

2010 Cathay Pacific International Chinese New Year Night Parade Fact Sheet

Organiser

Hong Kong Tourism Board (HKTB)

Title Sponsor

Cathay Pacific Airways is the title sponsor for the 12th consecutive year

Parade Route Sponsor

American Express International, Inc (American Express) is the parade route sponsor for the 3rd consecutive year

International Performing Group Sponsors

- ELEMENTS
- Telford Plaza
- Maritime Square
- Wonderful Worlds of Whampoa

Other Sponsors

- CHARLIE BROWN CAFÉ
- Four Seas Group
- Kee Wah Bakery
- Koon Wah Food & Preserved Fruit Factory Limited
- Organic Times
- Watsons Water
- Wing Wah Cake Shop

Theme

Festive Hong Kong 2010

Date and Location

- 14 February 2010 (Sunday), first evening of the Year of the Tiger
- 8:00pm – 9:30pm (Spectator stands open at 7:00pm for ticket holders)
- The opening ceremony will be held at the Hong Kong Cultural Centre Piazza in Tsim Sha Tsui

New Parade Route

- Starts at the Hong Kong Cultural Centre in Tsim Sha Tsui
- Proceeds along Canton Road to Haiphong Road, turns right to Nathan Road and then left to Salisbury Road, ending at the New World Centre
- Two performing zones will be set along the parade route:
 - Outside The Sun Arcade on Canton Road
 - At the junction of Nathan Road and Middle Road (next to Sheraton Hong Kong Hotel & Towers)

Parade Elements

- This will be the 15th staging of the Chinese New Year Parade and the 5th night parade in Tsim Sha Tsui.
- As the premiere event of “Festive Hong Kong 2010”, which is the new marketing platform of the HKTB, the parade will be enriched with festive elements, highlighting Hong Kong’s wide array of festivals and cultural celebrations in different seasons.
 - The show will comprise of 4 different segments, namely spring, summer, autumn and winter, in which the unique fusion of Chinese and Western festivities will be featured through a variety of performances.
 - Giant decorative items symbolising such important festivals as Cheung Chau Bun Festival, Christmas and Halloween will be set up along the route to enhance the festive ambience.
- There will be floats and performing groups from 14 countries/regions: Belgium, Mainland China, France, Hong Kong, India, Italy, Japan, Korea, Macau, Russia, Switzerland, Thailand, the UK and the USA.
 - There will be 14 floats, 3 of which are joining the Parade for the first time, including 2 floats from the Quality Tourism Services Association and 1 from Hong Kong National Geopark.
 - There will be 13 international performing groups, 8 of which are first-timers, namely:
 - The Arezzo Flag Wavers from Italy; Dance Ensemble Siverco from Russia; Kansai Yuru-Chara ® All Stars from Japan; Special Gymnastics Team of Paris Firebrigade from France; San Diego Chargers Girls and Mascots from the USA; Sedbergh School CCF Band, Pipes and Drums from the UK; the Tiger Band from Switzerland and the Tropicdanza from the USA.
 - There will be 13 local performing groups, 8 of which are first-timers.

Spectator Stands

- Seating capacity is approximately 3,000 seats (around 2,600 are located in the Hong Kong Cultural Centre Piazza and approximately 400 outside The Sun Arcade as well as the junction of Nathan Road and Middle Road).
- Tickets are priced at HK\$300 and \$180. Hong Kong residents aged 65 and above, and children from 3 to 11 years old are entitled to enjoy half-price concession (*Note: Participants may be required to provide valid identity documents*).

Live Broadcast

- The event will be broadcast live on Television Broadcasts Limited’s Jade and HD Jade channels between 8:00pm and 9:30pm.

Overseas Promotion

- In Mainland China, and in various long- and short-haul markets, such as the USA, Japan, Korea, Taiwan, Southeast Asia and India, the HKTB is co-operating with its travel-trade partners, including major airlines, travel agents and local attractions, to promote package tours and itineraries themed on Hong Kong’s Chinese New Year.

Local Trade Support

- Sightseeing tour operators are bundling the Parade with Hong Kong's core attractions to offer various Chinese New Year tours for visitors. These include:
 - One-day Hong Kong Island Tour, including the Parade
 - One-day New Territories Tour, including the Parade
 - Tour with Parade and dinner
- Other Chinese New Year tours include:
 - Fireworks Display Cruises on the second day of Chinese New Year
 - "Come Horseracing" tours on the third day of Chinese New Year
- Targeting visitors from the Mainland, the HKTB has partnered with merchants accredited under the Quality Tourism Services (QTS) Scheme to arrange an advertorial in a local magazine in early February, featuring an array of Chinese New Year festive merchandise in Hong Kong, as well as shopping tips for consumers.
- The HKTB has encouraged shopping malls and merchants accredited under the Quality Tourism Services (QTS) scheme, including department stores and chain outlets, to remain open during the Chinese New Year holiday to serve visitors and local residents.

Other Events

Float Display (*free admission)

- From 15 to 21 February 2010, visitors and local residents will be able to view the floats in various locations of Hong Kong.

Date	15 February 2010 (Monday) - 21 February 2010 (Sunday)
Venue	<ul style="list-style-type: none"> • Harbour City • New World Centre • Shatin Park • Tai Po Lam Tsuen

Stage Performance

- Stage performance by international performing groups will also take place in Shatin Park and various sponsoring shopping malls on 15 and 16 February.

Date	Time	Venue	Performing Groups
Feb 15-16	2 - 6pm	Shatin Park	The Dance Ensemble Siverco, Russia
			San Diego Chargers Girls and Mascots, USA
			Tropidanza, USA
Feb 15	3pm	Telford Plaza	San Diego Chargers Girls and Mascots, USA
	5:30pm	ELEMENTS	The Tiger Band, Switzerland
			Sedbergh School CCF Band, Pipes and Drums, UK
			Special Gymnastics Team of Paris Firebrigade, France
			Tourism Authority of Thailand, Thailand
			Notting Hill Carnival, UK
			Seoul Metropolitan Government, Korea
			Royal Stiltwalkers of Merchtem, Belgium

Feb 16	3pm	Wonderful Worlds of Whampoa	Notting Hill Carnival, UK
	3pm	Maritime Square	Special Gymnastics Team of Paris Firebrigade, France
	3pm	Telford Plaza	Tropidanza, USA
	5:30pm	ELEMENTS	The Tiger Band, Switzerland
	6pm	Hong Kong Jockey Club (Shatin)	San Diego Chargers Girls and Mascots, USA The Arezzo Flag Waver, Italy The Dance Ensemble Siverco, Russia

Visitor Services

- The HKTB has been distributing the *Chinese New Year Celebrations Activities Guide* and promotional leaflets on sightseeing tours at major entry points since 6 February.
- On 14-15 February, the operating hours of the HKTB Visitor Hotline will be extended to 9:00pm (during the extended operating hours, the hotline services will be available only in Cantonese, English and Putonghua).
- During the Chinese New Year holiday, the HKTB's Visitor Centres will continue to operate:
 - Hong Kong International Airport (at Buffer Halls A and B) – assistance available from 7:00 am to 11:00 pm daily
 - Lo Wu Arrival Hall, 2/F, Lo Wu Terminal Building, 8:00am - 6:00pm daily
 - Kowloon Star Ferry Concourse, Tsim Sha Tsui, 8:00am - 8:00pm daily.
 - The Peak Piazza, 9:00am - 9:00pm daily

Hong Kong Tourism Board
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