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Hong Kong International Dragon Boat Races Returning in June with a Pyrotechnic Display & Drone Show to Enhance the Festivities and Visitor Experience



Jointly organised by the Hong Kong Tourism Board (HKTB) and the Hong Kong China Dragon Boat Association (HKCDBA), the highly anticipated “**Hong Kong International Dragon Boat Races**” will take place on 15 and 16 June (Sat & Sun). Get ready for electrifying races, as over 170 teams and 4,000 dragon boat athletes converge on the iconic Hong Kong skyline along the stunning Victoria Harbour to compete for glory! In addition to the action-packed races, locals and visitors are invited to explore the Avenue of Stars in Tsim Sha Tsui and capture memorable moments at time-limited photo spots, featuring newly designed LINE FRIENDS installations. Additionally, for the first time, there will be food and beverage stalls available, making it a chillaxing hangout with extended excitement from day to night. The HKTB will also present another pyrotechnic display and drone show with the Dragon Boat Festival theme on the evenings of 10 and 15 June, respectively, to further enhance the festivities in the city (see Appendix).

Mr Dane Cheng, HKTB Executive Director, said, “Hong Kong’s calendar is packed with a wave of international events. For this year’s “**Hong Kong International Dragon Boat Races**”, locals and visitors can spend their daytime enjoying thrilling races on the event days. As night falls, an equally captivating experience awaits. The HKTB will continue to ride on different events and festivals to stage a drone show and pyrotechnic display in June, complemented with the food and beverage stalls, photo spots and a time-limited merchandise store along the Tsim Sha Tsui Promenade, to create a more festive tourism ambience.”

9-11/F, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong 香港北角威非路道十八號萬國寶通中心九樓至十一樓

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Mr Arnold Chung, Chairman of the HKCDBA said, “We are excited to partner with the HKTB again to organise this annual mega gala for the dragon boat community. The HKCDBA has long strived to preserve the culture and tradition of dragon boat racing and actively drive the development of both local and international dragon boat racing. The Hong Kong International Dragon Boat Races this year have attracted many strong teams from around the world, who will surely bring to Hong Kong a series of exciting races.”



Mr Dane Cheng, HKTB Executive Director (left) and Mr Kenny Lo, President of the HKCDBA (right) announce the launch of the “2024 Hong Kong International Dragon Boat Races”



(From left to right) Mr Arnold Chung, Chairman of the HKCDBA, Mr Dane Cheng, HKTB Executive Director and Mr Kenny Lo, President of the HKCDBA take a group photo at the press conference to extend best wishes for success

As in previous years, the “Hong Kong International Dragon Boat Races” have been recognised as a major sports event by the M mark accreditation of the Major Sports Events Committee (<https://www.mevents.org.hk/en/index.php>). Check out three highlights of this year’s event:

1. Global races with strong teams gathering in the city; a Fancy Dress Competition to add a touch of fun to the intense races

This year’s “Hong Kong International Dragon Boat Races” will take place at the Tsim Sha Tsui Promenade for two consecutive days, comprising 17 races, with over 170 teams from 12 countries and regions competing for prizes. This year’s participation surpasses that of last year, in terms of both the number of participating countries and regions, and the number of dragon boat teams. In addition to teams from the Mainland, Macao and Hong Kong, there will be teams from Singapore, Japan, the UAE, Thailand and many more countries and regions. (Please refer to factsheet for dragon boat team highlights)

In celebration of the 75th anniversary of the founding of the People’s Republic of China, “the PRC 75th Anniversary Celebration Trophy” race will be held on the second day of the event, which will include three races: the International Open Grand Championship, the International Mixed Grand Championship and the International Women’s Grand Championship. Teams are required to achieve certain results in other races on the first day to qualify for the Trophy races. Also returning are The Greater Bay Area Championship and the 18 Districts Trophy, complemented by the popular Fancy Dress Competition, which will continue to create a fun-filled ambience, with teams dressing up as different characters in the race. Live broadcasts of the semi-finals, finals and award ceremonies will be broadcast on RTHK TV32.

2. Elevating the event experience with new season-limited LINE FRIENDS photo spots and “Summer Chill Food Lane”



Together with the annual gala, the world-renowned LINE FRIENDS will present the “LINE FRIENDS Hong Kong Summer Chill” with various photo spots along the Avenue of Stars from 8 June to 1 July. Classic characters BROWN, CONY and SALLY will show up as dragon boat athletes with a summer travel vibe to hype up the festivities. Visitors may also check out the time-limited pop-up store for Hong Kong-only merchandise specially designed for the dragon boat gala and produced in collaboration with local brands. Don’t miss it!

Also on offer this year is the “Summer Chill Food Lane” on the Avenue of Stars from 8 to 16 June, offering holidaymakers cool refreshments to help brave the summer heat. Get a taste of creative drinks and bites, such as craft beer, bottled milk tea, cold brew coffee, coconut desserts and doughnuts. Don’t miss these summertime delicacies as you cheer on the dragon boat racers!

3. Enhancing the festive extravaganza with a pyrotechnic display and drone performance



Drone show on 11 May



Pyrotechnic display on 1 May

To drum up excitement and spread the exhilarating vibe of the races, the HKTBB will stage a festival-themed drone show on the Dragon Boat festival (10 June) and a pyrotechnic display on the first evening of the races (15 June), enhancing the festivities in the city and enriching the visitor experience of Hong Kong’s unique traditional festive appeal from day to night.

On the evenings of the drone show and pyrotechnic display, the HKTb will offer free ice cream to the public and visitors along the Wan Chai harbourfront before the performances. This sweet treat is meant to help the public and visitors beat the scorching summer heat. One ice cream each on first-come, first-served basis while stock lasts.

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

Photos: <https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1511&categoryId=2>

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

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HKTB Dragon Boat Festival events at a glance

<u>Date</u>	<u>Event</u>	<u>Time</u>	<u>Venue</u>
8 to 16 June 2024	“Summer Chill Food Lane”	Noon – 9:00pm	Avenue of Stars, Tsim Sha Tsui, Kowloon
10 June 2024 (Dragon Boat Festival)	Drone show	8:00 – 8:10 pm	Wan Chai Harbourfront Area Suggested vantage points <ul style="list-style-type: none">• Wan Chai HarbourChill• Water Sports and Recreation Precinct*
15 June 2024 (on the first evening of the Hong Kong International Dragon Boat Races)	Pyrotechnic Display		
15 to 16 June 2024	Hong Kong International Dragon Boat Races	15 June 2024 <ul style="list-style-type: none">• 8:00am – 7:00pm 16 June 2024 <ul style="list-style-type: none">• 8:00 am – 6:00pm	Tsim Sha Tsui East Promenade <u>Spectator stand</u> <ul style="list-style-type: none">• The covered spectator stand is located at the entrance of the Avenue of Stars (Opposite the Kowloon Shangri-La, Hong Kong)

Factsheet on Hong Kong International Dragon Boat Races

(a) Venue Map



(b) Dragon Boat Races

The “Hong Kong International Dragon Boat Races” will comprise 17 races this year, with over 170 teams from 12 countries and regions participating in the event, including the following highlighted teams:

Highlighted Teams		
Countries/ Regions	Team	Achievements
Thailand	Dragonboat Thailand	Key members come from the Thai army, who were the 200m, 500m and 1000m champions in the World Dragon Boat Championship.
Singapore	Singapore National Dragon Boat Team	This is the national team of Singapore, with 90 members coming to Hong Kong for 3 races.
Australia	Fremantle Swan Dragon Boat Club	Established in 1981, this team is from Australia’s longest-standing dragon boat club, with experience racing in Hong Kong since the 1980s. Key members come from the national team of Australia and are of international level.
UAE	Desert Dragons Abu Dhabi	Established in 2012, the team has had great results in recent years, including winning second place in the 200m mixed race in the Hong Kong Dragon Boat Festival held in Dubai this February.
China	中國順德樂從羅浮宮龍舟隊	This well-decorated team is known for its short-distance races, having achieved a 10-year win streak in national-level games and pocketing 38 gold medals in 15 international tournaments.

PRC 75th Anniversary Celebration Trophy

The Trophy comprises 3 races:

Chinese Tourism Group International Open Grand Championship	The first 32 teams with the best finishing time in the heats or first rounds of the International and Local Championships (i.e. International Open Championship, Open Championship and Youth Championships cum HKCDBA Chairman Shield) on the first event day will be selected to join this race.
Chinese Tourism Group International Mixed Grand Championship	The first 32 teams with the best finishing time in the heats or first rounds of the International Mixed Championship and Mixed Championship on the first event day will be selected to join this race.
Chinese Tourism Group International Women’s Grand Championship	The first 16 teams with the best finishing time in the heats or first rounds of the International Women’s Championship and Women’s Championship on the first event day will be selected to join this race.

(c) Summer Chill Food Lane

Ten summer-relieving food and beverage stalls will be open for business in the “Summer Chill Food Lane” at the Avenue of Stars from 8 to 16 June, offering locals and visitors cool refreshments and desserts from day to night (noon to 9:00pm)

List of food and beverage stalls				
<p style="text-align: center;"><u>Mt Waves</u></p> <p>Offering bottled Hong Kong-style milk tea and milk tea-flavoured ice cream</p> 	<p style="text-align: center;"><u>SOFE COFFEE ROASTERY</u></p> <p>Offering handcrafted bottled coffee and grapefruit sparkling coffee in cups</p> 	<p style="text-align: center;"><u>Yan Chim Kee</u></p> <p>Offering coconut popsicles and ice cream, and time-limited rice dumplings from 8 to 10 and 15 to 16 June</p> 	<p style="text-align: center;"><u>Teadave</u></p> <p>Using fresh, natural organic coconut water and loose-leaf tea to produce a variety of novel and healthy coconut drinks low in sugar and calories</p> 	<p style="text-align: center;"><u>Gourmet Tasty</u></p> <p>Offering a variety of desserts, with taro balls and glutinous rice balls served with iced tofu pudding its flagship product</p> 
<p style="text-align: center;"><u>Life Element</u></p> <p>Offering a variety of beverages and snacks, with handcrafted Yashi lemon tea and mini pan-fried dumplings its signature products</p> 	<p style="text-align: center;"><u>H.K. lovecraft</u></p> <p>Serving local crafted beers</p> 	<p style="text-align: center;"><u>Donut Demo</u></p> <p>Offering donuts in different flavours, with a mystery flavour waiting for you to explore</p> 	<p style="text-align: center;"><u>HoWong Brewing</u></p> <p>Offering a variety of local handcrafted meads</p> 	<p style="text-align: center;"><u>Nood Food</u></p> <p>Offering a variety of cold-pressed juices and vegetarian food</p> 

Transportation Reminder: during the two-day event, Mainland visitors from 26 cities, including Shenzhen, Guangzhou, Dongguan, Zhongshan, Zhuhai and Jiangmen, can travel to Hong Kong via the Shenzhen Bay Port or the Hong Kong-Zhuhai-Macao Bridge by taking coaches arranged by the Chinese Tourism Group directly to the Tsim Sha Tsui Promenade. There will be a total of 44 round trips daily.

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