

New Tour Product Development Scheme – 7th Round Approved Products

Funded Products

Product Theme	Name of Product	Name of Agent	Product Description
Arts & Culture	Dream Seeking Journey	Shaohua Travel Service (H.K.) LTD	The tour takes visitors immersing in different art and culture scenes. Participating in selected workshops at Oi! and Jockey Club Creative Arts Centre, visitors are able to experience the unique Hong Kong art culture and explore art with the local artists in diverse perspectives such as art appreciation, creative ideas, cookery and coffee making.
Living Culture	Back to Old Hong Kong	JTB (Hong Kong) Limited	The tour showcases the old living culture of Hong Kong. Visitors can explore the half-octagonal Lin Fa Kung with a double-eaves-tended roof in Tai Hang and learn about the custom of Fire Dragon Dance at Mid-Autumn Festival. Visitors will also get on the historical tram to experience the excitement when the tram goes through a wet market at Chun Yeung Street with hawkers peddling on the way.
Living Culture	The Way of Dragon	JTB (Hong Kong) Limited	The tour takes visitors to different shooting spots of Bruce Lee's movies. Visitors can review the movie scenes and understand the legend's stories. It also includes the Bruce Lee's exhibition at the Hong Kong Heritage Museum displaying more than 600 pieces of Bruce's items and telling about his contributions. Lastly, the tour visits the school Bruce Lee had attended to learn some of his childhood stories.
Nature/ Great Outdoors	Dawn on the Horizon	HS Travel International Company Limited	A hiking tour to the Hong Kong's highest mountain – Tai Mo Shan to see the contrast of Hong Kong's day and night. After walking up to the mountain top in the dark, visitors can witness the sun rises from the horizon and lights up the sky. The tour ends with a dim sum breakfast at Chuen Lung Village, an isolated village at the hillside of Tai Mo Shan.

Non-Funded Products

Product Theme	Name of Product	Name of Agent	Product Description
Living Culture	Our Childhood	Ho Ho Go Experience Company Limited	This four-hour walking tour visits two historical housing estates in Hong Kong – Choi Hung Estate and Ping Shek Estate, which showcase the lifestyle of the working class in the old days. Visitors can experience Hong Kong's social and economic development, as well as the contrast in architecture designs of old and new housing estates, and understand how workplace and living space stayed under the same roof and how the local grocery stores were transformed into chained supermarkets.
Nature/ Great Outdoors	Nature in the City: an Exploration of Kowloon Park	Eco Travel Limited	The tour visits the largest green park in Kowloon Peninsula – Kowloon Park. Following experienced eco life tour guides, visitors can learn more than 35 species of Hong Kong's commonly seen flowers and visit the home of little wild animals in this easily accessible urban green area. While visitors appreciate the amazing nature, the eco life experts will show visitors the heritage of the former British Whitfield cantonment.