

## 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 FIA Formula E Hong Kong E-Prix and the Volvo Ocean Race - Hong Kong Stopover enhance Hong Kong's appeal.

In 2017, Hong Kong welcomed 58.5 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 17<sup>th</sup> and 18<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. The park is developing an all-weather indoor-outdoor waterpark, which is expected to be completed in the first half of 2019. Hong Kong Ocean Park Marriott Hotel and Fullerton Ocean Park Hotel Hong Kong is scheduled for completion in 2018 and 2021 respectively.
- Hong Kong Disneyland Resort is one of the most popular and best themed resorts in Asia, featuring more than 100 attractions. The resort has made constant efforts in enhancing

guest experience with new themed areas, attractions and entertainment offerings. The much-anticipated "Iron Man Experience" and the "Disney Explorers Lodge" resort-style hotel were launched in 2017. The construction works for the new attractions under the expansion and development plan at the Phase 1 site of the resort is now under way. The plan will bring new attractions to the resort progressively from 2018 to 2023.

### 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 and has the capacity to simultaneously handle two of the world's largest cruise ships. Its open design and spacious interior is highly flexible and offers an excellent venue for performances and events.

The terminal served about 190 ship calls in 2017. Together with Ocean Terminal and other berthing facilities in Hong Kong, we received a total of over 245 ship calls in 2017.

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

### Culinary Paradise

The 2018 edition of the *Michelin Guide Hong Kong and Macau* features 227 restaurants, including 63 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.

The annual Wine & Dine Festival

showcases Hong Kong's great dining and dining attractions, enhancing the city's status as the culinary capital of Asia.

### Asia's Top MICE Destination

Hong Kong is Asia's premier Meetings, Incentives, Conferences and Exhibitions (MICE) destination. In 2017, overnight MICE arrivals reached 1.93 million.

In 2017, Hong Kong was selected the "Best Business City in Asia" at the *Business Traveller Asia-Pacific Travel Awards* and "Best Business City in Asia" in the *Smart Travel Asia Award*. In 2016, Hong Kong was ranked "Asia's Leading Meetings & Conference Destination" in the *World Travel Awards*.

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 Cyclothon, Hong Kong Wine & Dine Festival, Hong Kong Winterfest and Hong Kong New Year Countdown. Events such as Clockenflap attract international musical talent.

Hong Kong hosts a wide variety of international sporting events, including the FIA Formula E Hong Kong E-Prix was held for the second time in Hong Kong in December 2017 and the first Volvo Ocean Race - Hong Kong Stopover, in January 2018.

The city's best known sports event, the annual Hong Kong Rugby Sevens tournament, considered to be the world's premier Sevens tournament, continues to attract 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 five marine parks with scenic hills, woodlands, reservoirs and coastline, most of which are easily accessible from urban areas.

Apart from the stunning Hong Kong UNESCO Global Geopark located in the eastern part of Hong Kong – which features rare hexagonal volcanic rock columns – 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 117 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 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, which is being revitalised and transformed into the Tai Kwun (‘Big Station’ in Cantonese), a vibrant centre for heritage, contemporary art and leisure.

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.

Along the stretch from Wan Chai North to North Point via Causeway Bay, it is proposed to develop an arts and culture precinct, water park precinct, a water recreation precinct, a heritage precinct and a leisure and recreation precinct.

“A Symphony of Lights” has taken on a new direction in December 2017. With new music and lighting effects, the show has transformed Hong Kong’s cityscape into a true symphony. Other harbourfront attractions include the 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 Hong Kong Arts Festival, Hong Kong International Film Festival, Le French May, Chinese Opera Festival and International Arts Carnival, and, in alternate autumns, New Vision Arts Festival and World Cultures Festival enhance the line-up.