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HKTB's Four-Day "Hong Kong Wine & Dine Festival" Concludes Successfully About 140,000 Participants Gather in Central Harbourfront to Enjoy Day-to-Night Global Gourmet Experience



The Hong Kong Wine & Dine Festival, organised by the Hong Kong Tourism Board (HKTB), concluded successfully today (29 October). The four-day mega gastronomic gala attracted about 140,000 participants gathering in the Central Harbourfront Event Space to enjoy sips and bites from all around the world. The HKTB thanks the public and visitors for their participation and the full support of government departments involved and performers, bringing back the long-awaited world-class large-scale outdoor wine and dine carnival.



Highlights of the "Hong Kong Wine & Dine Festival"

1. Participants Delighted by Global Tastes Merchants Happy with Revenues

About 90% of the surveyed guests agreed that the Festival was a one-stop destination for enjoying global wines and snacks, and was an iconic event of the city. In addition to fine wines from classic wine regions such as Bordeaux in France, they also found the new wines from the Mainland, Thailand and Eastern European country Moldova as well as trendy drinks such as low alcohol drinks attractive. Some participants also found the event delightful and boisterous, and they look forward to similar events in the future.

The "Hong Kong Wine & Dine Festival" attracted participants from all around the world, including visitors from 20 markets such as the Mainland, the US, Canada, the UK, Australia, Japan, South Korea and Singapore. Some Mainland visitors came to Hong Kong for 3 days and 2 nights

because of the Festival, commending the event, “We can enjoy the beautiful skyline of Victoria Harbour and the city’s famous landmarks here. Together with the choice of wines from around the world, I think the event is very successful.” The Festival also attracted many Mainland KOLs of Xiaohongshu to visit and share their experience on their social media.

The Festival featured about 300 booths with drinks from 36 countries and regions and snacks from 17 countries and regions. Participating merchants found the footfall busy, making the ambience great. They were happy that participants are more willing to spend than they expected, adding that they need to keep restocking.



The event coinciding with the festive Halloween, many guests joined the gala in playful and creative costumes, heightening the party vibes!

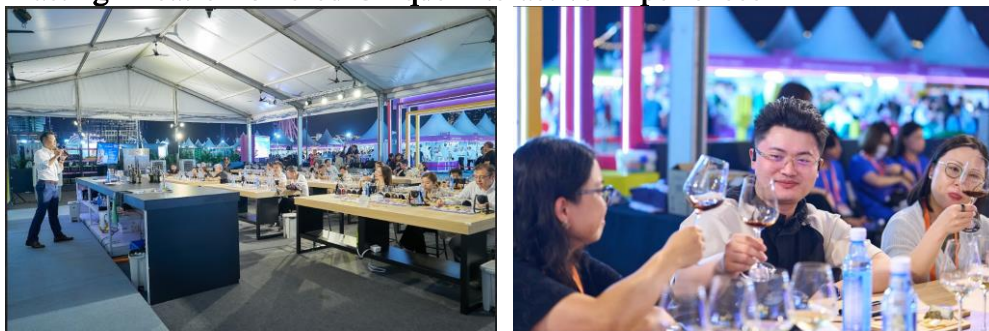


2. Party Ambience Boosted Up by Main Stage Performances

As the evening falls, guests enjoyed themselves with food, drink – and a series of joyful performances at the main stage! Guests danced along the upbeat music shows and threw themselves into the night.



3. New “Tasting Theatre” Offered Unique Interactive Experiences



In addition to the global tastes, the new “Tasting Theatre” also presented a series of wine tasting, cookery and family-friendly workshops, which offers different unique interactive experiences. A visitor who joined the activity first time said that they didn’t expect the Festival offered educational yet fun-filled experience, and was happy with the inspiring surprise.

Extending the experience through “Hong Kong Wine & Dine : Taste around Town” in November

After the four-day “Wine & Dine Festival”, HKTb is joining hands with about 400 restaurants and bars across the town in November to present “Hong Kong Wine & Dine : Taste Around Town”, offering exquisite gastronomic experience throughout the whole month. The new promotion “HK Bar Show” teams up with about 60 bars, including three Asia’s 50 Best Bars, Mostly Harmless, The Pontiac and Tell Camellia. Participating bars will design Hong Kong-themed cocktails with local ingredients, inviting drinkers to hop on a unique bar journey.

Meanwhile, the popular Chinese Master Chefs’ Curation is back with a stronger line up of star chefs. Together with Chill E.A.T and Sip & Savor in LKF, the campaign offers an unmissable day-to-night dining experience.

– Ends –

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

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

Photos:

<https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1298&categoryTypeId=2>

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