

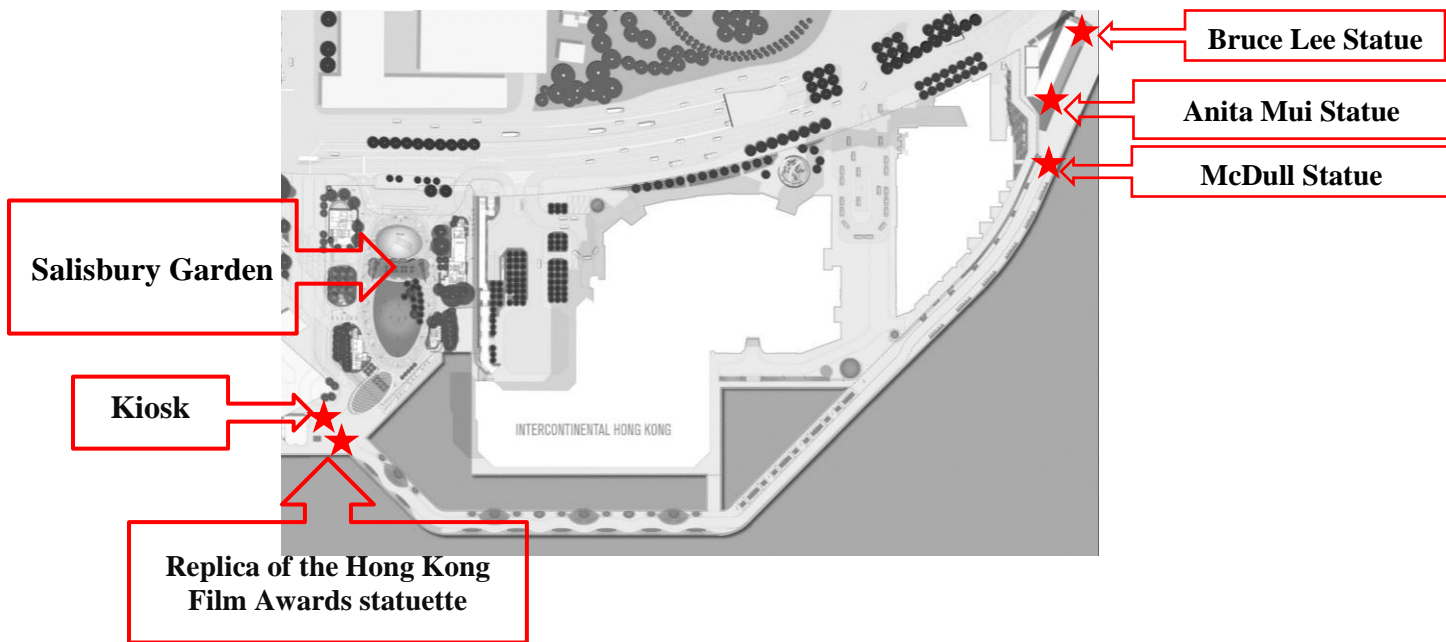
The Re-opening of the Avenue of Stars
Reference material for Travel Trade Partners

- After more than three years of renovation, the new Avenue of Stars will be re-opened to members of the public at **8 am on Thursday, 31 January 2019**. The revamped Avenue of Stars has shown great improvement including architectural design, landscape, star elements, visitor facilities, green area and etc., providing visitors and locals a better experience, and enhancing the attractiveness of Hong Kong's waterfront.
- The revitalisation of the Avenue of Stars has incorporated a lot of new elements and an abundance of contents. **The recommended time of visit is 45 minutes to 1 hour.**

Design features of the Avenue of Stars

- The revamped Avenue of Stars was designed and constructed by a number of top international architectural and design teams, including the internationally acclaimed American landscape design firm James Corner Field Operations, well known British lighting design firm Speirs & Major as well as talented local architects and designers. The new design significantly enhances the cultural ambience, creating a culturally rich atmosphere and showcase the contemporary architectural style.
- The main features of the redesigned Avenue of Stars include:
 - Contemporary Architectural Design
 - The railings, pavement, seating and other facilities are simple and minimal with a light colour palette, making the Victoria Harbour the main focus;
 - The railings are wavy and undulating, the lines coordinate with different types of outdoor seating to ensure that visitors can enjoy the view of Victoria Harbour along the Avenue of Stars without obstruction;
 - There are flowers, plants and trees along the pathway in different shapes and sizes. Calm and soft lighting at night time also sets the romantic ambience on the waterfront, making this the best place to enjoy the beautiful scenery of Victoria Harbour.
 - Harbour View with Movie Elements
 - Four bronze statues (Replica of the Hong Kong Film Awards statuette, Anita Mui, Bruce Lee, McDull) have been strategically relocated to aid visitors and citizens enjoy and photograph the statues at close range;
 - In addition to the original 107 handprints, new handprints will be added to the Avenue of Stars after its opening;

- The bronze statues and handprints are included with digital elements, by scanning the QR code next to them, visitors can instantly browse the information of superstars, filmmakers or clips of classic movies on a smartphone or tablet;
- The superstars' handprints are placed on the redesigned wooden handrail for visitors to get up close. Special adjustments were made in terms of angle and placement, so that visitors can take pictures of the handprints with the scene of Victoria Harbour as the background.



- **Addition of a large number of sustainable development elements**
 - The green area of the Avenue of Stars has been increased by more than 8 times and the shading facilities are 7 times more than before, creating a more comfortable environment for visitors;
 - The trellis also adopts a sustainable design, with the vertical green as shading and reduces temperature, providing visitors a more comfortable experience;
 - The railings and wooden seats along the way are made of an environmentally friendly wood substitute material. They are durable, sustainable and bio-based, the floor tiles are also made out of recycled glass;
 - No plastic bottled water is sold on the Avenue of Stars, instead drinking fountains are offered near the food kiosks to reduce waste.

- **Local creative culture showcased in Hong Kong's specialty kiosks:**
 - There is a snack kiosk near Salisbury Garden operated by Mei Lok Store, selling nostalgic snacks, drinks and toys in Hong Kong;
 - There are seven mobile carts operated by local creative brands along the avenue, some of the products are exclusively sold on Avenue of Stars, such as the “Avenue of Stars Flower Tea” from HOCHA and carambola flavoured popsicle from “ISEEISEE”;
 - Snack kiosks and mobile carts operate from 10 am to 9 pm.



Tourist Coaches Pick-up and Alighting Areas

- In order to minimise the traffic flow and reduce the possibility of traffic congestion, it is recommended that all tourist coaches heading to the Avenue of Stars to **board and alight their passengers at different locations.**

- **Alighting arrangement**
 - Coaches are recommended to alight their passengers on Chatham Road South or other locations nearby.
 - Tourists will then walk around 5 minutes to reach the Avenue of Stars, either through the Garden of Stars nearby, or via the tunnel (KS61) to pass Chatham Road South and Salisbury Road.
 - At the meantime, there are 6 spaces for tourist coaches on Chatham Road South (North bound), the Transport Department would set up an addition of 4 coach spaces on Chatham Road South (South bound) at the end of January and February respectively, 8 additional spaces in total for passengers alighting.

- **Boarding arrangement**
 - Pick-up areas are located on Salisbury Road near the entrance of the Avenue of Stars, which is where the original Starbucks was located, and now offer spaces for up to 11 coaches.
 - Please note that the spaces are **only for boarding of passengers but not for parking.**
 - In order to facilitate the arrangement of tour guides to gather their groups, the government has set up a waiting area for tourists groups. Please refer to the following image for further details.

Tourist Coaches Boarding and Alighting Arrangement

Notes :

- Tour guides please inform their groups to gather at the waiting area to wait for boarding
- Tour guides inform their coach drivers when the whole group is gathered
- Coach drivers arrive at the pick-up area and inform the tour guides their designated station number
- Tour guides lead their groups to board their coaches, and leave within 5 minutes
- Each coach will have 5 minutes to board their passengers. The police department would enforce the law strictly, issuing tickets to over-timed parking and other offences
- The pick-up and waiting areas would be adjusted according to the on site situation if necessary, staffs are available to provide guidance and aid
- The Leisure and Cultural Services Department will provide mobile toilets near the waiting area to facilitate visitors

- **Tourist coaches boarding and alighting flow chart:**

Coaches are recommended to stop for alighting on Chatham Road South (South bound) or other location nearby and leave immediately after the passengers have alighted. Passengers will then walk towards the Avenue of Stars.



After visiting the Avenue of Stars, tourists can wait for boarding in the waiting areas A-K (see image above). The tour guide shall ensure that all the members of the group have arrived and assembled in the waiting area.



After the tour guides have gathered their whole group, they shall inform the coach drivers for them to bring the coaches to the pick-up area. Coach drivers then inform the tour guides their designated station number (i.e. No. 1-11).



The tour guides will then guide their groups to the pick-up area, with the assistance of the staff from the Department of Leisure and Culture and the Avenue of Stars Management.

Travel Trade Sector please note:

Tourist coaches can only stay at the boarding and alighting spaces for up to five minutes. **The police department would strictly enforce the law and issue tickets on site.**

- When waiting for their passengers to finish their tour of the Avenue of Stars, the coaches can be parked at the spaces listed below*:
 - Chatham Road South (Northbound) parking space
 - Cheong Tung Road South road side parking
 - Cheong Wan Road road side parking
 - Hong Tat Path road side parking
 - Kin Wan Street car park
 - Wah Shun Street car park
 - Bailey Street car park
 - Hoi Wang Road Car Park (near West Kowloon Bus Station Terminus)
 - To Wah Street Car Park

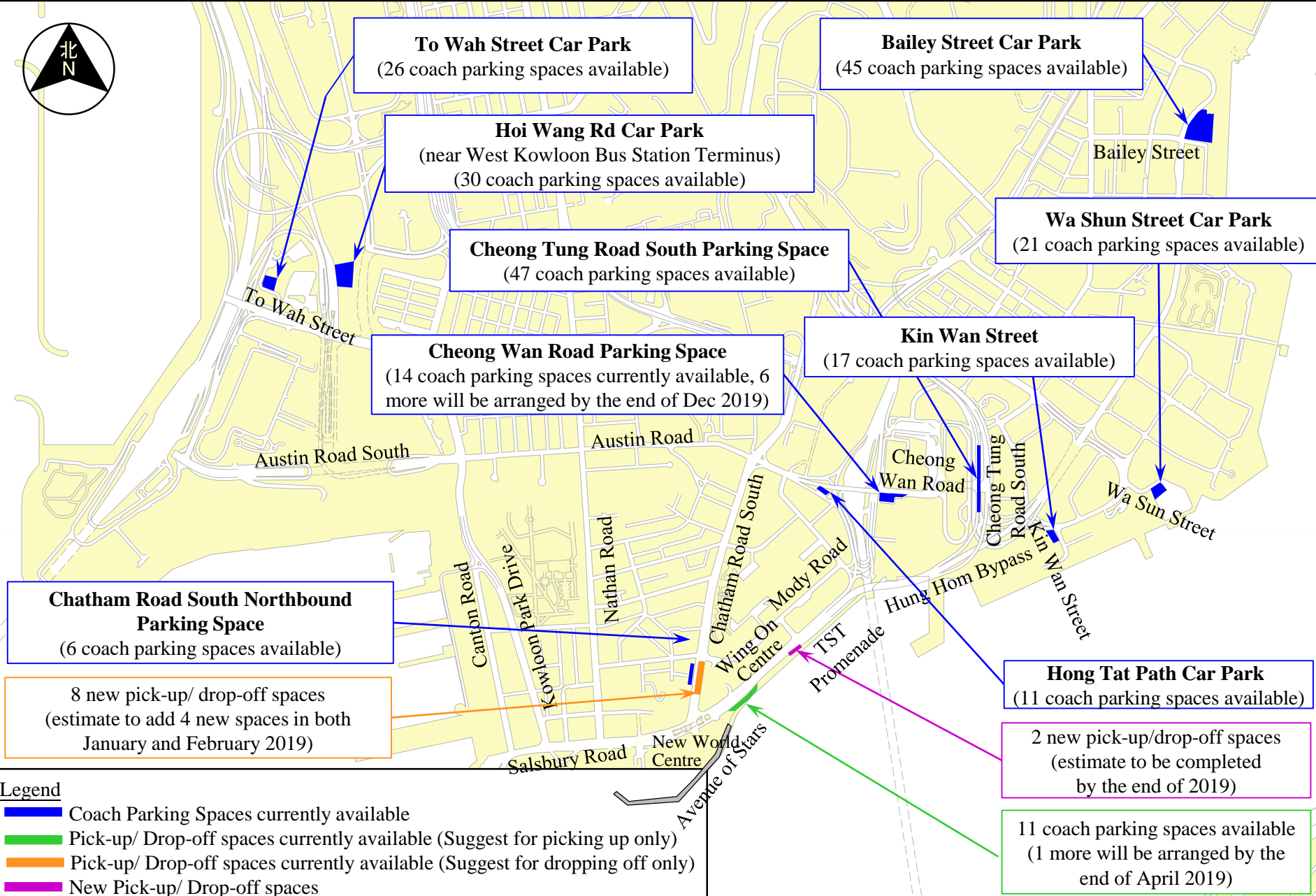
(*Location of the above car parks please refer to Attachment 1)

Other Points to Note

- Due to safety reasons and to avoid overcrowding, please **avoid accumulating a large number of visitors at one area on the Avenue of Stars, especially the area opposite and adjacent to the Starbucks.** It is suggested the tourism industry to appeal to their tourists to visit different parts of the Avenue of Stars, so that the visitors would not only stay at the same area, and also provides a more satisfactory experience.
- **Smoking** on Avenue of Stars and the coach waiting area is **strictly prohibited.**

- End-

Attachment 1: Coach Parking and Pick-up/ Drop- off Spaces for the re-opening of the Avenue of Stars



To Wah Street Car Park
(26 coach parking spaces available)

Bailey Street Car Park
(45 coach parking spaces available)

Hoi Wang Rd Car Park
(near West Kowloon Bus Station Terminus)
(30 coach parking spaces available)

Wa Shun Street Car Park
(21 coach parking spaces available)

Cheong Tung Road South Parking Space
(47 coach parking spaces available)

Cheong Wan Road Parking Space
(14 coach parking spaces currently available, 6 more will be arranged by the end of Dec 2019)

Kin Wan Street
(17 coach parking spaces available)

Chatham Road South Northbound Parking Space
(6 coach parking spaces available)

8 new pick-up/ drop-off spaces
(estimate to add 4 new spaces in both January and February 2019)

Hong Tat Path Car Park
(11 coach parking spaces available)

2 new pick-up/drop-off spaces
(estimate to be completed by the end of 2019)

11 coach parking spaces available
(1 more will be arranged by the end of April 2019)

- Legend**
- █ Coach Parking Spaces currently available
 - █ Pick-up/ Drop-off spaces currently available (Suggest for picking up only)
 - █ Pick-up/ Drop-off spaces currently available (Suggest for dropping off only)
 - █ New Pick-up/ Drop-off spaces