

## Event Details 節目/活動詳情

Event name (Eng) 節目/活動名稱 (中文)	Prudential Hong Kong Tennis Open 2016 保誠香港網球公開賽 2016
Organiser (Eng) 主辦機構 (中文)	Hong Kong Tennis Association 香港網球總會
Description of Event 節目/活動簡介	<p>The Prudential Hong Kong Tennis Open is a WTA sanctioned International Series Event returning for its third year in 2016.</p> <p>From 8 to 16 October 2016, more than 50 of the world's best female tennis players competed in singles and doubles for prize money of USD 250,000 at the iconic Victoria Park Tennis Stadium in the heart of the Asia's World City.</p> <p>保誠香港網球公開賽」乃屬國際女子網球協會 (WTA)認可的國際級別(International Series)賽事，今年連續第三年在香港舉行。</p> <p>2016年10月8至16日期間，超過50名來自世界各地的頂尖球手將雲集香港這個「亞洲國際都會」，在座落心臟地帶的維多利亞公園出戰單打和雙打賽事，以角逐高達25萬美元的總獎金。</p>
Date 日期	8-16 October, 2016 2016年10月8日至16日
Time 時間	3:00pm – 11:00 Actual end time depends on the progress of matches. Event on Oct 10 will start around 12:00 下午 3:00 - 11:00 實際結束時間取決於比賽進程。10月10日比賽將於12:00開始。
Venue 地點	Victoria Park Tennis Stadium, Causeway Bay 香港銅鑼灣維多利亞公園網球場
Ticket Price or Free Admission 票價 (如免費亦請註明)	<ul style="list-style-type: none"><li>- From \$160 to \$880</li><li>- Oct 10, 2016 will be "People's Monday" – Free admission to Tennis Stadium on first come first serve basis</li></ul> <p>Note: For all days, entrance to show courts (if there are matches) and tournament villages are free of charge</p> <ul style="list-style-type: none"><li>- 由港幣\$160 至港幣\$880</li><li>- 二零一六年十月十日將是 "與眾同樂星期一" - 觀眾可以免費進入主球場 (先到先得)</li></ul> <p>注意：觀眾可以免費進入主球場以外網球場觀看</p>

	比賽（如有比賽舉行）。賽事村免費對外開放。
Ticketing Channel(s) (where to buy tickets) 購票方法及地點	We will provide the following channels - Ticket agent's ticketing outlets in Hong Kong like Tom Lee; - Online booking - Telephone booking  我們將提供以下渠道: - 親臨門市 (例如通利琴行各門市) - 網上購票 - 電話購票
Internet ticketing (if any) 網上購票網址 (如適用)	TBC
Event website (if any) 節目/活動網站 (如適用)	<a href="http://www.hktennisopen.hk/">http://www.hktennisopen.hk/</a>
General Enquiry no. 查詢電話	2504-8592 (10am to 6pm, Monday – Friday) 2504-8592 (週一至週五，上午 10 點至下午 6 點)
The Capacity of the event 可容納的參與人數	3,607 persons/day for Victoria Park Tennis Stadium 維多利亞公園網球主場, 每天 3,607 人
Programme Highlights 推介節目	The Prudential Hong Kong Tennis Open is an annual Women's Tennis Association (WTA) International Series Event organized by the Hong Kong Tennis Association (HKTA). With strong supports from the Home Affairs Bureau, the Tourism Commission through its Mega Events Fund (MEF), the Leisure and Cultural Services Department and Title Sponsor - Prudential Hong Kong, the Prudential Hong Kong Tennis Open 2015 ended with a great success. <b>Over 34,000 visitors attended</b> the 7-days' event last year The Prudential Hong Kong Tennis Open 2016 will continue to be a community backed mega event and a tournament for all walks of life. With a free admission Tournament Village offering non-stop entertainments, food and beverage, all eyes will be on Victoria Park this October. It was <b>2<sup>nd</sup> highest attended</b> WTA international event; The event was broadcasted to <b>over 65 countries with over 350M</b> TV households reached globally  「保誠香港網球公開賽」乃由香港網球協會主辦，屬國際女子網球協會認可的國際級別賽事。在民政事務局，旅遊事務署 (通過其盛事基金)，康樂及文化事務署和冠名贊助商 -保誠保險有限公

	<p>司的大力支持下，保誠香港網球公開賽 2015 年取得了驕人成績，7 天的賽事，一共吸引超過 34,000 名觀眾進入會場，賽事被轉播到超過 65 個國家，全球超過 3.5 億家庭可以收看。論觀眾人數，「保誠香港網球公開賽」2015 是國際女子網球協會於去年全球第二高出席之國際級別賽事。雲集世界一流女子網球選手，加上賽事村提供的精彩娛樂及豐富美食，今年十月，維多利亞公園將成為全城的焦點。</p>
<p><b>Any special privilege / facilitation for overseas tourists?</b> 專為參與節目的海外旅客提供的優惠或/及措施</p>	<p><b>Yes, we are working with official hotel (to be appointed) on tourist packages and will have souvenirs to be distributed to overseas visitors onsite</b> 有，我們正與大會指定酒店（將被任命）討論旅遊套餐安排，主辦單位將提供免費紀念品在場的海外旅客</p>
<p><b>Past overall attendance figure and details</b> 過去整體出席活動的人數及有關資料</p>	<p><b>No. of attendee 參與人數: over 34,000</b> <b>No. of overseas attendee 海外旅客參與人數: over 1,400</b> <b>Others 其他資料: _____</b></p> <p><b>(Please provide attendance figure after the event)</b> <b>(請於活動完結後向本局提供是次出席活動的人數及有關資料)</b></p>

The above event details can be released on or after Jun 15, 2016.  
上述節目/活動詳情可於 Jun 15, 2016 (日期) 起對外公布。