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Experiences

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Hong Kong **Cultural** 香港傳統文化匯 Celebrations

To enhance Hong Kong's destination appeal, the HKTB increased the number of promotional windows from six to 10, each highlighting one or more of Hong Kong's core strengths. In addition to expanding the scale of its mega events, the Board injected new elements and programmes into them.

The Hong Kong Cultural Celebrations in April and May were organised for the second time **to showcase four fascinating traditional Chinese festivals in Hong Kong, namely the Cheung Chau Bun Festival, the birthday celebrations of Tin Hau, Lord Buddha and Tam Kung.** Among various marketing initiatives, a fun video about the myths of the Floating Colours Parade (i.e. "Piu Sik") in the Cheung Chau Bun Festival was broadcast across various online video portals and social media channels to generate awareness of the festival.





為了提升香港的旅遊吸引力，旅發局將全年的大型宣傳項目由六個增加至10個，每個項目均以香港其中一個或多個旅遊特色為主題，推廣一系列不同類型的盛事。除了擴大活動規模外，旅發局亦為原有的大型活動注入新元素，豐富旅客體驗。

連續第二年舉辦的「香港傳統文化匯」，洋溢節慶氣氛！**旅發局將本港4月至5月的四大傳統節日，包括「長洲太平清醮」、「天后誕」、「佛誕」及「譚公誕」包裝推廣**，其中更以有趣的宣傳錄像揭開「飄色巡遊」的神秘面紗，介紹「長洲太平清醮」的特色。短片上載於多個視頻分享網站及社交媒體平台播放，成功以創新方法引起公眾對傳統節日的注意。



Hong Kong **Summer** 香港夏日盛會 **Spectacular**

During the entire Hong Kong Summer Spectacular, **the HKTB joined forces with Visa International again to offer shoppers chances of winning pre-paid spending credit.** Shoppers were also surprised at designated shopping malls by a flash mob, which randomly identified lucky shoppers and gave out pre-paid Visa cards and shopping mall vouchers. The HKTB also promoted the Summer Pop – Live in Hong Kong concert organised and produced by the Performing Industry Association, as well as other exhibitions and activities organised by other organisations, such as the Hong Kong Book Fair, the Food Expo and Lan Kwai Fong BeerFest.



「香港夏日盛會」再掀購物浪潮！旅發局再度夥拍 **Visa International**，聯手推出全新獎賞活動，送出預付簽賬額，刺激旅客和市民消費。活動期間，更有「快閃黨」於指定商場出沒，隨機找出幸運消費者，並即時送上Visa預付卡及商場現金券，帶來重重驚喜。旅發局亦積極推廣由演出業協會主辦及製作的「香港夏日流行音樂節」，以及其他機構舉辦的展覽或大型活動，包括「香港書展」、「美食博覽」及「蘭桂坊啤酒節」等。



Hong Kong Dragon Boat Carnival

香港龍舟嘉年華

With the support of Mega Events Fund, the HKTB teamed up again with the Hong Kong Dragon Boat Association to stage the second Hong Kong Dragon Boat Carnival at Victoria Harbour in Tsim Sha Tsui East. Featuring new special races and race formats, the SaSa 2011 Hong Kong International Dragon Boat Races attracted almost 200 teams from 12 countries and regions. In the onshore San Miguel Beer Garden at the UC Centenary Garden, a wide range of elements and programmes, such as enhanced stage performances, were featured. **The three-day Carnival attracted around 210,000 spectators.**



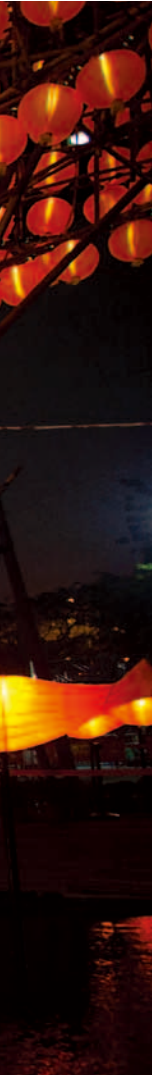


「香港龍舟嘉年華」載譽歸來！這項夏日盛事連續第二年由旅發局與香港龍舟協會合辦、盛事基金贊助，於尖沙咀東部維多利亞港沿海舉行。活動焦點之一的「莎莎2011香港國際龍舟邀請賽」引入了不少別開生面的賽事項目，有近200支來自12個國家及地區的龍舟勁旅參與，而設於市政局百週年紀念花園的「生力暢飲樂園」則提供特色啤酒美食及精彩舞台表演。一連三日的嘉年華合共吸引約21萬觀眾入場，令尖東一帶充滿熱鬧歡樂的氣氛。



旅發局大型活動「香港中秋節」首度登場！活動焦點之一的「李錦記綵燈大觀園」設於維多利亞公園，當中名為「動感之娛」的巨型綵燈由超過一千個中式燈籠組成，並獲列為「世界最大綵燈展品」。這個巨型綵燈由本地建築師林偉而先生設計，是旅發局、香港設計師協會、香港建築師學會及香港設計大使合辦的公開比賽中的優勝作品，吸引超過40萬觀眾參觀。此外，旅發局亦大力推廣於大坑舉行、獲列為國家級非物質文化遺產的舞火龍活動。





The HKTB staged this event in 2011, in which the Lee Kum Kee Lantern Wonderland, featuring the world's largest sculpture made from lanterns, was set up in Victoria Park. The sculpture, which comprised of over 1,000 traditional Chinese lanterns, was created by architect William Lim, winner of the design competition organised by the HKTB with support from the Hong Kong Designers Association, the Hong Kong Institute of Architects and the Hong Kong Ambassadors of Design. The event attracted more than 400,000 spectators. Besides, fire dragon dance performance in Tai Hang, which is on the national list of intangible cultural heritage, was promoted during the event.

Hong Kong 香港中秋節 **Mid-Autumn Festival**



Once again the HKTB bundled and packaged various Halloween activities in town, as well as trade offers, and launched a 40-day promotion called Hong Kong Halloween Treats. **With the theme “Big Scream. Great Fun”, the promotion targeted the young visitor segment in various markets, and further reinforced Hong Kong’s image as the ultimate destination in Asia to celebrate Halloween.** Visitors were encouraged to enjoy the total travel experience in Hong Kong during this period, which encompassed a wide range of festive events and many superb dining and shopping offers.



Hong Kong 香港萬聖狂歡月

Halloween Treats





「香港萬聖狂歡月」再度駕臨！旅發局串連城中的萬聖節主題活動及業界優惠，藉此向旅客推廣香港為首選旅遊目的地。一連 40 日的大型宣傳活動，以「狂歡狂叫·搞鬼搞笑」為主題，針對各大市場的年輕客群，鼓勵他們來港感受萬聖節派對氣氛，並體驗香港的節慶活動、道地美食及購物樂趣。



Hong Kong 香港美酒佳餚月 Wine & Dine Month

The four-day Wine & Dine Festival, presented by American Express International, Inc., made its comeback at the West Kowloon Waterfront Promenade. **Attendance rose to a record 163,000. The number of exhibition booths also increased to nearly 290, showcasing international wines and cuisines, as well as award-winning dishes.**

In its third year running, the event featured more new elements:

- The Spanish Night and the Japanese Night
- A bigger Grand Tasting Pavilion with enhanced decorations
- Enhanced performances on the main stage
- Display of mega wine bottles dressed by renowned fashion designer Vivienne Tam





「香港美酒佳餚巡禮」再展魅力！這項年度盛會由美國運通國際股份有限公司呈獻贊助，一連四日於西九龍海濱長廊舉行。今屆攤位數目增至近 **290** 個，展出多款環球美酒美食及本地得獎菜式，入場人次更高達 **163,000**，創出新紀錄。

這項大型活動踏入第三屆，節目內容加入更多嶄新元素，包括：

- 「西班牙之夜」及「日本之夜」全新國際主題派對
- 面積寬敞、裝潢別緻的「尊尚名酒區」
- 由多位樂手及樂隊呈獻的精彩舞台節目
- 由著名時裝設計師譚燕玉小姐設計的巨型酒瓶裝置展覽



During the Hong Kong Wine & Dine Month, more food and wine-themed programmes were served citywide:

- Festival of Restaurants supported by around 50 restaurants
- Lan Kwai Fong Carnival in Central
- World of Food and Music at Stanley
- Hong Kong International Wine and Spirits Fair, organised by the Hong Kong Trade Development Council

Separately, the Best of the Best Culinary Awards was co-organised again by the HKTB with The Hong Kong and China Gas Company Limited. The competition, in its tenth edition, featured four categories – “dim sum”, “rice”, “soup” and “vegetable” – as well as two newly added awards, “King of Shrimp Dumplings” and “Most Creative Dessert”.

在「香港美酒佳餚月」，多項以美酒美食為主題的節目在全城各區舉行，包括：

- 由約50間時尚休閒食府推出的「食府盛饗」
- 中環蘭桂坊嘉年華
- 赤柱國際美食音樂節
- 由香港貿易發展局主辦的「香港國際美酒展」

另外，旅發局再度與香港中華煤氣有限公司合辦「美食之最大賞」廚藝比賽，第10屆比賽共設「點心」、「飯類」、「羹類」及「蔬菜」四個不同組別，而兩個新增獎項分別為「蝦餃之王」及「甜品創意大獎」。





「香港郊野全接觸！」再次起步！旅發局連續第三年舉辦這項遠足活動，並得到漁農自然護理署支持協辦，藉此向旅客推介香港美麗的郊野景色、遠足徑以及國家地質公園。於2011年11月13日至12月11日期間一連五個周日，**旅發局籌備了五個不同主題的免費遠足導賞團，包括麥理浩徑、龍脊、城門水塘、東涌至大澳等路線。**旅發局亦特別製作全新的《香港登山遠足指南》，為自助旅遊人士提供有關香港綠色旅遊的實用資料。

Great Outdoors

Hong Kong 香港郊野全接觸



With the support of the Agriculture, Fisheries and Conservation Department, the HKTB rolled out the third year of "Great Outdoors Hong Kong!", showcasing beautiful countryside, hiking trails and National Geopark to visitors. For five consecutive Sundays from 13 November to 11 December 2011, **the HKTB organised free guided hiking tours on different themes, covering the MacLehose Trail sections, Dragon's Back, Shing Mun Reservoir and Tung Chung to Tai O.** Catering to the needs of free and independent travellers, the HKTB also published *The Inside Guide to Hikes and Walks in Hong Kong*, which features useful information about Hong Kong's green scenery and tours.



Hong Kong WinterFest

香港繽紛冬日節

To celebrate the tenth staging of the Hong Kong WinterFest, **the HKTB set up Christmas attractions and decorations in both Central and Tsim Sha Tsui.**

Presented by Sino Group and supported by China UnionPay, an Ice Wonderland was set up at the UC Centenary Garden in East Tsim Sha Tsui, allowing participants to enjoy an outdoor ice-skating experience. Sponsored by Tiffany & Co, A Holiday of Tiffany Treasures was staged in Statue Square, Central, featuring an 18-metre tall Christmas tree, a fairytale-inspired carousel, together with festive decorations and activities. The WinterFest also featured the fifth Hong Kong New Year Countdown Celebrations on the night of 31 December, with The Hong Kong Jockey Club as the supporting sponsor.





「香港繽紛冬日節」踏入第10屆，倍添濃情厚意！**旅發局在中環和尖沙咀推出聖誕慶祝項目及裝飾佈置，提升冬季的旅遊吸引力。**由信和集團呈獻及中國銀聯贊助的「冰紛樂園」，於尖東市政局百周年紀念花園舉行，讓遊人與摯愛親朋可享受戶外真雪溜冰體驗。另一亮點「閃爍喜悅·冬日·愛」由Tiffany & Co. 榮譽贊助，並以矗立於中環皇后像廣場的18米高聖誕樹及旋轉木馬為焦點，加上閃爍的浪漫裝飾及節慶活動，為廣場營造濃厚的節日氣氛。另外，第五屆「除夕倒數詠香江」獲香港賽馬會支持贊助，旅客與市民欣賞煙火匯演，倒數迎接2012年的來臨。

Hong Kong Chinese New Year Celebrations

香港新春節慶

Entering its 17th year, the Cathay Pacific International Chinese New Year Night Parade in 2012 featured 35 floats and performing troupes from 12 countries and regions. Of the 12 international performing units, 11 were first-timers in the parade. Carrying the theme "World City, World Party", the event brought excitement to Tsim Sha Tsui on the first evening of the Year of the Dragon. The parade once again received the generous support of Cathay Pacific Airways, which agreed to provide title sponsorship for another three years starting from 2012.





「國泰航空新春國際匯演之夜」踏入第17屆，主題為「國際都會·環球派對」，吸引來自全球12個國家及地區合共35組花車及表演隊伍參與演出。12支國際隊伍之中，11支均是首次參加本港的巡遊匯演。這項盛事於龍年大年初一晚上舉行，為尖沙咀一帶營造歡樂熱鬧的嘉年華氣氛。國泰航空公司再次鼎力支持這項大型賀歲活動，更答應由2012年起再度連續三年提供冠名贊助。



其他盛事 **Third-party Events**



In addition to its own mega events, the HKTB actively promotes events organised by third parties, so as to ensure that Hong Kong is consistently viewed by visitors as an exciting travel destination. Riding on the interest in Hong Kong's art and cultural scenes among visitors, well-known happenings such as the Hong Kong Arts Festival, Hong Kong International Film Festival, ArtHK and Hong Kong International Jazz Festival are promoted. The Board also promotes signature sports events including the Hong Kong Marathon and the Hong Kong Sevens, both of which have proved widely popular among various visitor markets.



Courtesy 圖片提供：
Hong Kong Rugby Football Union/PSI



旅發局籌辦大型宣傳項目之餘，亦會積極推廣由其他機構舉辦的盛事，為香港打造一個更具吸引力的旅遊目的地形象。旅發局除了宣傳在本港舉行的多項大型藝術活動，如「香港藝術節」、「香港國際電影節」、「香港國際藝術展」及「香港國際爵士音樂節」，以迎合旅客對藝術及文化的興趣之外，亦協助推廣受不少旅客歡迎的世界級體育盛事，包括「香港馬拉松」及「香港國際七人欖球賽」。



Courtesy 圖片提供: World of WearableArt Ltd