



## Jackie Harris, CEO, Charlotte Travel, Hong Kong

**When and how did you get involved in the tourism industry?** I studied tourism management in Hong Kong and started my career in 1981. After having lived in the Middle East, UK and Malaysia, I decided that Hong Kong is my home and I started my own boutique travel agency, Charlotte Travel, in 2001.

### **What are the most important attributes of a good travel agent/tour operator?**

For the business of today, I would say that good listening skills and the ability to maintain good relationships are essential. [...] In the face of online purchasing, paradoxically, the travel industry has become a relationship business; based, I believe, on trust and confidence.

### **What is the most frequently asked question that your company receives from customers?**

[...] Questions usually target our ability to deliver what is difficult to get online; first-hand knowledge of destinations, high-level contacts, new ideas, inside information and the best value for money available.

### **What are the must-visits and must-dos in Hong Kong that nobody should miss?**

Hong Kong is one of the few places that lives up to its own clichés.

[...] I still get a buzz from the view from the peak [...].

Visit Kowloon to get a sense of what the real Hong Kong is like [...].

Learn about the city's history, visit the street markets in Mong Kok and the countryside for a different perspective [...].

Finally, everyone should experience the fantastic Chinese food [...].

### **Which destination is on your bucket-list?**

Greenland and the Arctic Circle have been very high on my bucket-list and I am incredibly excited to be [taking] my friends [...] on an Arctic cruise in 2017.