

Old Town Central - Enrich Visitor's Experience

A contemporary lifestyle destination and a chronicle of how Arts, Heritage, Creativity, and Dining & Entertainment evolved in the city
 Bounded by Wyndham Street, Caine Road, Possession Street and Queen's Road Central








Key Campaign Elements



5 Thematic ‘Do-It-Yourself’ Routes

For visitors to explore the abundant treasure according to their own interests and pace.

Heritage & History	Art	Treasure Hunt	Dining & Entertainment	All-in-one
				
<p>Possession Street, Tai Ping Shan Street, Man Mo Temple, Ladder Street, Tai Kwun</p>	<p>PMQ, Hollywood Road, Peel Street, Aberdeen Street</p>	<p>PoHo, Upper Lascar Row, Staunton Street & around</p>	<p>Graham market & around, LKF, SoHo,</p>	<p>Best picks from each route</p>

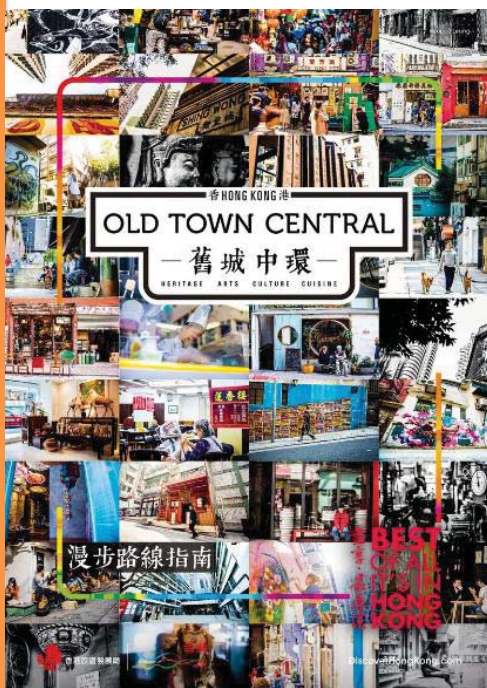
Sample route: All-in-one Walking Tour Route for busy visitors



5









- Printed booklet in EN/TC/SC versions ready for distribution in late Apr
- E-version available at www.discoverhongkong.com and mobile site for downloading from 26 Apr

DIY Walking Guide



6

Integrated Marketing

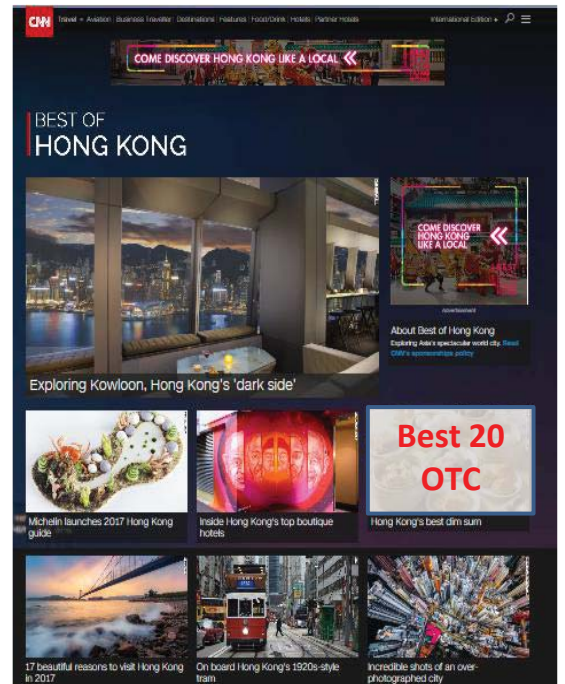
- DHK website & mobile site
- My HK Guide
- Social Media    
- E- newsletter
- Partnership (articles & banners)   
- OOH Advertising
- QR codes
- Central MTR domination
- Instagrammers/KOL photo display
- Print ads/materials
- Google Map Build-in Route 

Local & Overseas Publicity

Line-up of 20 OTC personalities to share their stories

<p>Heritage</p>  <p><i>Paul Chan</i></p>	<p>Art</p>  <p><i>Craig Au-yeung</i></p>
<p>Dining & Entertainment</p>  <p><i>May Chow</i></p>	<p>Lifestyle</p>  <p><i>Harrison Wong</i></p>

Partnership with CNN



Launch Ceremony



Date	26 April 2017 (Wednesday)
Time	3:00 – 4:30pm
Venue	The Courtyard & Marketplace, PMQ
Host	Dr Peter Lam, Chairman of HKTB
Officiating guests	<ol style="list-style-type: none"> 1. Mr Gregory So, Secretary for Commerce and Economic Development; 2. Miss Cathy Chu, Commissioner for Tourism; 3. Mr Anthony Lau, Executive Director, HKTB;
Other guests	1. Stakeholder Representatives: PMQ, Tai Kwun, LKF, District Council, etc
No. of Participants	around 150 – 200 pax (including celebrities, government officials, VIPs, campaign partners and local media)

9

City Ambience

Phase 1 (late Apr – Oct 2017)

- Installation of **QR code** at various OTC landmarks
- Wrapping of **VSIS poles** within the OTC boundary
- Wrapping of **pillars** under footbridge
- **SoHo Domination**

Phase 2 (late Oct 2017 – Jan 2018) (TBC)

- **Lamppost** decoration along Hollywood Road
- A **design competition** will be organized to engage members of design / architectural associations to participate in this city wide campaign



10

City
Ambience

New initiative 1

**QR code paintings or illustration at various landmarks along the OTC routes
(late Apr – Jul)**



YMCA Bridges Street Centre



Lan Kwai Fong (TBC)



Man Mo Temple



1600 Pandas World Tour in Hong Kong: Creativity Meets Conservation

PMQ

City
Ambience

New initiative 2

**Decoration of 40-50 poles of the Visitor Signage Improvement Scheme (VSIS) within the OTC area: wrapping the poles + additional OTC signage
(May – Dec)**



New initiative 3

**Wrapping of 12-15 pillars under footbridges
(Jul – Oct)**



City Ambience

SoHo Domination:

Pillar wraps and escalator decoration at Central Mid-Level Escalator to create a 'Time Tunnel' telling the story of OTC from 1841 to present
(late Apr – Oct)



Lamp Post Buntings on ~40 lampposts along Hollywood Road
(late Apr – Oct)



13

Tour Products

- Encourage tour operators to develop / organise more OTC-themed tours
- Tour highlight
 - ✓ **A Glimpse of Traditional Central**
 - experience the unique culture and traditions of old Hong Kong
 - ✓ **The Heart of Hong Kong**
 - explore the East-meets-West elements within the OTC area
 - ✓ **Movie Tour**
 - visit to the many movie spots in Central & Sheung Wan



14

Key Activities in 2017

March	OTC Promotion under HKTB's Hong Kong Arts Month campaign (Prelude) • Street Art / Art Gallery Tours @ Hollywood Road
Apr	OTC Walking Guide ready (print version & online version) Thematic Street Decoration
26 Apr	OTC Launch Ceremony at PMQ • Officiating guests include Secretary for Commerce and Economic Development, Commissioner for Tourism, HKTB Chairman and Executive Director
Jul - Aug	OTC Promotion under HKTB's Hong Kong Summer Fun
1-2 Jul	Development Bureau's Heritage Vogue. Hollywood Road
Nov	Old Town Central Dining Week under HKTB's Hong Kong Great November Feast



15



THANK YOU