

Tourism District Enhancement Programme

To enhance and sustain Hong Kong's attractiveness as a premier tourist destination, the Tourism Commission has since 2000 embarked on a tourism district enhancement programme. Works include streetscape improvement, enhancement of new street lighting, improvement of signage, greening, provision of more open space for alfresco dining and street activities, etc. at key tourism spots. Details of the improvement projects completed, in progress and under planning are as follows -

(A) Improvement projects completed

(1) Sai Kung Waterfront Enhancement Project

The project was completed in May 2003. It includes the redesign and reconstruction of the Sai Kung Waterfront Park, streetscape improvement to Sai Kung Hoi Pong Square, and provision of alfresco dining and outdoor performance spaces along the waterfront. Alfresco dining along the waterfront has been very well received by the local community and visitors.

(2) Lei Yue Mun Waterfront Minor Improvement Project

The project was completed in May 2003. It includes renovation of the Lei Yue Mun Sitting-out Area, repaving of the footpath serving the seafood restaurants, construction of a Pai Lau and provision of a taxi stand and coach laybys.

(3) Central and Western District Enhancement Scheme

The project was completed in 2005. It includes street repaving, signage improvement and provision of planters at Hollywood Road and Lan Kwai Fong; renovation of the Lok Hing Lane Sitting-out Area and introducing a new access linking Pottinger Street and Lan Kwai Fong; improvement to the commemorative plaques of the Sun Yat-sen Historical Trail;

and installation of additional directional signage at the Central-Mid-Levels Escalator and shopping trail from Central to Admiralty.

(4) Tsim Sha Tsui Promenade Beautification Project

The project was substantially completed in 2006. It covers the waterfront south of Salisbury Road from Tsim Sha Tsui Star Ferry Pier Concourse, the Hong Kong Cultural Centre, the Hong Kong Museum of Art, and the promenade along the Tsim Sha Tsui East waterfront up to the International Mail Centre. The project includes the upgrading of hard and soft landscaping; re-provisioning of street lighting; provision of open spaces for leisure purposes, outdoor activities and performances and an alfresco dining facility. The Avenue of Stars, located on the central part of the promenade, was opened to the public in April 2004. Since then, over 34 million people have visited this popular tourism attraction.

(5) Transport Link in Tsim Sha Tsui East (TSTE)

The project was completed in August 2007. It covers the construction of a new public transport interchange (PTI) on the site of the former Wing On Plaza Garden in TSTE with a view to replacing the PTI outside the TST Star Ferry Pier. The Project also includes building a new podium garden (the "Tsim Sha Tsui East Waterfront Podium Garden") on top of the new PTI [named "Tsim Sha Tsui East (Mody Road) Bus Terminus"] in TST East and two new footbridges across Salisbury Road and Chatham Road South to improve the pedestrian circulation between TST East and other parts of TST for enhancing the tourism and economic activities in all parts of TST.

(6) Stanley Waterfront Improvement Project

The project was completed in March 2008. Its boundary stretches from Murray House, along the promenade from Stanley Main Street up to Pat Kan Uk. The project includes the construction of a new public pier outside Murray House, extension of Stanley Main Street and construction of a new promenade to provide more open space for outdoor activities, repaving of footpaths and carriageways, improvement of street lighting and street furniture, beautification of the public area around Shui Sin Temple and Pat Kan Uk, and provision of more greening.

(7) Peak Improvement Scheme

The project was substantially completed in early 2008. It includes the reconstruction of the Peak piazza and streetscape improvement to various walking trails, use of a de-commissioned Peak Tram cabin as a visitor centre and beautification of Mount Austin Playground, and provision of information boards on the historical background of the Peak, etc.

(B) Improvement projects in progress

(1) Visitor Signage Improvement Scheme

Since 2001, Visitor Signage Improvement Scheme has been implemented in phases throughout 18 districts in Hong Kong with a view to providing a co-ordinated and easily identified system of signage for visitors to Hong Kong. The objective is to promote visitor convenience and make Hong Kong a visitor friendly destination. The signage system includes directional signs, mapboards and identification signs. The first phase of works was

completed in 2005. The second phase will be completed by phases starting from end 2008.

(2) Enhancement of Green Tourist Attractions in Northeast New Territories

The Tourism Commission, in collaboration with respective subject departments, has implemented a phased programme for the enhancement of a number of green tourist attractions in the Northeast New Territories to facilitate visitors to appreciate our natural scenery. These attractions are located at Lai Chi Wo, Ap Chau, Kat O, Tap Mun, Wu Kai Sha, Tai Mei Tuk, Ma Liu Shui and Tung Ping Chau. The improvement items include reconstruction of piazzas, erection of signage and mapboards, provision and improvement of seating facilities, enhancement of lighting, planting of trees, upgrading of existing toilets and piers, etc. Most of the works will be completed in 2008.

(C) Improvement projects under planning

(1) Enhancement of Footbridges in Tsim Sha Tsui East

The project covers the enhancement of two existing footbridges across Mody Road and Salisbury Road in Tsim Sha Tsui. It includes improvement works such as replacing the existing roofing and flooring and installation of architectural cladding; demolition of the existing footbridge ramps and provision of twin lifts at the original ramp locations; and associated works such as landscaping and footpath paving. Works are expected to commence in the first quarter of 2009 for completion in mid-2011.

(2) Enhancement of Public Facilities at Ngong Ping, Lantau

The objective of the project is to enhance the public facilities at

Ngong Ping to support tourism development and recreation use. It includes the construction of a landscaped piazza, a roundabout, an emergency vehicular access/footpath, a public toilet; and the associated storm water drainage works. The project is expected to be completed in February 2010.

(3) Development of a Piazza in Tsim Sha Tsui

The project covers the development of a piazza at the site of the existing public transport interchange outside the Star Ferry Pier in Tsim Sha Tsui. The main objective of the proposed development is to provide a new public leisure space for use by locals and visitors alike. As the piazza is strategically located amongst various popular tourist attractions, it will leverage these attractions as well as enhance their linkages, providing a natural focus for both locals and visitors. We plan to launch an open design competition for the piazza in the second quarter of 2009, and to construct the piazza based on the winning design.

(4) Lei Yue Mun Waterfront Enhancement Project

We plan to further improve the facilities along the Lei Yue Mun waterfront so as to leverage on its strengths and further enhance its attractiveness. The key features of the conceptual design include the construction of a public landing facility, a breakwater and a waterfront promenade; construction of five lookout points along the Lei Yue Mun waterfront and improving the existing viewing platform; landscaping the footpaths linking various lookout points and construction of a new viewing platform. Consultation with stakeholders and related organizations on the proposed works is in progress.

(5) Aberdeen Tourism Project

The objective of the project is to redevelop and revitalise both sides of

the Aberdeen Harbour along the theme of “Fisherman’s Wharf”, with a view to preserving the unique features of “traditional fishing harbour” and local culture of Aberdeen and adding new creative uses. In 2007 and early 2008, the Government has consulted the local community, travel trade and relevant business groups to ascertain public support for and market interest in the project. In the light of the diversified views received, we are now reviewing the project scope and have appointed a business consultant to examine the business case of the project and the possible way to take it forward.

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