

新春國際匯演之夜

International Chinese New Year Night Parade



享譽全球的新春國際匯演之夜經已來到第17屆。1月23日年初一晚上，尖沙咀 市將幻化成繽紛熱鬧的街頭派對場地。今年匯演的主題是「國際都會·環球派對」，12輛美輪美奐的花車巡遊，加上由23支超水平的國際及香港表演隊伍送上精湛演出，必定令市民及旅客眼界大開。

為表新春慶意，優質旅遊服務協會將第三度參與匯演，並聯同十一家「優質旅遊服務」計劃認證商戶合組特色花車，與市民及旅客共度新歲。適逢2012是壬辰龍年，協會花車設計將以「龍飛躍進 優質品牌耀新春」作主題。閃閃生輝的巨龍，寓意香港多元化和高質素的零售、餐飲及服務業，繼續騰飛。車上滿載琳瑯滿目的精選貨品及美饌佳肴，代表著香港為旅客呈獻包羅萬象的購物、餐飲及娛樂禮遇。手持龍珠的「龍之子」吉祥物活潑生動，將會率領眾商戶向各位旅客分享龍年的喜悅，並祝願香港經濟欣欣向榮，百業興盛！

另外，香港鐘表業總會將再接再厲參與匯演，花車設計會以西洋棋盤為藍本，打造出一個鐘表王國。崇光(香港)百貨亦會首度登場，花車取材自「一站式」購物的概念，並由崇光吉祥物「崇崇」向大家拜年。兩大機構派出的優質品牌組合花車，將會聯同協會組成一支的隊伍，一起宣揚香港的優質服務精神。

匯演結束後，1月24日至2月6日期間，花車將會在大埔林村許願廣場展出，延續巡遊的歡樂氣氛。

Now in its 17th year, the world-famous night parade will be staged on the evening of 23 January. The bustling Tsim Sha Tsui area will be turned into a giant street party. "World City. World Party" is the theme for this year. With 12 brightly coloured floats and 23 international and local performing artists who will no doubt put on a spectacular show for locals and visitors.

To celebrate the arrival of the Year of the Dragon, the QTSA will make an appearance at the Parade for the third consecutive year. The Association is teaming up with eleven quality merchants to form a glittering float titled "Flying Dragon Leaps to Prosperity". The dynamic and dazzling flying dragon symbolises the continuous forward momentum driven by Hong Kong's high quality and diversified retailers, restaurants and other service providers. A collection of products and delicacies will showcase a stunning array of shopping, dining and entertainment privileges offered to our visitors. Holding a glowing dragon ball firmly in his hand, the vivid dragon boy mascot will lead the Quality Tourism Services Scheme accredited merchants to spread blessings and happiness all over Hong Kong.

The Federation of Hong Kong Watch Trades & Industries Ltd. will also take part in the Parade for the second time. With a chessboard serving as the blueprint of the design of the float, a kingdom of luxury watches will certainly attract the attention of the audience. Joining the Parade for the first time, SOGO Hong Kong Co Ltd will construct its float based on the concept of "1-stop shopping experience". SOGO's mascot "SOSO" will greet the crowd with 'Happy New Year'. These two floats will join the QTSA to promote the spirit of quality services.

After the parade, the floats will be exhibited in Lam Tsui, Tai Po from 24 January to 6 February, offering visitors and locals a perfect opportunity to get up close.

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日期：1月23日星期一（年初一）

巡遊時間：晚上8:00至9:30

巡遊路線：從九龍尖沙咀香港文化中心廣場出發，沿廣東道、海防道、彌敦道及梳士巴利道前行，以香港喜來登酒店為終點。

International Chinese New Year Night Parade

Date: Monday 23 January

Time: 8pm - 9:30pm

Parade Route: The parade starts at the Hong Kong Cultural Centre Piazza in Tsim Sha Tsui, Kowloon and proceeds along Canton Road, Haiphong Road, Nathan Road and Salisbury Road, and ends in front of Sheraton Hong Kong Hotel and Towers.