

9th-11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong
Telephone +852 2807 6234 Facsimile +852 2807 6411 Website DiscoverHongKong.com E-mail cchong@hktb.com

香港北角威非路道十八號萬國寶通中心九樓至十一樓
電話 +852 2807 6234 傳真 +852 2807 6411 網址 DiscoverHongKong.com 電郵 cchong@hktb.com

HONG KONG TOURISM BOARD 香港旅遊發展局

Clara Chong Executive Director

戚明華 總幹事

By Fax: 2509 0775



13 June 2005

Mrs Constance Li
Clerk to Panel
Legislative Council
Hong Kong Special Administration Region of the People's Republic of China
Legislative Council Building
8 Jackson Road
Central, Hong Kong

Dear Mrs Li

Panel on Food and Safety and Environment Hygiene (Meeting on 14 June 2005)

Thank you for your letter of 10 June, requesting input from the Hong Kong Tourism Board (HKTB) on the questions raised by The Hon Fred LI Wah-ming as to whether the HKTB, when promoting Hong Kong as a gourmet paradise, has included dai pai dong in our information on traditional Hong Kong cuisine or Hong Kong delicacies distributed to visitors to Hong Kong.

The HKTB is aware that dai pai dong are licensed operations, and that the Fixed Pitch Hawker licence is issued by the Food and Environmental Hygiene Department. It also understands that some 29 such stalls are still operating in Hong Kong.

In fact, the HKTB includes limited information about dai pai dong in its promotional channels and publications, as follows:

- a. In describing the diversity of dining options in Causeway Bay, there is a mention of dai pai dong, together with some local snack bistro, in the Traditional Chinese and Simplified Chinese versions of the *Hong Kong Visitor's Kit*. There was no mention of these options in Japanese or Korean versions.

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- b. In promoting Meeting, Incentive, Convention and Exhibition business, the HKTB has suggested that incentive groups recreate the "dai pai dong" experience for theme parties. This information can be found in the *Hong Kong Incentives - The Planner Guide*, which is available in a print version, as well as on the HKTB's www.DiscoverHongKong.com website.

The HKTB does not promote any unlicensed food stalls to visitors, be it in publications, videos or familiarisation programmes for overseas trade or media representatives.

Below is the Chinese version of the reply:

旅發局知道「大牌檔」乃受發牌制度所規管，由食環署發出熟食小販牌照，目前本港仍有 29 家這類熟食小販。旅發局曾在以下的刊物及宣傳途徑內提及「大牌檔」：

- a. 《香港旅遊錦囊》的繁體及簡體中文版，介紹銅鑼灣多元化的美食選擇時，在提及地道小食店、上海包點店時，曾提及「大牌檔」，日文及韓文版並沒有提及。
- b. 推介會議、展覽及獎勵旅遊推廣時，曾建議主辦這類活動的團體，舉辦以「大牌檔」為主題的節目，讓參加者體驗本港地道風味，有關資料可在旅發局刊物“*Hong Kong Incentives The Planner Guide*”中找到，亦可瀏覽旅發局網站：www.DiscoverHongKong.com。

香港旅遊發展局(旅發局)在其刊物、宣傳短片，或邀請全球旅遊業界或傳媒來港考察期間，均並無向旅客推介任何無牌食肆。

For your reference, the brochures mentioned above in points a and b will be sent by hand to your office tomorrow morning.

Yours sincerely


Clara Chong
Executive Director

亞洲美食

香港與亞洲各地交流頻繁，美食方面也互通心得。無論您喜愛的是辛辣的泰國菜、清新可口的越南菜、洋溢咖喱風味的印度菜，抑或充滿熱帶風情的新加坡菜和馬來西亞菜，在香港您定可吃個痛快！



在香港享用頂級亞洲美食。
Enjoy the best of Asia in Hong Kong.

Asian gourmet food

Hong Kong's superb location at the crossroads of Asia means that virtually every regional cuisine is represented abundantly. Whether you fancy a spicy Thai dish, a Vietnamese spring roll, tandoori chicken from India, a Singaporean Hainan chicken rice, Malaysian-style satay or Muslim Halal food, you'll never be at a loss for dining choices in Hong Kong.

西式美食

香港的西式美食琳瑯滿目，讓您體會異國風情。要品嚐義大利薄餅、西班牙海鮮和其他各地西式美饌，前來香港都能如願以償。

主要美食區

香港美食處處，滿足不同的口味。以下美食區各具特色，自有風格，吸引美食愛好者到來大快朵頤。

銅鑼灣 — 正宗香港風味

銅鑼灣是有名的購物區，大量的人流也為餐飲奠定了基礎。渣甸街、時代廣場、利舞臺廣場、波斯富街和百德新街餐飲店林立，既有充滿道地香港風味的大排檔、茶餐廳、涼茶舖、粥麵店、燒臘飯店、上海包點店、甜品店，也有亞洲和西式菜館。



銅鑼灣區內美食紛陳。
Causeway Bay offers a smorgasbord of culinary choices.

Western gourmet cuisine

There are an equal number of appetising Western cuisines to choose from in Hong Kong. Whether you fancy nouvelle cuisine, Italian pasta or lighter Spanish tapas, Western restaurants are sure to please the palate in Hong Kong.



法國菜賣相佳。
Nouveau cuisine in Hong Kong.

Major dining locations

Virtually every block in Hong Kong boasts a restaurant, although major cuisines tend to congregate in the following dining locations. That makes dining simple, but choosing difficult.

Causeway Bay —

Traditional Hong Kong-style food

Causeway Bay's myriad restaurants and cafes around Jardine's Bazaar, Times Square, Lee Theatre Plaza, Percival Street and Paterson Street offer everything from Hong Kong-style food to Asian and international gourmet cuisine.

蘭桂坊及 SoHo 荷南美食區 — 感受異國情調

中環的蘭桂坊和 SoHo 荷南美食區是時尚中西美食集中地，菜館、酒吧和咖啡廳林立。

蘭桂坊一帶的餐館好一些設於商業大樓之內。部分餐廳則設有露天茶座，把室內與戶外的悠閒氣氛，連成一線。請參閱第 31 頁的介紹。

SoHo 荷南美食區

鄰近中環至半山自動扶梯，是新崛起的飲食熱點，風味各異的小餐廳林林總總，創造了飲食新天地。請參閱第 31 頁的介紹。

赤柱 — 濤聲伴美餐

赤柱位於香港島南端，環境清幽，又有迷人海景，這裏的餐飲也別具一格，除了美利樓歷史建築內的海景餐廳外，赤柱大街一帶也是餐館酒吧的集中地，供應中式、越式、法式、義式和亞洲美食。臨近海灣的酒吧、露天茶座等，洋溢歐陸風情。請參閱第 35 頁。

Lan Kwai Fong and SoHo — Cosmopolitan atmosphere

Night owls and partiers always head for Lan Kwai Fong and SoHo in Central district. Concentrated in a small warren of streets, Lan Kwai Fong includes bars and restaurants (as well as alfresco dining). It's a party atmosphere every night of the week. SoHo, another trendy area located around the Central - Mid-Levels Escalator, offers a wide variety of international cuisine and a great night on the town (see page 31).



蘭桂坊的周末，人潮擁擠。
The weekend party crowd at Lan Kwai Fong.

Stanley — Alfresco seaside dining

Stanley is home to numerous restaurants offering Chinese, Vietnamese, French, Italian and Asian food, particularly along the main street. For a real treat, try the restaurants in Murray House where panoramic views of this picturesque seaside village provide a glorious backdrop to quality alfresco dining (see page 35).



悠閒地在赤柱的餐館陽台進餐。
Patio dining at Stanley.

Extract from Hong Kong Incentives : The Planner Guide

A night to remember. Reward your incentive winners with a unique theme party. Hotels, restaurants and clubs can all help you organise an unforgettable evening to remember. Hong Kong's hotels offer world-class functions and catering services. Most hotels have dedicated function rooms and ballrooms that can cater for groups of any size and the hotels decorate the rooms to suit your theme. So you can dazzle your achievers with your creative flair. Open their eyes to a whole new world of a time gone by. The only limit here is your imagination. Your party can be as big or as small as you wish. Hire costumed characters or talents to spice up the evening. The world's top entertainment organisers are here to help you turn whatever you dream up into a fun-filled reality.



THEME IT!
HONG KONG
STYLE

Hong Kong Night Live

Gamble away in an evening of fun frolics. Mock mah jong (a popular tile game) parlours or casinos can be created for the full effect. Along with the hustle and bustle, smartly dressed croupiers and bunny-costumed waitresses accompany your incentive winners during the course of the night's entertainment.

If your achievers are true workaholics, then a "Men at Work" theme party may be the order of the day. Hard hats and work boots mark the tone of the evening. Set in a make-believe construction site, hearty fare is served in toolboxes and wheelbarrows.

Or ignite their senses with the magnificent Hong Kong skyline at a "Sky at Night" party. Pick a rooftop venue to get the full effect of the night-time lights.

The Colonial Era

Whisk your achievers to a previous era. Open their eyes to the splendour of colonial rule in Hong Kong. Sets of old Hong Kong can be put up to transport them back to the old days. Participants immerse themselves in the times by dressing up and joining in or simply being a spectator. Serenade their every footstep with the music of the era provided by a

30-piece uniformed band. No evening is complete without the food. The highlight is a six-course feast fit for a king.

Poolside BBQ and Cocktail

Elegant yet simple. A casual party by the pool where the wind will cool and the stars will be their backdrop. Or a romantic evening by a pool where the view is as spectacular as the party itself.

Nostalgic Hong Kong

Hop onto the trams that have rattled and rolled along Hong Kong Island for 100 years to travel into Hong Kong's colourful past. Ride an antique tram to Western Market to take in the strange and the wonderful. Then enjoy a '70s style dinner filled with Chinese and Western favourites. Listen to tunes from a golden era and take in a show from days gone by. A nostalgic evening that will be with your incentive winners forever.



Dai Pai Dong

Dai pai dongs are traditional Chinese food stalls that sell tasty morsels filled with pungent aromas. We can take these stalls right off the back streets of Hong Kong and recreate them in a ballroom. Fill your delegates' stomachs at a local Hong Kong tea house with egg tarts and the famous milk tea as they walk down the mock streets. Feed their minds with traditional calligraphy stalls and predict their future with a palm reader. This is a Chinese experience that'll make anyone fall in love with Hong Kong.