

# 香港 · 大城小區：深水埗

## Hong Kong Neighbourhoods: Sham Shui Po



Sham Shui Po is home to multiple historic sites, characteristic architecture, religious buildings, local diners, hawker stalls, shopping malls and bazaars. Four thematic clusters are designed to introduce these hotspots through “wear”, “eat”, “live” and “walk”. Apart from the famous and traditional spots, selected new and unique establishments are also highlighted to showcase the district’s ever-evolving presence.

To encourage visitors to explore the Sham Shui Po neighbourhood at their own pace and to their own liking, a Sham Shui Po DIY walking guide is available in printed and electronic versions. Apart from highlighting the thematic spots, the guide also features five highlighted routes recommended by celebrities and local personalities, who share their unique stories about the area.

香港的繁華與璀璨背後，隱藏著一個又一個迷人且各有個性的地道小區。「香港·大城小區」推廣項目鼓勵旅客穿梭香港的大街小巷，深入在地人的日常生活、體會多元文化、追蹤歷史痕跡，不同人、不同故事，造就了每個小區不同的風貌與情懷。

「香港·大城小區」這次以深水埗為目標，重新包裝該區為旅遊區，將深水埗一帶多元的旅遊體驗重新整合，以「步埗地道」為主題，從衣、食、住、行等角度，介紹香港的地道特色，讓旅客到訪該區時，猶如走進一座生活博物館，樂趣無窮。除了較傳統、著名的景點外，也會介紹新店舖，展現深水埗的新活力。

旅客可以透過實體印刷及電子版本的自助遊漫步指南，依自己的步伐和興趣探索深水埗一帶。除了推薦主題景點之外，漫步指南也載有五條精選旅遊路線，由深水埗居民或熟悉該區的名人細說他們的深水埗故事。

The Hong Kong Neighbourhoods programme highlights Hong Kong’s neighbourhoods to encourage visitors to go beneath the city’s glamorous surface and explore it in greater detail. Like cities within a city, each district is a destination in its own right.

Riding on the success of the programme last year, Sham Shui Po is selected as the district to highlight this time. A self-sufficient working-class community with a down-to-earth charisma,

