

2014 Cathay Pacific International Chinese New Year Night Parade
Friday, 31 January 2014

Fact Sheet

Background

- Illuminated Night Parade has been a favorite festive event among Hong Kong residents of all ages since 1996. With fabulous floats lighting up the sky, music, dancing and beads galore, the parade is the most anticipated and best-loved Chinese New Year celebration.
- Selected as one of the "Best Value Entertainment Around the World" by the *Lonely Planet* Bluelist 2007, it has been proven that the parade is a world-class spectacle and reaffirmed as the highlight of Chinese New Year festivities in worldwide.
- *Forbes* has selected the Chinese New Year Celebrations in Hong Kong as one of '10 Best Events of the Year' in February 2011. The magazine says that the International Chinese New Year Parade, A Symphony of Lights, flower markets and fireworks make the Chinese New Year celebrations in Hong Kong the most impressive in the world.
- Hong Kong, Asia's world city will welcome the Year of the Horse with the 19th staging of the Chinese New Year Parade. The parade will again capture worldwide and national attention and bring excitement and fun to visitors and local residents.

Format

- The Year of the Horse Parade is putting on fascinating performances to kick off the Chinese New Year.
- Illuminated floats with elaborate decorations by colorful lighting will light up the streets in Tsim Sha Tsui
- Thousands of musicians in marching bands, cheerleaders, dance troupes and roving costumed characters will join the Year of the Horse mascot to warm your heart and electrify your senses.

Organiser

Hong Kong Tourism Board

Title Sponsor

Cathay Pacific Airways (It is the title sponsor for the 16th consecutive year.)

Theme

New Year Party @ World City

Date / Time / Location

- Friday, 31 January 2014, first evening of the Year of the Horse
- 8pm – 9:45pm (Spectator stands open to ticket holders at 7pm)
- Opening Ceremony at the Hong Kong Cultural Centre Piazza in Tsim Sha Tsui

Parade Route

Tsim Sha Tsui, Kowloon

- Starts at the Hong Kong Cultural Centre Piazza (for ticket holders only)
- Proceeds along Canton Road, Haiphong Road, Nathan Road and Salisbury Road, and ends outside Sheraton Hong Kong Hotel and Towers. (First parade element (CX float) will arrive Canton Road around 8:30pm & last parade element (HKTB float) will arrive end point around 10:30pm.)
- Two Best Vantage Points along parade route.

Admission Ticket Price

Spectator stands at the Hong Kong Cultural Centre Piazza only at HK\$400/\$350/\$300 (prices are same as 2013's)

Zone A	Zone B1	Zone B2	Zone C
HKCC Piazza outside Serenade Chinese Restaurant	HKCC Piazza facing Serenade Chinese Restaurant	HKCC Piazza facing Serenade Chinese Restaurant (behind palm trees)	HKCC Piazza facing Victoria Harbour
HK\$400	HK\$400	HK\$350	HK\$300

Tickets purchase at Hong Kong Tourism Board Kowloon Visitor Centre at Star Ferry Concourse, Tsim Sha Tsui. Ticket sales will start from 8am on Saturday, 25 January 2014 on a first-come-first-served basis.

Alternative viewing area

Spectators can view the parade, free of charge along the parade route. (Please see parade route map on p.4)

Parade Floats Exhibits and Stage Performances

The floats from the Chinese New Year Parade are always a magical part of the event! The fabulous floats will be on display after the Parade making this the perfect opportunity to take a close-up look at all these splendid creations. At night, the floats will be brilliantly lit up, providing visitors with more fantastic memories of Hong Kong. There will also be colourful stage performances by international performing groups at various hot spots around town.

Parade Floats Exhibits

Date	1 to 16 February 2014
Venues	Lam Tsuen Wishing Square, Lam Tsuen, Tai Po, New Territories
Admission	Free

Stage Performances by International Performing Groups

Date	1 & 2 February 2014 (Saturday & Sunday)
Venues	Lam Tsuen Wishing Square, Lam Tsuen, Tai Po, New Territories & various hot spots in Hong Kong: ELEMENTS, Maritime Square, Metro City Plaza, PopCorn, Telford Plaza and Pak Shek Kok Waterfront Promenade.
Admission	Free
Schedule	To be posted on DiscoverHongKong.com in mid January 2014

Enquiry

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Parade Route Map

巡遊路線圖



Legend 圖例

- | | | |
|-------------------|--|--|
| Parade Route 巡遊路線 | Performing Zones 表演區 | A-R MTR Tsim Sha Tsui Station 港鐵尖沙咀站 |
| Zone A A區 | Spectator Viewing Areas 沿路觀賞位置 | J-N MTR East Tsim Sha Tsui Station 港鐵尖東站 |
| Zone B1 B1區 | Best Vantage Points 最佳觀賞位置 | 1 Entrance to Zone A, B A、B區入口 |
| Zone B2 B2區 | Hong Kong Tourism Board Visitor Centre 香港旅遊發展局旅客諮詢中心 | 2 Entrance to Zone C C區入口 |
| Zone C C區 | | |