

Yau Tsim Mong District Council

2011 Hong Kong Dragon Boat Carnival

Purpose

This paper seeks the views of the Yau Tsim Mong District Council (YTMDC) on the 2011 Hong Kong Dragon Boat Carnival to be held from 17 – 19 June 2011 in East Tsim Sha Tsui (HKTB will deliver a PowerPoint presentation).

Background

2. As the birthplace of modern dragon boat races, Hong Kong plays an important part in the development of dragon boat racing. Last year, the Hong Kong International Dragon Boat Races celebrated their 35th anniversary. With the support of the Yau Tsim Mong District Council, the Hong Kong Dragon Boat Association (HKDBA) teamed up with the Hong Kong Tourism Board (HKTB) to bring the Races back to Victoria Harbour. Organised in the form of a carnival, the Races were packaged with a diversity of elements, such as food and drinks, music and entertainment, as well as education, with the objective of injecting further excitement and appeal to the sport.

3. The Carnival covered both the sea and land. Down in Victoria Harbour, dragon boat teams from Hong Kong, the mainland China and overseas competed in the SaSa 2010 Hong Kong International Dragon Boat Races. Up on the land at the harbour front, the San Miguel Beer Garden served cooling beer, mouth-watering food and live music and entertaining performances, while the Dragon Boat Fun Plaza offered interesting and fun facts about the history and culture of dragon boat racing. All these culminated in an irresistible, fun-filled carnival in East Tsim Sha Tsui for both visitors and local residents.

4. The staging of the Hong Kong Dragon Boat Carnival not only brought visitor traffic to the bustling East Tsim Sha Tsui, as well as the Tsim Sha Tsui area and in turn helped stimulate the local economy, but also enhanced the image of the Yau Tsim Mong District and reinforced its status as a key tourist district of Hong Kong.

Content

5. Riding on the success of the event last year, which received positive feedbacks from visitors and different groups of stakeholders, the HKDBA and HKTB will once again stage the Hong Kong Dragon Boat Carnival in East Tsim Sha Tsui. As well as enhancing the scale with a view to developing the Races into a world-class competition, HKDBA and HKTB will introduce a diversity of elements to encourage local and overseas participation, turning the Hong Kong Dragon Boat Carnival into an annual signature event in Victoria Harbour. The Carnival will encompass the following elements (HKTB will introduce these in details through PowerPoint presentation):

- Exciting, action-packed 2011 Hong Kong International Dragon Boat Races
- Rock and scream San Miguel Beer Garden
- Interesting Dragon Boat Exhibition with loads of fun and games, as well as Roving Performances

6. The Hong Kong International Dragon Boat Races will serve to pave the way for the staging of the 8th World Club Crew Championships in Hong Kong in 2012, which will represent a new milestone for dragon boat racing in Hong Kong, and put the city under the global spotlight.

Advice sought

7. We hope that Members would support the 2011 Hong Kong Dragon Boat Carnival and agree to have the Yau Tsim Mong District Council act as the Supporting Organisation. Members are invited to comment on the Carnival.

Hong Kong Tourism Board
April 2011