



8:00pm 香港尖沙咀

SWEET 20 WORLD PARTY

2015 國泰航空 新春國際匯演之夜

19.2.2015 | 晚上8:00

華章歡慶、喜氣洋洋！第20屆香港新春國際匯演之夜，帶來結合傳統與時尚的環球大派對。快來參加，歡喜迎新春！

- 五光十色的花車巡遊
- 香港與國際表演隊伍精湛的演出

MY TIME FOR 香港，歡欣同慶之時 CELEBRATION

一起歡慶羊年
香港探陣行 | Q

主辦機構：HONG KONG TOURISM BOARD 香港旅遊發展局

冠名贊助：CATHAY PACIFIC 國泰航空

香港 HONG KONG 亞洲國際都會
DiscoverHongKong.com

2015 國泰航空新春國際匯演之夜

2015 Cathay Pacific International Chinese New Year Night Parade

資料概覽 Event Details

日期、時間及地點

Date, Time & Venue

日期:	2015年2月19日(星期四)，大年初一晚
Date:	19 February 2015 (Thursday, first day of Chinese New Year)
時間:	晚上8時至9時45分 (持入場券人士可於晚上7時就座)
Time:	8:00pm to 9:45pm (Ticket holders can enter the spectator stands from 7:00pm)
地點:	開幕典禮於尖沙咀香港文化中心廣場舉行
Venue:	The opening ceremony will be held at the Hong Kong Cultural Centre Piazza in Tsim Sha Tsui

有關「2015國泰航空新春國際匯演之夜」詳情，請參閱旅發局網頁：

DiscoverHongKong.com/ChineseNewYear/tc

For details of “2015 Cathay Pacific International Chinese New Year Night Parade”, please visit

DiscoverHongKong.com/ChineseNewYear

下載相關相片及資料 Please download photos and information on: <ftp://ICNYP2015-B:ICNYP2015-b@ftpsvr01.hktb.com>

巡遊路線 Parade Route



最佳觀賞位置 Best Viewing Locations

位置1 / Location 1:

廣東道海港城/新太陽廣場一帶
Around Harbour City / The Sun Arcade on
Canton Road

位置2 / Location 2:

彌敦道及北京道/中間道交匯處一帶
(中間道對開)
Around Nathan Road and Peking Road /
Middle Road Interchange
(Outside Middle Road)



巡遊路線 Parade Route

香港文化中心廣場→廣東道→海防道
→彌敦道(以香港喜來登酒店為終點)
Hong Kong Cultural Centre Piazza
→ Canton Road → Haiphong Road
→ Nathan Road (Stops outside the
Sheraton Hong Kong Hotel & Towers)



巡遊時間表

Parade Schedule

預計時間 Expected Time	項目 Location of the Procession
20:00	花車及表演團隊由香港文化中心廣場出發 Departs from the Hong Kong Cultural Centre Piazza
20:30	巡遊隊伍開始進入廣東道 Enters Canton Road
20:50	巡遊隊伍到達海防道 Arrives on Haiphong Road
21:00	巡遊隊伍進入彌敦道 Enters Nathan Road
21:45	巡遊以香港喜來登酒店為終點 Stops outside the Sheraton Hong Kong Hotel & Towers

新春驚喜

Chinese New Year Surprises

- 匯演前將沿巡遊路線派發新春驚喜禮物，包括：
Chinese New Year Surprises will be distributed along the parade route. Contents include:

- 98,888張美心西餅蛋糕券(等值港幣 \$30)*
98,888 Maxim's Cakes vouchers (value of HK\$30)*
- 派對小食 (包括脆條及朱古力曲奇)
Party snacks (including chips & chocolate cookies)
- 打氣棒
Pong pong sticks



* 可於指定美心西餅分店購買任何鮮忌廉蛋糕、甜品及牛油蛋糕。優惠受相關條款約束。
For purchase of any fresh cream cake, dessert, or butter cake at selected Maxim's Cakes Shops.
The offer is subject to relevant terms & conditions

觀眾席票務詳情

Ticketing – Seating Zones

- 觀眾席設於香港文化中心廣場，票價分別為港幣\$300、\$450 及\$480。
 - 售票處設於尖沙咀天星碼頭「香港旅遊發展局旅客諮詢中心」，門票將於2015年2月7日（星期六）公开发售，每人每次最多限購買4張門票。先到先得，售完即止。
 - 國泰航空馬可孛羅會會員購票每張節省港幣\$50，購票時須出示會員卡，每人限購兩張。
 - 65歲或以上香港居民，以及3至11歲小童可享半價優惠。
 - 詳情請參閱旅發局網頁：DiscoverHongKong.com/ChineseNewYear/tc。
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- Seating Zones are located at Hong Kong Cultural Centre Piazza, ticket prices are HK\$300, HK\$450 and HK\$480 respectively.
 - Tickets can be purchased at the HKTB Visitor Centre in the Tsim Sha Tsui Star Ferry Concourse from **7 February 2015 (Sat)** on a **first-come, first-served basis**. **Each person can purchase a maximum of four tickets per transaction.**
 - Cathay Pacific's The Marco Polo Club members can enjoy HK\$50 off for each parade admission ticket purchased by presenting their membership cards. Each member can purchase up to two discounted tickets.
 - Half-price tickets are available for Hong Kong senior citizens (aged 65 or above) and children aged three to 11.
 - For details, please visit HKTB website: DiscoverHongKong.com/ChineseNewYear.



20年大事回顧

THE PARADE IN 20 YEARS

重要里程碑

Milestones

1996

首屆巡遊匯演於日間假尖沙咀東部舉行

The first-ever parade was held in Tsim Sha Tsui East during the daytime

1999

活動移師港島添馬艦舉行

The parade was held in Tamar on Hong Kong Island

2004

巡遊匯演首次於晚上假尖沙咀香港文化中心廣場舉行

The parade was held in the evening for the first time at the Hong Kong Cultural Centre Piazza

2007

獲《Lonely Planet》選為「全球最值得欣賞的娛樂盛事」之一

Lonely Planet named the parade the "Best Value Entertainment around the World"

2010

欣賞花車觀眾的旅客比率首次超過50%

For the first time, over 50% of the parade's spectators were visitors

2011

獲《福布斯》財經雜誌評為「年度十大最佳活動」

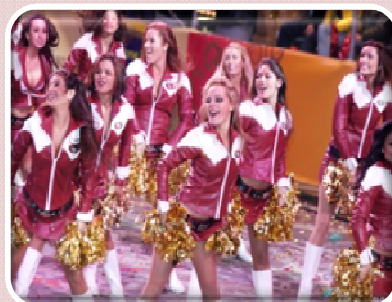
Forbes selected the parade as one of the "10 Best Events of the Year"

有趣數字

Interesting Figures



表演隊伍
來自全球
30個國家/地區
Performing
teams from
30 countries /
regions



近900支
表演隊伍
Around 900
performing
teams



逾40,000名
表演者
Over 40,000
performers



逾270萬
旅客及市民
夾道欣賞
Over
2.7 million
spectators

* 由1996至2014年的新春國際匯演的累積數字
Accumulated figures from 1996 to 2014



2015花車及表演隊伍 FLOAT AND PERFORMING GROUPS

國泰航空公司

Cathay Pacific Airways Limited



花車名稱/主題: 國泰讓您翱翔人生

Name/Theme: Cathay Pacific enables a Life Well Travelled

國泰航空公司

Cathay Pacific Airways Limited

「國泰航空今年已是第17年冠名贊助「新春國際匯演之夜」，與大家共迎羊年的來臨。

國泰一直致力鞏固香港的國際航空樞紐地位，助香港市民聯繫世界，並把各地旅客帶到香港，感受這個城市的魅力。

今年的花車將呈現國泰嶄新標誌，並以近日新推出的品牌承諾——「翱翔人生」為主題，從乘客的角度體現國泰讓他們寫意翱翔的承諾。

我們相信寫意翱翔可以豐富人生，而本次的花車亦能透過不同的產品及服務，讓您細味「翱翔人生」的意義。

國泰的機師、艙務員及地勤職員會攜手出場，朝氣勃勃地與大家共慶新年，給市民和旅客帶來熱鬧而歡樂的氣氛。」

Cathay Pacific has been the title sponsor of the International Chinese New Year Night Parade for 17 consecutive years. We are proud to continue our support for this spectacular event as we welcome in the Year of the Goat.

As Hong Kong's home airline, we are committed to strengthening Hong Kong's position as an international aviation hub, carrying its people across the globe and bringing in millions of visitors each year to experience the many delights of this great city.

This year, our float will feature our new logo for the first time, together with elements drawn from our recently launched 'Life Well Travelled' brand campaign. The float will showcase Life Well Travelled from a passenger perspective, at the same time as emphasizing Cathay Pacific's ongoing commitment to providing a rewarding travel experience.

It is our belief that travelling well is an important part of living well – a concept that will be reflected in the design of our float.

Our pilots, cabin crew and ground staff will accompany the float, spreading joy and happiness to everyone in Hong Kong at this special time of the year.

中國建設銀行（亞洲）股份有限公司*

China Construction Bank (Asia) Corporation Limited



花車名稱/主題: 百年基業・成就未來

Name / Theme: A Century of Heritage for a Prosperous Future

* 首次參與匯演的花車

Float joining the parade for the first time

中國建設銀行（亞洲）股份有限公司*

China Construction Bank (Asia) Corporation Limited

中國建設銀行(亞洲)歷史源於1912年成立之廣東銀行，在過去的一個多世紀裡一直秉持著發展本地銀行業務的堅定信念，與香港一同進步。以「百年基業・成就未來」為主題之花車展示了昔日的廣東銀行大樓和現今的中國建設銀行大廈，兩座大樓之間以橋樑連接，體現建行(亞洲)從100多年前發展至今的穩健根基，成為現時香港市場上一家擁有領先地位的本地銀行；另花車上特別放置了數十個代表「人民幣」和「港幣」的錢幣，表達建行(亞洲)致力為客戶提供全面的跨境金融服務，攜手共創更豐盛的未來。

The history of China Construction Bank (Asia) can be traced back to 1912 when The Bank of Canton was established. Over the past century, the bank has nurtured its business in the local banking industry alongside the rapid development of Hong Kong. Designed with the theme “A Century of Heritage for a Prosperous Future”, the parade float of CCB (Asia) displays the former exterior of The Bank of Canton and the current China Construction Bank Tower. The bridge connecting the two buildings embodies CCB (Asia)’s solid foundation and development of over 100 years. Today, the bank enjoys a leading position in Hong Kong’s banking industry. Dozens of coins representing the Renminbi and Hong Kong Dollar are strewn across the float, illustrating CCB (Asia)’s commitment to providing comprehensive cross-border financial services for its customers and creating a prosperous future together.

* 首次參與匯演的花車

Float joining the parade for the first time

中華人民共和國國家旅遊局

China National Tourism Administration



花車名稱/主題: 美麗中國—2015絲綢之路旅遊年

Name / Theme: Beautiful China, 2015—Year of Silk Road Tourism

中華人民共和國國家旅遊局

China National Tourism Administration

為了更好的宣傳美麗中國,中國國家旅遊局將今年確定為:「美麗中國-2015絲綢之路旅遊年」,這一宣傳主題也是2015中國國家旅遊局花車設計宣傳的主題,既展示美麗中國的形象,又突出絲綢之路旅遊,絲綢之路沿線五省區(陝西、甘肅、寧夏、青海、新疆)的重點旅遊景點在花車上都有展示。古老的絲綢之路有著豐富的人文和自然旅遊資源,是一條深受海內外旅遊者喜愛的旅遊線路。歡迎您:遊絲綢之路,品美麗中國;遊絲綢之路獲得新的體驗。

To promote the beauty of China, China National Tourism Administration (CNTA) has announced year 2015 as “Year of Silk Road Tourism”. Corresponding with the theme, 2015 CNTA’s float presents the beauty of China particularly on the Silk Road by incorporating the major attractions of the five main provinces along the Silk Road (Shaanxi, Gansu, Ningxia, Qinghai and Xinjiang) in the design. The Silk Road with its abundance of Chinese culture and natural tourism resources is always the favorite travel route among tourists. We welcome you: Explore Beautiful China and Gain New Travel Experience Along the Silk Road.

香港鐘表業總會

The Federation of Hong Kong Watch Trades & Industries Limited



花車名稱/主題：華麗錶飾賀羊年

**Name/Theme: In celebration of a Glamour-filled and
Prosperous Year of Goat**

香港鐘表業總會

The Federation of Hong Kong Watch Trades & Industries Limited

設計概念來自華麗馬車，馬車上有9個不同大小的圓體燈籠裝飾，以不同高低層次組成，參觀者不論身處於任何位置都看得清楚。燈籠裡盛放著各具代表性的裝飾品，除了傳統的新年裝飾，還有代表總會的鐘錶、首飾，比喻香港是個多元化的魅力都市和購物天堂。

The design concept is an inspiration of a glamorous horse cart, with 9 different layers of lantern-shaped decorations filled with various ornaments in sync with the Chinese New Year Event, like the traditional fire-crackers, Chinese knot, watch and jewellery. And this could be seen as a metaphor describing Hong Kong as a diversified shopping paradise.

廣東長隆集團有限公司

Guangdong Chimelong Group Co., Ltd.



花車名稱/主題: 歡樂海底派對

Name/Theme: Happy Ocean Kingdom Carnival

廣東長隆集團有限公司

Guangdong Chimelong Group Co., Ltd.

今年花車以珠海海洋王國歡樂海底派對為主題，配以藍身海洋花車及多個LED螢幕，將海底奇觀呈現於市民眼前。而全球唯一的大熊貓三胞胎，當然也來參加這個盛會。

如此新年花車盛事，廣東長隆集團希望與更多市民分享。長隆Facebook專頁推出粉絲互動遊戲，答中有關問題或於花車巡遊當日上載與長隆花車之合照，即有機會獲得長隆限量版精美禮品及長隆海洋王國門票2張。有關更多詳情，請留意長隆Facebook專頁「長隆旅遊度假區 Chimelong」內之公佈。

「Happy Ocean Kingdom Carnival」, a fresh new look of blue celebration float with several LED displays are going to show us the incredible beautiful world of the sea. Being the animal super star of Chimelong Safari Park, the world's first known panda triplet, are approaching their first Chinese New Year, and they would also like to greet Hong Kong people in this Carnival.

In order to share the happiness with more Hong Kong people, Chimelong Facebook is going to launch an interactive game, you may enjoy two free Ocean Kingdom tickets by answering a simple question or uploading a photo of yourself together with the Chimelong celebration float. For more details, please look out the Chimelong facebook page 「長隆旅遊度假區 Chimelong」.

恒生銀行

Hang Seng Bank



花車名稱/主題: 金銀滿屋 健康滿載
Name / Theme: Year of Wealth and Health

恒生銀行

Hang Seng Bank

恒生銀行很高興參加2015年國泰航空新春國際匯演之夜，與全港市民迎接羊年。今年花車以『金銀滿屋、健康滿載』為主題，由恒生財神向全港市民送上新春祝福，並由『活力羊羊』祝願大家在新一年身體健康。花車兩面更設有LED屏幕，播放『活力羊羊』新春動畫，同慶羊年來臨。

花車中央的大紅蘋果與聚寶盆，象徵恒生致力提供全面財富與健康管理方案，與大家攜手創造財富和享受健康生活。

花車兩旁以香港天際線及恒生品牌元素作點綴，寓意恒生與香港市民一同成長，並繼續用心服務客戶，一起打造更繁榮美好的將來。

Hang Seng Bank is delighted to be joining the people of Hong Kong to welcome in the Year of the Goat at the 2015 Cathay Pacific International Chinese New Year Night Parade. With the theme of 'Year of Wealth and Health', Hang Seng's float is filled with representations of wealth and vitality. The Bank's iconic God of Wealth will be present to offer blessings of prosperity and affluence to all, while the flock of 'Energetic Sheep' will share best wishes for a new year of health and passion. The sheep is also the star of a vibrant animation to be played on LED screens on both sides of the float.

To reflect Hang Seng's wish to provide customers with comprehensive wealth and health management solutions, the float also features an apple decorated with golden ornaments that symbolises precious personal health, and a treasures bowl full of valuable that represents unlimited prosperity and blessings.

The glamorous Hong Kong skyline blended with Hang Seng branding elements signifies the Bank's growth alongside Hong Kong. Hang Seng will continue to serve customers from the heart and build a prosperous and successful future with the people of Hong Kong.

香港迪士尼樂園 Hong Kong Disneyland



花車名稱/主題: 香港迪士尼樂園 福氣盛放

Name / Theme: Hong Kong Disneyland It's Springtime Celebration

香港迪士尼樂園

Hong Kong Disneyland

香港迪士尼樂園誠邀大家投入福氣盛放的春日，各個園區將萬花飄揚，處處生氣勃勃，呈現一遍繽紛花樣的新景象。花團盛放的概念更延續到花車設計中，佈滿繽紛的花卉裝飾，不同色彩的花朵由車頭部分開始盛放，一直伸延到花車車尾部份，象徵新一年從頭到尾都朝氣蓬勃。大家最愛的米奇老鼠、米妮老鼠更與首次亮相花車巡遊的迪士尼小熊Duffy及ShellieMay穿起全新賀年服飾，花枝招展，歡歡喜喜跟大家拜年，沿路向市民送上祝福，祝賀大家新年福氣滿溢。

Welcome to Hong Kong Disneyland's Springtime Celebration! As spring represents a bright start to the new year, we would like to take this opportunity to invite everyone to join in this happy celebration and appreciate all springtime blessings. This year's float features a lush floral overlay that pays tribute to spring. Bursting with brilliant colours, the gorgeous flowers bloom all over the float, representing a whole year of prosperity, happiness and success. Mickey Mouse and Minnie Mouse proudly present their good friends - Duffy the Disney Bear and ShellieMay, who are dressed in gorgeous Chinese New Year costumes to share blessings of luck and good fortune to everyone.

香港賽馬會

The Hong Kong Jockey Club



花車名稱/主題：「駿馬群獅慶豐年」花車

Name/ Theme: "Dancing Horse & Lions for a Prosperous Year" CNY float

香港賽馬會

The Hong Kong Jockey Club

駿馬騰飛，群獅獻瑞，今年適逢馬會一百三十週年誌慶，花車中央閃爍著奔騰駿馬，代表馬會與港人共同走過的輝煌歷程，至今發展成世界級賽馬組織及全港最大公益慈善機構，讓港人引以為傲。

花車鑲滿人手精工細作的著名佛山獅頭，與閃爍駿馬互相輝映，配以五十隻醒獅組成的巡遊隊伍，浩浩蕩蕩，象徵馬會繼續與全港市民「同心同步同進，共創更好未來」。馬會除匯演當晚派發130週年特別版利是封，更推出網上賀歲遊戲，與民同樂。

This year marks the 130th Anniversary of the Jockey Club. The HKJC float, adorned with a sparkling galloping horse, symbolises the shared history of the Club and the people of Hong Kong. Over the years, the Club has developed into a world-class horse racing organisation and Hong Kong's premier charity and community benefactor; an achievement which Hong Kong people take pride in.

This year's float depicts the Club's anniversary motto of "Riding High Together for a Better Future" with the people of Hong Kong. The exterior of the float is studded with traditional Chinese lion heads created by a renowned master craftsman, while the centrepiece is a sparkling galloping horse. The float will be accompanied in the parade by 50 dancing lions.

To share the Club's anniversary joy with the public, the Club's 130th Anniversary *Lai See* envelopes will be distributed during the parade. A Chinese New Year online game will also be launched as part of the celebrations.

澳門特別行政區政府旅遊局

Macau Government Tourist Office



花車名稱/主題: 感受澳門 動容時刻

Name / Theme: Touching Moments Experience Macau

澳門特別行政區政府旅遊局

Macau Government Tourist Office

為迎接羊年的來臨，澳門特別行政區政府旅遊局於農曆大年初一（2月19日），派出賀歲花車參加由香港旅遊發展局舉辦的「2015國泰航空新春國際匯演之夜」，與香港市民及海外旅客歡度喜慶時刻。

新的一年，旅遊局祝願香港市民及遊客羊年財順，闔家安康。旅遊局會繼續致力推廣澳門多元的旅遊產品，全力配合構建「世界旅遊休閒中心」的目標。今年花車繼續以「感受澳門 動容時刻」作主題，以農曆新年的「全盒」作為整個花車結構的亮點，寓意十全十美。車身兩旁的LED電視屏，播放澳門喜躍時刻的精彩片段，而車身上展示不同澳門節日盛事的照片，顯示澳門是一個多元化的旅遊城市。伴著花車是一群活力充沛的小朋友，穿上中國服飾表演精彩的西方舞蹈，與現場觀眾一起喜氣洋洋賀新春。

To celebrate the joyful Year of the Ram, Macau Government Tourist Office (MGTO) presented the “Touching Moments Experience Macau” float at the “2015 Cathay Pacific International Chinese New Year Night Parade”, which is organized by the Hong Kong Tourism Board in the evening of the first day of Chinese New Year (19 February).

In 2015, MGTO extends the warm wishes to Hong Kong residents and overseas visitors for a New Year of good fortune and health. We will continue the effort to develop Macau as a “World Centre of Tourism and Leisure” by promoting the diversified tourism products of Macau.

This year, MGTO continues to adopt the promotional theme “Touching Moments Experience Macau”. Using Chinese New Year’s candy box as the core design to signify the acme of perfection in the year of Ram. Two LED walls playing the promotional video ‘Vibrant Moment Experience Macau’ showcase the dynamic elements of Macau. Colorful event photos are also displayed on the panels to further symbolize Macau as a diversified city with a blend of Chinese and Western cultures. The float is accompanied by a group of energetic children that adds color to the float parade and shares the delight of the festival with the audience.

香港海洋公園

Ocean Park Hong Kong



花車名稱/主題: 海洋公園「澳洲歷奇迎新歲」
Name / Theme: Ocean Park's Vibrant Australian Charms

香港海洋公園

Ocean Park Hong Kong

為慶祝「澳洲歷奇」即將開幕及香港新春花車巡遊踏入第20屆，海洋公園「澳洲歷奇迎新歲」花車陪你熱鬧賀新年！樹熊、紅頸袋鼠和笑翠鳥以七彩普普藝術新裝登場，祝你羊年天天精彩，笑口常開！尤加利樹燈飾及以南澳土著圖案作靈感的裝飾為花車增添南澳獨有魅力，加上以節能LED燈打造的璀璨燈飾，閃耀出環保新景象！巡遊隊伍更會換上可愛樹熊及袋鼠造型表演勁歌熱舞，加上威威獅令變身大自然探險家向大家拜年，給你不一樣的活力新春！

In celebration of the new Adventures in Australia exhibit and the 20th staging of the International Chinese New Year Night Parade, Ocean Park's float features a Lunar New Year party brimming with Australian charms. Koalas, red-necked wallabies and laughing kookaburras appear in vibrant Aborigine-inspired pop art to wish everyone a bright and happy new year. Eucalyptus and artwork in the style of South Australia's Indigenous art shine with eco-friendly LEDs, adding an extra Australian touch to the float! Join the dynamic dance performance of the parade team in cute koala and wallaby costumes, as well as Whiskers sporting a safari look!

優質旅遊服務協會

Quality Tourism Services Association



花車名稱/主題: 優質服務廿一載 喜迎羊年賀新春

Name / Theme: Quality Twenty One

優質旅遊服務協會

Quality Tourism Services Association

由十一家優質商戶全力支持 – 家得路美國天然健康食品、周生生珠寶金行有限公司、英皇鐘錶珠寶、富臨集團、奇華餅家有限公司、百成堂、莎莎化粧品、太興飲食集團、通利琴行有限公司、翠華餐廳及位元堂 (零售) 有限公司全力支持的優質旅遊服務協會羊年賀歲花車。

協會服務業界超過二十年，致力專注提升零售餐飲業界會員的服務質素及水平，宣傳香港優質都市形象。今年協會以「優質服務廿一載 喜迎羊年賀新春」作主題，配以嘉年華的場景，予人色彩繽紛且熱鬧歡欣的感覺，寓意每位在香港都能擁有一個樂而忘返的優質旅遊體驗。

Eleven quality merchants – Catalo Natural Health Foods, Chow Sang Sang Jewellery Co Ltd, Emperor Watch & Jewellery, Fulum Group, Kee Wah Bakery Limited, Pak Shing Tong, Sa Sa Cosmetic, Tai Hing Catering Group, Tom Lee Music, Tsui Wah Restaurant, and Wai Yuen Tong (Retail) Limited—cordially invite you to join them at the “Quality Twenty One” to celebrate Chinese New Year.

The QTSA has adopted “Quality Twenty One” as the theme for its float and hopes to make this a very exciting event so that tourists will have a most enjoyable and memorable holiday experience.

崇光（香港）百貨有限公司

SOGO Hong Kong Co., Ltd.



花車名稱/主題：繁花錦繡 賞樂30年

Name / Theme: Amazing 30 Years of Blossom

崇光（香港）百貨有限公司

SOGO Hong Kong Co., Ltd.

為慶祝崇光(香港)百貨有限公司屹立香港30載，本年花車設計以崇光30周年吉祥物Hanami Family為主角，另以崇光百貨社花－大理花包圍車身，其花語為「親切與感謝」，代表著我們對每位顧客送上最華麗、喜悅與誠摯的祝福；同時象徵大方、富麗、吉祥，取其花開滿地之意，寓意為處處都有美好的事物。

而顏色選用了和布花紋及鮮艷的大理花顏色，既傳統又充滿活力，再配上「和太鼓」形象燈箱，將崇光的活力形象完美展現，傳遍四方。各式各樣的禮物盒及經典崇光購物袋，代表崇光來年將為顧客提供更優質、嶄新及理想的一站式購物體驗，亦祝願大家羊年更進一步，百業昌盛，百花齊放！

To celebrate the 30th Anniversary of SOGO Hong Kong Co., Ltd., the main character of this year's float is our 30th Anniversary Mascot – Hanami Family along with Dahlia, SOGO's Cooperate flower, surrounding the float body. Its florid is "sincere and thankful", which representing our gorgeous, joyful and grateful wishes to every valued customer. It also symbolizes infinite wealth and blessing to the world.

The selection of fabric patterns and vibrant colors of Dahlia portray the tradition yet energetic philosophy throughout the evolution of 30 years. The giant Taiko lightbox illustrates our excitable and passionate spirit.

Besides, SOGO iconic shopping bags and gift boxes emphasize our “one-stop shopping” business concept, and also the remarkable products and services of our quality and diversity offerings.

We wish everyone a tremendously prosperous and fruitful Year of the Goat ahead!

香港旅遊發展局

Hong Kong Tourism Board



花車名稱/主題: 環球派對 • 精采20年
Name / Theme: Sweet 20 • World Party

香港旅遊發展局

Hong Kong Tourism Board

「新春飛揚，如意吉祥！香港旅遊發展局祝願大家在新的一年裡洋洋得意，好運連連！」
為了歡慶巡遊匯演20年，旅發局的花車換上金光閃閃的新裝，打扮華麗的羊男羊女也會與您大開派對！滿載歡樂與朝氣的花車，不但為新年添喜氣，也代表了香港的繽紛動感，讓您全年體驗精采。

‘The Hong Kong Tourism Board hopes visitors will have an auspicious start to the Chinese New Year by celebrating this joyous festival in Hong Kong. Enjoy the party and *kung hei fat choy!*’

To celebrate the 20th staging of the parade, this year’s float is a glamorous and glitzy party. The revelling sheep on board the golden car represents the hope that visitors will enjoy a lively celebration in Hong Kong and lots of fortune in the coming year.

國際表演隊伍

International Performing Groups

	國際表演隊伍 International Performing Group	表演項目 Performance
1*	法國華麗之后 The Divas, France	特色造型及歌唱表演 Special characters & musical performance
2*	沖繩元氣太鼓舞表演團 The Okinawa Drum Dance, Japan	民族舞蹈表演 Folk dance performance
3*	韓國舞台王者 People On Stage, Korea	街頭舞蹈表演 Street dance performance
4*	荷蘭高蹺上的芭蕾 Ballerinas Stilt Walkers, the Netherlands	高蹺表演 Stilts performance
5*	菲律賓巴科洛德歡笑嘉年華 Bacolod City MassKara, Philippines	民族舞蹈表演 Folk dance performance
6*	莫斯科軍事音樂學校銅管樂團 The Brass Band of Moscow Cadet Music School, Russia	步操樂隊表演 Marching band performance
7*	西班牙浪潮舞曲 The Waves Dance Group, Spain	特色舞蹈表演 Special dance performance
8	聖盧西亞加勒比奇珍皇后 Exotica Carnival Queen, St. Lucia	特色造型及巨型道具巡遊表演 Special characters & giant props parade performance
9*	台灣實踐大學宋江陣民俗表演團 Taiwan Shih Chien University Sung Jiang Battle Array	民族舞蹈表演 Folk dance performance
10*	美國丹佛野馬隊啦啦隊 Denver Broncos Cheerleaders, USA	啦啦隊表演 Cheerleading performance

* 首次參與匯演的隊伍

Performing teams joining the parade for the first time

本地表演隊伍

Local Performing Groups

	本地表演隊伍 Local Performing Group	表演項目 Performance
1	李行齊國際魔術 Avon Lee International Magic	魔術表演 Magic performance
2*	明日之星舞蹈學院 Future Star Dance Academy	現代舞 Modern dance
3	香港張強國術總會 Hong Kong Cheung Keung Martial Arts Association	舞龍舞獅表演 Dragon and lion dance
4	香港中國國術龍獅總會 Hong Kong Chinese Martial Arts Dragon and Lion Dance Association	舞龍舞獅表演 Dragon and lion dance
5*	香港專業花式跳繩學校 Hong Kong Rope Skipping Academy	花式跳繩 Rope skipping
6	香港少青步操管樂團 Hong Kong Vigor Marching Band	步操樂隊 Marching band
7	Infinity Dance Studio	流行舞蹈 Pop dance
8	王仁曼芭蕾舞學校 Jean M. Wong School of Ballet	芭蕾舞 Ballet dance
9*	羅逸雅芭蕾舞爵士舞學校 Shelly Lo Jazz & Ballet School	爵士及芭蕾舞 Jazz & ballet dance
10	Trickstation	極限運動表演 Extreme sports performance
11	Tung Cheng Yuen Lam Tong Charitable Foundation 東井園林東慈善基金	傳統中國文化表演 Traditional Chinese cultural performance

* 首次參與匯演的隊伍

Performing teams joining the parade for the first time

街頭表演隊伍

Street Performing Groups

	街頭派對表演隊伍 (約晚上6時30分開始) Street Party Performing Group (Will start at around 6:30pm)	表演項目 Performance
1	香港手風琴藝術團 Accordion Troupe Hong Kong	手風琴表演 Accordion performance
2*	氣球的同學會 Ballumni	扭氣球表演 Balloon twisting
3	DJ點唱站 DJ Station	於廣東道表演區現場DJ 音樂放送及點唱 Live DJ Music at Canton Road Performing Zone
4	謝慧玲舞蹈學院 Emma Tse Elite Dance Academy	爵士舞 Jazz dance
5	香港特區鼓號樂團及步操樂團協會-赤龍鼓號樂團 HKSAR Drum Corps & Marching Band Association - Equator Dragon Drum & Bugle Corps	步操樂隊 Marching band
6*	香港有趣小丑劇團 Hong Kong Funny Clown Theatre	小丑雜耍 Clowns & acrobatics
7*	香港不思議英雄聯盟 Hong Kong Marvellous Heroes Alliance	特色造型表演 Special characters performance
8	香港花式足球隊 Hong Kong Freestyle Football Team	花式足球 Freestyle soccer
9*	卡帕中東肚皮舞坊 Mystery Belly Dance Studio	肚皮舞 Belly dance
10	非洲鼓樂舞蹈學院 OULAMII SOOJ African Drum & Dance Academy	非洲鼓樂 African drum
11*	平原習作 O.U.R. Works Music	於彌敦道表演區作現場樂隊表演 Live band music at Nathan Road Performing Zone
12	領匯單車舞火龍 The Link Happy CNRide	單車巡遊表演 Bike parade performance

* 首次參與匯演的隊伍

Performing teams joining the parade for the first time



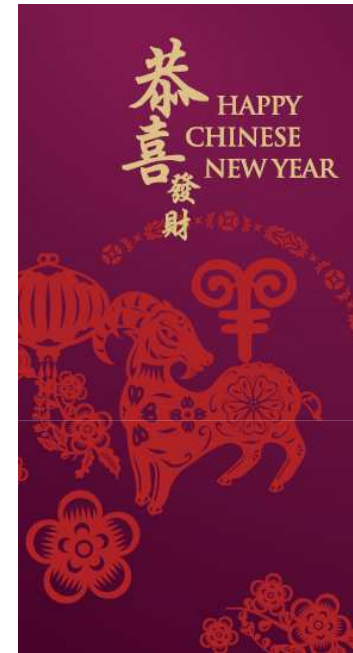
其他新春驚喜

OTHER CHINESE NEW YEAR SURPRISES

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- 派發**298,888**封新春利是 (初一至初七期間於機場向入境旅客派發)
- 驚喜包括：
 - 搭乘天星小輪一程贈券
 - 搭乘電車一程贈券
 - Big Bus Tours正價套票港幣\$70優惠券
 - 奇華港幣\$20現金券 (適用於惠顧奇華手信禮品系列滿港幣\$100)
 - 天際100香港觀景台標準門票8折優惠券
 - 香港特麗愛3D美術館門票7折優惠券
- **298,888 packs** of Chinese New Year Red Packets [Will be distributed to visitors arriving at the airport from the first to the seventh day of Chinese New Year (19 to 25 February)]
- Surprises Include:
 - Complimentary single Star Ferry ride ticket
 - Complimentary single tram ride ticket
 - HK\$70 discount coupon for purchase of Big Bus Tours package
 - HK\$20 Kee Wah discount coupon (for use upon \$100 spending on Kee Wah Gifts Series)
 - 20% discount coupon for purchase of sky100 Hong Kong Observation Deck standard tickets
 - 30% discount coupon for purchase of Trick Eye Museum Hong Kong tickets



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其他精采活動

Other Activities

活動名稱 Event Name	日期 Date	簡介 Introduction
「閃躍維港」 3D光雕匯演 Hong Kong Pulse 3D Light Show	2015年2月12日至 3月18日 (2月18-20日除外) 12 February to 18 March 2015 (except 18-20 February)	這個結合3D投影技術、音樂與燈光效果的多媒體匯演，將在尖沙咀香港文化中心及鐘樓外牆上演，並且會配合「香港新春節慶」盛事，呈現不同主題的精彩立體影像。(時間：晚上8:30、9:00、9:30及10:00，每節約15分鐘) The 3D light show with exciting audiovisual effects will take place at the Hong Kong Cultural Centre and the Clock Tower in Tsim Sha Tsui to enhance the festive ambience during the Hong Kong Chinese New Year Celebrations. (Time: 8:30pm, 9pm, 9:30pm and 10pm nightly, about 15 minutes per session)
香港許願節 2015 Hong Kong Well-wishing Festival 2015	2015年2月19日至 3月5日 19 February to 5 March 2015	新春國際匯演結束後，華麗花車將於許願節期間在大埔林村展出 (2月20至3月1日)。晚上，花車將亮起璀璨光輝，顯得份外迷人。此外，於2月20及21日，大埔林村及城中多個熱點更有國際表演隊伍獻上精采表演。 The fabulous floats from the International Chinese New Year Night Parade will be on display at Lam Tsuen in Tai Po during the Festival (20 February to 1 March). During the evening, 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 Lam Tsuen and various hotspots around town on 20 and 21 February.

詳情請參閱：DiscoverHongKong.com/ChineseNewYear/tc
For details, please visit: DiscoverHongKong.com/ChineseNewYear

鳴謝

Acknowledgement

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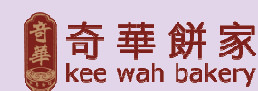


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