

# FESTIVE HONG KONG 2010



*Hong Kong. A World of Celebrations.*

**HKTB e-News — Hong Kong Summer Spectacular**

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## Showcasing Mid-Autumn Festival to Visitors



With Mid-Autumn Festival just around the corner, the HKTB is going to promote a string of festive activities to visitors under the theme “Mid-Autumn Lantern Celebration”. These activities, which will form part of the celebrations in Festive Hong Kong 2010, include lantern carnivals in different parts of Hong Kong and the legendary Tai Hang fire dragon dance. Meanwhile, to arouse visitors’ interest in joining our city’s festive celebrations, the HKTB and the Airport Authority Hong Kong have arranged for mascots “Moon Cake” and “Fairy Chang-e” to greet visitors at the arrival halls of Hong Kong International Airport from 17 to 22 September. They will also take photos with visitors besides giving them an extra special welcome.

## Trivia



### Purposes of visit among visitors to Hong Kong in 2009

Vacation: 56%  
Visiting Friends: 20%  
Business: 18%  
En Route: 3%  
Others: 3%

(Source: Hong Kong Tourism Board)

## Participating in Guangdong International Tourism Exhibition to Foster Trade Co-operation



As part of our on-going co-operation with the Mainland travel trade, the HKTB will, for the first time, lead a delegation of local trade to take part in the Guangdong International Tourism Exhibition, which will be held in Guangzhou in late September. The local trade will meet their Mainland counterparts to explore the possibility of developing Hong Kong/Guangzhou multi-destination packages that target international visitors. The HKTB will set up a Hong Kong Pavilion at the exhibition to promote upcoming mega events in Hong Kong in the 2nd half of the year, including Halloween Treats, Hong Kong Wine and Dine Month and Hong Kong WinterFest.

## Applications Open for 2010 Best of the Best Culinary Awards



The 2010 Best of the Best Culinary Awards, organised by the HKTB and running for the ninth time, is now open for applications. This year, the winning chefs will attend the Hong Kong Wine and Dine Festival in late October at the West Kowloon Waterfront Promenade, where they will promote their quality and creative Chinese dishes to visitors and international media. They will also be invited to participate in the HKTB's other promotional activities, showcasing their winning dishes and the dining establishments they represent. The HKTB hopes that these promotions will encourage visitors to sample the delectable creations of local Chinese chefs, thereby reinforcing Hong Kong's image as the Culinary Capital of Asia.

If you would like to know more about the above activities or produce stories on them, please feel free to contact us.

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