

HONG KONG, 8 May 2020

HERITAGE TOURISM BRANDS LAUNCH

“OUR HOME” HONG KONG PROMOTIONAL VIDEO

- Featuring the song “Touch of Love” performed by Jacky Cheung

The Heritage Tourism Brands group, comprising Hong Kong-based luxury hotel brands including Harilela Hotels, The Langham Hotels & Resorts, Mandarin Oriental Hotel Group, Shangri-La Hotels & Resorts, Swire Hotels, The Peninsula Hotels, and Wharf Hotels, has launched a promotional video to showcase the beauty and diversity of Hong Kong as it emerges from the coronavirus crisis.

“Our group, which also includes Cathay Pacific, decided to come together at a time of unprecedented crisis for the travel industry in Hong Kong in the second half of 2019,” said Dr Jennifer Cronin, President of Wharf Hotels and Chair of Heritage Tourism Brands. “We all come from different backgrounds, but we are all hoteliers who share a great love and passion for Hong Kong. It is our desire to do whatever is in our power to revive Hong Kong tourism, at home and overseas at the appropriate time and when people feel safe again. We felt it was time to take fast action, not as competitors, but as a joint force in the private sector, with a common objective which is to restore confidence in the vibrancy and stability of our home, Hong Kong. Now, as we emerge from COVID-19, this objective is even more relevant,” said Dr Cronin.

As a first step, the group is launching a video to inspire local Hong Kong people with the objective of showcasing the city in all its beauty and diversity, to encourage people to enjoy their home and appreciate what makes it unique. The video entitled “Our Home”, features the song “Touch of Love” donated by Hong Kong singer Jacky Cheung.

“Hong Kong is one of the most beautiful cities in the world with incredible scenery – from mountains, country parks, city skylines and beaches. It is an efficient and dynamic world-class city yet has spectacular natural beauty and we wanted to put together a video that portrays the city in its best light. We recognise that people cannot travel yet, and they may not wish

to travel for the next few months, and therefore our objective is to bring the city together and highlight the amazing attractions that we can enjoy on our own doorstep,” said Dr Cronin.

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The Heritage Tourism Brands group is also planning to introduce inspiring experiences for local residents, and regional travellers when travel restrictions are lowered featuring a variety of cross-hotel collaborations, in partnership with other major Hong Kong attractions.

To view the video, click here: <https://www.youtube.com/watch?v=-XBLOD7TrH4>

**We would like to thank HKSAR Government Information Services Department and Agriculture, Fisheries and Conservation Department for providing some of the footage that made this project possible.*

About Heritage Tourism Brands

The Heritage Tourism Brands group comprises Hong Kong-based heritage brands including Harilela Hotels, The Langham Hotels & Resorts, Mandarin Oriental Hotel Group, Shangri-La Hotels & Resorts, Swire Hotels, The Peninsula Hotels, Wharf Hotels, and Cathay Pacific. It was formed in December 2019 with the objective of restoring confidence in the vibrancy and stability of Hong Kong as a tourism destination.

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