

Top Tourist Destination

Overview

With a unique blend of East and West, old and new, Hong Kong has long been one of Asia's top tourist destinations. From high-end shopping malls to bustling street bazaars, ancient Chinese temples to towering skyscrapers, historic trams to high-speed trains, Hong Kong is a city of colour and contrast.

- Hong Kong will build its brand as a premier tourism destination and instil the concept of "tourism is everywhere in Hong Kong", making better use of its unique tourism resources.
- New themed tours, featuring heritage, art and culture, authentic experiences, green tours and cruise tours will be developed.
- Major events such as the equestrian Longines Masters of Hong Kong and the Hong Kong Rugby Sevens enhance the city's appeal.
- The Characteristic Local Tourism Incentive Scheme provides more in-depth itinerary design, training, etc, with a view to encouraging the trade to develop more thematic tours to showcase the diversified cultural landscape of Hong Kong.
- Enhance the Hong Kong "M" Mark System to support the hosting of at least 10 major international sports events in Hong Kong annually.
- Continuous support for MICE (meetings, incentive travels, conventions and exhibitions) tourism to attract high value-added visitors and consolidate Hong Kong's position as the region's premier MICE destination.

Tourism Attractions

Hong Kong continues to develop the tourism sector by expanding its world-class attractions.

- **Ocean Park** is a public recreational, educational and conservational park, and also a major resort and leisure destination in Hong Kong, featuring diversified attractions including animal exhibits, all weather indoor and outdoor Water World, etc. The park is taking forward its development strategy to transform itself into a destination that focuses on conservation and education, grounded in nature and complemented by adventure and leisure elements to enhance visitor experience. It is now home to six giant pandas, the most outside Mainland China. Looking ahead, a new Adventure Zone with a wide range of exciting and fun offerings is under development in the upper park area and is expected to come into operation in 2028.
- **Hong Kong Disneyland Resort** is one of the most popular themed resorts in Asia. The resort is taking forward its multi-year expansion plan and has rolled out various new attractions in recent years, including the "Castle of Magical Dreams" unveiled in 2020, "Follow Your Dreams" daytime stage show in 2021, "Momentous" nighttime spectacular in 2022, and the world's first ever and largest "World of Frozen" in 2023. Looking ahead, more new attractions are coming on stream, including a "Marvel" super heroes themed area.
- **Peak Tram** has over 130 years of history and is one of the most popular tourist attractions in Hong Kong. Its upgrading plan was completed in 2022. Apart from having new tramcars with carrying capacity up to 210 passengers, the lower terminus in Central has been expanded into a covered and temperature-controlled waiting area which can accommodate up to about 1,300 passengers while the

upper terminus at the Peak has also been renovated. These have significantly enhanced the service and visitor experience offered by Peak Tram.

Cruise Terminal

- The state-of-the-art Kai Tak Cruise Terminal began operating in 2013.
- The Terminal consists of spacious waiting and service areas for passengers and a 23,000 sq m rooftop garden with panoramic views of the Victoria Harbour. Equipped with an impressive array of amenities, the terminal is capable of receiving mega cruise ships. It is also an ideal event venue with flexible and open design.
- Hong Kong is an excellent place for cruise lines to develop fly-cruise business for long-haul cruise passengers who wish to explore Asia. It is also an ideal port for cruise lines to develop source markets with strong potentials in the Mainland and Asia.

Culinary Paradise

- The 16th edition of the MICHELIN Guide Hong Kong & Macau features 214 restaurants, including 79 Michelin-starred restaurants in Hong Kong.
- Many inexpensive restaurants and street stalls offering local tastes make Hong Kong's Michelin restaurants some of the most affordable in the world.

Asia's Top MICE Destination

Hong Kong is Asia's premier MICE destination.

- Hong Kong ranked second in the Best Business City in the World category in the 2024 Business Traveller Asia-Pacific Awards and was one of the top 10 Cities for Meetings in the Smart Travel Asia 2024 Best in Travel Poll.
- Hong Kong's world-class venues can accommodate conventions and exhibitions (C&E) of different scales.
- In order to provide more C&E facilities to facilitate the long-term development of the C&E industry, the Airport Authority Hong Kong is actively following up on the AsiaWorld-Expo Phase 2 project. The Government is also taking forward the Wan Chai North Redevelopment project near the Hong Kong Convention and Exhibition Centre (HKCEC) as planned.
- Further to the implementation of the Incentive Scheme for Recurrent Exhibitions (ISRE) in July 2023, the Government will allocate an additional provision of \$500 million to launch ISRE 2.0, focusing on attracting new and recurrent international exhibitions of large scale, to strengthen the promotion of mega event economy and the development of the C&E industry.

Main venues:

- HKCEC in Wan Chai
- AsiaWorld-Expo on Lantau Island, next to the airport
- Kai Tak Cruise Terminal in Kowloon

Events Galore

- The Hong Kong Tourism Board (HKTB) organises popular events every year, such as Hong Kong International Dragon Boat Races, Hong Kong Wine & Dine Festival – Taste Around Town, Hong Kong

WinterFest, Hong Kong New Year Countdown Celebrations and International Chinese New Year Night Parade.

- Hong Kong hosts a wide variety of international sporting events, including the Standard Chartered Hong Kong Marathon and the UCI Track Cycling Nations Cup-Hong Kong, China.
- The Hong Kong Sevens attracts top teams and thousands of rugby fans from around the world.
- Arts events such as the Art Basel Hong Kong, Art Central, Hong Kong International Film Festival, Le French May, International Arts Carnival and World Cultures Festival enhance the city's reputation as a hub for arts and culture in Asia.
- The Tourism Commission has launched a number of projects enriched with art, heritage, creative and green tourism characteristics, such as "Sai Kung Hoi Arts Festival", "Design District Hong Kong" and "Enhancement of Hiking Trails" in recent years.
- In redoubled efforts to soft-sell Hong Kong, the HKTB will promote immersive, in-depth tourism with themes like "Citywalk", and promote young-adult focused activities such as hiking, cycling, stand-up paddle-boarding, trail running and stargazing in the wilderness.

Eco-tourism

Hong Kong offers a spectacular range of natural scenery within easy reach of urban areas. About 40 per cent of Hong Kong's land mass has been designated as country parks and special areas.

- There are 25 country parks, 22 special areas and eight marine parks with scenic hills, woodlands, reservoirs and coastline, most of them easily accessible.
- The stunning Hong Kong UNESCO Global Geopark showcases ancient geological landscapes.
- There are numerous hiking trails, outlying islands and other green attractions for nature lovers.
- Many hiking trails are easily accessible from urban areas.
- The 100-kilometre MacLehose Trail was listed on NatGeo's World's Best Hikes: 20 Dream Trails.
- To offer new experience of green and heritage tourism to visitors in the coming few years, the Government has been upgrading the facilities of the Hong Kong Wetland Park and enhancing progressively the tourism supporting facilities of 20 hiking trails within country parks which are popular and with tourism appeal.
- The Sha Tau Kok Frontier Closed Area is also being opened for sightseeing progressively to promote cultural and eco-tourism of Sha Tau Kok and nearby outlying islands.

Heritage Conservation

There are currently 136 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.

Awarded projects:

- Old Tai O Police Station has been revitalised into the Tai O Heritage Hotel, earning the Award of Merit in the 2013 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation.
- Mei Ho House has been revitalised into the YHA Mei Ho House Youth Hostel which received an Honourable Mention in the 2015 UNESCO Asia-Pacific Awards for Culture Heritage Conservation.

- Old Tai Po Police Station has been revitalised into The Green Hub for sustainable living, received an Honourable Mention in the 2016 UNESCO Asia-Pacific Awards for Culture Heritage Conservation.
- The revitalisation of the Blue House Cluster into the Viva Blue House received the Award of Excellence in the 2017 UNESCO Asia-Pacific Awards for Culture Heritage Conservation.

Other completed projects under the Scheme include:

- Lai Chi Kok Hospital has been revitalised into the Jao Tsung-I Academy.
- Lui Seng Chun has been revitalised into the Hong Kong Baptist University School of Chinese Medicine - Lui Seng Chun.
- Stone Houses in Kowloon City has been revitalised into the Stone Houses Family Garden.
- Bridges Street Market in Central has been revitalised into the Hong Kong News-Expo.
- Former Fanling Magistracy has become The Hong Kong Federation of Youth Groups (HKFYG) Leadership Institute.
- No. 12 School Street has been revitalised into the Tai Hang Fire Dragon Heritage Centre.
- Old Dairy Farm Senior Staff Quarters has been revitalised into The Pokfulam Farm.
- Lady Ho Tung Welfare Centre has been revitalised into the Sik Sik Yuen Lady Ho Tung Welfare Centre Eco-Learn Institute.
- Luen Wo Market in Fanling has been revitalised into Luen Wo Market - House of Urban and Rural Living.

Apart from the Revitalisation Scheme, other built heritage conservation projects include:

- The Former Police Married Quarters on Hollywood Road in Central has been revitalised into a creative industries landmark, PMQ.
- The Central Police Station Compound has been revitalised and transformed into Tai Kwun ("Big Station" in Cantonese), a vibrant centre for heritage and contemporary arts and culture.
- The Ex-Ma Tau Kok Animal Quarantine Depot (Cattle Depot) has been renovated and converted into Cattle Depot Arts Village, providing a creation platform for the local artists and groups.
- The Former Explosives Magazine 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 from the American Institute of Architects.
- The Central Market offers a variety of community and festive events for the public after its revitalisation.

Victoria Harbour

Attractive promenades with a total of around 29km have been built along both sides of iconic Victoria Harbour, providing residents and visitors with easily accessible vibrant open spaces for a range of events and activities.

Highlights:

- The harbourfront from Kennedy Town to North Point on the northern shore of Hong Kong Island of Victoria Harbour has been connected with a total length of 11km. The East Coast Boardwalk (Western Section), opened in early 2025, also serves as a new landmark which offers new perspectives for visitors to enjoy the harbour.

- The dynamic Tsim Sha Tsui Promenade with the historic cross-harbour ferry pier, cruise berthing facility, large-scale indoor and outdoor performing venues, Hong Kong Museum of Art and Avenue of Stars, and a variety of cultural, retail and food and beverage facilities.
- “A Symphony of Lights” is a nightly sound and light staged on both sides of Victoria Harbour, symbolising the dynamic energy and contrasting culture of Hong Kong. During major events and festivals, pyrotechnic displays and drone shows with different themes and designs will also be staged in parallel.

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.

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