

**A Taste of Local Delicacies for Michelin Chef Gary Rhodes from the UK**



Famous Michelin chef and cooking show host Gary Rhodes flew in from the UK on 12-17 April for filming the TV series "Rhodes Across China", which will be broadcast in the UK before the 2008 Beijing Olympics. As well as assisting in the filming, the HKTB introduced various locations, such as the Star Ferry, The Peak and wet market, to Rhodes for a taste of Hong Kong's living culture. Rhodes also sampled Hong Kong's local delicacies, such as Hong Kong-style milk tea and rice noodle with fish balls at *dai pai dong* "Chan Si Kee" in Central. Besides venturing to a snake shop, he picked up the tricks of making the traditional Chinese "big bun" while visiting Lin Heung Tea House. The first series of Rhodes' cooking programme "Rhodes Across UK" was hugely popular, with viewership exceeding 1.6 million.



**TRIVIA**

The HKTB has been actively developing the achiever and senior segments in long-haul markets, especially Europe in recent years, given their strong purchasing power.

In 2007, the percentage of achievers and seniors out of the overnight vacation arrivals in different markets is as follows:

- UK (45.7%)
- France (42.85)
- Netherlands (42.2%)
- Germany (39.2%)

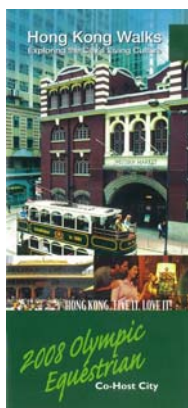
(Source: Hong Kong Tourism Board)

**Promoting Traditional Festivals in Town**



The HKTB is promoting four traditional festivals during the period of 24 April to 13 May to overseas visitors. These include the birthdays of Tin Hau (28 April), Lord Buddha (12 May) and Tam Kung (12 May), as well as the Cheung Chau Bun Festival (9-13 May). To help visitors understand more about the history of these festivals, the HKTB has produced special leaflets, highlighting the colourful celebrations in different districts. The leaflets also introduce local tours featuring the festivals and the attractions nearby. To further enhance visitors' experiences, the HKTB has invited some of the QTS-accredited vegetarian restaurants to extend special offers on vegetarian dishes to in-town tourists.

## Hong Kong Walks Presents a New Route



The HKTB has revamped the “Hong Kong Walks” brochure, which features six themed walks in different parts of the city. To promote Hong Kong’s distinctive living culture, the HKTB has added a new walk in Wan Chai in the publication. While walking through Tai Yuen Street Market, The Blue House and Hung Shing Temple, and passing by the newly developed Lockhart Road Bar Area, Hong Kong Convention and Exhibition Centre and Golden Bauhinia Square, visitors can notice the changes of the district in the past 100 years.

If you would like to know more about the above activities or produce stories on them, please feel free to contact us. Corporate Communications and Public Relations Department, Hong Kong Tourism Board

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