

新聞稿 PRESS RELEASE

For Immediate Release

iDiscover Ding Ding Explore neighbourhoods along the tram line with a new App&Map

(Hong Kong: 20 June 2017) iDiscover and Hong Kong Tramways are proud to announce the launch of iDiscover Ding Ding.

iDiscover Ding Ding, the collaboration of iDiscover and Tramways, features a map with an app showcasing a hop-on hop-off route to explore neighbourhoods along the tram line. Hong Kong's trams have rumbled through its streets since 1904. They're a perfect way to explore Hong Kong's oldest and most authentic neighbourhoods, where family-run shops and traditional wet markets co-exist with exciting new ventures. The route includes 46 points of interest that highlight the honest and authentic in five categories: iSee, iDrink, iEat, iShop and iSurprise.

The iDiscover map, "Ding Ding – Spirit of Old HK", will be provided as a free souvenir to passengers on the popular Tramoram sightseeing Tour to encourage them to explore the nooks and crannies of Hong Kong Island. It will also be available at selected outlets that are featured in the hop-on hop-off route. The iDiscover Hong Kong App comes as a free download from the App Store and Google Play.

On Sunday 18 June, more than 100 tram fans, iDiscover app users and Instagrammers gathered at the tram depot to celebrate the launch of the app, get a private tour in the tram depot and participate to an Instagram photo competition exploring neighbourhoods. The 4 best photos have been awarded with freshly made Tramways' souvenirs.

"iDiscover was developed in response to a growing interest from travellers and locals to see and experience the 'real' Hong Kong. In addition to this new route along the tramline, we have curated six walking routes in the city's most authentic neighbourhoods. In each neighbourhood we work with local partners, such as NGOs and community organisations, to showcase the uniqueness of their neighbourhood as a destination, and share their valuable local knowledge with a new audience using modern technology. We also aim to promote local businesses and traditional trades that define the authenticity and vibrancy of older neighbourhoods to help them survive in the 21st century", said iDiscover founder Ester van Steekelenburg.

“Without a doubt, the tram is a collective memory shared among generations of Hong Kong residents. The tram is not only a form of public transport, it’s a living heritage and landmark unique to Hong Kong. We aim to benefit the citizens and the visitors by offering them new solutions to discover genuine facets of the city. In addition to the recently launched TramOramic Tour, we believe the iDiscover App&Map will bring the passengers new exciting moments to *“catch a ride, catch a smile”*, said HK Tramways Commercial & Corporate Affairs manager Antoine Sambin.

“The moment I arrived in Hong Kong 25 years ago, I fell in love with the tram, it’s rare for such a beautiful piece of vintage design to be retained as a functional part of a modern city. As my work is inspired by Hong Kong’s streets & heritage in general, a tram ride is a great place to draw & photograph Hong Kong. From the front of the top deck, you’re blessed with unique (and close-quarter) viewpoints of the streets, whilst travelling at a gentle pace that encourages eye-feasting and daydreaming. I get my best ideas on a tram. Each area has such fascinatingly varied characteristics that I think this route should be regarded as one of the slow best journeys in the world.

As illustrator, it’s an honour to be commissioned by iDiscover to document the route of this much-loved and enduring HK icon”, said map designer Tania Willis.

About iDiscover

iDiscover is a Hong Kong based social enterprise that creates honest and authentic neighbourhood guides. Working with local NGO’s community groups and creative collectives in Asia’s most enigmatic cities, iDiscover co-curates walking and cycling routes that highlight the spirit and stories of a place. The guides come in the form of an illustrated map and a handy GPS based app for easy navigation to the local’s favourite spots in each neighbourhood. The maps are designed by local artists, printed sustainably and available free of charge from participating hotels, restaurants and cafes in the neighbourhoods. The App comes as a free download from the App Store and Google Play.

Apart from Hong Kong, iDiscover is available for Yangon, Bali, Java and Macau.

Learn more at www.i-discoverasia.com

Facebook: I-Discover App&Map

Instagram: @idiscoverapp

Download from [App Store](#)

<https://itunes.apple.com/us/developer/urban-discovery-ltd./id586538964>

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<https://play.google.com/store/apps/developer?id=Urban%20Discovery&hl=en>

About HK Tramways

Hong Kong Tramways (Tramways) has been serving Hong Kong since 1904 and operates nowadays a fleet of 164 tramcars including 2 antique party tramcars and 1 unique "TramOramic Tour" sightseeing tramcar. It is the world's largest fleet of double-deck tramcars in operation, carrying about 200,000 passengers every day. Tramways keeps up efforts in developing a world-wide recognized icon while striving to go beyond the expectations of the 21st century passengers to offer the greenest, most affordable and most space efficient transport mode in Hong Kong.

Tramways is owned by RATP Dev Transdev Asia, an Asian joint venture between RATP Dev and Transdev, since April 2010.

www.hktramways.com

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[To download the high resolution photos, please visit <https://goo.gl/uyTHxF>]

Photo captions

Instagram photo competition winners



Photo credit: @suetk

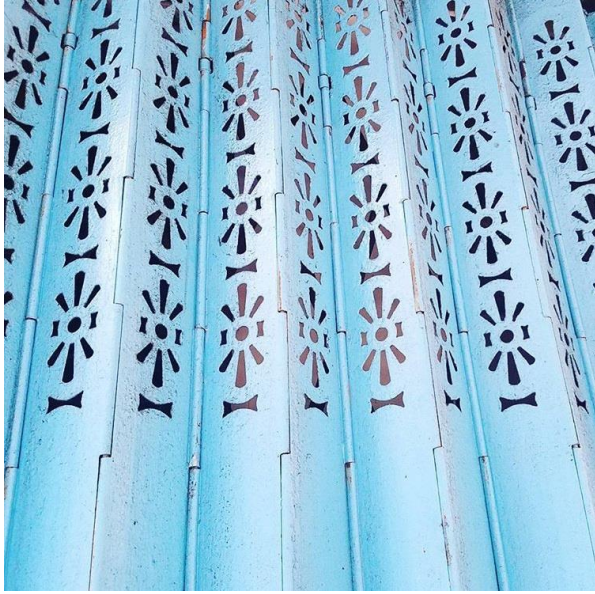


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