

New Tour Product Development Scheme – 6th Round Approved Products

Funded Products

Product Theme	Name of Product	Name of Agent	Product Description
Education	6 Days Hong Kong Exploration Education Tour	Century Holiday International Travel Service (HK) Co Limited	From Hong Kong to Shenzhen, this 6D5N education tour allows students to enrich their knowledge of both cities by exploring science, nature, history and local culture. Not only will it feature traditional sightseeing spots, but also educational community visits.
Food & Wine	Beer Friend Hong Kong	Creative China Holiday Tour Limited	A nightlife tour features some special bars and restaurants in Hong Kong. A guide book with coupons will be provided and a free beer can be redeemed.
Heritage	The Most of Hong Kong	Creative China Holiday Tour Limited	This half-day tour explores the traditional attractions from a brand-new perspective. It introduces various “the most” in Hong Kong to first-time visitors while featuring other lesser known faces of Hong Kong to repeat visitors.
Food & Wine	Shokubunka RikiShi Tanbo Tour	Towa Travel Service Company Limited	A food exploration tour to experience Chinese and Hong Kong food culture. Meet with Chinese medicine practitioners to understand the Chinese philosophies on health; visit Museum of Food Culture to explore the food culture in Hong Kong, as well as to learn the stories of “Dai Pai Dong”, “Barbecue Pork Shop”, “Manhan Feast”, “One Bowl Two Pieces” and “Ice-cream Truck”.
Living Culture	Family Time	Victoria Hong Kong	A family fun tour with elements of park, cartoon characters and interactive activities. Families will spend a night at Noah’s Ark and visit the Ani-Com Park@Harbour“FUN”. Children can develop their creativity by joining cooking classes. A professional photographer will capture the precious moments for a personalised photo album.

Non-Funded Products

Product Theme	Name of Product	Name of Agent	Product Description
Heritage	Soul of The Place	Asiascene Premium Services	A history-telling tour that links up three places: visitors will explore a walled city where once was lawless; then move to a peaceful nunnery in a nearby neighbourhood; finally take a glimpse at the popular Tin Hau Temple.
Living Culture	Blogger's Playground	Ho Ho Go Experience Limited	A walking tour to discover the unknown side of Yau Ma Tei. Follow the footsteps of bloggers to explore the movie library at Broadway Circuit, Chinese bridal gown shops or kitchen utensil shops at Shanghai Street, and experience the unique culture of Hong Kong apart from the bustling city.