

發展旅遊熱點工作組

**WORKING GROUP ON
DEVELOPING *TOURIST HOTSPOTS***

Press Conference

20 May 2025

Background information

- ◆ The setting up of the Working Group on Developing Tourist Hotspots was announced in the 2024 Policy Address (on 16 October 2024)
- ◆ Led by the **Deputy Chief Secretary for Administration**, with the **Secretary for Culture, Sports and Tourism** as the Deputy Leader
- ◆ Other members include -
 - Secretary for Commerce and Economic Development
 - Secretary for Development
 - Secretary for Environment and Ecology
 - Secretary for Home and Youth Affairs
 - Secretary for Security
 - Secretary for Transport and Logistics
 - Director of Home Affairs
 - Director of Leisure and Cultural Services
 - Commissioner for Tourism

Work Plan

| | Tourists Hotspot Projects | Implementation Time |
|----|--|---------------------|
| 1. | Hong Kong Industrial Brand Tourism | Q3 of 2025 |
| 2. | Victoria Park Bazaar | Q4 of 2025 |
| 3. | Pink Trumpet Tree Garden | Q4 of 2025 |
| 4. | Featured community – In-depth travel in Old Town Central | Q4 of 2025 |
| 5. | Featured community – In-depth travel in Kowloon City | Q2 of 2025 |
| 6. | Disciplined Services Pioneer Tours | Q2 of 2025 |
| 7. | Opening up of Former Yau Ma Tei Police Station | Q4 of 2025 |
| 8. | “Four Peaks” Tourism | Q4 of 2026 |
| 9. | Developing Former Hung Hom Railway Freight Yard Pier | Q1 of 2026 |

Hong Kong Industrial Brand Tourism

To develop “Made in Hong Kong” industrial tourism and create hotspots for tourists to visit, experience and consume

- ◆ **Organising tours** through travel agents
- ◆ **Confirmed brands include -**
 - **Lee Kam Kee**
 - **Kee Wah**
 - **Pat Chun**
 - **Yakult**
- ◆ Expected to be launched on a pilot basis in the **third quarter of 2025**



➤ Visit

➤ Experience product making

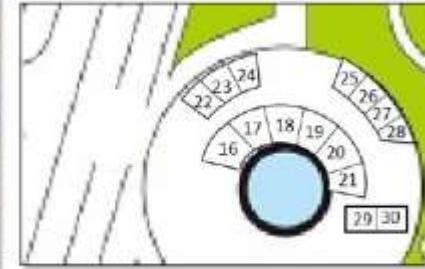
➤ Purchase souvenirs

➤ Phototaking with brand mascot and cultural and creative products

Victoria Park Bazaar

To leverage the **convenient location** and **high pedestrian flow** of Victoria Park to host an art and cultural weekend bazaar

- ◆ To host a **bazaar in the Victoria Park**
- ◆ To be located at the **Water Fountain Plaza** and **South Pavilion Plaza** (i.e. a main entrance from Causeway Bay side), featuring **around 30 stalls** operating in partnership with private groups
- ◆ Categories of cultural and art activities include -
 - Portrait sketching/caricature, silhouette cutting, photography, painting and calligraphy
 - Sale of handmade crafts and artworks, including ceramics, sculptures, stamps, accessories, etc.
- ◆ **Opening Schedule: Every Saturday, Sunday and public holidays**
- ◆ To be launched in the **fourth quarter of 2025**



Victoria Park Bazaar (con'd)

To leverage the **convenient location** and **high pedestrian flow** of Victoria Park to host an art and cultural weekend bazaar

- ◆ Leisure and Cultural Services Department (LCSD) will coordinate the **market themes** with the operator to rotate periodically (e.g. cartoon characters, pets, Christmas, Valentine's Day, major sports events, etc.) to enhance attractiveness for the event
- ◆ **Photo spots** will be set up on site



Pink Trumpet Tree Garden

To create a **pink trumpet tree viewing area** in Tamar Park to enhance synergy with the Central waterfront area

- ◆ Planting of **pink trumpet trees** extensively in Tamar Park near the Victoria Harbour, together with **flowering shrubs (bougainvillea)** at suitable locations to create a flower viewing area
- ◆ Visitors can enjoy flower blooming to enrich their experience when joining activities and performances in the area
- ◆ Planting work will be completed by **late 2025**
- ◆ **Pink trumpets** will bloom around **January to February in Spring**; while **bougainvillea** will bloom in **March to April**



Featured community - In-depth travel in Old Town Central

Central is the **earliest developed area** and commercial centre in Hong Kong. To showcase the charm of the mountain city, the **Central to Mid-Levels Escalator and Walkway System** serves as the Central Axis that links up nearby unique attractions, shops, restaurants and bars to **boost the retail and dining sectors in the area**

- ◆ **The world's longest outdoor covered escalator** that starts at Queen's Road Central and ends at Conduit Road
- ◆ **Enhancing the Appeal of Central to Mid-Levels Escalator and Walkway System** (to be completed by end 2025)
 - Overseas visitors (such as Korean visitors) are interested in the development of Hong Kong as a mountain city and this characteristic can be further promoted
 - To enhance the appeal of the escalator and walkaway system with artistic elements
 - To install signage with IT elements to guide visitors in exploring the main streets and alleys
- ◆ **Street Art Creation**
 - Hong Kong Tourism Board has partnered with HKwalls and transformed walls throughout the Central and Western District into original artworks by local, Mainland and international artists, creating more photo-worthy spots



Featured community - In-depth travel in Old Town Central (con'd)

Central is the earliest developed area and commercial centre in Hong Kong. To showcase the charm of the mountain city, the **Central to Mid-Levels Escalator and Walkway System** serves as the Central Axis that links up nearby unique attractions, shops, restaurants and bars to boost the retail and dining sectors in the area

◆ To further deepen in-depth travel in Central

- To enrich the content of “Hong Kong Neighbourhoods Old Town Central” having regard to the new tourism trends
- To develop an in-depth travel itinerary with **arts and culture, historical architecture, culinary delights and bar culture**

Part 1: Queen's Road Central to Hollywood Road

Offer culinary delights, cultural heritages and bars



Part 2: Hollywood Road to Caine Road

Art and cultural spaces and trendy shops



Part 3: Caine Road to Conduit Road and beyond

Enter mid-levels and explore the city oasis

Featured community – In-depth travel in Kowloon City

To take the “Kowloon Walled City: A Cinematic Journey” Movie Set Exhibition as the starting point to extend visitors’ experiences in Kowloon City District to boost consumption in the district



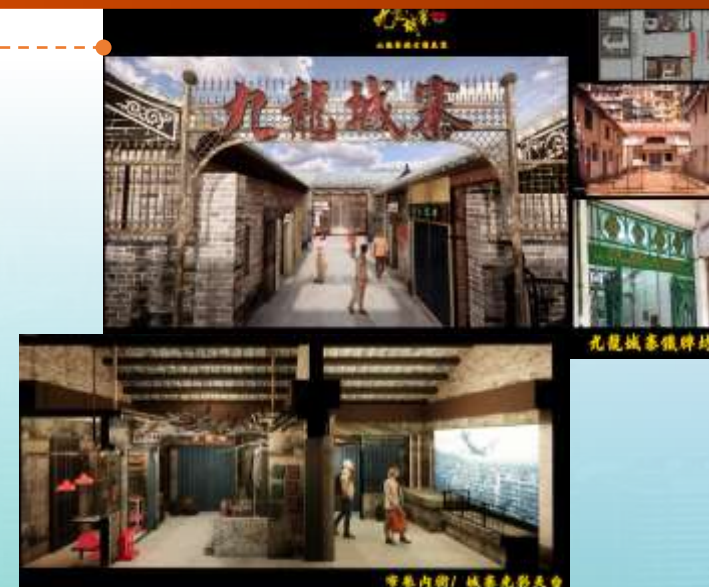
Featured community – In-depth travel in Kowloon City (con'd)

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◆ “Kowloon Walled City: A Cinematic Journey” Movie Set Exhibition •-----

(to be launched in May 2025)

- The exhibition is located at Kowloon Walled City Park. **Classic sets from the movie** (including barber shop, tea stall, etc.) and **daily life in the Walled City** will be recreated with immersive experience to allow visitors to travel back in time to the 80s in the Kowloon Walled City
- LCSD provides **free daily docent service**



◆ **Gourmet Food in Kowloon City** (to be launched within 2025)

- Hong Kong Tourism Board will enhance the promotion of gourmet food in Kowloon City and feature culinary delights in Kowloon City in the **18 Districts Gourmet Guide**, which is now under preparation

◆ **City in Time** (to be launched in the third quarter of 2025) •-----

- Tourism Commission is preparing for the installation of **five City in Time locations** (including Kowloon Walled City Park and Kai Tak Sports Park) to allow visitors to unfold the old Kowloon City (such as Kowloon Walled City and Kai Tak Airport, etc.) and experience the past and present through **AR** (augmented reality)
- **Movie excerpts from “Twilight of the Warriors: Walled In”** will be included in some of the designated City in Time locations



Simulation of City in Time in Kowloon City

Featured community – In-depth travel in Kowloon City (con'd)

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◆ **Ultimate Guide to Kai Tak Sports Park** (on-going)

- Hong Kong Tourism Board has launched a guide on its DiscoverHongKong.com platform that consolidates useful information covering transportation information, entry and exit tips, culinary delights and photo-worthy spots within Kai Tak Sports Park and in nearby areas so that visitors could explore Kai Tak in different angles

Your ultimate guide to Kai Tak Sports Park



Kai Tak Sports Park: Your transit guide & entry guidelines



Exciting eats at Kai Tak Sports Park and beyond

Discover must-try eateries in Kai Tak featuring local comfort food, Asian delights and international fare.



Top 10 instagrammable spots in Kai Tak

From stunning stadium views to vibrant art, discover must-visit photo spots in Kai Tak.

◆ **Featured Travel Route** (to be launched by end of 2025)

- To set up **featured information panels** and a **dedicated webpage** to guide visitors to explore the diverse aspects of Kowloon City starting from the Kowloon Walled City Park. The featured route will showcase the **Charm of the Walled City**, the **Vibrant Thai Culture**, **Chaozhou Delicacies**, the **Memory of the Airport Days** and **Iconic Movie Scenes**



Disciplined Services Pioneer Tours

To tell good Hong Kong stories through visits to attractive locations of various **disciplined services**, for visitors to learn about the disciplined services' glorious past

Short term (to be launched in the second quarter of 2025)

- ◆ **Organise familiarisation visits for the tourism industry** to visit museums of the disciplined services (e.g. Police Museum, Hong Kong Correctional Services Museum, Fire and Ambulance Services Education Centre cum Museum, etc.) to help the industry deepen its knowledge
- ◆ **Provide facilitations** (e.g. simplifying the booking process for travel agencies) and encourage the tourism industry to include visits to museums of disciplined services or the Independent Commission Against Corruption in their itineraries



Medium to Long term (to be launched in the third quarter of 2025 to third quarter of 2026)

- ◆ **Appeal to overseas visitors** on tour routes themed on disciplined services, with further extension to **educational tours**
- ◆ Introduce **training tours for tour guides** to enhance their knowledge on the museums of the disciplined services
- ◆ Enrich the exhibits regularly, update the content of the exhibitions and roll out thematic displays (e.g. introducing VR (virtual reality) elements)

Opening up of Former Yau Ma Tei Police Station

To boost **film tourism**, immerse tourists in the **atmosphere of “Old Police Station”** and enrich their travel experience

Short term

(to be launched in the first quarter of 2026)

- ◆ To **open up** part of Yau Ma Tei Police Station (YMTPS) to **visitors**
- ◆ The following will be exhibited on the Ground Floor -
 - a) **Re-created reporting room setting**
 - b) **Opening of detention cells** ●
 - c) **AR (augmented reality) photo booth** ●
 - d) **Police control room:**
video display of **classic police films**
 - e) **Memory wall:** Display of film stills/posters of classic police films
 - f) **Fun-fact corner:** Display near the exit
 - g) Photo spots of different **police mascots** (e.g. "The Little Grape")
 - h) **Souvenirs for sale**
 - i) Distribution of **time-limited souvenirs** to visitors for free
- ◆ Venue to be made available for filming purpose



• Tourists can take photos of themselves in different police uniforms, or with selected iconic scenes or artistes from police films. QR codes will be provided for tourists to download the photo.



Opening up of Former Yau Ma Tei Police Station (con'd)

To boost **film tourism**, immerse tourists in the **atmosphere of “Old Police Station”** and enrich their travel experience

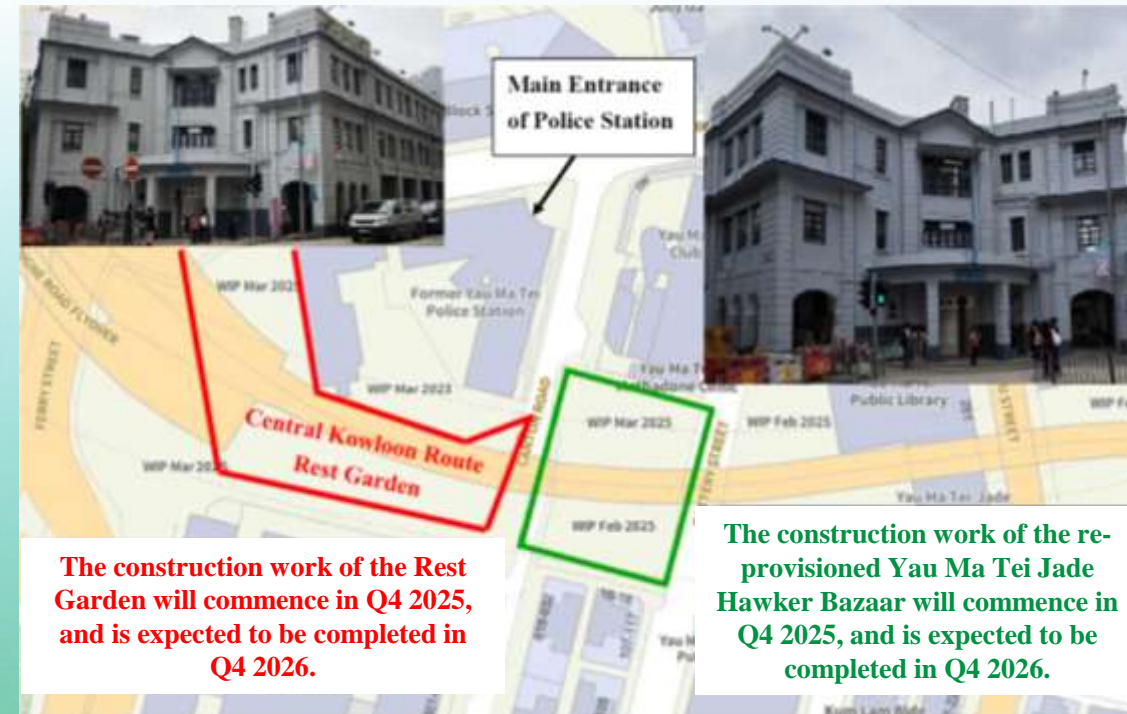
Medium term

(to be launched in the fourth quarter of 2026)

- ◆ The area surrounding YMTPS is currently a construction site. It is estimated that from the **fourth quarter of 2026** onwards, activities can be held around the premises to enhance visitors' experience

Long term planning

- ◆ To open up the entire YMTPS, and to be used also as a **Police Museum**



“Four Peaks” Tourism - Hills and Sea in the City within Arm’s Reach

To develop **green tourism** with “hills” as theme
by leveraging Hong Kong’s unique **hillscape** and **seascape** in close **proximity** with the city

- ◆ Leveraging the popularity of “Four Trails”, to develop more accessible “**Four Peaks**” tourism
- ◆ “**Four Peaks**” have the following characteristics –
 - Unique **natural landscapes** and cultural elements, suitable for tourists with diverse interests
 - **Easy** and **short** hike within half a day
 - Convenient **public transportation** with more comprehensive tourism facilities in the vicinity
 - **Able to accommodate a larger number of visitors**, ensuring sustainable green tourism with quality experience in nature



The Peak



Lantau Peak



Tai Mo Shan



Sai Kung Hoi

“Four Peaks” Tourism - Hills and Sea in the City within Arm’s Reach (con’d)

To develop **green tourism** with “hills” as theme
by leveraging Hong Kong’s unique **hillscape and seascape** in close proximity with the city

The Peak

(Peak Trail (High West Section))



- Panoramic view of the Victoria Harbour, perfectly blending city and nature
- Numerous historical landmarks along the route, e.g. Lugard Road “plank roads”, etc.
- Nearby attractions to connect with: The Peak Tram, Peak Galleria, and nearby areas such as the Western District and Kennedy Town, etc.

Lantau Peak

(Ngong Ping Trail
(Nei Lak Shan Section))



- Convergence of nature, religion and culture
- Distant views of iconic landmarks: Hong Kong International Airport, Hong Kong-Zhuhai-Macao Bridge, Ngong Ping and the Big Buddha
- Nearby attractions to connect with: Ngong Ping 360 Cable Car, Ngong Ping Village, the Big Buddha, Po Lin Monastery, and nearby areas such as Tung Chung

Sai Kung Hoi

(Sharp Island Country Trail)



- A tombolo where the sky and sea meet
- A “multi-functional” island comprising geological landscape, hiking, water sports and scenic beauty
- Nearby attractions to connect with: Sai Kung Town

Tai Mo Shan

(Rotary Park to
Tai Mo Shan Viewpoint)



- Hong Kong’s highest peak
- Stunning views from Tsing Ma Bridge to Shenzhen
- Scenic views of sunrise, sunset and silvergrass in autumns and winters
- Nearby attractions to connect with: nearby areas such as Chuen Lung, Tsuen Wan and Tsuen Wan West, etc.

“Four Peaks” Tourism - Hills and Sea in the City within Arm’s Reach (con’d)

To develop **green tourism** with “hills” as theme
by leveraging Hong Kong’s unique **hillscape and seascape** in close proximity with the city

- ◆ Actions to be taken forward –
 - **Enhance hiking trail facilities** (e.g. providing more waymarks and visitor information panels)
 - Collaborate with the tourism industry in connecting nearby tourist attractions and **developing tourist itineraries** for **further promotion**
- ◆ Target completion date **by end of 2026**



Developing Former Hung Hom Railway Freight Yard Pier

To make good use of the **unique Victoria Harbour view** to create a **special waterfront event space** for short term use

- ◆ The pier is located in the **centre of Victoria Harbour**. Visitors can enjoy the magnificent skyline of Hong Kong Island at the tip of the Pier
- ◆ Before the long-term development* of the pier and nearby areas, the pier will be opened for short term use and converted into a **special event space** to host various activities, allowing visitors to "check in" and enjoy the 270-degree view of Victoria Harbour and the Hong Kong Island skyline
- ◆ The Government will commence basic enhancement works and invite interested operators to submit proposals soon. The area will be open to the public in the **first quarter of 2026**



The rendering is for reference only

* The Development Bureau is conducting public consultation on preliminary development proposals for the long term development of sites around the Hung Hom Station and waterfront areas.

Developing Former Hung Hom Railway Freight Yard Pier (con'd)

To make good use of the **unique Victoria Harbourview**
to create a **special waterfront event space** for short term use

- ◆ Operators shall make use of creativity of the market to design attractive and vibrant uses
- ◆ Factors considered in evaluating proposals include -

Host landmark events or
installations

Introduce catering and
entertainment facilities

Develop night-time
activities



Reference photo (Hong Kong Tourism Board's website)



Reference photo (provided by LCSD)

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