

SHORE EXCURSIONS IN HONG KONG



Unlimited Opportunities for Cruise Lines	02
What Hong Kong Offers	03
Essential Hong Kong	04 - 05
Culture, Heritage & Lifestyles	06 - 07
Best Place. Best Taste.	08 - 09
Shopping Paradise	10 - 11
Theme Parks	12 - 13
Great Outdoors	14 - 15
Festive City	16 - 21
Short & Sweet Excursions	22 - 25
Events Calendar	26 - 27
Customised Tours	28
Partnering With You	29





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 opportunity 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 hrs  3-6 hrs  6-9 hrs  9-12 hrs Meal included 

UNLIMITED OPPORTUNITIES FOR CRUISE LINES

This booklet introduces a diverse selection of areas of interest for which shore excursions are available. They represent unlimited opportunities for cruise lines to deliver outstanding customer experiences, generate new revenue streams, enhance customer loyalty and, as a result, enjoy greater long-term economic benefits.



WHAT HONG KONG OFFERS

The 'opportunities' described 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 Tower to a picturesque market village; and from the fun world of Madame Tussauds 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!

■ DISCOVER THE 'LAND BETWEEN'

The mostly rural New Territories stretch from the high rises of Kowloon to Hong Kong's boundary with Mainland China, where the Shenzhen skyline looms. Discover the diversity of this 'land between' in a temple to three Eastern religions; a Hakka walled village, complete with gun turrets and an ancestral hall that is still in use; and the scenic serenity of a bird sanctuary.



■ 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.



■ KOWLOON: BEHIND THE SCENES

Overwhelmed by teeming Kowloon? Get off the beaten track and under the skin of this historic district. Silky milk tea flavours, aromatic food markets, mystical stones, traditional wedding gowns and a temple to the Goddess of the Sea – this is Kowloon, behind the scenes.



■ 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.



■ 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.

■ COLONIAL HERITAGE

In 1841, when a flag was planted in Possession Point, Hong Kong's fate took a dramatic turn. Take a walk around the cathedrals, courts and residences of colonial Hong Kong to see the vestiges of an era in which a world city was born and given a distinctive East-meets-West personality.

■ 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 📍

Come and experience the extended fun from day to night at Hong Kong Disneyland! During the day, enter the magical kingdom inspired by fairy-tale dreams and explore seven themed lands. In each land, enjoy high-quality rides, meet your favourite Disney characters, and watch amazing Broadway-style shows. At night, the spectacular 'Disney Paint the Night' parade is featuring your beloved Disney friends for the first time ever. See the magic for yourself!





■ OCEAN PARK

Ocean Park Hong Kong is a marine-life theme park featuring animal exhibits, thrill rides and shows, blending education, conservation and entertainment. In 2012, it became the first Asian winner of the biannual Applause Award, the most prestigious award in the amusement and theme park industry.



GREAT OUTDOORS

City life and cityscapes – Asia's world city is the ultimate urban destination. But contrast is never far away. Nor are the outlying islands, quaint villages, sandy beaches and undulating mountain paths. These tours give cruise visitors a break from the hustle and dazzle to explore the real wild side of Hong Kong!



■ HONG KONG GLOBAL GEOPARK OF CHINA

Covering an area of 50 square kilometres, the Hong Kong Global Geopark of China 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.



■ HIKE THE DRAGON'S BACK

Voted the Best Urban Hiking Trail in Asia by *Time* (Asia edition) in 2004, 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.



■ LAMMA ISLAND

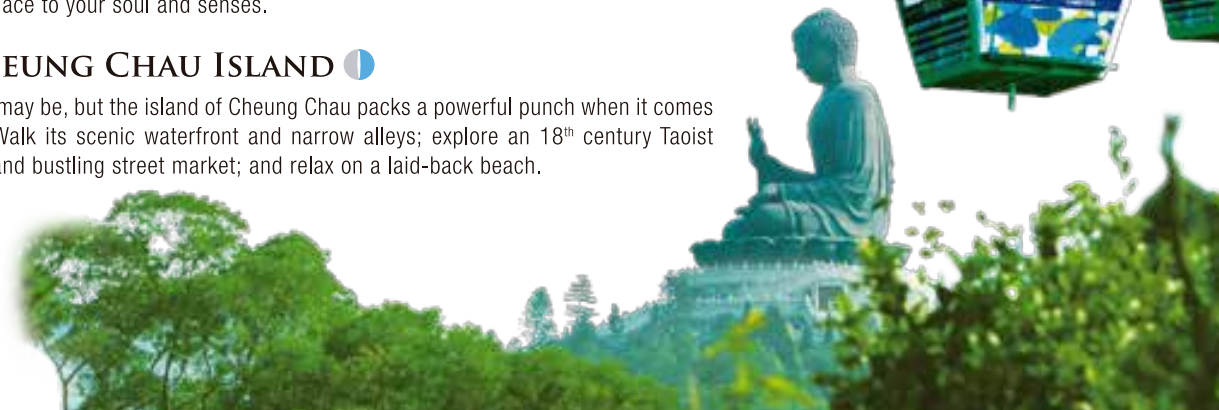
Lamma Island's laid-back pace of life, scenic beauty and award-winning seafood dining has proved irresistible to Hong Kong's busy residents. Many visit the island as day-trippers. Some even stay for good. You will also appreciate its appeal when you wander along its coast, passing *feng shui* woods,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

■ 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.

■ CHEUNG CHAU ISLAND

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.





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.





■ 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.

■ A CELEBRATION OF WINING AND DINING 🍷

1-30 November

November in Hong Kong is an epicurean feast of the finer things in life, including wines from around the world paired with the creations of the city's culinary wizards. Attend the world-renowned Hong Kong Wine & Dine Festival, dine at the track, visit a historic wine cellar, eat award-winning dishes... but whatever you do, dig in!





■ WINTER WONDERLAND OF LIGHTS

Late November to 1 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.

■ NEW YEAR COUNTDOWN CRUISE

31 December

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





(Photo courtesy of The Hong Kong Ballet)

■ A COSMOPOLITAN CHINESE NEW YEAR 🌐

January or February

Join the giant harbour-front street party of the international night parade (voted one of the world's top ten parades by Lonely Planet). Cheer on everything from Korean drummers to Estonian roller skaters from a grandstand seat. Marvel at the stunning fireworks display from a harbour cruise. Celebrate Chinese New Year, Hong Kong-style!

■ HONG KONG ARTS FESTIVAL SPECIAL 🎨🍴

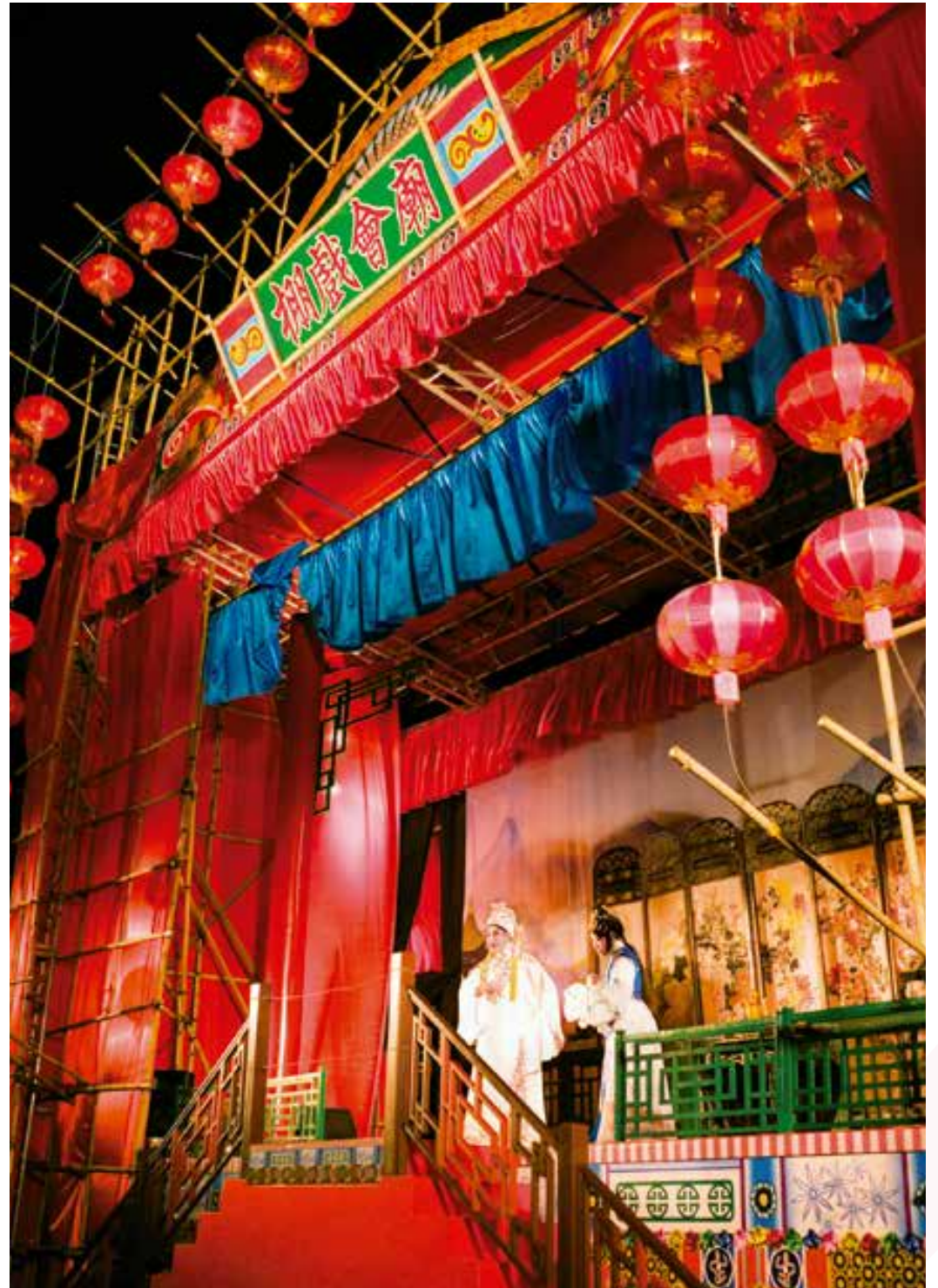
February to March

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. Sample some of the festival's diverse range of events, from the classical to the avant-garde to the electrifying; and complement the experience with a meal at a Michelin-starred restaurant*.

* Please refer to official website for details.

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

Recognised as an intangible part of humanity's culture by UNESCO, Cantonese opera is an exotic world of symbolic gestures, elaborate costumes, impressive martial arts and historical figures and stories. Unveil the hidden meanings of this ancient art form with classes, demonstrations and by meeting the performers.



■ 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!

■ 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!



■ 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

JUN



■ CHINESE NEW YEAR

Experience the auspicious sights of Chinese New Year, the city's biggest festival. Browse flower markets, see the New Year's night parade and catch fireworks over the harbour.



■ 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.



■ CULTURAL 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.



■ 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.

JUL

AUG

SEP

OCT

NOV

DEC



■ PULSE

Catch Pulse, a stunning 3D light show themed according to and coinciding with special times of the year, and watch as the city lights up at night.



■ 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.

■ HONG KONG SUMMER FUN

Soak up summer in the city. Catch live pop performances, indulge in culinary festivals and get major shopping discounts, all during Hong Kong Summer Fun.

■ 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 two-day carnival.



■ WINE & DINE FESTIVAL

The harbourfront transforms into an outdoor party during the annual Wine & Dine Festival, where you can enjoy fine wines, delicious cuisine and live shows.



■ WINTERFEST

Take in the thrills of WinterFest. See skyscrapers lit up with Christmas designs, and then ring in the New Year with a fireworks display all across Victoria Harbour.

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, a new state-of-the-art cruise terminal, 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 visit DiscoverHongKong.com or contact cruise@hktb.com. We look forward to discussing business opportunities with you.

DiscoverHongKong.com