

Exciting Events

Hong Kong is renowned as the events capital of Asia. A wide range of exciting events are staged throughout the year, attracting the participation of many visitors.



Hong Kong Chinese New Year Celebrations



Hong Kong Arts Month



Hong Kong Cultural Celebrations



Hong Kong Summer Fun



Hong Kong Dragon Boat Carnival



Hong Kong Sports Month



Hong Kong Wine & Dine Festival



Hong Kong WinterFest



Hong Kong New Year Countdown Celebrations



Hong Kong Pulse 3D Light Show



Great Outdoors Hong Kong



Supporting Other Events

Hong Kong Chinese New Year Celebrations

Chinese New Year in Hong Kong is the city's biggest and most colourful festival, with a large number of celebratory events, from the International Chinese New Year Night Parade, organised by the HKTB, the Lunar New Year Fairs (Flower Markets), the Lunar New Year Fireworks Display and the Lam Tsuen Well-wishing Festival to the Chinese New Year Race Day, allowing visitors to experience and immerse themselves in the ambience of the traditional festival.

Cathay Pacific International Chinese New Year Night Parade

The 2017 Chinese New Year Night Parade was one of the events held to commemorate the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). The Parade, with the theme "Best Fortune. World Party", was the largest ever, with 10 floats and 55 teams from 11 countries and regions taking part, bringing a total number of performers up to 3,000 people. The HKTB arranged 350 youngsters from 15 local schools to act as "Lucky Buddies", handing out 13,000 festive gift packs to spectators along the parade route, spreading joy and good fortune to the audience.

To enable people from around the world to feel the festive culture and vibrancy of Hong Kong's Chinese New Year celebrations, we broadcast the event live via satellite to TV channels and news agencies worldwide, and broadcast the celebrations live on international cruise ships.

The International Chinese New Year Night Parade attracted 155,000 spectators, more than half of them were visitors

Title Sponsor of the International Chinese New Year Night Parade


CATHAY PACIFIC
 國泰航空公司



Hong Kong Arts Month

Every March, Hong Kong hosts a large number of arts and cultural events. The HKTB bundled a range of cultural events and arts landmarks into “Hong Kong Arts Month” for promotion to visitors and international media. As 2017 was the 20th anniversary of the establishment of the HKSAR, the HKTB carefully selected various arts events and attractions in the city for visitors, including “Art Basel Hong Kong”, the “Hong Kong Arts Festival”, and “SOHO Gallery Tours”, to encourage visitors to experience Hong Kong’s arts and culture.

We meticulously selected 20 photographs that highlighted Hong Kong’s lesser-known art spots and used them to promote Hong Kong in the international media. Among the locations were Wong Chuk Hang, a new cluster for culture lovers, and the street art and graffiti in Sham Shui Po, Central and Sheung Wan. To encourage visitors to experience Hong Kong’s unique arts appeal, we also worked with our travel trade partners to promote guided tours featuring arts highlights in Central.



© Wilfried Hösl (Hong Kong Arts Festival)



© Courtesy Art Basel

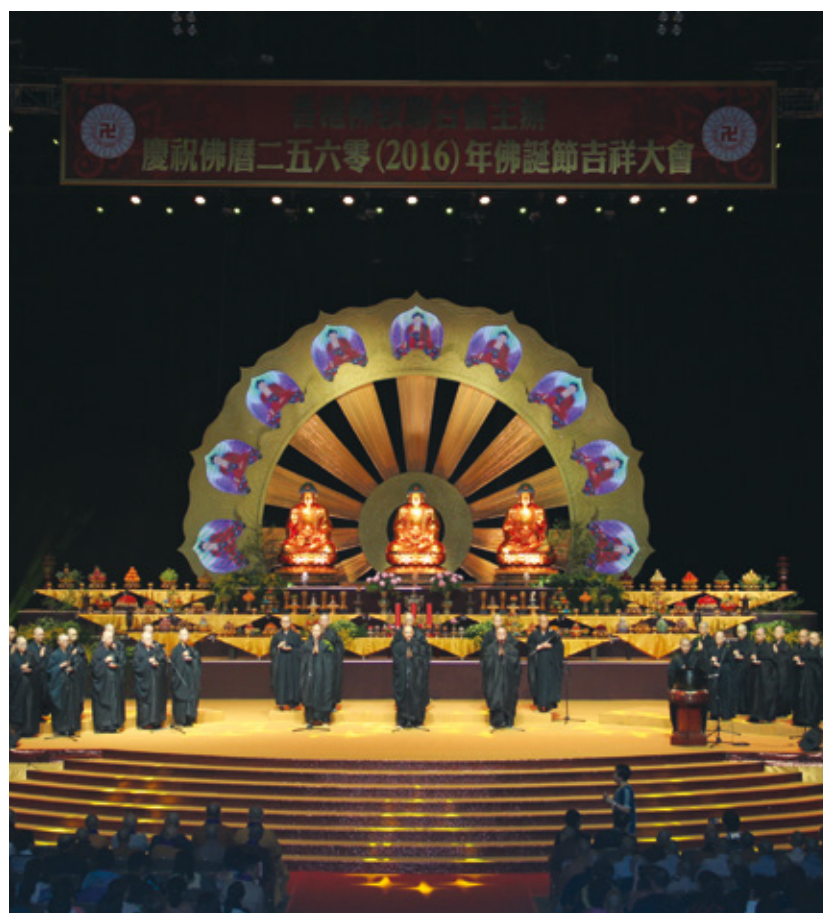


© Art Central



Hong Kong Cultural Celebrations

Hong Kong has retained a number of longstanding historical festivals, such as the Cheung Chau Bun Festival, and the birthdays of Tin Hau, Buddha and Tam Kung. We used Hong Kong Cultural Celebrations as a platform to promote these distinctive traditional celebrations and encourage visitors to take part.



Hong Kong Summer Fun

To promote Hong Kong's spectacular summer experience, we provided visitors with a series of activities and special offers, including themed parties, concerts, exhibitions, and a host of hot deals on shopping, dining and accommodation to cater for the different needs and interests of visitors.

To tie in with Hong Kong Summer Fun, we built a dedicated website and published brochures that covered authentic local food, souvenirs and distinctive attractions in various districts, including Tai Hang, Wan Chai, Kowloon City and Sham Shui Po, to encourage visitors to shop, eat and play as much as possible.



Summer Pop - Live in Hong Kong 2016 - Favorite works of Jolland's classic hits
2016 香港夏日流行音樂節——向嚮懷一生中最愛作品演唱會



Five of the most iconic hits of Island Chinese music in the last half century are featured in this celebration of popular music. The concert will feature the best of Jolland's classic hits, including 'I Love My Country', 'The Way We Were', 'The Way We Were', 'The Way We Were', 'The Way We Were', 'The Way We Were'.

今夏夏日流行音樂節，將以五首香港樂壇最經典的樂曲為主題，向嚮懷一生中最愛作品。這五首樂曲分別是：《我愛我的家》、《我們曾經》、《我們曾經》、《我們曾經》、《我們曾經》。



Hong Kong Pulse 3D Light Show
「閃耀維港」3D光雕匯演

Take your night moments in the form of a light show. The 3D light show will take place at the Hong Kong Cultural Centre and the Clock Tower at Yau Tei Tai, with music by Hong Kong Summer Fun and feature exciting songs. Take the chance to take in the vibrant lights which adorn the city skyline and enhance the festive atmosphere of a hot summer.



3D光雕匯演 閃耀維港
3D光雕匯演 閃耀維港
3D光雕匯演 閃耀維港



- Local Delicacies 本地美食**
 1. **Sea Kee Noodles 海鮮炒麵**
This is a traditional Cantonese dish with a delicious seafood and eggplant. It is a must-try when you visit Hong Kong. The ingredients are fresh and the taste is really great.
 2. **Dim Sum Bakery 點心餅家**
This is a traditional Cantonese bakery. It has a long history and is famous for its delicious dim sum. The ingredients are fresh and the taste is really great.
- Summer Cool items 夏日消暑**
 4. **ISSE ICEE Handcrafted by Experts**
This is a traditional Cantonese ice cream. It is made with fresh ingredients and is really delicious. The ingredients are fresh and the taste is really great.
 5. **CREMERIA**
This is a traditional Cantonese ice cream. It is made with fresh ingredients and is really delicious. The ingredients are fresh and the taste is really great.
- Souvenir Shops 紀念品**
 6. **Sweet Boutique de Hong Kong**
This is a traditional Cantonese sweet shop. It has a long history and is famous for its delicious sweets. The ingredients are fresh and the taste is really great.
 7. **Tuna Cakes**
This is a traditional Cantonese snack. It is made with fresh ingredients and is really delicious. The ingredients are fresh and the taste is really great.



Hong Kong Dragon Boat Carnival

The three-day Hong Kong Dragon Boat Carnival was held at the Central Harbourfront for the first time. One of the event highlights was the CCB (Asia) Hong Kong International Dragon Boat Races, with this year marked the 40th anniversary of the Races. Another key event highlight was the San Miguel BeerFest, which featured not only ice-cold beer, but also performances by famous DJs, popular singers and top bands. We introduced a brand-new Family Zone in the Carnival, providing local residents and visitors with a wide range of games for the whole family.

More than 4,000 dragon boat enthusiasts from 14 countries and regions took part in the Hong Kong International Dragon Boat Races



Title Sponsor of the Hong Kong International Dragon Boat Races



Official Beer of the Hong Kong Dragon Boat Carnival



Hong Kong Sports Month

A number of great sporting events were held in Hong Kong in October, including the second edition of Sun Hung Kai Properties Hong Kong Cyclothon, organised by the HKTB, the FIA Formula E Hong Kong ePrix, and the Hong Kong Tennis Open. We joined forces with the organisers to actively promote these events and showcase the vibrancy and energetic image of Hong Kong.

Hong Kong Cyclothon

The 2nd Sun Hung Kai Properties Hong Kong Cyclothon was the largest cycling event ever held in Hong Kong and featured a route that encompassed numerous landmarks and major roads. The Cyclothon, which consisted of four races and five cycling activities, attracted over 4,600 riders, including 140 professional cyclists from 27 countries and regions, as well as the professional UCI World Tour cycling teams Lampre-Merida and ORICA-BikeExchange.

The Hong Kong Cyclothon attracted over 51,000 spectators, one third of whom were visitors

Title and Charity Sponsor of the Hong Kong Cyclothon



Hong Kong Wine & Dine Festival

The CCB (Asia) Hong Kong Wine & Dine Festival offers delightful surprises to both local residents and visitors every year. The 2016 Festival was the largest ever, with a 20% increase in both the area of the venue and the number of booths. The Festival featured 428 booths serving fine cuisine, wonderful wine from 28 countries and regions, and local gourmet delicacies.

We invited the head chef of Gaggan, which placed first in the list of Asia's 50 Best Restaurants 2016, as well as celebrated chefs from Michelin-starred restaurants and 2016 Best of the Best Culinary Awards winners, to jointly prepare a sumptuous Master Chef Dinner for visitors at the Tasting Room.

Hong Kong Great November Feast

The Hong Kong Great November Feast followed hot on the heels of the Hong Kong Wine & Dine Festival, building on the hype of the enthusiasm for fine food and delectable drinks. Throughout November, restaurants and bars across Hong Kong offered a wide range of food, drinks and themed events, demonstrating the unrivalled appeal of Asia's food capital.

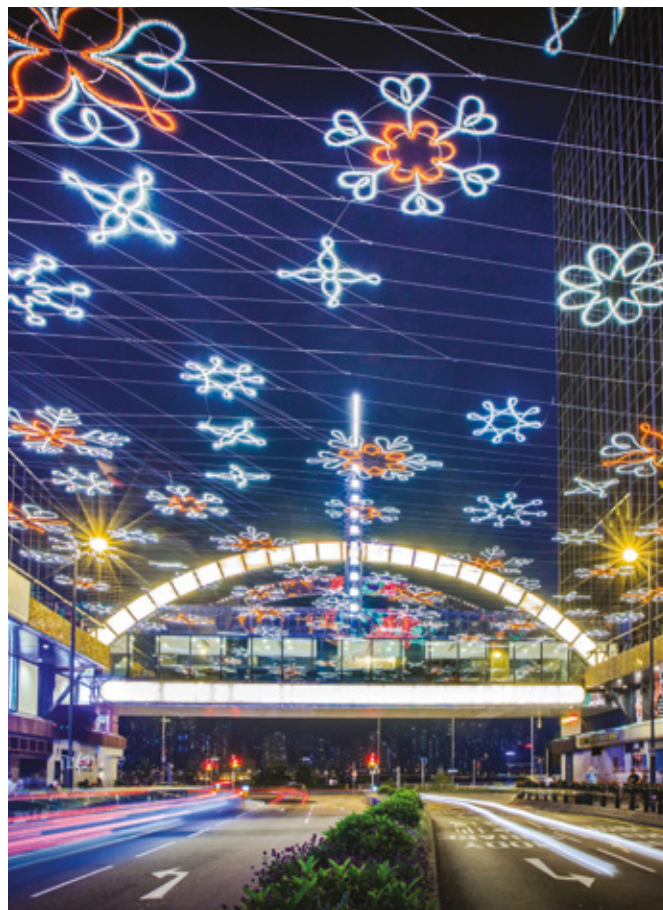
Total attendance at the four-day Hong Kong Wine & Dine Festival was over 145,000

Title Sponsor of the Hong Kong Wine & Dine Festival



Hong Kong WinterFest

In winter, Hong Kong's skyscrapers, attractions and large shopping malls get all dressed up with dazzling Christmas lighting for the festive occasion. During the period of Hong Kong WinterFest, we put up a 15-metre-tall Christmas tree and other festive installations in Statue Square in Central, and actively promoted the major local winter events and programmes in source markets to encourage visitors to experience the festive winter atmosphere in Hong Kong.



Hong Kong New Year Countdown Celebrations

Title-sponsored by Bank of China (Hong Kong) (BOCHK), the BOCHK Hong Kong New Year Countdown Celebrations 2017 were one of the celebratory events for the 20th anniversary of the establishment of the HKSAR, and were the largest-ever Hong Kong New Year Countdown Celebrations. The show was extended from eight minutes to a full ten. In celebration of the centenary of the Bank of China's service to Hong Kong, the BOCHK logo and the symbolic "100", together with a variety of new fireworks designs and special lighting effects, were added to the show. We further enriched the festive atmosphere with a street party in Tsim Sha Tsui, where singers and artists, and both locals and visitors were invited to celebrate and participate in the New Year countdown.

We again broadcast the show live via satellite to major TV and media networks worldwide, and livestreamed the show on key social media and video platforms, which effectively increased Hong Kong's international exposure.

The Hong Kong New Year Countdown Celebrations attracted 334,000 spectators, who viewed the show from both sides of Victoria Harbour



© 蘋果日報圖片

Title Sponsor of the Hong Kong
New Year Countdown Celebrations



中國銀行(香港)
BANK OF CHINA (HONG KONG)



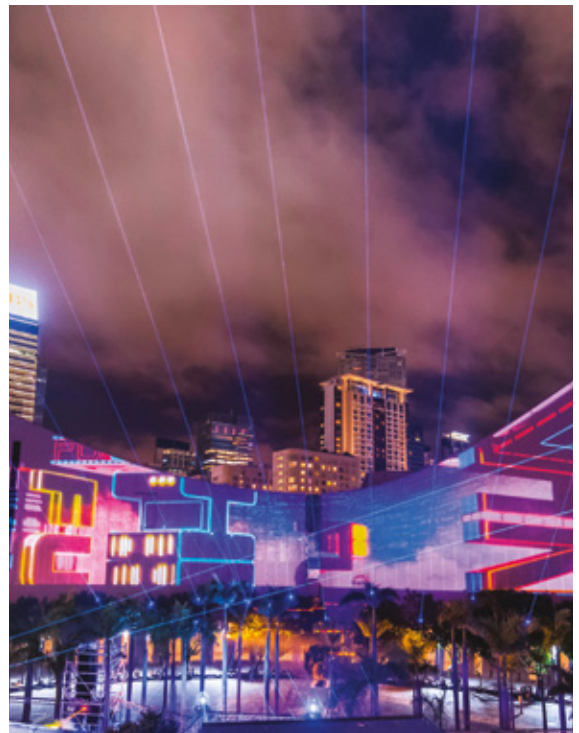
百年中銀 與您同行
A CENTURY OF SERVICES, ALWAYS WITH YOU



Hong Kong Pulse 3D Light Show

During the year, we rolled out two rounds of the Hong Kong Pulse 3D Light Show, one during Hong Kong Summer Fun and the other during Hong Kong WinterFest. The performance was projected on the walls of the Hong Kong Cultural Centre and the Clock Tower, along with a dazzling display of lighting effects and 3D projection technology with music and sound effects, making the night view of Victoria Harbour even more spectacular.

The two rounds of the Hong Kong Pulse 3D Light Show attracted over 876,000 spectators, with visitors accounting for more than 40% of the total



Great Outdoors Hong Kong

Great Outdoors Hong Kong highlighted nine hiking and cycling routes that had won awards or had been recognised by international media. We invited photographer Kelvin Yuen, winner of the National Geographic International Photo Contest, Youth Division, to share his experience in our brand-new guidebook about capturing the beauty of nature through the lens, in an effort to encourage more visitors to experience the stunning natural scenery of Hong Kong.

The HKTB joined hands with airlines and the travel trade in Japan, South Korea and Taiwan to launch tourism products featuring hiking in Hong Kong, in order to entice visitors to explore the city's natural wonders.



Supporting Other Events

The HKTb proactively supported event organisers in promoting major events held in Hong Kong, including the 2016 Hong Kong Sevens, Hong Kong International Races 2016, Tai Hang Fire Dragon Dance 2016, Clockenflap Hong Kong's Music & Arts Festival 2016, and Hong Kong Marathon 2017, with the goal of strengthening Hong Kong's image as the events capital of Asia.





© 蘋果日報圖片

