



Press Release

UNESCO-awarded Tai O Heritage Hotel Summer Getaway I Love Tai O – White Bear Voyage

Hong Kong, 21 July, 2016 – To celebrate this summer, UNESCO-awarded Tai O Heritage Hotel teams up with local village community and renowned comic artist Bigsoil to stage an 8-week community involvement programme, 'I Love Tai O – White Bear Voyage'. The roving programme starts from 22 July to 12 September, comprising of a total of 28 participating local village stores, cafes and operators in Tai O, offering the public an interactive, fun and cultural voyage in Tai O with White Bear and little boy, the signature characters of Bigsoil. By participating in the programme, visitors and their families will enjoy a truly relaxing and heritage summer getaway in this culture-rich fishing village. Since its opening in 2012, Tai O Heritage Hotel has received more than 870,000 visitors.

'White Bear Voyage' Puzzle Cards Collection

Participants have to collect 8 different 'White Bear Voyage' puzzle cards from Tai O Heritage Hotel and 27 designated participating local village stores, cafes and operators in Tai O village. A signature 'I Love Tai O - White Bear Voyage' image can be assembled by collecting all 28 puzzle cards. For those who collect 8 different 'White Bear Voyage' puzzle cards successfully, they can redeem a voucher for one Mangrove Special Drink at Tai O Lookout of Tai O Heritage Hotel. With the collection of 8 different puzzle cards, participants will stand a chance to redeem a limited edition White Bear plush toy* or a fabulous White Bear towel upon spending of HK\$300 or above on dinner menu at Tai O Lookout of Tai O Heritage Hotel.*

For a list of participating units and terms & conditions, please visit Tai O Heritage Hotel Facebook Page: [taioheritagehotel](https://www.facebook.com/taioheritagehotel).

*Limited quota, available while stock lasts. Terms & Conditions apply.

'I Love Tai O – White Bear Voyage' Facebook and Instagram Game

Tai O Heritage Hotel invites the public to share their most memorable moments in Tai O on Instagram and Facebook. Participants have to upload a photo with the theme of 'I Love Tai O - White Bear Voyage' to their Instagram or Facebook with #taioheritagehotel #ilovetaio and @taioheritagehotel. 20 participants with the most creative photos will stand a chance to win a limited edition White Bear plush toy*. *Terms & Conditions apply.

The List of 28 Participating Units (In No Particular Order)

No.	Wing On Street	Tai O Market Street	Kat Hing Street	Shek Tsai Po Street
1.	Fuk Hing Hong	Chun Chun Food Store	Ki Kei	Sing Lee Shrimp Sauce & Paste Manufacturer
2.	Dolphin Travel Limited	Bing Bing	Tai O Crossing Boat Restaurant	Mui Kee Salty Egg Yolk Stall
3.	Tai O Rural Committee Historic & Cultural Showroom	Fattyzgrill	Cheung Choi Kei	Tai O Heritage Hotel
4.	Yan Koo Tea Cake	Wah Fung Snack Store	Wing Seng Restaurant	
5.	Venice Seafood Restaurant	Fook Moon Lam Restaurant	Tai O Lin Heung Restaurant	
6.	Tai O Boat Excursion Limited		Tai O Chargrilled Egg Waffles	
7.	Wah Kee Restaurant		Yi O Farm Hut	
8.	Yik Cheong Dried Seafood Stall		Tai O Bakery	
9.	Zeon Hung Shanghainese Bistro		Meow Café	
10.			Tai O Snack	
11.			Solo	

All New BBQ Dinner @ Tai O Lookout

Starting from August 2016, Tai O Lookout will launch an all-you-can-eat BBQ dinner every Friday, Saturday and Sunday. Choose from a wide range of delicious items including Angus beef striploin, New Zealand lamp chop, king prawn, garoupa, squid, pork roasted sausage and pineapple, accompanied by salad, soup, bread and desserts for each person. For adults, the price is HK\$280 per person* and for children, it is HK\$168 per person*. With HK\$88 supplement, guests can enjoy free flow selected draught beer, house red wine and house white wine. Room guests of Tai O Heritage Hotel can enjoy a promotion offer for the BBQ dinner at HK\$400 for two persons (service charge included). *Prices are subject to 10% service charge.

A Chilled Summer @ Tai O Lookout

Come party with your friends and enjoy a chilled summer at Tai O Lookout. For new room reservations made for staying period of any Wednesday or Thursday between 6 July and 31 August 2016, guests will receive two complimentary passes of 'Free Flow Draught Beer & House Wine'* upon check-in. Present the passes to enjoy free flow selected draught beer, house white wine and house red wine at Tai O Lookout. The promotional price of Tai O Lookout - Free Flow One Day Pass is HK\$268 (subject to 10% service charge). Promotion Period: Every Wednesday and Thursday, 6 July – 31 August 2016; Time: 3pm – 9pm. *Terms and Conditions apply.

Room Packages: Enjoy Up to 30% off via Online Booking*

Come visit Tai O Heritage Hotel for a heritage episode of rich culture with great fishing village food this summer. Enjoy up to 30% off by booking rooms via the Hotel website. Bed & Breakfast package starts at HK\$1,330 (Standard room starts at HK\$1,900), which includes a 1-night stay and breakfast for two persons (service charge included). With HK\$400 supplement, room guests can also enjoy a set dinner for two persons at Tai O Lookout (Original price: HK\$328 per person with 10% service charge). *Terms and Conditions apply. (Website: www.taioheritagehotel.com)

Sunday Full of Fun @ Tai O Heritage Hotel

Tai O Heritage Hotel has a relaxing family getaway 'Sunday Full of Fun @ Tai O Heritage Hotel'*. For new room reservations made for staying period of any Sunday between now and 28 August, room guests can enjoy a dinner set for two persons at a special price HK\$400 and a complimentary dinner for 1 child aged 11 or below at Tai O Lookout. Guests will also receive 3 complimentary Ngong Ping 360 Standard Cabin Single Trip tickets (for 2 adults and 1 child) and be able to participate in complimentary cookie workshops. Tai O Lookout will arrange surprise clown magic shows for guests staying on 7 August and 21 August. *Terms and Conditions apply.

A Heritage Episode: Signature Workshops in Tai O

Tai O Heritage Hotel contributes to the sustainable development of Tai O community through a series of community involvement programmes with the theme 'I Love Tai O'. Signature workshops are organised for room guests to explore this culture-rich fishing village. Get fun and hands-on experience in the **Salted Egg Yolk Making Workshop** (9 am – 10:30 am on every Monday, Wednesday, and Friday) with a handmade salted egg yolk, one of the famous local specialties as souvenir. Enjoy traditional and hands-on **Glutinous Rice Dumplings Cooking Class** (9 am - 10:30 am on every Tuesday, Thursday, and Saturday) with freshly-made glutinous rice dumplings as souvenir, a local delicacy that you should never miss.

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About Bigsoil

Bigsoil, a comic artist from Hong Kong.

Graduated from the School of Design of the Hong Kong Polytechnic University, he has once been working at Commercial Radio and Metro Radio as art director. His comic works can be seen in his daily column in Oriental Daily. His published works include: Fairy Tales of Our City (《我們的都市有童話》), Bigsoil's Music Illustration – A Lelecooper Travelogue, Always Out There (《和你在一起》), Because of Love (《因為愛》), To Love Oneself (《喜歡自己》) and My Treasure Map (《生命的寶藏》).

Besides artistic creation, Bigsoil teaches illustration at various academic institutions. At the same time, he hosts radio programmes "Dream a little dream" at Metro Life Digital.

About Tai O Lookout

Perched atop the 114-year-old historic building housing the Tai O Heritage Hotel, Tai O Lookout is the glass-roofed restaurant that oversees the tranquil South China Sea, lush greenery and ascends the

best vantage point for sunset and stargazing. The restaurant is named after the historic guard tower where the marine police stationed to guard against pirates a century ago. Housing the wood-carved antique furniture previously belonging to China Tee Club, Tai O Lookout has had its vibe and flavour revived. It also serves as a platform to showcase the ingenious creations by Hong Kong artists.

About Tai O Heritage Hotel (www.taioheritagehotel.com)

Tai O Heritage Hotel, graded as a Grade II historic building by the Antiquities Advisory Board, was revitalised from the old Tai O Police Station, a history-steeped building that dates back to 1902. It is now home to nine colonial-style rooms, a Heritage Interpretation Centre and a glass-roofed open view restaurant Tai O Lookout. Since its opening in February 2012, the Hotel has received over 870,000 visitors. As a non-profit social enterprise, Tai O Heritage Hotel is committed to engaging the public in bolstering Tai O's local economy, achieving synergy with local communities, and promoting heritage conservation, tourism and green living.

About Hong Kong Heritage Conservation Foundation Limited (www.hkheritage.org)

The Hong Kong Heritage Conservation Foundation is a non-profit organisation set up by the Ng Teng Fong family in March 2008. The primary objectives of the company are to revitalise and maintain heritage buildings, as well as to promote the conservation and appreciation of heritage and historic places and their importance in community life. The organisation's management team has solid experience in heritage revitalisation and has previously participated in a number of heritage projects in Singapore, including The Fullerton Hotel Singapore, The Fullerton Waterboat House, Clifford Pier and Far East Square.

Tai O Heritage Hotel

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1. To celebrate this summer, UNESCO-awarded Tai O Heritage Hotel teaming up with 27 participating village cafes, stores and operators, will stage an 8-week roving community involvement programme 'I Love Tai O – White Bear Voyage', a fun-thrilled expedition to explore culture-rich and century-old Tai O fishing village. Comic artist Bigsoil, Tai O legendary photographer Madame Hung Wai-lan, Tai O artist Stanley Wong and Iris Wong, Project Committee of Hong Kong Heritage Conservation Foundation kick-started the summer getaway programme. Programme starts from 22 July till 12 September 2016.



2. Tai O Heritage Hotel will stage a community involvement programme 'I Love Tai O – White Bear Voyage' this summer. Facebook and Instagram game with fabulous prizes will also be held to invite online participation. The Hotel launches new room packages as well as food and dining offers including a new BBQ dinner menu, 'Free Flow Draught Beer & House Wine' passes and 'Sunday Full of Fun' family packages for families and young couples to have a relaxing getaway in Tai O.



3. Tai O Heritage Hotel teams up with 27 participating village cafes, stores and operators to stage a roving community involvement programme 'I Love Tai O – White Bear Voyage', offering the public an interactive, fun and cultural voyage in Tai O with White Bear and little boy, the signature characters of comic artist Bigsoil.



4. Summer Family BBQ: The glass-roofed Tai O Lookout of Tai O Heritage Hotel launches an all-you-can-eat BBQ dinner. Choose from a wide range of delicious items including Angus beef striploin, New Zealand lamp chop, baked fish filet with Tai O salted egg yolk, chicken wing marinated with Tai O shrimp paste and roasted fish fresh from Tai O, served with black truffle paste mustard and Tai O salted lemon dressing.



5. Top-pick for Summer Getaway : Dinner at the glass-roofed Tai O Lookout of Tai O Heritage Hotel. Enjoy the savoury New Zealand lamb chop served with black truffle paste mustard or Tai O shrimp paste dressing.



6. Top-pick for Summer Dining: Chicken wing marinated with Tai O shrimp paste from the local village operator Sing Lee Shrimp Sauce & Paste Manufacturer, signature dish of the glass-roofed Tai O Lookout of Tai O Heritage Hotel. Accompanied by the strawberry smoothie, best way to chill out in the hot summer.