

## HKTB Helps Visitors Discover Sai Kung Coastal Treasures



The HKTB has recently launched a new tour to help visitors explore the hidden treasures of Sai Kung by boat. Designed by HKTB in collaboration with the travel trade, the "Sai Kung Coastal Treasures Discovery" tour features the pristine scenery of Hong Kong's back garden, including the outlying islands in Port Shelter and Rocky Harbour. Among the attractions is the Hung Shing Temple on Kau Sai Chau, which won the Outstanding Project Award under the UNESCO Asia Pacific Heritage 2000 Awards for Culture Heritage Conservation.



## TRIVIA

The US is Hong Kong's fourth largest individual source market and the largest among long-haul source markets.

In 2007, more than 1.23 million visitors from the US visited Hong Kong. Of all the incoming overnight visitors from the US, 90% also travelled to other destinations. Among them:

- 60% visited Mainland China
- 20% visited Macau
- 11% visited Thailand

(Source: Hong Kong Tourism Board)

## Dive into Hong Kong with the Dark Knight



Visitors can now trace the exciting journey of Batman in Hong Kong through the [mini-site](#) created by HKTB on its DiscoverHongKong.com website. The mini-site introduces various filming locations around Central of The Dark Knight, one of the best selling movies of all time. From ifc, SoHo and Hollywood Road to the local cafes and traditional stores on Gage Street and Graham Street, visitors can see the amazing contrasts of old and new, traditional and modern of the city where the action of Batman takes place.

## CNBC World TV Programme Captures Old and New Wan Chai



Famous US TV station CNBC World came to Hong Kong for filming the "Let's Shop" programme a few weeks ago. As well as the city's famous dining and shopping locations, the programme featured the traditional and modern landscapes of Wan Chai, including trendy restaurant renovated from century-old pawnshop, famous herbal tea store and eatery offering traditional noodles hand-made with a bamboo pole. The segments on Hong Kong will be broadcast on CNBC World later this year.

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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