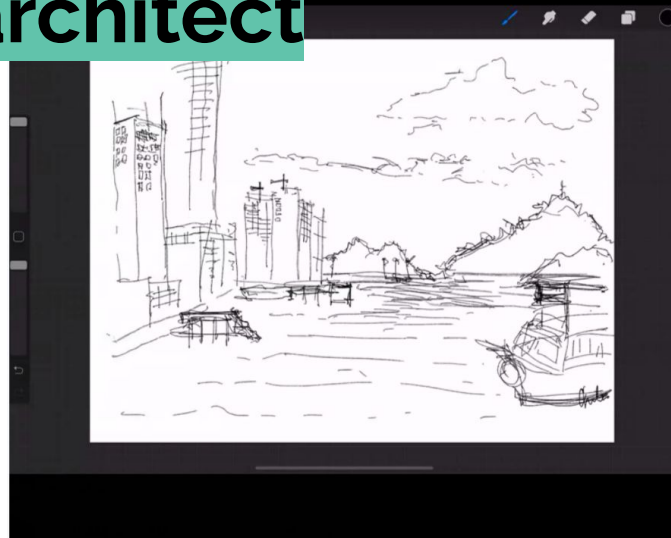
【海濱同你放吓狗】with dog photographer



非常創新的想法，家中雖然沒有飼養寵物，但與孩子參加完導賞團之後都覺得很治癒。希望可以再辦！



【海濱同你睇建築】with architect



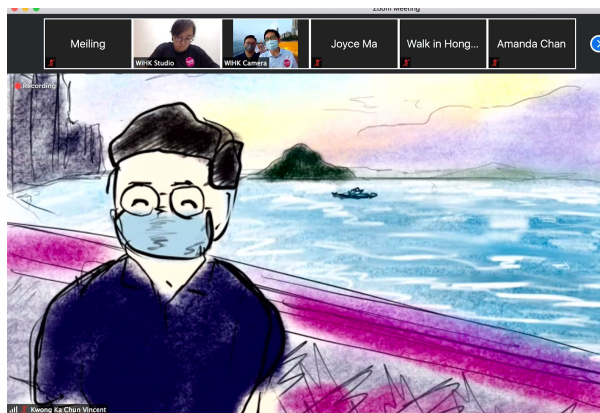
Meiling



WIK Camera

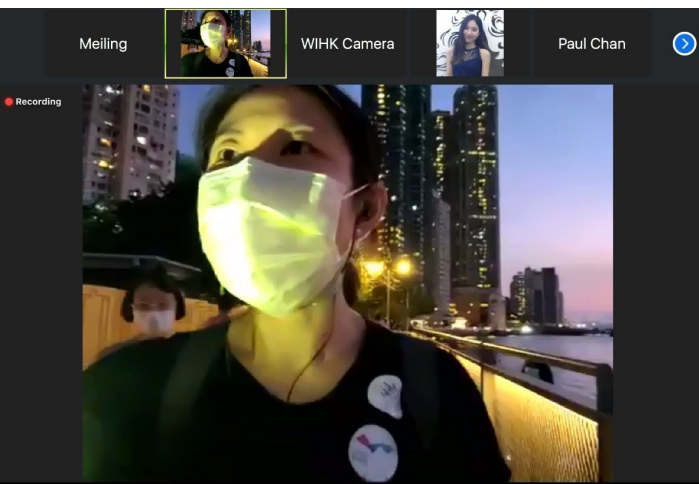


Julianne



內容有料又有
趣！導賞間場，
互動環節，安排
得宜！以插畫為
副線，更加增
值！

【海濱同你講鬼故】with theatre performers



時間安排非常厲害！由短劇穿插後，突然導遊就到了下一個景點，導遊講完以後，演員又已換好衣服，配合得天衣無縫。石級的故事非常有趣，因為是平時不會留意的地方。非常喜歡互動影響劇情的部分！

好有心思！好有誠意！ 創意 + 資訊 + 娛樂 + 互動 勁正！ 加油！

Feedback

Media coverage



[Walk from home: Hong Kong tour company moves online to survive pandemic](#)



[Inventing Tomorrow: Walking Tour Hong Kong](#)



[HK tourism company offers virtual tours to survive Covid-19 pandemic](#)



[本地游推虛擬導賞團](#)



[疫情下本地導賞團收入跌9成 變網上虛擬遊贏口碑](#)



[旅行的意義](#)



[旅行的意義](#)

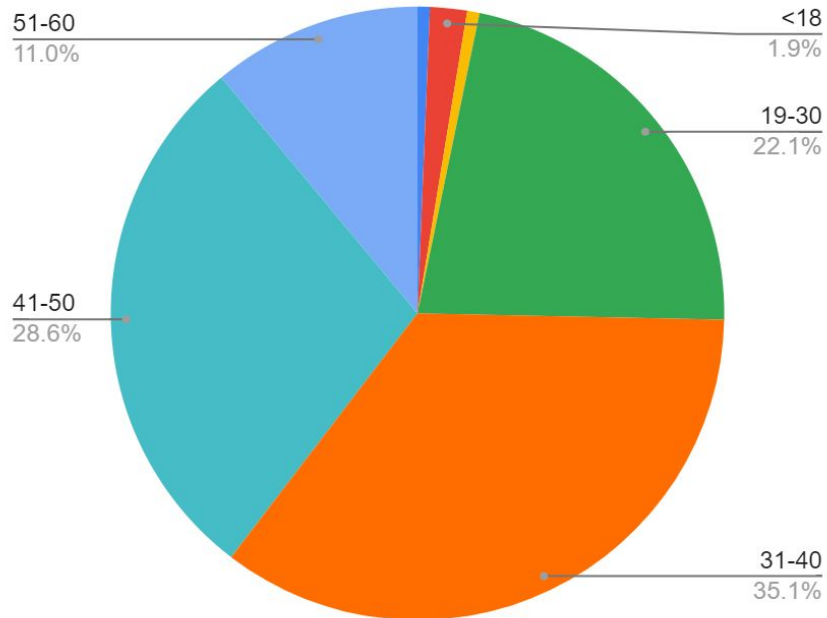


[【海濱回你講鬼故】的虛擬之旅](#)

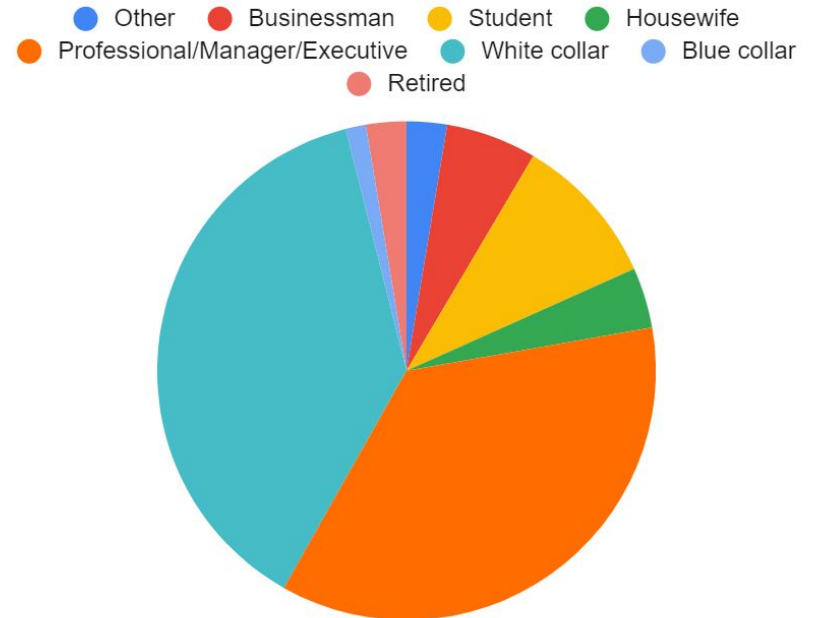
**Reaching a large
audience with broad
range of representation**

Over 500 participants in total

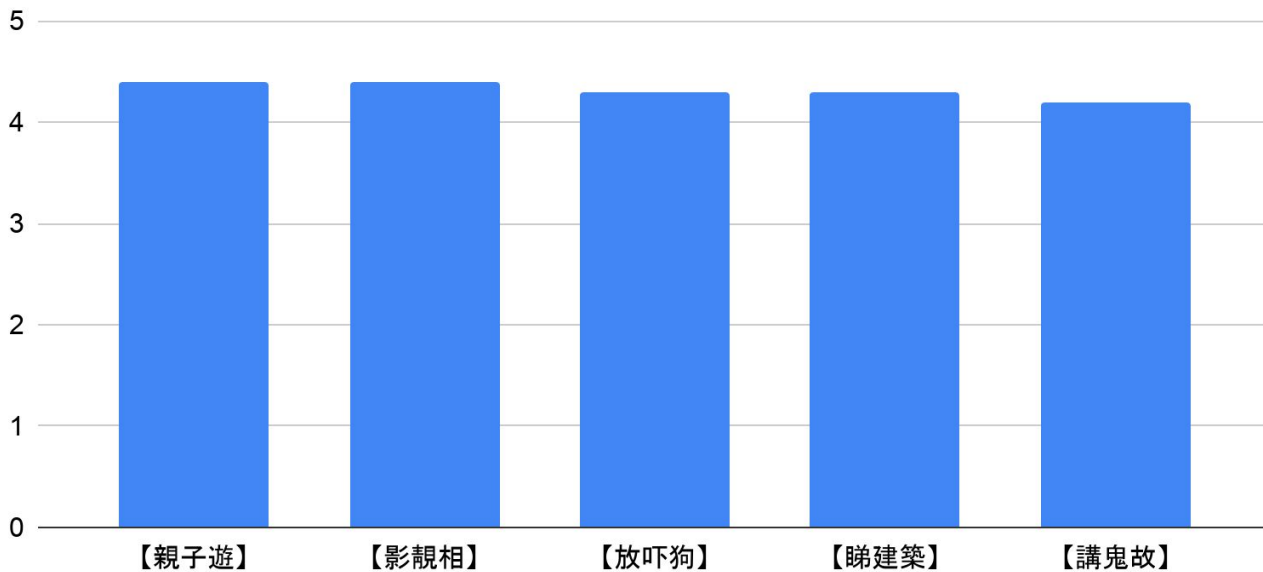
Age



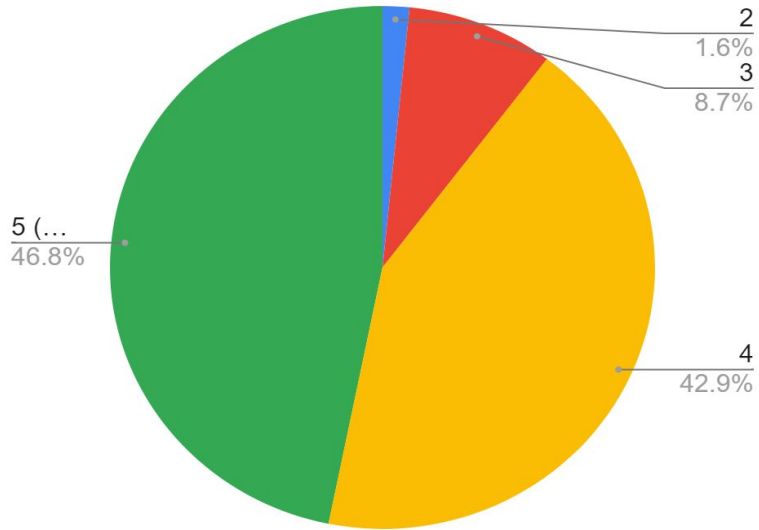
Vocation



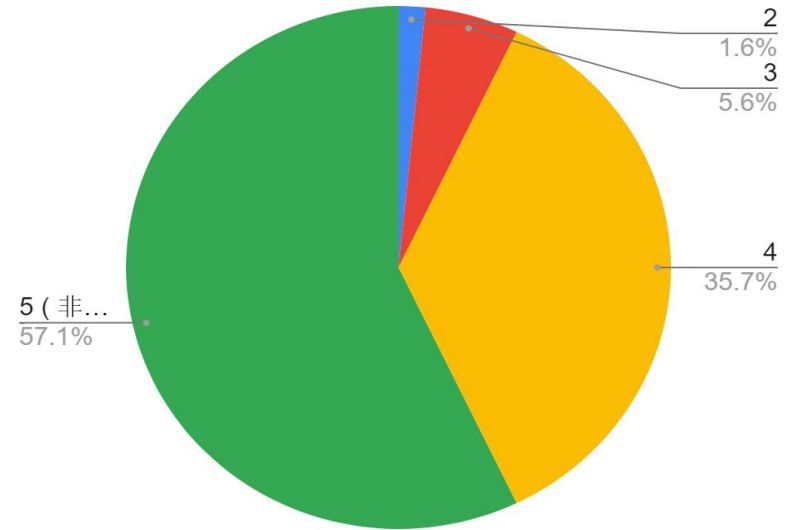
Overall rating for the tour (1-5)



Guest speaker rating

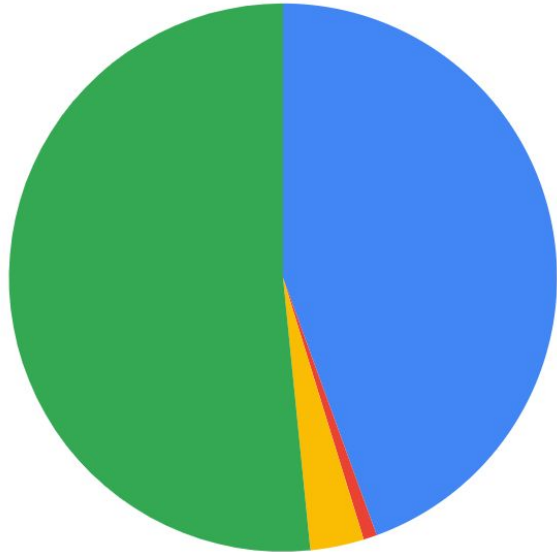


Tour guide rating



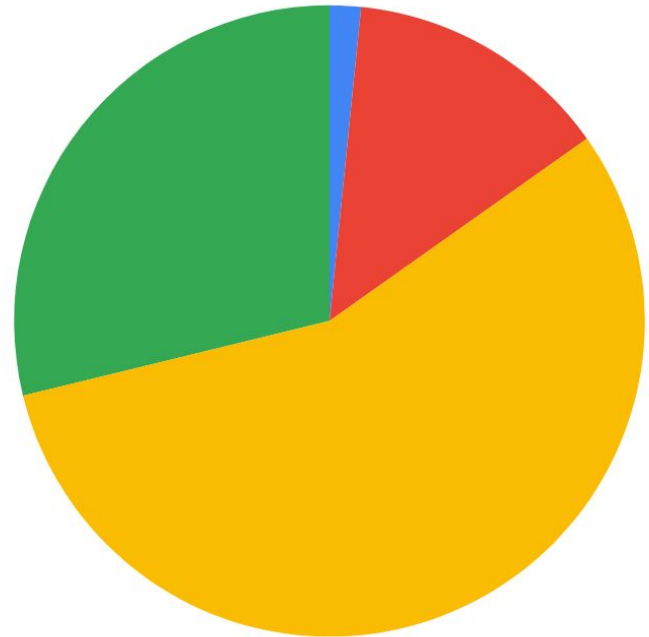
Did you know about Belcher Bay Promenade before the tour?

- Know both places
- Only know Fung Mat Road...
- Only know Belcher Bay Promenade
- Know both places



Was the tour able to increase your awareness about the Promenade?

- 2
- 3
- 4
- 5 (Totally yes)

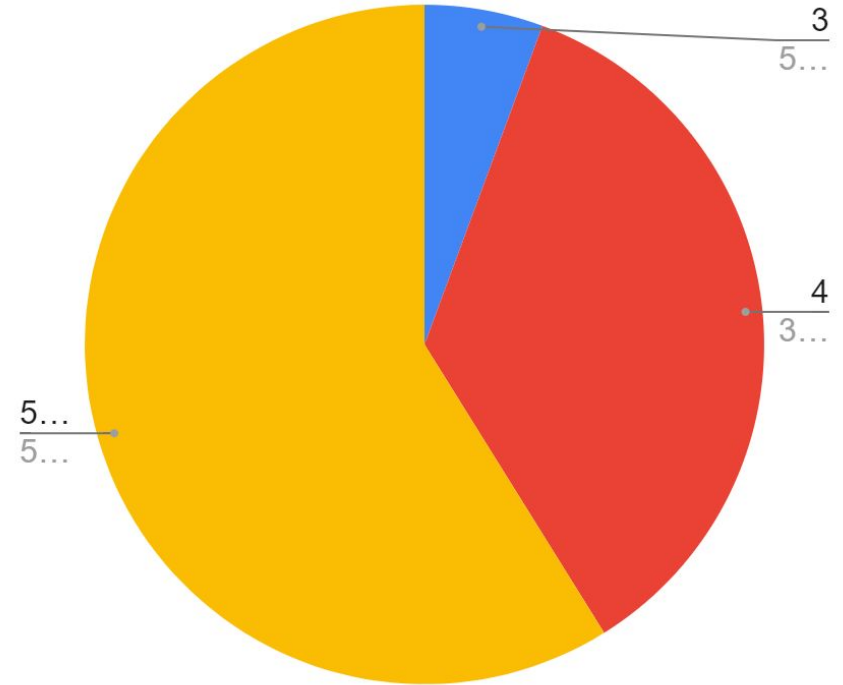


Have you been to Belcher Bay Promenade before the tour?

- Have not been to either
- Only been to Fung Mat Road Promen...
- Only been to Belcher Bay Promenade
- Have been to both places



Are you interested in visiting Belcher Bay Promenade after the tour?



Reflections

Exciting opportunities abound

1. Harbourfront's appeal to the public is indisputable even when promoted virtually
2. Virtual is both feasible and promising as a channel to promote Harbourfront, beyond conventional physical in-person events
 - a. Remove limitation on group size and geography
 - b. Showcasing previously inaccessible areas
3. Enticing stories and interactive experiences are key ingredients to help audience feel more connected and attracted to the Harbourfront



Thank you for the invaluable opportunity!



 WalkInHongKong

 walk.in.hong.kong

www.walkin.hk