

# Hong Kong



## Discover Hong Kong on your phone

A survey by the Hong Kong Tourism Board (HKTB) has shown that more than half of all visitors to Hong Kong bring a smart phone with them during their trip. Capitalising on this trend the HKTB has joined with Cathay Pacific to create the 'DiscoverHongKong Mobile App Series', enabling visitors to find tourist information near their location easily when they are travelling in Hong Kong.

**THE DISCOVERHONGKONG** Mobile App Series currently includes two applications: the 'DiscoverHongKong AR', which features more than 100 attractions, 5000 retail outlets and 2000 dining establishments, as well as shopping malls and open-air markets all over the city.

The app combines 'augmented reality technology' with the global positioning system (GPS) and camera of the smart phone, showing points of interest, including major attractions, shops accredited under the HKTB's Quality Tourism Services Scheme and award-winning restaurants nearby.

All visitors need to do is use the camera of their phone as a viewer, and the points of interest will appear overlaid on the real-world views on the phone screen. They can also tap each of these points of interest making the application a round-the-clock digital travel guide for travellers.

The other application, 'DiscoverHongKong City Walks', leads visitors through four themed walking trails in the urban areas of Hong Kong. This app provides in-depth information on each of the attractions along the trails, making for a richer visitor experience in Hong Kong. There is also a search function for users to locate shops, restaurants, MTR exits and Wi-Fi hotspots near the trails.

iPhone users can now download both applications from the Apple App Store for free. Android versions will be launched later this year along with a 'DiscoverHongKong Heritage Walk' application under the same series.

The HKTB is working to provide Wi-Fi services at over 8000 hotspots for visitors to access DiscoverHongKong.com and download the travel applications free to their smart phones while on the go. Further information [www.DiscoverHongKong.com/Australia](http://www.DiscoverHongKong.com/Australia)

*Images courtesy of HKTB*

## Shopper's delight

**HONG KONG WILL BE** the setting for some major events from June to August when the city plays host to the annual Hong Kong Dragon Boat Carnival from 17-19 June and the Hong Kong Summer Spectacular from 17 June to 31 August.

Organised by the Hong Kong Tourism Board (HKTB), the Hong Kong Summer Spectacular is jam packed with fun events, fantastic shopping offers available in the citywide sales and a tempting array of delicious dining delights.

Every Saturday during the event when visitors shop and pay using their Visa card they could be 'mobbed' with extra rewards - a flash mob will visit key shopping spots and reward lucky shoppers with instant bonuses. The exceptionally strong Aussie dollar means now is the perfect time to visit Hong Kong and take advantage of the great shopping bargains.

To support the event the HKTB is hosting a competition on Facebook for one shopaholic to win the ultimate shopping experience in Hong Kong for themselves and three friends. The Facebook Hong Kong Summer Spectacular competition is being supported by Cathay Pacific and Novotel Hotels and will run until mid-June. To enter visit [www.facebook.com/HongKongTourismAustralia](http://www.facebook.com/HongKongTourismAustralia)





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## Hong Kong value for discerning travellers

Unlike other areas of China, Hong Kong is more popular among discerning independent travellers, according to leading Asian specialist Helen Wong's Tours.

**THE COMPANY IS TAILORING** personalised escorted mini tours as well as VIP airport-hotel transfers using various styles of quality hotel accommodation. For example, a private car with guide for a half-day tour of Hong Kong Island is available from AU\$125 per person. The tour includes a tram ride to Victoria Peak for a bird's eye view of the city and harbour as well as visits to Aberdeen fishing village and Repulse Bay.

Helen Wong's Tours also has a more affordable package which, from AU\$116 per person, includes airport/hotel coach transfer and a guided half day coach tour and pre-dinner cocktail cruise.

There's also a Symphony of Lights cruise of the harbour for guests to watch the nightly spectacular laser show from AU\$52 per person; and a four-hour tour of outlying Lantau Island to visit the Giant Buddha and Tai O fishing village, including a vegetarian lunch, which is priced from \$127 per person.

A varied range of accommodation to meet different tastes and budgets can also be arranged starting with stays at the Regal Riverside Hotel in the New Territories, on the outskirts of Kowloon, from \$41 per person per night twin share, to \$151 per person per night twin share at either the plush Langham Hong Kong or the five-star InterContinental Grand Stanford on the Victoria Harbour waterfront.

For guests wanting to spread their wings beyond Hong Kong, Helen Wong's Tours can organise full day tours to Shenzhen in mainland China. A Shenzhen City and Wo Lu Shopping Tour is priced from \$147 per person twin share. It includes morning pick-up service from designated hotels to Hung Hom Railway Station and first-class train travel from Hong Kong to Shenzhen. Here, guests can explore the famous Dafen Oil Painting Village, showcasing a collection of more than 1000 artists for reproduction of world famous artwork.

The tour around the city looks at how Shenzhen has developed in recent years. Regional delicacies at a local restaurant are served for lunch prior to being transferred to the Lo Wu Shopping Mall and its stylish boutiques and bargain hunting for Chinese art and craft souvenirs before returning to Hong Kong by rail. Further information 1300 788 328 or [www.helenwongstours.com](http://www.helenwongstours.com)

It is also possible to visit Macau in a day from Hong Kong. China specialist, China Bestours has a 'Macau Delight' day experience departing daily, taking the high-speed turbojet to Macau. The tour includes the Penha Hill and A-Ma Temple; Macau Tower; a quick look at the border between Macau and Mainland China; followed by exploring the Leal Senado Square and famous Ruins of St Paul's. The tour also visits a casino if time permits. Prices start from AU\$145 per person. Further information 1300 886 678 or [www.seechina.com.au](http://www.seechina.com.au)

*Images: Cruise a junk on Hong Kong Harbour. Photo Helen Wong's Tours*

*See the cultural highlights of Hong Kong. Photo Helen Wong's Tours*



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