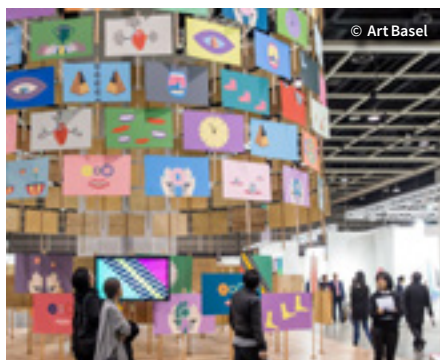


Exciting Events

It is impossible not to fall in love with Hong Kong, as it boasts an exciting year-round calendar of events, which perfectly complement the innate charm of the city as a tourist destination. Whether you are a huge fan of food, arts and entertainment, sports, the great outdoors or living culture, the city's numerous events guarantee there is always something to suit your preferences.



Hong Kong Chinese New Year Celebrations



Hong Kong Arts Month



Hong Kong Cultural Celebrations



Hong Kong Dragon Boat Carnival



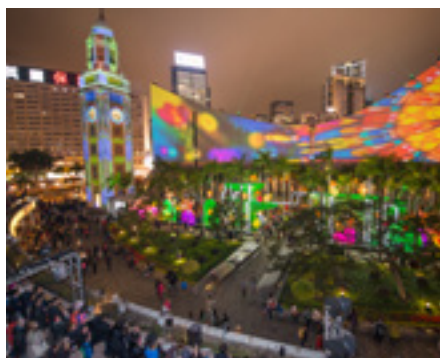
Hong Kong Cyclothon



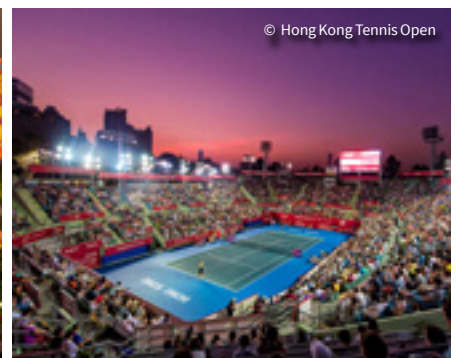
Hong Kong Wine & Dine Month



Hong Kong WinterFest



Special Features



Support for Third-Party Events

Hong Kong Chinese New Year Celebrations

It is no exaggeration to say that Chinese New Year is the most important festival in Hong Kong, and its celebratory events provide a good window for visitors to experience the city's living culture. Hong Kong ushered in the Year of the Monkey with auspicious fireworks, adrenaline-pumping horse races, and thrilling lion and dragon dances. For the ultimate fiesta, the International Chinese New Year Night Parade continued to be an all-time favourite.

Cathay Pacific International Chinese New Year Night Parade

An explosion of colours and excitement flooded through the streets of Tsim Sha Tsui on the first day of Chinese New Year when 35 floats and performing troupes from 10 countries and regions partied on a flamboyantly decorated route. Over 150,000 spectators lined the streets in this "Playground of the World • Party of the Year" as the city embraced its carnival spirit for the 21st year.

For the first time ever, we arranged a BBC presenter to get on the HKTB float to experience and share with his audience what was it like to be a part of one of the world's best Chinese New Year celebrations.

International Chinese New Year Night Parade was title-sponsored by



Hong Kong Arts Month

There is no better time to experience Hong Kong’s reputation as Asia’s Arts Hub than March, when various arts and cultural extravaganzas serve up an exceptional spectrum of exhibitions, performances and workshops. In 2015/16, in addition to supporting the promotion of such events as Art Basel, the Hong Kong Arts Festival, Art Central, the Asia Contemporary Art Show and the HKwalls Street Art Festival, we collaborated with galleries and travel platform Klook to present gallery walks designed to showcase a taste of the lesser-known appeal of the city.



© Art Central

Hong Kong Cultural Celebrations

May is an especially eventful month as the city celebrates four traditional festivals – the Cheung Chau Bun Festival and the birthdays of Tin Hau, Buddha and Tam Kung – with flashy rituals and street performances. Bundling the four festivals in our promotions allowed us to introduce them to visitors more efficiently via different channels and guided tours.



© Anthony Kwan/Getty Images



© Anthony Kwan/Getty Images

Hong Kong Dragon Boat Carnival

The annual Hong Kong Dragon Boat Carnival offers both the excitement of paddling and a party vibe. In the 2015/16 edition, over 160,000 spectators flocked to the Victoria Harbourfront to witness 4,000 athletes from 143 clubs worldwide battling it out in the CCB (Asia) Hong Kong International Dragon Boat Races. In East Tsim Sha Tsui, the San Miguel BeerFest offered a welcome spot to cool down and chill out, complete with cold beer, live music performances and plenty of other entertainment.



Hong Kong International Dragon Boat Races were title-sponsored by



中国建设银行(亚洲)
China Construction Bank (Asia)

Official Beer of Hong Kong
Dragon Boat Carnival



Hong Kong Cyclothon

The action continued with the debut of the Sun Hung Kai Properties Hong Kong Cyclothon, which attracted 100 professional cyclists from around the world eager to compete in the Union Cycliste Internationale-recognised criterium races. It also saw the iconic Tsing Ma Bridge opened for a cycling event for the first time, treating the 1,700 participants in the 35km Challenge Ride to breathtaking views during the race.

To promote a city-wide passion for sports and the spirit of charity, the line-up also featured the Kids & Youth Rides, Family Fun Ride, 10km Community Ride and CEO Charity Ride. The money raised was donated to several charitable organisations for developing children and youth welfare programmes.



Hong Kong Cyclothon was title- and charity-sponsored by



新鴻基地產
Sun Hung Kai Properties



© Lam Yik Fei/Getty Images



Hong Kong Wine & Dine Month

Since its inception, Hong Kong Wine & Dine Month has made autumn an even more enticing time to visit Hong Kong. It celebrates the city's superb gastronomic scene, and features an array of epicurean events and mouth-watering offers.

Hong Kong Wine & Dine Festival

Headlining the month-long fiesta was the four-day CCB (Asia) Hong Kong Wine & Dine Festival, the seventh and largest-ever edition. It was decked out as a lush garden at the Central Harbourfront Event Space to evoke a relaxed atmosphere, and included expanded food selections and several new themed zones, including one dedicated to whisky and craft beer, and two others – Star Avenue and Gourmet Trail – for sampling creations by chefs from Michelin restaurants in France and Hong Kong.

The Festival also presented masterpieces by winning chefs in the 2015 Best of the Best Culinary Awards. This special opportunity to showcase their excellence was part of the promotion we facilitated after they won the annual cooking competition, which we have organised since 2001 to acknowledge top Chinese culinary talent and establishments throughout Hong Kong.



Hong Kong Wine & Dine Festival
was title-sponsored by



中国建设银行(亞洲)
China Construction Bank (Asia)



© Anthony Kwan/Getty Images

Highlights

- Total attendance at the Hong Kong Wine & Dine Festival: 144,000
- Number of wine (from 23 countries and regions) and food booths: 349

Hong Kong WinterFest

As the mercury drops and Christmas approaches, more and more of Hong Kong’s buildings and malls get dressed up with dazzling decorations and illuminations for an exceptionally romantic ambience. In addition to exclusive events at top attractions, special shopping offers and festive menus, the 2015 edition was unique in that visitors were invited to enjoy the “Sparkling BVLGARI Roman Holiday” at Statue Square and send their loved ones bespoke greeting cards for a charitable cause.

Hong Kong New Year Countdown Celebrations

Hong Kong WinterFest reached its climax on the New Year’s Eve of 2015 with the CTEG Hong Kong New Year Countdown Celebrations. The eight-minute fireworks display mesmerised 336,000 spectators on both sides of the Victoria Harbour, and many more who enjoyed it via satellite broadcast.



The Hong Kong New Year Countdown Celebrations event was title-sponsored by



Special Features

Hong Kong Pulse 3D Light Show

During three periods – Hong Kong Summer Fun, Hong Kong WinterFest and Chinese New Year – the façades of the Hong Kong Cultural Centre and the Former Kowloon-Canton Railway Clock Tower were transformed into massive canvases to present this immersive visual spectacle. The three shows attracted over 770,000 spectators, 52% of them overseas visitors.



Great Outdoors Hong Kong 2015

For six consecutive years, we have organised Great Outdoors Hong Kong to promote the city's green attractions. In addition to recommending hiking and cycling routes on our official website, we published a handy Activities Guide, providing visitors with comprehensive information on how to best experience the routes.



© Hong Kong Discovery

Support for Third-Party Events

Hong Kong takes pride in being Asia's top destination for hosting events of all kinds. In addition to organising our own events, the HKTB provided promotional support to organisers of various local and international happenings, including the Tai Hang Fire Dragon Dance, Hong Kong Open 2015, Clockenflap Music and Arts Festival, Hong Kong International Races, and Hong Kong Marathon 2016 to name a few.



Tai Hang Fire Dragon Dance (September 26-28, 2015)

We worked with the event organiser to arrange a special appearance of Australian actor Hugh Jackman at the bad-luck-ridding ritual, which gained a lot of publicity worldwide.

Hong Kong Open 2015 (October 22-25, 2015)

We worked with trade partners to launch a four-day, three-night special-interest tour, bringing in South Korean visitors to witness the tournament.



© Hong Kong Open

Clockenflap Music and Arts Festival

(November 27-29, 2015)

The popular local festival boasted an impressive three-day line-up in its eighth edition, which received strong promotional support, including effective KOL campaigns, via our digital and social media platforms.



© Clockenflap Hong Kong's Music and Arts Festival



Hong Kong International Races

(December 13, 2015)

We generated a lot of global attention for one of the most anticipated meetings in Hong Kong's horse racing calendar via our social media platforms.

Hong Kong Marathon 2016

(January 17, 2016)

We recruited over 1,200 overseas runners by collaborating with travel agents worldwide to attract potential participants with appealing packages and deals.

