

**AMERICAN EXPRESS HONG KONG WINE AND DINE MONTH**  
**31 October to 30 November 2013**  
**Fact Sheet**

**Organiser**

- Hong Kong Tourism Board (HKTb)

**Title Sponsor**

- American Express International, Inc

**Key Programmes**

1. OpenRice online promotion (from now until November)
2. Wine and Dine with Art (from now until 30 November)
3. German Bierfest 2013 (from now until 16 November)
4. American Express Hong Kong Wine and Dine Festival (31 October to 3 November)
5. Dining Offers at Shopping Malls and Dining Hotspots (31 October to 30 November)
6. Hotel Food and Wine Offers (31 October to 30 November)
7. A Sensory Tour of Fashion Walk (1 to 30 November)
8. Lei Yue Mun Seafood Festival and Lei Yue Mun Market (1 November 2013 to 12 January 2014)
9. Wan Chai Queen's Road East Festival ( 9 & 10, 16 & 17, 23 & 24 November)
10. HKTDC Hong Kong International Wine and Spirits Fair (7 to 9 November)
11. Stanley Plaza World of Food and Music (10, 17, 24, 30 November and 1 December)
12. Discovery Bay Longest Lunch on The Beach 2013 (23 & 24 November)
13. Lan Kwai Fong Carnival (23 & 24 November)
14. Food and Wine Themed Tours and Classes

**Programme Details**

**1. OpenRice Online Promotion** (for local residents and visitors)

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| Date                | From now until November   |
| Highlights          | <p>Partnering with renowned dining website Openrice, the HKTb launched an American Express Hong Kong Wine and Dine Month mini site on the Openrice website, and rolled out a "Share Your Dining Experiences to Win Wine Passes" promotion in late October, in which winners won wine passes for use at the American Express Hong Kong Wine and Dine Festival by sharing their dining experience on Openrice.</p> <p><b>Enjoy Free Wine + Appetizer/Dessert</b><br/>From now until November 12, diners who reserve a table with the OpenRice online reservation service TableMap can enjoy free wine plus an appetiser or dessert at selected restaurants.</p> |
| Details & enquiries | <a href="http://www.openrice.com">www.openrice.com</a>  |

## 2. Wine and Dine with Art (for local residents and visitors)

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| Date       | From now until 30 November<br>(The exact dates depend on the respective locations.)   |
| Highlights | <ul style="list-style-type: none"><li>• To encourage participation in American Express Wine and Dine Month and the American Express Wine and Dine Festival, the HKTB co-operated with non-profit cultural organisation Hulu Culture to invite five groups of local artists to design wine bottles, each measuring either 4m or 2.5m tall, for the Giant Wine Art Display.</li><li>• Participating local artists Dorophy Tang, Graphic Airlines, Kila Cheung, Scott Chan and Tsang Chui Mei have incorporated Hong Kong's visually stunning scenery, world-famous architecture and rich culture into their bottle designs.</li><li>• From now until 30 November, the giant wine bottles will be displayed at The East (Wan Chai), Paterson Street (Causeway Bay), Hong Kong ifc Mall (Central), Stanley Plaza, Tsim Sha Tsui Promenade, and 1881 Heritage (Tsim Sha Tsui).</li></ul> |

## 3. German Bierfest 2013

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| Date       | From now until 16 November 2013  |
| Time       | 6pm-11pm, Sunday to Thursday;<br>6pm-11:30pm, Friday to Saturday;<br>6pm-7pm, Happy Hour (Daily)   |
| Highlights | Roll out the barrel and have a barrel of fun - it's German Bierfest time! Join this celebration of all things German with great national music, food and the party spirit of course! So don your lederhosen and get ready to say <i>prost!</i> |
| Venue      | Viewing Platform, Level 6, Marco Polo Hongkong Hotel, Harbour City, Tsimshatsui, Kowloon   |
| Organiser  | Marco Polo Hongkong Hotel  |
| Website    | <a href="http://www.gbfbhk.com/">www.gbfbhk.com/</a>   |

## 4. American Express Hong Kong Wine and Dine Festival (31 October to 3 November) (for local residents and visitors)

Please refer to the fact sheet on the American Express Hong Kong Wine and Dine Festival.

## 5. Dining Offers at Shopping Malls and Dining Hotspots (for local residents and visitors)

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| Date       | 31 October to 30 November  |
| Highlights | An array of mouth-watering offers will also be available at the shopping malls and dining hotspots around town during the Hong Kong Wine & Dine Month.   |
| Venue      | <ul style="list-style-type: none"><li>- 1881 Heritage, 2A Canton Road, Tsim Sha Tsui, Kowloon</li><li>- Harbour City, 3 - 27 Canton Road, Tsim Sha Tsui, Kowloon</li><li>- ICC Sky Dining 101, 101/F, International Commerce Centre, 1 Austin Road West, Kowloon</li><li>- The East, 183-222 Queen's Road East, Wan Chai, Hong Kong Island</li><li>- wtc more, 280 Gloucester Road, Causeway Bay, Hong Kong Island</li></ul> |
| Website    | <ul style="list-style-type: none"><li>- 1881 Heritage<br/><a href="http://www.1881heritage.com">www.1881heritage.com</a></li><li>- Harbour City<br/><a href="http://www.harbourcity.com.hk">www.harbourcity.com.hk</a></li><li>- ICC Sky Dining 101:<br/><a href="http://www.shkp-icc.com">www.shkp-icc.com</a></li></ul>  |

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|  | <ul style="list-style-type: none"> <li>- The East<br/>www.theeast.com.hk</li> <li>- wtc more:<br/>www.wtcmore.com</li> </ul> |
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#### 6. Hotel Food and Wine Offers (for local residents and visitors)

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| Date   | 31 October to 30 November  |
| Highlights                                   | <ul style="list-style-type: none"> <li>• <b>Free Signature Dish/Wine</b> <ul style="list-style-type: none"> <li>➢ Diners get to enjoy a complimentary signature dish/wine upon spending HK\$500 or above at designated hotel restaurants during American Express Hong Kong Wine and Dine Month.</li> </ul> </li> <li>• <b>Free Corkage</b> <ul style="list-style-type: none"> <li>➢ In celebration of the American Express Hong Kong Wine and Dine Festival and the HKTDC Hong Kong International Wine &amp; Spirits Fair, 15 designated hotels and restaurants are waiving the corkage fee from 31 October to 31 November.</li> </ul> </li> </ul> |
| List of participating hotels and restaurants | www.DiscoverHongKong.com/WineDineMonth   |

#### 7. A Sensory Tour of Fashion Walk (for local residents and visitors)

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| Date       | 1 to 30 November   |
| Highlights | “A Sensory Tour of Fashion Walk” offers the ultimate wining and dining experience in this popular alfresco dining hub in the heart of Hong Kong. A tempting array of tasting events and cookery workshops, as well as a special wine and food menu, awaits food and wine lovers at more than 20 outstanding cafés and restaurants in Fashion Walk, Causeway Bay. There is certainly a place out there for everybody to enjoy the delights of fine wine and great food. |
| Venue      | Food Street, in Fashion Walk, Causeway Bay, Hong Kong Island   |
| Organiser  | Fashion Walk   |
| Enquiries  | Tel: 2833 0935   |
| Website    | www.fashionwalk.com.hk/en  |

#### 8. Lei Yue Mun Seafood Festival and Lei Yue Mun Market (for local residents and visitors)

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| Date       | Seafood Festival: 1 November to 1 December<br>Market: Every Saturday and Sunday between 16 November 2013 and 12 January 2014 (noon to 7pm)  |
| Highlights | Lei Yue Mun has been renowned for its alfresco seafood dining since the 1960s. This November, come and celebrate the Lei Yue Mun Seafood Festival, as the village partners with two French chateaus – Chateau Robin and Domaine Michel Fonne Alsace-France – to offer fabulous seafood and wine pairing menus. During the festival, diners can enjoy complimentary dishes, wines at great prices and free parking. In addition, every Saturday and Sunday from 16 November, the village will host a market at the Jockey Club Lei Yue Mun Plus, where participants can join various arts and crafts workshops and lots of other fun activities. |
| Venue      | Lei Yue Mun, Kowloon  |
| Organiser  | Lei Yue Mun Merchants Association/Lei Yue Mun Kai Fong Welfare Association/Jockey Club Lei Yue Mun Plus   |

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| Enquiries | Tel: 2205 8100   |
| Website   | Seafood Festival: <a href="http://www.leiyuemun.com">www.leiyuemun.com</a><br>Market: <a href="http://www.jclymplus.org">www.jclymplus.org</a> |

#### 9. Wan Chai Queen's Road East Festival (for local residents and visitors)

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| Date       | 9 & 10, 16 & 17 and 23 & 24 November<br>(Saturdays and Sundays)  |
| Time       | <ul style="list-style-type: none"> <li>Discovery Walk on Queen's Road East 2pm to 6pm, 9 &amp; 10 November</li> <li>EV Show 2pm to 6p, 16 &amp; 17 November</li> <li>BMX Battle 2pm to 6pm, 23 &amp; 24 November</li> </ul>  |
| Highlights | Called 'The East', this vibrant Wan Chai dining spot, where you can enjoy international cuisines from over 20 restaurants, will serve up a fun-filled array of activities, including the Queen's Road East Festival. The festival will kick off with a "BMX Battle", where BMX fanatics will compete for the best riding tricks and moves. Enjoy interactive games, free snacks and beverages, a bike exhibition and much more. Take the Discovery Walk along Queen's Road East, where you can sample food and wine, learn all about the history of Wan Chai, and enjoy live music at a Parisian-style "Montmartre Street", filled with artistic flair. "EV Show" will showcase the latest models of electric cars and Police electric vehicles, with live band performances and free tasting of snacks and beverages. |
| Venue      | Hopewell Centre Open Piazza, Queen's Road East, Wan Chai, Hong Kong Island   |
| Organiser  | The East   |
| Enquiries  | Tel: 2527 7292   |
| Website    | <a href="http://www.qre.com.hk">www.qre.com.hk</a>   |

#### 10. HKTDC Hong Kong International Wine and Spirits Fair (for local residents and visitors)

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|-------------|---|
| Date & Time | 7 & 8 November (Thursday and Friday): 10:30am to 7:30pm<br>- For trade buyers only (aged 18 or above)<br>9 November (Saturday): 10:30am to 6pm<br>- Open to trade buyers and the public (aged 18 or above)<br>- Tickets are required for admission.   |
| Highlights  | Asia's premier wine event, organised by the Hong Kong Trade Development Council (HKTDC) and held at the Hong Kong Convention and Exhibition Centre (HKCEC), the Hong Kong International Wine and Spirits Fair offers a wide range of high quality wine, spirits, beer and other alcoholic beverages, as well as wine production, wine education, logistics and services to buyers from all over the world. Over 1,000 exhibitors will take part this year. Spain, a country with a rich heritage in wine-making, is the partner country of this year's edition. Participants will also find pavilions for merchants from Japan, Turkey and the US. Special highlights include a Wine Industry Conference, Fine Wine Tasting and Ice Bar cocktail demonstrations, forums, seminars, tasting sessions and master classes. The fair is open to members of the public aged 18 or above on 9 November. |
| Venue       | HKCEC, 1 Expo Drive, Wan Chai, Hong Kong Island   |
| Admission   | HK\$200 per person  |
| Organiser   | HKTDC   |
| Enquiries   | Tel: 1830 668   |

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| Website | <a href="http://www.hktdc.com/ex/hkwinefair/17">www.hktdc.com/ex/hkwinefair/17</a> |
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#### 11. Stanley Plaza World of Food and Music (for local residents and visitors)

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| Date       | 10, 17, 24, 30 November & 1 December (Saturdays and Sundays)   |
| Time       | 1pm to 7pm   |
| Highlights | This alluring annual extravaganza in Stanley Plaza is back to deliver exciting live fresh sounds and the taste of world food at your doorstep. A jam-packed weekend of food, fun and flair awaits you. Come and enjoy enchanting music and dance performances, and exhilarating on-stage contests to energise your weekend. Above all, be sure to catch a glimpse of international sensation JUMP – a Korean comic martial arts group – which has not only toured around the world in places like Germany, the UK and Australia, but also played an exclusive one-year run at Broadway's Union Square Theatre in New York City. They will make a pit stop in Hong Kong on their upcoming world tour and will debut their hilarious and masterful combination of <i>kung fu</i> , food and music in a unique skit in the last weekend of the festival. So come get a sliver, a sip, and some sun and sea at the World of Food and Music in Stanley. |
| Venue      | Stanley Plaza, 23 Carmel Road, Stanley, Hong Kong Island   |
| Organiser  | The Link Management Limited  |
| Enquiries  | Tel: 2813 4623/e-mail: <a href="mailto:enquiry@stanleyplaza.com.hk">enquiry@stanleyplaza.com.hk</a>  |
| Website    | <a href="http://www.stanleyplaza.com/www.thelink.com.hk">www.stanleyplaza.com/www.thelink.com.hk</a>   |

#### 12. Discovery Bay Longest Lunch on The Beach 2013 (for local residents and visitors)

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| Date & Time | November 23 & 24, 2013 (Saturday & Sunday): 12nn to 4pm  |
| Highlights  | <p>Hong Kong's first ever 'Longest Lunch on the Beach' will be inaugurated by Discovery Bay D'Deck, Hong Kong's renowned oceanfront al fresco dining destination. A gastronomic weekend fiesta will be promised on the popular privately-managed beach with free flow canapés and a Mediterranean 3-course lunch by Michelin-star celebrity chef Harlan Goldstein, live entertainment, table prize and free-flowing red and white fine wine and vintage champagne.</p> <p>The exquisite event is limited to 100 guests each day, with tickets available on a first come, first served basis from October 8 at <a href="http://www.dbLongestLunch.com">www.dbLongestLunch.com</a>. Part of the ticket sales will be donated to the charity organisation Heifer International.</p> |
| Venue       | Tai Pak Beach, adjacent to D'Deck Discovery Bay  |
| Organiser   | Hong Kong Resort Co. Ltd.  |
| Website     | <a href="http://www.ddeck.com.hk">www.ddeck.com.hk</a> (event website)<br><a href="http://www.dbLongestLunch.com">www.dbLongestLunch.com</a> (internet ticketing)  |

#### 13. Lan Kwai Fong Carnival (for local residents and visitors)

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| Date & Time | 23 November (Saturday): 1pm to 11pm<br>24 November (Sunday): 1pm to 10pm  |
| Highlights  | The Lan Kwai Fong Carnival is the largest annual street carnival in Hong Kong. Along with more than 80 booths offering fine food, drinks and interactive games, exotic Samba dancers, African drummers and many other street performers from all around the world will amuse you in a parade and three performances stages throughout the day. Take the challenge for a |

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|           | chance to win great prizes – it's a good chance to show your boldness and talent. Wo On Lane and the Amphitheater will be turned into "Kids' Street" with game booths and cartoon characters. The party will keep rolling and pamper you all day and all night. |
| Venue     | Lan Kwai Fong, Central, Hong Kong Island  |
| Organiser | Lan Kwai Fong Association   |
| Website   | www.lankwaifong.com   |

#### 14. Food and Wine Themed Tours and Classes

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| <b>(i) Award-winning Dishes with Red Wine Class</b> (for local residents and visitors) |  |
| Date   | 5, 12 & 19 November (Tuesdays)   |
| Time   | 7pm to 10pm  |
| Venue  | Easy 123 Dining and Cooking Studio<br>Shop 221, 2/F, K11, 18 Hanoi Road, Tsim Sha Tsui, Kowloon  |
| Highlights   | Get hands-on experience and learn to cook two award-winning dishes created by Super Star Seafood Restaurant. Then, along with unlimited servings of red wine, sit back and tuck into your creations. |
| Price  | HK\$800 per person. Advance booking is required. Maximum capacity is 12. Classes will open with a minimum of six participants.   |
| Organiser  | Easy 123 Dining and Cooking Studio   |
| Enquiries & Enrolment  | Tel: 2628 0616 (noon to 10pm daily)  |
| Website  | www.easy123.com.hk   |

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| <b>(ii) "Cooking with Wine" at Flame Towngas Avenue</b> (for local residents and visitors) |   |
| Date & Time  | Tsim Sha Tsui: 11 November (Monday): 6:30pm to 8:30pm<br>Causeway Bay: 18 November (Monday): 6:30pm to 8:30pm   |
| Venue  | Tsim Sha Tsui – Flame at Towngas Avenue<br>Shop No 1, Promenade Level, Tower 1, China Hong Kong City, Tsim Sha Tsui, Kowloon<br>Causeway Bay – Flame at Towngas Avenue<br>G/F, 59-65 Paterson Street, Causeway Bay, Hong Kong Island  |
| Highlights   | Towngas Avenue offers a two-hour personalised cooking class for visitors to learn the art of cooking food with elements of white and red wine from a professional chef. ( <i>Practice dishes: Braised Kobe Beef with Red Wine &amp; Fettuccine, and Slow-cooked Salmon Fillet with White Wine Sauce</i> ) |
| Price  | HK\$500 per person. Advance booking is required. Maximum capacity is eight. Classes will open with a minimum of four participants.<br>*Exclusive classes on weekdays can be arranged for bookings with a minimum of four participants.  |
| Organiser  | Flame at Towngas Avenue   |
| Enquiries & Enrolment  | Tsim Sha Tsui – Tel: 2367 2713<br>Causeway Bay – Tel: 2367 2710   |
| Website  | www.towngasavenue.com   |

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| <b>(iii) Dim Sum Making Class</b> (for local residents and visitors) |   |
| Date   | 8, 15, 22 & 29 November (Fridays)   |
| Time   | noon to 2pm   |
| Venue  | Easy 123 Dining and Cooking Studio<br>Shop 221, 2/F, K11, 18 Hanoi Road, Tsim Sha Tsui, Kowloon |

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| Highlights            | No trip to Hong Kong would be complete without trying <i>dim sum</i> . Learn the secrets of making <i>dim sum</i> from a professional chef followed by a delicious <i>dim sum</i> lunch.                                  |
| Price                 | HK\$400 per person. Advance booking is required. Maximum capacity is 20. Classes will open with a minimum of two participants.<br>*Exclusive classes can also be arranged for bookings with a minimum of 10 participants. |
| Organiser             | Easy 123 Dining and Cooking Studio  |
| Enquiries & Enrolment | Tel: 2628 0616 (noon to 10pm daily)   |
| Website               | www.easy123.com.hk  |

| <b>(iv) Food &amp; Wine Tasting Class at Spasso (for local residents and visitors)</b> |   |
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| Date   | 31 October to 3 November (Friday to Sunday)   |
| Time   | 7:30pm  |
| Venue  | Spasso Italian Bar Restaurant and Terrace<br>G5-8, 12-17, Empire Centre, 68 Mody Road, Tsim Sha Tsui East, Kowloon  |
| Highlights   | Enjoy an amazing food- and wine-tasting experience under the guidance of a wine master during the dinner.   |
| Price  | HK\$698 per person, subject to a 10% service charge. At least two days advance booking is required. The class will open with a minimum of two participants. |
| Organiser  | Spasso Italian Bar Restaurant and Terrace   |
| Enquiries & Enrolment  | Tel: 2730 8027/e-mail: booking@spassoristorante-bar.com.hk  |

| <b>(v) Food &amp; Wine Tasting Class at Nico's (for local residents and visitors)</b> |  |
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| Date  | 4,13,18 & 25 November  |
| Time  | 7:30pm to 10pm   |
| Venue   | Nico's Spuntino Bar + Restaurant<br>G/F, 49 Elgin Street, SoHo, Central, Hong Kong Island  |
| Highlights  | This food- and wine-tasting class in SoHo is a great opportunity for wine lovers to enjoy a shared experience. The tailor-made menu will perfectly complement the different selected wines on offer. |
| Price   | HK\$888 per person, subject to a 10% service charge. At least two days advance booking is required. Maximum capacity is 30. The class will open with a minimum of 10 participants.                   |
| Organiser   | Nico's Spuntino Bar + Restaurant   |
| Enquiries & Enrolment   | Tel: 9099 2012/e-mail: ronald@stauntonsgroup.com   |

| <b>(vi) Wine Cellar Tour (for visitors only)</b> |   |
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| Date   | Every Thursday and Saturday in November (except 21 & 30 November)   |
| Time   | 11:00am to noon (one-hour guided tour)  |
| Venue  | Crown Wine Cellars Private Members' Club, 18 Deep Water Bay Drive, Shouson Hill, Hong Kong Island   |
| Highlights                                       | Join the guided tour of Crown Wine Cellars (a former British military installation) and learn about its fascinating history, concept, design and operation. |
| Price  | The one-hour guided tour is free. Guests may stay for a three-course lunch  |

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|                       | for HK\$400, including a glass of sparkling wine. Advance reservations are required. The minimum number of persons per tour is two. |
| Organiser             | Crown Wine Cellars Private Members' Club  |
| Enquiries & Enrolment | Tel: 2580 6287  |
| Website               | www.crownwinecellars.com  |

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| <b>(vii) Sham Shui Po Foodie Tour</b> (for local residents and visitors) |   |
| Date   | Every Tuesday and Friday  |
| Time   | Participants will meet up in Sham Shui Po at 9:15am.<br>(This is a four-hour English guided tour. The exact meeting location will be provided upon booking.)  |
| Highlights   | This is a small-group culinary and cultural walking tour in a Kowloon neighbourhood not typically visited by tourists. From breakfast till lunch, savour authentic treats at six owner-operated eateries, and discover cultural remnants of Hong Kong's past between tastings. Indulge in pineapple bun with Hong Kong-style milk tea, <i>put chai</i> pudding, braised goose and pork knuckle, soybean milk and egg noodles with shrimp roe. |
| Price  | HK\$690 per adult (aged 15 and above)<br>HK\$490 per child (aged 5 to 14)<br>Advance reservations are required. The maximum capacity is eight.  |
| Organiser  | Hong Kong Foodie Tours  |
| Enquiries  | Tel: 2850 5006/e-mail: info@hongkongfoodietours.com   |
| Website & Enrolment  | www.hongkongfoodietours.com   |

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| <b>(viii) Pre-Dinner Sunset Cruise</b> (for local residents and visitors) |   |
| Date, Time & Pick-up Point  | Pier 9, Central: every day at 6:00pm<br>Kowloon Public Pier No. 3, Kowloon: every day at 6:15pm<br>Duration: 1.5 hours  |
| Highlights  | Enjoy a leisurely sail in Victoria Harbour with unlimited beverages onboard a Chinese tour boat. Watch the sun set over the harbour and take in some of Hong Kong's most dramatic vistas! |
| Price   | HK\$300 per adult and HK\$210 per child (aged 2 to 12)  |
| Organiser   | Watertours of Hong Kong Ltd   |
| Enquiries & Enrolment   | Tel: 2926 3868 (9am to 6pm daily)   |
| Website   | www.watertours.com.hk   |

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| <b>(ix) Come Horseracing Tour</b> (for visitors only) |  |
| Date  | Day or night races (most Wednesday evenings, and Saturday or Sunday afternoons between September 2013 and early July 2014. Day races last for seven hours and night races five hours.) |
| Pick-up Point   | Lobbies of selected hotels   |
| Highlights  | Watch all the exciting action on the turf from the Members' Enclosure of the racecourse, while enjoying a buffet meal with unlimited beverages throughout the race meeting.            |
| Price   | HK\$930 to HK\$1,630 per person, depending on the race day. Advance booking is required.   |



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| Enquiries & Enrolment | Gray Line Tours of Hong Kong Ltd<br>Tel: 2368 7111 (7am to 9pm daily)<br>Website: <a href="http://www.grayline.com.hk">www.grayline.com.hk</a> | Splendid Tours & Travel Ltd<br>Tel: 2316 2152 (9am to 8pm daily)<br>Website: <a href="http://www.splendid.hk">www.splendid.hk</a> |
| Remarks               | The tour is open to bona fide visitors aged 18 or above. It will be conducted in English, supplemented by Mandarin.                            |   |

For more information on “American Express Hong Kong Wine & Dine Month”, please visit: **[www.DiscoverHongKong.com/WineDineMonth](http://www.DiscoverHongKong.com/WineDineMonth)**.

Hong Kong Tourism Board  
1 November 2013