

# Winning Events



To allow visitors to experience how every moment is a different world in Hong Kong, we continued to roll out 10 promotional windows in different seasons and times of the year, launching our own mega events bundled with third-party events. These promotional windows also served as business platforms for our trade partners.



## Cultural Celebrations

In April, we highlighted four well-kept Chinese festivals, namely the Cheung Chau Bun Festival and the birthday celebrations of the Buddha, the sea goddess Tin Hau and the fishermen protector Tam Kung, encouraging visitors to immerse themselves in our local living culture.

On top of promoting traditional celebratory activities that took place in different districts, we arranged for an ensemble of 40 fishing boats and the Chinese junk *Duk Ling* to sail across Victoria Harbour on Tin Hau's birthday, and promoted the first-ever display of the Buddha's parietal bone relic in Hong Kong.



## Summer Spectacular

Summer makes Hong Kong a “hot” destination not just because of the heat but also because of the seemingly endless list of things to do. As the pièce de résistance of our summer promotion, the Hong Kong Dragon Boat Carnival (HKDBC), supported by the Mega Events Fund, brought the major IDBF Club Crew World Championships (CCWC) to Hong Kong for the first time with Lee Kum Kee’s sponsorship, in addition to the return of the Hong Kong International Dragon Boat Races and the San Miguel BeerFest. The dragon boat races became the biggest team sport event ever held in Hong Kong.

To ensure the action did not stop, we also promoted a plethora of signature third-party events, including the Hong Kong Book Fair, Ani-Com & Games Hong Kong, Summer Pop – Live in Hong Kong, and more.

To boost visitor spending during the peak travel season, we partnered with Visa for the sixth year running to roll out special offers and gifts for shoppers who used their Visa cards at designated shopping malls and merchant outlets.

### In the Hong Kong Dragon Boat Carnival

- Over 5,000 paddlers from 21 countries
- 426,600 spectators in just six days



Title Sponsor of  
CCWC



Official Beer  
of HKDBC



Title Sponsor of  
Hong Kong Super  
Shopper Contest





## Mid-Autumn Festival

The much-loved Mid-Autumn Festival was celebrated with a host of activities, including the legendary Tai Hang Fire Dragon Dance and lantern carnivals staged by the Leisure and Cultural Services Department. We heated up these traditional festivities by promoting them to visitors and putting up a larger-than-life lantern sculpture named "Golden Moon" in Victoria Park, with the sponsorship of Lee Kum Kee. In the six days in which the event was held, a total of 430,000 spectators were attracted by the moon-shaped lantern that flickered in bright colours at night.

Title Sponsor of  
Lantern Wonderland



## Halloween Treats

To maintain Hong Kong's reputation as a "spooky town" in October, we packaged scream-inducing Halloween activities by attractions, shopping malls and other tourist hotspots, including Halloween Bash by Ocean Park, Haunted Halloween by Disneyland, and SCREAM and Run for Your Life this Halloween by Madame Tussauds Hong Kong, haunting visitors with unforgettably fun memories.



## Wine & Dine Month

With the continued support of American Express, our fourth staging of the Hong Kong Wine and Dine Festival was the most elaborate yet in the event's history. Featuring a Bordeaux Pavilion, an Italian Pavilion, a Sweet Pavilion, a New Products Zone and two theme nights, the epicurean extravaganza pampered the palates of participants with wine and delicacies from around the world, as well as live music.

After the American Express Hong Kong Wine and Dine Festival, we continued our showcase of Hong Kong's culinary brilliance by promoting the food and wine offers at dining districts, restaurants and hotels all over the city.

### In the four-day Hong Kong Wine and Dine Festival

- A record-breaking 188,000 participants
- 32,000 bottles of wine consumed
- 30,965 wine passes sold

Title Sponsor





## Great Outdoors

In the ideal hiking season, we organised free guided hiking tours on five consecutive Sundays, taking nature lovers to Pok Fu Lam Reservoir, Lamma Island, MacLehose Trail, Dragon's Back and Lantau Island. We also published a handy, up-to-date "Great Outdoors Hong Kong" activity guide so that visitors, particularly free independent travellers, could plan hiking trips at their own pace. Meanwhile, we invited media from target short-haul markets to recruit hikers to take part in the campaign and send crews to report on Hong Kong's amazing natural scenery.



## WinterFest

Winter in Hong Kong is infused with a citywide romantic and festive ambience. In 2012 we partnered with Tiffany & Co. to set up “A Brilliant Tiffany Holiday” in Central’s Statue Square, where a fairytale-inspired carousel and a six-storey high Christmas tree in the trademark Tiffany blue, among other Christmas decorations, created beautiful memories for visitors. A portion of the proceeds was donated to Helping Hand to improve the livelihood of the elderly.

Throughout the promotional period, we helped our trade partners, including shopping malls and theme parks, promote their seasonal offers and programmes, ensuring an all-round enjoyable experience for visitors.

The year ended literally with a bang with our “New Year · New World – Hong Kong Countdown Celebrations” event. Sponsored by New World Development Company Limited, the show was the largest ever in the event’s history. With the iconic Hong Kong Convention and Exhibition Centre as the pivot, a pyrotechnic show was launched from both land and sea to create a spectacular rippling effect, highlighting Hong Kong’s famous night vistas and Victoria Harbour.

- Over 1,000 TV reports on the countdown show, including live broadcasts by world-renowned media giants CNN, BBC and CCTV, which allowed millions of global viewers to enjoy the massive countdown.
- CNN selected Hong Kong as the world’s number one city for bringing in the New Year.



Honourable Sponsor of  
A Brilliant Tiffany Holiday

TIFFANY & CO.

Title Sponsor of  
Countdown Celebrations

新世界發展有限公司  
New World Development Company Limited





## Chinese New Year Celebrations

We ushered in the Year of the Snake with the glittering International Chinese New Year Night Parade, which was title sponsored by Cathay Pacific Airways. Under the theme “happy@hongkong”, performing troupes from different corners of the globe flaunted their stunts to wow the audience, while cheerfully decorated floats illuminated the parade route.

The festivities went on through Chinese New Year, as some of the parade floats were put on display in Lam Tsuen, and performers entertained visitors in Lam Tsuen and major shopping malls.

### International Chinese New Year Night Parade

- 23 performing groups, 13 floats
- 120,000 roadside spectators, about half of whom were visitors

Title Sponsor of the International Chinese New Year Night Parade



CATHAY PACIFIC



## Other Mega Events

We upheld Hong Kong's reputation as the Events Capital of Asia by not only staging mega events, but also actively promoting various third-party events – from fixtures on the arts and cultural calendar, such as the Hong Kong Arts Festival and the Hong Kong International Film Festival, to hugely popular sports competitions like Hong Kong Sevens, Hong Kong Marathon, Hong Kong International Races and Hong Kong Open – to ensure visitors had something to look forward to no matter what time of the year they were in Hong Kong.

