



PRESS RELEASE 新聞稿

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Hong Kong Wine & Dine Festival Will Go Virtual Hong Kong Cyclothon Will Be Cancelled

In view of the fluctuating number of Covid-19 cases in Hong Kong and other parts of the world, the Hong Kong Tourism Board (HKTB) has suspended the promotion of the “Holiday at Home” campaign earlier. Responding to the evolving situations, the HKTB is now putting together another burst of promotions under the campaign, most notably the “Hong Kong Wine & Dine Festival” which will take on a virtual format this year. Local residents and merchants can continue to take part in the signature event amidst the outbreak. Separately, the HKTB also announced that the “Hong Kong Cyclothon”, originally scheduled for the coming November, will be cancelled due to the uncertainties around the Covid-19 pandemic.

HKTB Chairman Dr YK Pang said: “The third wave of Covid-19 infection is putting further pressure on the local economy. Business operations in general have become even more difficult than the first half of the year. The HKTB launched the ‘Holiday at Home’ campaign in June to encourage local residents to enjoy in-depth experiences in Hong Kong and boost domestic spending. As the ‘Hong Kong Wine & Dine Festival’ is one of the city’s most anticipated annual events, we have decided to change our strategy and move the event to the virtual space in view of the Covid-19 situation. Organizing it virtually will allow us to continue to boost local economy without compromising the health and safety of the exhibitors and participants. As in previous editions, wine merchants will be able to promote their products, and opportunities will be generated for related sectors. Leveraging the event, we will sustain Hong Kong’s global exposure by promoting the city’s image as a culinary capital to visitors worldwide.”

Dr Pang added: “Given the uncertainties around the Covid-19 pandemic, we have decided to cancel this year’s ‘Hong Kong Cyclothon’, since it would otherwise be difficult to ensure the health and safety of the local and overseas cyclists, staff and spectators. We are grateful for the understanding and support of Sun Hung Kai Properties, the event’s Title and Charity

Sponsor, regarding our decision, and for the effort of the government departments and supporting organisations involved in preparing the event.”

Active support from merchants for the online culinary festival

The first online “Hong Kong Wine & Dine Festival” will be run for several weeks, and will feature a line-up of programmes equally exciting as in the real-life editions. The HKTB will roll out a dedicated one-stop online hub, offering a myriad of exclusive offers from hundreds of wine merchants and restaurants. Moreover, virtual gastronomic experiences, such as themed wine-tasting classes taught by wine experts and mixologists and cooking demonstrations given by top chefs, will be introduced. It is hoped that locals and fans of Hong Kong can enjoy world-class wine and dining experiences through these online activities without worrying about social-distancing restrictions or time and geographical constraints. Merchants who have initially registered for the real-life “Hong Kong Wine & Dine Festival” can take part in the online version for free. Details will be announced in due course.

Mr Ben Cheung, Trading & Brand Manager of *Watson’s Wine* said: “Online shopping has become an inevitable trend during the pandemic. We believe spending sentiment will not diminish even when the ‘Hong Kong Wine & Dine Festival’ is held online. Also, the event has always been popular among locals. We are confident that it will retain its appeal despite the new format. That is why we are supporting the event again this year and are planning to present limited-time offers. We hope to give locals a taste of top-quality products at attractive prices.”

Representative of *Restaurant FAM* said: “This year’s ‘Hong Kong Wine & Dine Festival’ not only offers a one-stop promotion platform for merchants, but the new virtual format will also facilitate our reach to potential customers. We will work with the HKTB to provide unique virtual experiences such as wine pairing experiences and cooking demonstrations with a view to increasing awareness of our brand among consumers.”

Updates on programmes under the “Holiday at Home” campaign

“Holiday at Home”		
August	September	October/November
<u>Spend-to-Redeem Local Tours (redeeming free tours by spending)</u> <ul style="list-style-type: none">• It has been announced that the programme will be launched at a later date.• The HKTb will monitor the situation and announce the revised schedule for the programme in due course.	<u>Hong Kong Great Outdoors (introducing Hong Kong’s natural scenery)</u> <ul style="list-style-type: none">• Online contents will be enhanced, for example, 360-degree video, so that locals can enjoy views of Hong Kong’s breath-taking outdoors even at home.• Campaign period: mid-September 2020 to March 2021	<u>Hong Kong Wine & Dine Festival</u> <ul style="list-style-type: none">• The event will be organised online for the first time.• Exclusive offers and virtual experiences will be provided by wine merchants and dining establishments.• The event period will be extended to several weeks. <u>Hong Kong Cyclothon</u> <p>It will be cancelled due to the uncertainties concerning the Covid-19 pandemic</p>

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Members of the media can download the press release and related photos from the links below:

Press Release: <https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

Photos: <https://hktb.filecamp.com/s/nQMh6spIm2M4LahK/fo>

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