



SHORE EXCURSIONS IN HONG KONG



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ONCE-IN-A-LIFETIME EXPERIENCE...

Arriving into Victoria Harbour by sea and seeing the Hong Kong skyline for the first time from the deck of a cruise ship is one of the experiences of a lifetime. But in a market of increasingly sophisticated customers with diverse needs, even this is not always enough.

It's just as well then that the potential to provide once-in-a-lifetime moments to discerning travellers does not end on arrival in Hong Kong.

On shore, a whole world of unique experiences awaits. And this booklet shows how you can extend and enhance the travel experience of your cruise passengers with a great variety of shore excursions.

This brochure contains symbols to assist you with your selection of shore excursion tours. The symbols are as follows:

Duration required



1-3



3-6



6-9



9-12

BEST-IN-CLASS DESTINATION PARTNER FOR CRUISE LINES

This booklet introduces a diverse selection of interest areas for which shore excursions are available. By incorporating these excursions in the passenger's journey, cruise lines can deliver an outstanding customer experience, generate new revenue streams, enhance customer loyalty and, as a result, enjoy greater long-term economic benefits.



WHAT HONG KONG OFFERS

The activities and tours in the following pages embody all the ingredients of successful shore excursions: they give travellers unique and authentic experiences of the destination; enable interaction with locals; have strong cultural elements; and contain plenty of variety. Not surprising for a destination like Hong Kong – a modern city built on an ancient civilisation at an intersection of cultures.

Dive into a festival, hike a mountain trail, catch a show, visit a temple, explore a walled village: no matter what your customers want to do on shore, Hong Kong will always rise to the occasion.



ESSENTIAL HONG KONG

Whether cruise passengers are getting to know Hong Kong for the first time, or falling in love with it for the umpteenth, these tours of iconic neighbourhoods, spectacular cityscapes, the beautiful harbour and more, deliver the 'wow' factor that is an essential part of every visit.



■ HONG KONG SIGNATURE

From the breathtaking views of the harbour from The Peak Galleria to a picturesque market village; and from the fun world of Monopoly Dreams to a laid back fishing community; hop on trams, ferries, sampans and more to explore Hong Kong's different worlds and feel like you have travelled thousands of miles.

■ VICTORIA HARBOUR 360

Look down on it from the dizzying heights of the towering sky100 Hong Kong Observation Deck. Take in its amazing skyline from the Tsim Sha Tsui Promenade. Cross its hectic waters to Hong Kong Island on a Chinese junk and see it up close. Experience Victoria Harbour – the pulsating heart of Asia's world city – from a variety of perspectives!

■ TSIM SHA TSUI PROMENADE

Take a walk on the bright side! Stroll along Victoria Dockside with your eyes locked on one of the world's most spectacular city skylines. With more than a hundred celebrity handprints, the Avenue of Stars takes you on a dazzling 'journey to the stars' where you can grab a selfie alongside statues and handprints of celebrities, or simply gaze in awe at the six-metre bronze of the Goddess of the Hong Kong Film Awards.



■ HARBOUR CRUISES

See Hong Kong at its most characteristic – see it from the harbour. From a skyscraper forest to quaint waterside communities, and colossal infrastructure to natural beauty, watch Hong Kong as it meets the day, in the golden sunset of afternoon, or at night when it erupts into A Symphony of Lights.

■ STARRY, STARRY NIGHT!

Hong Kong at night is a masterpiece of light. Dive under the neon glow in a teeming street market; swish through it on an open-top bus tour of the city's most iconic thoroughfare; and marvel at its grandest manifestation – the Hong Kong Island skyline – from the Kowloon side of the harbour.

■ LUXURY HONG KONG

The glamour of Asia's world city is infectious and if you find yourself coming under its spell, just give in to Luxury Hong Kong. A chopper sightseeing tour of the city's skyline is followed by a wind down session in a luxury spa before topping the evening off with a meal of haute cuisine at a chef's table. Because you're worth it.

CULTURE, HERITAGE & LIFESTYLES

From its ancient Chinese past to its cosmopolitan present, Hong Kong has amassed a rich and diverse culture and heritage that can be seen on the streets of the city and in the lifestyles of its people. These tours take you into the soul of Asia's world city.



■ SHAM SHUI PO

Sham Shui Po is a district of simple pleasures. As a historically blue-collar neighbourhood, this area just north of Boundary Street offers a lot of cheap and cheerful experiences that can't be found anywhere else in the city. Instead of glitzy, glass-panelled skyscrapers, here you'll find buildings that hide a rich history behind their humble facades.



■ OLD TOWN CENTRAL

One of the oldest yet most dynamic districts in the city, Old Town Central is a place where century-old temples share the same streets as fashion-forward concept stores, and where authentic tea houses coexist with modern art galleries. This colourful neighbourhood is at once old and new while also being proudly local and unmistakably global.



■ ANCIENT HONG KONG

Hong Kong was once a remote corner of the Chinese empire, dominated by powerful clans and wealthy mandarins. Head to the New Territories, where the opulent mansion of an Imperial scholar, the lavishly decorated ancestral hall of the Tang clan, the fortified villages of rural communities, and a temple dedicated to the God of Literature and God of War bring this lost world back to life before your eyes.

■ UNDERSTANDING FENG SHUI

In Hong Kong, practitioners of the ancient Chinese art of feng shui are consulted on everything from home purchases and office floor-plans to enormous architectural and engineering projects. Meet a feng shui expert to learn more about this mystic practice and discover how it has literally shaped Asia's world city.

■ HORSE RACING

Thousands of fans waving betting slips; the thunder of hooves as horses gallop by; the roar of the crowd at another close finish! Sometimes it seems that all the energy of Hong Kong is channelled into its race nights. Feel this exceptional passion from The Hong Kong Jockey Club Member's Enclosure!

■ CULTURE ON ARRIVAL

You don't have to venture far from the Kai Tak Cruise Terminal to be immersed in Hong Kong's culture and heritage. Within easy reach of your ship you can walk the grounds of Chi Lin Nunnery, a temple complex of elegant Tang dynasty (AD 618-907) style architecture; admire the meticulously landscaped Nan Lian Garden; visit Wong Tai Sin, a temple dedicated to a deified 4th century monk; and still have time to enjoy Kowloon City, a neighbourhood popular for its family-run eateries.



BEST PLACE. BEST TASTE.

In a city of sizzling woks, tinkling wine glasses, boisterous celebrations, cosy eateries, pungent cooking aromas and celebrated culinary festivals, everywhere you turn there is the temptation to dig in and indulge. The following excursion components are for cruise visitors who have an appetite for Hong Kong's impressive food scene.





■ FRESH FROM THE SEA

It's fried, baked, steamed, grilled, sliced, diced and stuffed. More to the point, Hong Kong's seafood is very fresh. So fresh, you can see it swimming minutes before it's on your table. Indulge in a seafood feast on one of Hong Kong's outlying islands, on a floating restaurant or in a fishing village eatery!



■ EAT LIKE A LOCAL

From tiny noodle joints to Michelin-starred restaurants, and street-stall snacks to gourmet fare, Hong Kong's local eats will take you off the beaten path and into the heart of the city, revealing the history, culture and lifestyle of Asia's world city, one bite at a time.



■ COOK LIKE A LOCAL

Discover how to eat like a local, after learning how to cook like one! Indulge in the city's favourite dining experience – dim sum – in an award-winning restaurant; shop for ingredients in a bustling food market with a celebrity chef; prepare your own Chinese meal; and learn how to pair it with wine.



■ PAIRING WINE WITH CHINESE CUISINE

With such a diverse palette of flavours in one meal, finding the right wine to go with a Chinese meal can be tricky. Let the experts guide you and have a delicious East-meets-West dining experience in the process.

SHOPPING PARADISE

Hong Kong's heritage as an international centre of commerce means there's an incredible variety of goods here, while the local passion for buying and selling infects almost every corner of the city – and all those who enter it. Take a tour to experience a true shopping paradise!





MARKET HOPPING

Despite its impressive line up of modern malls, Hong Kong is still very much in love with the more traditional experience of shopping in street markets. Find out how, in this city, locals can dress a bride, buy a jade amulet, improve the feng shui of their homes with lucky goldfish, shop for dinner and more, one street at a time.

FINDING THE FUN AND QUIRKY

Too strange? Too elaborate? Too quirky? No such thing in Hong Kong, where shopping is the top sport of choice. From song birds and dried seafood to limited edition toys and electronic gadgetry, you can find almost anything here. Even browsing is a form of sightseeing!



THEME PARKS

Hong Kong's world-class and award-winning theme parks offer great escapes into everything from fantasy to nature conservation. Ideal for families, the young and young at heart, these tours give cruise visitors the full experience of the city's fun-filled attractions.



■ HONG KONG DISNEYLAND RESORT

With one theme park and three hotels, the resort has always been a place where countless dreams have come true, creating magical experiences for Guests of all ages and tastes. The reimagined Castle of Magical Dreams now stands proudly as the centerpiece of Hong Kong Disneyland. A symbol of hopes, dreams, and possibilities, the new castle pays tributes to 13 inspiring stories of Disney Princesses and Queens by embracing their unique characteristics through its architectural design. Come experience the magic, joy and wonders of the magical kingdom by exploring all 7 lands filled with beauty, excitement and Disney Characters!



■ AN ALL-NEW CASTLE SHOW “FOLLOW YOUR DREAMS”

Staged at the Castle of Magical Dreams, this exciting 20-minute live outdoor musical party is filled with unforgettable songs, dancing, magnificent props, and effects. Join Mickey Mouse and his pals as they take you on a magical musical journey that will inspire you to follow your dreams.



1 OCEAN PARK

Ocean Park Hong Kong is a unique home-grown theme park that brings joy and fond memories to visiting guests. The Park has successfully transformed into a premier international resort destination with the launch of the Hong Kong Ocean Park Marriott Hotel, presenting guests world-class hotel accommodation alongside panoramic views of the southern part of Hong Kong Island, unique thrill rides, animal encounters, attractions with local flavour and a vast array of culinary choices – all in one destination.

Meanwhile, the much anticipated Water World Ocean Park Hong Kong – Asia's first and only year-round, all-weather seaside water park, will be ready to receive visitors soon. We look forward to welcoming you on an adventure of discovery and hosting you in our secret world of water.



GREAT OUTDOORS

Hong Kong is a place that never fails to surprise and delight. In addition to soaring skyscrapers and densely packed streets, cruise visitors may experience Hong Kong's unexpected natural beauty ranging from amazing hiking and cycling trails to a stunning Geopark, rich and varied flora and fauna to magnificent beach views. [Get a Hiking & Cycling Guidebook](#) and learn more about the green side of Hong Kong!



I HONG KONG UNESCO GLOBAL GEOPARK

The Hong Kong UNESCO Global Geopark is a place of volcanic, sedimentary and other weird and wonderful landforms. Hop on a boat to take in the timeless beauty of its natural coastline and hop off to explore its islands and visit some of the most remote communities in Hong Kong.

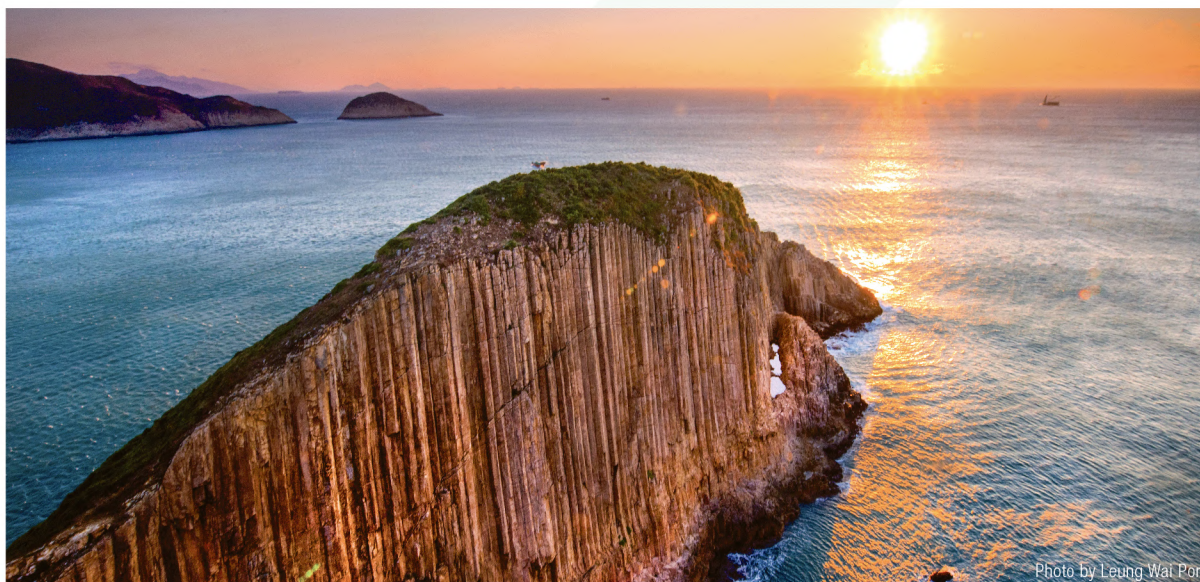


Photo by Leung Wai Por

I HIKE THE DRAGON'S BACK

Voted the Best Urban Hike in Asia by Time Magazine (22 Nov 2004 Asia Issue), the Dragon's Back offers stunning views of coastal villages, sandy beaches, sheltered bays and the South China Sea, not to mention a short hop back to the bustle of the city.



I LAMMA ISLAND

Lamma Island's laid-back pace of life, scenic beauty and award-winning seafood dining has proved irresistible to Hong Kong's busy residents. Many visit the island as day-trippers. Some even stay for good. You will also appreciate its appeal when you wander along its coast, passing feng shui woods, rustic villages and serene temples.

I LANTAU ISLAND

On Hong Kong's largest outlying island, scenic countryside, lush green valleys, the spectacular Ngong Ping 360 cable car, serene giant outdoor Buddha statue, picturesque Buddhist monastery, ancient fishing village and beautiful beaches will bring solace to your soul and senses.

I CHEUNG CHAU

Small it may be, but the island of Cheung Chau packs a powerful punch when it comes to fun. Walk its scenic waterfront and narrow alleys; explore an 18th century Taoist temple and bustling street market; and relax on a laid-back beach.



FESTIVE CITY

Chinese New Year celebrations, quirky local festivals, wine and culinary events – Hong Kong has a year-round calendar of festivals that blend tradition and modernity, East and West. These tours are an invitation to cruise visitors to join the party.



CHINESE NEW YEAR CELEBRATION

January or February

Experience Hong Kong during Chinese New Year, the city's most beloved time of year! It's impossible to not be caught up in the energy as you head to temples to pray for good fortune, wander through the many makeshift markets, and then catch the stunning fireworks display that lights up Victoria Harbour. Don't miss the fabulous parade of local and international performing groups to celebrate the Chinese New Year that likes no other.

HONG KONG ARTS FESTIVAL

February to March

The Hong Kong Arts Festival – the pinnacle of Hong Kong's performing arts events – showcases Asia's top talents alongside leading artists from around the world. The festival's broad spectrum of events pitches to a wide range of appetites, from the classical, to the avant-garde, to the electrifying.



HONG KONG SEVENS

April

Started in the 1970s as a local club affair, the Sevens has blossomed into Hong Kong's biggest sporting showcase. Tickets are nigh impossible to procure, but those that gain entrance are treated to a true spectacle.

■ CELEBRATING THE GODDESS OF THE SEA 📌

The 23rd day of the 3rd lunar month*.

Tin Hau, Goddess of the Sea, is revered by fishermen and anyone whose life and destiny is tied to the sea. Hong Kong's fishing and maritime heritage means the goddess has a strong following here. Join the locals as they celebrate her festival in her temples and with colourful floral wreaths.

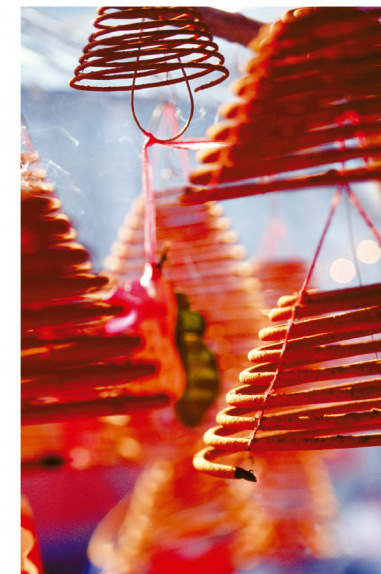


■ THE QUIRKY FESTIVAL OF AN ISLAND COMMUNITY 📌

The 5th to the 9th days of the 4th lunar month*.

Every year, the people of Cheung Chau prepare for the thousands of people that descend upon their tiny island for what Time.com deemed one of the world's Top 10 Quirky Local Festivals – the Cheung Chau Bun Festival. Get a ringside seat for the exuberant parade of 'floating colours' that is the highlight of these unique celebrations.

* For this year's festival dates on the Western calendar, please refer to the Events Calendar on DiscoverHongKong.com.





■ BUDDHIST RITUALS AND CEREMONIES ●

The 8th day of the 4th lunar month*.

Witness Hong Kong Buddhists bathing statues of Buddha and performing other rituals and ceremonies to celebrate his birthday at the beautiful Po Lin Monastery, nestled in the scenic hills of Ngong Ping on Lantau Island.



■ SPECTACULAR DRAGON BOAT CARNIVAL ●

Early summer

Soak in the holiday atmosphere as Hong Kong commemorates an ancient Chinese hero with elaborately decorated dragon boats, racing to the beat of drums and cheered on by crowds of festive spectators with beer, live music and carnival fun down by the harbour.



■ ALL HALLOWS' EVE

October

In the fast-paced, hard-working society of Hong Kong, locals love to don a disguise and let their hair down. And the city's reputation for Halloween festivities – from decorated shopping malls and themed menus to raucous street parties and elaborate theme park celebrations – has made it one of the most popular places to party.

■ CYCLOTHON

October or November

A mixture of amateur and professional races and rides; the event allows participants to push themselves to the utmost or enjoy the city's scenery on long, leisurely rides, while locals and visitors alike cheer on competitive cyclists from around the world.

■ FULL MOON OVER ASIA'S WORLD CITY

One week during the 8th lunar month*.

The ancient Chinese Mid-Autumn Festival is given a modern treatment in Hong Kong, where glowing lanterns merge with the city's trademark neon and fiery dragons dance through the busy streets of a festive metropolis. Enjoy this enchanting festival by moon-gazing from the deck of a Victoria Harbour cruise.



I SAVOUR THE VIBRANT GREAT FEAST

October to November

Set your tongue tingling with a series of city-wide culinary offerings in Hong Kong Great Feast, with everything from local to international eats, special tasting menus to world-class wine and spirit expos, and district events to gastronomy tours.

Embark on Hong Kong Wine & Dine Festival with tempting food and drink offerings of some of the city's top brewers, distillers and chefs. Aside from wine-pairing meals designed by visiting chefs and fun activities by industry experts, indulge in the enjoyment of live music performances against the stunning Victoria Harbour skyline.



I HONG KONG WINTERFEST

Late November to early January

Hong Kong is a glittering galaxy of neon on any day of the week, but when Hong Kong WinterFest comes around the city really dresses to impress. Take in this spectacle of light from the top of an open-deck bus or the deck of a harbour cruise.

I HONG KONG NEW YEAR COUNTDOWN

31 December

On 31 December, thousands of people gather on the sides of the radiant Victoria Harbour and Hong Kong welcomes the New Year by unleashing a breathtaking display of music and fireworks. Put yourself in the middle of it all by boarding a harbour cruise on New Year's Eve.

SHORT & SWEET EXCURSIONS

From modern architecture to ancient martial arts, Hong Kong has enough cultural attractions to keep one busy for weeks. But cruise visitors often have limited time. That's what makes these 'bite-sized' tours of 1-3 hours each ideal for people who want to get the most from short stays.





BAKING CHINESE CAKES

Hong Kong is a city that loves to eat and celebrate, so it's no surprise that it is big into cakes, with local specialities being mooncakes and wife cakes. Take a new skill home with you after chefs from one of the city's oldest and best-loved bakeries show you how to make some Chinese-style pastries.



WALKING IN MODERN ARCHITECTURE

If Hong Kong is a giant museum of the best in contemporary architecture, Central is where the showpiece exhibits are kept. Prepare to spend a few hours looking upwards as an architectural expert guides you around this district of towering skyscrapers.



CHINESE TEA APPRECIATION

A Chinese tea cup may look small, but it holds a great deal more than just tea and water. Every sip contains the distillation of thousands of years of Chinese culture. Let the experts take you on a journey into the exquisite tastes and intricate rituals of Chinese tea culture.

EXPLORING CANTONESE OPERA

The Xiqu Centre, Hong Kong's new venue for Cantonese opera, offers something for all audiences, from world-class performances by some of the best troupes in the region in the Grand Theatre, to more intimate introductory experiences in the Tea House Theatre. Unveil the hidden meanings of this ancient art form with film screenings, workshops, talks and exhibitions, as well as guided tours.



■ SAIL IN A CHINESE JUNK 🕒

Board the last authentic Chinese junk in Hong Kong and set sail into the city's beautiful harbour. Originally owned and manned by Chinese fishermen, the *Duk Ling* is typical of the junks that crisscrossed the waters of Hong Kong for hundreds of years.



■ KUNG FU FIGHTING! 🕒

No visit to the hometown of Bruce Lee would be complete without seeing some martial arts. In the open air in Kowloon Park, watch a colourful variety of traditional *kung fu* demonstrations and cultural performances, such as ceremonial drumming, lion dances and dragon dances. And then try out some moves yourself!

I TAI CHI CLASS

The graceful movements of *tai chi* balance the body's internal *yin* and *yang*, doing as much for the mind and soul as for the body. To this day, the ancient movements of this martial art are practised in Hong Kong to relieve stress and improve health. Try it for yourself under the guidance of experts and in the open space in front of the Hong Kong Museum of Art!



I THE HONG KONG STORY

From Hong Kong's earliest life some 400 million years ago to its return to Chinese sovereignty in 1997, 'The Hong Kong Story' exhibition at the Hong Kong Museum of History showcases how this modern miracle came to be. Multimedia technology and guides help you get the most from this journey through history.

EVENTS CALENDAR

Hong Kong is packed with events year-round, from Chinese celebrations in the spring to outdoor occasions in the summer, fine food in the autumn and a world-class fireworks display at the end of the year.

JAN

FEB

MAR

APR

MAY



■ CHINESE NEW YEAR

This ancient festival gets a makeover that is uniquely Hong Kong, with crowds head down to their local temple to pray for good fortune, a fabulous international parade to celebrate the Chinese New Year, a stunning fireworks, heart-pounding race day, and so much more.



■ ARTS MONTH

Get cultured during Arts Month. See the world's finest artists in action during the weekend-long Art Basel, and watch international performance showcases throughout the month with the Arts Festival.



■ TRADITIONAL CELEBRATIONS

Kick off the summer with four different Chinese festivals. Catch lion dances during Cheung Chau's Bun Festival, see the Big Buddha on his birthday, and visit temples during the Tin Hau and Tam Kung festivals.



■ SPORTING EXTRAVAGANZAS

Watch the Hong Kong Sevens during April, and check out more thrilling sports events throughout the year.

JUN



■ DRAGON BOAT CARNIVAL

Watch the world's finest dragon boating athletes row it out during the Dragon Boat Carnival, and then join in on beer-filled celebrations as the crowds gather by the harbour.

SEP



■ MID-AUTUMN FESTIVAL

See the moon at its brightest during Mid-Autumn. Visit Victoria Park for its lantern spectacle, and then walk over to Tai Hang to catch the Fire Dragon Dance.

OCT

■ HALLOWEEN

Face your fun-filled fears, with Halloween in Hong Kong. Roam the city's streets to catch devilish costumed sorts, or party the night away in Lan Kwai Fong.

■ CYCLOTHON

Hop on two wheels at Cyclothon. Join in on an amateur run or watch professional cyclists race it out. Or, just take in the sights over the carnival.



■ GREAT FEAST ■ WINE & DINE FESTIVAL

Attend the world-renowned Hong Kong Wine & Dine Festival, and experience a series of happenings in the Hong Kong Great Feast that brings together the best of Hong Kong's culinary offerings, from local to international eats, special tasting menus to world-class wine and spirit expos, and district events to gastronomy tours.

NOV

DEC

■ WINTERFEST

Soak in the heavy festive ambience in Hong Kong with a merry season like nowhere else! In winter, the skyline shines with more glamour than usual as buildings are dolled up for the jolly occasion.



■ NEW YEAR COUNTDOWN

As the clock strikes 12 and New Year comes a-calling, Victoria Harbour lights up in an epic display of music and fireworks. Watch it by the shore, head out to sea or zoom up a skyscraper to catch it in the clouds.

CUSTOMISED TOURS

The previous pages provide a glimpse into the variety of unforgettable travel experiences that Hong Kong offers. With such variety, it is easy to tailor make shore excursions to specific interests. Available shore excursions can be combined, elements of different excursions extracted and entirely new experiences created.





PARTNERING WITH YOU

With our commitment to cruise tourism, state-of-the-art cruise terminals, world-class tourism infrastructure, experienced and professional ground operators, a welcoming community, and a strong portfolio of shore excursions, the sky's the limit for creating unlimited opportunities for the entire industry.

For further information, please contact cruise@hktb.com. We look forward to discussing business opportunities with you.

See more shore excursion ideas on DiscoverHongKong.com

