

# #CITYWALK IN HONG KONG

## PHASE 2 PRESENTATION DECK

**C**ity walk

**C**ulture walk

**C**uriosity walk

**C**reativity walk

**C**ommunity walk

**C**onnectivity walk

# Introduction

## Background



In the "2023 Tourism Survey Report" released in April, **#Citywalk** became the most popular new tourism way, more than 80% of people want to try it.

# Introduction

What exactly is #Citywalk?

# #CityWalk

**#CityWalk** is a lifestyle and travel philosophy that encourages individuals to explore cities at a leisurely pace on foot, urging people to explore deep into the fabric of the city to learn about the culture, history, and way of everyday living.

WANDERING

SLOW PACE

URBAN EXPERIENCE



# UNIQUE app to promoting tourism in HK

## Social media app

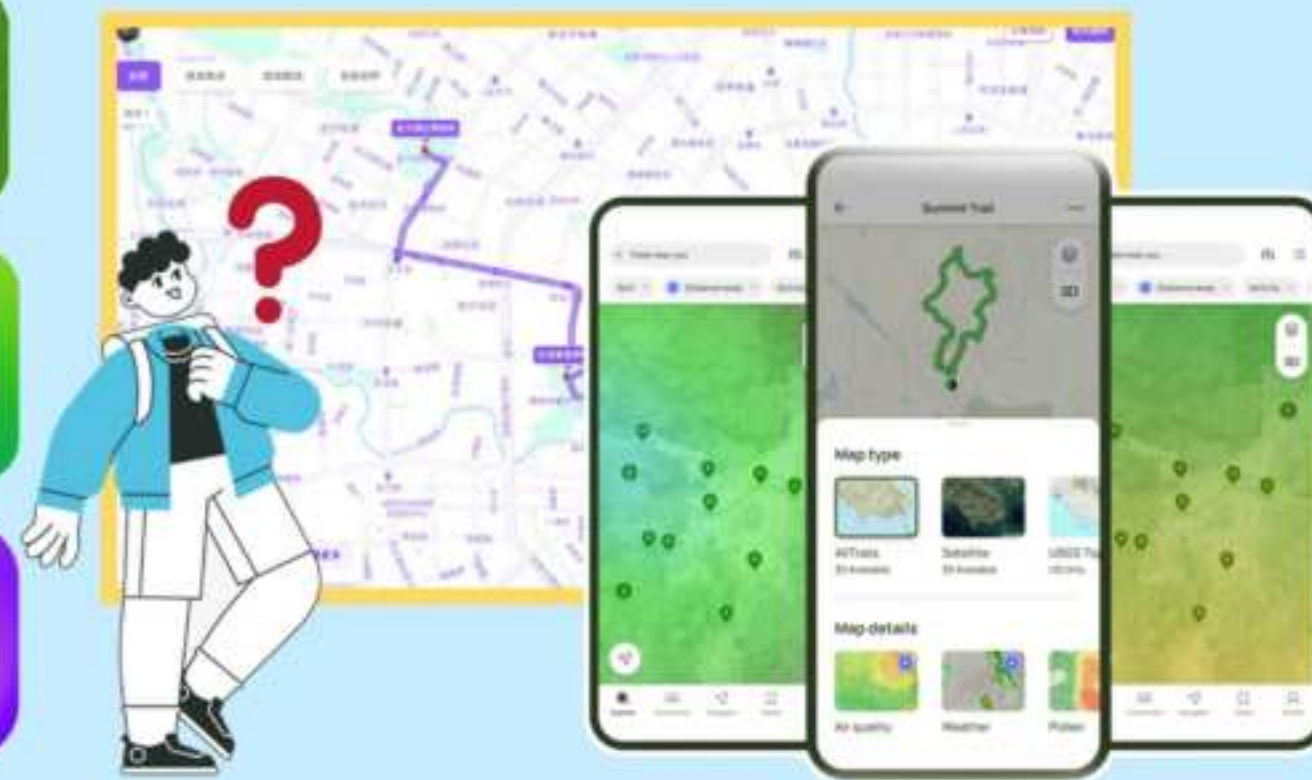


Information overload

Lack of navigation

Inability to generate routes

## Route navigation app



Lack of artificial intelligence

Absence of real-time updates

Inability to freely edit point

Our app is hoping to



Dynamically Updated Social Media Data



AI Customized Routes



Design routes that meet the diverse needs of travelers

# Product Highlights

## 1 Application



**Objective** 「讓香港無處不旅遊」

**Name:** Citywalk in Hong Kong

**Slogan:**

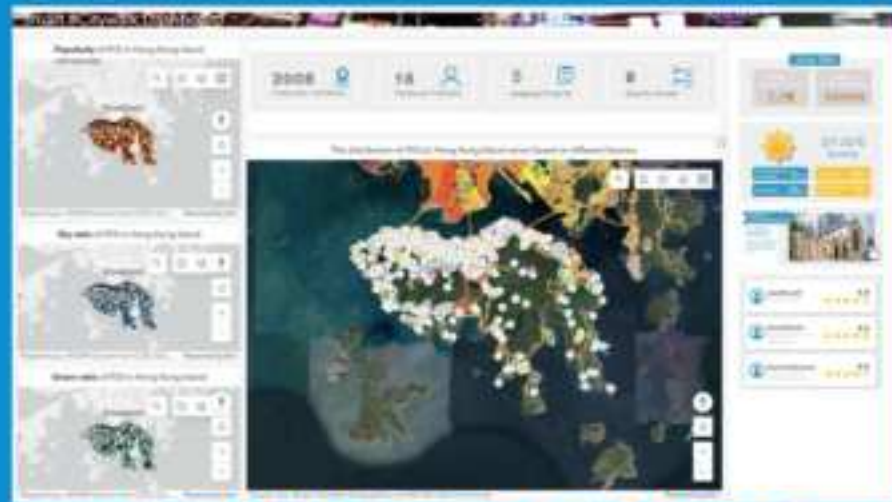
Discover the Story in Every Step,  
Wander the Pulse of Hong Kong.

行走發現故事，漫步香港心跳

## 2 Platforms



Mobile App



CityWalk Smart Dashboard

## 3 Functions

Your City  
Exploration Buddy

Your Route  
Planning Buddy

Your Record  
Sharing Buddy

## 4 Stakeholders

Traveller

Local Residents

Local Shop  
Owner

Gov. Strategy  
Maker

## 5 Advanced Technology

Smart AI  
ChatGLM  
NLP

Capturing  
geographic data  
from social  
media

TSP

Designing the  
shortest path for  
citywalk

VR & AR  
Event Planning  
Energizing the  
project

Network  
KNN

Finding and  
planning shape  
paths

GPS Geo Coding  
Visualizing and  
Navigating

## 6 KEY WORDS

Timely, Unique, Innovative, Scalable, Interoperable, Profitable

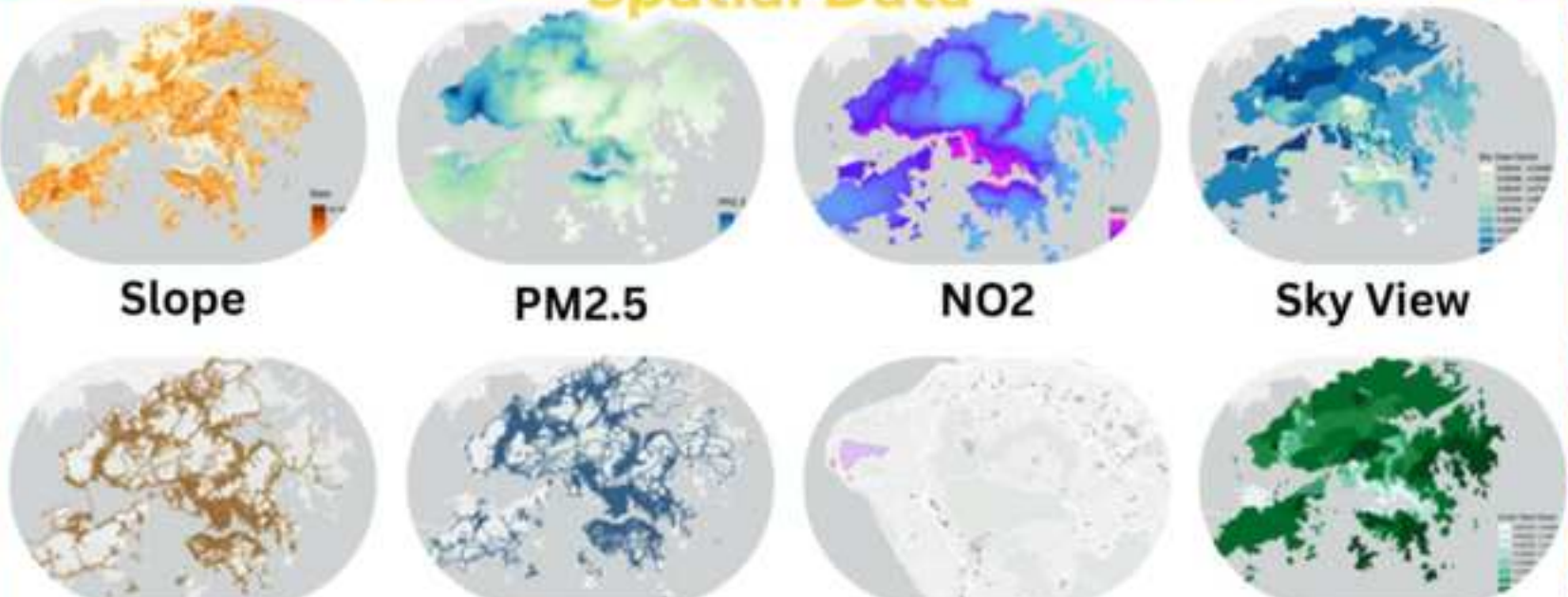
# HK Tourism Database: We know Hong Kong much better than ChatGPT!

### Social Media Data



Instagram   HK Tourism Board   Xiao hong shu   TimeOut

### CSDI Spatial Data



Slope   PM2.5   NO2   Sky View  
Road Central   3D Pedestrian   Historic Buildings   Green View

**Official API**

西九龍海濱長廊 我逢人必推!!  
在這裏拍到的每一幀照片都超絕  
選不出封面的那種 📷  
是相機無法還原的美貌  
藝術公園的碧綠和蔚藍  
深遠的讓人移不開眼  
在海邊看一場完美的橘子海 🍊 日落  
等到華燈初上時  
還可以觀賞絕美維港夜景 🌃

**ChatGLM LLM** → “西九龍海濱長廊”  
“藝術公園”  
“維港”

**Geo Coding**



西九龍藝術公園   維多利亞港

**ChatGLM** → **Labels**  
[Art Gallery]  
[Coastal Walkway][City Landmark]

**Spatial joint**

**Score Street View from Google Map**



Category	Score
Air Quality	93
Popularity	98
Slope	63
Green View	43
Sky View	82

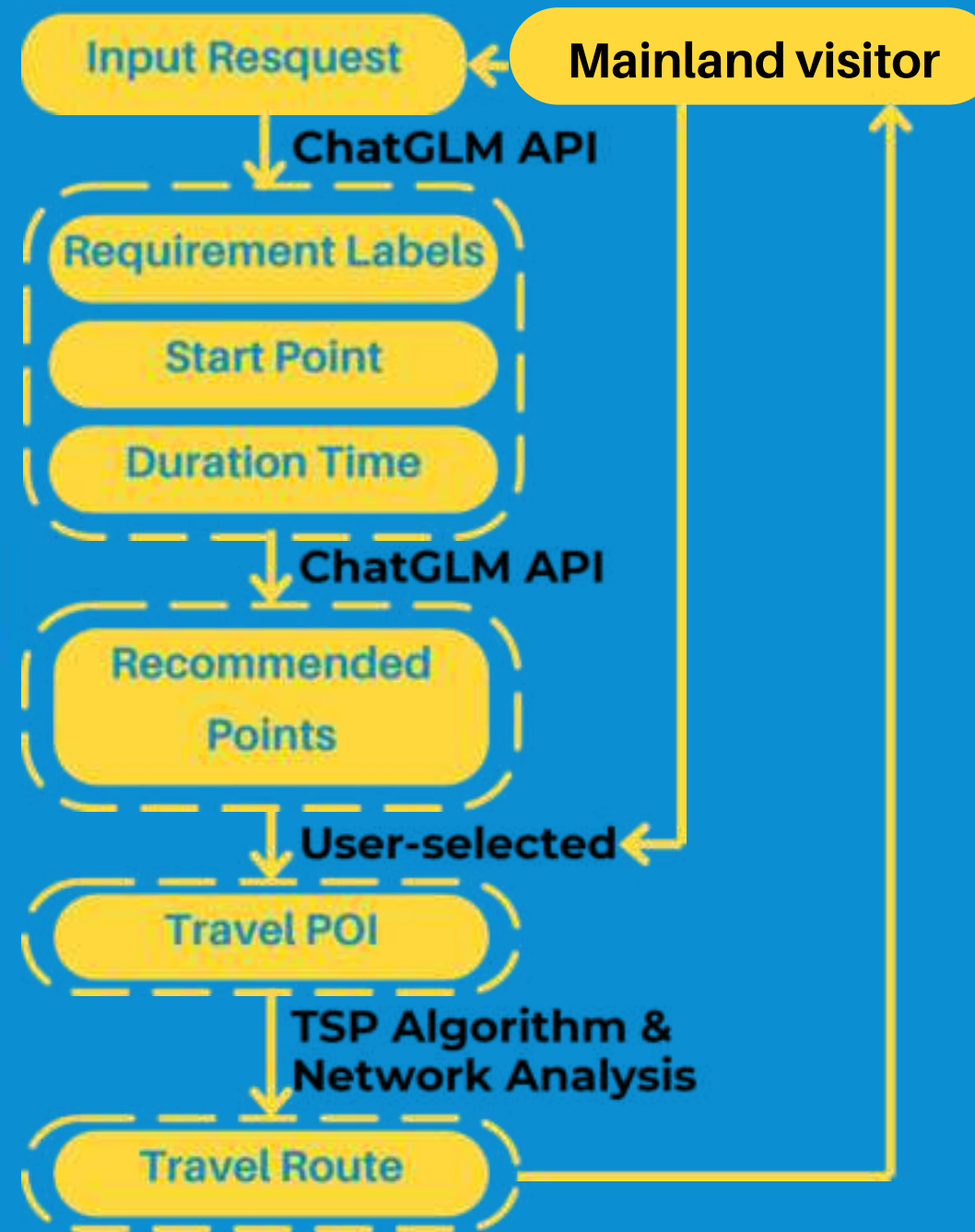
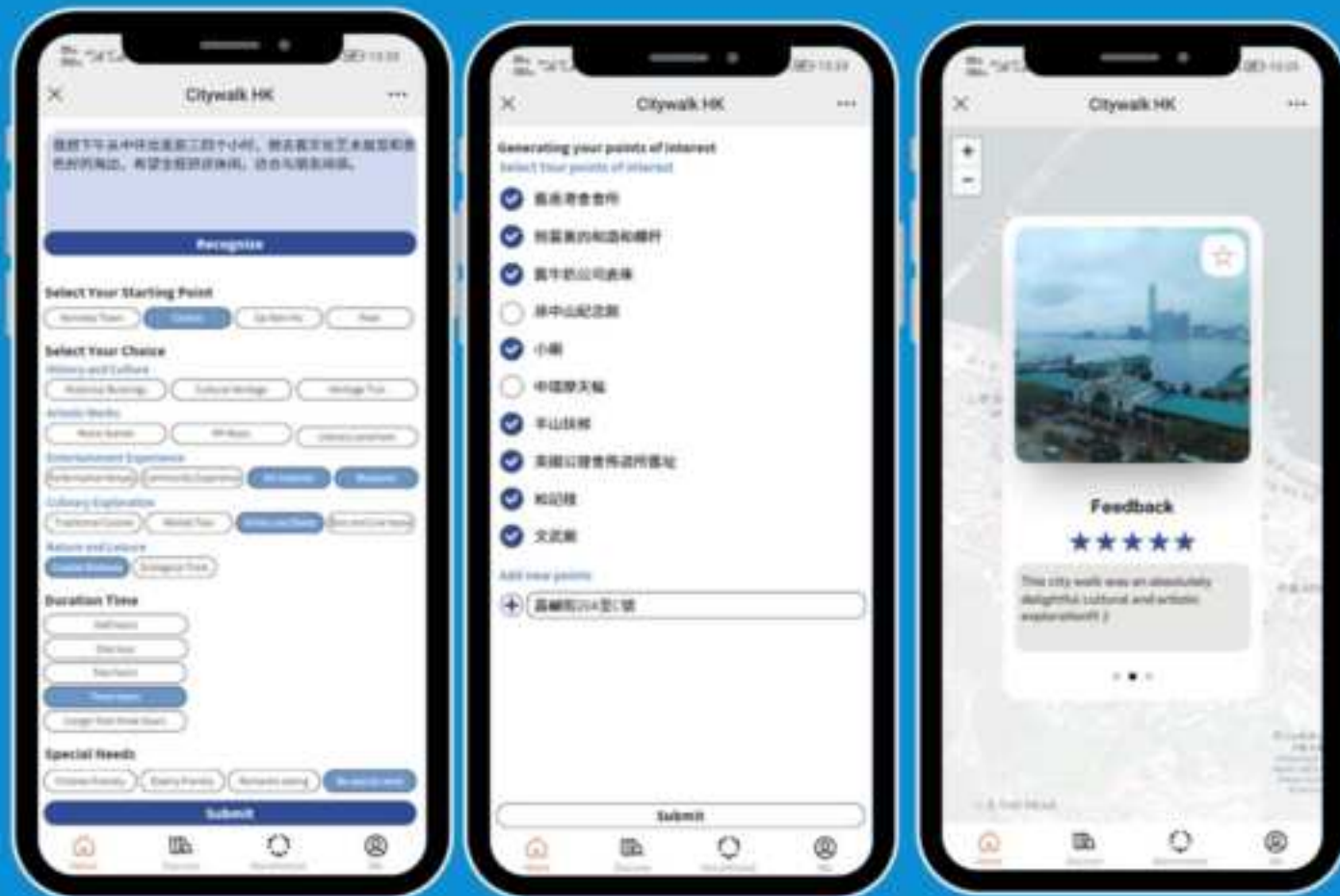
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id	Name	Location	Theme	Sub-theme	Note	Longitude	Latitude	Green_ratio	Sky_ratio	Popularity	Startingpoint	URL_IMAGE	Special Needs
csdi168	聖保羅堂	11a, 16 Des Voeux Road Central, Hong Kong	Historical Buildings	一級歷史建築	St. Paul's Church	114.1554603	22.27972854	0.01	0.14	6	Wanchai	https://gish.amo.gov.hk/	Popular
csdi004	中國同盟會招待所	42 Fu Hong Hong	Heritage Trail	Dr Sun Yat-sen Historical Trail	Reception Centre of the Tongmenghui	114.148298	22.283799	0.02	0.23	2	Admiralty		
csdi061	舊上環街市	No.323 Des Voeux Road Central, Sheung Wan, Hong Kong	Cultural Heritage	No.323 Des Voeux Road Central, Sheung Wan, Hong Kong	https://www.amo.gov.hk/en/historic-buildings/monuments/hong-kong-	114.150366	22.28730996	0.01	0.23	2	Admiralty	https://gish.amo.gov.hk/	
csdi062	香港禮賓府	Upper Albert Road, Central, Hong Kong	Cultural Heritage	Upper Albert Road, Central, Hong Kong	https://www.amo.gov.hk/en/historic-buildings/monuments/hong-kong-	114.1574277	22.27864078	0.03	0.31	6	Causeway Bay	https://gish.amo.gov.hk/	Stairs
timeout001	House of Orient	1, 2nd Floor, Entertainment Building, 30 Queen's Road Central, Hong Kong	Traditional Cuisine	The best dim sum in Hong Kong	House of Orient is helmed by a dim sum chef with over 40 years of experience.	114.1564296	22.2814535	0.01	0.24	4	Causeway Bay		
timeout034	Apothecary	Commercial Building 75-77 Wyndham St, Central, Hong Kong	Bar & Live house	The best bars in Central	The bar serve easy-to-drink cocktails with creative garnishes alongside the drink	114.1547683	22.2818436	0.00	0.33	5	Admiralty		Promotion
timeout134	Chôm Chôm	88 Peel St, Central, Hong Kong	Gourmet Restaurant	Best Southeast Asian restaurants in Hong Kong	Chôm Chôm, resto-bar, has been an integral part of Soho's bustling neighbourhood	114.1523618	22.2822497	0.01	0.17	4	North Point		Local favourite
timeout131	Cotton Tree Terrace	LG Level, 22 Cotton Tree Dr, Central, Hong Kong	Performance Venues	The best places for live music in Hong Kong	Aside from rooftop-restaurant Popinjays, The Murray hotel is also home to Cotton Tree Terrace.	114.1600524	22.2780929	0.01	0.28	4	Admiralty		
xhs484	必列喏士街街市	Bridges Street Market, 2 Bridges St, Tai Ping Shan, Hong Kong	Market Tour		香港一座市場建築。街市屬“包豪斯”建筑风格。于2011年9月2日，12年前被列为香港三級历史建筑。	114.1509334	22.2832958	0.08	0.29	4	Central		
xhs54	太平山顶观景台	Peak, Peak Rd 118 SE, The Peak, Galleria, Shop 1211	City Landmark		在太平山顶，不论昼夜均能欣赏到香港壮丽的天际线。其环山步道绿树成荫，沿途可以拍摄动植物和历史建筑。	114.1499023	22.2700172	0.01	0.28	9	Happy Valley		Popular
timeout026	Hong Kong Observation Wheel	Hong Kong Observation Wheel, Central, Hong Kong	City Landmark	The top attractions to visit in Hong Kong	The Hong Kong Observation Wheel does still provide stunning views of Victoria Harbour and Central.	114.1615851	22.2853075	0.01	0.50	7	Chai Wan		Popular
timeo+A12	Lascar Court	Lascar Court, 8 Luk Kiu Rd, Tai Ping Shan, Hong Kong	Hidden Corner	The best street art and graffiti in Hong Kong	ZED1 is an Italian street artist known for his distinctive murals featuring egg-headed humans.	114.148882	22.285578	0.04	0.13	2	Sai Ying Pun		
timeout140	Fortuna Theatre	Wanai Kai Bay, Hong Kong	Hidden Corner	Unconventional buildings and unusual places in Hong Kong	Built in 1979 to serve residents from nearby Wah Fu public housing estate, the theatre had a 1,274-seat auditor	114.1391724	22.2525215	0.03	0.27	4	South Horizons		Local favourite
xhs047	中环警察总部	Arsenal House, Wan Chai District Headquarters 2, Wan Chai Police Station, 288, Lan Kwai Yee Lane	Movie Scenes	电影《无间道》	电影中的警察总部，是无间道的主要背景之一。	114.1681803	22.2797756	0.01	0.23	4	Admiralty		
ins087	Old Wan Chai Post Office	221, Queen's Rd E, Wan Chai, Hong Kong	Literary Landmark	Author: Dung Kai-cheung	Old Wan Chai Post Office features in Dung Kai-cheung's narrative on heritage conservation.	114.1732953	22.2743175	0.03	0.10	7	Wanchai		
ins162	The Excelsior Hotel	6th Floor, 261 Gloucester Rd, Causeway Bay, Hong Kong	Hong Kong Music	Song: Farewell at the Excelsior - Jacky Cheung	Jacky Cheung's emotional farewell song associated with the now-closed Excelsior Hotel.	114.1844419	22.2817708	0.04	0.40	4	Causeway Bay		
csdi504	灣仔峡公園	Coastal Road, Mid-Levels, Wan Chai, HK	Ecological Trails	Parks, Zoos and Gardens	Wan Chai Gap Park	114.1692308	22.2670266	0.07	0.34	6	Wanchai		
csdi534	大浪灣泳灘	Big Wave Bay Road, Shek O	Coastal Walkway	Beaches	http://www.lcsd.gov.hk/tc/beach/index.html	114.2469801	22.24644271	0.11	0.28	5	Sai Wan Ho		Children Friendly

# Urban Exploration Buddy

## Personalised Route By AI

When a user enters a request, the LLM matches the label, tour duration, and starting point, then filters the database for relevant points. Users can adjust the recommended points.





# Route Planning Buddy Shape Your Walk

Use this function to draw a heart?  
Or let your footsteps create beautiful patterns!



Simple Shapes

Letter & Number



Animal Shapes

Local Resident

Mainland visitor



发现一个激发锻炼热情的APP!

# Event Planning: Unveiling Hidden Gems of HK

Our project will organize a series of themed activities along specific routes, aiming to attract user participation and help businesses promote their offerings.

Developers



Theme Activities



Theme Routes



Street Celebration

Add Recommendation



Advertising Campaign



Platform Publicity



Local Shop owner



Speciality Menu!



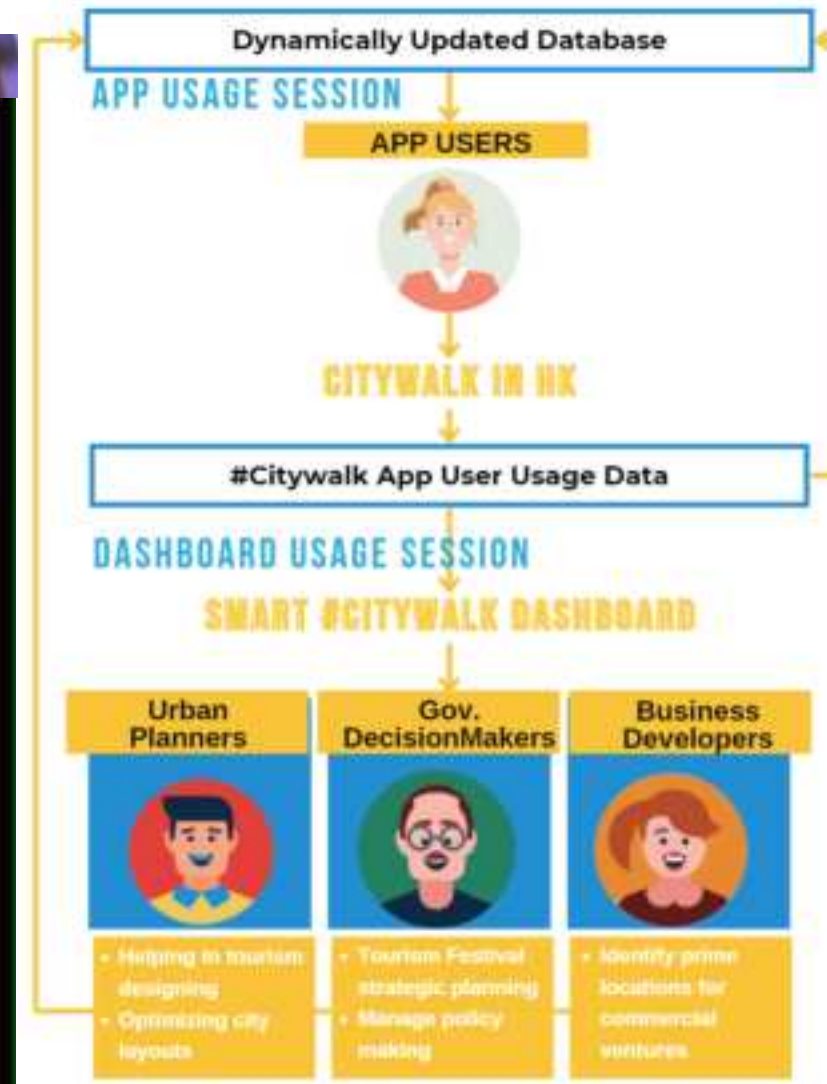
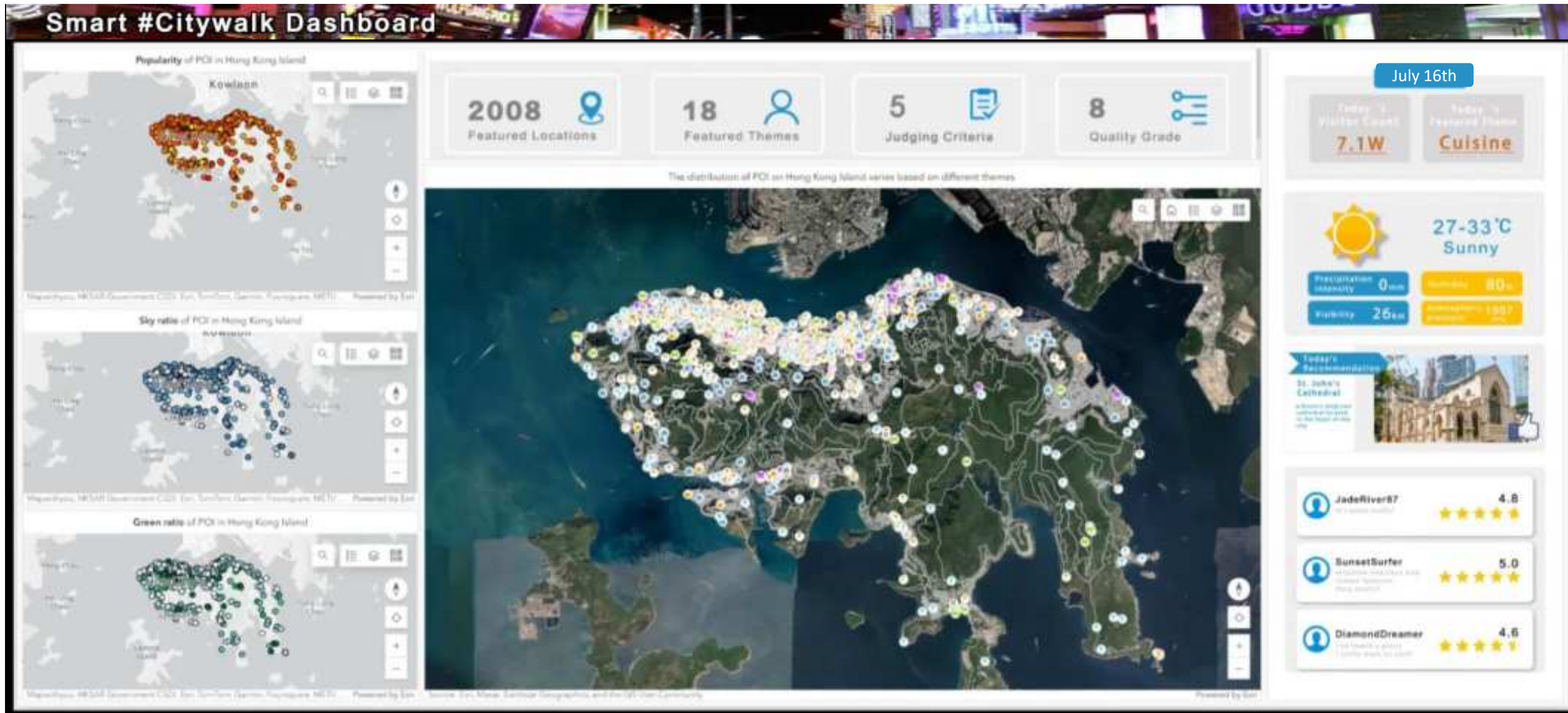
Featured Theme Decoration



Culturally integrated restaurants



# Smart Citywalk Dashboard: Travel data inform policy



<https://foa-hku.maps.arcgis.com/apps/dashboards/efc398384b2c406fa55b112aec3851f9>

• Identify tourists' problems

• Enhancing facilities

• Travel festival strategic planning

• Managing crowd flow

# Outlook

## 1 Application

• A Timely App



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## 2 Platforms

• An Interoperable App

Mobile App

CityWalk Smart Dashboard

## 3 Functions

• An Innovative App

Your City Exploration Buddy

Your Route Planning Buddy

Your Record Sharing Buddy

## 4 Stakeholders

• A Profitable App

Traveller

Local Residents

Local Shop Owner

Gov. Strategy Maker

## 5 Advanced Technology • A Unique App

**ChatGLM**

**NLP**

Capturing geographic data from social media

**VR & AR**

**Event Planning**

Energizing the project

**GPS Geo Coding**

Visualizing and Navigating

**TSP**

Designing the shortest path for citywalk

**Network, KNN**

Finding and planning shape paths

## 2000+ Travel points • A Scalable App



Space expansion → GBA Area

Time expansion → Multi-day travel

# BACKUP

City walk, an adventure of the Z generation exploring culture, curiosity, creativity, community, and connectivity. Hong Kong serves as the first destination of this adventure.

Innovative Methodologies

Data-driven Insights

Cultural Initiatives

A holistic approach to urban development that prioritizes sustainability, resilience, and community empowerment

Discover Hong Kong like never before with Citywalk!

CSDI Awards 2024

City walk

Culture walk

Curiosity walk

Creativity walk

Community walk

Connectivity walk