

CSTB announces series of giant panda promotion activities (with photos)

Since the arrival of another pair of giant pandas, An An and Ke Ke (their current names), gifted by the Central Government to the Hong Kong Special Administrative Region, a craze for giant pandas has sparked across the city. An An and Ke Ke are currently acclimatising to the new living environment and are in good condition. They are expected to meet the public within December this year.

In order to create a joyful atmosphere for welcoming the giant pandas, the Culture, Sports and Tourism Bureau (CSTB), jointly with the Hong Kong Tourism Board (HKTB) and Ocean Park Hong Kong (OPHK), will collaborate with various parties in Hong Kong to organise a series of promotional activities themed Come and Enjoy a Pandastic Hong Kong. The new Hong Kong giant panda family will serve as Hong Kong's tourism ambassadors in promoting "tourism is everywhere in Hong Kong" experience, attracting visitors from all over the world to Hong Kong and thus driving tourism development.

The CSTB will collaborate with various sectors of the society and the tourism industry to launch various promotional initiatives. One of the key events is the HELLO PANDAS Carnival, an outdoor event themed around giant pandas to be held from December 11 to 21 at the Hong Kong Cultural Centre Piazzas. Jointly organised by the China Tourism Group, the Democratic Alliance for the Betterment and Progress of Hong Kong as well as The Hong Kong Chinese Enterprises Association, and undertaken by the China Travel Service (Hong Kong) Limited, the Carnival will feature a diverse range of activities, including art installations, interactive performance, cultural and creative fair, photography exhibition. The Carnival will be open to all for free.

The CSTB and the HKTB also fully support the large-scale event PANDA GO! FEST HK hosted by a creative brand ARR (AllRightsReserved). A giant panda roving exhibition will be staged on three consecutive Saturdays, Sundays and public holidays starting from December 7. More details about the event will be announced shortly.

In addition, the CSTB and the HKTB will also produce a new television promotional video, in which the giant panda family and their friends will experience four unique tours in Hong Kong, including (1) explore the stunning world-class natural scenery; (2) enjoy delicious food from all over the world from local food to Michelin-award-winning restaurants; (3) indulge in the artistic atmosphere of world-class cultural museums and art galleries; and (4) experience the excitement of major events at Kai Tak Sports Park. The HKTB will also use the same theme of the event to stimulate a craze for giant pandas across the city. The six giant pandas can be seen in MTR stations, the Central Pier, the Mid-Levels escalators, and large outdoor advertisements in downtown areas.

The Government will continue to seize the opportunity brought by the arrival of the giant pandas and connect different sectors of the society to actively plan and launch more promotional activities related to the giant pandas, thereby generating business opportunities for different sectors and boosting the economy.

