

New Visitor Information Centre at the Peak begins operation  
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A Visitor Information Centre converted from a heritage tram cabin starts to provide a full range of visitor information services from today (April 7), after a launching ceremony officiated by the Chief Executive Mr Donald Tsang.

The Visitor Information Centre at the Peak piazza, set up under the Peak Improvement Scheme spearheaded by the Tourism Commission, features the revitalisation and adaptive re-use of a de-commissioned peak tram cabin. The tram was in service from 1959 to 1989 and is an artifact of historical value. The transformed tram cabin, installed under a canopy of Victorian-style design, blends heritage with innovation, and resonates with the history of the Peak.

The Chief Executive Mr Donald Tsang officiated at the launching ceremonies for the Hong Kong Tourism Board's promotional scheme, "The Peak - A New Sensation", the Visitor Information Centre at the Peak, and his wax figure at Madame Tussauds today.

Mr Tsang pointed out that the appearance and public facilities of the Peak had changed over the years. The only thing that remains unchanged is its unparalleled panoramic view of Victoria Harbour. No wonder the Peak remains the top pick for tourists, despite the emergence of new attractions in Hong Kong, he said.

Mr Tsang added that the Government, with the support of the District Council and local community, had strived over the past few years to improve the environment and supporting facilities at the Peak. Shop operators have ceaselessly contributed to enhancing the shopping, dining and entertainment attractions in the area, while the Hong Kong Tourism Board and travel industry have spared no effort in promoting the Peak overseas and on the Mainland. "The Peak - A New Sensation" displays once more the multitude of

attractions and ever refreshing appeal of the Peak from a new perspective.

In 2005, the Tourism Commission started the Peak Improvement Scheme, which features themed Victorian-style architecture, with a capital investment of \$143 million. The project scope includes, apart from the Visitor Information Centre, the reconstruction of the Peak piazza, streetscape improvement to various walking trails, beautification of Mount Austin Playground and the Former Gate Lodge, and installation of story boards depicting the history of the Peak. The majority of works under the project was completed in 2007; the remaining works will be completed in phases starting from early 2008.

To enhance and sustain Hong Kong's attractiveness as a premier tourist destination, the Tourism Commission has been working on the Tourism District Enhancement Programme since 2000. Completed projects under the programme include the Central and Western District Enhancement Scheme, Enhancement of the Sai Kung Waterfront, Lei Yue Mun Minor Improvements, Visitor Signage Improvement Scheme Phase I, Tsim Sha Tsui Promenade Beautification Project, Transport Link in Tsim Sha Tsui East and Stanley Waterfront Improvement Project. The capital investment in these completed projects amounted to over \$650 million.

Projects in progress under the District Enhancement Programme include, apart from the Peak Improvement Scheme, the Aberdeen Tourism Project, Lei Yue Mun Waterfront Enhancement Project, Development of a Piazza in Tsim Sha Tsui, Enhancement of Public Facilities at Ngong Ping, Enhancement of Footbridges in Tsim Sha Tsui East and Visitor Signage Improvement Scheme Phase II. The estimated capital investment for these projects amounts to \$1,000 million.

The Secretary for Commerce and Economic Development, Mr Frederick Ma, and the Chairman of the Hong Kong Tourism Board,

Mr James Tien, also attended the launching ceremony as officiating guests.

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