

## **Proposed Sightseeing Tour in Plover Cove and Tolo Channel Area**

### Hong Kong Tourism Board

#### **1 Introduction**

The Plover Cove and Tolo Channel area has quite a number of sites with potential for offering to green and nature lovers. The varied natural landscapes, islands and rural villages are good places for visitors to appreciate the diversity and contrast of attractions that Hong Kong offers.

A leisure and scenic boat tour will appeal not only to green seekers but also visitors who want to take a break from their tight schedule and enjoy a day in natural environment. The tour also covers an introduction to Hong Kong's marine park that will enrich our inventory of green products. It can also tell some Hong Kong stories with the visit to some rural development like old fishing villages.

#### **2 Theme**

The theme of this proposed tour will be "Coastal Landscape and Marine Park" to let visitors have an experience of the "Green" side of Hong Kong, the quiet and scenic marine park. A suggested name for the tour is "Islands Odyssey".

#### **3 Covered Area**

The proposed tour covers a few attractive natural areas in Northeast New Territories including Tang Chau, Tolo Channel, Yan Chau Tong Marine Park, Lai Chi Wo, Ap Chau, Kat O Chau and Tap Mun . Ma Liu Shui Public Pier is recommended as the starting point of the tour as it is closer to the urban area and is easily accessible by KCR. We recommend to provide a shuttle bus service between the railway station and the pier to facilitate visitor access.

#### **4 Ferry Service**

Currently there are limited regular ferry services between Ma Liu Shui and Tap Mun. There are also "kai-dos" serving Lai Chi Wo, Ap Chau and Kat O.

We propose to develop the current services with dedicated vessel(s) with proper licence and with the following features: power to travel with higher speed (10-12 knots), open deck, equipment to provide simple F&B services; and sound system to provide recorded commentary on places of interest along the voyage.

## 5 Proposed Itinerary

The following table illustrates the stops of the proposed itinerary with their current offerings and the tour enhancements required.

<b>Location</b>	<b>Site Features</b>	<b>Tour Enhancements</b>
Ma Liu Shui Public Pier (Starting Point)	<ul style="list-style-type: none"> <li>• A typical public pier with 2 landing steps.</li> <li>• New pier is under construction nearby.</li> <li>• Toilet nearby is of good condition.</li> <li>• Access from KCR University Station by taxi (5 mins/\$15) is recommended.</li> </ul>	
Tang Chau	<ul style="list-style-type: none"> <li>• Landing steps</li> <li>• Birds gathered around the landing steps.</li> <li>• Suggested to sail close to the landing steps for appreciation of the natural habitat.</li> </ul>	
Voyage along Tolo Channel (northern shore) to Lai Chi Wo	<ul style="list-style-type: none"> <li>• The main dam of Plover Cove Reservoir.</li> <li>• Scenic mountains including Pat Sin Leng.</li> <li>• Natural landscape along the coastline.</li> </ul>	<ul style="list-style-type: none"> <li>• Taped commentary to cover the key features.</li> </ul>
Yan Chau Tong (Double Haven)	<ul style="list-style-type: none"> <li>• A marine park managed by AFCD</li> <li>• A wide variety of landforms, such as bays, projecting headlands, peninsulas, rock cliffs, sand pits and beaches can be found.</li> <li>• Some local people even call it “Mini Kweilin” in Hong Kong.</li> </ul>	<ul style="list-style-type: none"> <li>• Taped commentary to cover the key features and related legends.</li> </ul>

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Lai Chi Wo	<ul style="list-style-type: none"> <li>• Abandoned schoolhouse – can be transformed into an information centre and invite local residents to provide typical local snacks, with cooking demonstration, for visitors.</li> <li>• Ancestral Hall – transform into an exhibition hall to display information about Yau Chau Tong Marine Park.</li> <li>• Hip Tin Temple – a local temple in good condition.</li> <li>• Mangroves boardwalk – a short walk developed by AFCD with interesting tree species along.</li> <li>• Rural village &amp; hollow tree – typical rural village setting with a natural hollow tree nearby.</li> <li>• Subject to the interest of local residents, and the licencing and safety requirements, to provide local-operated sampan-ride service for visitors to explore the marine park including seagrass bed, coral community and mangroves.</li> </ul>	
Voyage to Tap Mun (Grass Island) via Ap Chau (Robinson Island) & Kat O (Crooked Island)	<ul style="list-style-type: none"> <li>• Appreciate the natural landscape and rock formations on Ap Chau and rural setting of Kat O (traditional sea weed harvesting and drying in Kat O).</li> <li>• Visitor can observe the border and the container terminal at Yantian on the Mainland.</li> </ul>	<ul style="list-style-type: none"> <li>• Taped commentary onboard to cover Ap Chau, Kat O Chau and the development in Yantian.</li> </ul>
Tap Mun	<ul style="list-style-type: none"> <li>• A seafood restaurant for lunch.</li> <li>• Old fishing village for appreciation of rural life.</li> <li>• Tin Hau Temple – a local temple in good condition, and the place for very elaborated Tin Hau Festival celebrations.</li> <li>• Scenic rocky coast after 10 mins walk</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage the seafood restaurant to improve the hygiene conditions.</li> <li>• Encourage refreshment</li> </ul>

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	on well-paved path from pier. • Dried seafood stall at the pier.	stores to operate during weekdays.
Voyage along Tolo Channel (southern shore) back to Ma Liu Shui	• Scenic coastal area along Hoi Ha Wan Marine Park, Lai Chi Chong, Sham Chung. • Development in Pak Shek and Ma On Shan New Town as contrast with the natural environment experienced during the tour.	• Taped commentary to cover the key features especially the contrast of development observed during the ride.

## 6 Tour Development Considerations

An islands odyssey to scenic islands and un-spoilt coastline combining relaxing sailing and captivating shore excursions in Hong Kong northeastern waters.

The duration of 6-7 hours, with 50/50 or 60/40 ratio of cruising and shore excursions, and intermediary anchorage in sheltered coves (such as Double Haven) for natural landscape appreciation.

For tour planning, it is needed to add 2-3 hours of round trip transfer time from downtown and pier on top of the 6-7 hour odyssey journey. Hence the whole trip will take 8-10 hours of visitor's time.

## 7 Recommendation on Product Development Approach

3 phases development approach in is recommended:

Phase 1      The testing stage (12 months)  
 Introduce tour to overseas travel and HK land operators with key focus on long haul markets, Japan and China (high yield segment). Gauge response on product appeal and collect feedback for tour fine-tuning and itinerary redesigning. This can be started with chartered ferry service.

Phase 2      Commercialization stage (24 months)  
Commercial operation on alternative days of the week.

Phase 3      Mature Stage. After 12-month operation of commercial tour in phase 2, the itinerary can be further promoted to individual visitors. The frequency of ferry service can be adjusted accordingly. However, carrying capacity of these natural environments needs to be observed.

## **8      Key success factors**

- a. Implementation by stage to test out the carrying capacity of the areas included in the itinerary;
- b. Speed and comfort of the boat for total odyssey experience; and
- c. Well-scripted cruise commentary to enliven the odyssey trip.

Hong Kong Tourism Board  
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