

Date: 15 November 2023

Total pages: 3

HKTB “Hong Kong WinterFest” Features First-Ever Harbourfront Pyrotechnics Giant Christmas Tree Returns to the Waterfront Annual Visitor Arrivals Expected to Exceed 30 Million with Festive Events



Enjoy this winter in Hong Kong and make the most out of the city’s exceptional festive vibes! From 24 November 2023 to 1 January 2024, the Hong Kong Tourism Board (HKTB) is bringing back the annual “Hong Kong WinterFest”. Among the highlights of the WinterFest, the whole-new “Winter Harbourfront Pyrotechnics” will decorate Hong Kong’s skyline with festive icons for three consecutive weekends and the Christmas holidays from 9 December. Together with the popular giant Christmas Tree and Christmas Town by the harbour, the Hong Kong WinterFest is set to shower the local public and visitors with an enthralling and memorable festive celebration.

In the meantime, the world’s first and largest *Frozen*-themed land has opened in the Hong Kong Disneyland, while Ocean Park is incorporating elements from the fable *Le Petit Prince* in the year’s Christmas Sensation HOHOHO 2023. Together with the myriads of seasonal happenings across the city, Hong Kong surely makes one of Asia’s most festive and jovial winter destinations.

Mr Dane Cheng, HKTB Executive Director, said, “Hong Kong is the city with the richest Christmas ambience in Asia. This year, the ‘Hong Kong WinterFest’ takes place again at the waterfront of the signature Victoria Harbour with the not-to-be-missed giant Christmas Tree. Furthermore, the hot-off-the-fire Winter Harbourfront Pyrotechnics will brighten the coastal nightviews for the first time with extra sparkles in eight evenings. Together with novel experiences in Hong Kong Disneyland, Ocean Park and happenings across town, WinterFest will make Hong Kong even more attractive to visitors, sealing the city’s status as one of visitors’ favourite winter holiday destinations. With the series of activities to bring in tourists, the HKTB is confident that the total visitor arrivals for 2023 will exceed 30 million.”

Catch the festive icons in Winter Harbourfront Pyrotechnics

The Waterfront Pyrotechnic Edition of *A Symphony of Lights* in the “Harbour Chill Carnival” earlier

this summer was well received among the public, gathering crowds to enjoy the display by the sea. To create the jovial ambience, the Hong Kong WinterFest will bring into play the new 10-minute “Winter Harbourfront Pyrotechnics” at 8 pm in eight evenings – 9, 10, 16, 17, 23, 24 (Christmas Eve), 25 (Christmas Day) and 26 (Boxing Day) December, illuminating the seashore with Christmas icons such as Christmas trees and present boxes. The “HK” monogram in the pyrotechnic show that once attracted many people to take photos during the summer will return to Victoria Harbour. Come catch a snap of these festive icons at the West Kowloon Waterfront Promenade and share the blessings with your beloved ones!



With the success in the “Harbour Chill Carnival”, the popular waterfront pyrotechnic displays will come back with new wintry features at the West Kowloon Cultural District during “Hong Kong WinterFest”(archive photos).

Not-to-be-missed photo spot: Giant Christmas tree reemerges in seaside Christmas Town



The popular seaside Christmas Town will also undergo a remake and open to the public from 24 November at Harbourside Lawn West of Art Park at West Kowloon Cultural District. The highlight of the Christmas Town, the 20-metre, 6-storey giant Christmas tree is decorated with glistening lights and a gorgeous star tree topper, being a striking complement to the dazzling skyline of the Victoria Harbour while exuding peace and hope.

Holidaymakers can also check out the numerous installations spelt in “LOVE”, sophisticated Christmas trees, as well as adorable reindeers in the romantic Christmas Town. Keep an eye out for the Santa, who will make unexpected appearances at the giftbox-shaped Christmas hut for surprising meet-and-greet. The West Kowloon Cultural District will present its first-ever open-air 10-day Christmas Market at the Great Lawn, Art Park, featuring 25 specialty stalls, creative F&B, live performances and festive pets’ delights.

The “Hong Kong WinterFest” event website will also list out different celebratory activities at popular attractions, shopping offers, hotel and restaurant gourmet and other offers in town. Members of

the public can look up for things to do with their friends and family to enjoy a heart-warming festive season together on the one-stop platform.

Annual visitor arrival expected to exceed 30 million

HKTB announced that the provisional visitor arrivals for October stood at about 3.46 million, with a robust recovery from the Southeast Asian markets. Number of visitors from the Philippines and Thailand have both recovered by more than 90% of the 2017-2018 average of the same period.

Cumulatively, about 26.8 million visitor arrivals were recorded from January to October this year, exceeding the HKTB's forecast of about 25.8 million in January this year. The HKTB is confident that the annual visitor arrivals could reach 30 million, supported by the series of events and happenings in Winter.

Provisional visitor arrivals for October 2023

Markets	October	January to October
Mainland	2,700,141	21,385,422
Non-Mainland*	758,637	5,395,337
Short-haul	379,167	2,671,239
Long-haul	242,076	1,468,471
New markets	44,945	264,971
Total	3,458,778	26,780,759

Note: Because of rounding, the total may differ from the sum of the individual figures.

**Includes figures from long-haul, short-haul, and new markets, as well as the Macao SAR.
(Full details of October 2023 visitor arrivals will be released on 30 November.)*

– Ends –

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

Photos: <https://assetlibrary.hktb.com/assetbank->

[hktb/action/browseItems?categoryId=1324&categoryTypeId=2&cachedCriteria=1](https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1324&categoryTypeId=2&cachedCriteria=1)

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

For media inquiries, please contact:

Ms Carina Lee

Tel: 2807 6221

Email: carina.lee@hktb.com

Ms Alicia Yung

Tel: 2807 6436

Email: alicia.yung@hktb.com

During non-office hours, please call 8200 7860.

HKTB “Hong Kong WinterFest” Winter Harbourfront Pyrotechnics

Dates	9, 10, 16, 17, 23, 24, 25 and 26 December 2023 (8 displays)
Time	8pm – 8:10pm (around 10 minutes)
Location	Waters off Harbourside, Art Park, West Kowloon Cultural District (See map below)

HKTB “Hong Kong WinterFest” Christmas Town

Dates	24 November 2023 – 1 January 2024
Time	24 November – 21 December 2023 <ul style="list-style-type: none"> • 5pm – 11pm (Monday to Friday) • 11am – 11pm (Saturday and Sunday) 22 December 2023 – 1 January 2024* <ul style="list-style-type: none"> • 11am – 11pm <p>*The opening hours on 24 November will be 7–11pm *The operation time on 24, 25 and 31 December will be extended to 1am</p> <p>Notes: Last admission: 30 minutes before closing Christmas Town lights on: 5pm daily</p>
Venue	Harbourside Lawn West, Art Park, West Kowloon Cultural District (See map below)

*Crowd control measures may be implemented during the festive period. Please follow the instructions of the police and staff onsite.

