

### PRESS RELEASE 新聞稿

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### Hong Kong Sends its Biggest Welcome to the World: "Hello Hong Kong" Launched Today with 500,000 Free Air Tickets and **City-Wide Offers**

Media can download the photos and videos footage in the following link : https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=999&categoryTypeId=2

Hong Kong is ready to welcome visitors from all around the world once again with open arms and open doors. With the launch of the global promotional campaign "Hello Hong Kong" today, Hong Kong is sending its greatest welcome to the world with 500,000 free air tickets, as well as city-wide offers covering "Hong Kong Goodies" visitor consumption vouchers, to entice travellers to come to experience Hong Kong's diverse appeals.

Dr Pang Yiu-kai, Chairman of the Hong Kong Tourism Board (HKTB), said: "Hong Kong is back on the map for global travellers, with more excitement to offer than ever before. We are extending a biggest welcome to the world through the 'Hello Hong Kong' campaign, inviting friends from everywhere as they return to one of the world's greatest tourism destinations. I am confident that Hong Kong's vibrant east-meets-west culture, together with our iconic and brand-new attractions and immersive experiences will attract travellers back for an epic, unforgettable journey."

HKTB Executive Director Mr Dane Cheng presented the Board's key strategies and initiatives in reviving tourism at the press conference today (2 Feb), including:

#### 1. Saying Hello from Hong Kong to the World

The "Hello Hong Kong" promotional campaign is being rolled out worldwide today to send the positive message that Hong Kong is back with signature and new exciting experiences awaiting visitors, in light of the lifting of all entry restrictions to Hong Kong.

The campaign includes a series of vibrant promotional contents, which will be broadcast on **3,000** platforms worldwide. A series of thematic videos will feature business leaders, social influencers, Hong Kong Super Fans, and Hong Kong celebrities including Cantopop legends Aaron Kwok, Sammi Cheng and Kelly Chen, showcasing the city's array of thrilling new experiences.

DiscoverHongKong.com

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#### 2. Welcoming Global Travellers with An Unprecedented Giveaway

To entice globetrotters to embark on a long-awaited visit to Hong Kong, **500,000 free tickets** will be given away by the Airport Authority Hong Kong to different markets in phases, through three home-based carriers namely Cathay Pacific Airways, Hong Kong Express and Hong Kong Airlines, starting from March.

An array of enticing welcoming offers from **over 16,000 outlets** across the city have been put together by the HKTB and the tourism and hospitality sectors to welcome back visitors. Among which, at the initial stage, at least **1 million "Hong Kong Goodies"** visitor consumption vouchers of value over HK\$100 each will be given out, covering a complimentary welcome drink at participating bars, restaurants, and hotels, or a cash voucher to be redeemed in the transportation, culinary and retail sectors, and attractions.

#### 3. Showcasing Hong Kong's New Experiences and Events

The whole city cheers on to greet visitors with new and upgraded attractions introduced in the past few years and its all-time-iconic experiences. Most notable among the dozens of new developments are M+ and Hong Kong Palace Museum at the West Kowloon Cultural District, the new sixth-generation Peak Tram, Water World Ocean Park, new night-time show "Momentous" at Hong Kong Disneyland and enhanced waterfront promenades offering spectacular new ways to admire Victoria Harbour.

In addition, Hong Kong will host a year-round calendar of **more than 250 events and festivals** across 2023. Highlights include the Hong Kong Marathon, the Clockenflap music festival, Art Basel, the Museum Summit 2023, Hong Kong Rugby Sevens, Hong Kong Wine and Dine Festival and New Year Countdown Celebrations, showcasing the dynamic and diverse appeal of the city.

With its peerless facilities, events spaces and networking opportunities, Hong Kong has **more than 100** international MICE events planned for 2023, providing excellent platforms for different sectors to seize business opportunities.

For details of the "Hello Hong Kong" campaign, please refer to Appendix 1 (infographic).

For details of the complimentary welcome drink, please refer to Appendix 2.

#### **Photos Captions** Photo 1:



Mr John Lee, Chief Executive (Middle), Mr Chan Kwok-ki, Chief Secretary for Administration (fifth from left), Mr Paul Chan, Financial Secretary (fifth from right), Mr Andrew Leung, President of Legislative Council (fourth from left), Mr Kevin Yeung, Secretary for Culture, Sports and Tourism (second from right), Mr Christopher Hui, Secretary for Financial Services and the Treasury (right), Mr Algernon Yau, Secretary for Commerce and Economic Development (second from left), Prof Sun Dong, Secretary for Innovation, Technology and Industry (left), Dr Pang Yiu-kai, Chairman of the Hong Kong Tourism Board (fourth from right), Dr Peter Lam, Chairman of Hong Kong Trade Development Council (third from left) and Mr Jack So, Chairman of Airport Authority Hong Kong (third from right) officiate the "Hello Hong Kong" Campaign Launch Ceremony.

Photo 2 :



Aaron Kwok, Sammi Cheng and Kelly Chen



"Hello Hong Kong" features a host of personalities from within and beyond the city, sending a warm welcome to visitors from the around the world.

HONG KONG TOURISM BOARD 香港旅遊發展局

Photo 3:



Arriving tourists will receive a set of "Hong Kong Goodies" visitor consumption voucher containing a complimentary drink or a cash voucher redeemable at transportation, culinary, retail outlets and attractions.

- Ends –

Website: https://discoverhongkong.com/hkgoodies

**Members of the media can download the press releases, photos and videos from the following links:** Press release: <u>https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html</u>

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During non-office hours, please call (852) 8200 7860.

HONG KONG TOURISM BOARD 香港旅遊發展局



HONG KONG TOURISM BOARD 香港旅遊發展局

Appendix 2

# **List of Participating Bars, Restaurants and Hotels**





### 11 Westside

+852 3996 7754 1/F, The Hudson, 11 Davis Street, Kennedy Town, Western District www.11westside.com



### **1441 FORTEEN FORTYONE**

+852 2390 0778 G/F, Cheung Hing House, 41 Peel Street, Central



**3T Bar** Dorsett Wanchai Hong Kong +852 3552 1111 387-397 Queen's Road East, Wan Chai www.wanchai.dorsetthotels.com



### A Smoking Affair

+852 2543 8222 27/F, Midtown Soundwill Plaza II, 1 Tang Lung Street, Causeway Bay



Above & Beyond Club Lounge **Hotel ICON Hong Kong** +852 3400 1318

28/F, 17 Science Museum Road, Tsim

Alibi - Wine Dine Be Social Cordis, Hong Kong +852 3552 3231 Level 5, Cordis, Hong Kong, 555 Shanghai Street, Mong Kok www.cordishotels.com/hongkong



**Amelia Hong Kong** 

www.hotel-icon.com

+852 3705 1983 Shop OTG63, G/F, Ocean Terminal, Harbour City, 3-27 Canton Road, Tsim Sha Tsui www.harbourcity.com.hk/en/restaurant/

amelia-by-paulo-airaudo



American Bar at Felix **The Peninsula Hong Kong** +852 2696 6778 28/F, The Peninsula Hong Kong, Salisbury Road

www.peninsula.com/hong-kong



Arca Society the Arca +852 3701 6030 43 Heung Yip Road, Wong Chuk Hang www.thearca.com



ARGO Four Seasons Hotel Hong Kong +852 3196 8882 Lobby Level, Four Seasons Hotel Hong Kong, 8 Finance Street, Central

www.fourseasons.com/hongkong





# ARIA

+852 2804 1116 24/F California Tower, 30-32 D'Aguilar St, Lan Kwai Fong, Central www.lkfconcepts.com/pages/aria



### Artesian

The Langham, Hong Kong +852 2132 7898 8 Peking Road, Tsim Sha Tsui www.langhamhotels.com/en/thelangham/hong-kong/



Avenue 75 +852 2721 3938 Shop 36-41, G/F, South Seas Centre, 75 Mody Road ,Tsim Sha Tsui East



### BACI

+852 2344 0005 G/F California Tower, 30-32 D'Aguilar Street, Lan Kwai Fong, Central www.lkfconcepts.com/pages/baci



Be on Canton **Gateway Hotel** 

+852 2113 7828 Level 3, Gateway Hotel, 13 Canton Road, Harbour City, Tsim Sha Tsui www.marcopolohotels.com/en/hotels/ hongkong/kowloon/gateway



### Bhood

+852 2380 2168 Shop 32-35, G/F, South Seas Centre, 75 Mody Road, Tsim Sha Tsui East



CANDOUR +852 2362 8100 G/F, 65 - 65A Peel Street, Soho www.candourbar.com



**Captain's Bar** Mandarin Oriental, Hong Kong +852 2522 0111 Mandarin Oriental, Hong Kong, 5 Connaught Road Central www.mandarinoriental.com/hong-kong/



**Carbon Brews Central** +852 5409 4840

Shop 1, G/F, The Centrium, 60 Wyndham Street, Central www.carbonbrews.com/taproom-central



victoria-harbour Champagne Bar

**Grand Hyatt Hong Kong** +852 2584 7722 Lobby Level, Grand Hyatt Hong Kong, 1 Harbour Road, Wan Chai www.hyatt.com/hotel/china/grandhyatt-hong-kong/hkggh





CHILL PILL

+852 2328 2287 167A, Sai Yee Street, Mongkok



### **CLUB RANGOON**

+852 2503 3077 33 Aberdeen Street, Central www.clubrangoon.com.hk



Club@28 Crowne Plaza Hong Kong Causeway Bay

+852 3980 3300 28/F, Crowne Plaza Hong Kong Causeway Bay, 8 Leighton Road, Causeway Bay www.cphongkong.com



### Cruise Restaurant & Bar Hyatt Centric Victoria Harbour Hong Kong

+852 3896 9898 23/F West Tower, Hyatt Centric Victoria Harbour Hong Kong, 1 North Point Estate Lane, North Point www.hyatt.com/hyatt-centric/hkgcthyatt-centric-victoria-harbour-hong-kong



### Cucina Marco Polo Hongkong Hotel

+852 2113 0808 Level 6, Marco Polo Hongkong Hotel, 3 Canton Road, Harbour City, Tsim Sha Tsui

www.marcopolohotels.com/hotels/ hongkong/kowloon/marco\_polo\_ hongkong/index.html



### DAM:A Noodle Bar

+852 5628 2261 G/F, 110 Queen's Road West, Sai Ying Pun



### **DEVIL'S ADVOCATE**

+852 2865 7271 G/F 48-50 Lockhart Road, Wanchai www.devilsadvocate.com.hk



### **District EIGHT (ELEMENTS)**

+852 2537 7555 Shop R009, R/F, Elements, Civic Square, 1 Austin Road West, Tsim Sha Tsui www.district8.com.hk



### DOUBLESHOT

+852 9225 6639 1/F, Hilltop Plaza, 49 Hollywood Road, Soho, Central www.doubleshot.hk



### Eye Bar

+852 2487 3988 30/F, iSQUARE, 63 Nathan Road, Tsim Sha Tsui www.elite-concepts.com/restaurants/ eyebar/en





FUMI

+852 2328 3302 6/F, California Tower, 30-32 D'Aguilar Street, Central www.lkfconcepts.com/pages/fumi



### GRAIN

+852 3500 5870 Shop 1, New Fortune House, 3-5 New Praya Kennedy Town www.grain.com.hk



HEYA HONG KONG

+852 3188 9201 401-403, Lockhart Rd, Causeway Bay



HJEM

+852 2362 9193 161 Hollywood Road, Central www.hjemhk.com



Ho Lan Jeng +852 2342 2224 2/F, LKF29, No.29 Wyndham Street, Central



Holt's Café Rosewood Hong Kong +852 3891 8732 G/F Rosewood Hong Kong, Victoria Dockside, 18 Salisbury Road, Tsim Sha Tsui www.rosewoodhotels.com/hong-kong



HOME OF LEGENDS

+852 6281 1654 2/F, Katherine House, 53-55 Chatham Road South, Tsim Sha Tsui



Horizonte Lounge Hotel Madera Hong Kong +852 2121 9866 29/F, No.1 Cheong Lok Street, Jordan www.maderagroup.com/hotel\_madera



HUE DINING

+852 3500 5888 Hong Kong Museum of Art, 1/F, 10 Salisbury Road, Tsim Sha Tsui www.huedining.com.hk



Insominia Bar & Restaurant

+852 2525 0957 Shop A, LG/F, Ho Lee Commercial Building, 38-44 D'Aguilar Street, Lan Kwai Fong, Central





# I-O-N Wong Chuk Hang

Nina Hotel Island South

+852 3968 8833 P3/F, Nina Hotel Island South, 55 Wong Chuk Hang Road www.ninahotelgroup.com/nina-hotelisland-south



I-O-N-Kwun Tong Nina Hotel Kowloon East +852 3968 8222 2/F, 38 Chong Yip Street, Kwun Tong www.ninahotelgroup.com/nina-hotelkowloon-east



### **James Suckling Wine** Central

+852 2539 7999 2/F, 22 Staunton Street, Central www.jamessucklingwinecentral.com



J's Bar Bistro The Royal Garden +852 2733 2088 2/F, The Royal Garden, 69 Mody Road, Tsimshatsui East www.rahk.com.hk



K Bar +852 2545 3288 412-413, Level 4, K11 MUSEA, 18 Salisbury Road, Tsim Sha Tsui www.elite-concepts.com/restaurants/k-



### **KYOTO JOE**

+852 2804 6800 23/F California Tower, 30-32 D'Aquilar Street, Lan Kwai Fong, Central www.lkfconcepts.com/pages/kyoto-joe



Latitude 22 Le Méridien Hong Kong, Cyberport +852 2980 7406 L1, Le Méridien Hong Kong, Cyberport,

#### Le 188° Restaurant & Lounge Harbour Grand Hong Kong +852 2121 2693 41/F, Harbour Grand Hong Kong, 23 Oil Street, North Point www.harbourgrand.com



LEVELthirty Lounge & Bar **Courtyard by Marriott Hong** Kong Sha Tin +852 3940 8388 Rooftop, Courtyard by Marriott Hong



Lighthouse Lounge The Fullerton Ocean Park Hotel

+852 2166 7477 Lounge, 1/F, The Fullerton Ocean Park Hotel Hong Kong, 3 Ocean Drive, Aberdeen

www.fullertonhotels.com/fullertonocean-park-hotel-hongkong





### Lobby Lounge

Sheraton Hong Kong Tung Chung Hotel

+852 2535 0023 G/F, Lobby, Sheraton Hong Kong Tung Chung Hotel, 9 Yi Tung Road, Tung Chung, Lantau Island www.sheratonhongkongtungchung.com



Lobby Lounge Conrad Hong Kong

Lobster Bar

+852 2822 8891 Lobby Level, Conrad Hong Kong, Pacific Place, 88 Queensway www.conradhongkong.com



Lobby Lounge Hong Kong Gold Coast Hotel +852 2452 8338 Lobby, 1 Castle Peak Road www.goldcoasthotel.com.hk



Island Shangri-La, Hong Kong +852 2820 8560 Level 6, Lobster Bar, Island Shangri-La, Pacific Place, Supreme Court Road, Central

www.shangri-la.com/hongkong/ islandshangrila



LOUNGE HAKUBA +852 2111 1707 Unit 302, Tower 535, No. 535 Jaffe Road, Causeway Bay





**MAJO TAPAS & PAELLA** 

+852 2529 3001 G/F, Soho Central, 22 Staunton St, Central www.majotapas.com.hk





### Marigold Bar Park Hotel Hong Kong

+852 2731 2165 Hotel Lobby, G/F, 61-65 Chatham Road South, Tsim Sha Tsui

www.parkhotelgroup.com/hong-kongsar/park-hotel-hong-kong



+852 3500 5885 Shop 418, 4/F, Citygate Outlets, 20 Tat Tung Road, Tung Chung www.manmano.com.hk

### **META STAGES**

+852 5566 7778 6/F, V-point, 18 Tang Lung Street, Causeway Bay www.meta-stages.com





### Mirage Bar & Restaurant

Renaissance Harbour View Hotel Hong Kong

+852 2802 8888 1/F, Renaissance Harbour View Hotel Hong Kong, 1 Harbour Road, Wan Chai www.marriott.com/en-us/hotels/hkghv



Mizutani ALVA HOTEL BY ROYAL +852 3653 1168 28/F, 1 Yuen Hong Street, Sha Tin www.alva.com.hk



MO Bar The Landmark Mandarin Oriental, Hong Kong

+852 2132 0077 G/F, The Landmark Mandarin Oriental, 15 Queen's Road, Central www.mandarinoriental.com/hong-kong/ the-landmark



Murray Lane The Murray, Hong Kong +852 3141 8888 22 Cotton Tree Drive, Central www.niccolohotels.com/hotels/ hongkong/central/the\_murray



Nooch Bar Cosmo Hotel Hong Kong +852 3552 8388 375-377 Queen's Road East, Wan Chai www.cosmohotel.com.hk



OBP

+852 6143 5266 LG Floor, Hollywood Commercial House, 3-5 Old Bailey Street, Central



OZONE The Ritz-Carlton, Hong Kong +852 2263 2270 Level 118, The Ritz-Carlton, Hong Kong, International Commerce Ctr. 1 Austin Road West Kowloon

www.ritzcarlton.com/en/hotels/china/ hong-kong





Pier Lounge and Pier Bar Hong Kong Ocean Park Marriott Hotel

+852 3555 1700

G/F, Pier Wing, Hong Kong Ocean Park Marriott Hotel, 180 Wong Chuk Hang Road, Wong Chuk Hang www.oceanparkmarriott.com

### Polar Lounge (Central Branch)

+852 6388 0878 Shop F, 4/F, Ho Lee Commercial Building, 38-44 D'Aguilar Street, Central



# Polar Lounge (Causeway Bay Branch)

+852 9166 4151 16/F, The L Square, 459-461 Lockhart Road, Causeway Bay





### PONG Knutsford

+852 2536 0322 2/F, 10 Knutsford Terrace, Tsim Sha Tsui



### PONG LKF

+852 5300 7479 1/F, Ho Lee Commercial Building, Lan Kwai Fong, Central www.ponghk.com



# PORTERHOUSE SEAFOOD & STEAK

+852 2522 6366 7/F California Tower, 30-32 D'Aguilar St, Lan Kwai Fong, Central www.lkfconcepts.com/pages/ porterhouse



Red Sugar Kerry Hotel, Hong Kong +852 2252 5281 Level 7, Red Sugar, Kerry Hotel Hong

Kong, 38 Hung Luen Road, Hung Hom Bay www.shangri-la.com/hongkong/kerry



**SAFE BUBBLES & MALT** 

+852 2505 9988 Shop 2, 1/F Manhattan Avenue, 255 Queen's Road Central



### Sake Central

+852 2656 6552 S109-S113, Block A, PMQ, 35 Aberdeen Street, Central www.sake-central.com



Salisterra The Upper House

+852 3968 1106 Level 49, The Upper House, Pacific Place 88, Queensway, Admiralty www.thehousecollective.com/theupper-house



Sky Lounge Sheraton Hong Kong Hotel and Towers +852 2369 111 18/F, 20 Nathan Road, Tsim Sha Tsui www.sheratonhongkonghotel.com



#### SAVVY Prince Hotel +852 2113 6188 GW 3209A, Level 3, Gateway Arcade, Harbour City, Tsim Sha Tsui www.marcopolohotels.com/hotels/ hong\_kong\_sar/kowloon/prince/index. html

## Stanford Bar & Lounge Stanford Hotel

+852 2710 4272 M/F, 118 Soy Street, Mongkok www.stanfordhotels.com.hk





# Sugar

The Blind Pig

+852 2707 0002

EAST Hong Kong +852 3968 3968 Sugar 32/F, 29 Taikoo Shing Road, Taikoo Shing www.easthotels.com/hongkong





Kowloon Shangri-La, Hong Kong +852 2733 8756 Lobby Level, Tapas Bar, Kowloon Shangri-La, 64 Mody Road, Tsim Sha

Tapas Bar

Tsui East www.shangri-la.com/hongkong/ kowloonshangrila

### The Cell Whisky Bar

+852 3988 0138 G/F, FWD House 1881 Main Building, 2A Canton Road, Tsim Sha Tsui www.lubuds.com/the-cell-whisky-bartsim-sha-tsui



The China Coast Bar & Grill Regal Airport Hotel

Shop B12-14A, G/F, 45 Tai Hong Street,

Site B, Soho East, Lei King Wan

www.theblindpig.com.hk

+852 2286 6898 G/F, 9 Cheong Tat Road, Hong Kong International Airport, Chek Lap Kok www.regalhotel.com/regal-airport-hotel



### The China Coast Pub + Restaurant

Regal Oriental Hotel +852 2132 3393 G/F, 30 - 38 Sa Po Road, Kowloon City www.regalhotel.com/regal-oriental-hotel



The Harbour Lounge Four Points by Sheraton Hong Kong, Tung Chung

+852 2352 8023 G/F, Four Points by Sheraton Hong Kong, Tung Chung, 9 Yi Tung Road, Tung Chung www.fourpointshongkongtungchung. com





The Lounge Hong Kong SkyCity Marriott Hotel

+852 3969 888

1/F, Hong Kong SkyCity Marriott Hotel, 1 Sky City Road East, Hong Kong International Airport

www.marriott.com/en-us/hotels/hkgap



The Jade Regala Skycity Hotel +852 3556 3228 12/F Regala Skycity Hotel, 8 Airport Expo Boulevard, Hong Kong International Airport, Chek Lap Kok www.regala-hotels.com

The Lounge New World Millennium Hong Kong Hotel

+852 2313 4222 M/F, New World Millennium Hong Kong Hotel, 72 Mody Road, Tsim Sha Tsui www.newworldmillenniumhotel.com





THE PAVILION The Silveri Hong Kong-

MGallery +852 3602 8928 16 Tat Tung Road, Tung Chung www.thesilveri-hongkong.com



THE POINT Harbour Plaza Metropolis

+852 3160 6880 7/F, Harbour Plaza Metropolis, 7 Metropolis Drive, Hung Hom www.harbour-plaza.com/metropolis



The Point Lobby Lounge Harbour Plaza North Point +852 2185 2188 2/F lobby, 665 King's Road, North Point www.harbour-plaza.com/northpoint



The St. Regis Bar The St. Regis Hong Kong +852 2138 6800 2/F, 1 Harbour Drive, Wan Chai www.marriott.com/en-us/hotels/hkgxr



The White Stag +852 2866 4244 G/F The Broadway, 54-62 Lockhart Road, Wanchai www.thewhitestag.hk



### Thirsty Shaker

+852 9880 5997 3/F, Hilltop Plaza, 49 Hollywood Road, Central www.thirstyshaker.com



**Tiffany Lounge Regal Hongkong Hotel** +852 2837 1748 G/F, 88 Yee Wo Street, Causeway Bay www.regalhotel.com/regal-hongkonghotel



Tiffany's New York Bar InterContinental Grand Stanford Hong Kong

+852 2585 2645 G/F, InterContinental Grand Stanford Hong Kong, 70 Mody Road, Tsim Sha Tsui www.hongkong.intercontinental.com

**Tin Tin Bar Hyatt Regency Hong Kong, Sha Tin** +852 3723 7932 4/F, 18 Chak Cheung Street, Sha Tin www.hyatt.com/hotel/china/hyatt-

regency-hong-kong-sha-tin/shahr



### TOKIO JOE

+852 2525 1889 16 Lan Kwai Fong, Central www.lkfconcepts.com/pages/tokio-joe





#### Trattoria Kagawa by Mihara

+852 5394 3690 G/F, 18 Ship Street, Wan Chai Central & Western District



#### **Uptop Bistro & Bar**

Popway Hotel +852 2117 3526 19/F Popway Hotel, No.117 Chatham Road South, Tsim Sha Tsui www.popsiblehotels.com/en/ popwayhotelhk



V bar & lounge Regal Kowloon Hotel

+852 2313 8788 G/F, 71 Mody Road, Tsim Sha Tsui www.regalhotel.com/regal-kowloonhotel



WOOBAR

W Hong Kong +852 3717 2889 6/F, W Hong Kong, 1 Austin Road West, Kowloon Station www.marriott.com/en-us/hotels/hkgwh



YAMA Royal Park Hotel +852 2694 3869 Level 1, Royal Park Hotel, 8 Pak Hok Ting Street, Sha Tin www.royalpark.com.hk



Amazing The Cityview +852 2783 3268 G/F, The Cityview, 23 Waterloo Road, Kowloon

www.thecityview.com.hk

The Hong Kong Goodies offers are exclusive to visitors on a first-come, first-served basis. Terms and conditions apply. For details, please visit www.DiscoverHongKong.com. The list of participating merchants is constantly updated. Last updated: 2 February 2023