



Cinderella ©Angela Sterling

## Exciting Events

Hong Kong is dubbed the events capital of Asia for good reason. Every moment in the city, interesting events, both big and small, are taking place, allowing visitors to rub shoulders with locals and have a splashing time. The images above show some of the key promotional windows in 2014/15. Take a look at the major events organised or supported by the Hong Kong Tourism Board in the next few pages.

Jan  
-  
Feb

## Hong Kong Chinese New Year Celebrations

Chinese New Year celebrations in Hong Kong are citywide and possibly the most spectacular and boisterous in the world. From the fireworks over Victoria Harbour to a well-wishing festival, horse races, flower markets, and lion and dragon dances, the city buzzes with energy and festivities during the most important Chinese festival of the year. And of course, there is the HKTB's International Chinese New Year Night Parade, a massive party that fills Tsim Sha Tsui with cheers.



### Cathay Pacific International Chinese New Year Night Parade

The parade celebrated its 20<sup>th</sup> staging with the theme "Sweet 20, World Party", bringing 34 floats and performing troupes from 11 countries and regions to Asia's world city. To boost the festivities, cake vouchers were distributed on the day of the event and **298,888** red packets with complimentary Star Ferry and tram tickets and discount coupons were given to visitors at the airport. The parade attracted **150,000** spectators to the streets of Tsim Sha Tsui.

International Chinese  
New Year Night Parade  
was title-sponsored by



## Hong Kong Arts Month



Art Basel Hong Kong not only brings art dealers, collectors and art lovers from around the world to Hong Kong, but also acts as an axis, pulling other arts events and activities to Hong Kong in the month of March. In showcasing Hong Kong as Asia's arts hub, we work closely with the organisers to promote their events to visitors. In 2014/15, we also brought arts into the community by working with MTR to showcase the works of selected artists from the Jockey Club Creative Arts Centre and performances by the Hong Kong Chinese Orchestra and Hong Kong Dance Company.



Christian Thielemann & the Staatskapelle Dresden © Tutti Nagoya

Apr  
-  
May

## Hong Kong Cultural Celebrations

Many traditional Chinese festivals are celebrated in Hong Kong, four of them in April and May: the legendary Cheung Chau Bun Festival, the Tin Hau Festival, and the birthdays of Lord Buddha and Tam Kung. Their proximity creates a good opportunity for visitors travelling during those months to experience Hong Kong's traditional culture. The HKTB bundles the four festivals under Hong Kong Cultural Celebrations and promotes them to visitors through different channels. We also provide support to organisers of related events to facilitate visitors' participation.





# Hong Kong Summer Spectacular

Summer is one of the two most popular travel periods in the year. It is in fact a great season to travel to Hong Kong because of the coveted summer sales and a huge wave of events, many of which are family-friendly, including the HKTB's signature Hong Kong Dragon Boat Carnival.

## Hong Kong Dragon Boat Carnival

Around 5,000 paddlers representing 159 clubs from 10 countries and regions competed for 24 championships in the 2014 CCB (Asia) Hong Kong International Dragon Boat Races. The HK Express Fancy Dress Race and the signature San Miguel BeerFest were added to the carnival to fuel the event with extra fun. With support from sponsors, community programmes, such as the CCB (Asia) "Unique Hong Kong" Dragon Boat Design Competition and the Chevalier Group Youth Dragon Boat Training Programme were organised. More than **160,000 visitors** and local residents filled the Tsim Sha Tsui East harbourfront to enjoy the excitement.

Hong Kong International Dragon Boat Races were title-sponsored by



Official Beer of Hong Kong Dragon Boat Carnival



Oct  
-  
Nov

## Hong Kong Wine & Dine Month

Hong Kong's superb dining scene is a big draw to visitors. Indeed, many visitors travel to the city just for the world-class, diverse cuisines and quality, tax-free wines on offer. In recent years, we have been spreading the flavours of Hong Kong through Hong Kong Wine & Dine Month, a month-long celebration, supported by restaurants, hotels and dining districts all over Hong Kong. Lifting the curtain for the culinary journey is the popular Hong Kong Wine & Dine Festival.



### CCB (Asia) Hong Kong Wine & Dine Festival

The 2014 CCB (Asia) Hong Kong Wine & Dine Festival had to be relocated from the Central Harbourfront to the area adjacent to the Kai Tak Cruise Terminal just 21 days before the event. Despite the short notice, we put together a magnificent event, with around 270 booths showcasing premium wines and delicacies, including creations by Michelin-starred restaurants. The event also featured special wine-tasting and culinary programmes, as well as mesmerising live performances. To ensure patrons could get to the venue conveniently, we arranged frequent shuttle service at various pick-up points. The turnout, to our surprise and delight, was excellent, with total attendance reaching a record-breaking **180,000**, almost 30% more than in the previous year and many exhibitors recording satisfactory sales.

Hong Kong Wine & Dine Festival and Hong Kong Wine & Dine Month were title-sponsored by





# Hong Kong WinterFest

There may not be snow in Hong Kong, but the city is still filled with a romantic air in winter, especially during the Christmas season, with buildings on both sides of Victoria Harbour lit up with Christmas lights, and shopping malls and many other places decked out in large-scale festive décor. In 2014 we added a festive touch to the city by installing a mega signature Christmas tree in Statue Square, and upped the romantic beat with special railings for patrons to hang love locks and create some of their sweetest memories ever. And of course, we put on the biggest countdown show in town, and one of the biggest in the world, the New Year · New World – Hong Kong Countdown Celebrations, to usher in the New Year with a bang, or in fact, many bangs.

## New Year · New World – Hong Kong Countdown Celebrations

An eight-minute pyrotechnic musical interjected with fireworks lit up the sky above Victoria Harbour. Before the show, cute LINE FRIENDS appeared on the façade of the Hong Kong Convention and Exhibition Centre to greet the spectators, around **370,000** of whom brought in the new year together on both sides of Victoria Harbour.

The Hong Kong Countdown Celebrations event was title-sponsored by



## Hong Kong Pulse 3D Light Show

In autumn 2014 we presented the first-ever light show utilising 3D projection mapping technology, projecting Hong Kong-themed graphics onto the façade of the Hong Kong Cultural Centre and the Clock Tower to create a “pop-up” attraction. Three phases were rolled out to coincide with the CCB (Asia) Hong Kong Wine & Dine Festival, Hong Kong WinterFest and Hong Kong Chinese New Year Celebrations. The three phases drew more than 650,000 spectators to the harbourfront.



## Support for Other Events

We provided promotional support to the organisers of events of different scale and nature, including sports events, like the hugely popular Hong Kong Sevens, Hong Kong Marathon, Hong Kong Masters and Hong Kong International Races; arts and cultural events, such as Clockenflap, the Hong Kong International Film Festival and the Hong Kong Arts Festival; and traditional celebrations and activities, like the fire dragon dances in Tai Hang and Pok Fu Lam.

### In the spotlight:

- The average satisfaction rate of HKTb's mega-events was 8.2 out of 10.
- **94%** of visitors said they would recommend our events to their friends and relatives.
- More than **80%** said they would go to our events again.



