

"Discover the Hong Kong Magic" - Tourism Promotion in Beijing and Guangzhou

Following the success of the "Discover the Hong Kong Magic" tourism promotion in Bangkok, the Hong Kong Special Administrative Region Government takes the promotion event to Beijing and Guangzhou on May 23 and 25.

The "Discover Hong Kong Magic" promotion in Beijing and Guangzhou will present to the local business community, in particular leaders of the local tourism industry, as well as the media the range of key tourism attractions to be launched in Hong Kong. These attractions include the Hong Kong Disneyland and the Symphony of Lights II to be launched in 2005 and the Hong Kong Wetland Park and Ngong Ping 360 (formerly known as Tung Chung Cable Car Project) in 2006.

As a series of major tourism attractions will come on stream in Hong Kong from late 2005 to early 2006, the Government is taking the opportunity to promote Hong Kong tourism in our key source markets. The Financial Secretary, Mr Henry Tang, led a Hong Kong delegation to Bangkok two weeks ago and was enthusiastically received by the Thai travel trade. The coming trip to the Mainland is the second leg of the promotion.

The luncheon-cum-presentation in Beijing on May 23 will be a major promotion event to present to the government officials, leaders of the tourism industry and the media the latest tourism-related infrastructural projects to be launched in Hong Kong. The delegation will also call on the China National Tourism Administration during their stay in Beijing.

Key members of the delegation include Chairman of Hong Kong Tourism Board, Mrs Selina Chow, Commissioner for Tourism, Ms Eva Cheng, Group Managing Director of Hong Kong Disneyland, Mr Don Robinson and key representatives of tourism industry.

As regards the trip to Guangzhou, Mr Tang will lead the delegation and speak at a luncheon-cum-presentation on May 25 and brief the local media on the latest tourism-related developments in Hong Kong. He will also call on the Governor of Guangdong Province, Mr Huang Huahua, and meet with the local media.

The Financial Secretary will return to Hong Kong on May 25.

Tourism Commission
Economic Development and Labour Bureau
Ends/Friday, May 20, 2005
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