

# Government announces projects to be implemented by Working Group on Developing Tourist Hotspots (with photos)

The Deputy Chief Secretary for Administration, Mr Cheuk Wing-hing, today (May 20) held a press conference to announce nine projects to be implemented by the Working Group on Developing Tourist Hotspots (Working Group). Also attending the press conference were the Secretary for Culture, Sports and Tourism, Miss Rosanna Law; the Under Secretary for Security, Mr Michael Cheuk; the Under Secretary for Home and Youth Affairs, Mr Clarence Leung; the Under Secretary for Environment and Ecology, Miss Diane Wong; the Under Secretary for Development, Mr David Lam; and the Commissioner for Tourism, Mrs Angelina Cheung.

Mr Cheuk said, "New travel patterns and tourists' preferences increasingly value hotspots with unique features that are part of the flavour of Hong Kong. As there are many treasured tourist attractions in Hong Kong, we consider that in addition to creating new hotspots, current tourism resources should be consolidated and enriched to maximise the value of these hotspots and create attractions that tourists cannot miss.

"The Working Group has gathered opinions from different sectors of the community and considered different proposals. From the many options, we have at this stage selected nine appealing and feasible projects that can be implemented within a short period. Through upgrades of hardware and software, renovations and enhancements, maintenance and renewal of attractions, provision of ancillary services and facilities as well as opening up places that have not been open to the public before, tourists will be offered new experiences that are more in-depth and fascinating."

The nine projects to be implemented are:

## 1. Hong Kong Industrial Brand Tourism

Hong Kong's industrial story fully embodies the spirit of the Lion Rock. The tourism industry is forming groups to develop "Made in Hong Kong" industrial tourism, creating hotspots for visitors to tour, experience and shop. Industrial brands that can be visited include Lee Kum Kee, Kee Wah, Pat Chun and Yakult. A trial launch is expected in the third quarter of this year.

## 2. Victoria Park Bazaar

Taking advantage of the location and foot-traffic benefits of Victoria Park, a Victoria Park Bazaar will be launched. Some 30 stalls will be set up

at popular Victoria Park entrances from Causeway Bay near the Water Fountain Plaza and the South Pavilion Plaza, offering various cultural and creative services, handmade crafts and artworks. Exciting themed activities will be held at different times of the year to create a vibrant arts fair atmosphere and maintain the event's appeal. The bazaar is to be launched in the fourth quarter of this year, operating on Saturdays, Sundays and public holidays.

### 3. Creating a Pink Trumpet Tree Garden

Pink trumpet trees will be extensively planted near the harbourfront of Tamar Park, alongside suitable locations for flowering shrubs such as bougainvillea, to create a colourful viewing area that brings synergy with the Central harbourfront. The planting work is expected to be completed by the end of this year.

### 4. Featured community – In-depth travel in Old Town Central

The Central to Mid-Levels Escalator and Walkway System serves as a conduit that connects nearby tourist attractions, shops, restaurants and bars, boosting retail and food and beverage businesses along the route. Beautification of the system will be completed by the end of this year. Technology will be used to guide visitors to explore alleys and streets in the neighborhood. The Hong Kong Tourism Board (HKTB) has collaborated with HKwalls to transform the Central and Western District to add authentic artworks by local, Mainland and international artists, adding plenty of picture-perfect spots. Moreover, the HKTB will enrich the content of its Hong Kong Neighborhood – Old Town Central programme to respond to new tourism trends and create an inviting itinerary that combines arts and culture, historical architecture, dining and drinking experiences, encouraging visitors to experience Hong Kong's local flavour from different perspectives.

### 5. Featured community – In-depth travel in Kowloon City

Using the "Kowloon Walled City: A Cinematic Journey" Movie Set Exhibition as a starting point, tourists' experiences in the Kowloon City District will be extended through delicious cuisine and smart travel, boosting consumption in the District. The Tourism Commission will expand the City in Time Project to Kowloon City District in this year. Through augmented reality technology, tourists can experience the old days of Kowloon City, including the Kowloon Walled City, Kai Tak Airport and its changing scenery, in light of the new trend of city walk and in-depth tourism.

### 6. Disciplinary Services Pioneer Tours

Hong Kong disciplinary services enjoy international acclaim among tourists from the Mainland and overseas. Museums of disciplinary services such as the Police Museum, the Hong Kong Correctional Services Museum and the Fire and Ambulance Services Education Centre and Museum will, in collaboration with the tourism sector, develop and launch tourism products in the second quarter of this year to enable tourists' visits and share the fascinating history of Hong Kong's disciplinary services. More facilitation measures will be provided by streamlining registration procedures for travel

agencies so that the tourism sector can enrich their travelling routes with visits to museums of disciplinary services or the Independent Commission Against Corruption, etc. In the medium to long term, thematic routes related to disciplinary services will be promoted to overseas tourists, in addition to the enhancement of display items and planning of thematic exhibitions, to increase the attractiveness of these tours.

#### 7. Opening of the Former Yau Ma Tei Police Station

The former Yau Ma Tei Police Station will be partially opened to tourists who can see for themselves the layout and atmosphere of an old police station, which has served as famous settings for police movies and dramas. By the fourth quarter of this year, the ground floor will be opened to the public, featuring a replica report room, cellblocks, additional photo booths employing augmented reality technology, classic crime movie screenings, a memory wall displaying stills and posters of classic crime films, police mascots for photo-taking, souvenir sales, etc. In the medium term, while the surrounding areas of the former Yau Ma Tei Police Station are under construction, activities will be held near the police station starting from the fourth quarter of 2026 to further enhance the tourism experience. The police station will also accommodate the police museum in the long run.

#### 8. "Four Peaks" Tourism

Taking advantage of the proximity of mountains and sea to the city centre in Hong Kong, green tourism revolving around four peaks will be developed. They are the Peak (Peak Trail (High West Section)), Lantau Peak (Ngong Ping Trail (Nei Lak Shan Section)), Sai Kung Hoi (Sharp Island Country Trail) and Tai Mo Shan (Rotary Park to Tai Mo Shan Viewpoint). Considering the popularity of hiking trails, touring across these four selected peaks will be characterised by their unique scenery, easy and short routes, convenient transportation and comfort for travellers. It is planned to enhance hiking trail facilities, i.e. installing more directional signs and hiking information boards, in addition to connecting to nearby tourist spots for a well-planned journey for further promotion with the tourism sector. This is expected to be fully completed by the end of 2026.

#### 9. Revitalising the Former Hung Hom Railway Freight Yard Pier

The former Hung Hom Railway Freight Yard Pier at the midway point of Victoria Harbour, with a stunning view of the skyline of Hong Kong Island, makes a great place to enjoy Hong Kong's beautiful scenery. The yard will be developed into a character-filled space for organising different activities so that the public can take pictures and appreciate the panoramic views of Victoria Harbour and Hong Kong Island. The Government will begin basic beautification work and, at the same time, invite interested operators to submit proposals, aiming to open it for public use in the first quarter of 2026.

"The above hotspots span across the territory, underlining the concept of 'tourism is everywhere in Hong Kong'. There are indoor and outdoor

hotspots, locales for visits and explorations, as well as places for enjoying the ecology and scenery. They cater for travellers' individual preferences, which can easily fit in different travelling routes for creating pleasant journeys. Hong Kong will gain in popularity and prosperity as the hotspots will bring economic benefits, boost consumption sentiment and stimulate the economy," Mr Cheuk said.

"The Government will engage the trade proactively, making good use of various resources for marketing and promotions, creating innovative travelling routes and new products for tourist groups. This new initiative will capitalise on the characteristics of different tourist hotspots, to enhance their attractiveness. With concerted efforts, I firmly believe Hong Kong's tourism industry will attain a new level of prosperity."

The Chief Executive announced in the 2024 Policy Address that a Working Group on Developing Tourist Hotspots will be set up, and the Deputy Chief Secretary for Administration will be the leader. The Working Group aims to strengthen cross-departmental co-ordination and leverage community efforts, identify and develop tourist hotspots of high popularity and with strong appeal in various districts. Other members of the Working Group include the Secretary for Culture, Sports and Tourism (deputy leader), the Secretary for Commerce and Economic Development, the Secretary for Development, the Secretary for Environment and Ecology, the Secretary for Home and Youth Affairs, the Secretary for Security, the Secretary for Transport and Logistics, the Director of Home Affairs, the Director of Leisure and Cultural Services and the Commissioner for Tourism.

