

2025 CATHAY INTERNATIONAL CHINESE NEW YEAR NIGHT PARADE

Hotel Sponsorship
Nov 2024

2025 CATHAY INTERNATIONAL CHINESE NEW YEAR NIGHT PARADE

29 Jan 2025 (Wednesday) Date:

8pm - 9:45pm (TV airtime) Time:

(Spectator stands open to ticket holders at 7pm)

Title Sponsor: Cathay Pacific Airways Limited

Parade Theme: World Party. Great Celebration

Parade

12 – 14 Pre-show performances

Elements:

• 6 – 8 Magnificent floats

8 - 12 Local performing groups

12 – 15 Performing groups from renowned overseas parade

Target

110,000 visitors Patronage

Ticket Price:

HKCC - Zone A \$480/ Zone B \$450/ Zone C \$300

Canton Road – Zone D \$300 / Nathan Road - Zone E \$300

(Concessionary half price discount for seniors aged 65 or above and children aged 3-11)







OFFICIAL HOTEL SPONSORSHIP ENTITLEMENTS

Sponsorship Option:

Hotel Accommodation

PR Publicity:

• Invitation to media function as one of the on-stage guests

Marketing and
Promotion at
Printed Materials &
Website:

- <u>Acknowledgement listing</u> as Official Hotel Sponsor(s) on event website (DiscoverHongKong.com) and publication (if any)
- 15 Parade Tickets at Hong Kong Cultural Centre on 29 Jan 2025 (Chor 1)
- Company logo on event website (DiscoverHongKong.com)
- Company logo and name at leading banner of the staying International Performing Group(s)

Reply form:

- No. and type of special discounted room rate (net rate) with daily breakfast
- Supplementary arrangement
- Optional item
- Reply by 12 noon on 12 Dec 2024

BENEFITING FROM OPTIMAL **PUBLICITY**

廣泛媒體報導

闊別4年復辦叫好 29隊伍施渾身解數



闊別五年 新春花車巡遊再次上演 遊客夾道鸛

旅遊發展局表示,今年的國際表演團隊單多,是歷年最強 往一樣,因此預計觀看人數受限。 表演陣容,活動總開支預算約3,800萬元,吸引15萬人沿途

咀一圈,沿廣東道、海防道及鶯敦道前行,並以香港喜來 花園公開展覽至元宵節型日 (2月25日) **登酒店外為終點。護宿以「龍騰香港智新龍」為主題。**4 先出場的國泰花車以「舊修新課、簡年直發| 為主題、第 **意飛龍;香港賽馬會花車則由璀璨駿馬牽領登場;旅發局** 花車上的舞龍更由全色幸運風車組成、舞動時與維港天際 線互相輝映。除了花車,亦有國際表演及本地隊伍獻技, 包括日本人氣女子舞團等。

料吸引旅客沿途觀賞

旅發局主席彭耀佳表示,花車匯演將為連串智處活動 打頭炮,年初二將有煙花匯演、年初三亦有新年賽馬等。 令更多旅客留港畫獎。旅發局節目及旅遊產品拓展總經理 ■國泰花車以「傳統新繹,龍年喜飛」為主題。

组,载收载舞,為一連非智歲活動打響頭炮。主辦的香港 人員、機票、酒店成本随之增加。但今届的征游路袋與以

匯演將在3個地方設2,500個觀罩席,本月27日上午8時 起在天星觀頭的旅游局九龍旅客燃油中心發售,思個分ww 在大年初一晚上8時,9輛花車、13支本地表演隊伍及 元、450元及480元,每人限購4張,先到先得。而花車腰滾 16支國際表演團隊將由香港文化中心廣場出發,圍繞尖沙 後,部分花車會於年初二起,在尖沙咀市政局百週年紀念



展局宣布・贈別5年的「國泰新春國際匯演之夜」 地區的國際表演團隊演出・包括剛登上「日本紅

將於農曆大年初一(2月10日)晚上在尖沙咀舉 白歌唱大賽」的日本人氣女子舞團Avantgarde

Enter the Dragon: tens of thousands flock to first Lunar New Year

parade in Hong Kong in 5 years

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質歲活動,連同年初二煙花瓶演及年初三農曆新

(前排左四)、旅發局總幹事程鼎一(前排左五)出 旅客欣賞表演後的通關問題·他說·有跟政府跨 部門籌備新春滙演之夜·旅客出入境安排或留待

Global Publicity Value 公關價值

More than HK\$243 million 超過2.4億



rthk hk = 中文新聞







客來港。 今年花車經證將於大年初 一晚上8時展開,這遊原伍當晚 蔣由文化中心廣陽出發,沿途 超廣東道、商防頓及獨敦道。



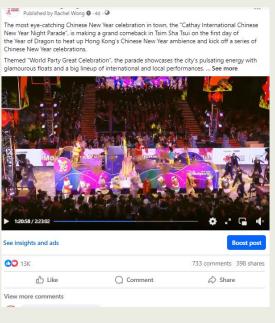
EVENT HIGHLIGHTS POSTS & KOL EXPOSURE UNDER HKTB CHANNELS

旅發局社交平台活動貼文及 KOL報導





18M
Viewership
Live + Events Highlights







24 KOLs attended



420K
Visits
CNY Arrangement page ~60 Visits

HOTEL ACCOMMODATION FOR INTERNATIONAL PERFORMING GROUPS (IPG)

Offer special rate (net rate) with daily breakfast arrangements for International Performing Groups during the period (tentatively 26 Jan to 1 Feb 2025, 6 nights).

A total of approx. 240* rooms for 1,100* room nights are recommended.

* The no. of rooms required would depend on the confirmed IPG. The final no. of rooms is subject to the final agreement between HKTB and the hotel.



