



PRESS RELEASE 新聞稿

Date: 1 Nov 2018

Total Pages: 3

HKSAR Chief Executive Officiates at HKTB Promotion Event in Japan

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Hong Kong SAR Government Chief Executive Mrs Carrie Lam today (1 November) officiated at the launch of “Greater Bay Area Showcase” tourism promotion at the popular KITTE shopping mall in Tokyo, Japan. The promotion organised by the Hong Kong Tourism Board is aimed at Japanese consumers and highlights the diverse tourism appeal of Hong Kong and its superlative new infrastructure connections, as well as other tourist attractions in the Guangdong Province and Macao.

The “Greater Bay Area Showcase” is open to the public until 4 November. It includes a virtual tour of Hong Kong’s historic and vibrant Old Town Central district using an interactive map. One of the highlights is a replica of the highly popular street art piece “Large Mouth Dragon Boy” created by Japanese celebrity Shingo Katori. The Showcase also features models of old shops and Pottinger Street to help bring Old Town Central’s colourful history to life.

To promote Hong Kong as an ideal starting point for multi-destination journeys within the Greater Bay Area, information about Guangzhou-Shenzhen-Hong Kong High Speed Rail, the Hong Kong-Zhuhai-Macau Bridge and the Hong Kong International Airport is presented, highlighting Hong Kong’s enhanced connectivity to the Mainland. With the support from the tourism authorities of Guangdong Province and Macao, the Showcase also features many exciting sites and attractions in neighbouring cities, with a view to encouraging Japanese consumers to explore further within the Greater Bay Area during their next visits to Hong Kong.

Photo caption 1



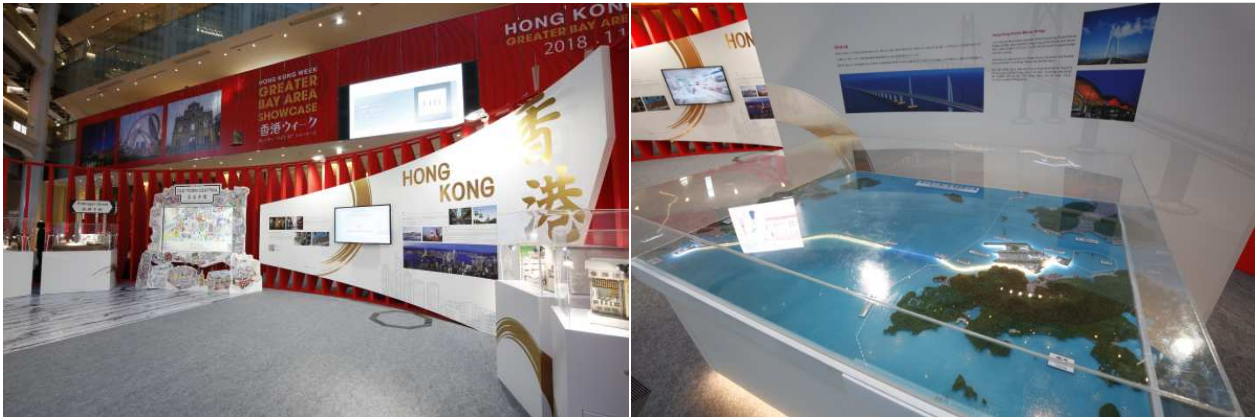
Hong Kong SAR Government Chief Executive Mrs Carrie Lam (centre), Secretary for Commerce and Economic Development Mr Edward Yau (first from right), Director General of Guangdong Provincial Tourism Administration Ms Zeng Yingru (second from right), Hong Kong Tourism Board Chairman Dr Peter Lam (first from left), and Director of Macao Government Tourism Office Ms Maria Helena de Senna Fernandes (second from left) officiated at the ribbon-cutting ceremony of the “Greater Bay Area Showcase”.

Photo caption 2



Officiating guests pose for picture with Japanese celebrity Shingo Katori in front of the replica of “Large Mouth Dragon Boy”, a stunning piece of street art he created in Central.

Photo caption 3



The “Greater Bay Area Showcase” highlights the unique tourism appeal of Hong Kong and its super-fast new transport links to Mainland China.

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