

2011 Cathay Pacific International Chinese New Year Night Parade Fact Sheet

Organiser

Hong Kong Tourism Board (HKTB)

Title Sponsor

Cathay Pacific Airways (for the 13th consecutive year)

Theme

World City. World Party

Time and Location

- Thursday 3 February 2011, first evening of the Year of the Rabbit
- 8pm to 9:30pm (Spectator stands open to ticket holders at 7pm)
- The opening ceremony will be held at the Hong Kong Cultural Centre Piazza in Tsim Sha Tsui.

Parade Route

- Starts at Hong Kong Cultural Centre in Tsim Sha Tsui
- Proceeds along Canton Road to Haiphong Road, turns right on Nathan Road, ending outside Sheraton Hong Kong Hotel & Towers
- Five performing zones will be set along the parade route:
 - Zones 1 & 2: Hong Kong Cultural Centre Piazza
 - Zone 3: Outside The Sun Arcade on Canton Road
 - Zone 4: At the junction of Nathan Road and Middle Road (next to Sheraton Hong Kong Hotel & Towers)
 - Zone 5: At the junction of Nathan Road and Salisbury Road (near Peninsula Hong Kong)

Parade Elements

- This will be the 16th staging of the International Chinese New Year Night Parade.
- There will be floats and performing groups from 11 countries/regions: Mainland China, the Czech Republic, Hong Kong, Japan, Macau, Peru, South Korea, Taiwan, Thailand, the UK and the USA.
- There will be 13 floats, three of which are joining the parade for the first time.
- There will be 12 international performing groups, nine of which are first-timers.
- There will be 11 local performing groups, four of which are first-timers.
(Please refer to the Parade Element List for details)

Spectator Stands and Ticket-Purchase Arrangements

- Total seating capacity at Hong Kong Cultural Centre and along the parade route is approximately 3,165.
- Tickets are priced at HK\$350, \$300, \$220 and \$180, and are half price for Hong Kong residents aged 65 and above, as well as children from three to 11 years old. *(Note: Participants may be required to provide valid identity documents).*
- Around 1,000 tickets will be available for public sale in Hong Kong. Tickets can be purchased at the HKTB Visitor Centre at the Star Ferry Concourse in Tsim Sha

Tsui from 8am on 22 January 2011 (Saturday), while quantities last. A maximum of 10 tickets can be purchased per transaction.

- Both visitors and local residents can also join tours featuring the parade by travel agencies.

Live Broadcast

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

Visitor Market Promotion

- In the Mainland, and in various long and short-haul markets, such as the USA, the UK, France, Japan, Korea, Taiwan and Southeast Asia, the HKTb is co-operating with travel-trade partners, including major airlines, travel agents and Hong Kong attractions, to promote package tours and itineraries themed on Hong Kong's Chinese New Year. The HKTb is also leveraging on the participation of Japanese performing groups in the parade to promote tourism products in Japan.

Local Trade Support

Sightseeing tour operators are offering various tours for individual visitors, including:

- One-day Hong Kong Island Tour (including the parade)
- One-day New Territories Tour (including the parade)
- Tour including the 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

Other Events

Well-wishing Festival in Lam Tsuen, Tai Po

- **Float Display (Free admission)**
 - After the parade, from 4 to 17 February 2011, visitors and local residents will be able to view the floats in Tai Po's Lam Tsuen.
- **Stage Performances (Free admission)**
 - There will also be stage performances by selected international performing groups in Lam Tsuen on 4 and 5 February.

Visitor Services

- On 3-4 February, the operating hours of the HKTb Visitor Hotline will be extended from 6pm to 9pm (with hotline services available only in Cantonese, English and Putonghua during the extended operating hours).
- During the Chinese New Year holiday, the following HKTb Visitor Centres will continue to operate:
 - Buffer Halls A and B, Hong Kong International Airport – 8am to 9pm daily
 - Lo Wu Arrival Hall, 2/F, Lo Wu Terminal Building – 8am to 4pm daily
 - Kowloon Star Ferry Concourse, Tsim Sha Tsui – 8am to 8pm daily.
 - The Peak Piazza – 9am to 9pm daily

Sponsors of International Performing Groups

- City Garden Hotel
- Conrad Hong Kong
- Langham Place, Mong Kok, Hong Kong
- Panda Hotel
- Telford Plaza

Other Sponsors

- Jelly Belly
- Koon Wah Food & Preserved Fruit Factory Limited
- Prince of Peace (Hong Kong) Ltd
- Tsit Wing Coffee Co Ltd
- Want Want China Holdings Limited
- Watsons Water
- Wing Wah Cake Shop
- Yu Hin Icy-Crispy Dragon Beard Candy

Hong Kong Tourism Board

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