

HOT NEWS FLASH

DESTINATION NEWS

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HOTEL NEWS

WHAT'S HAPPENING?

GETTING TO KNOW US



# TOUR HONG KONG

## HOT NEWS FLASH

### TRADESHOWS

- China Sourcing Fair – Electronics & Components (Fall 2009): AsiaWorld-Expo, 12 October 2009 – 15 October 2009
- China Sourcing Fair – Security Products: AsiaWorld-Expo, 12 October 2009 – 15 October 2009
- HKTDC Hong Kong Electronics Fair 2009 (Autumn Edition): Hong Kong Convention and Exhibition Centre, 13 October 2009 – 16 October 2009  
Asia's biggest electronic event.
- China Sourcing Fair – Fashion Accessories (Fall 2009): AsiaWorld-Expo, 20 October 2009 – 23 October 2009
- China Sourcing Fair – Gifts & Premiums (Fall 2009): AsiaWorld-Expo, 20 October 2009 – 23 October 2009
- China Sourcing Fair – Home Products (Fall 2009): AsiaWorld-Expo, 20 October 2009 – 23 October 2009
- HKTDC Hong Kong International Medical Devices and Supplies Fair 2009: Hong Kong Convention and Exhibition Centre, 4 November 2009 – 6 November 2009
- HKTDC Hong Kong International Wine & Spirits Fair 2009: Hong Kong Convention and Exhibition Centre, 4 November 2009 – 6 November 2009
- MIPIM Asia 2009: Hong Kong Convention and Exhibition Centre, 18 November 2009 – 20 November 2009  
MIPIM Asia is an exciting conference and exhibition event focused on real estate in Asia Pacific. It has been designed to encourage western investment and to facilitate deals

across Asia Pacific between local investors. MIPIM Asia provides the professionals from the industry with a unique insight into the Asia Pacific market with world-class conferences and an exceptional showcase of development projects from the region.

- HKTDC World SME Expo 2009: 3 December 2009 – 5 December 2009  
Organised by the Hong Kong Trade Development Council (HKTDC), the HKTDC World SME Expo has become a unique annual event for thousands of visiting SMEs to find business solutions to the challenges they frequently encounter and to enhance their competitiveness, and to explore business opportunities. Together with practical seminars and networking events, business deals and potential co-operations are profitably flourished.

The HKTDC World SME Expo has grown into a powerful marketplace and effective platform for:

- Showcasing Business Solutions/Services
- Exchanging Market Intelligence
- Expanding your Business

## DESTINATION NEWS

### SPECIAL AND PUBLIC HOLIDAYS

- National Day: 1 October 2009  
60th Anniversary of the Founding of the People's Republic of China.



National Day Fireworks Display



Tradeshows

## TOUR HONG KONG



Moon Cakes

- **Mid-Autumn Festival: 3 October 2009**  
The Chinese Mid-Autumn Festival is one of the most charming and colourful annual events that celebrates, among other things, harvest time with the biggest and brightest moon of the year.

The festival also commemorates a 14th Century uprising against the Mongols. In a cunning plan, the rebels wrote the call to revolt on pieces of paper and embedded them in cakes that they smuggled to compatriots.

Today, on this family occasion, parents allow children to stay up late and take them to high vantage points such as The Peak to light their lanterns and watch the huge autumn moon rise while eating their moon cakes. Public parks are ablaze with many thousands of lanterns in all colours, sizes and shapes.

- **Chung Yeung Festival: 26 October 2009**  
The Chung Yeung Festival is a day to respect and remember ancestors, a ritual that is widely followed in Hong Kong among the Chinese community.

Also known as Autumn Remembrance, this festival is similar to Ching Ming in the spring, in that families journey to the graves of their ancestors to perform cleansing rites and pay their respects. They share the food they bring along, especially Chinese cakes - 'ko', which is a homonym of the word for 'top'. Some believe that those who eat these cakes will be promoted to the top.

The festival is also a day for hiking. The Chung Yeung Festival commemorates a Han Dynasty (BC 202-AD 220) legend, which tells how a soothsayer advised Woon King that he should take his family to a high place for the entire ninth day of the ninth moon. Upon their return, the Woon family discovered all living things in their village had been slaughtered. Today, many Hong Kong families head to the hills to picnic during the Chung Yeung Festival.

- **Winter Solstice Festival: 22 December 2009**  
Known in Chinese as the Dong Zhi Festival, Winter Solstice is the second most important festival of the Chinese calendar.

Celebrated on the longest night of the year, Dong Zhi is the day when sunshine is weakest and daylight shortest. The coming of winter is celebrated by families and is traditionally the time when farmers and fishermen gather food in preparation for the coming cold season. It is also a time for family reunions.

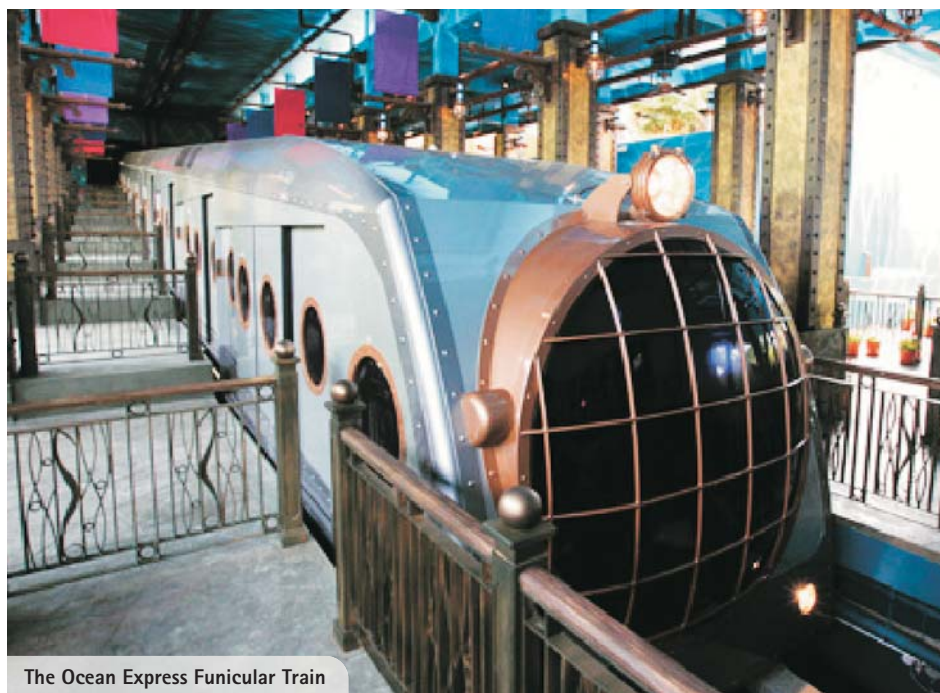
This celebration can be traced to the Chinese belief in yin and yang, which represent balance and harmony in life. It is believed that the yin qualities of darkness and cold are at their most powerful at this time, but it is also the turning point, giving way to the light and warmth of yang. For this reason, the Dong Zhi Festival is a time for optimism.

Dong Zhi is celebrated in style. The longest night of the year is a time to put on brand new clothes, visit family with gifts and to laugh and drink deep into the long night.

### BE THE FIRST TO KNOW!

#### NEW TOURIST ATTRACTIONS

- **Ocean Express - Ocean Park**  
Come for a fantastic journey on the Ocean Express, the latest quick, smooth, thrilling and fun way to travel from Ocean Park's Waterfront to the excitement at the Summit. Built to transport up to 5,000 people per hour in each direction, the Ocean Express funicular train can shuttle guests between the Park's two main lands in just 3 minutes. The train is designed to resemble a submersible vehicle, and offers a vivid experience that simulates a journey through the ocean's depths.



The Ocean Express Funicular Train

The train travels through a tunnel that was created by excavating 71,300 square metres of earth and is 1.3 kilometres in length, equivalent to 532 automobiles lined up bumper to bumper! The rail track alone which guides the train is the length of 29 football pitches placed from end to end.

### HOTEL NEWS

#### NEW HOTELS

- **Mandarin Oriental Macau**  
Renamed as Grand Lapa Hotel, the management remains unchanged from Mandarin Oriental group for up to two years.

- **Noah's Resort**
  - Accommodation in First Class Double/Twin Rooms with Luxurious Bathrooms: Ideal for Tourists
  - Elegant Hostel Rooms for Group Accommodation (4-8 people) with Private Spacious Showers: Perfect for Group Visits
  - Enjoy a Healthy Retreat and Sunbathe on the Beach by the Ark
  - Exercise in the Nature Garden and enjoy the Panoramic View at the top of Ma Wan Island and its Surrounding Waters
  - Stroll to the nearby Historic Ma Wan Village
  - Relax and Unwind in the Coffee Lounge on the Roof Garden



**HOTEL RENOVATIONS**

- **YMCA Salisbury**  
Renovation period from 1 August 2009 to 31 January 2010. Renovation of lobby, front desk, ground floor café and guests levels from 7th floor upwards.

**WHAT'S HAPPENING?**

**LOCAL EVENTS**

- **Disney's Haunted Halloween:**  
**18 September 2009 – 31 October 2009**  
The dark force has returned leading to a series of mysterious happenings: ghostly souls at Main Street Haunted Hotel; explorers have gone missing in Demon Jungle; and life forms from outer space invade Tomorrowland at Alien Invasion.
- **Ocean Park Halloween Bash: Evenings of**  
**25 – 27, 30 September 2009**  
**1 – 4, 9 – 11, 16 – 18, 23 – 25,**  
**29 – 31 October 2009**  
**1 November 2009**  
Hong Kong's creepiest spirits have risen from their crypts and found their way to Ocean Park this Halloween!

Come and re-live classic Hong Kong horror stories this year, with over 400 ghostly ghosts sneaking out from the under, waiting for you at 20 unearthly scary haunt spots. Be the bravest guest at the eight local-feature haunted houses where menacing horror takes over as you play your part in a full-blown night of horror!

- **The Tai Hang Fire Dragon Dance:**  
**Tai Hang, Causeway Bay, 2 – 4 October 2009**  
For the three nights straddling the Mid-Autumn festival, visitors can also see one of the most spectacular sights imaginable. It's a 67-metre-long 'fire dragon' that winds its way with much fanfare and smoke through a collection of streets located in Tai Hang, close to Victoria Park in Causeway Bay.

Over a century ago, Tai Hang was a coastal village whose inhabitants lived off farming and fishing. A few days before the Mid-Autumn Festival a typhoon and then a plague wreaked havoc on the village. While the villagers were repairing the damage, a python entered the village and ate their livestock. According to some villagers, the python was the son of the Dragon King.

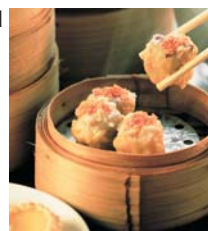
A soothsayer decreed the only way to stop the chaos was to stage a fire dance for three days and nights during the upcoming Mid-Autumn Festival. The villagers made a huge dragon of straw and covered it with incense sticks, which they then lit. Accompanied by



The Tai Hang Fire Dragon Dance

drummers and erupting firecrackers, they danced for three days and three nights - and the plague disappeared.

- **Shanghai ATP Masters 1000:**  
**Shanghai Qi Zhong Tennis Centre,**  
**10 October 2009 – 18 October 2009**  
The ATP World Tour Masters 1000 is a series of nine tennis tournaments that are part of the Association of Tennis Professionals (ATP) tour. Held annually throughout the year in nine cities around the world consisting of Indian Wells, Miami, Monte Carlo, Rome, Madrid, Canada (Montreal or Toronto), Cincinnati, Shanghai and Paris. The series constitutes the most prestigious tournaments in men's tennis after the four Grand Slam events and is mandatory for the top male players on the professional circuit.
- **Hong Kong Squash Open 2009:**  
**12 October 2009 – 18 October 2009**  
One of the major sports events in Hong Kong recognised by the Major Sports Events Committee.
- **German Bierfest 2009:**  
**19 October 2009 – 24 October 2009**  
**(Private Event)**  
**25 October 2009 – 14 November 2009**  
**(Open to Public)**  
Head down to The Marco Polo Hongkong Hotel in Tsimshatsui for a fun-filled evening of authentic German food, a head-spinning selection of beers as well as late-night dancing and laughter against a panoramic backdrop of the Victoria Harbour. This year's German Bierfest also brings you traditional tunes and madcap antics by The Notenhoblers, a seven-member band from Munich.
- **Hong Kong Food and Wine Year:**  
**30 October 2009 – 8 November 2009**  
One of the highlights of this year-round promotion is the Hong Kong Food and



Wine Year Spotlight Events, which will kick-off with a three-day Wine and Dine Festival running from 30 October until 1 November. During these week-long wine and dine celebrations (30 October to 8 November) you can also enjoy wine appreciation classes, wine tours and walks as well as the International Wine and Spirits Fair 2009. Street Carnivals in Lan Kwai Fong and SoHo from 6 to 8 November are also highlights of the celebrations.

These events provide locals and visitors alike with a wonderful opportunity to sample the magical culinary experiences that exist in Hong Kong. So raise your glass and indulge yourself in this fantastic celebration of wining and dining in the 'Culinary Capital of Asia'.

- **Hong Kong 2009 East Asian Games:**  
**5 December 2009 – 13 December 2009**



Held once every four years, the East Asian Games (EAG) is a major event in the Asian international sports arena. The 5th East Asian Games will be held in Hong Kong from 5 – 13 December 2009. Over 3,000 elite athletes will compete for gold medals of 262 competition events under 22 sports, making it the largest international multi-sport event ever held in Hong Kong.

Our slogan "Be the Legend" represents the unique characteristics of athletes and Hong Kong people. All winning athletes will themselves be legends and admired by all. Hong Kong 2009 East Asian Games is more than a sports event. It is the first time for the city to host a large-scale multi-sport international event. It is an important milestone for Hong Kong. Let's all join hands to be part of the legend and make the Games the most successful EAG in history!