

“National Games GOAL’n GO” AR Experience

Aims / Objectives

This is to inform primary and secondary schools about the captioned student educational activity.

Details

2. The National Games (NG), held once every four years, is the country’s highest-level and largest national multi-sports event. Hong Kong will co-host the 15th NG, the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) in November and December 2025 with Guangdong and Macao for the first time. In connection with the promotional activities of these two national sports events, the NG Coordination Office (Hong Kong) under the Culture, Sports and Tourism Bureau has launched the “National Games GOAL’n GO” AR Experience activity. Teachers, students and their parents are sincerely invited to explore the eight “National Games Routes” on or before 15 December 2025.

3. The NG Co-ordination Office (Hong Kong) designed eight “pop-up” “National Games Routes”, with the help of AR technology, offering an immersive AR experience that combines information with entertainment. Participants are invited to visit the MTR stations near the competition venues or the signages set up at the “National Games Checkpoints” and tap a link to the webpage “National Games GOAL’n GO” by scanning the QR code with their smart phone. There will be AR interactions games with the mascots of the 15th NG, 12th NGD and 9th NSOG, “Xiyangyang” and “Lerongrong” together.

4. For details of the activities, please refer to the “Introduction of the ‘National Games GOAL’n GO’ AR Experience Activity” (Appendix 22a) prepared by the NG Co-ordination Office (Hong Kong). Students are advised to participate in the above activities under school’s supervision or with accompaniment of parents/guardian, and pay attention to the safety of the activity environment.

5. For information about the 2025 National Games, including event details, competition information, latest news and athletes’ updates, please visit the following official platforms or social media channels to explore more:

Digital or Social Platform	Name	Website URL or QR code
Official Thematic Website	2025 National Games - Hong Kong	 https://www.2025nationalgames.gov.hk/en/index.html

Facebook	2025 National Games - Hong Kong	 www.facebook.com/2025nationalgames.hk
Instagram	2025 National Games - Hong Kong	 www.instagram.com/2025nationalgames.hk
WeChat App	2025 National Games - Hong Kong	
AlipayHK App	2025 National Games - Hong Kong	
Alipay App	2025 National Games - Hong Kong	
Official Thematic Website	National Games GOAL'n GO	 https://www.2025nationalgames.gov.hk/en/ng/nationalgamesgoalngo.html

Contact Person

6. For enquiries, please contact Mr Simon WONG, Executive Manager (Publicity) of the NG Coordination Office (Hong Kong) at 3975 4639 or via marketing-ngco@cstb.gov.hk.

Introduction of the “National Games GOAL’n GO” AR Experience Activity

The National Games (NG) Coordination Office (Hong Kong) has launched the “National Games GOAL’n GO” AR Experience activity on 2 August 2025 to offer an immersive AR experience that combines information with entertainment. This “pop-up” event weaves together the elements of culture, sports, and tourism across eight unique “National Games Routes”. More than a showcase of competition venues, the routes also introduce Hong Kong’s cultural and tourist attractions along the way. With the help of cutting-edge AR technology, participants will not only immerse themselves in the dynamic interaction with the mascots, but also enjoy checking in at the recommended cultural and tourism gems in one go.

Endless Fun in One Tap - Ready, Set, Scan & Play

From 2 August to 15 December 2025, you are invited to visit the MTR stations near the competition venues or the signages set up at the “National Games Checkpoints” to scan the code and play the games.

You may experience the adventure at the “National Games Checkpoints” by simply tapping a link to the webpage “National Games GOAL’n GO” and scanning the QR code with your smart phone or open the official mini programmes of the 2025 National Games – Hong Kong! Follow the digital map to explore the competition venues, discover the hidden cultural and tourism gems, and soak up the city’s magnificent sights along the designated “National Games Routes”. Every “National Games Checkpoint” is packed with AR magical moments, including joyful interaction with the NG mascots, fun facts about the Games, quick quizzes, snapping creative selfies, and action-packed mini-games. Let us embrace the NG spirit all the way!

After finishing a “National Games Route”, you are eligible to download mascot stickers with sports-themed designs. Upon completing all the eight routes, you will get a full set of stickers to share with your friends.

Explore the “National Games Routes” – Uncover Hong Kong’s Hidden Gems

The eight “pop-up” National Games Routes will guide you through not only the competition venues in Hong Kong, but also local signature landmarks including tourist checkpoints and cultural hangouts.

“National Games Routes”

1. Admiralty-Central 2. Hung Hom-Tsim Sha Tsui 3. Sheung Shui-Fanling 4. Kai Tak
5. Tseung Kwan O 6. Causeway Bay-North Point 7. Ma On Shan-Sha Tin 8. Tsuen Wan

Highlights of Interactive Checkpoints – Sneak Peek!

1. “Mini-games”: Featuring lifelike scenes and dynamic sound effects in the eight action-packed AR mini-games, the excitement of the Games is right at your fingertips.
2. “Joyful Interaction”: Interact with the National Games’ mascots, “Xiyangyang” and “Lerongrong” in AR to snap a selfie or film a fun video together. Then share it right away and make your National Games memories stand out.
3. “Quick Quiz”: Take the AR trivia quizzes to test your sports savvy about the National Games’ history, star athletes’ anecdotes, and competition venues’ features. Play, learn, and level up your National Games know-how.
4. “Snap & Share”: Fire up the AR camera and capture the moment with the exclusive National Games photo frames at designated landmarks or competition venues to generate creative photos that blend in with the environment.
5. “National Games Encyclopedia”: AR information panels are bursting with fun facts about the Games and local landmarks. Simply tap to browse the details!