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HKTB Goes All Out to Boost Hong Kong's Night-Time Vibes with the Wine & Dine Festival Kicking Off Waves of Mega Events

New Night Treats for Visitors to Enjoy Wine & Dine Experiences in Town



Riding on the Government's launch of the "Night Vibes Hong Kong" campaign, the Hong Kong Tourism Board (HKTB) has set the stage for an exhilarating line-up of evening extravaganzas, staging a series of **signature night-time events**, with promotions seamlessly intertwined with vibrant Chinese and Western festivals. The HKTB will also unveil the **new "Hong Kong Night Treats" dining vouchers for visitors**, diversifying its promotions to champion Hong Kong's pulsating and vibrant nightlife and attracting the public and visitors to revel in the city's nocturnal fun!

Dr Pang Yiu-kai, Chairman of the Hong Kong Tourism Board, remarked, "This year, the Hong Kong Tourism Board's 'Hong Kong Wine & Dine Festival' and 'Hong Kong New Year Countdown Celebrations', much loved and participated by both the local public and visitors, will return to their full scale, as in the pre-pandemic editions. Along with other popular festive promotions, like the Mid-Autumn Festival, Halloween and 'Hong Kong WinterFest' at Christmas time, and a wide range of exciting events in town that echo the 'Night Vibes Hong Kong' campaign, the initiatives will strengthen the city's traditional evening consumption ambience, which in turn, will foster a city-wide sense of bliss to motivate visitors together with the local public to immerse themselves in the city's lively nightlife."

The HKTB is strengthening Hong Kong's night-time allure with three key strategies, showering the public and visitors with an array of exciting night-time experiences. A **one-stop platform** (<https://www.discoverhongkong.com/eng/index.html>) consolidating information on the city's

nightlife activities and spending offers will be rolled out to make the information more accessible to the public and visitors and to intensify the publicity effect.

1. Elevating night-time fun with back-to-back mega events and East & West festival promotions

From the enchanting Mid-Autumn Festival in September and spine-tingling Halloween in October, to the joyous celebrations of Christmas and New Year's Eve in December, the HKTb turns Hong Kong into a stage for unforgettable, nonstop nightlife adventures for the public and visitors.

a. The Hong Kong Wine & Dine Festival will set off a series of non-stop evening enjoyment





After five years, the much-anticipated “**Hong Kong Wine & Dine Festival**” will return to the **Central Harbourfront** from **26 (Thursday) to 29 October (Sunday)** as a popular night-time hotspot for the public and visitors. For more details, please refer to the event website: <https://www.discoverhongkong.com/hk-eng/what-s-new/events/wine-dine-festival.html>

With **around 300 booths**, the event will not only continue the tradition of bringing together fine wine from around the world, including 36 countries, such as France and Italy, but also introduce new wines, such as **Finnish wines**, which are making their debut in the Festival, **tropical wines from Thailand**, and **Chinese wines** that are making a name for themselves on the world stage. **More than 100 bites** from Hong Kong and around the globe are also available in this one-stop destination for a journey of worldwide tastes.

Hong Kong Wine & Dine Festival: Highlights	
Wines	<ul style="list-style-type: none"> - <u>Classics</u> <ul style="list-style-type: none"> • Renowned wines from 36 countries, including award-winners and selections by top wine critics - <u>Debuting bottles</u> <ul style="list-style-type: none"> • Wines debuting in the Festival for the first time include some from unusual producers like Thailand, and Moldova in Eastern Europe - <u>Emerging drinks</u> <ul style="list-style-type: none"> • Also on offer are Chinese wines that are making a mark on the world stage, natural wines brewed with zero artificial methods, and low-alcohol drinks that are gaining popularity
Bites	<ul style="list-style-type: none"> - <u>One-stop destination for tastes from around the world</u> <ul style="list-style-type: none"> • Global tastes, such as Argentinian grills and Iberico hams



	<ul style="list-style-type: none"> Popular flavours from the Greater Bay Area, such as assorted Shunde fish snacks (fish dumplings, fish tofu and dace balls) and steamed pork knuckles Local favourites, such as fried potatoes in typhoon shelter style and innovative lava egg tarts with tapioca bubbles 
Experiences	<ul style="list-style-type: none"> - <u>Interactive “Tasting Theatres”</u> <ul style="list-style-type: none"> Star chefs, professional sommeliers, baristas and other gastronomic professionals will join hands to create thematic workshops to cook, sip & taste, bake with kids, pair food and learn about ingredients together, exploring new gourmet possibilities 

Extending from the four-day party at the Harbourfront, the HKTb will join hands with more than 300 bars and restaurants in Hong Kong to launch the **"Taste Around Town"** campaign in November, taking participants on a day-to-night journey through Hong Kong's world-renowned bar and dining culture. The programme will once again feature the well-received **"Chinese Master Chefs' Curation"**, with local tastemakers cooking up classic dishes with fresh creativity. Alternatively, locals and visitors can explore the unique Hong Kong bar-hopping experience. At the same time, special menus will be offered at popular restaurants across the city to hype up the dining ambience and support the trade.

b. Asia's Best Festive Ambience with Chinese & Western Festivals



After a four-year hiatus, the remarkable **"Tai Hang Fire Dragon Dance"** will stage a grand comeback in the Mid-Autumn Festival at the end of September! The HKTb fully supports and

promotes this national intangible cultural heritage and century-old custom of Hong Kong with strong traditional characteristics. For three days from 28 to 30 September, members of the public and visitors can watch the spectacular fire dragon parade in the streets of Tai Hang. The HKTb will also recommend lantern displays and Mid-Autumn Festival hotspots in various districts.

Stepping into October, be prepared to get spooky for **Halloween!** In addition to **promoting the diverse entertainment experiences to Mainland and overseas visitors**, the HKTb will decorate the city, especially **tourism hotspots**, such as **Central, Causeway Bay and Tsim Sha Tsui**, and **public transport** with fun-filled decor, inviting everyone to go on a hunt for these lovely decorations and share their footprints on social media, to share their Halloween fun with people everywhere!

Hong Kong has one of the most intense Christmas vibes in Asia. In November, the HKTb will host the popular **“Hong Kong WinterFest”**, with the celebrated giant Christmas tree adorning Victoria Harbour, making it a must-visit Christmas photo spot, brimming with a joyous aura. The **“Hong Kong New Year Countdown Celebrations”** will wrap up the year with **fireworks** across Victoria Harbour again, sending out New Year’s wishes to the world together amidst the scenic harbour view.

2. One million “Hong Kong Night Treats” dining vouchers for visitors

The HKTb will give away one million free **“Hong Kong Night Treats” dining vouchers** to visitors to Hong Kong in November to encourage them to go out at night and experience the city's fine food and wine. The vouchers, worth HK\$100 each, can be used for **HK\$100 off their food & drinks bill** in any of the participating **bars and Quality Tourism Services (QTS) Scheme-accredited restaurants after 6 pm**.

Visitors can also enjoy a **special offer for an open-top bus night tour**. From November 2023 to January 2024, visitors can get a **HK\$20 ticket** first at bus terminals for a journey on one of three designated routes after 6pm, taking them through popular attractions and landmarks on Hong Kong Island and in Kowloon and immersing themselves in the city’s fascinating night scenery.



3. Elevating the night market ambience in Temple Street

Temple Street is a famous night-time attraction in Hong Kong. The HKTb is engaging related trade associations and government departments to make plans for food markets and festive events to enhance the overall vibe of Temple Street. Details will be announced in due course.

Members of the media can download the press release from the following link:
<https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

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