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## HKTB “Hong Kong Wine & Dine Festival” Welcomes about 155,000 Locals and Visitors with more than 10% Increase from Last Edition

*Jubilant Ambience Encourages Consumption*

*Extending the Gastronomic Celebration into November with “Taste Around Town”*



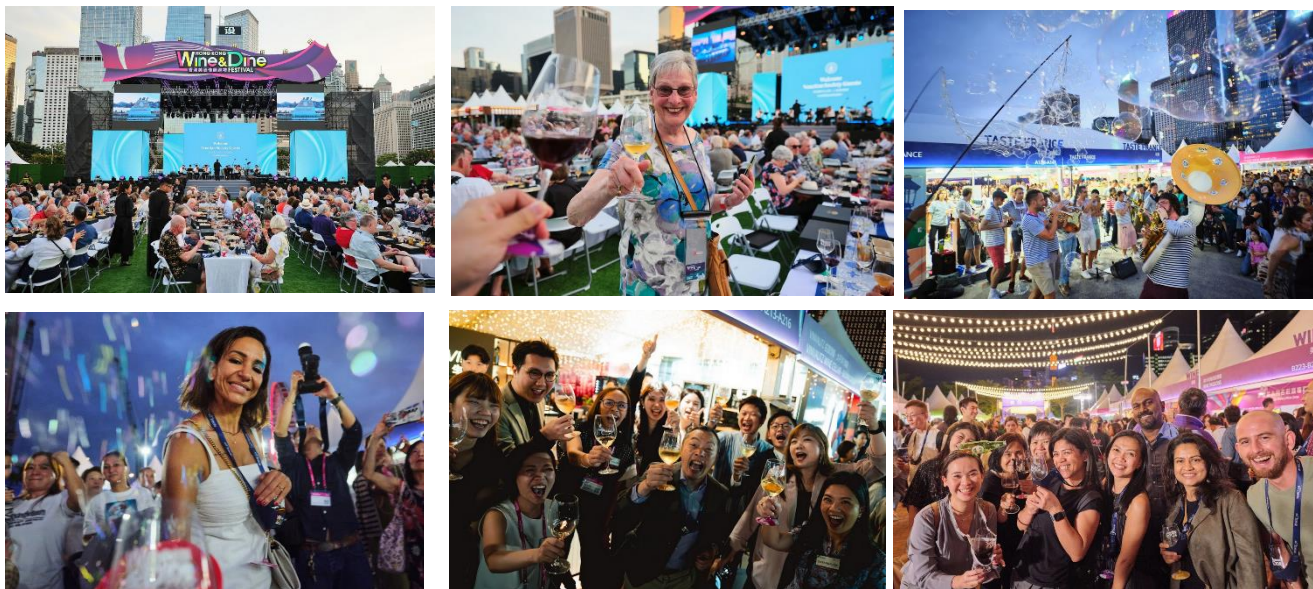
Presented by the Hong Kong Tourism Board (HKTB), the annual gastronomic highlight of the town “Hong Kong Wine & Dine Festival”, came to a celebratory finale today (27 October) with about 155,000 locals and visitors, about a 10% increase from the last edition. The event received a high level of satisfaction, scoring 9 points out of 10. The surveyed guests agreed that the event made a signature event of Hong Kong that cannot be missed. Participating merchants also commented that the event did a great job in encouraging consumption, and that business was better than expected.

**Tourists: Fantastic experience and on-site activities**

**Exhibitors: Business exceeded expectations**

The Wine & Dine Festival captured the interest of visitors from around the world, attracting tourists from various countries and regions, including the Mainland, the US, Canada, the UK, Australia, Germany, Japan, South Korea, Southeast Asia, and more. During the five-day Festival,

Hong Kong also welcomed three international cruise liners, whose passengers were interested in checking out the Festival and joined the event’s exclusive wine-tasting and pairing experiences organised by HKTB. Some American cruise visitors, in particular, sang praises about the Festival’s incredible experiences and activities and were highly satisfied with the quality of the food and drink offerings. Many KOLs from Mainland social media platform Xiaohongshu visited the event and shared their experiences online with their followers. This year’s Festival boasted over 300 booths with food and drink offerings from 35 countries and regions.



A popular pavilion selling Japanese sake said that Japanese sake has gradually amassed fans among Korean consumers, and that their booths attracted quite a number of Korean tourists this year. The exhibitor noted that many guests bought an average of 1 to 3 bottles after tasting, and that participating in the event was good for both sales and promotion. They looked forward to joining again in the next edition. The F&B head of a participating hotel said that business at the Festival was better than their initial estimation, with business doubling at weekend. A first-time exhibitor commented that the ambience in the venue is very pleasant and said they sold more 1,000 drinks a night on average.



Yip Lu, Sake Sommelier of Sake Incident



Roger Law (second left), Director of Food and Beverage, Hong Kong SkyCity Marriott Hotel



Tracy Cheung, Senior Brand Manager, Edrington Hong Kong

As the city is prepared to welcome Halloween, many guests dressed up with creativity and mischief during the “Halloween Weekend”, adding to the playful festivity of the event.



### Cascade of exciting activities built up the vibe throughout the day

The mesmerising performances on the Main Stage brought the audience to their feet.



For an elevated gastronomic journey, the Harbour Lounge presented a selection of Festival-exclusive cocktails blended with local flavours, specially crafted by world-class, award-winning mixologists, allowing guests to take sips of unique Hong Kong tastes, while enjoying the stunning view of Victoria Harbour.



Guests can immerse in the joy of interactive classes at the Tasting Theatre workshops.



## Extending the gastronomic celebration into November with “Taste Around Town” Non-stop showcase of Hong Kong as the “City of Gastronomy”

Following the five-day “Hong Kong Wine & Dine Festival”, HKTb is presenting the “Taste Around Town” campaign, in partnership with close to 400 restaurants and bars in town from 28 October to 30 November. Participating outlets include high-end restaurants and world-acclaimed bars in the “2024 Asia’s 50 Best Bars”, offering an exciting array of discounts and deals, such as discounts of up to 40%, half-priced menus, and hot pot set deals with a 61% discount. Dig into the kaleidoscopic gastronomic culture of the city!

“Taste Around Town”: 4 Key Highlights Promotions			
			

For more details:

<https://www.discoverhongkong.com/eng/what-s-new/events/taste-around-town.html>

– Ends –

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

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

Photos: <https://assetlibrary.hktb.com/assetbank->

[hktb/action/browseItems?categoryId=1719&categoryTypeId=2&cachedCriteria=1](https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1719&categoryTypeId=2&cachedCriteria=1)

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