

Top Tourist Destination

Overview

With a unique blend of East and West, old and new, Hong Kong has long been one of Asia's top tourist destinations. From high-end shopping malls to bustling street bazaars, ancient Chinese temples to towering skyscrapers, historic trams to high-speed trains, Hong Kong is a city of colour and contrast.

- Hong Kong will build its brand as a premier tourism destination and instil the concept of "tourism is everywhere", making better use of its unique tourism resources.
- New themed tours, featuring heritage, art and culture, horse-racing, authentic experiences, green tours and cruise tours will be developed.
- Attract and support the staging of premier international sports events in Hong Kong, enhancing the city's appeal to tourists and strengthening Hong Kong's position as a centre for major international sports events.
- Continuous support for MICE (meetings, incentive travels, conventions and exhibitions) tourism to attract high value-added visitors and consolidate Hong Kong's position as the region's premier MICE destination.
- Develop potential source markets in the Middle East and the Association of Southeast Asian Nations (ASEAN).
- According to Euromonitor International's Top 100 City Destinations Index, Hong Kong was the second most visited city in the world in 2025.

Tourism Attractions

Hong Kong will continue to develop the tourism sector by expanding its world-class attractions.

- **Ocean Park** is a public recreational, educational and conservational park, and also a major resort and leisure destination in Hong Kong, featuring diversified attractions including animal exhibits, all weather indoor and outdoor Water World, etc. The park is taking forward its development strategy to transform itself into a destination that focuses on conservation and education, grounded in nature and complemented by adventure and leisure elements to enhance visitor experience. It is now home to six giant pandas, the most outside the Chinese Mainland. Looking ahead, a new Adventure Zone with a wide range of exciting and fun offerings is under development in the upper park area and is expected to come into operation in the second half of 2028.
- **Hong Kong Disneyland Resort** – one of the most popular themed resorts in Asia – has been taking forward its development plan and rolling out new attractions, including the world's first and largest "World of Frozen" in 2023. In 2025, the resort celebrated its 20th anniversary with the largest ever parade in scale and a special edition of night-time spectacular. Other new offerings, including the all-new Pixar-themed entertainment experience and a "Marvel-themed" area, will be launched in due course.
- **Peak Tram** has over 130 years of history and is one of the most popular tourist attractions in Hong Kong. Its upgrading plan was completed in 2022. Apart from having new tramcars with carrying capacity up to 210 passengers, the lower terminus in Central has been expanded into a covered and temperature-controlled waiting area which can accommodate up to about 1,300 passengers while the

upper terminus at the Peak has also been renovated. These have significantly enhanced the service and visitor experience offered by Peak Tram.

Culinary Paradise

- The 17th edition of the MICHELIN Guide Hong Kong & Macau features 206 restaurants, including 76 Michelin-starred ones, in Hong Kong.
- Many inexpensive restaurants and street stalls offering local tastes make Hong Kong's Michelin restaurants some of the most affordable in the world.

Asia's Top MICE Destination

Hong Kong is Asia's premier MICE destination.

- Hong Kong ranked second in the Best Business City in the World category in the 2024 Business Traveller Asia-Pacific Awards and was one of the top 10 Cities for Meetings in the Smart Travel Asia 2025 Best in Travel Poll.
- The city's world-class venues can accommodate conventions and exhibitions (C&E) of different scales.
- In order to provide more C&E facilities to facilitate the long-term development of the C&E industry, the Airport Authority Hong Kong is actively following up on the AsiaWorld-Expo Phase 2 project. The Government is also taking forward the Wan Chai North Redevelopment project near the Hong Kong Convention and Exhibition Centre (HKCEC) as planned.
- Further to the implementation of the Incentive Scheme for Recurrent Exhibitions (ISRE) in July 2023, the Government allocated an additional provision of \$500 million to launch ISRE 2.0 in July 2025, focusing on attracting new and recurrent international exhibitions of large scale, to strengthen the promotion of mega event economy and the development of the C&E industry.

Main venues:

- HKCEC in Wan Chai
- AsiaWorld-Expo on Lantau Island, next to the airport
- Kai Tak Cruise Terminal in Kowloon

Events Galore

- The Hong Kong Tourism Board (HKTb) organises popular events every year, including six flagship events: Hong Kong International Dragon Boat Races, Hong Kong Cyclothon, Hong Kong Wine & Dine Festival, Hong Kong WinterFest, Hong Kong New Year Countdown Celebrations and International Chinese New Year Night Parade.
- Hong Kong hosts a wide variety of international sporting events, including the Standard Chartered Hong Kong Marathon, LIV Golf Hong Kong and the Hong Kong Sevens, attracting thousands of spectators from around the world.
- Arts and cultural events such as Art Basel Hong Kong, Art Central, ComplexCon and Le French May enhance the city's reputation as a hub for arts and culture in Asia.
- The Government will create an array of cultural festivals, tourism projects and mega events to promote "Mega Events + Tourism", including the first "Water Parade at Victoria Harbour", "Merry Balloon Hong Kong", a large balloon parade, and the "Yau Ma Tei Police Station: A Cinematic Journey" exhibition at the Old Yau Ma Tei Police Station.

Cruise Tourism

- Hong Kong is an excellent place for cruise lines to develop fly-cruise business for long-haul cruise passengers who wish to explore Asia, and an ideal port for them to develop source markets with strong potential in the Chinese Mainland and Asia.
- The state-of-the-art Kai Tak Cruise Terminal, which began operating in 2013, can serve two mega cruise ships simultaneously. Consisting of spacious waiting and service areas for passengers and a 23,000 sq m rooftop garden with panoramic views of Victoria Harbour, it is also an ideal event venue with flexible and open design.
- Kai Tak Cruise Terminal and Ocean Terminal in Tsim Sha Tsui provide the necessary infrastructure to reinforce Hong Kong's position for cruise tourism.

Eco-tourism

Hong Kong offers a spectacular range of natural scenery within easy reach of urban areas. About 40 per cent of Hong Kong's land mass has been designated as country parks and special areas.

- There are 25 country parks, 22 special areas and eight marine parks with scenic hills, woodlands, reservoirs and coastline, most of them easily accessible.
- The stunning Hong Kong UNESCO Global Geopark showcases ancient geological landscapes.
- There are numerous hiking trails, outlying islands and other green attractions for nature lovers.
- Many hiking trails are easily accessible from urban areas.
- The 100-kilometre MacLehose Trail was listed on NatGeo's World's Best Hikes: 20 Dream Trails.
- To offer new experience of green and heritage tourism to visitors in the coming few years, the Government has been upgrading the facilities of the Hong Kong Wetland Park and enhancing progressively the tourism supporting facilities of 20 hiking trails within country parks which are popular and with tourism appeal.
- The Government is carrying out the "Four Peaks" tourism project (involving the Peak, Lantau Peak, Sai Kung Hoi and Tai Mo Shan), and will continue to improve country park facilities, building new attractions, such as tree-top adventure, open museum of historical relics and novel campsites.
- The Sha Tau Kok Frontier Closed Area is being opened for sightseeing progressively to promote cultural and eco-tourism of Sha Tau Kok and nearby outlying islands.
- Hong Kong has 263 islands and 1,180 km of coastline. The Government, in collaboration with HKTB, has been promoting island-hopping tours, encouraging the travel trade to develop more island tours which enable visitors from around the world to experience Hong Kong's world-class natural wonders close to urban areas, while preserving nature.

Heritage Conservation

There are currently 138 declared monuments, including historic buildings, ancient forts, rock carvings and archaeological sites.

- The Revitalising Historic Buildings Through Partnership Scheme encourages non-profit-making organisations to transform government-owned historic buildings into cultural landmarks, preserving their integrity while enhancing their utility.

Awarded projects:

- Old Tai O Police Station has been revitalised into the Tai O Heritage Hotel, earning the Award of Merit in the 2013 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation.

- Mei Ho House has been revitalised into the YHA Mei Ho House Youth Hostel which received an Honourable Mention in the 2015 UNESCO Asia-Pacific Awards for Culture Heritage Conservation.
- Old Tai Po Police Station has been revitalised into The Green Hub for sustainable living, received an Honourable Mention in the 2016 UNESCO Asia-Pacific Awards for Culture Heritage Conservation.
- The revitalisation of the Blue House Cluster into the Viva Blue House received the Award of Excellence in the 2017 UNESCO Asia-Pacific Awards for Culture Heritage Conservation.

Other completed projects under the Scheme include:

- Lai Chi Kok Hospital has been revitalised into the Jao Tsung-I Academy.
- Lui Seng Chun has been revitalised into the Hong Kong Baptist University School of Chinese Medicine - Lui Seng Chun.
- Stone Houses in Kowloon City has been revitalised into the Stone Houses Family Garden.
- Bridges Street Market in Central has been revitalised into the Hong Kong News-Expo.
- Former Fanling Magistracy has become The Hong Kong Federation of Youth Groups (HKFYG) Leadership Institute.
- No. 12 School Street has been revitalised into the Tai Hang Fire Dragon Heritage Centre.
- Old Dairy Farm Senior Staff Quarters has been revitalised into The Pokfulam Farm.
- Lady Ho Tung Welfare Centre has been revitalised into the Sik Sik Yuen Lady Ho Tung Welfare Centre Eco-Learn Institute.
- Luen Wo Market in Fanling has been revitalised into Luen Wo Market - House of Urban and Rural Living.
- Former Lau Fau Shan Police Station has been revitalised into the Former Lau Fau Shan Police Station - Hong Kong Guide Dogs Academy.

Apart from the Revitalisation Scheme, other built heritage conservation projects include:

- The Former Police Married Quarters on Hollywood Road in Central has been revitalised into a creative industries landmark, PMQ.
- The Central Police Station Compound has been revitalised and transformed into Tai Kwun ("Big Station" in Cantonese), a vibrant centre for heritage and contemporary arts and culture.
- The Ex-Ma Tau Kok Animal Quarantine Depot (Cattle Depot) has been renovated and converted into Cattle Depot Arts Village, providing a creation platform for the local artists and groups.
- The Former Explosives Magazine of the Old Victoria Barracks, built between 1843 and 1874 by the British Army, now houses the Asia Society Hong Kong Centre. This cultural, artistic, and intellectual hub won the prestigious 2016 Institute Honor Awards for Architecture from the American Institute of Architects.
- The Central Market offers a variety of community and festive events for the public after its revitalisation.

Victoria Harbour

Attractive promenades with a total of around 32 km have been built along both sides of Victoria Harbour, providing residents and visitors easily accessible vibrant open spaces for a range of events and activities.

Highlights:

- The harbourfront on the northern shore of Hong Kong Island, stretching from Kennedy Town to Shau Kei Wan (about 13 km), has been connected, offering different views of the harbour and waterfront activities.
- The dynamic Tsim Sha Tsui Promenade with the historic cross-harbour ferry pier, cruise berthing facility, large-scale indoor and outdoor performing venues, Hong Kong Museum of Art and Avenue of Stars, and a variety of cultural, retail and food and beverage facilities.
- Kai Tak Sports Park and the West Kowloon Cultural District, situated on the east and west of the Kowloon harbourfront respectively, offer large-scale sports and cultural venues that regularly host various activities and feature inclusive recreational spaces.

Festivals

Hong Kong celebrates Western and Eastern festivals with equal enthusiasm.

- Lunar New Year and the Mid-Autumn Festival are major festivals. There are also unique local festivals such as the Cheung Chau Jiao Festival (Bun Festival), Tai O Dragon Boat Water Parade, Tai Hang Fire Dragon Dance and Yu Lan Ghost Festival. Also popular are Western festivities such as Christmas, Easter, Halloween, Valentine's Day and Oktoberfest.

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