

## NBC travel programme promotes luxury travel in Hong Kong



Hong Kong was selected by NBC, the largest broadcaster of the US, as the first city outside the country for its travel and lifestyle programme *LX: First Look*. The HKTB arranged the NBC crew to experience Hong Kong's unique living culture and its cosmopolitan facets through such activities as enjoying traditional Chinese tea at Luk Yu Tearoom and cruising Hong Kong's harbour and outlying islands aboard a yacht. The HKTB also invited several celebrities to share their recommendations. Among them were Legislative Councillor The Honourable Paul Tse, who led the crew to hunt for Chinese antiques along Hollywood Road and introduced his own collection, while celebrated local fashion designer William Tang tailor-made an evening dress for the programme anchor.



## TRIVIA

Hong Kong has recently won two awards organised by the following leading travel magazines:

- *DestinAsian* (Asia-Pacific):  
"Best City for Business in Asia-Pacific"; and
- *Travel Weekly* (US):  
"Best City – Asia Pacific".

## Local delicacies guide draws independent travellers from UK



To further promote Hong Kong's diverse culinary delights in the UK, the HKTB partnered with the UK's national newspaper *The Observer* to launch a guidebook entitled *Eat Your Way Around Hong Kong*, sharing with readers the great variety of Hong Kong's cuisines, including local delicacies along the tramway, traditional *dim sum* and exquisite dishes. As well as showing visitors the way to sample the delicacies, such as finding local snacks in Mong Kok, the guidebook also introduces different healthy and tonic foods, including Chinese herbal medicine, vegetarian and organic cuisines, highlighting the many flavours available in Hong Kong. The HKTB printed 550,000 copies of the guidebook for insertion in *The Observer* that was published on 22 February.

(Source: Hong Kong Tourism Board)

## Unique *poon choi* tour attracts long-haul visitors



For the first time, the HKTB co-operated with the travel trade and Mong Kok Kai Fong Association to promote a local tour themed after *poon choi* (big bowl feast) in early March. Capitalising on the Tai Kok Tsui Temple Fair, the tour bundled the open-air *poon choi* dinner in front of Tai Kok Tsui Hung Shing Temple with the heritage attractions in the New Territories, such as Chuk Lam Sim Yuen and Kam Tin Walled Village, offering a wide range of cultural experiences for long-haul independent travellers from the UK, US and Netherlands. To enhance the promotion of cultural tourism products in Japan, the HKTB invited related travel agencies from the market to join the tour so as to encourage them to introduce similar *poon choi*-themed tours for Japanese travellers.

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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