



Delight your clients with Hong Kong's greatest secret!

HKTB has partnered with National Geographic, the world's preeminent outdoor/adventure publisher, to promote Hong Kong's 10th annual "Great Outdoors" campaign featuring 13 of the city's most stunning landscapes. Visitors will discover Hong Kong's most picturesque nature trails through the contrasting lenses of National Geographic photographers and trail experts as part of HKTB's campaign: "One Place, Two Perspectives."

NATIONAL GEOGRAPHIC VIDEOS

IT'S ALL ABOUT SHARING!

Showcase a different side of Hong Kong by sharing these high quality videos in your social marketing channels or on your website.



Meet Matthieu Paley, one of National Geographic's contributing photographers, who has lived in Hong Kong for nine years and is intimately acquainted with the city's natural landscapes. In coordination with the campaign, Paley's dynamic video captures **Hong Kong UNESCO Global Geopark's** majestic volcanic rock columns on land as well as the park's mesmerizing aqua waters.

[Share this Video on Social Media](#)





National Geographic award-winning photographer and Hongkonger Tugo Cheng delivers the inside scoop with a breathtaking video of Hong Kong's natural landscape. Through his camera, Cheng takes visitors to the historical **Sam A Village** to explore the indigenous culture, and then to the exotic plants and wildlife that thrive in **Plover Cove Country Park**.

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HIKING & CYCLING



Guide to Hiking and Cycling

This new guide is the perfect starting point for your clients to explore the greener side of Hong Kong. They will find detailed overviews of country parks, beautiful beaches, rustic villages, quaint islands and historical landmarks with a selection of Hong Kong's best hiking trails and cycling paths. Also included is trail information, route maps, directions and helpful tips that will be useful to have along the way.

[GET THE GUIDE](#)

Hiking Itineraries

You may find it surprising to find so much unspoiled nature and busy urban life in such close proximity. The Dragon's Back trail is widely hailed as one of Hong Kong's best urban hikes and there are so many others to explore. For a list of hikes you can do on your own or to book a hike with a local guide, [click here](#) for more information.



FEATURED EVENT

Hong Kong Pulse Light Festival 2018

Visitors will be treated to an eye-opening visual feast during the inaugural edition of Hong Kong Pulse Light Festival 2018, the largest open-air light festival in Hong Kong. From the winter edition of "A Symphony of Lights" light-and-music show featuring more skyscrapers and special effects, to brilliantly lit installations by artists from across the globe, the dazzling artistic light displays ensure that there will be no dark corners this winter. The creative luminescent displays offer a futuristic interactive experience in addition to Instagram-worthy photo opportunities.



TRADE PARTNER NEWS



Introducing The Peninsula Yacht

The Peninsula Hong Kong just launched a brand new 60 foot yacht, available to all hotel guests. A two hour sunset cruise around Victoria Harbor can be booked to take in the Symphony of Lights show. The yacht is also available for private charters. For more information and pricing [click here](#).

HKTB RESOURCES



Become a Hong Kong Specialist

Learn why Hong Kong is the perfect gateway to Asia! Increase your profits with stopovers in Hong Kong.

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PartnerNet : An Indispensable Resource

Your one-stop shop for all things Hong Kong! Get trade updates, industry news, access to our photo library & more!

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Explore Hong Kong Tours

Handpicked by HKTB, this selection of day tours offers a different side to the city. Discover local foodie secrets or catch a glimpse of ancient traditions.

[Browse Tours](#)

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