



Immediate Release

Hong Kong Tramways launches the TramOramic Tour Offering visitors and locals a fascinating encounter with the city Aboard a unique 1920s' style heritage tram

(15th January 2016, Hong Kong) Hong Kong Tramways (“Tramways”) held a ceremony at Whitty Street Depot today, celebrating the launch of the TramOramic Tour – Hong Kong’s first-ever sightseeing tram tour aboard a 1920s’ style heritage tram. The ceremony, attended by more than 100 guests, marked a major new Hong Kong tourism initiative and a significant milestone for the city’s iconic tramways.

The ceremony today showcased Tramways’ commitment to advancing and enhancing its service where the Honourable Mr. Gregory SO Kam-leung, Secretary for Commerce and Economic Development, Dr. Peter LAM Kin-ngok, Chairman of the Hong Kong Tourism Board, Mr. Eric BERTI, Consul General of France in Hong Kong and Macau, Mrs. Ingrid YEUNG HO Poi-yan, Commissioner for Transport, Ms. Cathy CHU Man-ling, Commissioner for Tourism and Mr. Emmanuel VIVANT, Managing Director of Hong Kong Tramways simultaneously made their appearance on stage to officiate ribbon-cutting for unveiling the TramOramic Tour.

Mr. Gregory SO, Secretary for Commerce and Economic Development, said, “Creativity is one of the keys for our economy to continue to thrive and flourish. We attach great importance to and have actively encouraged the development of creative industries in Hong Kong. I am happy to see that the Hong Kong Tramways, with its imagination and creativity, has successfully turned a tram ride into a fun-filled and culturally enriching experience for the visitors.”

Dr. Peter LAM, Chairman of the Hong Kong Tourism Board (HKTB), said “The tram has a long history and is also one of the most important icons in Hong Kong. To many visitors, taking a tram ride is a ‘must-do’ in Hong Kong, through which they can experience the old and new facets of the city. The HKTB would like to thank Hong

Kong Tramways for rolling out this ‘TramOramic Tour’ for locals’ and visitors’ enjoyment. With this new product on the market, we will continue to work with Hong Kong Tramways and our local travel trade partners to promote this tour and will reach out to overseas consumers via our marketing and PR efforts.”

Mr. Emmanuel VIVANT, Managing Director of Hong Kong Tramways, said in his opening remarks, “Today, we are excited to introduce to you Hong Kong’s first-ever sightseeing tramcar, the TramOramic Tour. With this new initiative, we aim to benefit the local tourism industry by establishing a new attraction and help preserve the 111-year old Tram heritage. The service offers passengers a ‘100% Hong Kong’ experience on a unique Ding Ding from days gone by.”

The highlight of the TramOramic Package is an amazing 1-hour trip aboard a unique and elegant 1920s’ style tram with an open top upper deck. As the journey passes through the city streets, authentic Hong Kong stories and sites of interest are narrated to passengers via personal headphones in eight languages. The tram features an on-board video comparing past and present Hong Kong and a heritage corner with old pictures and genuine tram souvenirs.

The package also includes a 2-day pass giving unlimited free access to the Tramways’ regular service to deepen Hong Kong’s exploration and seven thematic journey maps for self-guided tours to interesting sites along the tram lines.

The first TramOramic Tour will commence on **24th January 2016**. Tickets are now available for online booking via www.hktramways.com and onboard of each departing tour if seats are still available.

For details about the TramOramic Package, please refer to the attached factsheet.

Photos Captions:

1. Officiating guests of the ceremony, the Honourable Mr. Gregory SO Kam-leung, Secretary for Commerce and Economic Development, Dr. Peter LAM Kin-ngok, Chairman of the Hong Kong Tourism Board, Mrs. Ingrid YEUNG HO Poi-yan, Commissioner for Transport, Ms. Cathy CHU Man-ling, Commissioner for Tourism and Mr. Emmanuel VIVANT, Managing Director of Hong Kong Tramways marched in on board of TramOramic Tram #68.



(Left to right) Dr. Peter LAM Kin-ngok, Chairman of the Hong Kong Tourism Board, Mr. Gregory SO Kam-leung, Secretary for Commerce

and Economic Development, Mr. Emmanuel VIVANT, Managing Director of Hong Kong Tramways, Mrs. Ingrid YEUNG HO Poi-yan, Commissioner for Transport, Ms. Cathy CHU Man-ling, Commissioner for Tourism

2. The Honourable Mr. Gregory SO Kam-leung, Secretary for Commerce and Economic Development, Dr. Peter LAM Kin-ngok, Chairman of the Hong Kong Tourism Board, Mr. Eric BERTI, Consul General of France in Hong Kong and Macau, Mrs. Ingrid YEUNG HO Poi-yan, Commissioner for Transport, Ms. Cathy CHU Man-ling, Commissioner for Tourism and Mr. Emmanuel VIVANT, Managing Director of Hong Kong Tramways hosted the ribbon-cutting ceremony, which marks a significant milestone for Hong Kong Tramways.



(Left to right) Mr. Thierry MARIANI, member of the French National Assembly for French Residents Overseas (special guest of Hong Kong Tramways), Ms. Cathy CHU Man-ling, Commissioner for Tourism, Dr. Peter LAM Kin-ngok, Chairman of the Hong Kong Tourism Board, Mr. Gregory SO Kam-leung, Secretary for Commerce and Economic Development, Mr. Emmanuel VIVANT, Managing Director of Hong Kong Tramways, Mrs. Ingrid YEUNG HO Poi-yan, Commissioner for Transport, Mr. Eric BERTI, Consul General of France in Hong Kong and Macau

3. Mr. Emmanuel VIVANT, Managing Director of Hong Kong Tramways, said in the launching ceremony of TramOramic Tour “With this new initiative, we aim to benefit the local tourism industry by establishing a new attraction and help preserve the 111-year old Tram heritage. The service offers passengers a ‘100% Hong Kong’ experience on a unique Ding Ding from days gone by.”



4. The TramOramic Tram #68 features a 1920's style tramcar with an open top upper deck and a vintage cabin lower deck.





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About Hong Kong Tramways

Hong Kong Tramways has provided reliable, accessible and affordable commuter services to the city for over 110 years and is the only tramway in the world exclusively operating double-decker trams. Energy-efficient and space-efficient, the system is Hong Kong's most eco-friendly mass transit service and produces zero-emissions.

The company's iconic trams, known locally as Ding Dings are a major tourist attraction. Tramways has received the Certificate of Excellence from TripAdvisor for two years in a row (2014 and 2015) and has been classified among the legendary tramways by National Geographic. The city's beloved Ding Dings occupy a unique place in the hearts of locals and visitors alike, and the TramOramic Tour highlights the tramway's role as a living, evolving connection between Hong Kong's colourful history and modern culture.



Factsheet: The TramOramic Package

About the TramOramic Tour

Resurrected at Hong Kong Tramways tram depot at Whitty Street, the distinctive TramOramic Tram #68 features a unique **1920's style tramcar** with an open top upper deck and a vintage cabin lower deck. The tram has a capacity for **36 passengers** plus a tram captain and a tram attendant dressed in costume. The TramOramic Tram #68 features free WiFi, **on-board videos** and a **picture gallery** comparing past and present Hong Kong as well as a **heritage corner** with genuine tram souvenirs.

True Hong Kong stories and sites of interest were developed with the help of expert city guides, a Hong Kong historian and local tram enthusiasts. **Authentic tales of local life and tram history** are delivered through personal headsets in the passenger's choice of Cantonese, Mandarin, English, Korean, Japanese, Spanish, French or Russian.

TramOramic Tour Privileges

The package includes a commemorative TramOramic Golden Ticket, which entitles the bearer to the **1-hour TramOramic Tour** and also offers him a **2-day pass giving unlimited free access to the Tramways' regular service** to deepen Hong Kong's exploration and seven thematic journey maps (available on the website) for self-guided tours to interesting sites along the tram lines.

TramOramic Tour Fare

The TramOramic Package aims at offering visitors a unique sightseeing experience of our vibrant city. The fare is HK\$95 per adult, HK\$65 per kid from 4 to 11 years old, free under 4 and HK\$65 per Senior Hong Kong citizen. Tickets are available online via www.hktramways.com and onboard of each departing tour if seats are still available.

Timetable & routes

The TramOramic Tour departs **6 times a day**, 365 days per year, travelling along the

busiest Hong Kong spots, *between Western Market Terminus (Sheung Wan) and Causeway Bay Terminus*, and swinging through the Happy Valley loop.

Western Market Terminus to Causeway Bay Terminus	
Departure	Arrival
10:30am	11:30am
2:30pm	3:35pm
6:30pm	7:45pm

Causeway Bay Terminus to Western Market Terminus	
Departure	Arrival
11:40am	12:40pm
3:45pm	4:45pm
7:55pm	8:55pm

Pictures:

1. TramOramic Tour itinerary map.



2. Example of Thematic journey map for self-guided tour.

