

PRESS RELEASE 新聞稿

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HONG KONG SEVENS BAR TRAM MAKES ITS DEBUT THIS MONTH TO BOOST TOURISTS' IN-TOWN EXPERIENCES

In keeping with the excitement of the Hong Kong Sevens, the Hong Kong Tourism Board (HKTB) has joined hands with the Hong Kong Rugby Union and Hong Kong Tramways to launch the first ever Hong Kong Sevens Bar Tram.

Starting today and running until 10 April, the Bar Trams – three vintage open-top trams doubling as mobile bars – will run along Hong Kong Island for five evenings. They will pick up registered tourists and rugby fans for a free party ride, which comes with complimentary drinks. Taking the rugby fiesta beyond the Hong Kong Stadium, this is a unique opportunity for guests to enjoy the pulsating metropolis of Hong Kong from another perspective and encourage them to dive into the local trendsetting nightlife.

The kick-off ceremony for the Hong Kong Sevens Bar Tram was held today. Guests included Mr Gregory So, Secretary for Commerce and Economic Development of the HKSAR, Dr Peter Lam, Chairman of the HKTB, Mr Vern Reid, Chief Executive of the Hong Kong Rugby Union, and Mr Emmanuel Vivant, Managing Director of Hong Kong Tramways. The event was also graced by The Fiji national rugby sevens team – 12-time champions of the Hong Kong Sevens. After the ceremony, the Fiji team boarded the Bar Tram for a taste of the one-of-a-kind experience.

Dr Peter Lam, Chairman of the HKTB, said: "The Hong Kong Sevens is one of the biggest sport events held here in Hong Kong and always draws a large flock of rugby fans to our city every year. This event is crucial for reinforcing Hong Kong's reputation as the "Events Capital of Asia", and an important means of boosting local businesses. To enhance the promotion of this mega event, the HKTB is using additional funding from the Government to launch the Hong Kong Sevens Bar Tram for the first time to offer a refreshing experience for tourists and rugby fans."

In another collaboration, the HKTB and a local media organisation launched a "Bar Guide" for the convenience of international visitors coming for the Hong Kong Sevens. The handy booklet features the characteristics of different districts in Hong Kong and some of the "must-go" bars for a feel of Hong Kong's vibrant nightlife. The Bar Guide is also available online and for download (website: www.DiscoverHongKong.com/BarGuide).

Details of the Hong Kong Sevens Bar Tram

Date	6 to 10 April 2016 (Wednesday to Sunday)
Eligibility	Open to all visitors aged 18 or above
	Each participant can bring one guest
Time	From the Sheung Wan tram depot (outside Western Market) to the
	Causeway Bay tram depot (outside the Regal Hongkong Hotel)
	April 6: 7pm, 8pm, 9pm (around 50 minutes per session)
	April 7-10: 6pm, 7pm, 8pm, 9pm (around 50 minutes per session)
	From the Causeway Bay tram depot (outside the Regal Hongkong Hotel) to the Sheung Wan tram depot (outside Western Market) April 6-10: 7pm, 8pm, 9pm, 10pm (around 50 minutes per session)
	Note: Mid-stops are available at Chater Garden in Central and in Wan Chai (near Swatow Street).
Party details	Participants can enjoy two complimentary drinks (beer or non-alcoholic), receive a "Bar Guide", a collaborative effort between the HKTB and a local media organisation, and participate in interactive games.
Enrolment method and other details	Please visit www.DiscoverHongKong.com.

Photo Caption 1



Officiating at the kick-off ceremony for the Hong Kong Sevens Bar Tram are Mr Gregory So (second left), Secretary for Commerce and Economic Development of the HKSAR Government, Dr Peter Lam (second right), Chairman of the HKTB, Mr Vern Reid (first left), Chief Executive Officer of the Hong Kong Rugby Union, and Mr Emmanuel Vivant (first right), Managing Director of Hong Kong Tramways Ltd.

Photo Caption 2



Officiating guests on board the Hong Kong Sevens Bar Tram.

Photo Caption 3 & 4





The Fiji national rugby sevens team, 12-time champions of the Hong Kong Sevens, pose for photos with the officiating guests and Mr Anthony Lau, Executive Director of the HKTB.

Photo Caption 5



The Fiji national rugby sevens team were the first to enjoy a ride along Hong Kong Island on the Hong Kong Sevens Bar Tram.

- Ends -

Media can download the press release and other materials from the HKTB website:

- FTP (valid until 21 June 2016): ftp://RSBT2016-b:445566@ftpsvr01.hktb.com
- Press release: http://partnernet.hktb.com/en/about hktb/news/press releases/index.html
- Photos (online registration required): http://partnernet.hktb.com/MediaPLib/en/index.html

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