

**2013 Great Outdoors Hong Kong
10 November 2013 to 21 February 2014
Fact Sheet**

Organiser

- Hong Kong Tourism Board (HKTB)

Co-organiser

- Agriculture, Fisheries and Conservation Department (AFCD)

Objectives

- For the fifth straight year, the HKTB is rolling out the “Great Outdoors Hong Kong” campaign to showcase Hong Kong’s awe-inspiring natural scenery and promote green tourism to visitors.
- The campaign, which ran for five weeks last year, has been extended to about three and a half months this year. In addition to guided hiking tours, the HKTB will organise guided cycling tours for visitors, so that they can experience Hong Kong’s great outdoors from a variety of perspectives.

Target Markets

- South China and Taiwan (young segment)
- Japan and South Korea (middle-aged couples and seniors)
- Long-haul markets (free independent travellers)

Programme Details

1. Activities for visitors

I. Guided hiking tours

- In collaboration with the AFCD and local hiking groups, the HKTB is organising guided hiking tours for visitors on various Saturdays and Sundays between 10 November 2013 and 21 February 2014.
- These guided hiking tours will follow six themed hiking trails, which are suitable for hikers with different levels of experience. Two of the trails are new to the campaign.

Date	Route	Difficulty	Walking time	Fee# (HK\$)
10 Nov 2013	Metropolitan Woodland (The Peak to Pok Fu Lam Reservoir) Lugard Road → Lung Fu Shan and Pinewood Battery → Harlech Road → Pok Fu Lam Reservoir	**	Around 3 hours	100

16 Nov 2013 & 4 Jan 2014	Farmland and Wetlands (Yuen Long Nam San Wai to Ha Pak Nai) Highlights: Lemon-scented gum tree, mudflat ecology, sunset viewing spot (Remarks: This is one of the two newly featured routes.)	**	Around 4 hours	100
30 Nov 2013 & 18 Jan 2014	Geological Landscapes (MacLehose Trail Sections 1 & 2) High Island Reservoir East Dam → Long Ke → Sai Wan → Ham Tin Wan → Sai Wan Pavilion	*****	Around 7 hours	200
7 Dec 2013 & 15 Feb 2014	Heritage Hike (Tung Chung to Tai O) Tung Chung Town Centre → San Tau → Sha Lo Wan → San Shek Wan → Sham Wat Wan → Po Chue Tam → Tai O Heritage Hotel → Tai O	****	Around 6 hours	200
14 Dec 2013 & 11 Jan 2014	Hong Kong Panorama (Lion Rock) Sha Tin Pass Road → Reunification Pavilion → Beacon Hill → Eagle's Nest → Kowloon Reservoir (Tai Po Road) (Remarks: This is one of the two newly featured routes.)	*****	Around 5 hours	200
28 Dec 2013	Urban Getaway (Dragon's Back) Shek O Road near To Tei Wan Village → Dragon's Back → Pottinger Gap → Tai Long Wan	****	Around 6 hours	200

** Easy ***Fairly Easy **** Moderately Difficult *****Difficult

The fee includes round-trip transportation and guide

II. Guided Cycling Tours

- In collaboration with Generation C, a local cycling group, the HKTB is organising guided cycling activities for visitors on four Fridays during the “Great Outdoors Hong Kong” campaign period.

Date	Route	Difficulty	Cycling Time	Fee [#] (HK\$)
22 Nov 2013 20 Dec 2013 24 Jan 2014 21 Feb 2014	Tolo Harbour Cycling Track (Sha Tin to Tai Po): Shing Mun River → Hong Kong Science Park → Pak Shek Kok Promenade → Tolo Harbour Cycling Track → Tai Po Waterfront Park	**	Around 3 hours	100

The fee includes round-trip transportation, guide and gear.

III. Notes on guided hiking and cycling tours for visitors

Target Participants	Visitors aged 12 to 70 with hiking/cycling experience
Enrolment	<ul style="list-style-type: none">• Visitors can enrol at the HKTB Visitor Centre at the Star Ferry Concourse, Tsim Sha Tsui.• Enrolment should be made by 4:00pm at least two days before the activity.• The quota for each hiking tour is 100 persons.• The quota for each cycling tour is 30 persons.
Transport Arrangements	Complimentary shuttle-bus or ferry service will be provided by the HKTB to take participants from Tsim Sha Tsui to the starting point of the tour, and from the end point back to Tsim Sha Tsui after the activity.

2. Guided hiking tours for local residents

- Local residents can join hiking activities organised by the AFCD.

Target Participants	Local residents aged 12 to 70 with hiking experience
Dates and routes	Three guided hiking tours are available: 10 Nov 2013 – Peak Galleria to Pok Fu Lam Reservoir 28 Dec 2013 – Chuen Long to Shing Mun 23 Feb 2014 – Plover Cove Country Park Visitor Centre to Nam Chung
Enrolment	<ul style="list-style-type: none">• Enrolment is available on the AFCD website (www.natureintouch.gov.hk/).• The quota for each hiking tour is 1,000 (available on a first-come, first-served basis).
Transport Arrangements	Local residents should arrange their own transport.
Fee	Free

3. “Great Outdoors Hong Kong” Activity Guide

- The HKTB has produced a new “Great Outdoors Hong Kong” Activity Guide to help visitors plan their itineraries and visit the green attractions of Hong Kong more easily. The guide introduces various hiking and cycling trails, as well as outlying islands in Hong Kong, and provides information on both free and commercial tours organised by the travel trade.
- The activity guide will be available at major ports-of-entry, HKTB Visitor Centres and hotels during the campaign period.
- An online version of the guide can be viewed on the HKTB website (<http://www.discoverhongkong.com/>).

Hong Kong Tourism Board
10 November 2013