



**HONG KONG
MADE EASY**
The Compact Guide
for Travel Agents



An Introduction



Ngong Ping Cable Car with a 360° view of the surrounding nature

Hong Kong captivates travellers worldwide with its remarkable fusion of tradition and modernity. As a key hub in Asia, the city boasts over 1,100 daily flights connecting it to around 220 global destinations. Its proximity to Macau and major Chinese cities, accessible via high-speed rail, makes it a gateway to the region.

While famous for its iconic skyline, Hong Kong is also surprisingly green, with 40% of its land designated as nature parks and conservation areas. This verdant backdrop is paired with a dynamic culinary scene — home to one of the world's highest densities of restaurants and cafés, offering a vast array of gastronomic delights.

Steeped in 156 years of colonial heritage from the West, Hong Kong serves as a seamless gateway to the East, blending cultures into a unique experience of its own. This dynamic city shines as a melting pot, boasting a rich calendar of international mega-events. From thrilling sports spectacles and vibrant festivals to captivating concerts, art exhibitions, and cultural showcases, there's always something exciting happening in this lively metropolis.

In this sales guide, you'll discover what makes Hong Kong so special and the unforgettable experiences awaiting your guests.

Important Basics for Travelling in Hong Kong

Breathing Easy

The city prides itself in promoting a clean and healthy environment for everyone, which is why smoking is only permitted in designated areas. Those travelling with tobacco can bring up to 19 cigarettes or 1 cigar into the city. By following these guidelines, they will help maintain the city's welcoming atmosphere.

The Octopus Card: Your Key to Easy Travel

Hong Kong boasts an excellent public transport system, and the Octopus Card is the easiest way to access it. Reloadable at metro stations, the card allows seamless travel across the city. Don't forget, your guests can get a refund on the HKD 50 deposit and any remaining balance when they leave the country.

Small Acts of Cleanliness

Hong Kong is a city that values cleanliness, and everyone plays a part in keeping it that way. Properly disposing of all trash, even small items like chewing gum, ensures the city stays unspoiled and inviting. Advise your travellers to join in the effort to keep Hong Kong pristine and avoid any fines — it's a simple way to contribute to the city.

Mind the Traffic

Hong Kong follows left-hand traffic, so when crossing the street, be sure to look right first. Adjust to the different flow of traffic for your safety.

Savour the Flavours

Encourage your travellers to indulge in Hong Kong's culinary scene. With a vast array of dining options, the city is a food lover's paradise, offering both local delicacies and international cuisine.

Exercise Caution with Street Vendors

Remind your guests to be wary of street vendors in Hong Kong, as they may offer suspicious deals or engage in scams. Stick to reputable shops to avoid falling victim to such schemes.

Gift Wrapping Etiquette

In Hong Kong, colours matter when it comes to gift wrapping. Avoid white, blue, or black, which are considered unlucky. Instead, opt for gold or red wrapping paper, which is believed to bring good fortune.



FAQs: Answering the Most Important Questions to Travel Smart



Skypark by AJ Hackett in Macau

Which destinations in the area are perfect for a day trip?

A day trip to Macau, once a Portuguese colony and now a Special Administrative Region of China, offers an intriguing blend of Chinese culture and Portuguese charm. Your guests can explore a variety of historical landmarks, Chinese temples, and restored colonial-era villas, all within a single day trip. Macau is also home to 22 UNESCO World Heritage Sites, each reflecting the unique cultural fabric of this fascinating city. For a quieter experience, venturing into Hong Kong's "new territories" is a must! These rural areas showcase the region's deep cultural roots and offer a stark contrast to the iconic skyscrapers of the city.

For a taste of tranquility, one can hop on a boat to one of Hong Kong's outlying islands like **Cheung Chau** or **Lamma Island**. These serene islands offer a refreshing escape from the urban hustle and bustle, with stunning seafood and laid-back village vibes. Nature lovers shouldn't miss the Hong Kong **Wetland Park**, a conservation and education centre that highlights the rich biodiversity of the city's wetland ecosystem — a true haven for wildlife enthusiasts.



Dragon Boat Festival in Aberdeen

What festivals and events should be on their bucket list?

- **Chinese New Year** (between late January and late February): Celebration with vibrant dragon parades, traditional dances, and breathtaking fireworks.
- **Dragon Boat Festival** (between late May and early June): An adrenaline-packed day filled with dragon boat races and ancient customs.
- **Mid-Autumn Festival** (between mid-September to early October): A time for colourful lanterns, mooncakes, and family celebrations.
- **Art Basel Hong Kong** (every March): A world-renowned art fair drawing international art lovers to the city each year.
- **Rugby Sevens** (between late March and early April): An exhilarating international rugby tournament, famous for its electric atmosphere and a series of lively events.



A jade workshop in Jade Market

How long should your travellers stay in Hong Kong to truly experience the city?

To fully experience Hong Kong, plan for a stay of at least four nights. This allows ample time to explore the city's key attractions, embark on a day trip to nearby destinations, and indulge in the city's culinary scene. Plus, your explorers will have time to wander the upscale shopping malls, vibrant street markets, and bustling alleyways at their own pace, soaking in the full spectrum of Hong Kong's dynamic atmosphere.



The Real Hong Kong: Expert Tips from Our Team

Modernity Meets Heritage

Glory Lee, our expert guide, is particularly well-versed in Hong Kong's cultural treasures. One of his favourite spots is the **West Kowloon Cultural District**: "This area masterfully blends the grandeur of the Hong Kong Palace Museum with the cutting-edge M+ Museum of Contemporary Visual Culture. It's also home to a range of specialised museums that truly reflect the diversity of Hong Kong's culture."



Hong Kong Palace Museum exhibit

A Spiritual Journey



Wong Tai Sin, a multi-religion temple

For our product coordinator Winnie Chung, no visit is complete without exploring the city's sacred temples. "The **Po Lin Temple** in the New Territories, the **Man Mo Temple** in Central, and **Wong Tai Sin Temple** in Kowloon all offer profound insights into Hong Kong's spiritual heritage. But for me, nothing compares to the city's vibrant festivals. My absolute favourite is **Chinese New Year**, when the city is illuminated by glowing red lanterns, and sweet treats are found on every corner. The **Dragon Boat Festival** is also a spectacular event, well worth experiencing."

Nature Beyond the Urban Jungle

When it comes to nature, Brian Lee, our Country Manager, is your go-to contact. "I always recommend a leisurely stroll up **Victoria Peak**. The breathtaking view of the city and harbour from the top is unforgettable. For nature enthusiasts, Hong Kong is a paradise. The **Dragon's Back Trail** is a must, offering a stunning mix of scenic landscapes and sweeping views. The Wetland Park is ideal for those wanting to explore the region's rich biodiversity. And for thrill-seekers, a bungee jump from Macau's Skypark Tower will definitely get the adrenaline pumping!"



A hiking trail in Dragon's Back Mountain

A Legendary Luxury Lodging



Peninsula Hotel with its signature Rolls-Royce

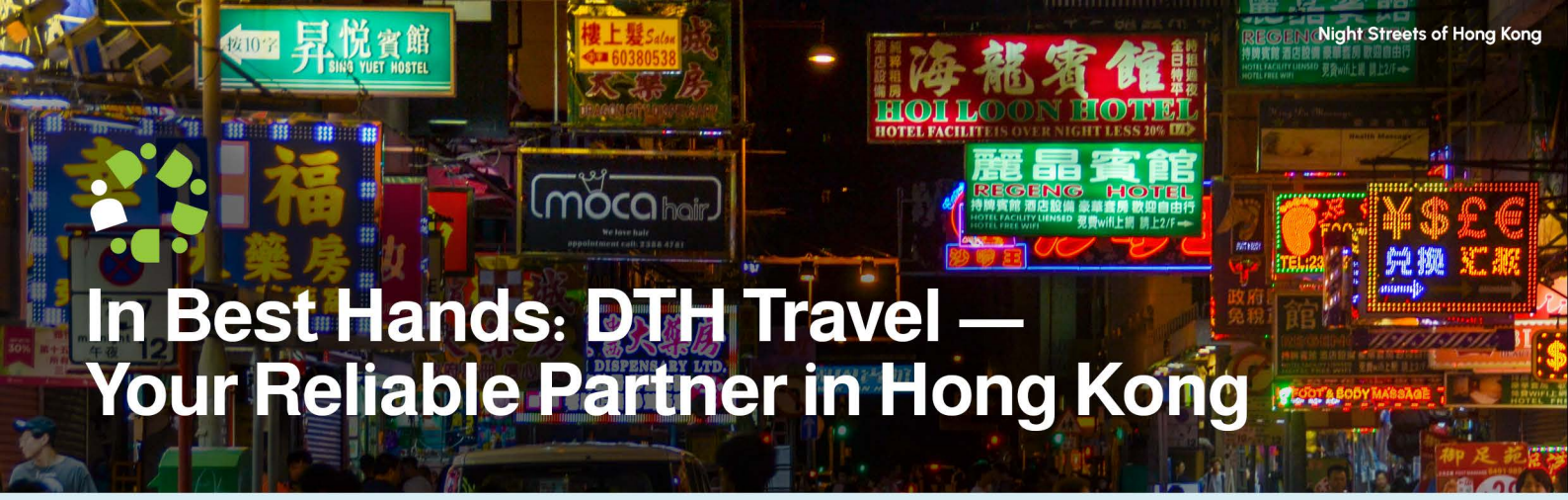
Cary Chiu, our Head of Operations and Contracting, ensures that the right accommodation is part of the perfect experience. He recommends the iconic **Peninsula Hotel**: "Known as the 'Grande Dame of the Far East', this legendary hotel has been combining colonial elegance with modern luxury since 1928. It's famous for its fleet of Rolls-Royces in Peninsula green, and its rooms showcase exquisite craftsmanship and refined design — making it the ideal choice for an unforgettable stay."

From Street Eats to Michelins

As a seasoned foodie, Richard Willis, our Commercial Director, has plenty of culinary tips. "No trip to Hong Kong is complete without diving into the bustling food streets of its vibrant districts. **Dim sum** is iconic, but for a real local experience, you have to try **cart noodles**, where you mix and match your soup, noodles, and toppings. In the cooler months, **clay-pot dishes**, slow-cooked over charcoal, are a must." He also recommends visiting the traditional tea rooms, known as '**cha chaan tengs**': "You've got to try the milk tea, pancakes, and pineapple buns — simple yet quintessentially Hong Kong. And don't miss out on exploring our city's 79 Michelin-starred restaurants. Experience as much as you can!" Richard concludes, "Whether it's street food or fine dining, the culinary scene here is diverse and world-class."



Dai Pai Dong, a traditional open-air food stall



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Your Key Collaborator in Hong Kong



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