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**HKTB Welcomes the Labour Day Golden Week with Pyrotechnic Display
“One-Stop Webpage for Golden Week Offers and Activities”
to Attract Visitors and Boost Spending**

Let’s welcome the Labour Day Golden Week! Riding on the holiday, the Hong Kong Tourism Board (HKTB) is presenting **the marine pyrotechnic display on 1 May** and **launching a dedicated “one-stop webpage for Golden Week offers and activities” to promote shopping, dining, attractions and hotel offers** for visitors and locals with information on traffic arrangements, opening hours of major attractions, and more. At the same time, HKTB has **stepped up promotions in Mainland markets** to create a lively citywide ambience to stimulate consumption in town.

Pyrotechnic display on Labour Day Highlights not to be missed

HKTB will present the 10-minute pyrotechnic display on 1 May (Wednesday) at 8 p.m. over Victoria Harbour near Tsim Sha Tsui Promenade (near East Tsim Sha Tsui). The dazzling pyrotechnic display will be fired at about 130m from the shore and shoot up to a maximum of approximately 100m, with different dazzling patterns brightening up the evening sky.



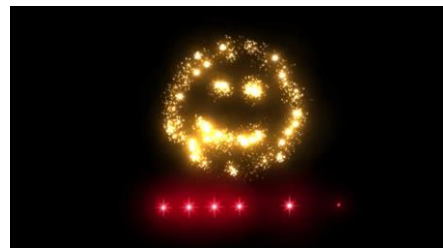
Golden sparks make up of a major part of the display, together with *A Symphony of Lights*, the pyrotechnic display offer a manyfold of excitement for your senses.

Eye-catching initials “HK” appears above Victoria Harbour in front of the skyline



(Mock-up image)

Happy face brightens up the evening sky



(Mock-up image)

Pyrotechnic display vantage points



The best vantage point:

- Tsim Sha Tsui Promenade*, close to East Tsim Sha Tsui (note: the display is unlikely to be viewed in the seaside area between Hong Kong Cultural Centre and Avenue of Stars due to geographic perspective)

Other vantage points:

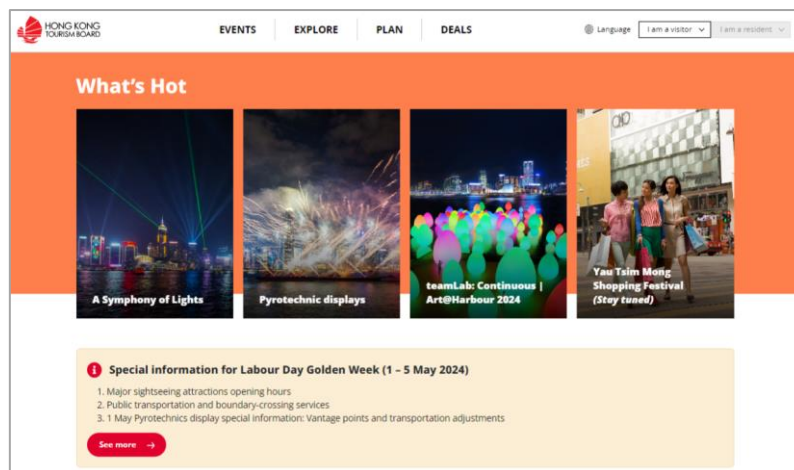
- Hung Hom Promenade, close to Kin Wan Street
- East Coast Park Precinct, North Point
- Wan Chai harbourfront area, including the Water Sports and Recreation Precinct and HarbourChill
- Wan Chai Temporary Promenade*, close to Golden Bauhinia Square

* Sound systems available for performance with music

Note: Road closures, rerouting of certain buses and crowd control measures will be in place on 1 May. Please note the Police's announcement for the most updated arrangements.

HKTB's dedicated "one-stop webpage for Golden Week offers and activities consolidates 1 May city-wide offers in dining, shopping and hotels

To make it easier for the public and the visitors to plan their holiday, the HKTB launches a dedicated "one-stop webpage for Golden Week offers and activities" consolidating the city's special offers, activities with information on traffic arrangements, opening hours of major attractions, and more during the Golden Week holiday.



The “Yau Tsim Mong Shopping Festival” initiated by the Yau Tsim Mong District Office and District Council will also start on 1 May. Mr Edward Yu, District Officer (Yau Tsim Mong), said, “The Shopping Festival this year gathers about 2,200 outlets of 110 brands, especially malls, hotels, restaurants and retail stores in Tsim Sha Tsui (including East Tsim Sha Tsui) and Mongkok, providing different time-limited offers. Taking place simultaneously with the pyrotechnic display, the festival will create a synergetic effect in enriching the experience of both locals and visitors and stimulating positive spending sentiment in town.”

Some offer highlights Stimulating local consumptions

Dining offers	<p>Tsim Sha Tsui Centre and Empire Centre, Sino Group</p> <ul style="list-style-type: none"> • “Cheers Fiesta” evening offers on drinks • From 7 to 9:30 pm on 1 May, the ambassadors of joy will appear in surprising styles, and at a designated time, they will ring the bell and offer customers a free special drink. <p>The Kowloon Hotel - The Window Café / Loong Yat Heen / The Middle Row Bar / Coffee Corner</p> <ul style="list-style-type: none"> • 25% F&B discount in all outlet and buy 1 get 1 for all drinks (not applicable to bottled wine, bottled champagne & bottled liquor, quantity of 500 each) <p>Harbour Grand Kowloon - The Promenade</p> <ul style="list-style-type: none"> • 30% discount for lunch and dinner buffet during 1-5 May
Shopping offers	<p>MOKO</p> <ul style="list-style-type: none"> • During 27 April to 26 May, spend designated amount at MOKO to redeem up to HK\$600 gift certificate combo; visitors who join “Xiaohongshu Reward” can receive HK\$100 merchant coupon. <p>K11 Musea</p> <ul style="list-style-type: none"> • Tourist Rewards: visitors with any eligible travel documents can collect spending coupons for selected merchants with a total value of more than HK\$2,800. <p>Langham Place</p> <ul style="list-style-type: none"> • “Langham Beauty Fest” will be staged from 11 April to 12 May in LANGHAM BEAUTY with more than 300 offers up to 70% savings. <p><i>*Terms and conditions apply</i></p>

More travel tips and offers during the Labour Day Golden Week:

<https://www.discoverhongkong.com/hk-eng/what-s-new/golden-week.html>

Strengthening promotions in Mainland markets

To encourage visitors to plan their trip to Hong Kong during the Labour Day Golden Week in advance, HKTb stepped up promotions targeting the Mainland markets for early promotions:

1. HKTb partners with online travel agents in Mainland and promote new ways to explore Hong Kong during the Golden Week, such as City Walk, immersive green tourism and nightlife and major city happenings in April and May through travel tips and e-commerce livestreaming, driving sales of relevant tourism products.
2. HKTb also co-operates with digital payment platforms and mainland one-stop consumer infotainment portals in tourism promotion and introduces Hong Kong's arts and culture, nature, nightlife and culinary hotspots to attract visitors to the city.
3. HKTb boosts promotions of Hong Kong tourism in the new Individual Visit Scheme (IVS) cities of Xi'an, Shaanxi and Qingdao, Shandong, with initiatives including:
 - inviting media organisations from Xi'an and Qingdao to visit Hong Kong in person to promote Hong Kong's tourism experiences, with stories published in April;
 - inviting popular KOLs to visit Hong Kong for creating travelogues for Hong Kong and share them on social media platform; and
 - distributing 16,000 discount coupons of HK\$200 each to visitors through online and physical travel agents and airlines.

– Ends –

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

Photos: [https://assetlibrary.hktb.com/assetbank-](https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1489&categoryTypeId=2&cachedCriteria=1)

[hktb/action/browseItems?categoryId=1489&categoryTypeId=2&cachedCriteria=1](https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1489&categoryTypeId=2&cachedCriteria=1)

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

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