

# 香港體驗行

## Explore Hong Kong Tours

香港旅遊發展局 Hong Kong Tourism Board

憑藉創意行程，旅客可以細味香港的獨特風貌。

Visitors can savour a unique taste of Hong Kong's flavours through innovative itineraries.

**香**港是名聞遐邇的旅遊勝地，擁有很多世界知名的景點，以及多姿多彩的節慶活動。香港旅遊發展局(旅發局)不僅力求吸引更多旅客訪港，而且還透過各項計劃，致力協助本地旅遊業界宣傳香港，從而開拓更多商機。

**H**ong Kong, as a premier destination, has many world-famous tourist attractions and a broad variety of festive activities. Apart from striving to attract more visitors to Hong Kong, the Hong Kong Tourism Board (HKTB) offers support to local travel trade partners to promote Hong Kong through different campaigns and projects, thereby opening up new business opportunities.

### 新旅遊產品 發展及經費 資助計劃

旅發局於二零一二年推出「新旅遊產品發展及經費資助計劃」，目的為鼓勵業界開發更富創意的全新本地旅遊產品，藉以促進產品多元化，吸引更多旅客訪港。

計劃自推出以

來，一直獲得本地業界及旅客的熱烈支持。經過三輪申請，合共有十七個產品獲選，並納入計劃所衍生的「香港體驗行」。這些新旅遊產品已推出市場，除了使旅客體驗香港獨特的文化外，還協助業界拓展業務。

「香港體驗行」旨在為旅客提供多元化及別具特色的本地旅遊產品選擇。不同的旅遊



▲ 旅發局總幹事劉鎮漢先生(前排左三)與「新旅遊產品發展及經費資助計劃」營運商，攝於今年香港國際旅遊展的香港館。  
Mr Anthony Lau, Executive Director of the HKTB (front row, third from left), and NTPDS operators at the Hong Kong Pavilion of this year's International Travel Expo Hong Kong.



▲ 香港館吸引了大批業界買家及消費者前來參觀，人人都希望瞭解「香港體驗行」產品。  
Trade buyers and consumers flock to the Hong Kong Pavilion to learn more about products of the Explore Hong Kong Tours.

### New Tour Product Development Scheme

The HKTB introduced the New Tour Product Development Scheme (NTPDS) in 2012 in an effort to encourage the development of new and creative local tour products, thus enhancing product variety and attracting more visitors to Hong Kong.

The scheme has been well received by both trade partners and visitors since its launch. After three rounds of applications, a total of

17 products were approved for inclusion in the Explore Hong Kong Tours, developed under the scheme. These new products, already available on the market, have not only provided visitors with unique experiences of Hong Kong, but also helped our trade partners to expand their business.

The Explore Hong Kong Tours offers a wide variety of new and unique local experiences to visitors. Different product themes include arts

產品主題包括：文化藝術、郵輪岸上觀光、美酒佳餚、古蹟 / 道地文化、豪華旅程、大型活動、一程多站，以及按新興市場旅客的喜好而設計的產品。

## 新產品簡介

市場上目前有十多項「香港體驗行」產品(見表)，以下是其中三項：

「深水埗風味行」(香港風味行)：這項產品深受旅客歡迎，四小時的美食導賞團帶領旅客漫遊本土色彩豐富的深水埗區，品嚐道地美食，包括菠蘿包、砵仔糕等。旅客更可認識區內的文化及歷史建築，品味本地人的生活文化。

「詠春拳體驗」(天星旅行社)：這項體驗活動最適合功夫迷參加，參加者可以跟隨詠春宗師葉問的第一代弟子劉功成師傅學習詠春的基本拳法。除此之外，行程還包括參觀香港文化博物館舉行的「武·藝·人生——李小龍」展覽，瞭解李小龍的生平事蹟，並且品嚐正宗港式點心。

「保育、孕育——投入香港本地文化」(安達旅運)：旅程糅合了古蹟、藝術及生活文化的元素，旅客可以在美荷樓生活館探索香港第一代公共屋邨的歷史；在活化工廈自製手工藝品；前往特色餐廳，在再獲聘用的長者招待下品嚐午餐；以及參觀四層高的著名保育唐樓雷生春。



▲ 品嚐本地美食砵仔糕是「深水埗風味行」的賣點之一。  
Tasting put chai puddings is one of the highlights of the Shum Shui Po Foodie Tour.



▲ 參加「詠春拳體驗」的旅客可以學習詠春拳法。  
Participants of the "Wing Chun" Kung Fu Experience Tour can take a kung fu class to learn Wing Chun.



▲ 美荷樓生活館讓旅客稍窺往日公共屋邨多彩多姿的生活點滴。  
The Heritage of Mei Ho House museum lets visitors have a peek at the colourful past of life in public housing.

and culture, cruise shore excursions, food and wine, heritage / living culture, luxury, mega events, multi-destination tours and customised tours for new markets.

## A quick look at new products

Currently there are over a dozen products of the Explore Hong Kong Tours (see Table) available on the market, three of which are:

**Shum Shui Po Foodie Tour** (Hong Kong Foodie): Most popular with visitors, the four-hour walking tour around Sham Shui Po, a colourful local neighbourhood, combines culinary experience with a local ambience. Visitors will have the chance to taste authentic local flavours such as pineapple buns and put chai puddings, as well as to explore heritage buildings for a true immersion in local life.

**"Wing Chun" Kung Fu Experience Tour** (Shoestring Travel Ltd): A must-join for kung fu fans, this tour allows visitors to study basic forms of "Wing Chun" kung fu under the guidance of Master Sam Lau, a first generation student of the legendary Grandmaster Yip Man. The tour also features a visit to the "Bruce Lee: Kung Fu · Art · Life" exhibition at the Hong Kong Heritage Museum to find out the story of Bruce Lee. A delicious

meal of authentic Hong Kong dim sum completes this entertaining and inspiring journey.

**Revitalization Experience** (Lotus Tours Limited): This tour combines heritage, art and living culture. Visitors will learn the history of Hong Kong's oldest public housing complex by visiting the Heritage of Mei Ho House museum, create handicrafts in a revitalised factory building, enjoy a pleasant lunch served by re-employed elderly people at a specialty restaurant, and round up the journey with a visit to Lui Seng Chun, a four-storey heritage shophouse.

表：目前於市場上發售的產品

Table: Products currently available on the market

產品主題 Product theme	公司名稱 Company name	產品名稱 Name of product
文化藝術 Arts and culture	恆盛國際旅遊有限公司 HS Travel International Company Limited	香港「特手」 Hand Made in Hong Kong
	時尚聯盟旅遊有限公司 Lifestyle Federation Travelers Edutainment Limited	中國文化「迷」·「信」 The Science of Superstition – Chinese Taboos Edutainment Journey
		瓷國·國瓷——古瓷珍賞工作坊 Fine China – Chinese Antique Porcelain Appreciation Workshop & Tour
美酒佳餚 Food and wine	安達旅運有限公司 Lotus Tours Limited	保育、孕育——投入香港本地文化 Revitalization Experience
	香港風味行 Hong Kong Foodie	深水埗風味行 Shum Shui Po Foodie Tour
古蹟 / 道地文化 Heritage / living culture	亞洲有利旅遊 Uni Asia Tours	享受香港——穆斯林海上遊船晚宴 Muslim Harbour Cruise Tour
	360假期有限公司 360 Holidays Limited	360大嶼山黃昏寫意之旅 360 Lantau Sunset Tour
	恆盛國際旅遊有限公司 HS Travel International Company Limited	細味香江 Different Taste of Hong Kong
		大澳生態遊 Tai O Eco Tour
	天星旅行社有限公司 Shoestring Travel Ltd	詠春拳體驗 “Wing Chun” Kung Fu Experience Tour
	Tourasia Co Ltd	古蹟·文化·食玩遊 Six Senses Heritage Experience
一程多站 Multi-destination	百份百浪漫海外婚禮 100 Percent Overseas Wedding	香港婚禮之旅 Hong Kong Wedding Tour
	世紀假日國際旅行社(香港)有限公司 Century Holiday International Travel Service (HK) Co Limited	舌尖上的省港澳美食之旅 A Bite of Hong Kong + Macau + PRD Gourmet Tour
	明和環宇旅遊有限公司 Hikari International Travel Limited	廣東省碉樓單車遊 Cycling the Castle Houses of Southern China

旅發局期望能夠透過「新旅遊產品發展及經費資助計劃」，為更多業者創造推廣品牌和開發旅遊產品的機會，從而拓展業務。詳情請瀏覽：  
[DiscoverHongKong.com/explorehongkongsights](http://DiscoverHongKong.com/explorehongkongsights)。

Through the NTPDS, the HKTB aims to create opportunities for more operators to expand their business by reinforcing their brand awareness and promote their unique products. For details, please visit:  
[DiscoverHongKong.com/explorehongkongsights](http://DiscoverHongKong.com/explorehongkongsights).