

Sky100 Hong Kong Observation Deck: Integrating Technology to Enhance Visitor Experience



Source: pixabay (2020)

Background

Developed by Sun Hung Kai Properties, sky100 Hong Kong Observation Deck is located on the 100th floor of International Commerce Centre (ICC), the tallest building in Hong Kong (sky100, n.d.). It is the city's only indoor observation deck that offers a 360-degree panoramic view of Hong Kong, including the iconic Victoria Harbour (Hong Kong Tourism Board, n.d.). Apart from offering a memorable sky-high experience, sky100 aims to introduce diverse aspects of Hong Kong's culture through multimedia exhibits and interactive experiences (sky100, n.d.).

To enhance visitor engagement, sky100 launched a mobile application incorporating augmented reality (AR) technology. The app allows visitors to take fun-filled photos with Hong Kong-themed photo frames and interact with an AR version of the ICC at the Sky High Tech Zone (sky100, n.d.). Once the photo is taken, the app offers free downloads for guests to share on social media or create e-postcards to send to their friends (sky100, n.d.). In addition, the app also includes rewards and coupons for admission, dining, giftshop and photo services.

With support from Hong Kong Tourism Board, sky100 introduced the "VR Time Travel: Step into Old Hong Kong" micro film series/ These virtual reality (VR) experiences transport visitors to 360-degree recreations of historical settings, including Hollywood Road in the 1960s and Kai Tak Airport in the 1980s (sky100, n.d.). Through the use of AR and VR, sky100 advances its mission to blend cultural education with innovative technology.

Challenges

While AR technology has clearly enhanced the observational and interactive aspects of the sky100 experience, the implementation of VR presents a more complex challenge. The attraction's core value lies in offering real, unobstructed views of Hong Kong's skyline—its most distinctive selling point. Introducing immersive VR content, which simulates environments unrelated to the current view, may risk diverting attention away from this central

experience. As a result, some visitors may question the relevance of VR to the overall concept or feel that it dilutes the value of the admission fee if expectations are not managed effectively.

Discussion Questions

1. How does the integration of AR technology enhance the visitor experience at sky100?
2. Do you think the implementation of VR technology complement or detract from the overall visitor experience? Why?
3. How can sky100 effectively promote its AR and VR features to ensure potential visitors are aware of them prior to their visit?
4. What future technology innovations could sky100 explore to further elevate the visitor experience?

References

Hong Kong Tourism Board. (n.d.). sky100 Hong Kong Observation Deck. Retrieved from <https://www.discoverhongkong.com/in/interactive-map/sky100-hong-kong-observation-deck.html>

Pixabay. (2020). Sky100 Hong Kong Icc. Retrieved from <https://pixabay.com/photos/sky100-hong-kong-icc-skyscraper-4827583/>

Sky100. (n.d.). About sky100 Hong Kong Observation Deck. Retrieved from <https://sky100.com.hk/en/more/about-us/sky100/>

Sky100. (n.d.). Experience. Retrieved from <https://sky100.com.hk/en/must-do-experience-sky100/>

Sky100. (n.d.). Sky100 Mobile Application. Retrieved from <https://sky100.com.hk/en/more/experience/sky100-app-download/>

Sky100. (n.d.). Sky High Tech Zone. Retrieved from <https://sky100.com.hk/en/more/experience/sky-high-tech-zone/>

Keywords

- Augmented Reality
- Virtual Reality
- Tourism Attraction
- Experience Design
- Technology Integration
- Smart Tourism

Acknowledgement

This case study is based on and adapted from the work of undergraduate students' Chan Wing Fung, Marco; Cheng Yu Sum, Mavis; He Meiting, Sally; Leung Sum Yu, Maisie; Louie Shu Shu, Macy; Tsang Man Ching, Wiley; Wong Fai Ching, Gordon from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

Sky100 香港观景台：整合科技以提升游客体验



Source: pixabay (2020)

背景

由新鸿基地产开发的 sky100 香港观景台，位于香港最高建筑——环球贸易广场的第 100 层。它是香港唯一的室内观景台，提供 360 度俯瞰香港全景的视野，包括标志性的维多利亚港(Hong Kong Tourism Board, n.d.)。除了提供令人难忘的高空体验，sky100 旨在通过多媒体展览和互动体验，介绍香港文化的多元面貌(sky100, n.d.)。

为提升游客参与度，sky100 推出了一款融合增强现实技术的移动应用程序。该应用允许游客使用香港主题的相框拍摄趣味照片，并在“天际科技互动区”与 ICC 的 AR 模型互动(sky100, n.d.)。照片拍摄后，应用提供免费下载，供游客在社交媒体分享或制作电子明信片寄给朋友(sky100, n.d.)。此外，该应用还包含门票、餐饮、礼品店及照片服务的奖励和优惠券。

在香港旅游发展局的支持下，sky100 推出了“VR 时空穿梭：走进老香港”微电影系列/ These virtual reality (VR) experiences transport visitors to 360-degree recreations of historical settings, including Hollywood Road in the 1960s and Kai Tak Airport in the 1980s (sky100, n.d.)。通过运用 AR 和 VR 技术，sky100 践行了其将文化教育与创新科技相融合的使命。

挑战

尽管 AR 技术明显增强了 sky100 体验的观赏性和互动性，但 VR 的实施则带来了更为复杂的挑战。该景点的核心价值在于提供真实、无遮挡的香港天际线景观——这是其最独特的卖点。引入沉浸式 VR 内容（模拟与当前景观无关的环境），可能会分散游客对这一核心体验的注意力。因此，如果未能有效管理预期，部分游客可能会质疑 VR 与整体概念的相关性，或认为它稀释了门票的价值。

讨论问题

1. AR 技术的整合如何提升了游客在 sky100 的体验?
2. 您认为 VR 技术的实施是对整体游客体验的补充还是削弱? 为什么?
3. sky100 应如何有效推广其 AR 和 VR 功能, 以确保潜在游客在到访前了解这些服务?
4. sky100 未来可以探索哪些技术革新, 以进一步提升游客体验?

参考文献

Hong Kong Tourism Board. (n.d.). sky100 Hong Kong Observation Deck. Retrieved from <https://www.discoverhongkong.com/in/interactive-map/sky100-hong-kong-observation-deck.html>

Pixabay. (2020). Sky100 Hong Kong Icc. Retrieved from <https://pixabay.com/photos/sky100-hong-kong-icc-skyscraper-4827583/>

Sky100. (n.d.). About sky100 Hong Kong Observation Deck. Retrieved from <https://sky100.com.hk/en/more/about-us/sky100/>

Sky100. (n.d.). Experience. Retrieved from <https://sky100.com.hk/en/must-do-experience-sky100/>

Sky100. (n.d.). Sky100 Mobile Application. Retrieved from <https://sky100.com.hk/en/more/experience/sky100-app-download/>

Sky100. (n.d.). Sky High Tech Zone. Retrieved from <https://sky100.com.hk/en/more/experience/sky-high-tech-zone/>

关键词

- 增强现实
- 虚拟现实
- 旅游景点
- 体验设计
- 技术整合
- 智慧旅游

致谢

本案例研究基于并改编自香港理工大学酒店及旅游业管理学院本科生 Chan Wing Fung, Marco; Cheng Yu Sum, Mavis; He Meiting, Sally; Leung Sum Yu, Maisie; Louie Shu Shu, Macy; Tsang Man Ching, Wiley; Wong Fai Ching, Gordon 的作品。

Sky100 香港觀景台：整合科技以提升遊客體驗



Source: pixabay (2020)

背景

由新鴻基地產開發的 sky100 香港觀景台，位於香港最高建築——環球貿易廣場的第 100 層 (sky100, n.d.)。它是香港唯一的室內觀景台，提供 360 度俯瞰香港全景的視野，包括標誌性的維多利亞港。除了提供令人難忘的高空體驗，sky100 旨在通過多媒體展覽和互動體驗，介紹香港文化的多元面貌 (sky100, n.d.)。

為提升遊客參與度，sky100 推出了一款融合擴增實境技術的移動應用程式。該應用允許遊客使用香港主題的相框拍攝趣味照片，並在「天際科技互動區」與 ICC 的 AR 模型互動 (sky100, n.d.)。照片拍攝後，應用提供免費下載，供遊客在社交媒體分享或製作電子明信片寄給朋友。此外，該應用還包含門票、餐飲、禮品店及照片服務的獎勵和優惠券。

在香港旅遊發展局的支持下，sky100 推出了「VR 時空穿梭：走進老香港」微電影系列。這些虛擬實境體驗將遊客帶入 360 度還原的歷史場景，包括 1960 年代的好萊塢道和 1980 年代的啟德機場。通過運用 AR 和 VR 技術，sky100 踐行了其將文化教育與創新科技相融合的使命。

挑戰

儘管 AR 技術明顯增強了 sky100 體驗的觀賞性和互動性，但 VR 的實施則帶來了更為複雜的挑戰。該景點的核心價值在於提供真實、無遮擋的香港天際線景觀——這是其最獨特的賣點。引入沉浸式 VR 內容（模擬與當前景觀無關的環境），可能會分散遊客對這一核心體驗的注意力。因此，如果未能有效管理預期，部分遊客可能會質疑 VR 與整體概念的相關性，或認為它稀釋了門票的價值。

討論問題

1. AR 技術的整合如何提升了遊客在 sky100 的體驗?
2. 您認為 VR 技術的實施是對整體遊客體驗的補充還是削弱? 為什麼?
3. sky100 應如何有效推廣其 AR 和 VR 功能, 以確保潛在遊客在到訪前了解這些服務?
4. sky100 未來可以探索哪些技術革新, 以進一步提升遊客體驗?

參考文獻

Hong Kong Tourism Board. (n.d.). sky100 Hong Kong Observation Deck. Retrieved from <https://www.discoverhongkong.com/in/interactive-map/sky100-hong-kong-observation-deck.html>

Pixabay. (2020). Sky100 Hong Kong Icc. Retrieved from <https://pixabay.com/photos/sky100-hong-kong-icc-skyscraper-4827583/>

Sky100. (n.d.). About sky100 Hong Kong Observation Deck. Retrieved from <https://sky100.com.hk/en/more/about-us/sky100/>

Sky100. (n.d.). Experience. Retrieved from <https://sky100.com.hk/en/must-do-experience-sky100/>

Sky100. (n.d.). Sky100 Mobile Application. Retrieved from <https://sky100.com.hk/en/more/experience/sky100-app-download/>

Sky100. (n.d.). Sky High Tech Zone. Retrieved from <https://sky100.com.hk/en/more/experience/sky-high-tech-zone/>

關鍵詞

- 擴增實境
- 虛擬實境
- 旅遊景點
- 體驗設計
- 技術整合
- 智慧旅遊

致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院本科生 Chan Wing Fung, Marco; Cheng Yu Sum, Mavis; He Meiting, Sally; Leung Sum Yu, Maisie; Louie Shu Shu, Macy; Tsang Man Ching, Wiley; Wong Fai Ching, Gordon 的作品。