



**HKTB e-News – Hong Kong Food & Wine Year Promotional Initiatives**

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**"Hong Kong Food and Wine Year" Promotion Sweeps Taiwan**



Targeting Taiwan visitors' love for good food, the Hong Kong Tourism Board (HKTB) has bundled travel packages themed on "Hong Kong Food and Wine Year Spotlight Events" and made them readily available for purchase in vending machines of over 5,000 7-11 convenient stores across the island. And if this is not tempting enough, the HKTB has invited celebrated travel writer Yeh Yilan to lead a gourmet tour to Hong Kong in late October, as well as invited five well-known sommeliers in Taiwan to share highlights of the Festival on their blog.

**Singaporean Food Critic Sings Praises on Hong Kong Gourmet Scene**



Turning to Singapore, the HKTB has joined hands with the country's famous food critic Moses Lim to present foodies an irresistible opportunity – an opportunity to savour the best flavours of "Hong Kong Food and Wine Year" on a gourmet tour with Lim. The 4-day 3-night itinerary features visits to such famous attractions as the Peak, the Giant Buddha and of course, Lamma Island for a sumptuous seafood feast. To date, close to 200 people has already signed up for the tour. Earlier, the HKTB has collaborated with Singapore's *I-Weekly* in the promotion of the "Hong Kong Food and Wine Year", an event that was supported by Moses Lim and celebrated Hong Kong food critic Walter Kei.

**Trivia**



In 2008, the spending by overnight visitors on meals outside hotels averaged 11.8% of their total spending in Hong Kong, which totalled HK\$11.8 billion.

For more information on the "Hong Kong Food and Wine Year Spotlight Events", please visit our [dedicated website](#).

(Source: Hong Kong Tourism Board)

## Fine Wine Tour to Lure Japanese Market



Among the wine and dine travel products developed by HKTB for the Japanese travel market is celebrity gourmet tour. In October, Kobe travel writer Mr Masahiko Tsuya will lead a group of silver-haired (Dankai) travellers from Japan to participate in the "Hong Kong Wine and Dine Festival". During the 4-day tour, participants will have a rare chance to visit Hong Kong's only brewery, the 8th Estate Winery. Besides the Dankai segment, travel trade in Japan are also leveraging on the "Hong Kong Food and Wine Year Spotlight Events" to market other travel packages targeting families and young office ladies.

If you would like to know more about the above activities or produce stories on them , please feel free to contact us.

Corporate Communications  
Hong Kong Tourism Board

### Lisa Chan

Assistant Manager

Tel : 2807 6173

e-mail :

[lisa.chan@hktb.com](mailto:lisa.chan@hktb.com)

### Jane Ha

Assistant Manager

Tel : 2807 6371

e-mail :

[jane.ha@hktb.com](mailto:jane.ha@hktb.com)

### Alice Li

Assistant Manager

Tel : 2807 6213

e-mail :

[alice.li@hktb.com](mailto:alice.li@hktb.com)

### Alex Chan

Senior Executive

Tel : 2807 6526

e-mail :

[alex.ck.chan@hktb.com](mailto:alex.ck.chan@hktb.com)

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Hong Kong Tourism Board,  
9th - 11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

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