

## Top Tourist Destination

### Overview

With a unique blend of East and West, old and new, Hong Kong is one of Asia's top tourist destinations. From high-end shopping malls to bustling street bazaars, ancient Chinese temples to towering skyscrapers, neon-lit streets to verdant countryside, Hong Kong is a city of colour and contrast.

More diversified tourism products are planned to increase Hong Kong tourism's appeal, attract more overnight and high value-added visitors and tap newer markets.

New themed tours, featuring heritage, art and culture, authentic experiences, green tours and cruise tours will be developed.

Major events such as the Longines Master of Hong Kong and the Hong Kong Rugby Sevens enhance Hong Kong's appeal.

In the first seven months of 2020, Hong Kong welcomed 3.54 million visitors.

### Tourism Attractions

Hong Kong continues to develop its tourism sector by expanding its world class attractions.

Hong Kong Disneyland and Ocean Park Hong Kong ranked 16<sup>th</sup> and 20<sup>th</sup> respectively among the theme parks worldwide, according to the latest Themed Entertainment Association's *Global Attractions Attendance Report*.

Ocean Park Hong Kong is a world-class marine theme park featuring more than 80 attractions. With a view to further enhancing Ocean Park's overall appeal, the Ocean Park Corporation has rolled out a new ride, the "Wild Twister", and a new animal exhibit namely the "Little Meerkat and Giant Tortoise Adventure", and is developing an all-weather indoor cum outdoor waterpark at Tai Shue Wan and Fullerton Ocean Park Hotel Hong Kong. A rethink exercise is also being conducted to chart the way forward of the Ocean Park.

Hong Kong Disneyland Resort is one of the most popular and best themed resorts in Asia. The resort is taking forward its multi-year expansion plan, rolling out new attractions such as the "Moana: A Homecoming Celebration" stage show in May 2018 and the "Ant-Man and The Wasp: Nano Battle!" attraction in March 2019. Other items coming on stream include the "Castle of magical Dreams" with new day and night shows scheduled for launch in end-2020 onwards, as well as the two new themed areas based on the Frozen and Marvel intellectual property in the pipeline.

### Cruise Terminal

The state-of-the-art Kai Tak Cruise Terminal has strengthened Hong Kong's position as a leading cruise tourism hub.

The terminal features spacious passenger and service areas and a 23,000 square metre rooftop garden. With 360-degree views of Victoria Harbour and an impressive array of amenities, the terminal meets the demands of a new generation of super cruise liners. Its open design and spacious interior is highly flexible and offers an excellent venue for performances and events.

Hong Kong is an excellent place for cruise lines to develop fly-cruise business for long-haul cruise passengers who wish to experience Asia.

### Culinary Paradise

The 2020 edition of the *Michelin Guide Hong Kong and Macau* features 254 restaurants, including 70 Hong Kong Michelin-starred restaurants. Many inexpensive restaurants and street stalls offering local delights, 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 Meetings, Incentives, Travels, Conferences and Exhibitions (MICE) destination.

In 2019, overnight MICE arrivals reached 1.69 million.

In 2019, Hong Kong ranked second in the "Best Business City in Asia" category in the *Business Traveller Asia-Pacific Awards* and the "Best City for Meetings in Asia" in the *Smart Travel Asia Award*.

Hong Kong's world-class venues can accommodate conventions and exhibitions of different scales. The main venues are the Hong Kong Convention and Exhibition Centre in the heart of the city, AsiaWorld-Expo near the airport and Hong Kong International Trade and Exhibition Centre in Kowloon Bay. The Kai Tak Cruise Terminal also offers an excellent venue for MICE events.

### Events Galore

The Hong Kong Tourism Board organises popular events such as the International Chinese New Year Parade, Hong Kong Winterfest and Hong Kong New Year Countdown.

Hong Kong hosts a wide variety of international sporting events, including the Standard Chartered Hong Kong Marathon and the UCI Track Cycling World Cup-Hong Kong.

The city's best known sports event, the annual Hong Kong Rugby Sevens tournament (considered to be the world's premier Sevens tournament) attracts top teams and thousands of rugby fans from around the world.

### Eco-tourism

Perhaps no other city offers such a spectacular range of scenery within such easy reach of the city centre. Much of the territory is protected countryside. There are 24 country parks, 22 special areas and six marine parks with scenic hills, woodlands, reservoirs and coastline, most of which are easily accessible from urban areas.

Located in the east and northeast of Hong Kong, the stunning Hong Kong UNESCO

Global Geopark showcases world class geological landscapes.

Hong Kong boasts numerous hiking trails, outlying islands and other green attractions for nature lovers.

Many Hong Kong hiking trails are easily accessible from urban areas. The 100-kilometre MacLehose Trail was listed by *National Geographic* in its “World’s Best Hikes: 20 Dream Trails” in 2016.

### Heritage Conservation

There are currently 126 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.

The revitalisation of the former North Kowloon Magistracy (into the then Savannah College of Art and Design Hong Kong), Mei Ho House (into the YHA Mei Ho House Youth Hostel) and the Old Tai Po Police Station (into the Green Hub for sustainable living) received Honourable Mentions in the 2011, 2015 and 2016 *UNESCO Asia-Pacific Awards for Cultural Heritage Conservation*, respectively. The revitalisation of the Old Tai O Police Station (into the Tai O Heritage Hotel) gained the Award of Merit in the 2013 *UNESCO Asia-Pacific Awards for Cultural Heritage Conservation*. The revitalisation of the Blue House Cluster (into the Viva Blue House) received the Award of Excellence, the top honour, in the 2017 *UNESCO Asia-Pacific Awards for Cultural Heritage Conservation*.

Other projects under the Scheme include: the Former Lai Chi Kok Hospital which has become the Jao Tsung-I Academy for Chinese culture; Lui Seng Chun, which has become the Hong Kong Baptist University School of Chinese Medicine – Lui Seng Chun; and, the Stone Houses which has been revitalised into the Stone Houses Family Garden. Apart from the Revitalisation Scheme, other built heritage conservation projects include the Former

Police Married Quarters on Hollywood Road which has been revitalised into a creative industries landmark, the “PMQ”; and the The Central Police Station Compound, dating from the mid-19th century, has been revitalised and transformed into the Tai Kwun (‘Big Station’ in Cantonese), a vibrant centre for heritage and contemporary art and culture. Haw Par Mansion and its private garden which were built in the 1930s by “Tiger Balm King” Aw Boon Haw, have been conserved and revitalised into Haw Par Music, a place for arts and culture, promoting Chinese and Western music training and public programmes.

The Former Explosives Magazine Compound 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 given by the American Institute of Architects.

### Harbourfront Enhancements

Victoria Harbourfront is being enhanced with promenades, parks and other beautification projects.

“Kai Tak Fantasy” aims to develop the tip of the old Kai Tak Airport runway and adjoining areas into a world-class tourism, entertainment and leisure hub for the local community and visitors.

Kwun Tong Promenade is an attractive and vibrant harbourfront leisure space for public enjoyment and three adjoining sites are providing facilities for creative, arts and cultural uses.

The Hong Kong Maritime Museum at the Central harbourfront presents Hong Kong’s maritime heritage.

The 1.76 hectare Tamar Park in Admiralty features a landscaped garden, water features, a floating platform and an amphitheatre. The Central Harbourfront event space hosts a variety of exciting events.

“The Symphony of Lights” lights up Hong Kong with light and music nightly. Other harbourfront attractions include giant observation wheel, as well as art events and carnivals year round.

### 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.

Arts events such as the Art Basel, Art Central, Hong Kong International Film Festival, Le French May, International Arts Carnival and World Cultures Festival.

