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HKTB Announces New Arrangements for Upcoming Mega Events

The Hong Kong SAR Government has announced tightened social distancing measures to suppress the spread of COVID-19 as a fourth wave of the pandemic hits the city. Playing its part in fighting the virus, the Hong Kong Tourism Board (HKTB) has made new arrangements for upcoming mega events: Hong Kong WinterFest, Hong Kong New Year Countdown Celebrations, and Chinese New Year Celebrations.

1. Hong Kong WinterFest

The Hong Kong WinterFest starts today (4 December) and runs until 3 January 2021. In order to uphold social distancing measures, there will not be Christmas tree installation in Statue Square, Central. Instead, the HKTB has organised a virtual tour of Christmas Town. People in Hong Kong and from around the world can go online to pay a visit and learn to make Christmas wreaths, candlesticks, and other handmade products in the comfort and safety of their homes.

2. Hong Kong New Year Countdown Celebrations

Due to the need to uphold social distancing measures, there will be no fireworks display over Victoria Harbour for this year's New Year Countdown.

3. Chinese New Year Celebrations

The International Chinese New Year Night Parade traditionally invites renowned performing groups from different parts of the world. However, as pandemic travel restrictions remain in place, these groups are unable to join the event, hence the HKTB has decided after careful consideration, no parade will be held in 2021 Chinese New Year Celebrations. Instead, the HKTB is exploring to organise an Online+Offline event. Details will be announced in due course.

The HKTB has already made changes to its event strategies and is currently holding the Hong Kong Wine & Dine Festival in an Online+Offline format. The event has been well received, in particular the Online Masterclasses, which have attracted a viewership of close to 500,000. Many participating hotels and restaurants also say the sales from the "Take Me Home" delivery service and takeaway menus have exceeded expectations.

– Ends –

Members of the media can download the press release from the link below:

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

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