

FESTIVE HONG KONG 2010

Hong Kong. A World of Celebrations.

HKTB e-News — Festive Hong Kong 2010

Issue 41 | 30 April 2010

Overseas Media Enjoy Bun-making Fun



There are simply non-stop festivities in Festive Hong Kong 2010! To promote the four distinct traditional Chinese festivals in May 2010, namely the Cheung Chau Bun Festival and the birthday celebrations of Tin Hau, Tam Kung and Lord Buddha, the HKTB invited print and electronic media representatives from Mainland China, Japan, Singapore and Spain to visit Cheung Chau Island in mid April. The media not only witnessed the behind-the-scene preparations for the "Piu Sik (floating colours) Parade", but also attended a class on bun-making. We hope that the interesting stories of the media's first-hand experiences and the traditional festivals will help attract more visitors to take part in our spellbinding cultural celebrations.

North American Roadshow Promotes Multi-destination Itineraries



Riding on the "Chinese and Ethnic Chinese Tourism Year" promotion launched by the Guangdong Provincial Tourism Administration (GDPTA), the HKTB and the GDPTA have launched a series of roadshows in Toronto, New York City and San Francisco in end April. Meeting with leaders of the ethnic Chinese community, travel trade partners and media representatives, we promoted brand new thematic combo itineraries featuring the two travel destinations, which we hope will encourage more overseas ethnic Chinese to come to Hong Kong and Guangdong for family visits and vacation.

Trivia



Per Capita Spending of Overnight Visitors 2009

Our survey shows that on average, an overnight visitor spent HK\$5,770 in 2009. Major categories of their spending are as follows:

- Shopping: 63.6%
- Accommodation: 16.7%
- Dining: 10.9%
- Entertainment: 2.7%

(Source: Hong Kong Tourism Board)

A Guide to Hong Kong Art & Culture



The HKTB has recently published A Guide to Hong Kong Art & Culture, which unearths the stories behind art and cultural attractions in different parts of Hong Kong through the eyes of local artists and cultural icons. Besides general facts on the attractions, the guidebook also features the heritage and tales behind the attractions to instil greater interest among visitors. Available in English, traditional Chinese and simplified Chinese, the guide can be obtained in the HKTB Visitor Centres and viewed on the DiscoverHongKong.com website.

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

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