

# Offering *Unlimited* Excitement

## 無限精彩 源源送上

### A Wealth of Festivals!

Using “Festive Hong Kong 2010” as its annual marketing theme, the HKTB brought to the forefront Hong Kong’s wide array of festivals and cultural celebrations that are unique in not just Asia but also the world, inspiring global visitors to experience the vibrant living culture of Hong Kong.

“Festive Hong Kong 2010” included six promotional windows, namely Cultural Celebrations, Summer Spectacular, Halloween Treats, Wine & Dine Month, WinterFest and Chinese New Year. Each featured an HKTB mega event or key promotion built around local traditional festivals or cultural celebrations.



## 香港節慶連連！

香港的中西節慶文化在亞洲以至全球均具獨特魅力，旅發局遂以「2010 香港節慶年」為全年推廣主題，並透過有系統的推廣，鼓勵全球旅客到訪，體驗香港獨有的地道文化。

「香港節慶年」設有六個推廣時段，包括傳統文化匯、夏日盛會、萬聖狂歡月、美酒佳餚月、繽紛冬日節及新春節慶。每個時段以旅發局的大型活動或重點推廣活動為中心，並且串連各式傳統節慶或文化盛事，加強香港的旅遊魅力。

「香港節慶年」首個推廣時段為「香港傳統文化匯」，旅發局將5月的四個傳統節慶—即「長洲太平清醮」、「天后誕」、「佛誕」及「譚公誕」包裝推廣，鼓勵訪港旅客親身體驗。



香港  
傳統文化匯

# Cultural HONG KONG Celebrations

The first promotional window of “Festive Hong Kong 2010” was “Hong Kong Cultural Celebrations”, under which the HKTB bundled four traditional Chinese festivals in May, namely the Cheung Chau Bun Festival, as well as the birthdays of Tin Hau, Lord Buddha and Tam Kung to encourage visitors to experience the colourful traditions and culture of Hong Kong.





The peak travel season of summer saw the “Hong Kong Summer Spectacular” campaign, in which the HKTB hoisted the “Hot Events. Cool Place” slogan to inform visitors of the city’s hottest summer events and offers by the travel, retail and catering trades, while creating abundant business opportunities for these sectors.



# HONG KONG Summer Spectacular

香港  
夏日盛會





旅發局為吸引更多旅客於暑假旺季來港，推出「香港夏日盛會」推廣活動，並以「最火盛事・最酷香港」為主題，重點推介夏天的各項精彩活動及優惠，為旅遊、零售及餐飲業界製造生意平台。

“Hong Kong Summer Spectacular” received phenomenal support from attractions and the retail, catering and exhibition sectors, which offered visitors free gifts and shopping discounts, and free tickets to various consumer fairs, including the Hong Kong Book Fair and the Food Expo. In addition, the HKTB was supported by Visa in a series of activities to stimulate visitors’ spending.

The HKTB also actively promoted the second staging of the “Summer Pop – Live in Hong Kong” concert, which featured such pop icons as the Big Four, Grasshopper, Joey Yung and Ekin Cheng.

「香港夏日盛會」得到各旅遊景點、商場食肆及展覽主辦單位的支持，為旅客提供禮品及消費優惠，並向他們免費派發受歡迎展覽的門票，包括香港書展、美食博覽等，令旅客可以選擇參與不同的活動或盛事。另外，旅發局亦與 Visa 推出刺激消費的活動，鼓勵旅客來港消費。

旅發局亦大力宣傳第二屆「香港夏日流行音樂節」，今屆的演唱會以「獅子山下」為主題，邀得 Big Four、草蜢、容祖兒及鄭伊健等歌星演出。







# HONG KONG Dragon Boat Carnival

## 香港龍舟嘉年華



The first-ever Hong Kong Dragon Boat Carnival was the anchor event of Festive Hong Kong 2010.

This mega event, organised by the Hong Kong Dragon Boat Association, co-organised by the HKTB and supported by the Mega Events Fund, was a massive summer party combining offshore dragon boat racing and onshore entertainment.



Returning to the spectacular Victoria Harbour, the Sa Sa 2010 Hong Kong International Dragon Boat Races not just attracted paddlers from all around the world, but also gave visitors extra reasons to visit Hong Kong during the summer.

Altogether 191 teams from 12 countries and regions participated in the races, almost double the number in the previous year.

「莎莎2010香港國際龍舟邀請賽」移師回到維港舉行，以世界知名的維港作背景，吸引全球龍舟「發燒友」來港參與或觀賽，同時增加其他旅客在這段時間來港的興趣。

191支參賽隊伍來自12個國家及地區，隊伍數目較之前一年多出近一倍。





首屆「香港龍舟嘉年華」是「2010 香港節慶年」內的重點節目。

這項全新的大型活動由香港龍舟協會主辦、香港旅遊發展局合辦，並獲盛事基金支持，第一次將海上的龍舟比賽，結合陸上的娛樂節目，打造成一項大型夏日嘉年華會。



Some of the special races at the Hong Kong International Dragon Boat Races included:

- Bathtub races
- The 3D-Gold Jewellery Media Cup Race, which was joined by Hong Kong and overseas media, as well as the star-studded Super Junior cast from South Korea.
- Races of large dragon boats with 50 paddlers each

「香港國際龍舟邀請賽」設有多項特別賽事，包括：

- 別開生面的扒浴缸大賽；
- 由多個本地及國際傳媒機構組隊參與的「金至尊珠寶傳媒邀請賽」，參加者包括韓國 Super Junior 的隊員；
- 每隊有多達 50 多名健兒的「大龍賽」等。





The Dragon Boat Fun Plaza right next to the San Miguel Beer Garden showcased a life-size dragon boat (which carried the Olympic torch in 2008). There were also stalls and exhibits to tell visitors stories of dragon boat racing from around the world.

「生力暢飲樂園」旁設有「龍舟續Fun天地」，展出真實龍舟（該龍舟曾運送2008年奧運聖火），並設有攤位和展板，介紹龍舟競賽在海內外的有趣故事與發展概況，加深旅客及市民對龍舟運動發展的了解。





At the UC Centenary Garden in Tsim Sha Tsui East, the San Miguel Beer Garden was set up to generate a party atmosphere. It featured:

- Chilled beer and local snacks
- Performances by singers, DJs and bands
- Mr and Miss Dragon Boat and beer-drinking competitions
- Game booths
- Snowing effect at regular intervals

陸上元素方面，尖沙咀東市政局百週年紀念花園設有「生力暢飲樂園」，讓參賽者或觀眾享受熱鬧的夏日派對。園內包括：

- 啤酒和地道美食攤位；
- 大舞台有多位歌手、DJ及樂隊輪流表演；
- 魅力龍舟先生及小姐選舉、啤酒競飲比賽；
- 各式遊戲攤位；
- 樂園於特定時段內進行「炎夏飛雪」。

# garden





“Hong Kong Halloween Treats” in September and October, which targeted the young segment in the short-haul markets, was put together to highlight activities by attractions, shopping malls and food districts. Simultaneously, the HKTB worked with its trade partners in these targeted markets to devise Halloween-themed packages to Hong Kong.

# 香港 HONG KONG 萬聖狂歡月 Halloween Treats







旅發局再度舉辦「香港萬聖狂歡月」推廣，串連不同景點、商場及美食區等舉辦的萬聖節活動，針對個別短途市場的年輕客群，希望吸引他們於9及10月來香港遊覽，亦推動海外業界推出有關萬聖節主題的旅遊套餐，讓旅客訪港時，都能感受到香港的萬聖節派對氣氛。





The "Wine & Dine Festival" gave new sensations to taste buds. Premium wines were showcased at the brand new "Grand Tasting Pavilion", while the first-ever "Sunset Tasting with Wine Collectors" event allowed participants to taste three bottles of vintage wine, respectively donated by HKTB Chairman Mr James Tien, HKTB Board Member Mr Peter Lam and the Cazes family, owner of Lynch Bages (arranged by Bordeaux Chamber of Commerce and Industry). In another corner, Michelin-starred chefs from Hong Kong and France gave live demonstration on creating their signature dishes paired with wine at the "Kitchen Session with Master Chefs".

The main stage was graced by leading musicians, including Laura Fygi, Hanjin Tan, Eugene Pao, jazz band Renfrew Group, the Hong Kong Baptist University Symphony Orchestra, as well as local pop icons Ivana Wong and William So.



# HONG KONG

# Wine & Dine

# 香港美酒佳餚月 Month

The new "Hong Kong Wine & Dine Month" turned November into a month of non-stop wining and dining. The anchor event was the "Wine & Dine Festival", which was staged for the second time at the West Kowloon Waterfront Promenade. Compared to the inaugural edition, the four-day festival presented by American Express International, Inc. occupied 40% more space to accommodate over 230 wine and food booths, 50% more than 2009. In the company of the spectacular Victoria Harbour, the participants had the opportunity to taste a wide selection of wines from 16 countries and over 100 Chinese and Western dishes.







旅發局推出全新的「香港美酒佳餚月」，希望將每年11月打造成固定的美食美酒推廣時段。當中的重點盛事包括第二屆「香港美酒佳餚巡禮」。是次巡禮由美國運通國際股份有限公司呈獻，規模較前一年更大，活動一連四天於西九龍海濱長廊舉行，場地面積亦比首年大四成，美酒、美食攤位亦增至超過230個，比首屆增加五成。入場人士可在維港美景下，品嚐來自16個國家的佳釀及過百款精選中西美食。



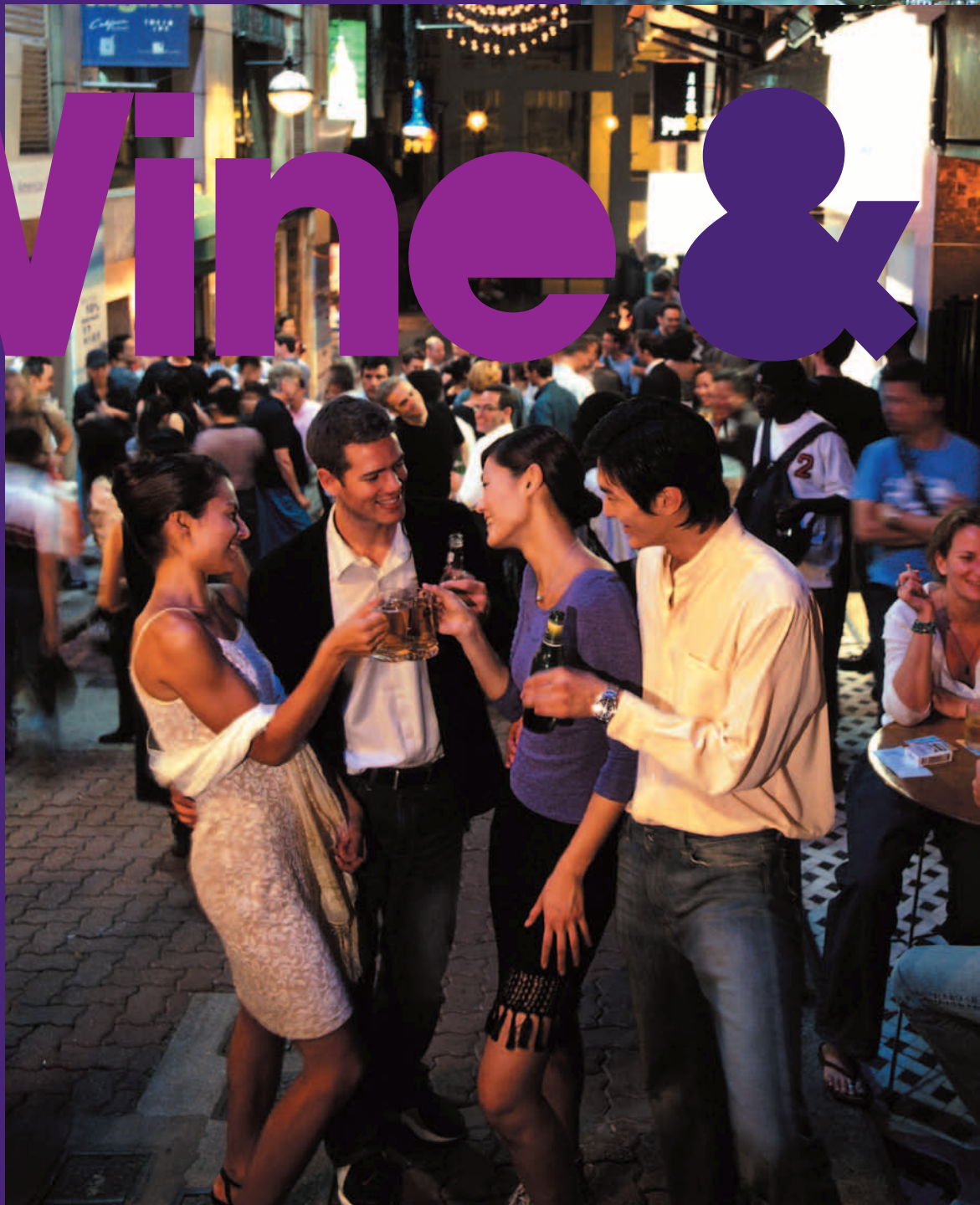
巡禮的新元素包括「尊尚名酒區」內展出多款優質美酒。旅發局主席田北俊先生、旅發局成員林建岳先生及Cazes家族（經法國波爾多工商總會安排）各自於「名人名酒薈」中捐出一支名酒，供參加該環節的人士品嚐。在「名廚美酒配」中，來自本地及法國的米芝蓮廚師即席炮製佳餚，讓參加者品嚐名菜配搭美酒。

主舞台有頂級表演節目，演出嘉賓包括國際爵士樂天后Laura Fygi、歌手陳奕迅、包以正。Renfrew Group樂隊，以及浸會大學交響樂團，其他獻唱嘉賓包括著名歌手王菀之和蘇永康。





# Wine &





During the "Hong Kong Wine & Dine Month", gastronomic celebrations were served in different food districts, including street carnivals in Lan Kwai Fong and SoHo Central, and a seafood carnival in Sai Kung, as well as the Hong Kong International Wine and Spirits Fair organised by the Hong Kong Trade Development Council.

The "Best of the Best Culinary Awards" was organised again to tie in with the culinary events, with support from Hong Kong and China Gas Company Limited. Featuring two categories, namely chicken and seafood, the cooking contest also gave the HKTB the opportunity to select elite chefs to take part in the Hong Kong Wine & Dine Festival, where they helped promote Hong Kong's dining excellence to visitors and the media.



「香港美酒佳餚月」亦推介各區的美酒美食主題節目，包括兩大美食區中環蘭桂坊及SoHo荷南美食區的「街頭嘉年華」、西貢的風味海鮮節，以及香港貿易發展局舉辦的香港國際美酒展等等。

另外，為配合「香港美酒佳餚月」，旅發局再度聯同香港中華煤氣有限公司合辦「美食之最大賞」比賽，並設「海鮮菜式」和「雞類菜式」兩個組別。旅發局藉此選出餐飲業界的精英，參與「香港美酒佳餚巡禮」和其他推廣，代表香港向旅客及國際傳媒展示高質素及富創意的中菜美味。

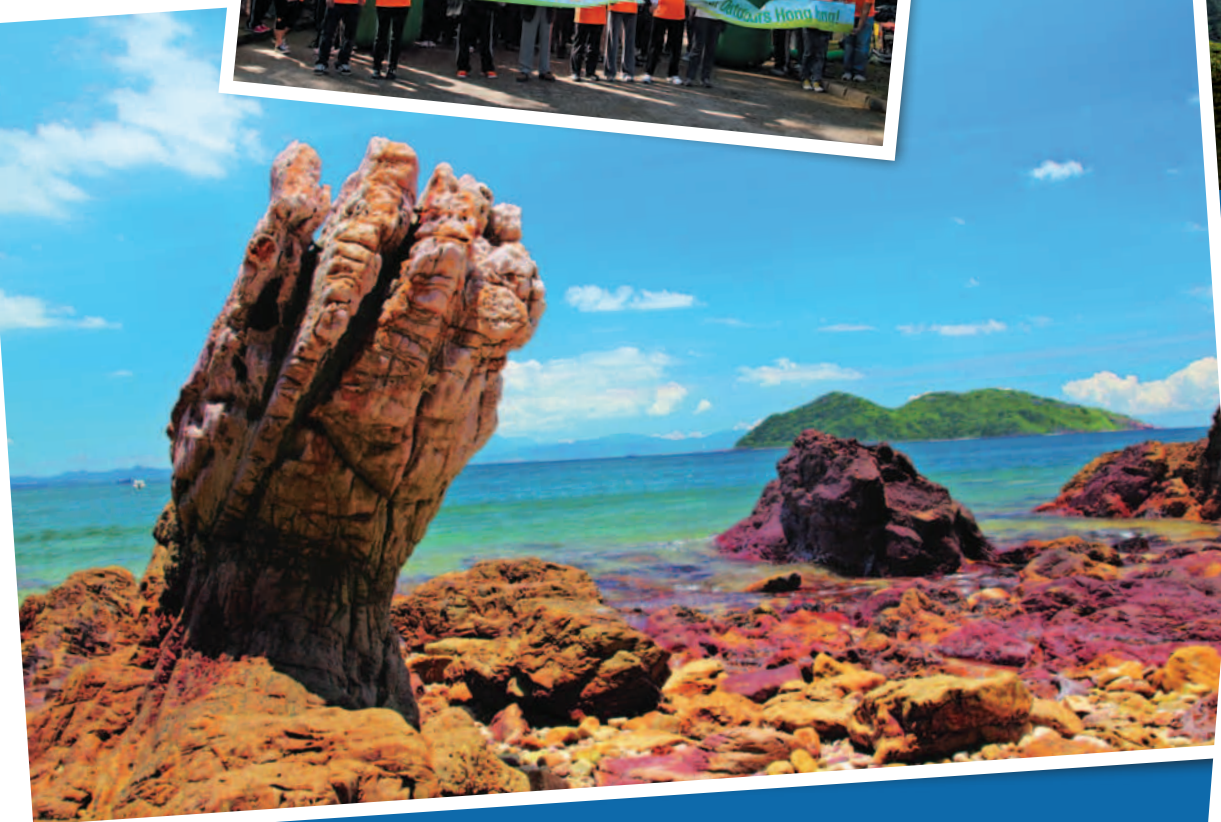


Promotional highlights of "Great Outdoors Hong Kong!"

- Hong Kong National Geopark
- Various hiking trails, including The Peak Circle Walk and Dragon's Back on Hong Kong Island, trails on Cheung Chau, Lamma Island and Peng Chau, and the MacLehose Trail – the longest hiking trail in Hong Kong.

「香港郊野全接觸！」推介重點

- 香港國家地質公園
- 香港多條遠足徑，例如：港島區山頂步行徑、龍脊；離島區長洲、南丫島及坪洲的行山徑，以及全港最長的遠足徑麥理浩徑等。





旅發局第二年舉辦「香港郊野全接觸！」活動，以此平台推廣香港的綠色旅遊，並藉此向旅客宣傳每年10月至翌年3月為香港郊遊遠足的好時節。

旅發局於11月一連五個星期天為旅客安排遠足導賞團，由行山專家帶領參加者探索麥理浩徑不同路段。旅發局亦與內地媒體及遠足活動機構合作，組織內地居民來港體驗香港的綠色景致，並與日本、南韓及台灣業界合作，推出包括郊遊遠足活動的香港旅遊行程，吸引當地熱愛郊遊的旅客來港。



# Great Outdoors

香港  
HONG KONG 郊野全接觸

For the second year, the HKTb used “Great Outdoors Hong Kong!” as the platform for promoting green tourism in the city to visitors during the favourable hiking season between October and March.

For five straight Sundays in November, the HKTb arranged guided tours by hiking experts to take participants through different sections of MacLehose Trail. It also launched various promotions in specific visitor source markets. For instance, teaming up with media and hiking organisations in Mainland China, hiking trips were organised for Mainland visitors, while Hong Kong itineraries featuring hiking activities were rolled out in Japan, South Korea and Taiwan through collaboration with the travel trade in the respective markets.







香港

繽紛冬日節

# HONG KONG WinterFest

During the peak winter season, the HKTBA spread Hong Kong's festive atmosphere worldwide with "Hong Kong WinterFest" and "Hong Kong New Year Countdown Celebrations", highlighting the Christmas ambience, glittering lighting and renowned countdown celebrations through creative promotions.

旅發局於聖誕及新年旺季推出「香港繽紛冬日節」以及「除夕倒數詠香江」兩大焦點活動，重點突出全城濃厚的聖誕氣氛、璀璨的燈飾佈置及精彩的倒數活動，並結合具創意的宣傳攻勢，務求將香港打造成區內最有氣氛的冬日旅遊目的地。





The centrepiece of the ninth "Hong Kong WinterFest" was the city's tallest outdoor crystal Christmas tree in Central's Statue Square. This 30-metre-tall Christmas tree was made from rhombus-shaped mirrors in silver and gold, and embellished with over 20 million pieces of crystal.

In the fourth New Year Countdown Celebrations, Sun Hung Kai Properties Limited and Henderson Land Development Company Limited showed their support again by sponsoring the entire cost of the pyrotechnic display, which featured brand new pyrotechnic effects. In the last 10 seconds preceding 2011, pyrotechnics carrying the patterns of numbers 10 to 1 were launched one by one atop Two iFC and nine selected buildings on Hong Kong Island, followed by a four-minute choreographed musical pyrotechnical show with stunning visual effects.



旅發局連續第九年舉辦「香港繽紛冬日節」推廣，除重點介紹香港冬日各項慶祝活動及燈飾外，亦向旅客推介矗立於皇后像廣場、全港最高的戶外水晶聖誕樹。這棵聖誕樹高30米、由銀色和金色的鏡面組成，並以超過2,000萬顆水晶點綴。

「除夕倒數詠香江」已經踏入第四屆，並加入全新的煙火效果。活動再度獲得新鴻基地產發展有限公司及恒基兆業地產有限公司贊助發放煙火的全部費用。

在踏入新年前的最後10秒，國際金融中心二期連同港島區其他九幢大廈的樓頂，逐一發放由10至1的數字圖案煙火，與市民及旅客一起倒數。隨後，歷時4分鐘的大型煙火匯演展開，營造多種煙火效果。





# HONG KONG 香港新春節慶 Chinese New Year Celebrations



Hong Kong's Chinese New Year celebrations were among the 10 Best Events of the Year selected by Forbes.com. One of the highlights was the "Cathay Pacific International Chinese New Year Night Parade", which was staged for the 16th year in 2011. Carrying the theme "World City. World Party", it kick-started the HKTB's promotions for 2011-12.

The parade gathered an ensemble of floats and performing troupes from all over the world, which provided breathtaking entertainment along the parade route. The event threw light on Hong Kong's image as an international cosmopolitan and enabled visitors and local residents to spend a special Chinese New Year night.



- A total of 36 floats and performing units (16 of which were first-timers in the event) from 11 countries and regions took part in the parade.
- Some of the international performances included the Peru Scissors Dance Troupe, the Taiwan Diabolo Group and the Drumcat Entertainment INC from South Korea.
- Performances with regional flavours included the Kagoshima Ogionsa All Female Mikoshi from Japan, drum performances by the Shanxi Drum Troupe and traditional Thai dance.
- Prior to the parade, the HKTB arranged for professional roller skaters and cyclists to perform special moves along the parade route, alongside cosplayers, brass bands, ballet and modern dancers, as well as large inflatable balloons.







- 參與巡遊的花車及表演單位共 36 個，來自全球 11 個國家及地區，當中 16 個單位更屬首次參與
- 特色表演隊伍包括：獲聯合國教科文組織納入世界非物質文化遺產的「秘魯較剪舞蹈團」、屢獲殊榮的「台灣飛樂鈴揚藝術表演團」，多次代表韓國往世界各地表演的「韓國 Drumcat 女子鼓樂隊」
- 有地方色彩的表演包括：重現日本傳統祭典盛況、全女班演出的「日本全女子神輿」；來自內地的「山西鼓樂團」，以及泰國的傳統舞蹈表演
- 正式巡遊開始前，旅發局特別安排花式單車及滾軸溜冰獻技，亦有 Cosplay 表演者展示他們獨特的打扮，還有步操樂隊、大型吹氣公仔巡遊、芭蕾舞及現代舞表演等，為觀眾送上源源不絕的精彩節目

香港連串賀歲活動獲美國財經雜誌《福布斯》網站，列為全球十大盛事，當中，「國泰航空新春國際匯演之夜」已經踏入第 16 屆，並以「國際都會·環球派對」為主題，為旅發局 2011/12 年度的全年推廣揭開序幕。

來自世界各地的花車及表演隊伍落力演出，沿巡遊路線亦上演精彩表演和助興節目，營造大型派對的歡樂氣氛，突顯香港國際大都會的形象，為市民和旅客帶來一個充滿香港特色及熱鬧的大年初一晚上。







# Chinese New Year

Apart from the Chinese New Year Night Parade on the first day of the Lunar New Year, the HKTb promoted other events and activities to encourage visitors to immerse themselves in the festivities. These included the first-ever “Hong Kong Well-wishing Festival” supported by the Mega Events Fund, during which several of the floats and international performing troupes from the night parade made an appearance.

除年初一晚的匯演外，旅發局亦將香港於新春期內的各項慶祝活動，一併向旅客推廣，當中包括獲得盛事基金支持、首度舉辦的「香港許願節」。旅發局安排曾經參與匯演的花車於「香港許願節」內展出，而多個國際表演團體亦同場獻技。







The HKTB actively supports and assists in promoting events staged by other organisations, such as the Tai Hang Fire Dragon Dance, as well as sports and arts activities, which help consolidate Hong Kong's status as the Events Capital of Asia.

# Third-party Events 其他盛事



旅發局又不斷支持及協助推廣其他在香港舉辦的盛事，例如大坑舞火龍、各項體育盛事和藝術文化活動等，鞏固香港「亞洲盛事之都」的地位。