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HKTB to Launch First Pyrotechnic Display in Labour Day Golden Week and Steps Up Mainland Market Promotions to Attract Visitors

Rich Event Calendar in May with Entertainment, Cultural and Festive Events

The Hong Kong Tourism Board (HKTB) announced that, starting from May, the Board will regularly roll out pyrotechnic displays or drone shows in line with festivals and mega events. **The first pyrotechnic display will take place on 1 May (Wednesday) evening**, welcoming the Labour Day Golden Week. Similarly, **the first drone show will add appeal to the city’s traditional festive celebrations on 11 May (Saturday) over Victoria Harbour.**

Mr Dane Cheng, Executive Director of the Hong Kong Tourism Board, said, “The Labour Day Golden Week is a peak travel season for Mainland tourists. In light of the the waves of events in entertainment, arts and culture and traditional festivities in May, HKTB seizes the opportunity to step up promotions in Mainland and **roll out pyrotechnic and drone performances of various themes to enhance visitors’ experience in town, adding icing to the cake to their journey, while inviting locals to enjoy together.** We also encourage trade partners in different sectors to provide more tourism products and spending offers with a view to stimulating the economy and maximising tourism-related receipts.”

First Pyrotechnic Display on show on 1 May with themes of different festive celebrations

Starting from May, HKTB will regularly present pyrotechnic displays or drone shows in line with mega events or festivals with different themes and elements. Together with the existing *A Symphony of Lights* multimedia light and music show, the performances will enrich sensorial experience and enhance the unique appeal of Victoria Harbour, thereby attracting visitors and locals to enjoy the show in town.

With the first pyrotechnic display staging on 1 May (Saturday) at the East Tsim Sha Tsui Promenade, HKTB hopes to capitalise on the Labour Day Golden Week and various consumption promotions in town, such as “Yau Tsim Mong Shopping Festival”, to enrich visitors’ and locals’ experience and boost the city’s night-time ambience, and hence stimulating consumption.



(Reference photo of pyrotechnic display)



(Reference photo of drone show)

Performance details for May and June

	Pyrotechnic displays	Drone shows
Date	1 May (Wednesday) Labour Day (Public Holiday)	11 May (Saturday)
Time	8:00 pm (about 10 minutes)	
Location	East Tsim Sha Tsui Promenade	Wan Chai Temporary Promenade
Theme	Welcome the Labour Day Golden Week	Enhance the appeal of the events of Buddha's Birthday, Cheung Chau Bun Festival and Tam Kung Festival
Date	15 June (Saturday)	10 June (Monday) Dragon Boat Festival (Public Holiday)
Time	8:00 pm (about 10 minutes)	
Location	Wan Chai Temporary Promenade	
Theme	Boost Dragon Boat Festival ambience	

Encouraging trade partners to launch tourism products to stimulate consumption

HKTB also encourages trade partners to leverage various events and activities to roll out more tourism products such as harbour tours, pyrotechnic-view dinners and other experiences to encourage visitors to stay longer in town and create opportunities for other tourism-related sectors such as F&B and retail sectors, hence stimulating consumption and generating economic benefits.

Strengthening promotions in Mainland markets

Besides, running up to the Labour Day Golden Week, the HKTB has stepped up promotions targeting Mainland markets to attract visitors to Hong Kong and encourage travellers to plan their visits in advance.

1. HKTB boosts promotions of Hong Kong tourism in the new IVS cities of Xi'an, Shaanxi and Qingdao, Shandong, with initiatives including:
 - a. inviting media organisations from Xi'an and Qingdao to visit Hong Kong in person to promote Hong Kong's tourism experiences, with stories published in April;
 - b. inviting popular KOLs to visit Hong Kong for creating travelogues for Hong Kong and share them on social media platform; and
 - c. distributing 16,000 discount coupons of HK\$200 each to visitors through online and physical travel agents
2. HKTB partners with online travel agents in Mainland and promote new ways to explore Hong Kong during the Golden Week, such as City Walk, immersive green tourism and nightlife and major city happenings in April and May through travel tips and e-commerce livestreaming, driving sales of relevant tourism products.

3. HKTB also co-operates with digital payment platforms and mainland one-stop consumer infotainment portals in tourism promotion and introduces Hong Kong's arts and culture, nature, nightlife and culinary hotspots to attract visitors to the city.

Members of the media can download the press release from the following links:

Press release: <https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

Reference Photos: <https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1478&categoryId=2&cachedCriteria=1>

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