

Date: 15 November 2024

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**HKTB's Hong Kong WinterFest is Sprinkled with Extra Magic as
It Hosts Biggest Ever Christmas Town**
An Array of Decorative Gift Boxes in Christmas Town to Spread Festive Cheer



Let's spread seasonal cheer and share the festive spirit this Christmas! From 22 November 2024 to 1 January 2025, the Hong Kong Tourism Board (HKTB) will host the Hong Kong WinterFest with a bigger-than-ever Christmas Town brimming with festive magic. With a theme of gifts, the 10,000 square feet Christmas Town will display a host of decorative gift boxes as well as surprises galore for you to capture in souvenir photos. The dazzling highlight is a towering 20-metre-high giant Christmas tree which for the first time will magically transform into a giant canvas, beaming out light projections of seasonal festivities to spread good tidings across the city.

Hong Kong's night sky will also be lit up with four Winter Harbourfront Pyrotechnics displays over Victoria Harbour this winter, three of which will take place during the Christmas holiday period, illuminating the whole city with festive cheer. Don't miss the thrilling calendar of events designed to brighten up your celebrations, culminating in a spectacular New Year countdown firework musical display. Where better to ring in 2025 than in Asia's most fun-filled and festive city, Hong Kong?

A Bigger-than-ever 10,000-square-foot Christmas Town Brimming with Gifts Giant Christmas Tree Transforms into a Canvas with Light Projections to Unveil a Magnificent Surprise



A bigger-than-ever Christmas Town covering 10,000 square feet – 30 per cent larger than in previous years – will take shape in Harbourside Lawn West of Art Park at West Kowloon Cultural District from 22 November. The town will be packed to the rafters with boxes of delights. The theme is gifts, and visitors will be able to wander through a winter wonderland filled with colourful decorative gift boxes of all sizes while they are showered with hearty greetings from an intrepid team of gnomes.

The giant Christmas tree in the town is full of even more surprises. Rising 20 metres into the air and as high as a six-storey building, the tree is decorated in red and gold with a dazzling octagonal star on its top that will sparkle against the breathtaking backdrop of the Victoria Harbour skyline at night. The tree will transform into a giant canvas in the evenings featuring light projections dancing across its branches.



For the Fest's first time, there will also be a Christmas Town's holiday-themed Festive Light Tunnel. Watch out for our hard-working gnomes delivering gifts for Santa Claus and cheer in the holiday season with your loved ones.

As well as the gift boxes and the giant Christmas tree, don't miss out on the fabulous photo spots spread out across the expanded Christmas Town. They include an eight-metre-long train loaded with gifts, and more than 10 fantastically decorated Christmas trees of different sizes. See if you can spot our hardworking gnomes delivering gifts and spreading cheer, as well as Hong Kong's iconic pandas dressed in festive costumes, and – best of all – Santa Claus, who will make unexpected appearances at a Christmas hut for meet-and-greets throughout the holiday.

The West Kowloon Cultural District (WestK) Launches WestK Christmas Market on the First Day of Hong Kong WinterFest to Enhance Festive Atmosphere

To celebrate the launch of the HKTB's Hong Kong WinterFest, the West Kowloon Cultural District (WestK) will host the WestK Christmas Market between 22 November to 8 December 2024 (opening on

Fridays to Sundays), and from 12 to 29 December 2024. The market will kick off on 22 November at the Middle Lawn of the Art Park, initially featuring six booths with more to follow. A total of over 30 booths will be available at Harbourside Lawn – East and Harbourside Deck outside M+ on 12 December 2024 onwards. These merchants will showcase an array of international festive culinary treats and a curated selection of Christmas gifts, providing visitors with opportunities to take photos while shopping and enjoying delicious food and beverage and fully immerse themselves in the lively festive spirit.

Four Spectacular Winter Harbourfront Pyrotechnics Displays Ignite Festive Spirit with Dazzling Celebrations in a Sky Bursting with Joy



The 2024 Hong Kong WinterFest will also see four Winter Harbourfront Pyrotechnics displays, each lasting 10 minutes. The first show will be at 7:30pm on 22 November – just in time for the opening of Christmas Town – followed by three consecutive nightly shows at 8:00pm on 24 December (Christmas Eve), 25 December (Christmas Day) and 26 December (Boxing Day). Celebrate Christmas with stars in your eyes as you watch the spectacular pyrotechnics displays exploding in the night sky.

The Hong Kong WinterFest event website will list different celebratory activities around the city, including shopping offers and exclusive dining privileges. Members of the public can download guides to the Christmas celebrations to enjoy the season to its fullest.

HKTB Announces Provisional Visitor Arrivals for October

The Hong Kong Tourism Board (HKTB) announced that the provisional visitor arrivals figure for October was around 4.1 million, an increase of 18% compared with the same period last year. Hong Kong received a cumulative total of around 36.7 million visitors from January to October, a 37% year-on-year rise. Nearly 8.3 million non-mainland visitor arrivals were recorded, representing a year-on-year increase of nearly 55%.

Members of the media can download the press release, images from the HKTB website:

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

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

[hktb/action/browseItems?categoryId=1747&categoryTypeId=2](https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1747&categoryTypeId=2)

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| Dates | 22 November 2024 – 1 January 2025 |
| Time | <p>22 November 2024</p> <ul style="list-style-type: none"> • 8:30pm – 11:00pm <p>23 November 2024 – 20 December 2024</p> <ul style="list-style-type: none"> • 5:00pm – 11:00pm (Monday to Friday) • 11:00am – 11:00pm (Saturday and Sunday) <p>21 December 2024 – 1 January 2025</p> <ul style="list-style-type: none"> • 11:00am – 11:00pm <p>*The opening hours on 24 and 25 December will be extended to 1:00am *The opening hours on 31 December is subject to change. Please note that crowd control measures may be implemented, and entry may be prohibited.</p> <p>Notes:</p> <ul style="list-style-type: none"> • Last admission: 30 minutes before closing • Christmas Town lights on: 5:00pm daily • Christmas tree light projections: 6:00pm daily, showing every hour and at 30 minutes past the hour (each session lasts about two minutes) |
| Venue | Harbourside Lawn West, Art Park, West Kowloon Cultural District (Please see the map below) |
| Dates (Santa Claus’ Appearance) | 21- 22; 24 -26 December 2024 |

**Crowd control measures may be implemented during the festive period. Please follow the instructions of the police and staff.*

HKTB “Hong Kong WinterFest” Winter Harbourfront Pyrotechnics Displays

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| Dates | 22 November 2024 (Friday) 24-26 December 2024 (Christmas Eve, Christmas Day, Boxing Day) (a total of 4 displays) |
| Time | 22 November 2024 • 7:30pm – 7:40pm (around 10 minutes) 24-26 December 2024 • 8:00pm – 8:10pm (around 10 minutes) |
| Venue | Waters off Harbourside, Art Park, West Kowloon Cultural District (Please see the map below) |

