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### Replies to initial questions raised by Legislative Council Members in examining the Estimates of Expenditure 2024-25

**Director of Bureau : Secretary for Culture, Sports and Tourism**

**Session No. : 17**

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<a href="#">CSTB223</a>	1083	TIK Chi-yuen	132	(3) Sports and Recreation
<a href="#">CSTB224</a>	3337	TIK Chi-yuen	132	(2) Creative Industries
<a href="#">CSTB225</a>	3737	TIK Chi-yuen	132	(6) Travel and Tourism (7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB226</a>	3739	TIK Chi-yuen	132	(6) Travel and Tourism
<a href="#">CSTB227</a>	3740	TIK Chi-yuen	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB228</a>	3742	TIK Chi-yuen	132	(6) Travel and Tourism
<a href="#">CSTB229</a>	3743	TIK Chi-yuen	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB230</a>	1535	TSE Wai-chuen, Tony	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB231</a>	1227	TSE Wai-chun, Paul	132	(6) Travel and Tourism (7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB232</a>	1237	TSE Wai-chun, Paul	132	(6) Travel and Tourism
<a href="#">CSTB233</a>	1238	TSE Wai-chun, Paul	132	(6) Travel and Tourism
<a href="#">CSTB234</a>	1241	TSE Wai-chun, Paul	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB235</a>	1244	TSE Wai-chun, Paul	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB236</a>	1245	TSE Wai-chun, Paul	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB237</a>	1256	TSE Wai-chun, Paul	132	(6) Travel and Tourism
<a href="#">CSTB238</a>	2799	WONG Chun-sek, Edmund	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB239</a>	2821	WONG Chun-sek, Edmund	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB240</a>	2823	WONG Chun-sek, Edmund	132	(3) Sports and Recreation
<a href="#">CSTB241</a>	2824	WONG Chun-sek, Edmund	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB242</a>	2341	WONG Kam-fai, William	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB243</a>	1521	WONG Kwok, Kingsley	132	(2) Creative Industries
<a href="#">CSTB244</a>	1523	WONG Kwok, Kingsley	132	(6) Travel and Tourism
<a href="#">CSTB245</a>	2193	YANG Wing-kit	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB246</a>	2194	YANG Wing-kit	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB247</a>	670	YIM Kong	132	(6) Travel and Tourism
<a href="#">CSTB248</a>	671	YIM Kong	132	(7) Subvention: Hong Kong Tourism Board



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<a href="#">CSTB249</a>	672	YIM Kong	132	(4) Culture (7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB250</a>	1937	YIU Pak-leung	132	(6) Travel and Tourism (7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB251</a>	1938	YIU Pak-leung	132	(6) Travel and Tourism
<a href="#">CSTB252</a>	1939	YIU Pak-leung	132	(6) Travel and Tourism
<a href="#">CSTB253</a>	1940	YIU Pak-leung	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB254</a>	1941	YIU Pak-leung	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB255</a>	1942	YIU Pak-leung	132	(6) Travel and Tourism
<a href="#">CSTB256</a>	1949	YIU Pak-leung	132	(6) Travel and Tourism
<a href="#">CSTB257</a>	1950	YIU Pak-leung	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB258</a>	1952	YIU Pak-leung	132	(6) Travel and Tourism
<a href="#">CSTB259</a>	1962	YIU Pak-leung	132	(3) Sports and Recreation (4) Culture (6) Travel and Tourism
<a href="#">CSTB260</a>	1970	YIU Pak-leung	132	(3) Sports and Recreation (4) Culture (5) Subvention: Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council and Major Performing Arts Groups (6) Travel and Tourism (7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB261</a>	1429	YUNG Hoi-yan	132	(5) Subvention: Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council and Major Performing Arts Groups
<a href="#">CSTB262</a>	1430	YUNG Hoi-yan	132	(6) Travel and Tourism
<a href="#">CSTB263</a>	1433	YUNG Hoi-yan	132	(6) Travel and Tourism
<a href="#">CSTB264</a>	2871	ZHANG Xinyu, Gary	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB265</a>	2876	ZHANG Xinyu, Gary	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB266</a>	2902	ZHANG Xinyu, Gary	132	(7) Subvention: Hong Kong Tourism Board
<a href="#">CSTB267</a>	2335	CHAN Wing-yan, Joephy	132	(6) Travel and Tourism
<a href="#">CSTB268</a>	1498	LAU Kwok-fan	22	(2) Nature Conservation and Country Parks
<a href="#">CSTB269</a>	3011	CHAN Chun-ying	95	(4) Performing Arts
<a href="#">CSTB270</a>	3016	CHAN Chun-ying	95	(1) Recreation and Sports
<a href="#">CSTB271</a>	3049	CHAN Chun-ying	95	(3) Heritage and Museums
<a href="#">CSTB272</a>	2493	CHAN Hak-kan	95	(2) Horticulture and Amenities
<a href="#">CSTB273</a>	985	CHAN Han-pan	95	(1) Recreation and Sports
<a href="#">CSTB274</a>	986	CHAN Han-pan	95	(1) Recreation and Sports
<a href="#">CSTB275</a>	2914	CHAN Hoi-yan	95	(1) Recreation and Sports
<a href="#">CSTB276</a>	2915	CHAN Hoi-yan	95	(3) Heritage and Museums
<a href="#">CSTB277</a>	936	CHAN Kin-por	95	(1) Recreation and Sports

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<a href="#">CSTB278</a>	937	CHAN Kin-por	95	(1) Recreation and Sports
<a href="#">CSTB279</a>	1031	CHAN Yung	95	(3) Heritage and Museums
<a href="#">CSTB280</a>	1032	CHAN Yung	95	(3) Heritage and Museums
<a href="#">CSTB281</a>	1855	CHAU Siu-chung	95	(2) Horticulture and Amenities
<a href="#">CSTB282</a>	362	CHEN Chung-nin, Rock	95	(1) Recreation and Sports
<a href="#">CSTB283</a>	359	CHEN Chung-nin, Rock	95	(1) Recreation and Sports
<a href="#">CSTB284</a>	2518	CHENG Wing-shun, Vincent	95	(3) Heritage and Museums
<a href="#">CSTB285</a>	2519	CHENG Wing-shun, Vincent	95	(4) Performing Arts
<a href="#">CSTB286</a>	2521	CHENG Wing-shun, Vincent	95	(1) Recreation and Sports
<a href="#">CSTB287</a>	2524	CHENG Wing-shun, Vincent	95	(3) Heritage and Museums
<a href="#">CSTB288</a>	2530	CHENG Wing-shun, Vincent	95	(1) Recreation and Sports
<a href="#">CSTB289</a>	2531	CHENG Wing-shun, Vincent	95	(1) Recreation and Sports
<a href="#">CSTB290</a>	3298	CHENG Wing-shun, Vincent	95	(1) Recreation and Sports
<a href="#">CSTB291</a>	3550	CHENG Wing-shun, Vincent	95	(3) Heritage and Museums
<a href="#">CSTB292</a>	3556	CHENG Wing-shun, Vincent	95	(1) Recreation and Sports
<a href="#">CSTB293</a>	3761	CHENG Wing-shun, Vincent	95	(3) Heritage and Museums
<a href="#">CSTB294</a>	3763	CHENG Wing-shun, Vincent	95	(1) Recreation and Sports
<a href="#">CSTB295</a>	3859	CHENG Wing-shun, Vincent	95	(4) Performing Arts
<a href="#">CSTB296</a>	393	CHOW Man-kong	95	(3) Heritage and Museums
<a href="#">CSTB297</a>	1972	FOK Kai-kong, Kenneth	95	(4) Performing Arts
<a href="#">CSTB298</a>	1984	FOK Kai-kong, Kenneth	95	(1) Recreation and Sports
<a href="#">CSTB299</a>	1986	FOK Kai-kong, Kenneth	95	(1) Recreation and Sports
<a href="#">CSTB300</a>	1987	FOK Kai-kong, Kenneth	95	(1) Recreation and Sports
<a href="#">CSTB301</a>	1991	FOK Kai-kong, Kenneth	95	(3) Heritage and Museums
<a href="#">CSTB302</a>	1996	FOK Kai-kong, Kenneth	95	(5) Public Libraries
<a href="#">CSTB303</a>	2002	FOK Kai-kong, Kenneth	95	(1) Recreation and Sports
<a href="#">CSTB304</a>	954	HO Chun-yin, Steven	95	(1) Recreation and Sports
<a href="#">CSTB305</a>	850	HO King-hong, Adrian Pedro	95	(1) Recreation and Sports
<a href="#">CSTB306</a>	852	HO King-hong, Adrian Pedro	95	(4) Performing Arts
<a href="#">CSTB307</a>	1062	HO King-hong, Adrian Pedro	95	(1) Recreation and Sports
<a href="#">CSTB308</a>	1068	HO King-hong, Adrian Pedro	95	(1) Recreation and Sports

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<a href="#">CSTB309</a>	148	LAI Tung-kwok	95	(1) Recreation and Sports
<a href="#">CSTB310</a>	1813	LAM Chun-sing	95	(1) Recreation and Sports
<a href="#">CSTB311</a>	576	LAM Lam, Nixie	95	(1) Recreation and Sports
<a href="#">CSTB312</a>	577	LAM Lam, Nixie	95	(1) Recreation and Sports
<a href="#">CSTB313</a>	578	LAM Lam, Nixie	95	(5) Public Libraries
<a href="#">CSTB314</a>	1497	LAU Kwok-fan	95	(3) Heritage and Museums (5) Public Libraries
<a href="#">CSTB315</a>	2533	LEE Tsz-king, Dominic	95	(1) Recreation and Sports
<a href="#">CSTB316</a>	2534	LEE Tsz-king, Dominic	95	(3) Heritage and Museums
<a href="#">CSTB317</a>	2536	LEE Tsz-king, Dominic	95	(1) Recreation and Sports
<a href="#">CSTB318</a>	1116	LEE Wai-king, Starry	95	(3) Heritage and Museums
<a href="#">CSTB319</a>	1117	LEE Wai-king, Starry	95	(3) Heritage and Museums
<a href="#">CSTB320</a>	1143	LEE Wai-king, Starry	95	(3) Heritage and Museums
<a href="#">CSTB321</a>	1666	LEE Wai-wang, Robert	95	(4) Performing Arts
<a href="#">CSTB322</a>	2451	LEUNG Hei, Edward	95	(1) Recreation and Sports
<a href="#">CSTB323</a>	3624	LEUNG Hei, Edward	95	(2) Horticulture and Amenities
<a href="#">CSTB324</a>	3625	LEUNG Hei, Edward	95	(1) Recreation and Sports
<a href="#">CSTB325</a>	2956	LEUNG Yuk-wai, Kenneth	95	(1) Recreation and Sports
<a href="#">CSTB326</a>	3275	LEUNG Yuk-wai, Kenneth	95	(1) Recreation and Sports
<a href="#">CSTB327</a>	3287	LEUNG Yuk-wai, Kenneth	95	(1) Recreation and Sports
<a href="#">CSTB328</a>	3771	LEUNG Yuk-wai, Kenneth	95	(2) Horticulture and Amenities
<a href="#">CSTB329</a>	1693	LUK Hon-man, Benson	95	(1) Recreation and Sports
<a href="#">CSTB330</a>	56	MA Fung-kwok	95	(1) Recreation and Sports
<a href="#">CSTB331</a>	1294	MA Fung-kwok	95	(4) Performing Arts
<a href="#">CSTB332</a>	96	NG Wing-ka, Jimmy	95	(5) Public Libraries
<a href="#">CSTB333</a>	744	SHIU Ka-fai	95	(1) Recreation and Sports
<a href="#">CSTB334</a>	798	SHIU Ka-fai	95	(3) Heritage and Museums
<a href="#">CSTB335</a>	815	SHIU Ka-fai	95	(1) Recreation and Sports
<a href="#">CSTB336</a>	3738	TIK Chi-yuen	95	(3) Heritage and Museums
<a href="#">CSTB337</a>	3741	TIK Chi-yuen	95	(4) Performing Arts
<a href="#">CSTB338</a>	1235	TSE Wai-chun, Paul	95	(3) Heritage and Museums
<a href="#">CSTB339</a>	1240	TSE Wai-chun, Paul	95	(1) Recreation and Sports
<a href="#">CSTB340</a>	1522	WONG Kwok, Kingsley	95	(3) Heritage and Museums
<a href="#">CSTB341</a>	1954	YIU Pak-leung	95	(4) Performing Arts
<a href="#">CSTB342</a>	1955	YIU Pak-leung	95	(4) Performing Arts
<a href="#">CSTB343</a>	1956	YIU Pak-leung	95	(1) Recreation and Sports
<a href="#">CSTB344</a>	1957	YIU Pak-leung	95	(1) Recreation and Sports
<a href="#">CSTB345</a>	1958	YIU Pak-leung	95	(3) Heritage and Museums
<a href="#">CSTB346</a>	1959	YIU Pak-leung	95	(3) Heritage and Museums (4) Performing Arts
<a href="#">CSTB347</a>	1961	YIU Pak-leung	95	(3) Heritage and Museums
<a href="#">CSTB348</a>	1401	YUNG Hoi-yan	95	(1) Recreation and Sports
<a href="#">CSTB349</a>	1402	YUNG Hoi-yan	95	(1) Recreation and Sports

**CONTROLLING OFFICER'S REPLY**

**CSTB001**

**(Question Serial No. 3005)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has estimated that over 150 mega events will be staged this year and has set up an inter-departmental Mega Events Coordination Group to step up efforts in organising mega events. Please inform this Committee of:

1. the manpower establishment and expenditure involved; and
2. the number of mega events to be held in the first half of the year.

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 10)

Reply:

1. The Culture, Sports and Tourism Bureau serves as the Secretariat of the Mega Events Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.

2. Over 80 mega events will be staged in Hong Kong in the first half of 2024. The Government has compiled a calendar of mega events in Hong Kong to provide the public with more information on mega events. Members of the public can browse the latest information on various mega events through the website of Brand Hong Kong (<https://www.brandhk.gov.hk/en/mega-events/mega-events>).

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB002**

**(Question Serial No. 3008)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The keys to promoting the development of creative industries are nurturing talent and facilitating the development of start-ups. The items that require special attention in 2024-25 include fostering and supporting the organisation of “Hong Kong Fashion Design Week” (“Fashion Week”), as a flagship initiative, to feature prominent events on local fashion design for developing Hong Kong’s fashion and textile design brands. Please inform this Committee of the estimated manpower and expenditure required for the “Fashion Week”.

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 17)

Reply:

The Government plans to organise the “Hong Kong Fashion Design Week” (“Fashion Week”) by consolidating fashion design events currently held in different times as far as practicable, injecting new elements and adding affiliate activities as appropriate from 2024 onwards. By coordinating promotions and the content of the events, we aim to enhance synergies and establish the “Fashion Week” as a flagship initiative for Hong Kong’s cultural, creative and tourism industries, fostering the development of the fashion design industry while boosting the local economy, retail and tourism sectors.

We are actively communicating with the fashion design sector and fashion industry to gauge their views and suggestions on the “Fashion Week”, confirm the positioning, content and scale and develop relevant event details, etc. We will also allocate suitable resources to support the related activities. As regards the manpower, promoting the development of creative industries is part of Create Hong Kong’s regular duties, the manpower involved is included in the overall establishment of the Culture, Sports and Tourism Bureau.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB003**

**(Question Serial No. 3009)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in matters requiring special attention in 2024-25, the Culture, Sports and Tourism Bureau will continue to take forward the organisation work of the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) to be held in 2025. Please advise on the estimated staff establishment and expenditure for NG and NGD.

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 19)

Reply:

The National Games Coordination Office (Hong Kong) ("NGCO") has earmarked around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB004**

**(Question Serial No. 3010)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in Matters Requiring Special Attention in 2024-25, promotions in source markets will continue to be stepped up and social media platforms will be capitalised to expand the reach of promotions. In this connection, please inform this Committee of the following:

1. How many immersive videos, programmes and dramas will be produced in the coming year to promote local tourism and raise visitors' interest in coming to Hong Kong? What will be the relevant expenditure and manpower allocation?
2. What will be the manpower and expenditure involved in managing relevant social media platforms in the coming year?

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 27)

Reply:

The Hong Kong Tourism Board (HKTB) has been promoting Hong Kong's tourism appeal in different source markets through various promotions to attract visitors to come to Hong Kong.

In 2024-25, HKTB will anchor different events and festivals, and set out suitable themes for promotion, including Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, wine and dine experiences, outdoor exploration, winter festivities and active sports, and develop various immersive videos and promotional contents with those themes, to cater to the tastes and interests of different visitor segments and attract them to come to Hong Kong and plan their itinerary in advance. Relevant promotional videos will be rolled out in tandem with activities and the promotion strategy of next year, it is difficult to accurately estimate how many videos will be produced.

As for promotion, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also roll out more immersive, in-depth tours with themes like "Citywalk" through popular channels in the source markets based on the market situation.

HKTB will also soft-sell Hong Kong, focusing on activities popular in the young segment and other innovative contents.

Moreover, HKTB will launch a new campaign on story curation by inviting renowned film and television production companies from key source markets, including the Mainland, Southeast Asia, the United States, Korea, Japan, Australia and the United Kingdom to make use of Hong Kong's unique culture, gastronomy, outdoor activities and other experiences to curate good stories for Hong Kong in an innovative and professional perspective. HKTB will also ride on the network and influence of partnering media to showcase Hong Kong's appeal to source markets, thereby attracting visitors to Hong Kong.

Since the aforesaid promotional initiatives have been subsumed under HKTB's promotion efforts in various areas, it is difficult to quantify the relevant manpower and expenditure separately.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB005**

**(Question Serial No. 3013)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the Programme, the provision in 2024-25 has increased by 74.2% over the revised estimate in 2023-24. One of the reasons is the restructure of Create Hong Kong into the Cultural and Creative Industries Development Agency (CCIDA), which will manage CreateSmart Initiative (CSI) and Film Development Fund (FDF). In this connection, please advise on:

1. the staff establishment of the restructured CCIDA and the expenditure involved;
2. the projects funded by CSI and FDF in the past year and the coming year and the expenditures involved.

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 28)

Reply:

1. The estimate for creative industries in 2024-25 increases by 74.2% compared to the revised estimate in 2023-24. The main reasons are as follows:

- (a) Create Hong Kong (CreateHK) will be restructured as the Cultural and Creative Industries Development Agency (CCIDA) to enhance its support for the development of art, cultural and creative sectors under the industry-oriented principle as announced in Chief Executive's 2023 Policy Address. Hence, extra recurrent expenditure is required and an increase in the number of approved CreateSmart Initiative applications is anticipated. This increases the estimate for about \$280 million; and
- (b) Following the resumption of normalcy in society, it is anticipated that film industry activities will gradually resume and the implementation of funded film production/projects will accelerate. Therefore, the funding amount of the Film Development Fund (FDF) will increase. This increases the estimate for about \$140 million.

The restructured Cultural and Creative Industries Development Agency (CCIDA) will play a more proactive and positive role in adopting an industry-oriented approach to further promote

the development of the arts, culture and creative sectors as industries. We will redeploy existing resources to CCIDA and employ about 30 additional non-civil service contract staff who possess relevant work experience in the culture and creative sectors and knowledge in business practices to handle the work in this aspect. The relevant expenditure has been subsumed under the estimated expenditure for 2024-25.

2. The provision of CSI in 2023-24 was used to fund the creative industries in nurturing talent, promoting the development of start-ups, exploring markets, fostering a creative atmosphere in the community, and promoting cross-sectoral and cross-genre collaboration. We also provided dedicated funding for the Hong Kong Design Centre (HKDC) and the Hong Kong Trade Development Council (HKTDC) to carry out activities to promote design development in Hong Kong and cultivate design/creative talents, thereby facilitating the local creative industries in expanding their markets.

A total of 59 projects were funded under CSI in 2023-24. Details of the projects are provided in **Appendix 1**.

The estimated expenditure for CSI in 2024-25 is approximately \$636.1 million. As the Government will inject a sum of \$2.9 billion into CSI during the period 2024-25 and 2028-29 to further promote the development of 7 non-film creative industries, which will be used to fund projects organised by the creative industries for nurturing talents, facilitating start-ups, exploring markets, fostering a creative atmosphere in the community, and promoting cross-sectoral and cross-genre collaborations, and the restructured CCIDA will enhance the support to the arts, culture and creative sectors to develop under the industry-oriented principle as announced in the Chief Executive's 2023 Policy Address, it is expected that the number of applications approved will increase.

In addition, some of the estimated expenditure will be used to support HKDC to continue taking forward projects related to creative industries and nurturing of design/creative talents, including covering the operating and activity costs of the Sham Shui Po Design and Fashion Base, and to support collaborative efforts with HKTDC to promote cultural intellectual property trading activities, thereby fostering the development of arts, culture and creative sectors as industries.

The provision of FDF in 2023-24 was used in 4 aspects of work, namely enhancing local production, nurturing talents, expanding markets and building audience which included the launch of the Hong Kong-Asian Film Collaboration Funding Scheme and the Content Development Scheme for Streaming Platforms.

A total of 32 projects were funded under FDF in 2023-24. Details of the projects are provided in **Appendix 2**.

The estimated expenditure for FDF in 2024-25 is approximately \$241.6 million, which will be used to continue the work in the above 4 aspects. The increase of about \$140 million in the estimated expenditure for FDF in 2024-25 compared to that in 2023-24 is mainly attributable to the fact that the Government will inject a sum of about \$1.4 billion into FDF during 2024-25 and 2028-29 to further promote the development of film industry, activities in film industry are expected to gradually resume following the resumption of normalcy in society. This will lead to an accelerated implementation of funded film productions/projects.

Moreover, the launch of Film Financing Scheme for Mainland Market and Hong Kong-Europe-Asian Film Collaboration Funding Scheme under FDF will lead to an anticipated increase in the funding amount.

- End -

**Projects funded by CSI in 2023-24  
(As at end-February 2024)**

	<b>Sector</b>	<b>Project title</b>	<b>Funding amount (\$)</b>
1.	Advertising	11th Microfilm Production Support Scheme (Music)	8,544,620
2.		7th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme	8,952,700
3.	Design	deTour 2023 - Design Festival	8,518,000
4.		JUXTAPOSED 2023	9,966,675
5.		Hong Kong Denim Festival 2023-2024 - Denim Frontiers - Fostering Global Denim Cultural Exchange and Collaboration	7,462,549
6.		Promotion of Digital Fashion in London & Paris Fashion Week	8,617,000
7.		Young Knitwear Designers' Contest	3,532,800
8.		HKFG SS24	6,464,474
9.		Hong Kong Delegate Showcase, Seminar and Visit in Paris	4,588,000
10.		((Capsule))	2,313,350
11.		Design Spectrum 2023-2024	9,718,400
12.		3rd Edition of ReMIX . Yesterday's Future, Invent Tomorrow! 2023-2024	6,864,000
13.		InterVision Fashion Flow 2023	9,714,325
14.		AsiaMeets 2023 Hong Kong	4,448,346
15.		Hong Kong Design On Stage at Maison&Objet 2024	3,202,000
16.		Fashion X AI 2024-2025: Culture and Future Mode	9,743,930
17.		Hong Kong Smart Design Awards 2024	7,021,200
18.		Redress Design Award 2024	5,094,718.40
19.		GBA: FASHION FUSION 2024	7,645,000
20.		A Fashion Designers Reality Show - Amazing Cut	9,360,000
21.		HKFG AW24	6,822,320
22.		Hong Kong Delegate Showcase at Maison&Objet in Paris	4,795,500
23.		Promotion of Digital Fashion in COMPLEXCON HONG KONG	6,419,000
24.		SEED – To Open Minds 2024	7,451,850
25.		Business of Design Week 2023	10,675,922
26.		DFA Awards 2023	4,050,000
27.		Knowledge of Design Week 2023	1,736,000
28.		Nurturing Programme of Hong Kong Young Design Talents 2023	7,580,500

	<b>Sector</b>	<b>Project title</b>	<b>Funding amount (\$)</b>
29.		Fashion Asia Hong Kong 2023	6,865,000
30.		Sham Shui Po Design and Fashion Project 2023-24	68,700,000
31.		DesignInspire Online and Offline Promotions	6,000,000
32.		Fashion Promotion Coinciding with CENTRESTAGE 2023	11,000,000
33.	Digital Entertainment	The 11th Animation Support Programme	9,738,000
34.		Organising 25th Digicon6 HK Awards, Master Training in Hong Kong and joining the Regional Awards Ceremony in Japan	2,063,160
35.		Establishing "Hong Kong Pavilion" at the Augmented World Expo (AWE) Europe 2023 to Promote Hong Kong's Creative Industry via Artificial Intelligence	3,944,020
36.		Promoting HK Comics & Sport by Establishing Comics Park on Wan Chai Harbour Front Promenade	9,217,600
37.		Promoting Hong Kong Comics by Establishing Avenue of Comic Stars (Phase 4)	9,969,500
38.		4th Hong Kong Game Enhancement and Promotion Scheme	9,515,080
39.		AI-assisted Animation Production Pilot Scheme	8,112,000
40.		3rd Hong Kong Comics Development & Promotion Support Programme	8,940,496
41.		Asia Smart App Awards 2024	2,320,600
42.		6th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme	6,884,200
43.	Printing and Publishing	Promoting Hong Kong Picture Book Illustrators and Comics Artists through International Book Fairs	3,342,300
44.		The 3rd Next Writer Publication Funding Scheme	6,892,340
45.		Soaring Creativity — Supports for Hong Kong Children's and Parent-Child's Publications to Explore External Markets	9,086,778
46.		Hong Kong Reading for All Carnival 2024	7,293,600
47.		Promotion of Arts and Culture at the Hong Kong Book Fair	1,500,000
48.	Television	Asia Video Summit 2023	1,388,620
49.		CHILL CLUB (泰國版) CHILL CLUB (Thailand version)	8,572,000
50.		Spring Gala Festival 2024	7,035,250
51.		Endless Melody 2	9,859,575
52.		Asia Video Summit 2024	2,740,176
53.	Music	"Make Music Work III" - Music Creation and Production Talents Nurturing Scheme	5,819,980

	<b>Sector</b>	<b>Project title</b>	<b>Funding amount (\$)</b>
54.		Hong Kong Pop Culture Festival 2024: Outdoor Music x Film Marathon	10,000,000
55.	Other	Organising 5th Cross-Matching Showcase in HK Int'l Licensing Show 2024	3,386,857
56.		6th "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme"	4,976,860
57.		Promoting Hong Kong Designer Toys through Thailand Toy Expo 2024	3,272,745
58.		Chill 11	3,500,000
59.		The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights	3,000,000

**Projects funded by FDF in 2023-24  
(As at end-February 2024)**

	<b>Project title</b>	<b>Funding amount (HK\$)</b>
<b>Film production projects</b>		
1.	狂人日記 (No English title)	9,000,000
2.	Once In A Blue Moon	1,650,000
3.	YUM Investigation	2,750,000
4.	Golden Bird	8,591,200
5.	Little Red Sweet	3,320,000
<b>Other film-related projects</b>		
6.	HKIFFS Audience Development Programme 2023	3,700,200
7.	Sponsorship for “Zero to Hero” to represent Hong Kong to compete for Best International Feature Film in the 94th Academy Award	400,000
8.	Cinema Day 2023	9,651,080
9.	Promotional Campaign for Hong Kong Films in the Mainland and Overseas	9,850,000
10.	Sponsorship for “Drifting” to participate in overseas film festival	4,075
11.	Development of Audio Description Services for Hong Kong Films 2023-2025	4,269,195
12.	Sponsorship for the distribution of “Just 1 Day” (Cantonese Version) in the Mainland	500,000
13.	Hong Kong International Film Festival Society – Cine Fan Programme Edition 6 (CINEFAN-6)	8,803,410
14.	HAF Film Lab 2023	1,122,200
15.	International Film Camp	3,650,000
16.	Belt and Road Hong Kong Film Gala Presentation	7,906,826
17.	1st October Movie Fiesta: Half-price Spectacular	9,977,430
18.	Screenwriting Apprenticeship Programme	4,814,000
19.	The 17th Asian Film Awards	9,910,500
20.	Sponsorship for “Lost Love” to participate in the Udine “Far East Film Festival 25”	12,658
21.	Sponsorship for “The Narrow Road” to participate in the “Osaka Asian Film Festival 2023” (Competition Section)	4,446.1
22.	Master Class in Film Directing 2023	4,712,243
23.	Film Financing Scheme for Mainland Market under the Film Development Fund	6,200,000
24.	The 42nd Hong Kong Film Awards	8,000,000
25.	Entertainment Expo Hong Kong 2024	1,404,000

	<b>Project title</b>	<b>Funding amount (HK\$)</b>
26.	The 22nd Hong Kong - Asia Film Financing Forum	7,005,512
27.	Asia Content Business Summit Annual Conference	681,430
28.	Hong Kong Film Music Art Festival	1,807,790
29.	The Talented Screenwriter of the Golden Age - Tribute to Barry Wong	506,000
30.	Sponsorship for “Where The Wind Blows” to represent Hong Kong to compete for Best International Feature Film in the 95th Academy Award	400,000
31.	Sponsorship for “Everyphone Everywhere” to participate in the Udine “Far East Film Festival 25” (Competition Section)	120,000
32.	Sponsorship for “Master Z: the Ip Man Legacy” to participate in the “23rd Busan International Film Festival” (Non-competition Section)	100,000

Note: Excluding projects withdrawn after approval is granted.



**CONTROLLING OFFICER'S REPLY**

**CSTB006**

**(Question Serial No. 03544)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the “Night Vibes Hong Kong” campaign and the series of activities under the campaign, will the Government inform this Committee of the following:

The Government mentioned earlier that it had not made any specific estimation on the extra economic benefits that the “Night Vibes Hong Kong” activities might bring. What are the key reference indicators adopted by the Government for evaluating the effectiveness of the “Night Vibes Hong Kong” activities? Will the Government review the campaign on a regular basis? If yes, what are the details?

Asked by: Hon CHAN Hak-kan (LegCo internal reference no.: 65)

Reply:

The Government launched the “Night Vibes Hong Kong” campaign in mid-September 2023, staging in collaboration with various organisations a wealth of attractive night-time events with local characteristics, covering entertainment, arts, culture, consumption and more across the city so that locals and visitors may experience the vibrancy and charm of Hong Kong’s nightlife. Apart from participating in various exciting activities, locals and visitors may also enjoy special offers provided by different organisations.

Through the “Night Vibes Hong Kong” campaign, the Government aims to provide more choices of night-time activities in Hong Kong for participation by locals and visitors according to their interest while enjoying the vibrancy of Hong Kong at night. The Government has not made any specific estimation of the number of additional visitors and extra economic benefits that the “Night Vibes Hong Kong” campaign may bring to Hong Kong. For activities organised by the Hong Kong Tourism Board (HKTB), HKTB will set various indicators, such as the total number of participants, publicity value, satisfaction of participants, the number of page views on the website and the number of people reached on social media based on the nature of events to assess their effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB007**

**(Question Serial No. 0997)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the formulation of policies and strategies for the further development of sports:

1. What are the details of the formulation of policies and strategies for the further development of sports and the amount involved?
2. Does this include the work of nurturing elite athletes? If so, please provide the details, including the amount of funding involved, the number of sports involved, and the number of elite athletes nurtured.

Asked by: Hon CHAN Han-pan (LegCo internal reference no.: 14)

Reply:

1. The Culture, Sports and Tourism Bureau (CSTB) strives to promote sports development in Hong Kong by supporting elite sports, enhancing professionalism, promoting Hong Kong as a centre for major international sports events, developing sports as an industry and promoting sports in the community, which include strengthening the support to athletes, attracting major international sports events to Hong Kong and further promoting sports development through enhanced professionalism in the sports sector and the development of sports as an industry. In addition, we endeavour to promote sports in the community and in schools, increase and enhance sports and recreation facilities, and encourage collaboration among communities in fostering a strong sporting culture.

On promoting sports in the community, the Leisure and Cultural Services Department (LCSD) plans to organise about 37 900 programmes for some 2.73 million participants in 2024-25 at an estimated cost of \$263 million. These programmes include district-based activities such as sports training courses, recreational activities and competitions, as well as the School Sports Programme, Sport For All Day, and the Hong Kong Games, among others. To encourage more people to exercise regularly, LCSD will continue to provide programmes to meet the needs of specific target groups, including programmes designated for persons with disabilities; parent-child activities suitable for

participation of both parents and children, such as badminton, orienteering and flying disc; programmes targeting at young people such as track cycling, sailing, canoeing and long-distance running; and less physically demanding activities such as dance, body-mind stretch, and fitness walking for people who exercise less frequently.

On supporting elite sports, the Government injected \$6 billion into the Elite Athletes Development Fund (EADF) in 2018-19 to enhance support to elite training, including reinforcing the coaching team and training partner arrangements and enhancing scientific and medical support. In 2024-25, the Government expects to allocate a provision of about \$941 million to the Hong Kong Sports Institute (HKSI) alongside about \$53.5 million provided by HKSI’s reserve accumulated from previous EADF allocations. At the same time, HKSI’s new facilities building, which is expected to be completed by mid-2024, will provide more advanced training and support facilities for athletes and enhance support services in areas such as strength and conditioning, sports science, and sports medicine. In addition, the Government will also allocate additional resources to enhance its Sports Medicine Centre by increasing its manpower and further enhancing its professional standards, thereby providing elite athletes with more comprehensive sports medicine support. The Government will continue to support the HKSI in research and enhancement of strategies for the training of elite athletes as well as the upgrade of related facilities.

On promoting Hong Kong as a centre for major international sports events, the Government has been supporting local “national sports associations” to host such events by providing matching fund and direct grants through the “M” Mark System since 2004. About 20 major international sports events will be held in Hong Kong in 2024-25 with estimated funding support of around \$200 million. The Government will continue to review the “M” Mark system to encourage more major international sports events to be held in Hong Kong.

The Government will continue to promote professionalism in the sports sector and development of sports as an industry. The Government and the Hong Kong Jockey Club Charities Trust jointly contributed a total of \$300 million to set up the Sports Science and Research Funding Scheme (the Scheme), with the aim of enhancing the competitiveness of athletes in international sports events through research in sports science and sports medicine. Since its launch in January 2022, the Scheme has approved 8 applications, involving 24 sports science and research projects, with total funding of around \$164 million. The relevant research institutions will actively seek opportunities to commercialise and to promote the outcomes of the projects to the community, depending on their competitive advantages. Moreover, the Government will collaborate with the Sports Federation & Olympic Committee of Hong Kong, China in mid-2024 to offer more professional training and internship opportunities to coaches. This will enhance the professional standards of our coaches and the quality of training for our athletes.

For 2024-25, the breakdown of Government’s estimated expenditures on sports development <sup>Note</sup> by the 3 major objectives is as follows:

Objective	2024-25 (Estimate)
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	(\$ million)
1. Promoting sports for all	6,072
2. Supporting elite sports	1,463
3. Promoting Hong Kong as a centre for major international sports events	388
<b>Total:</b>	<b>7,923</b>

Note

The figures include the expenditures of the Culture, Sports and Tourism Bureau (Head 132) and the Leisure and Cultural Services Department (Head 95), as well as the funding provided under the EADF, the Sir David Trench Fund for Recreation and its sub-funds (including the Arts and Sport Development Fund (Sports Portion) and the Hong Kong Athletes Fund).

2. The Government has been supportive of the development of elite sports in Hong Kong. The HKSI is Hong Kong's elite sports training centre. Through the EADF, the Government provides annual funding to the HKSI to nurture local elite athletes, and provide them with direct financial support and comprehensive support services. As stated in paragraph 1 in the above, the Government expects to allocate a provision of about \$941 million to the HKSI in 2024-25, alongside about \$53.5 million provided by HKSI's reserve accumulated from previous EADF allocations. The amount of funding expected to be provided by the HKSI to each Tier A and Tier B sport under the Elite Training Programme and the numbers of athletes involved in 2024-25 are set out below:

Sport	2024-25 (Estimate)	
	Funding support (\$ million)	Number of athletes involved
<b>Tier A</b>		
1. Athletics	9.8	115
2. Badminton	19.8	85
3. Billiard sports	8.3	42
4. Cycling	29.0	38
5. Equestrian	8.3	43
6. Fencing	24.7	133
7. Gymnastics	11.6	45
8. Karatedo	12.4	51
9. Rowing	12.9	49
10. Rugby sevens	17.2	91
11. Sailing	13.3	36
12. Skating	8.8	34
13. Squash	11.3	43
14. Swimming	13.1	104
15. Table tennis	19.2	51
16. Tennis	10.7	40
17. Tenpin bowling	4.9	21

Sport		2024-25 (Estimate)	
		Funding support (\$ million)	Number of athletes involved
18.	Triathlon	9.0	65
19.	Windsurfing	14.6	30
20.	Wushu	9.4	109
<i>Total:</i>		268.3	1 225
<b>Tier B</b>			
1.	Contract bridge	1.5	80
2.	Dance sport	2.0	207
3.	Dragon boat	2.0	193
4.	Golf	2.0	152
5.	Judo	2.0	66
6.	Karting	1.5	44
7.	Lawn bowls	1.5	36
8.	Life saving	1.5	38
9.	Mountaineering	2.0	42
10.	Orienteering	1.5	31
11.	Roller sports	2.0	129
12.	Shuttlecock	1.5	128
13.	Taekwondo	2.0	229
<i>Total:</i>		23.0	1 375

Disability sport		2024-25 (Estimate)	
		Funding support (\$ million)	No. of athletes involved
<b>Tier A</b>			
1.	Boccia (physical disability)	9.1	22
2.	Wheelchair fencing (physical disability)	6.1	13
3.	Table tennis (physical disability)	5.9	21
4.	Badminton (physical disability)	4.9	9

Disability sport		2024-25 (Estimate)	
		Funding support (\$ million)	No. of athletes involved
5.	Table tennis (intellectual disability)	5.1	17
6.	Swimming (intellectual disability)	4.5	14
<i>Total:</i>		35.6	96
<b>Tier B</b>			
1.	Lawn bowls (physical disability)	2	7
2.	Tenpin bowling (physical disability)	2	10
3.	Athletics (intellectual disability)	2	4
<i>Total:</i>		6	21

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB008**

**(Question Serial No. 0999)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

On continuing to expand the Retired Athletes Transformation Programme to assist more retired athletes in pursuing new career:

1. How many retired athletes have embarked on new careers through the Transformation Programme since its launch? As to their new jobs, how many areas and sectors are involved?
2. Among these retired athletes, how many have entered new careers related to sports affairs or coaching, and which sports are involved?

Asked by: Hon CHAN Han-pan (LegCo internal reference no.: 16)

Reply:

1. A total of 25 retired athletes has pursued their new careers through the Retired Athletes Transformation Programme (RATP) since its launch. The areas and sectors involved are as follows:

	<b>Sector</b>	<b>Number of retired athletes<sup>^</sup></b>
1.	Sports administration	7
2.	Sports coach	5
3.	Physical education teacher	7
4.	Disciplinary forces	1
5.	Programme assistant	1
6.	Entrepreneur	2
7.	Engineering and construction industry	2
	<b>Total</b>	<b>25</b>

<sup>^</sup>Excluding the retired athlete(s) who has/have withdrawn from the RATP earlier due to personal reasons

2. Since the launch of the RATP, a total of 19 retired athletes have pursued new careers related to sports affairs or coaching, including sports administration, sports coaches and physical education teachers, with 12 types of sports involved in total. Details are tabulated below:

	<b>Sector</b>	<b>Number of retired athletes</b>	<b>Sport</b>
1.	Sports administration	7	Taekwondo, tenpin bowling, water polo, rugby
2.	Sports coach	5	Archery, triathlon, athletics, football
3.	Physical education teacher	7	Rowing, cycling, athletics, handball
	Total	19	

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB009**

**(Question Serial No. 0417)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the matters requiring special attention in 2024-25 under the programme, the Government will 'continue to implement the Major Sports Events Matching Grant Scheme under the enhanced "M" Mark system with a view to encouraging more sponsorship from the private and the business sectors to support the hosting of more new and high level sports events, thereby enhancing public interest in sports and promoting Hong Kong as a centre for major international sports events'. In this connection, please inform this Committee of the following:

1. Please provide the titles, the amount of funding involved, and the numbers of participants and spectators of the "M" Mark events held in the past 5 years in a tabulated format.
2. Applications for "M" Mark events generally need to be submitted 6 months in advance. Which events listed in the above had a vetting time of less than 6 months?
3. Will the Administration consider establishing a monitoring mechanism or imposing additional terms on organisers to further ensure the smooth hosting of the events? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 1)

Reply:

1. The information on the "M" Mark events held in the past 5 years is as follows:

<b>Item</b>	<b>Event Title</b> <sup>Note 1</sup>	<b>Date</b>	<b>Number of Participants</b> <sup>Note 2</sup>	<b>Total Amount Approved</b> <sup>Note 3</sup> <b>(\$M)</b>
<b>2019-20</b>				

Item	Event Title <sup>Note 1</sup>	Date	Number of Participants <sup>Note 2</sup>	Total Amount Approved <sup>Note 3</sup> (\$M)
1.	Hong Kong Sevens	5-7 April 2019	114 811	No funding application
2.	FIVB Volleyball Nations League Hong Kong	4-6 June 2019	32 194	4*
3.	ITTF World Tour - Hong Kong Open (Table Tennis)	4-9 June 2019	7 810	5*
4.	Kitchee vs Manchester City - Jockey Club Kitchee Centre Cup	24 July 2019	20 956	11
5.	World Rowing Coastal Championships	1-3 November 2019	494	12
6.	Hong Kong Open Badminton Championships	12-17 November 2019	16 889	4.8*
7.	2019-2020 UCI Track Cycling World Cup Hong Kong, China	29 November to 1 December 2019	5 560	3.5*
8.	Hong Kong Open (Golf)	9-12 January 2020	41 459	No funding application
<b>2020-21</b>				
All major sports events were cancelled due to Covid-19.				
<b>2021-22</b>				
1.	UCI Track Cycling Nations Cup, Hong Kong, China	13-16 May 2021	83 <sup>#</sup>	10.5*
2.	Hong Kong Marathon	24 October 2021	16 867 <sup>#</sup>	9
<b>2022-23</b>				
1.	Hong Kong Sevens	4-6 November 2022	71 358	11
2.	FIBA 3x3 World Tour Hong Kong Masters	26-27 November 2022	1 141	11
3.	Hong Kong Squash Open	28 November to 4 December 2022	2 593	4.5*
4.	Hong Kong International Tennis Challenge	23-25 December 2022	10 697	10*
5.	25th Hong Kong Marathon	21 February 2023	77 783	10

Item	Event Title <sup>Note 1</sup>	Date	Number of Participants <sup>Note 2</sup>	Total Amount Approved <sup>Note 3</sup> (\$M)
6.	World City Championship	23-26 March 2023	12 797	11
<b>2023-24</b>				
1.	Hong Kong Sevens	31 March to 2 April 2023	75 684	11
2.	FIVB Volleyball Nations League Hong Kong	13-18 June 2023	55 425	12.4*
3.	Hong Kong International Dragon Boat Races	24-25 June 2023	49 846	No funding application
4.	Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500	12-17 September 2023	36 545	7.4*
5.	Aramco Team Series - Hong Kong	6-8 October 2023	5 299	No funding application
6.	Hong Kong Tennis Open (Women)	7-15 October 2023	52 574	15*
7.	Hong Kong Open (Golf)	9-12 November 2023	28 196	16
8.	FIA World Rallycross Championship, Hong Kong, China - Season Finale	11-12 November 2023	17 010	17
9.	Harbour Race	12 November 2023	10 850	7.1*
10.	Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon	19 November 2023	13 738	15
11.	FIBA 3x3 World Tour - Hong Kong Masters	25-26 November 2023	40 612	13.8*
12.	Hong Kong Squash Open	27 November to 3 December 2023	4 151	4.5
13.	WDSF Breaking for Gold World Series - Hong Kong	15-16 December 2023	9 757	8.2*
14.	Hong Kong Tennis Open (Men)	31 December 2023 to 7 January 2024	53 559	16*
15.	Hong Kong Marathon	21 January 2024	141 286	15
16.	LIV Golf Hong Kong	8-10 March 2024	40 054	17

<b>Item</b>	<b>Event Title</b> <sup>Note 1</sup>	<b>Date</b>	<b>Number of Participants</b> <sup>Note 2</sup>	<b>Total Amount Approved</b> <sup>Note 3</sup> <b>(\$M)</b>
17.	UCI Track Nations Cup - Hong Kong, China	15-17 March 2024	5 950	11*
18.	World Triathlon Cup - Hong Kong	23-24 March 2024	3 330	11*

Note 1: Excluding events cancelled due to “black-clad violence” and Covid-19.

Note 2: Including participating athletes, participants and spectators.

Note 3: Including matching grant, direct grant, grants for venue and/or marketing.

\* Approval was also granted for using venues of Leisure and Cultural Services Department at a notional venue charge.

# Affected by Covid-19, anti-epidemic measures were adopted, number of participants was reduced and/or format was changed to closed-door.

2. In the above table, there are 19 events with vetting time of less than 6 months. These include Hong Kong Sevens 2019; FIVB Volleyball Nations League Hong Kong 2019; Kitchee vs Manchester City - Jockey Club Kitchee Centre Cup; 2019-2020 UCI Track Cycling World Cup Hong Kong, China; Hong Kong International Tennis Challenge 2022; World City Championship; Hong Kong Sevens 2023; FIVB Volleyball Nations League Hong Kong 2023; Hong Kong International Dragon Boat Races 2023; Aramco Team Series - Hong Kong; Hong Kong Tennis Open 2023; Hong Kong Open (Golf) 2023; FIA World Rallycross Championship, Hong Kong, China - Season Finale 2023; Harbour Race 2023; Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon 2023; FIBA 3x3 World Tour - Hong Kong Masters 2023; Hong Kong Tennis Open 2024; Hong Kong Marathon 2024 and LIV Golf Hong Kong 2024.
3. The Government is consolidating the experience gained from the implementation of “M” Mark events over the past year, including reviewing its vetting and monitoring mechanisms. We strive to promote more major international sports events in Hong Kong while further enhancing the “M” Mark System with a view to strengthening Hong Kong’s status as a centre for major international sports events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB010**

**(Question Serial No. 0419)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 66 of the Budget Speech, “the Hong Kong Tourism Board will promote immersive, in-depth tourism with themes like “Citywalk”, and promote young-adult focused activities such as hiking, cycling, stand-up paddle-boarding, trail running and stargazing in the wilderness. It’s all part of an energising effort to soft-sell Hong Kong”. In this connection, will the Government inform this Committee of the following:

1. What are the estimated overall expenditure on “Citywalk” and the new activities, the manpower establishment and expenditure involved in these activities, and the estimated number of participants?
2. Will the Government will draw up plans for major events or specific infrastructural projects to further promote the development of thematic tours? If yes, what are the details and estimated expenditure?
3. How will the Government facilitate cross-sector integration and collaboration between sectors such as tourism organisations, hotels and restaurants in the future in an effort to jointly promote the development of thematic tours?

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 3)

Reply:

The Hong Kong Tourism Board (HKTb) will identify suitable themes for promotion in parallel with different events and festivals, including Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy, outdoor fun, winter festivities and sport excitement, to cater to the tastes and interests of different visitor segments and stimulate their interest in visiting Hong Kong and plan their itinerary ahead.

On promoting immersive experience, apart from outdoor advertising, social media marketing, and partnership with celebrities and KOLs, HKTb will also utilise local popular channels to roll out more thematic promotions on immersive experiences, city walk and other themes

based on actual market situation. Publicity on activities that are popular among the young segments will also be stepped up to soft sell Hong Kong with innovative contents.

HKTB has been promoting Hong Kong's tourism appeal in visitor source markets through a variety of promotions to attract visitors to Hong Kong. HKTB has invited KOLs and "Uploaders" with a large number of fans on social platforms such as Xiaohongshu, Douyin, Weibo, bilibili, etc. to visit and experience Hong Kong through a tailor-made thematic itinerary, which included nature walks and aquatic activities, with a view to creating word-of-mouth for Hong Kong's tourism with their influence on the internet.

Last year, HKTB collaborated with social platform Xiaohongshu to recommend 5 itineraries in the Hong Kong Guide to Citywalk, including "mountain and sea", "art and culture", "street art", "museums" and "neon light streetscapes", to attract Mainland visitors to come to Hong Kong.

On facilitating cross-sector collaboration, in response to the increasing demand for in-depth experiences by visitors, HKTB will encourage the travel trade to launch characteristic tourism products targeting visitors with spending power and promote the products on different social platforms to enhance publicity. Examples of these products include visits to Michelin star-rated restaurants, award-winning bars and immersive workshops, which stimulate spending from visitors. Moreover, to make the most of Hong Kong's diverse East-meets-West festivities, such as the Dragon Boat Festival, Birthday of Buddha, Mid-Autumn Festival, Halloween, Christmas and the New Year, etc., HKTB will set out the celebration activities across the city for better and more centralized promotion to attract visitors to Hong Kong. HKTB will also encourage the travel trade to create festival-related tourism products to accomplish the idea of "tourism+".

Since the relevant expenditure on the work mentioned above has been subsumed under HKTB's budget, it is difficult to quantify it separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB011**

**(Question Serial No. 0420)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to the Matters Requiring Special Attention in 2023-24 under the Programme, the Hong Kong Tourism Board (HKTB) will work on “developing immersive videos and content in diverse formats and capitalising on digital and social media channels to expand the reach of promotions”; and “launching impactful global promotions to drive visitor arrivals and spending in Hong Kong by arranging familiarisation trips for key opinion leaders, influencers, media and trade partners to provide them with first-hand experience”. In this connection, will the Government inform this Committee of the following:

1. Regarding HKTB’s work on developing “immersive videos” over the previous year, the number of videos produced, the performance of such work (including the number of visitors to website, numbers of digital platform and social media, and audience reach of platform), and the estimated total expenditure;
2. Further to the above, the specific plan on and the estimated expenditure for developing “immersive videos” in the coming year;
3. Regarding HKTB’s work on “arranging familiarisation trips for key opinion leaders, influencers, media and trade partners to provide them with first-hand experience” in the coming year, the relevant details, including the invitation plan, the target numbers of participants and trips to be arranged, and the estimated total expenditure.

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 4)

Reply:

The Hong Kong Tourism Board (HKTB) has been promoting Hong Kong’s tourism appeal in different source markets through various promotions to attract visitors to come to Hong Kong.

In 2023, HKTB invited trade representatives, celebrities and KOLs to take part in the production of more than 330 video clips featuring travel experiences in Hong Kong to extend a warm welcome to the world. The series of videos was broadcast in phases on more than 3 000 platforms worldwide, reaching a cumulative audience of over 200 million. During the

period, the “Hello Hong Kong Dance Challenge” launched on social media platform TikTok attracted over 1.2 million video clips from netizens with 1.5 billion global viewership. The challenge became TikTok’s promotional campaign with the highest traffic in the Southeast Asian market in the first quarter of 2023 and brought 300 000 new followers to HKTB’s official account, bringing the total followers to around 2 million.

HKTB invited over 2 000 trade and media representatives, celebrities, KOLs and HKTB’s “Hong Kong Super Fans” from the Mainland, Southeast Asia and Europe to visit Hong Kong on tailor-made thematic itineraries for them to showcase Hong Kong’s diverse tourism features, so that they helped tell the good stories of Hong Kong with their first-hand experiences. Henry Golding (renowned Hollywood actor and male lead in Crazy Rich Asians), Satoh Takeru (famous Japanese star), Jeong Hae-in (famous Korean actor) and Lin Minchen (Malaysian celebrity) were some of them coming to Hong Kong to share their first-hand experiences of the city’s popular attractions, cultural treasures and culinary delights with worldwide fans and visitors by shooting travel videos.

In 2024-25, HKTB will anchor different events and festivals, and set out suitable themes for promotion, including Chinese and Western arts, pop culture, marine experiences, traditional festivities, wine and dine experiences, outdoor exploration, winter festivities and active sports, and develop various immersive videos and promotional contents with those themes, to cater to the tastes and interests of different visitor segments and attract them to come to Hong Kong and plan their itinerary in advance.

As for promotion, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also roll out more immersive, in-depth tours with themes like “Citywalk” through popular channels in the source markets based on the market situation. HKTB will also soft-sell Hong Kong, focusing on activities popular in the young segment and other innovative contents.

Moreover, HKTB will launch a new campaign on story curation by inviting renowned film and television production companies from key source markets, including the Mainland, Southeast Asia, the United States, Korea, Japan, Australia and the United Kingdom to make use of Hong Kong’s unique culture, gastronomy, outdoor activities and other experiences to curate good stories for Hong Kong in an innovative and professional perspective. HKTB will also ride on the network and influence of partnering media to showcase Hong Kong’s appeal to source markets, thereby attracting visitors to Hong Kong.

HKTB will continue to invite trade and media representatives as well as KOLs with influence in different source markets to visit Hong Kong. For example, after the expansion of Individual Visit Scheme to Xi’an and Qingdao in March, HKTB invited representatives from more than 20 Mainland media organisations to visit Hong Kong in April to promote Hong Kong’s tourism appeal to Mainland tourists through their first-hand coverage. As for the Hong Kong Sevens, HKTB and Hong Kong China Rugby invited Oliver Phelps and James Phelps, who played the Weasley Brothers in the Harry Potter film series, to visit the city for the tournament and help promote Hong Kong; HKTB also invited representatives from 7 leading sports media in Korea to come to Hong Kong for the tournament and arranged outdoor activities such as horse racing for them to experience the appeal of Hong Kong as an Event Capital.



Since the aforesaid promotional initiatives have been subsumed under HKTB's promotion efforts in various areas, it is difficult to quantify the relevant expenditures separately. HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB012****(Question Serial No. 3196)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (3) Sports and RecreationControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

In matters requiring special attention in 2024-25 under the Programme, the Culture, Sports and Tourism Bureau will “strengthen the staffing arrangements and professional standards of the Sports Medicine Centre of the Hong Kong Sports Institute (HKSI) to provide more comprehensive sports medicine support to elite athletes”. Will the Government inform this Committee:

1. of the number of sports science and sports medicine staff at the HKSI over the past 5 years, with a breakdown by full-time employee, part-time employee, sport, type of services and position.
2. whether the HKSI will consider hiring additional staff for sports science and medicine services in the coming year; if so, the details and the estimated expenditure; if not, the reasons.
3. of the details and the estimated expenditure for strengthening the professional standards of the Sports Medicine Centre of the HKSI?

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 37)Reply:

1. In the past 5 years, the number of sports science and sports medicine staff of the Hong Kong Sports Institute (HKSI) has increased from 113 to 137, with the additional staff mainly including 5 sports medicine staff, 4 staff for the Sports Science and Research Funding Scheme, 2 sports biomechanics and technology staff, and 4 fitness training and scientific research staff in 2022-23 and 2023-24. Details are as follows:

Department	Post	Year/Number of staff				
		2019-20	2020-21	2021-22	2022-23	2023-24
(a) Director's Office	Director	1	1	1	1	1
	Secretary	1	1	1	1	1
(a) Total		2	2	2	2	2

(b) Assistant Director's Office	Assistant Director	1	1	1	1	1
	Assistant	1	1	1	1	1
(b) Total		2	2	2	2	2
(c) Sport Biomechanics & Technology	Manager	2	2	2	2	2
	Assistant Manager	2	2	2	2	4
	Officer	2	2	3	3	3
	Assistant	2	2	2	2	2
(c) Total		8	8	9	9	11
(d) Scientific Conditioning	Manager	3	3	3	3	4
	Assistant Manager	12	12	12	15	17
	Officer	12	12	12	13	14
	Assistant	7	8	8	8	8
(d) Total		34	35	35	39	43
(e) Sports Information and External Affairs (including the Sports Science and Research Funding Scheme)	Manager	1	1	1	2	2
	Assistant Manager	3	3	3	5	5
	Officer	2	2	2	3	3
	Assistant	4	4	4	4	4
(e) Total		10	10	10	14	14
(f) Sports Medicine	Manager	3	3	3	5	5
	Assistant Manager	18	18	19	23	23
	Officer	16	16	16	15	15
	Assistant	2	2	2	2	3
(f) Total		39	39	40	45	46
(g) Sport Nutrition Monitoring	Manager	1	1	1	1	1
	Assistant Manager	4	4	4	4	4
	Officer	3	3	3	3	3
	Assistant	3	3	3	3	3
(g) Total		11	11	11	11	11
(h) Sport Psychology	Manager	1	1	1	1	1
	Assistant Manager	3	3	3	4	4
	Officer	1	1	1	1	1
	Assistant	2	2	2	2	2
(h) Total		7	7	7	8	8
Grand total= (a)+(b)+(c)+(d)+(e)+(f)+(g)+(h)		<b>113</b>	<b>114</b>	<b>116</b>	<b>130</b>	<b>137</b>

In addition, in the past 5 years, the Department of Sports Science and Sports Medicine only employed part-time doctors and part-time nurses to provide outpatient and support services to the Sports Medicine Centre and did not create any other permanent part-time posts. However, the HKSI will hire part-time employees from time to time according

to athletes' needs, including part-time physiotherapists, to assist in local and overseas support services.

- 2.&3. The HKSI has completed a human resources review. 1 additional medical director and 1 assistant medical director will be recruited to undertake sports medicine and other support services in 2024-25, in which the related expenditure has been included in HKSI's budget for 2024-25. The estimated expenditure of the Sports Medicine Centre in 2024-25 is about \$111 million, representing an increase of approximately 3.7% from the estimate of \$107 million in 2023-24, to enhance the professional standards of the Sports Medicine Centre of the HKSI to provide more comprehensive sports medicine support to elite athletes.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB013**

**(Question Serial No. 0904)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With respect to the funding support for athletes with disabilities (AWDs), please inform this Committee of the following information in the past 5 years:

- (1) the number of AWDs receiving Government's financial support through the Hong Kong Sports Institute, the total amount of funding support for each sport, and the average amount of funding awarded to each AWD each year;
- (2) the respective amount of funding support for "Sports for All" and elite sports among persons with disabilities, and the number of beneficiaries each year;
- (3) the expenditure on supporting AWDs and promoting relevant disability sports, and the details in each year; and
- (4) the measures to enhance the support to AWDs and disability sports, and the details in 2023-24, and the estimated expenditure on each measure.

Asked by: Hon CHAN Kapui, Judy (LegCo internal reference no.: 31)

Reply:

(1) & (2)

The Government implements the Elite Vote Support System (EVSS) for Para Sports through the Hong Kong Sports Institute (HKSI) to provide athletes with disabilities (AWDs) with the opportunity of receiving full-time training and additional financial support as well as programme support for relevant elite para sports. In the past 5 years, the Government has provided direct financial support to AWDs through the EVSS, the numbers of athletes and the amounts of funding involved are set out below:

Disability Sport	2019-20		2020-21		2021-22		2022-23		2023-24		
	Funding support (\$million)	No. of athletes involved	Funding support (\$million)	No. of athletes involved	Funding support (\$million)	No. of athletes involved	Funding support (\$million)	No. of athletes involved	Funding support (\$million)	No. of athletes involved	
<b>Tier A</b>											
1.	Boccia (physical disability)	5.1	21	5.9	21	6.35	22	6.4	20	7.6	22
2.	Wheelchair fencing (physical disability)	4.8	14	4.4	13	4.55	14	4.6	16	5.7	13
3.	Table tennis (physical disability)	4.6	19	3.9	20	4.05	19	4.1	22	4.9	21
4.	Badminton (physical disability)	2.7	10	3	7	3.25	7	3.7	8	4.8	9
5.	Table tennis (intellectual disability)	4.2	17	4.2	19	3	17	4.4	16	4.5	17
6.	Swimming (intellectual disability)	3.3	14	3.3	13	2.6	12	3.9	12	4.1	14
<b>Total:</b>		<b>24.7</b>	<b>95</b>	<b>24.7</b>	<b>93</b>	<b>23.8</b>	<b>91</b>	<b>27.1</b>	<b>94</b>	<b>31.6</b>	<b>96</b>
<b>Tier B</b>											
1.	Lawn bowls (physical disability)	1.1	6	0.73	7	1.15	6	1.5	6	2	7
2.	Tenpin bowling (physical disability)	1.4	7	0.75	10	1.15	10	1.5	10	2	10
3.	Athletics (intellectual disability)	(Not applicable)				0.9	3	1.5	4	2	4
<b>Total:</b>		<b>2.5</b>	<b>13</b>	<b>1.48</b>	<b>17</b>	<b>3.2</b>	<b>19</b>	<b>4.5</b>	<b>20</b>	<b>6</b>	<b>21</b>

In the past 5 years, the expenditure incurred by the Leisure and Cultural Services Department (LCSD) in promoting “Sport for All” among persons with disabilities (PWDs) and the numbers of participants involved are tabulated below:

Year	Actual expenditure (\$ million)	No. of participants
2019-20	12.20	80 000
2020-21 <sup>Note 1</sup>	3.17	1 400
2021-22 <sup>Note 1</sup>	3.90	7 800
2022-23 <sup>Note 1</sup>	3.90	14 200
2023-24	6.14	61 600

Note 1: The decreases in programme expenditures and numbers of participants in 2020-21, 2021-22 and 2022-23 were due to cancellation of some programmes as a result of the COVID-19 pandemic.

(3) The Government's expenditures <sup>Note 2</sup> on supporting AWDs and promoting various disability sports in the past 5 years (i.e. from 2019-20 to 2023-24) are set out below:

Category of expenditure	2019-20 (Actual expenditure) (\$ million)	2020-21 (Actual expenditure) (\$ million)	2021-22 (Actual expenditure) (\$ million)	2022-23 (Actual expenditure) (\$ million)	2023-24 (Latest estimate) (\$ million)
Support provided by the HKSI (including direct financial support) to elite AWDs	38.83	35.51	44.51	50.49	59.90
Funding support provided by the LCSD to "national sports associations" (NSAs) for disability sports	23.00	24.94	28.34	35.25	36.19
The LCSD's expenditure on promoting "Sport for All" among PWDs in the community	12.20	3.17 <sup>Note 1</sup>	3.90 <sup>Note 1</sup>	3.90 <sup>Note 1</sup>	6.14
Support for AWDs' preparation for and participation in major international and national games and relevant NSAs' expenditures for hosting international competitions in Hong Kong under the Arts and Sport Development Fund (Sports Portion)	7.62	1.07	12.31 <sup>Note 3</sup>	3.77	10.56 <sup>Note 3</sup>

<b>Category of expenditure</b>	<b>2019-20 (Actual expenditure) (\$ million)</b>	<b>2020-21 (Actual expenditure) (\$ million)</b>	<b>2021-22 (Actual expenditure) (\$ million)</b>	<b>2022-23 (Actual expenditure) (\$ million)</b>	<b>2023-24 (Latest estimate) (\$ million)</b>
Funding support provided by the Culture, Sports and Tourism Bureau (CSTB) to the China Hong Kong Paralympic Committee (HKPC) and relevant NSAs for disability sports	6.95	4.60	7.53	9.71	13.79 <sup>Note 4</sup>
Grants provided to NSAs for disability sports and AWDs under the Hong Kong Paralympians Fund	4.69	5.97	6.52	4.77	6.24
<b>Total:</b>	<b>93.29</b>	<b>75.26</b>	<b>103.11</b>	<b>107.89</b>	<b>132.82</b>

Note 2: The figures include expenditures borne by the former Home Affairs Bureau or the CSTB and the LCSD, and grants provided under the Hong Kong Paralympians Fund administered by the Social Welfare Department.

Note 3: The increased expenditures on the preparation for and participation in major international competitions in 2021-22 and 2023-24 were due to the support for AWDs' participation in major multi-sports games held in the year, including the Tokyo Paralympic Games and the 11th National Games for Persons with Disabilities held in 2021, as well as the Hangzhou Asian Para Games held in 2023.

Note 4: This includes an amount of \$3 million provided to the HKPC for the implementation of the 5-year pilot programme on career and education for AWDs.

(4) In 2024-25, we will continue to provide comprehensive assistance to AWDs in various aspects and give them our full support in their preparation for and participation in major international multi-sport games, including the Paris Paralympic Games held in August 2024. Besides, to further strengthen the support for AWDs, we launched, in collaboration with the HKPC, a 5-year pilot programme on career and education for AWDs in June 2023, to equip AWDs with knowledge, skill sets and career planning skills so as to facilitate their integration into society and post-athletic transformation for their second-career development. The programme aims to provide career and education support and life skills training for at least 100 AWDs every year.

On the other hand, we will continue to take forward various ongoing initiatives on disability sports to encourage sports participation by PWDs, including sending coaches or instructors to workshops or centres dedicated for PWDs to provide outreach recreation and sports service, implementing coach training programmes to address the



needs of PWDs in sports participation and facilitate sustainable development of various disability sports.

In sum, the Government's total expenditure on supporting AWDs and promoting various disability sports in 2024-25 is estimated to be over \$130 million. In consultation with relevant organisations, we will firm up the details of the plans and expenditures shortly.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB014****(Question Serial No. 0910)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (6) Travel and Tourism , (7) Subvention: Hong Kong Tourism BoardControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Member countries of the Association of Southeast Asian Nations (ASEAN) are Hong Kong's target source markets. The Hong Kong Tourism Board (HKTB) has been carrying out various tourism promotions, including launching promotional videos to tie with the Airport Authority Hong Kong and airlines' distribution of free tickets in those source markets last year. In this connection, will the Government inform this Committee of the following:

- (1) HKTB's expenditure involved in launching promotional videos;
- (2) Whether the effectiveness of the promotional videos was evaluated? If so, what are the details? If not, what are the reasons?
- (3) the respective numbers of inbound visitors from ASEAN member countries of each month in the past year, and comparisons with the average figures of the same periods in 2017 and 2018.

Asked by: Hon CHAN Kapui, Judy (LegCo internal reference no.: 37)Reply:

ASEAN member countries are Hong Kong's visitor source markets. The Hong Kong Tourism Board (HKTB) has been carrying out diversified promotions in key ASEAN source markets such as Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam, to attract the locals to visit Hong Kong. The total number of inbound visitors from ASEAN member countries in 2023 was around 2.2 million. Of which, 360 000 arrivals were recorded in December last year, reaching 95% of the average level of 2017 and 2018. The visitor numbers from the Philippines and Thailand have even exceeded the pre-pandemic level by the end of 2023.

The monthly numbers of inbound visitors from ASEAN member countries in 2023 are as follows:

Month	Visitor arrivals in 2023	Comparison with the average figures of 2017 and 2018
January	43 626	17%

Month	Visitor arrivals in 2023	Comparison with the average figures of 2017 and 2018
February	97 190	53%
March	135 188	45%
April	171 956	61%
May	166 516	62%
June	202 242	70%
July	174 570	79%
August	162 329	82%
September	165 504	79%
October	215 843	83%
November	278 125	88%
December	359 976	95%
<b>Total</b>	<b>2 173 065</b>	<b>69%</b>

Following the launch of “Hello Hong Kong” large-scale global promotional campaign in February 2023, HKTb rolled out a series of promotional activities to send a welcome message to the world and entice visitors to come experience first-hand Hong Kong’s diverse appeal and that Hong Kong has returned to normalcy. The campaign has met with positive feedback.

As part of the “Hello Hong Kong” promotional campaign, the Airport Authority Hong Kong gave away by phases 500 000 free air tickets to visitors from various source markets starting from March 2023 through three home carriers, the Cathay Pacific, Hong Kong Express and Hong Kong Airlines to attract visitors to Hong Kong. HKTb fully supported the promotion of the giveaway in various visitor source markets, and worked with KOLs and the travel trade in respective markets to maximise the publicity effect.

For the “Hello Hong Kong” promotional campaign, HKTb invited trade representatives, celebrities and KOLs to take part in the production of more than 330 video clips featuring travel experiences in Hong Kong to extend a warm welcome to the world. The series of videos was broadcast in phases on more than 3 000 platforms worldwide. Targeting the key ASEAN source markets, the “Hello Hong Kong” promotional campaign included inviting trade and media representatives, celebrities, KOLs and HKTb’s “Hong Kong Super Fans” to visit Hong Kong on tailor-made thematic itineraries for them to showcase Hong Kong’s diverse tourism features and tell good stories of Hong Kong.

HKTb also leveraged movies to present Hong Kong’s unique culture and exciting experiences to global audiences including those in ASEAN’s key source markets through the big screens. HKTb presented the microfilm series *Hong Kong In The Lens By Asian Directors* with celebrated Asian directors (from Thailand, the Philippines and Korea) and showcased the city’s charming sceneries with stories set in Hong Kong through the cinematography of these directors. The microfilm series were premiered in Hong Kong in November 2023, and was then premiered in Bangkok and Manila, which were well-received by both local media and audience. The microfilm series were also available on streaming platforms in Asia.

Since the aforesaid promotional initiatives have been subsumed under HKTb’s promotion efforts in various areas, it is difficult to quantify the relevant expenditures separately. HKTb sets various indicators, such as the number of visitors to website, audience reach of social

media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB015**

**(Question Serial No. 2294)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 69 of the Budget Speech, the Hong Kong Tourism Board will enhance the Quality Tourism Services (QTS) Scheme and launch a new round of publicity activities. In this connection, please inform this Committee of the following:

1. What were the outcome of and expenditure on the QTS Scheme in the past 5 years? How will the Government enhance the QTS Scheme? What is the expected outcome of the enhancement?
2. Did the Government set performance indicators for the new round of publicity activities? If yes, what are the details?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 32)

Reply:

The expenditure on the Quality Tourism Services (QTS) Scheme of the Hong Kong Tourism Board (HKTB) from 2019-20 to 2023-24 is listed in the table below:

<b>Financial year</b>	<b>Expenditure (\$ million)</b>
2019-20	11.6
2020-21	18.2
2021-22	10.7
2022-23	22.1
2023-24	16.6#

# The figure represents the revised estimate for 2023-24. The final expenditure is to be confirmed.

The expenditure mentioned above mainly covers various marketing efforts, including the production of advertisements, publications, television programmes, videos, etc. The operating cost of the QTS Scheme includes the costs of the following: recruiting merchants to join the QTS Scheme and assessing, inspecting and monitoring the performance of merchants to ensure that they remain eligible for the QTS Scheme accreditation; organising annual training workshops, courses, etc.; and organising commendation schemes to commend and encourage frontline staff and merchants to continuously enhance quality.

In 2024-25, HKTB will continue to encourage the trade, the community and the public to put good hospitality into action as excellent hosts, so as to enhance visitors' experience in Hong Kong. HKTB will launch initiatives targeting the trade, the youth and the public to encourage all walks of life in Hong Kong to show good hospitality.

To enhance the QTS Scheme, HKTB revised the scheme's assessment criteria for merchants in early January 2024 by increasing the weighting of staff performance to recognise the importance of service quality. Following the "Professional Quality Tourism Services Pledge" launched last year, HKTB will produce a series of training videos to demonstrate professional and quality services, helping the trade to train frontline staff. HKTB also worked with a local broadcaster to present a reality show, which put Hong Kong's service quality to test with a view to showcasing the spirit of professional quality tourism services. In addition, HKTB and the Quality Tourism Services Association will continue to organise the "Outstanding QTS Merchant and Service Staff Awards" to commend frontline practitioners.

Apart from collaboration with the trade, public participation is key to promoting hospitality. HKTB will further expand the "Hong Kong Pals" volunteer programme by recruiting more young people with passion for tourism to put hospitality into action as excellent hosts and set good examples for Hong Kong people. HKTB will also produce a series of new promotions to encourage the public to show good hospitality.

Moreover, relevant policy bureaux and departments, such as the Education Bureau, the Home Affairs Department, the Information Services Department and Radio Television Hong Kong, will jointly promote good hospitality at different levels in the community.

HKTB will set various indicators for the QTS Scheme, such as the annual renewal rate of accredited merchants, the coverage of publicity and promotional efforts, and the results of training, etc. to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB016**

**(Question Serial No. 2289)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 58 of the Budget Speech, the 15th National Games will be co-hosted by Hong Kong, Guangdong Province and Macao in 2025. Hong Kong residents can cheer on our athletes in the city or go to the neighbouring cities of the Greater Bay Area to watch the competitions. In this connection, will the Government inform this Committee:

1. of the estimated staff establishment and expenditure involved in the promotion of the National Games;
2. whether there are any promotional plans to attract spectators from all over the world to the National Games held in Hong Kong; if so, the details; if not, the reasons;
3. whether there are any performance indicators to review the effectiveness of the promotional plans; if so, the details; if not, the reasons?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 27)

Reply:

The National Games Coordination Office (Hong Kong) (“NGCO”) has reserved around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

NGCO is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao on the various arrangements including event management, publicity and promotional activities, ticketing, etc., and will announce the details in due course. We aim to attract spectators from Hong Kong, the Mainland and around the world. We will follow the central authorities’ requirements of “simple, safe and wonderful” in organising the National Games, and will conduct a review after the conclusion of the Games.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB017**

**(Question Serial No. 2290)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 59 of the Budget Speech, “the Government has set up a Mega Events Coordination Group (Coordination Group) to reach out proactively for more mega events to be staged in Hong Kong, while strengthening inter-departmental collaboration for such events to be successfully held. We have earmarked \$100 million to boost mega-event promotions over the next 3 years”. In this connection, please inform this Committee of the following:

1. What are the estimated expenditure on and manpower allocation of the Coordination Group?
2. How does the Government determine which events are mega events that will be given priority for promotion?
3. Did the Government establish key performance indicators to review the outcome of each mega event to be staged in the future and determine whether it will be held annually? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 28)

Reply:

1. The Culture, Sports and Tourism Bureau serves as the Secretariat of the Mega Events Coordination Group (Coordination Group). The manpower establishment and expenditure involved are absorbed by existing resources.
2. When the Government updates the calendar of mega events in Hong Kong, the assessment of an event is mainly based on three considerations, namely whether it can attract the public and tourists to participate, whether it can help increase Hong Kong's visibility on the global radar,, and whether it can demonstrate Hong Kong's strategic positioning. The Government has earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of



publicity campaigns. The Coordination Group will also offer advice for different policy bureaux and departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

3. International mega events bear strategic significance for Hong Kong in the sense that they not only boost the local economy but also entice industry elites from around the world to experience first-hand the actual situation and vibrancy of Hong Kong. Over 80 mega events will be held in Hong Kong in the first half of 2024 alone. Whether an event can be successfully held eventually is subject to many objective conditions. If government funding is involved, an event has to be held in accordance with the requirements of the relevant funding scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2292)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 66 of the Budget Speech, the Hong Kong Tourism Board will promote immersive, in-depth tourism with themes like “Citywalk”, and promote young-adult focused activities such as hiking, cycling, stand-up paddle-boarding, trail running and stargazing in the wilderness. It’s all part of an energising effort to soft-sell Hong Kong. In this connection, will the Government inform this Committee of the following:

1. Does the estimated expenditure of the Government include the cost for enhancing facilities in the countryside for use by visitors?
2. Does the Government have plans to allocate more resources and manpower for the work mentioned above? If yes, what are the details? If no, what are the reasons?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 30)

Reply:

The Hong Kong Tourism Board (HKTB) promotes immersive, in-depth tourism in the themes like “Citywalk” through a variety of promotional activities. The Tourism Commission (TC) has been working with the Agriculture, Fisheries and Conservation Department (AFCD) and relevant government departments to strengthen the appeal of green tourism in Hong Kong through enhancing tourism supporting facilities of hiking trails; planning for developing a green tourism hub at Pak Tam Chung; and upgrading the facilities in the Hong Kong Wetland Park (HKWP). Details and estimated expenditure of the aforementioned tourism projects are as follows:

Tourism project	Details and estimated expenditure
(1) “Enhancement of Hiking Trails - Phase II”	<ul style="list-style-type: none"> <li>• TC, in collaboration with AFCD, has been taking forward “Enhancement of Hiking Trails - Phase II” from 2021-22 to 2025-26, to enhance the tourism supporting facilities of another 10 hiking trails in country parks which are popular and with tourism potential, with a view to further enriching green tourism resources. Enhancement works mainly include</li> </ul>

Tourism project	Details and estimated expenditure
	<p>improvement to existing hiking trail network, control of soil erosion at trails, enhancement of vegetation coverage, addition of lookout points, enrichment of visitor information, etc. The funding for the project is \$55 million for 5 years.</p> <ul style="list-style-type: none"> <li>• AFCD completed the enhancement works on Tai Tong to Wong Nai Tun Reservoir (Tai Lam Country Park) and Lion Rock Historic Walk (Lion Rock Country Park) in end 2023. Enhancement works on Tai To Yan Country Trail (Lam Tsuen Country Park), Aberdeen Reservoirs Walk (Aberdeen Country Park), Twisk to Shek Lung Kung (Tai Lam Country Park) and Lantau Trail Section 3 (Lantau South Country Park) commenced in 2022 and are expected to complete in 2024. Enhancement works on Luk Keng War Relics Trail (Pat Sin Leng Country Park), Wang Tsat Ancient Trail (Pat Sin Leng Country Park), Pak Tam Chung to Tai Tun (Sai Kung West Country Park) and Shing Mun War Relics Trail (Shing Mun Country Park) commenced progressively in 2023 and 2024.</li> </ul>
(2) Planning for developing a green tourism hub at Pak Tam Chung	<ul style="list-style-type: none"> <li>• TC, in collaboration with AFCD and the Architectural Services Department, is studying the development of Pak Tam Chung into a green tourism hub to further promote green tourism. Through baseline surveys and a series of public engagement activities, the planning study consultant commissioned by AFCD identified the service needs, formulated the planning parameters and put forth proposals on the general layout, management plan and operation mode of the future visitor service centre as well as the relevant public transport services and supporting facilities. The cost on the planning study is \$2.99 million.</li> <li>• To address and alleviate the potential impact on traffic and transport of Pak Tam Chung area arising from this project, AFCD and TC completed a detailed traffic impact assessment study in 2023-24 and will incorporate the relevant required improvement works and facilities on traffic and transportation proposed in the study into the implementation plan. The estimated expenditure on the above study is \$800,000. AFCD and TC will continue to take forward the green tourism hub project at Pak Tam Chung in 2024-25.</li> </ul>
(3) Upgrading of the facilities in HKWP	<ul style="list-style-type: none"> <li>• TC and AFCD have formulated a plan of upgrading the exhibition and visitor facilities in HKWP, including updating the content of all themed exhibition galleries and improving the visitor facilities (such as providing new interactive visit-planning kiosks, an audio guide</li> </ul>

<b>Tourism project</b>	<b>Details and estimated expenditure</b>
	<p>system, etc.) to enrich visitors' experience. The funding for implementing the plan is around \$142 million. The production and installation of the exhibits started in November 2023 and are expected to complete in 2025. In parallel, AFCD is also developing and designing new educational activities and teaching resources for HKWP to tie in with the upgraded exhibition and visitor facilities.</p>

Since the work mentioned above is jointly undertaken by TC and AFCD, the staff establishment cannot be quantified separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB019**

**(Question Serial No. 2397)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has stated that a Mega Events Coordination Group (Coordination Group) has been set up to reach out proactively for more mega events to be staged in Hong Kong. The Coordination Group is chaired by the Deputy Financial Secretary with the Secretary for Culture, Sports and Tourism as deputy, and comprised of representatives from relevant policy bureaux, departments and statutory bodies. In this connection, please inform this Committee of:

1. the manpower and expenditure involved in the Coordination Group; and
2. whether the Government has set indicators for the number of visitors and economic benefits to be brought by mega events.

Asked by: Hon CHAN Siu-hung (LegCo internal reference no.: 13)

Reply:

1. The Culture, Sports and Tourism Bureau serves as the Secretariat of the Mega Events Coordination Group (Coordination Group). The manpower establishment and expenditure involved are absorbed by existing resources.
2. Over 80 mega events will be held in Hong Kong in the first half of 2024 alone. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

International mega events bear strategic significance for Hong Kong in the sense that they not only boost the local economy but also entice industry elites from around the world to experience first-hand the authentic side and vibrancy of Hong Kong. Whether

an event can be successfully held eventually is subject to many objective conditions. If government funding is involved, an event has to be held in accordance with the requirements of the relevant funding scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB020**

**(Question Serial No. 2398)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau stated that it will continue to implement the training subsidy scheme for practitioners of the travel trade (training scheme) to improve their professional standard and service quality. It is also mentioned in paragraph 69 of the Budget that the Hong Kong Tourism Board will enhance the Quality Tourism Services Scheme. In this connection, please inform this Committee of the following:

1. Since the launch of the training scheme in October 2022, how many applications have been approved? What is the amount of subsidy involved?
2. Under the training scheme, practitioners may apply for a subsidy for registration fees for licensing examination of tourist guides and tour escorts, course fees for activities under the continuing professional development schemes and course fees for obtaining a certificate of competency in first-aid or other similar certificates. Please list the amounts of subsidies practitioners have successfully applied for under the above categories.
3. What are the details of the enhancement of the Quality Tourism Services Scheme? What is the expenditure involved?

Asked by: Hon CHAN Siu-hung (LegCo internal reference no.: 14)

Reply:

The Government allocated \$60 million in the 2022-23 Budget to subsidise the training and development of travel trade practitioners, and injected another \$40 million in March 2023 through deployment of existing resources to increase the total funding amount to \$100 million.

The Travel Industry Authority has earmarked \$45 million of the funding for a three-year training subsidy scheme for practitioners of the travel trade (training scheme) launched in October 2022 to enhance the professional standard and service quality of the travel industry. As at February 2024, around 9 300 applications have been approved under the training scheme, which involved subsidies of around \$3.5 million and benefitted a total of around

4 300 tourist guides / tour escorts. The numbers of tourist guides / tour escorts benefitted in terms of subsidised items are tabulated below-

Subsidised item	Number of tourist guides / tour escorts <sup>Note 1</sup>
Licensing examination	173
Continuing Professional Development Scheme	1 702 <sup>Note 2</sup>
Certificate of competency in first-aid course or other similar certificates	3 899

Note 1: There may be double counting in the tabulated numbers of tourist guides / tour escorts as the calculation is based on subsidised items.

Note 2: Of the 1 702 tourist guides / tour escorts, around 1 610 applied for subsidies related to the Continuing Professional Development Scheme for Tourist Guides.

Moreover, the Hong Kong Tourism Board (HKTB) will continue to enhance the Quality Tourism Services (QTS) Scheme. For instance, HKTB revised the scheme's assessment criteria for merchants in early January 2024 by increasing the weighting of staff performance to recognise the importance of service quality. Following the "Professional Quality Tourism Services Pledge" launched last year, HKTB will produce a series of training videos to demonstrate professional and quality services, helping the trade to train frontline staff. HKTB also worked a local broadcaster to present a reality show, which put Hong Kong's service quality to test with a view to showcasing the spirit of professional quality tourism service. HKTB and the Quality Tourism Services Association will also continue to organise the "Outstanding QTS Merchant and Service Staff Awards" to commend frontline practitioners.

As the relevant expenditure has been subsumed under HKTB's allocation for enhancing service quality and providing continuous support to the trade, it is difficult to quantify the amount separately.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB021**

**(Question Serial No. 2308)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Under Programme (3), the provision for sports and recreation in 2023-24 was reduced from the original estimate of \$426.5 million to the actual expenditure of \$391.8 million, representing a decrease of 8.1%; while the estimate provision in 2024-25 is \$625.1 million, representing an increase of 59.5%. In this regard, please inform this Committee on how the significantly increased provision in 2024-25 will be allocated and provide a breakdown of the estimated provision.

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 9)

Reply:

The estimated provision for Programme (3) Sports and Recreation in 2024-25 is \$625.1 million, which is \$233.3 million higher (representing an increase of 59.5%) than the revised estimate in 2023-24. This is mainly due to the increased provisions for operating expenses for implementation of ongoing and enhanced sports initiatives including the 15<sup>th</sup> National Games, the 12<sup>th</sup> National Games for Persons with Disabilities and the ninth National Special Olympic Games as well as a net increase of 57 posts. The estimated expenditures in 2024-25 include general departmental expenses (about \$211.2 million), staff remuneration and related expenses (about \$170.1 million), general non-recurrent expenses (about \$126.5 million), other charges (about \$59.9 million) and recurrent subventions (about \$57.4 million).

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB022**

**(Question Serial No. 2309)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There are views suggesting that the projects funded by the Film Development Fund (FDF) are suspected of containing “soft resistance” and negative energy, and lacking elements of “telling the good stories of Hong Kong” and “telling the good stories of China”. In this regard, please inform this Committee:

1. of the vetting mechanisms for projects funded by FDF; whether the film content and the filmmakers’ speeches and behaviours are included in the vetting mechanisms; if so, the details; if not, the reasons;
2. of a tabulated breakdown of the films funded by FDF in the past 5 years, with the genres of film, the number of each genre, the details of funding amount and the proportion of films carrying positive thinking;
3. whether the Government will incorporate elements of “telling the good stories of Hong Kong” and “telling the good stories of China” in the vetting process of applications for FDF in order to promote Hong Kong’s positive image; if so, the details; if not, the reasons.

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 10)

Reply:

The objective of the Government’s establishment of the Film Development Fund (FDF) is to promote the development of the film industry, encourage creation, nurture talents, and help Hong Kong’s film industry thrive further. The FDF does not limit the content of the project applications to encourage creativity. While the content of a project does not represent the stance of the Government, it must meet all the eligibility criteria of different schemes under FDF and does not violate any applicable laws in Hong Kong including the “Safeguarding National Security Ordinance” and the “Law of the People’s Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region”. After a preliminary assessment by the Hong Kong Film Development Council (FDC) Secretariat, applications meeting the above criteria will proceed to the next stage of vetting process. When vetting applications of film productions, the panel of examiners appointed by FDC and subsequently the Fund Vetting Committee under FDC will assess the applications and then

make recommendations to FDC and the Permanent Secretary for Culture, Sports and Tourism (PSCST). The factors under consideration, inter alia, include “creativity and quality of screenplay”, “production budget”, “estimated income” and “local film production elements and talent nurturing”. Upon receipt of recommendations, PSCST will consider all relevant factors before making a decision as to approve the application or not.

From 2019 to 2023, the genres of the films funded under FDF, the number of each genre, and the amount of funding are listed in the table below. The content of many films contain multi-faceted messages and different person may have different views and feelings.

	<b>Genres of Film</b>						
	<b>Comedy</b>	<b>Thriller</b>	<b>Romance</b>	<b>Crime</b>	<b>Drama</b>	<b>Family</b>	<b>Others</b>
<b>2019</b>	2		1	1	4		
<b>2020</b>					1	1	
<b>2021</b>	8	1		2	9	1	2
<b>2022</b>		1	1		9		
<b>2023</b>		1			3		
<b>Total</b>	<b>10</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>26</b>	<b>2</b>	<b>2</b>
<b>Amount of Funding (\$M)</b>	<b>61.49</b>	<b>8.38</b>	<b>6.95</b>	<b>15.29</b>	<b>174.69</b>	<b>6.39</b>	<b>13</b>

Note: Excluding projects withdrawn after approval is granted.

Under the National 14th Five-Year Plan, Hong Kong assumes the role of an East-meets-West centre for international cultural exchange. To this end, the Government promotes Hong Kong’s pop culture to go global, telling the good stories of China and Hong Kong to the world. The Hong Kong-Asian Film Collaboration Funding Scheme, which was launched in February 2023 under FDF, aims to subsidise film projects co-produced by filmmakers from Asian countries which are rich in Hong Kong and Asian cultural elements, and enable Hong Kong films to go global. The original Hong Kong-Asian Film Collaboration Funding Scheme will be further expanded to the Hong Kong-Europe-Asian Film Collaboration Funding Scheme, which will subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures, further explore overseas markets and tell the good stories of Hong Kong and China. The Film Financing Scheme for Mainland Market will also be launched under FDF to support Hong Kong film companies and the Mainland cultural enterprises to invest in and promote the productions of Hong Kong directors. This will also help boost the chance of Hong Kong films for release in the Mainland market, nurture more local directors to enter the Mainland film market and tell the good stories through their productions. We welcome applications from parties interested in producing films that tell the good stories of Hong Kong and China.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB023**

**(Question Serial No. 2310)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in paragraph 174 of the Budget Speech that the Government will organise the “Hong Kong Fashion Design Week” (“Fashion Week”) annually from 2024 onwards. Would the Government inform this Committee of:

1. the operating expenses designated for the “Fashion Week”, including expenses for venue setup, promotion and personnel recruitment;
2. the estimated numbers of (a) events to be held annually, (b) brands invited to each event, (c) local participants and international visitors in the “Fashion Week”;
3. the plan to achieve its “vision to develop the “Fashion Week” into an Asian fashion design mega event, thereby promoting Hong Kong’s fashion design brands not only in Asia but also internationally” and the indicators.

Asked by: Hon CHAN Wing-yan, JoePHY (LegCo internal reference no.: 11)

Reply:

1-3. The Government plans to organise the “Hong Kong Fashion Design Week” (“Fashion Week”) by consolidating fashion design events currently held in different times as far as practicable, injecting new elements and adding affiliate activities as appropriate from 2024 onwards. By coordinating promotions and the content of events, we aim to enhance synergies and establish the “Fashion Week” as a flagship initiative for Hong Kong’s cultural, creative and tourism industries, fostering the development of the fashion design industry while boosting the local economy, retail and tourism sectors.

We are actively communicating with the fashion design sector and fashion industry to gauge their views and suggestions on the “Fashion Week”, confirm the positioning, content and scale, and develop relevant event details, etc. We will also allocate suitable resources to support the related activities.

We will seek to enhance the international profile of local fashion designs through publicity and invite prestigious fashion industry players and stakeholders from Hong

Kong, the Mainland of China and abroad to come to Hong Kong and participate in the “Fashion Week”, with a view to turning it into an Asian fashion design mega event.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB024**

**(Question Serial No. 2311)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The data in programme (2) shows that the financial provision for creative industries in 2023-24 has been decreased from a planned provision of \$811.2 million to an actual provision of \$611.2 million, representing a decrease of 24.7%. It is proposed to increase the provision to \$1.0646 billion in 2024-25, representing an increase of 74.2%. In this regard, will the Government inform this Committee of:

1. the reasons for the decrease in the actual provision in 2023-24 as compared to the planned provision, the expenditure for the development of creative industries in 2023-24 and the specific outcomes;
2. (a) the planned expenditure for the development of creative industries; (b) the focus of the development; (c) the new objectives, directions and work areas of the Government in promoting the development of creative industries in 2024-25 with the substantial increase in the provision?

Asked by: Hon CHAN Wing-yan, JoePHY (LegCo internal reference no.: 12)

Reply:

1. The revised estimate for the creative industries in 2023-24 is about \$610 million, representing a reduction of around \$200 million from the original estimate. This is mainly due to a lower-than-expected cash flow requirement for the CreateSmart Initiative (CSI) and the Film Development Fund (FDF). Details are as follows:

- (a) The main reasons for the decrease of around \$160 million in revised estimate for CSI are as follows:
  - (i) Projects that were originally expected to be granted funding in 2023-24 have been postponed or cancelled;
  - (ii) The new editions of the Design Incubation Programme (the 5th edition) and the Fashion Incubation Programme (the 3rd edition), which were initially planned to

be launched by the end of 2023-24, have to be postponed to 2024-25 since enhancement, such as more flexible support measures, is required. The enhancement includes arranging delegation and exchange in the Greater Bay Area for incubatees, offering new funding to support fashion enterprises/talents in exploring different wholesale and retail channels, etc.; and

- (iii) The completion reports for some projects were submitted to the Government later than expected, resulting in lower-than-expected amount of remaining funds being disbursed.
- (b) The decrease of about \$45 million in the revised estimate for FDF is mainly due to:
- (i) the lower-than-expected funding granted, resulting from fewer approved applications than expected; and
  - (ii) the fact that some projects have lagged behind schedule or the completion/audit reports have not been submitted to the Government for confirmation as scheduled, thus the remaining amount of funding required to be disbursed is less than expected.

The Government provides funding support to projects/programmes that foster the long-term development of Hong Kong film industry and promote the development of 7 non-film creative sectors through FDF and CSI respectively. As at end-February 2024, the funding amounts approved under FDF and CSI in 2023-24 are as follows:

<b>Funding scheme</b>	<b>Approved amount (\$ million)</b>
CSI	481.37
FDF	130.82

In terms of specific effectiveness, Create Hong Kong (CreateHK) uses the following 13 performance indicators to measure the effectiveness of the CSI projects upon their completion, including (i) the number of approved projects; (ii) the number of participants; (iii) the approved amount; (iv) the number of international awards attained; (v) the number of job opportunities created; (vi) the number of small- and medium-sized enterprises benefited; (vii) the number of business contacts or enquiries created; (viii) the number of nurturing opportunities created for creative talents and start-ups; (ix) the number of television audience reached out by funded award presentation and music programmes; (x) the extent of public participation; (xi) the number of media reports; (xii) the number of opportunities created to showcase creations or talents; and (xiii) the number of business deals secured, so as to more accurately quantify the benefits brought to the industry participants.

As for FDF, the Government will evaluate the effectiveness of the approved projects based on a set of criteria, including the number of talents nurtured, the number of job opportunities created, box office receipts, the number of local and international awards attained as well as the number of participants.

As most of the projects approved in 2023-24 are underway, the relevant information on the 2 funding schemes is not available.

2. The estimate for creative industries in 2024-25 is about \$1.06 billion, which is an increase of 74.2% over the revised estimate in 2023-24. The main reasons are as follows:

- (a) Create Hong Kong (CreateHK) will be restructured as the Cultural and Creative Industries Development Agency (CCIDA) to enhance its support for the development of art, cultural and creative sectors under the industry-oriented principle as announced in Chief Executive's 2023 Policy Address. Hence, extra recurrent expenditure is required and an increase in the number of approved CreateSmart Initiative applications is anticipated. This increases the estimate for about \$280 million; and
- (b) Following the resumption of normalcy in society, it is anticipated that film industry activities will gradually resume and the implementation of funded film production/projects will accelerate. Therefore, the funding amount of the Film Development Fund will increase. This increases the estimate for about \$140 million.

The current-term Government is determined to strengthen support for the development of cultural and creative industries. We aim to inject new impetus into the cultural and creative sectors and promote the development of cultural and creative sectors as industries under the industry-oriented principle through FDF and CSI. We will drive a minimum of 60 Mainland and overseas delegations, exhibitions and showcases annually to support the market expansion of Hong Kong's cultural and creative industries. Also, we will be responsible for different areas of new work including-

- (a) Proactively identifying opportunities such as arts festivals, industry showcases and event venues for the relevant industries and leading creative industries to arrange delegations to various showcases worldwide, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status;;
- (b) Identifying suitable and promising projects in different cultural and creative sectors, promoting the application of cross-sectoral and cross-genre content, strengthening support to the industries for content distribution, formulating promotional strategies, and expanding markets and providing commercialisation opportunities for the cultural and creative institutions through various media channels;
- (c) Further supporting and facilitating creation and production of cultural intellectual property (IP), facilitating cultural IP transactions, exploring business and commercialisation opportunities to enhance economic benefits; and
- (d) Conducting in-depth research on issues related to cultural and creative industries in Hong Kong and other places, including current situation, market movement and trends, and demands for human resources in local cultural and creative industries, and disseminating industry news.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB025**

**(Question Serial No. 2312)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in programme 2 that the Government plans to restructure Create Hong Kong (CreateHK) as the Cultural and Creative Industries Development Agency (CCIDA), which will proactively promote the development of arts, culture and creative sectors as industries under the industry-oriented principle. In this connection, will the Government inform this Committee:

1. whether there is plan for an increased estimate for the restructured CCIDA; if so, the details;
2. of the differences on the functions between CreateHK and CCIDA;
3. of the staff establishment of the restructured CCIDA?

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 13)

Reply:

1. The estimate for creative industries in 2024-25 is about \$1.06 billion, which is an increase of 74.2% over the revised estimate in 2023-24. The main reasons are as follows:

- (a) Create Hong Kong (CreateHK) will be restructured as the Cultural and Creative Industries Development Agency (CCIDA) to enhance its support for the development of art, cultural and creative sectors under the industry-oriented principle as announced in Chief Executive's 2023 Policy Address. Hence, extra recurrent expenditure is required and an increase in the number of approved CreateSmart Initiative applications is anticipated. This increases the estimate for about \$280 million; and
- (b) Following the resumption of normalcy in society, it is anticipated that film industry activities will gradually resume and the implementation of funded film production/projects will accelerate. Therefore, the funding amount of the Film Development Fund will increase. This increases the estimate for about \$140 million.

2. With the priority on supporting the upstream development of Hong Kong's creative industries, the responsibilities and strategic foci of CreateHK have been particularly concentrated on cultivating creative talent and startups, enhancing the overall creative image of Hong Kong, fostering a creative atmosphere and promoting more cross-sectoral and cross-genre collaborations. The restructured CCIDA will play a more proactive and positive role in adopting an industry-oriented approach to further promote the development of the arts, culture and creative sectors as industries. We will drive a minimum of 60 Mainland and overseas delegations, exhibitions and showcases annually to support the market expansion of Hong Kong's cultural and creative industries. Also, we will be responsible for different areas of new work including-

- (a) Proactively identifying opportunities such as arts festivals, industry showcases and event venues for the relevant industries and leading creative industries to arrange delegations to various showcases worldwide, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status;
- (b) Identifying suitable and promising projects in different cultural and creative sectors, promoting the application of cross-sectoral and cross-genre content, strengthening support to the industries for content distribution, formulating promotional strategies, and expanding markets and providing commercialisation opportunities for the cultural and creative institutions through various media channels;
- (c) Further supporting and facilitating creation and production of cultural intellectual property (IP), facilitating cultural IP transactions, exploring business and commercialisation opportunities to enhance economic benefits; and
- (d) Conducting in-depth research on issues related to cultural and creative industries in Hong Kong and other places, including current situation, market movement and trends, and demands for human resources in local cultural and creative industries, and disseminating industry news.

3. To cope with the work of the restructured CCIDA, which aims to promote the development of the arts, culture and creative sectors as industries, we will redeploy the existing resources of CreateHK and employ about 30 additional contract staff who possess work experience in cultural and creative industries and knowledge in business practices to handle the new work in this aspect.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB026**

**(Question Serial No. 2313)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government launched a six-month Temple Street Night Market promotion on 15 December last year, which successfully drew tourists and locals alike to this street of distinctive character. In this connection, will the Government inform this Committee of the following:

1. What is the expenditure of the Hong Kong Tourism Board (HKTB) on the Temple Street Night Market as at March 2024?
2. What is the effectiveness of the Temple Street Night Market promotion in terms of (a) flow of people and (b) number of stalls as at March 2024?
3. Will HKTB continue to run the Temple Street Night Market half a year later? If yes, what is the amount of funding to be provided for events and publicity?

Asked by: Hon CHAN Wing-yan, JoePHY (LegCo internal reference no.: 14)

Reply:

Starting from mid-December 2023, the Hong Kong Tourism Board (HKTB) launched a new half-year promotional campaign at Temple Street to inject new impetus into the traditional Temple Street. In addition to pop-up food kiosks with tastes of the neighbourhood, a number of newly added photo-worthy installations were also set up to attract tourists and locals. HKTB has launched the second phase of the Temple Street promotion in March this year to further entice tourists to get into the local community and experience the most authentic side of Hong Kong, while bringing more footfall to the area and opening up more business opportunities for local merchants.

The total attendance of tourists and locals up to early March 2024 is estimated to be over 1.2 million. There are currently 22 food stalls offering local flavours and 10 mobile stalls selling nostalgic snacks. As the expenditure on the promotional campaign at Temple Street has been subsumed under HKTB's overall promotion budget, it is difficult to quantify it separately.

The promotional campaign will last for half a year. HKTB will maintain close communication with different government departments and relevant stakeholders, and seek to extend the promotion of Temple Street and keep the decorations up for another half a year. HKTB will also review the plan for sustaining the promotional efforts in the long run.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB027**

**(Question Serial No. 3100)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational Expenses

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In matters requiring special attention in 2024-25, the Government will continue to take forward the new facilities building project at the Hong Kong Sports Institute (HKSI). In this regard, please inform this Committee of the following:

- (a) Will the new facilities building be completed as scheduled by mid-2024? What is the estimated annual attendance?
- (b) What are the estimated staff establishment and total expenditure for the new facilities building after completion?
- (c) What are the measures to address staff shortages at HKSI?

Asked by: Hon CHAN Wing-yan, JoePHY (LegCo internal reference no.: 38)

Reply:

- (a) The new facilities building of the Hong Kong Sports Institute (HKSI), which will be completed in mid-2024 as scheduled, is expected to provide advanced training and support facilities for over 1 400 athletes and enhance support services in the areas of strength and conditioning, sports science, sports medicine, etc.
- (b) After the completion of the new facilities building, it is expected that 15 additional full-time staff are required mainly for facility management and maintenance, athlete affairs, catering and other work, involving an additional annual expenditure of about \$4.4 million, which will be absorbed from within the existing resources of the HKSI/the Culture, Sports and Tourism Bureau (CSTB).
- (c) The HKSI has completed the review on staff establishment and structure, and will strengthen the manpower support of its Sports Medicine Department in the future, including adding 1 director and 1 associate director, to enhance the management and operation of the Sports Medicine Department. The expenditure involved will be absorbed from within the existing resources of the HKSI/the CSTB.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB028**

**(Question Serial No. 1604)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Facilitating Immigration Clearance of Inbound Tour Groups

Regarding facilitating immigration clearance of inbound tour groups, will the Government inform this Committee:

Has the Government estimated or assessed the number of inbound visitors in 2024 following the expansion of the Individual Visit Scheme by the Central Government and the implementation of various initiatives for boosting local tourism?

Asked by: Hon CHAN Yuet-ming (LegCo internal reference no.: 28)

Reply:

Early this year, the Hong Kong Tourism Board (HKTB) projected that the full-year visitor arrivals in 2024 would be around 46 million, representing an increase of 35% when compared with that of 2023. The projection is based on the following assumptions:

(a) Air capacity will further increase, and the number of flight seats will fully return to the pre-pandemic level (i.e. the 2019 level) by the end of 2024, with the increase in seats bringing fares back down and attracting people to travel;

(b) High Speed Rail services will further expand with a further increase in the frequency of trains; and

(c) Factors such as the slow global economic growth, and the increasing cost of travelling to Hong Kong due to strong US dollar and Hong Kong dollar, will inevitably continue to affect the pace of recovery.

The Central Government further expanded the Individual Visit Scheme to Xi'an in Shaanxi Province and Qingdao in Shandong Province starting from 6 March 2024 to make it more

convenient for Mainland visitors to come to Hong Kong, benefitting the development of Hong Kong's tourism. HKTB will continue to closely monitor the market situation and review the projected figures in a timely manner.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB029**

**(Question Serial No. 1605)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Sports and Cultural Exchanges  
in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA)

Regarding the sports and cultural exchanges in GBA, will the Government inform this Committee of:

1. the situation of sports and cultural exchanges between Hong Kong and other GBA cities in 2023;
2. the existing and upcoming incentive measures or funding schemes for sports and non-governmental organisations in Hong Kong to initiate exchange projects with other GBA cities?

Asked by: Hon CHAN Yuet-ming (LegCo internal reference no.: 29)

Reply:

1. In 2023-24, the Governments of Guangdong, Hong Kong, and Macao continued to discuss various cultural issues through regular co-operation mechanisms, including the Greater Pearl River Delta Cultural Co-operation Meeting and Meeting for taking forward the Culture and Tourism Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area (GBA), to strengthen ties among cities in the GBA. To enhance cultural collaboration and exchanges in GBA, the Governments of Guangdong, Hong Kong and Macao actively co-organised a variety of programmes/projects, such as the Third Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival, Zhuhai-Hong Kong-Macao Choral Concert, 2023 Guangdong-Hong Kong-Macao Greater Bay Area Intangible Cultural Heritage Exchange Conference, the touring exhibition of A Tale of Three Cities: Guangdong-Hong Kong-Macao Greater Bay Area



and Export of Silk Products in the Ming and Qing Dynasties, 4.23 World Book Day Creative Competition, ‘Reading in the Greater Bay Area’ 9+2 Cities book Tour, etc.

On the support provided to local arts groups/artists in performance touring and participation of exchange activities in GBA, the Leisure and Cultural Services Department (LCSD) resumed performance touring in GBA in 2023, and supported performing arts groups and artists from Hong Kong to conduct over 100 online and offline performances and exchange activities in GBA, covering different art forms such as Chinese and western music, jazz, dance, drama, Cantonese opera and family entertainment, etc. Some of the programmes were invited to be featured in annual arts festivals and performance series organised by the theatres and cultural institutions in GBA. In addition, LCSD co-hosted the “Art < Creativity” exhibition series with the Hong Kong Designers Association in hybrid mode in 9 of the GBA cities from 2021 to 2023. LCSD also actively participated in cultural exchange activities organised by other GBA cities, such as the Guangzhou-Hong Kong-Macao Intangible Cultural Heritage Symposium and the 2023 GBA Intangible Cultural Heritage Life Festival. The Hong Kong Arts Development Council (HKADC) continues to maintain close ties with the arts and culture sector in the Mainland by frequently participating in exhibitions, performances, cultural exchange and other projects to interact with different cultural institutions and stay abreast of the latest cultural developments in GBA. Meanwhile, in 2023-24 HKADC also funded 9 cultural exchange projects in GBA through the “Cultural Exchange Grant”.

As for sports, the Government signed the Hong Kong, Guangdong and Macao Sports Exchange and Co-operation Agreement with the Sports Bureau of Guangdong Province (SBGDP) and the Sports Bureau of the Macao Special Administrative Region (SBMSAR) in 2003. Currently, 3 sports exchange programmes, which include the Guangdong-Hong Kong-Macao International Sporting Goods Fair, the Guangdong-Hong Kong-Macao Youth Football Exchange Programme and the Guangdong-Hong Kong-Macao Youth Basketball Exchange Programme, are held annually. In 2023, government representatives attended the Fair organised by the SBGDP in Guangzhou. Also, 32 young athletes aged 10 to 13 were sent to participate in the Football Exchange Programme hosted by the SBMSAR in Macao in 2023. In 2023-24, the Government also hosted 2 Basketball Exchange Programmes in Hong Kong for the youths in Hong Kong, Guangdong and Macao. One of these was postponed due to the pandemic. A total of 24 young people aged 17 or below were arranged to participate in the programmes in 2024.

Currently, the Sports Subvention Scheme set up under LCSD aims at promoting and developing relevant sports programmes. Under this Scheme, there is Youth Sports Exchange Programme, which encourages subvented national sports associations (NSAs) to organise sports exchange programmes with international and Mainland counterparts for youth. In 2023, a total of 5 NSAs conducted 5 exchange programmes with Huizhou, Zhaoqing, Foshan and Guangzhou in GBA through the Scheme, involving about 150 athletes.

2. The Government has earmarked another \$135 million for the 5 financial years from 2023-24 to 2027-28 to continue LCSD’s cultural exchange initiatives in GBA. LCSD will strengthen ties with operators of major performance venue, organisers of arts

festivals and the relevant culture and tourism departments of municipalities in GBA. It will actively develop new platforms for performances and exchanges and curate programme brands, including co-presenting outstanding programmes, such as stage performances, talks and seminars, to increase and deepen the interaction and experience sharing among performing arts and cultural practitioners within GBA, providing more performance opportunities for Hong Kong artists/arts groups.

Besides, HKADC will continue to implement various funding schemes, including Year Grant, Project Grants (including Cultural Exchange Grant) and Commissioned Projects, etc., to support and nurture local small and medium-sized arts groups and young artists for diversified development. This will also enable and encourage arts groups and artists to launch more projects in Hong Kong and/or other places. With a view to actively fostering cultural exchanges with the Mainland, HKADC has launched the Performance and Exhibition in Mainland Scheme since 2018 to work with a number of Mainland cultural organisations, including those in GBA, in promoting the showcase of outstanding Hong Kong arts productions in different Mainland cities. This will expand the networks of local arts groups and artists, help them accumulate experience of performing in the Mainland as well as expand their audience base.

On sports, starting from 2021-22, NSAs can apply for subvention to organise Youth Sports Exchange Programme through LCSD's Sports Subvention Scheme. Each NSA can apply to hold up to 2 sports exchange programmes outside Hong Kong (including GBA cities) each financial year, with the maximum funding of \$300,000 and \$200,000 for the first and the second programmes respectively, making a total of \$500,000. The Government will continue to encourage NSAs to organise more sports exchange programmes with other GBA cities.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB030**

**(Question Serial No. 1606)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Events Capital

The Government proposed a series of mega events. Will the Government inform this Committee what mega events will be held in the New Territories in the coming financial year? Will the Government consider utilising the venues in the New Territories to hold more mega events there?

Asked by: Hon CHAN Yuet-ming (LegCo internal reference no.: 30)

Reply:

The Government has compiled a calendar of mega events in Hong Kong to provide the public with more information on mega events. Members of the public can browse the latest information on various mega events through the website of Brand Hong Kong. The Mega Events Coordination Group is now striving for the early publication of the list of mega events to be held in the second half of the year, with a view to informing members of the public and visitors in advance of mega events will be held in Hong Kong.

As many factors have to be considered when choosing the venues of mega-events, it is difficult to generalise in this regard. We will continue to strengthen the communication and coordination amongst policy bureaux and departments to assist the organisers of mega events in seeking suitable venues, so as to facilitate the smooth staging of mega events in Hong Kong.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB031**

**(Question Serial No. 0357)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Administration plans to administer, through Create Hong Kong (CreateHK), the Film Development Fund (FDF) to support further development of the film sector under four strategic directions, namely, nurturing talent; enhancing local production; expanding markets; and building audience. In this connection, please inform this Committee:

- 1) of the names of applicants, titles, funding amount, box office receipts, hit rates on online platforms, as well as local and overseas awards for the TV programme productions or film-related projects funded by the schemes under FDF over past 3 years;
- 2) how these funded TV programme productions and film-related projects are monitored to ensure the proper use of government funding.

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 16)

Reply:

With regard to television production, Create Hong Kong (CreateHK) promotes the development of the seven non-film creative industries (including the television sector) through the CreateSmart Initiative (CSI). In 2021 and 2022, the CSI did not receive any applications related to television production. To promote Hong Kong's pop culture to go global, the Chief Executive proposed in the 2022 Policy Address the support for the co-production of television variety programmes by local television stations and Mainland/Asian production teams to enhance the influence of our pop culture. In this regard, CreateHK invited local television stations to submit project proposals for the first-round application on or before 1 September 2023 through the enhanced CSI in 2023. Details of the approved projects are as follows:

	<b>Name of applicant</b>	<b>Programme title</b>	<b>Funding amount</b>
1.	HOY TV Limited	Spring Gala Festival	About \$7.04 million

	Name of applicant	Programme title	Funding amount
2.	Hong Kong Television Entertainment Company Limited	CHILL CLUB (Thailand version)	About \$8.57 million
3.	Television Broadcasts Limited	Endless Melody 2	About \$9.86 million

Since the programmes have yet to be broadcast or conclude the vetting process of the completion report, relevant information, including viewership rating, is not available.

CreateHK uses 13 performance indicators to measure the effectiveness of the CSI projects, including (i) the number of approved projects; (ii) the number of participants; (iii) the approved amount; (iv) the number of international awards attained; (v) the number of job opportunities created; (vi) the number of small- and medium-sized enterprises benefited; (vii) the number of business contacts or enquiries created; (viii) the number of nurturing opportunities created for creative talents and start-ups; (ix) the number of television audience reach in respect of awards presentation and music programmes; (x) the extent of public participation; (xi) the number of media coverage; (xii) the number of opportunities created to showcase creations or talents; and (xiii) the number of business deals secured, so as to quantify the benefits brought to the industry participants more accurately.

Upon the completion of the project, the local television station (i.e. applicant company/organisation) is required to submit performance indicators and broadcasting data, such as number of viewers/viewership rating, number of download /click rate on online platforms and social media, and so on in order to evaluate the effectiveness. CSI Vetting Committee will assess whether a funded project has met its objectives based on the report and use this assessment as a consideration for the final instalment of the funding. When the applicant company/organisation submits a new application in the future, these performance indicators will also be one of the considerations.

As for film production, the number of projects approved under the Film Development Fund (FDF) from 2021 to 2023 is 89, involving a total funding amount of about \$430 million. The applicant names, funding amounts, box office receipts, as well as local and international awards attained of the approved projects are set out in **Annex**.

The Government will evaluate the effectiveness of the approved projects from various aspects, including the numbers of talents nurtured, job opportunities created, box office receipts, local and international awards attained as well as the number of participants. Funding of the schemes under FDF will be disbursed in phases according to project progress. The last instalment will only be disbursed after the project is completed and the audited report submitted is endorsed by the Government.

- End -

**Projects funded under schemes of the Film Development Fund from 2021 to 2023**

Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong (HK\$) Note (1)	Local and international awards attained
<b>Film Production Financing Scheme (including Relaxation Plan)</b>					
1.	Montage Film Production Company	The Dishwasher Squad	4,798,600	Yet to be exhibited	-
2.	Mei Ah Film Production Company Limited	Last Song For You	5,353,220	Yet to be exhibited	-
3.	Cheer Trend Creation Limited	We Are Family	5,600,000	Yet to be exhibited	-
4.	Cheer Trend Creation Limited	Social Distancing	2,030,000	173,361	-
5.	Star Talent Production Limited	Peg O' My Heart	9,000,000	Yet to be exhibited	-
6.	Leading PR and Promotion Limited	Vital Signs	9,000,000	Yet to be exhibited	-
7.	2021 Just Distribution Company Limited	Fight for Tomorrow	3,873,600	Yet to be exhibited	-
8.	Blue Sea Productions Limited	An Abandoned Team	4,000,000	Yet to be exhibited	-
9.	Icon Group Limited	Over My Dead Body	7,552,400	23,078,611	18th Osaka Asian Film Festival ABC TV Award
10.	Movie Addict Productions Limited	Tales from The Occult: Body and Soul	3,783,200	675,697	-
11.	Treasure Island Production Limited	Chilli Laugh Story	4,534,000	32,708,642	New York Asian Film Festival Audience Award
12.	Mei Ah Film Production	Possession Street	4,678,800	Yet to be exhibited	-

Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong (HK\$) Note (1)	Local and international awards attained
	Company Limited				
13.	One Cool Home Limited	Good Game	4,800,000	Yet to be exhibited	-
14.	Vast Forever Limited	Mama's Affair	4,000,000	44,096,039	Asian Pop-Up Cinema (season 14) - Winner of Audience Choice Award
15.	Blue Sea Productions Limited	Someone Like Me	3,200,000	Yet to be exhibited	-
16.	Shine Wise Corporation Limited	Inexternal	6,400,000	Yet to be exhibited	-
17.	Mega Ascent Limited	A Guilty Conscience	8,866,250	121,794,204	-
18.	Sil-Metropole Organisation Limited	Look Up	2,489,730	1,434,833	-
19.	Word By Word Limited	PaPa	7,246,400	Yet to be exhibited	-
20.	mm2 Studios Hong Kong Limited	Back Home	3,599,200	5,149,384	-
21.	Red Dot Films Production Limited	A Trace of Murderer	6,569,910	Yet to be exhibited	-
22.	Success Dimension Limited	Once In A Blue Moon	1,650,000	Yet to be exhibited	-
23.	Shine Wise Corporation Limited	YUM Investigation	2,750,000	3,837,440	-
<b>Directors' Succession Scheme</b>					
24.	WONG Kar-wai/ Ronald ZEE	In the Still of the Day	9,000,000	Yet to be exhibited	-
25.	Peter CHAN Ho-sun/ WONG Chun	長夜 (No English title)	9,000,000	Yet to be exhibited	-
26.	Gordon CHAN Ka-seung/ Calvin TONG Wai-hon	高光時刻 (No English title)	9,000,000	Yet to be exhibited	-
27.	Mabel CHEUNG Yuen-ting/	一個人的探戈 (No English title)	9,000,000	Yet to be exhibited	-

Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong (HK\$) Note (1)	Local and international awards attained
	WONG Hoi, Norris WONG Yee-lam				
28.	Fruit CHAN/ CHAN Kin- long	Sap Yi	9,000,000	Yet to be exhibited	-
29.	Stanley KWAN/ Kam-pang/ Nicole CHU Hoi-ying	事過境遷 (No English title)	9,000,000	Yet to be exhibited	-
30.	Wilson YIP/ Wai-shun/ CHENG Wai- kei	咎·贖 (No English title)	9,000,000	Yet to be exhibited	-
31.	Sylvia CHANG/ Ai-chia/ Benny KUNG Siu- ping	他年·她日 (No English title)	9,000,000	Yet to be exhibited	-
32.	2023 Derek YEE/ Tung-sing/ CHEUNG King-wai	狂人日記 (No English title)	9,000,000	Yet to be exhibited	-
<b>Other film-related projects</b>					
33.	Hong Kong International Film Festival Society Limited	HKIFFS Audience Development Programme 2020-21	3,995,565	Not applicable	-
34.	Hong Kong Screen Writers' Guild Limited	Masterclass for Screenwriting	736,200	Not applicable	-
35.	Hong Kong Trade Development Council	Entertainment Expo Hong Kong 2021	1,207,068	Not applicable	-
36.	2021 Hong Kong Movie Production Executives Association Limited	How to be a Producer	684,864	Not applicable	-
37.	Film Services Office	Promotional expenses for the 7th First Feature Film Initiative	940,000	Not applicable	-
38.	Hong Kong Film Arts Association Limited	Future Master – Hong Kong Film Arts Professional Training Course	2,009,343	Not applicable	-



Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong (HK\$) Note (1)	Local and international awards attained
39.	Hong Kong International Film Festival Society Limited	The 19th Hong Kong-Asia Film Financing Forum	5,216,850	Not applicable	-
40.	Film Services Office	Miscellaneous expenses for projects under Film Development Fund	3,120,000	Not applicable	-
41.	Hong Kong International Film Festival Society Limited	Hong Kong International Film Festival – Cine Fan Programme Edition 5	7,006,780	Not applicable	-
42.	Hong Kong International Film Festival Society Limited	HAF Film Lab 2021	916,316	Not applicable	-
43.	Hong Kong Film Art Alliance Limited	Love Your Life Film Festival 2021-2022	1,346,751	Not applicable	-
44.	One Cool Pictures Limited	Sponsorship for “The Secret Diary of a Mom to Be” to participate in the “Tokyo International Film Festival 2019” (Competition Section)	79,682	Not applicable	-
45.	One Cool Pictures Limited	Sponsorship for “A Witness Out of the Blue” to participate in the “International Film Festival Rotterdam 2020” (Non-Competition Section)	100,000	Not applicable	-
46.	Hong Kong Film Directors’ Guild Limited	Hong Kong Film Directors’ Guild - In-depth Professional Training 2022	9,241,050	Not applicable	-
47.	Hong Kong International Film Festival Society Limited	The 20th Hong Kong-Asia Film Financing Forum	4,797,550	Not applicable	-
48.	Hong Kong Film Composers’	The 1st Hong Kong Original Film Music Master Class	2,595,760	Not applicable	-

Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong Note (1) (HK\$)	Local and international awards attained
	Association Limited				
49.	Entertaining Power Co. Limited	Sponsorship for “I’m Livin’ It” to participate in the “Tokyo International Film Festival 2019” (Competition Section)	46,384	Not applicable	-
50.	Hong Kong Film Awards Association Limited	The 40th Hong Kong Film Awards	9,583,380	Not applicable	-
51.	Goodfellas Pictures Limited	Sponsorship for “Better Days” to represent Hong Kong to compete for the Best International Feature Film in the 93rd Academy Awards	1,000,000	Not applicable	-
52.	Movie Producers and Distributors Association of Hong Kong Limited	2022 Guangdong-Hong Kong-Macao Greater Bay Area International Film Marketing Certificate Programme	1,441,530	Not applicable	-
53.	Hong Kong Trade Development Council	Entertainment Expo Hong Kong 2022	1,135,000	Not applicable	-
54.	Hand-Roll Cigarette Film Production Company Limited	Sponsorship for “Hand Rolled Cigarette” to participate in the “Udine Far East Film Festival 2021” (Competition Section)	120,000	Not applicable	-
55.	Flowing River Production Limited  Director/ Scriptwriter: LI Sum-yuet Producer: Fruit CHAN	Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Eternal Sunshine Life-saving Squad	5,000,000	Yet to be exhibited	-

Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong (HK\$) Note (1)	Local and international awards attained
56.	baat3 baat3 luk6 Films Limited Director/ Scriptwriter: Isabella LAM Producer: CHEANG Pou-soi	Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Dead End	5,000,000	Yet to be exhibited	
57.	Bird of Paradise Limited Director/ Scriptwriter: WU Chui-yi Producer: Saville CHAN	Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Bird of Paradise	5,000,000	Yet to be exhibited	
58.	THIS Pictures Limited Director: TOM Chung-sing Scriptwriter: TOM Chung-sing, LEE Po-chi Producer: CHAN Hing-kai	Winner of the 7th First Feature Film Initiative (Professional Group): Spare Queens	8,000,000	Yet to be exhibited	
59.	AIM Creative Limited Director: YU Sze-long Scriptwriter: YU Sze-long, HO Miu-ki Producer: IP Kwong-kim	Winner of the 7th First Feature Film Initiative (Professional Group): Love & Sex on Streaming	8,000,000	Yet to be exhibited	
60.	Stuntman Film Production Co. Limited Director: LEUNG Koon-yiu Albert,	Winner of the 7th First Feature Film Initiative (Professional Group): Stuntman	8,000,000	Yet to be exhibited	

Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong (HK\$) Note (1)	Local and international awards attained
	LEUNG Koon-shun Herbert Scriptwriter: TSANG Hin-ling Anastasia, YIP Wai-ping Producer: CHAN Lo-chiu Angus				
61.	Asian Film Awards Academy Limited	Hong Kong Film Culture and Audience Development Program (HKFCADP)(Year 2022-2024)	6,754,498	Not applicable	-
62.	Hong Kong International Film Festival Society Limited	HKIFFS Audience Development Programme 2022	2,779,560	Not applicable	-
63.	Asian Film Awards Academy Limited	The 16th Asian Film Awards	8,718,410	Not applicable	-
64.	Hong Kong International Film Festival Society Limited	HAF Film Lab 2022	812,272	Not applicable	-
65.	Film Services Office	Content Development Scheme for Streaming Platforms	3,500,000	Not applicable	-
66.	Film Services Office	Hong Kong-Asian Film Collaboration Funding Scheme	7,000,000	Not applicable	-
67.	Hong Kong Trade Development Council	Entertainment Expo Hong Kong 2023	1,404,000	Not applicable	-
68.	Hong Kong International Film Festival Society Limited	The 21st Hong Kong-Asia Film Financing Forum	6,515,480	Not applicable	-
69.	Hong Kong Film Awards Association Limited	The 41st Hong Kong Film Awards	9,739,675	Not applicable	-
70.	Hong Kong Film Art	Love Your Life Film Festival 2023-2024	3,218,250	Not applicable	-

Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong Note (1) (HK\$)	Local and international awards attained
	Alliance Limited				
71.	Film Services Office	Promotional expenses for the 8th First Feature Film Initiative	1,540,000	Not applicable	-
72.	Hong Kong International Film Festival Society Limited	HKIFFS Audience Development Programme 2023	3,700,200	Not applicable	-
73.	One Cool Pictures Limited	Sponsorship for “Zero to Hero” to represent Hong Kong to compete for Best International Feature Film in the 94th Academy Award	400,000	Not applicable	-
74.	Hong Kong Theatres Association Limited	Cinema Day 2023	9,651,080	Not applicable	-
75.	Film Services Office	Promotional campaign for Hong Kong films in the Mainland and Overseas	9,850,000	Not applicable	-
76.	mm2 Studios Hong Kong Limited	Sponsorship for “Drifting” to participate in an overseas film festival	4,075	Not applicable	-
77.	The Hong Kong Society for the Blind	Development of Audio Description Services for Hong Kong Films 2023-2025	4,269,195	Not applicable	-
78.	Emperor Film Production Company Limited	Sponsorship for the distribution of “Just 1 Day” (Cantonese Version) in the Mainland	500,000	Not applicable	-
79.	Hong Kong International Film Festival Society Limited	Hong Kong International Film Festival – Cine Fan Programme Edition 6	8,803,410	Not applicable	-
80.	Hong Kong International	HAF Film Lab 2023	1,122,200	Not applicable	-

Approval year	Name of applicant(s)	Project title	Funding amount (HK\$)	Box office receipts in Hong Kong (HK\$) Note (1)	Local and international awards attained
	Film Festival Society Limited				
81.	Asian Film Awards Academy Limited	International Film Camp	3,650,000	Not applicable	-
82.	Asian Film Awards Academy Limited	Belt and Road Hong Kong Film Gala Presentation	7,906,826	Not applicable	-
83.	Hong Kong Theatres Association Limited	1st October Movie Fiesta: Half-price Spectacular	9,977,430	Not applicable	-
84.	Federation of Hong Kong Filmmakers Limited	Screenwriting Apprenticeship Programme	4,814,000	Not applicable	-
85.	Asian Film Awards Academy Limited	The 17th Asian Film Awards	9,910,500	Not applicable	-
86.	Flowing Water Production Limited	Sponsorship for “Lost Love” to participate in the “Udine Far East Film Festival 25” (Competition Section)	12,658	Not applicable	-
87.	mm2 Studios Hong Kong Limited	Sponsorship for “The Narrow Road” to participate in the “Osaka Asian Film Festival 2023” (Competition Section)	4,446.1	Not applicable	-
88.	Hong Kong Film Directors’ Guild Limited	Master Class in Film Directing 2023	4,712,243	Not applicable	-
89.	Film Services Office	Film Financing Scheme for Mainland Market	6,200,000	Not applicable	-

Note (1): Box office receipts as at end-February 2024.

Note (2): Excluding projects withdrawn after approval is granted.

**CONTROLLING OFFICER'S REPLY**

**CSTB032**

**(Question Serial No. 0358)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation, (4) Culture, (6) Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau intends to continue to implement the Major Sports Events Matching Grant Scheme under the enhanced “M” Mark system with a view to encouraging more sponsorship from the private and the business sectors to support the organising of more new and high level sports events, thereby enhancing public interest in sports and promoting Hong Kong as a centre for major international sports events. In this connection, please inform this Committee of:

- 1) the information of applications related to “M” Mark events in the past 5 years, including the titles, dates, amounts of funding granted, attendances and viewerships of these events; and
- 2) the dates and estimated expenditures of “M” Mark events expected to be held in 2024-25.

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 17)

Reply:

1. The information on “M” Mark events held in the past 5 years is set out below. The organisers do not have any record on viewership ratings of the relevant events.

Item	Event Title <sup>Note 1</sup>	Date	Number of Participants <sup>Note 2</sup>	Total Amount Approved <sup>Note 3</sup> (\$M)
<b>2019-20</b>				
1.	Hong Kong Sevens	5-7 April 2019	114 811	No funding application
2.	FIVB Volleyball Nations League Hong Kong	4-6 June 2019	32 194	4*

Item	Event Title <sup>Note 1</sup>	Date	Number of Participants <sup>Note 2</sup>	Total Amount Approved <sup>Note 3</sup> (\$M)
3.	ITTF World Tour - Hong Kong Open (Table Tennis)	4-9 June 2019	7 810	5*
4.	Kitchee vs Manchester City – Jockey Club Kitchee Centre Cup	24 July 2019	20 956	11
5.	World Rowing Coastal Championships	1-3 November 2019	494	12
6.	Hong Kong Open Badminton Championships	12-17 November 2019	16 889	4.8*
7.	2019-2020 UCI Track Cycling World Cup Hong Kong, China	29 November to 1 December 2019	5 560	3.5*
8.	Hong Kong Open (Golf)	9-12 January 2020	41 459	No funding application
<b>2020-21</b>				
All major sports events were cancelled due to Covid-19.				
<b>2021-22</b>				
1.	UCI Track Cycling Nations Cup, Hong Kong, China	13-16 May 2021	83 <sup>#</sup>	10.5*
2.	Hong Kong Marathon	24 October 2021	16 867 <sup>#</sup>	9
<b>2022-23</b>				
1.	Hong Kong Sevens	4-6 November 2022	71 358	11
2.	FIBA 3x3 World Tour Hong Kong Masters	26-27 November 2022	1 141	11
3.	Hong Kong Squash Open	28 November to 4 December 2022	2 593	4.5*
4.	Hong Kong International Tennis Challenge	23-25 December 2022	10 697	10*
5.	25 <sup>th</sup> Hong Kong Marathon	21 February 2023	77 783	10
6.	World City Championship	23-26 March 2023	12 797	11



Item	Event Title <sup>Note 1</sup>	Date	Number of Participants <sup>Note 2</sup>	Total Amount Approved <sup>Note 3</sup> (\$M)
<b>2023-24</b>				
1.	Hong Kong Sevens	31 March to 2 April 2023	75 684	11
2.	FIVB Volleyball Nations League Hong Kong	13-18 June 2023	55 425	12.4*
3.	Hong Kong International Dragon Boat Races	24-25 June 2023	49 846	No funding application
4.	Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500	12-17 September 2023	36 545	7.4*
5.	Aramco Team Series - Hong Kong	6-8 October 2023	5 299	No funding application
6.	Hong Kong Tennis Open (Women)	7-15 October 2023	52 574	15*
7.	Hong Kong Open (Golf)	9-12 November 2023	28 196	16
8.	FIA World Rallycross Championship, Hong Kong, China - Season Finale	11-12 November 2023	17 010	17
9.	Harbour Race	12 November 2023	10 850	7.1*
10.	Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon	19 November 2023	13 738	15
11.	FIBA 3x3 World Tour - Hong Kong Masters	25-26 November 2023	40 612	13.8*
12.	Hong Kong Squash Open	27 November to 3 December 2023	4 151	4.5
13.	WDSF Breaking for Gold World Series - Hong Kong	15-16 December 2023	9 757	8.2*
14.	Hong Kong Tennis Open (Men)	31 December 2023 to 7 January 2024	53 559	16*

<b>Item</b>	<b>Event Title</b> <sup>Note 1</sup>	<b>Date</b>	<b>Number of Participants</b> <sup>Note 2</sup>	<b>Total Amount Approved</b> <sup>Note 3</sup> <b>(\$M)</b>
15.	Hong Kong Marathon	21 January 2024	141 286	15
16.	LIV Golf Hong Kong	8-10 March 2024	40 054	17
17.	UCI Track Nations Cup - Hong Kong, China	15-17 March 2024	5 950	11*
18.	World Triathlon Cup - Hong Kong	23-24 March 2024	3 330	11*

Note 1: Excluding events cancelled due to “black-clad violence” and Covid-19.

Note 2: Including participating athletes, participants and spectators of the events.

Note 3: Including matching grant, direct grant, grants for venue and/or marketing.

\* Approval was also granted for using venues of Leisure and Cultural Services Department at a notional venue charge.

# Affected by Covid-19, anti-epidemic measures were adopted, number of participants was reduced and/or format was changed to closed-door.

2. An estimated funding of about \$200 million<sup>Note 3</sup> will be provided in 2024-25 to support the hosting of major international sports events in Hong Kong. A total of 12 sustainable “M” Mark events, which include rugby sevens (April 2024), volleyball and dragon boating (June 2024), badminton (September 2024), tennis (October and December 2024), golf, swimming, 3x3 basketball and squash (November 2024), half marathon (December 2024), and marathon (February 2025), are expected to be continued in 2024-25. As of now, 8 new “M” Mark events are expected to be held in Hong Kong, 4 of which with its funding approved. These include 3x3 basketball (April 2024), lacrosse (August 2024), baseball (October 2024), and taekwondo (November 2024).

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB033**

**(Question Serial No. 0360)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau will continue to take forward the Kai Tak Sports Park (KTSP) project to provide world-class sporting venues and public sports and recreation facilities. In this connection, please inform this Committee:

- 1) of the expenditure involved in the construction of KTSP as well as the expected completion and commissioning dates; and
- 2) whether the facilities in KTSP will be open for organising concerts and other large-scale non-sports events upon completion; if yes, the details; if no, the reasons.

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 19)

Reply:

- 1) The approved project estimate for the Kai Tak Sports Park (KTSP) - construction works (3272RS) is \$31.898 billion. Below are the relevant financial details of the project each year from its commencement to 2024-25:

<u>Financial Year</u>	<u>Actual Expenditure(\$100M)</u>
2018-2019	3.423
2019-2020	19.635
2020-2021	26.317
2021-2022	40.491
2022-2023	56.884
2023-2024	66.000 (revised estimate)
2024-2025	67.000 (estimate)

Based on the current progress of the construction works, we expect the main facilities of KTSP to be completed by the end of 2024 and will be commissioned in the first half of 2025.

- 2) The main facilities of KTSP include a Main Stadium, an Indoor Sports Centre, and a Public Sports Ground. The 50 000-seat Main Stadium is equipped with a retractable roof with sound-insulating function and a flexible pitch system while the 10 000-seat Indoor Sports Centre is provided with a retractable seating system. Both venues have the capacity to host various types of large-scale sports events as well as other mega events such as concerts, arts and cultural performances, etc. The Kai Tak Sports Park Limited, being responsible for the operation of KTSP, is required to organise a certain number of sports events days every year in accordance with the Contract. As for the remaining calendar of the year, different types of non-sports activities may be hoisted.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB034**

**(Question Serial No. 0361)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau (CSTB) plans to continue to explore ways to further promote sports development in Hong Kong through enhanced professionalism in the sports sector and development of sports as an industry and implement the 10-year Development Blueprint for Sports and Recreation Facilities to provide diversified leisure and sports facilities in a sustainable manner. In this connection, please inform this Committee of the following:

- 1) What are the (i) work plan; (ii) planned staff establishment; and (iii) planned expenditure in promoting and achieving its objectives of sports development, namely to promote sports in the community, support elite sports and promote Hong Kong as a centre for major international sports events in the coming year?
- 2) Has CSTB evaluated the economic benefits of staging major sports events in Hong Kong on local sports, recreation and tourism sectors? If so, what are the details? If not, what are the reasons?
- 3) What are the number of works projects to be launched under the 10-year Development Blueprint on Sports and Recreation Facilities and the details and expenditures of such projects?

Asked by: CHEN Chung-nin, Rock (LegCo internal reference no.: 20)

Reply:

- 1)(i) The Culture, Sports and Tourism Bureau (CSTB) strives to promote sports development in Hong Kong by supporting elite sports, enhancing professionalism, promoting Hong Kong as a centre for major international sports events, developing sports as an industry and promoting sports in the community, which include strengthening the support to athletes, attracting major international sports events to Hong Kong and further promoting sports development through enhanced professionalism in the sports sector and the development of sports as an industry. In addition, we endeavour to promote sports in the community and in schools, increase and enhance sports and recreation

facilities, and encourage collaboration among communities in fostering a strong sporting culture.

On promoting sports in the community, the Leisure and Cultural Services Department (LCSD) plans to organise about 37 900 programmes for some 2.73 million participants in 2024-25 at an estimated cost of \$263 million. These programmes include district-based activities such as sports training courses, recreational activities and competitions, as well as the School Sports Programme, Sport For All Day, and the Hong Kong Games, among others. To encourage more people to exercise regularly, LCSD will continue to provide programmes to meet the needs of specific target groups, including programmes designated for persons with disabilities; parent-child activities suitable for participation of both parents and children, such as badminton, orienteering and flying disc; programmes targeting at young people such as track cycling, sailing, canoeing and long-distance running; and less physically demanding activities such as dance, body-mind stretch, and fitness walking for people who exercise less frequently.

On supporting elite sports, the Government injected \$6 billion into the Elite Athletes Development Fund (EADF) in 2018-19 to enhance support to elite training, including reinforcing the coaching team and training partner arrangements and enhancing scientific and medical support. In 2024-25, the Government expects to allocate a provision of about \$941 million to the Hong Kong Sports Institute (HKSI) alongside about \$53.5 million provided by HKSI's reserve accumulated from previous EADF allocations. At the same time, HKSI's new facilities building, which is expected to be completed by mid-2024, will provide more advanced training and support facilities for athletes and enhance support services in areas such as strength and conditioning, sports science, and sports medicine. In addition, the Government will also allocate additional resources to enhance its Sports Medicine Centre by increasing its manpower and further enhancing its professional standards, thereby providing elite athletes with more comprehensive sports medicine support. The expenditure involved will be absorbed from within the existing resources of the HKSI/the CSTB. The Government will continue to support the HKSI in research and enhancement of strategies for the training of elite athletes as well as the upgrade of related facilities.

On promoting Hong Kong as a centre for major international sports events, about 20 major international sports events will be held in Hong Kong in 2024-25 with estimated funding support of around \$200 million. The Government will continue to review the "M" Mark system to encourage more major international sports events to be held in Hong Kong. The workload arising from the implementation of the "M" Mark System will be absorbed from within the existing manpower resources of CSTB and LCSD.

The Government will continue to promote professionalism in the sports sector and development of sports as an industry. The Government and the Hong Kong Jockey Club Charities Trust jointly contributed a total of \$300 million to set up the Sports Science and Research Funding Scheme (the Scheme), with the aim of enhancing the competitiveness of athletes in international sports events through research in sports science and sports medicine. Since its launch in January 2022, the Scheme has approved 8 applications, involving 24 sports science and research projects, with total funding of around \$164 million. The relevant research institutions will actively seek opportunities to commercialise and to promote the outcomes of the projects to the

community, depending on their competitive advantages. Moreover, the Government will collaborate with the Sports Federation & Olympic Committee of Hong Kong, China in mid-2024 to offer more professional training and internship opportunities to coaches. This will enhance the professional standards of our coaches and the quality of training for our athletes.

- (ii) In 2024-25, there will be a net increase of 57 posts in the staff establishment under Programme (3) Sports and Recreation and the total establishment is expected to be 165 posts. The additional manpower is mainly for taking forward the organisation work of the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games to be held in 2025.
- (iii) For 2024-25, the breakdown of the Government’s estimated expenditures on sports development <sup>Note</sup> by the 3 major objectives is as follows:

<b>Objective</b>	<b>2024-25 (Estimate) (\$ million)</b>
1. Promoting sports for all	6,072
2. Supporting elite sports	1,463
3. Promoting Hong Kong as a centre for major international sports events	388
<b>Total:</b>	<b>7,923</b>

Note

The figures include the expenditures of CSTB (Head 132) and LCSD (Head 95), as well as the funding provided under the EADF, the Sir David Trench Fund for Recreation and its sub-funds (including the Arts and Sport Development Fund (Sports Portion) and the Hong Kong Athletes Fund).

- 2) With the aim of promoting Hong Kong as a centre for major international sports events, the Government has been supporting local “national sports associations” (NSAs) to host such events by providing matching fund and direct grants through the “M” Mark System since 2004, thereby fostering the culture of corporate sponsorship for major sports events, enhancing the scale and standard of the events and further promoting the development of sports in Hong Kong. This also adds colour and vibrancy to Hong Kong, attracts more overseas visitors and brings substantial economic benefits to society. To encourage the staging of more major international sports events in Hong Kong, the Government introduced a series of measures in April 2023 to enhance the “M” Mark System. These include increasing the funding ceiling for each event to \$15 million, abolishing the quota of 2 “M” Mark events that can be organised by the same applicant each year, and relaxing the eligibility of applicants to cover events organised by NSAs and other private or non-governmental organisations. The enhancement measures have proven to be effective since the introduction. In 2023-24, a record high of 18 major international sports events received support under the “M” Mark system. In particular, some events such as the Aramco Team Series Hong Kong, FIA World Rallycross Championship Season Finale, the WDSF Breaking for Gold World Series and LIV Golf Hong Kong were held in Hong Kong for the first time. All these events attracted over 500 000 participants in total.

- 3) The 10-Year Development Blueprint for Sports and Recreation Facilities will involve about 30 works projects of sports and recreation facilities, which include sports centres, swimming pools, sports grounds and parks. CSTB plans to commence 16 projects of sports and recreation facilities (the list of which is at **Annex**) and carry out technical feasibility studies for about 15 projects in the first 5 years. Funding approval involving around \$2.7 billion has been obtained from the Legislative Council for 2 out of the 16 projects for commencement in the first 5 years. The 2 projects, namely the Quarry Park in Anderson Road Quarry and Joint-user Complex at Site G2, Anderson Road Quarry, commenced construction in 2023, with the former expected to be completed in 2026 while the latter in 2027. The remaining projects are currently at various planning stages, and details of the projects concerned, including the estimated expenditure and staff establishment, are yet to be confirmed. CSTB will provide the project details when we consult the relevant Legislative Council panel as well as the Public Works Subcommittee and seek the funding approval of the Finance Committee.

- End -



**10-year Development Blueprint for Sports and Recreation Facilities  
List of Projects Recommended for Implementation in Phase 1**

Item	District	Project Title
1	Islands	Joint User Complex in Area 107, Tung Chung
2	Islands	Waterfront Promenade in Tung Chung East
3	Islands	Cycle Park cum Skatepark in Area 147, Tung Chung
4	Eastern	Sports Centre and Open Space at Aldrich Bay
5	Kowloon City	Sung Wong Toi Park
6	Southern	Redevelopment of Sports and Recreation Facilities in Wong Chuk Hang area
7	Sai Kung	Joint-user Complex at Site G2, Anderson Road Quarry
8	Sai Kung	Quarry Park in Anderson Road Quarry
9	Sai Kung	Sports Centre and Town Plaza at Sai Kung
10	Sai Kung	Water Sports Centre in Area 77, Tseung Kwan O
11	Sham Shui Po	Sports Centre, Outdoor Sports and Recreation Facilities, Social Welfare Facilities and Underground Public Vehicle Park at Po Lun Street, Lai Chi Kok (formerly Sports Centre at Lai Chi Kok)
12	Sha Tin	Whitehead Sports Park
13	Tai Po	Sports Centre, Social Welfare Facilities and Public Vehicle Park in Area 6, Tai Po
14	Wan Chai	Redevelopment of Hong Kong Stadium
15	Yuen Long	Leisure and Cultural Complex in Tin Yip Road, Tin Shui Wai – Phase II (formerly Sports Centre in Area 109, Tin Shui Wai)
16	Yuen Long	Sports Centre in Area 12, Yuen Long

**CONTROLLING OFFICER'S REPLY**

**CSTB035**

**(Question Serial No. 0363)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Administration plans to continue to organise/sponsor activities to showcase the work of Hong Kong's creative industries to the Mainland and Belt and Road countries and make use of opportunities pursuant to the development of the Greater Bay Area as well as the Belt and Road Initiative, with a view to developing new markets for the creative industries. In this regards, please inform this Committee:

- 1) of the estimated manpower and expenditure required for the relevant work;
- 2) of the details of the activities showcasing the works of Hong Kong's creative industries to the Mainland and Belt and Road countries, the number of participants and the expenditure involved in the past 3 years;
- 3) about how the effectiveness of the projects is monitored to ensure the proper use of government funding.

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 22)

Reply:

1) The Government provides support, mainly through the Film Development Fund and the CreateSmart Initiative, to projects/activities that are conducive to the long-term development of Hong Kong's film industry and the promotion of the 7 non-film creative industries respectively. They include projects/activities showcasing the works of Hong Kong's creative industries to the Mainland and Belt and Road (B&R) countries. Since promoting the development of creative industries is part of the regular work of Create Hong Kong (CreateHK), the manpower involved is included in the overall establishment of the Culture, Sports and Tourism Bureau. The expenditures of relevant funded projects in the coming year will be subject to the content of the individual applications and the approved plans.

2) Details of the projects/activities showcasing the works of Hong Kong's creative industries to the Mainland and B&R countries from 2021-22 to 2023-24 are set out in **Annexes 1 and 2**.

3) CreateHK will be restructured as the Cultural and Creative Industries Development Agency in 2024-25 to further promote the development of the arts, culture and creative sectors as industries under the industry-oriented principle. It will evaluate the effectiveness of activities based on the number of participants, the number of creative talents nurtured, the number of job opportunities created and the number of local and international awards attained, etc.

- End -

**Programmes organised/sponsored by CreateHK  
to showcase the works of the creative sectors to the Mainland**

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure Involved (\$ million)</b>
<b>2021-22</b>					
1.	Sponsoring the export sector to showcase winning entries of the Hong Kong Smart Design Awards 2021 at trade fairs held in Shenzhen and Shanghai	April and June 2021	Shenzhen and Shanghai	5 040	About 4.91 <sup>#</sup>
2.	Organising “Light in Motion” Photo Exhibition of Hong Kong Movie 2021 during Hong Kong Week 2021 @ Guangzhou	April to May 2021	Guangzhou	10 170	About 1.9
3.	Sponsoring the urban design sector to showcase winning entries of the Greater Bay Area (GBA) Urban Design Awards in Guangzhou	August 2021	Guangzhou	80 <sup>α</sup>	About 1.86 <sup>#</sup>
4.	Organising roving exhibitions in the GBA to showcase the works and creative thinking of Hong Kong’s creative industries and promote Hong Kong’s design and professional services	November to December 2021	Shenzhen, Zhuhai, Foshan and Dongguan	19 889	About 2.66
5.	Organising the Hong Kong Film Show in Guangdong	December 2021 to January 2022	Guangzhou, Shenzhen, Foshan	4 522	About 1.4
<b>2022-23</b>					
1.	Sponsoring the design sector to lead local emerging designers brands to participate in the Shanghai Fashion Week	March and May to June 2022	Shanghai	963	About 5.86 <sup>#</sup>

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure Involved (\$ million)</b>
2.	Sponsoring the design sector to organise fashion shows, exhibitions and fashion music nights in the GBA	April to August 2022	Guangzhou, Shenzhen, Zhuhai and Foshan	55 735	About 7.08 <sup>#</sup>
3.	Sponsoring the exporter sector to showcase winning entries of the Hong Kong Smart Design Awards 2022 at trade fairs held in Shenzhen	June 2022	Shenzhen	1 193	About 6.05 <sup>#</sup>
4.	Co-organising the Showcasing Hong Kong's Glamour in the GBA: Hong Kong Film Screening in Celebration of the 25th Anniversary of Hong Kong's Return to the Motherland with the Film Administration of Guangdong Province	June to August 2022	Guangzhou, Shenzhen, Zhuhai, Foshan, Dongguan and Zhongshan	14 875	About 0.66
5.	Organising the Making Waves – Navigators of Hong Kong Cinema@Beijing International Film Festival	August 2022	Beijing	3 520	About 16.76 <sup>#</sup>
6.	Sponsoring the printing and publishing sector to promote and publicise the Publishing 3.0 e-Book Publishing Conversion Platform and HK Smart e-Book Hub at South China Book Festival in Guangzhou	August to September 2022	Guangzhou	- ^	About 5.71 <sup>#</sup>
7.	Sponsoring the printing and publishing sector to participate in the 2022 South China Book Festival through virtual Hong Kong Pavilion	August to September 2022	Guangzhou	- ^	About 6.35 <sup>#</sup>
8.	Sponsoring the architecture sector to organise architecture	August to October 2022	Hangzhou and Beijing	- ^	About 9.28 <sup>#</sup>

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure Involved (\$ million)</b>
	exhibitions in Beijing and Hangzhou				
9.	Sponsoring the exporter sector to organise exhibitions and participate in trade fairs and design week	August 2022 to March 2023	Shenzhen, Guangzhou, Zhuhai and Foshan	- ^	About 8.42 <sup>#</sup>
10.	Sponsoring the design sector to lead local emerging designers brands to participate in Shanghai Fashion Week	September 2022	Shanghai	2 221	About 6.17 <sup>#</sup>
11.	Sponsoring the design sector to organise Renewed Creativity to showcase the works of Hong Kong designers in different areas	November 2022 to March 2023	Wuhan, Shenzhen and Guangzhou	- ^	About 9.19 <sup>#</sup>
12.	Sponsoring the architecture sector to participate in the Shenzhen & Hong Kong Bi-City Biennale of Urbanism\Architecture (Shenzhen) through Hong Kong Pavilion	December 2022 to March 2023	Shenzhen	- ^	About 6.07 <sup>#</sup>
13.	Sponsoring the music sector to participate in music shows held in GBA through pre-recorded videos	February 2023	Guangzhou, Shenzhen and Zhuhai	279 600	About 8.11 <sup>#</sup>
14.	Sponsoring the design sector to showcase Hong Kong designers' installations during Guangzhou Design Week	March 2023	Guangzhou	400 000*	About 5.95 <sup>#</sup>
15.	Sponsoring the design sector to organise a fashion show in Guangzhou	March 2023	Guangzhou	- ^	About 7.49 <sup>#</sup>
16.	Sponsoring the design sector to lead local emerging designers brands to participate in Shanghai Fashion Week	March 2023	Shanghai	- ^	About 6.41 <sup>#</sup>

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure Involved (\$ million)</b>
<b>2023-24</b>					
1.	Organising Hong Kong Film Show in Guangdong	March to April 2023	Guangzhou, Shenzhen, Foshan	10 400	About 1.47
2.	Organising Making Waves – Navigators of Hong Kong Cinema 2023@Beijing International Film Festival	April 2023	Beijing	2 800	- ^
3.	Sponsoring the DesignInspire Online and Offline Promotions organised by the Hong Kong Trade Development Council to showcase Hong Kong design and creative works in Guangzhou	April 2023	Guangzhou	- ^	About 0.80
4.	Sponsoring the design sector to organise fashion shows, exhibitions and fashion music nights in the GBA	April to August 2023	Guangzhou, Shenzhen, Zhongshan Zhaoqing and Foshan	- ^	About 7.49 <sup>#</sup>
5.	Sponsoring the urban design sector to showcase winning entries of the Greater Bay Area Urban Design Awards in Guangzhou and Shenzhen	April to May 2023	Guangzhou and Shenzhen	- ^	About 1.23 <sup>#</sup>
6.	Sponsoring the publishing sector to organise Hong Kong Emerging Writer Gala Presentation in the GBA	June 2023	Macao, Guangzhou and Shenzhen	- ^	About 6.60 <sup>#</sup>
7.	Organising Making Waves – Navigators of Hong Kong Cinema@Shanghai International Film Festival	June 2023	Shanghai	2 820	- ^
8.	Sponsoring the Hong Kong Design Centre to organise an exhibition of winning entries of DFA	June 2023	Shanghai	- ^	About 4.05 <sup>#</sup>

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure Involved (\$ million)</b>
	Awards 2023 in Shanghai				
9.	Sponsoring the architecture sector to organise architecture exhibition in Nanjing	July to August 2023	Nanjing	- ^	About 9.93 <sup>#</sup>
10.	Sponsoring the design sector to lead local emerging designers brands to participate in Shanghai Fashion Week	October 2023	Shanghai	- ^	About 6.46 <sup>#</sup>
11.	Sponsoring the Fashion Asia Hong Kong 2023 of the Hong Kong Design Centre to organise the 10 Asian Designers to Watch Exhibition in Shanghai	October 2023	Shanghai	- ^	About 6.87 <sup>#</sup>
12.	Sponsoring the design sector to participate in the LingNan International Fashion Arts (Invitational) Biennale and organise exhibitions, bazaars and etc. in Foshan	November 2023	Foshan	- ^	About 7.46 <sup>#</sup>
13.	Organising Hong Kong film screenings at the China Golden Rooster and Hundred Flowers Film Festival	November 2023	Xiamen	2 382	About 0.54
14.	Sponsoring the publishing sector to organise exhibition of winning entries of the 4th Hong Kong Publishing Biennial Awards in GBA	November 2023 to March 2024	Shenzhen and Guangzhou	- ^	About 0.17
15.	Organising the SZ&HK Co-Reading series in Shenzhen	November 2023	Shenzhen	63 600 (including participants on-site and online)	About 0.19



	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure Involved (\$ million)</b>
16.	Sponsoring the design sector to organise fashion show and exhibition in Shenzhen	December 2023	Shenzhen	- ^	About 9.97 <sup>#</sup>
17.	Sponsoring the design sector to lead local emerging designers brands to participate in Shanghai Fashion Week	March 2024	Shanghai	- ^	About 6.82 <sup>#</sup>

<sup>#</sup> Since the breakdown of expenditure for individual places is not available, the figure represents the total expenditure/approved amount of the project/activity.

<sup>α</sup> Since the attendance of the individual project/event is not recorded, the figure represents the number of persons who directly participated in the project/event.

<sup>^</sup> Since the project/activity is still on-going or the vetting process of its completion report is yet to be completed, the number of participants/relevant expenditure is not available.

<sup>\*</sup> Since the number of visitors to the individual pavilion is not recorded, the figure represents the total number of visitors to the Design Week.

**Programmes organised/sponsored by CreateHK  
to showcase the works of the creative sectors to the B&R Countries**

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure involved (\$ million)</b>
<b>2021-22</b>					
1.	Sponsoring the architecture sector to participate in the 17th Venice Biennale International Architecture Exhibition	May to November 2021	Italy	- ^	About 2.63 <sup>#</sup>
2.	Organising Hong Kong film screenings at the Udine Far East Film Festival	June to July 2021	Italy	4 900	About 0.064
3.	Sponsoring “Hand Rolled Cigarette” to participate in the Udine Far East Film Festival	June to July 2021	Italy	1 400	About 0.12
4.	Sponsoring the film sector to organise the One Belt One Road Hong Kong Film Gala Presentation: Singapore	July 2021	Singapore	544	About 3.38 <sup>#</sup>
5.	Organising Hong Kong film screenings at Salento International Film Festival in Tricase, Italy	September 2021	Italy	270	About 0.061
6.	Organising Hong Kong film screenings at the Asian Film Festival in Venice, Italy	October 2021	Italy	230	About 0.057
7.	Sponsoring the film sector to organise the One Belt One Road Hong Kong Film Gala Presentation: Indonesia	November 2021	Indonesia	632	About 3.38 <sup>#</sup>
8.	Sponsoring the film sector to organise the One Belt One Road Hong Kong Film Gala Presentation: Malaysia	November 2021	Malaysia	594	About 3.38 <sup>#</sup>

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure involved (\$ million)</b>
9.	Sponsoring the film sector to organise the Asian Cinerama – Film Roadshows in the Warsaw Five Flavours Asian Film Festival	November 2021	Poland	950 (On-site) 2 700 (Online)	About 0.23
<b>2022-23</b>					
1.	Organising Making Waves – Navigators of Hong Kong Cinema, a touring film programme, together with a film-related photo exhibition	April to December 2022	Italy, Indonesia, Thailand, Korea, Singapore, Czech, the United Arab Emirates	10 740	About 16.76 <sup>#</sup>
2.	Sponsoring the design sector to showcase furniture co-produced by Hong Kong and British designers, and furniture design of Hong Kong designers in Milan Design Week	June 2022	Italy	60 500	About 8.83 <sup>#</sup>
3.	Sponsoring representatives of the advertising sector to participate in the AD Stars held in Korea	August 2022	Korea	8 <sup>a</sup>	About 0.4
4.	Sponsoring the design sector to organise the Hong Kong Art Toy Story Exhibition, Thailand Chapter, to display the works of local toy designers	September 2022	Thailand	- ^	About 9.41 <sup>#</sup>
5.	Organising Hong Kong film screenings at Salento International Film Festival in Tricase, Italy	September 2022	Italy	160	About 0.056
6.	Sponsoring the film sector to organise the Asian Cinerama – Film Roadshows at the Bali International Film Festival in Jarkata, Indonesia	September 2022	Indonesia	700	About 0.21

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure involved (\$ million)</b>
7.	Sponsoring the film sector to organise the Asian Cinerama – Film Roadshows in Kuala Lumpur, Malaysia	October 2022	Malaysia	1 070	About 0.21
8.	Sponsoring the digital entertainment sector to set up Hong Kong Pavilion at the Comic Fiesta held in Malaysia to showcase the works of local comics start-ups	December 2022	Malaysia	69 000*	About 7.39 <sup>#</sup>
9.	Sponsoring the design sector to showcase new products jointly designed by Hong Kong industrial designers and brands at the Bangkok International Gifts and Bangkok International Houseware Fair at STYLE Bangkok held in Thailand	March 2023	Thailand	- ^	About 4.39 <sup>#</sup>
10.	Sponsoring the printing and publishing sector to set up Hong Kong Pavilion at book fairs including Bologna Children’s Book Fair	March 2023	Italy	- ^	About 9.39 <sup>#</sup>
<b>2023-24</b>					
1.	Sponsoring the design sector to set up Hong Kong Pavilion at the Thailand Toy Expo	April 2023	Thailand	- ^	About 9.41 <sup>#</sup>
2.	Sponsoring “Lost Love” to participate in the Udine Far East Film Festival 25 (Competition Section)	April 2023	Italy	500	About 0.013
3.	Sponsoring “Everyphone Everywhere” to participate in the Udine Far East Film Festival 25 (Competition Section)	April 2023	Italy	764	About 0.12

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure involved (\$ million)</b>
4.	Organising Making Waves – Navigators of Hong Kong Cinema 2023, a touring film programme	April to December 2023	Italy, Indonesia, Hungary	About 5 300	- ^
5.	Sponsoring the architecture sector to participate in the 18th Venice Biennale International Architecture Exhibition and organise an exhibition in Kuala Lumpur, Malaysia	May to November 2023	Italy and Malaysia	- ^	About 9.93 <sup>#</sup>
6.	Sponsoring the film sector to organise the Belt and Road Hong Kong Film Gala Presentation	June 2023 to March 2024	Thailand, Malaysia, Indonesia and Singapore	- ^	- ^
7.	Organising Hong Kong film screenings in the 6th Malaysia International Film Festival	July 2023	Malaysia	About 700	About 0.105
8.	Sponsoring representatives of the advertising sector to participate in MAD STARS held in Korea	August 2023	Korea	- ^	About 0.33
9.	Organising Hong Kong film screenings at Salento International Film Festival in Tricase, Italy	September 2023	Italy	- ^	About 0.099
10.	Sponsoring the digital entertainment sector to set up Hong Kong Pavilion in the Augmented World Expo (AWE) Europe held in Austria	October 2023	Austria	- ^	About 3.94 <sup>#</sup>
11.	Sponsoring the design sector to organise fashion show and exhibitions during Hong Kong Week 2023	October to November 2023	Thailand	- ^	About 9.97 <sup>#</sup>
12.	Sponsoring the music sector to participate in overseas music festival	October and November 2023	Singapore, Korea and the Philippines	- ^	About 8.05 <sup>#</sup>

	<b>Programme</b>	<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Expenditure involved (\$ million)</b>
13.	Organising Hong Kong film screenings at the Five Flavours Asian Film Festival	November 2023	Poland	- ^	About 0.246
14.	Sponsoring the film sector to organise the Asian Cinerama – Film Roadshows in Cinema Akil held in Dubai, the United Arab Emirates	November 2023	The United Arab Emirates	277	About 0.22
15.	Organising Hong Kong film screenings at the FILMASIA	December 2023	Czech	- ^	About 0.176
16.	Sponsoring the digital entertainment sector to set up Hong Kong Pavilion at the Comic Fiesta held in Malaysia to showcase the works of local comics start-ups	December 2023	Malaysia	- ^	About 8.18 <sup>#</sup>
17.	Sponsoring the design sector to showcase creative products co-designed by Hong Kong industrial designers and local brands in Bangkok Design Week held in Thailand	January to February 2024	Thailand	- ^	About 6.86 <sup>#</sup>

<sup>#</sup> Since the breakdown of expenditure for individual places is not available, the figure represents the total expenditure/approved amount of the project/activity.

<sup>α</sup> Since the attendance of the individual project/event is not recorded, the figure represents the number of persons who directly participated in the project/event.

<sup>^</sup> Since the project/activity is still on-going or the vetting process of its completion report is yet to be completed, the number of participants/relevant expenditure is not available.

<sup>\*</sup> Since the number of visitors to the individual pavilion is not recorded, the figure represents the total number of visitors to the Expo/fair.

**CONTROLLING OFFICER'S REPLY**

**CSTB036**

**(Question Serial No. 2497)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government encourages departments and enterprises to open up spaces under their purview that can be used for street performances, with a view to promoting street dance and other street performances. In this regard, please inform this Committee of:

(a) the street performance programmes conducted by the Administration (including but not limited to the "Open Stage" scheme at the outdoor area of the Sha Tin Town Hall, the Street Performance Scheme of West Kowloon Cultural District, the street performance scheme launched in the Central Market, and the programme run at venues of "VESSEL 01, 02 and 03"), the numbers of applications approved and rejected, and the performance timeslots in the past 2 years;

(b) whether the Administration has reviewed the effectiveness of the street performance programmes in promoting popular culture and increasing the flow of people in the venues.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 22)

Reply:

(a) The Leisure and Cultural Services Department runs the "Open Stage" scheme at the Sha Tin Town Hall, where eligible performers / performing groups who passed the auditions may book timeslots to perform thereat in for any two-hour session during the period from 11 a.m. to 6 p.m. on Saturdays, Sundays and public holidays on a first-come-first-serve basis. The scheme was suspended from 2020 to 2022 due to the epidemic, and resumed in February 2023. In the past 2 years, a total of 20 individual/group applicants applied and 16 of them passed the auditions.

Under the street performance scheme launched in the Central Market by the Urban Renewal Authority (URA), eligible performers who passed the auditions may book timeslots to perform during the period from 10 a.m. to 9 p.m. on a first-come-first-serve basis. According to URA's record, a total of 1 294 applications were received for the scheme and 1 259 applicants passed the auditions in the past 2 years.

Driven by the Energizing Kowloon East Office under the Development Bureau, venues of “VESSEL 01, 02 and 03” located beneath Kwun Tong Bypass are now operated and managed by a non-profit-making organisation. Among these venues, the restaurant of VESSEL 02 has been inviting street performers to perform at the venue from time to time since October 2022. So far, 234 performances have been staged there. As for the venues of VESSEL 01 and 03, the operator organised various activities in the past 2 years and invited street performers to participate as well. Around 140 performing groups performed during the activities at different times, depending on the nature of the activities.

The Street Performance Scheme of West Kowloon Cultural District, once suspended due to the epidemic, resumed in September 2023. So far, a total of 111 street performers / performing groups have submitted applications and 82 of them have passed the auditions and participated in the Scheme, delivering a variety of performances covering music, juggling, clown acts and more. Selected street performers may book online to perform at 9 designated locations inside the Art Park during the performance timeslots at weekends and public holidays (excluding dates specified).

- (b) The Government has been actively promoting arts and cultural development, and encouraging the public to participate in a variety of arts and cultural activities to realise their potential. Street performances is one of the means to enhance public appreciation of different art forms, including pop culture.

Whether street performances are able to attract more visitors to a venue depend on various factors such as the mode of operation of the venue, the surrounding area, the quality of performers and the preference of audience. It is thus difficult to draw a general conclusion. Street performances may also create street management issues such as obstruction and hygiene problems as well as concerns on noise and reactions from residents living nearby, etc. We have to balance carefully different factors when considering its effect on driving the flow of people.

- End -



**CONTROLLING OFFICER'S REPLY****CSTB037****(Question Serial No. 2498)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (2) Creative IndustriesControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

The Government is fully committed to the development of the cultural and creative industries. In this regard, please inform this Committee of:

- (a) the occupancy rates of cultural and creative spaces (including but not limited to the Cattle Depot Artist Village, Jockey Club Creative Arts Centre, PMQ, Tai Kwun, The Mills, etc.), studios, exhibition rooms, activity rooms, and market venues in Hong Kong in the past 3 years, as well as the corresponding government funding;
- (b) the numbers of visitors in the above-mentioned cultural and creative spaces in the past 3 years;
- (c) the corresponding government funding and tenure of lease if the above-mentioned cultural and creative spaces are operated by non-profit organisations on government land.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 23)Reply:

Regarding the information on individual venues for arts-related uses involving government funding, our consolidated reply having consulted the Development Bureau and relevant organisations is as follows:

**Jockey Club Creative Arts Centre (JCCAC)**

The site of JCCAC is leased out by the Government to the Hong Kong Creative Arts Centre Limited on a short-term tenancy (a tenancy term of 4 years up to 31 January 2025) at a market rent. The rent of the arts centre is subsidised by the Government.

The occupancy rates of JCCAC's facilities in the past 3 years are as follows:

Venue facility	Number of facility	Occupancy rate		
		2021-22	2022-23	2023-24 (As at 31 December 2023)
Studio unit	140	100%	100%	100%

Black Box Theatre	1	88%	86%	86%
Gallery	2	91%	86%	89%

The amounts of government funding granted to JCCAC in the past 3 years are as follows:

Year	Funding amount (\$)
2021-22	12,840,000
2022-23	12,840,000
2023-24	12,840,000

The numbers of visitors to JCCAC in the past 3 years are as follows:

Year	Number of visitors
2021-22	197,000
2022-23	200,000
2023-24	Relevant information not available

### **Cattle Depot Artist Village**

Of the 20 units at the Cattle Depot Artist Village, 12 are rented to local arts practitioners or organisations on long-term tenancy, while the other 8 are rented to members of the public or organisations on short-term tenancy for holding activities relating to arts or heritage conservation. The rents of these units are determined with reference to the tenancy situation of similar properties in the vicinity. The number of visitors to the Cattle Depot Artist Village (from April 2021 to February 2024) is around 280 000.

### **PMQ**

PMQ is rented to its operating organisation at a nominal rent for a term of 3 years (current tenancy term up to December 2026). We also provides financial support to PMQ in organising various design-related activities/events, such as deTour and FabriX-Digital Fashion, through the CreateSmart Initiative with a view to promoting local designs and creative culture. The number of visitors to PMQ (from April 2021 to February 2024) is around 5.71 million.

### **Tai Kwun**

Tai Kwun is rented to its operating organisation at a nominal rent for a term of 10 years (current tenancy term up to March 2028). The number of visitors to Tai Kwun (from April 2021 to February 2024) is around 8.39 million.

### **The Mills**

The Mills is a private revitalisation project. We do not have relevant information.

### **ADC Artspace in Wong Chuk Hang**

Among the Artspace operated by the Hong Kong Arts Development Council (ADC) for renting out to eligible artists and arts groups, the one in Landmark South, Wong Chuk Hang, is a government property currently rented out to ADC at market rent. The rent of the property is paid with the recurrent funding provided by the Government to ADC. The

Artspace provides 28 artist studios, which are all rented out since its commencement on 13 July 2023. As the Artspace is not open to public, the number of visitors is not available.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB038**

**(Question Serial No. 2499)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As proposed in the 2023 Policy Address, Create Hong Kong (CreateHK) will be restructured as the Cultural and Creative Industries Development Agency (CCIDA) to proactively promote the development of arts, culture and creative sectors as industries. In this regard, please inform this Committee of:

- (a) the manpower of CCIDA and the expenditure involved;
- (b) the effectiveness of CCIDA's work on promoting trade visits, overseas exhibitions and showcases;
- (c) the policies to promote integration and collaboration of cultural and creative industries in the Mainland and Hong Kong in the past 3 years and the resources involved.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 24)

Reply:

(a) In order to undertake the work on promoting the development of arts, culture and creative sectors as industries upon the restructuring as Cultural and Creative Industries Development Agency (CCIDA), we will redeploy the existing resources of CreateHK and recruit around 30 additional non-civil service contract staff with relevant work experience in the culture and creative sectors and knowledge of business operations. The relevant expenditure has been subsumed under the estimated expenditure for 2024-25.

(b) The restructured CCIDA will drive a minimum of 60 Mainland and overseas delegations, exhibitions and showcases annually to support the market expansion of Hong Kong's culture and creative industries. CCIDA will evaluate the effectiveness of those activities from various aspects, including the numbers of participants, creative talents nurtured, job opportunities created, as well as local and international awards attained.

(c) Our country has expressed clear support for Hong Kong to develop into an East meets-West centre for international cultural exchange in the 14th Five-Year Plan. With this target in mind, the SAR Government has been leveraging our unique East-meets-West cultural

background and extensive international connections to position Hong Kong as Asia's city of culture and creativity, and encouraging our creative sectors to participate in the domestic and international circulations by subsidising and supporting them to take part in the Mainland's promotional and business matching activities through CreateHK's CreateSmart Initiative (CSI) and Film Development Fund (FDF), with a view to fostering the diversified development of and jointly exploring international market for the creative industries.

In the past 3 years, CSI and FDF have sponsored and supported a total of 34 projects to organise activities in the Mainland, involving an expenditure of around \$187 million.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB039**

**(Question Serial No. 2500)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The concert economy is an effective driving force in stimulating tourism-related consumption. Last year, several international idols were attracted to perform in Hong Kong. This brought not only economic benefits to the city but also showcased our cultural soft power. In this regard, please inform the Committee:

- (a) of the number of large-scale arts and cultural events held under the Mega Arts and Cultural Events (ACE) Fund, details of the events, the grant amount and the attendance figures since its establishment;
- (b) whether any concert applications have been approved under the Mega ACE Fund since its establishment;
- (c) of the plans to promote Hong Kong's major performance venues in order to attract international singers to perform in Hong Kong.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 25)

Reply:

- (a) The 2022 Policy Address announced the setting up of the Mega ACE Fund to provide incentives for organisers of large-scale arts and cultural events so as to attract and support international and mega arts and cultural events to be staged in Hong Kong, with a view to further developing Hong Kong into an arts and cultural hub. To expedite the work, the Culture, Sports and Tourism Bureau first launched the Pilot Scheme for Mega ACE Fund in end-2022 to accept applications of mega arts and culture events planned for 2023 while the Mega ACE Committee was being set up. The Mega ACE Fund was formally open for applications in April 2023. Details of projects approved since the establishment of the Mega ACE Fund are as follows:

<b>Title of Event</b>	<b>Approved Funding Ceiling (HK\$)**</b>	<b>Event Date</b>	<b>Number of Participants *</b>
Art Basel Hong Kong 2023#	15,000,000	21-25 March 2023	85 990
Art Central 2023#	3,540,000	21-25 March 2023	40 000
“Madame Song: Pioneering Art and Fashion in China”#	8,000,000	29 July 2023 to 14 April 2024	about 155 000^@
Freespace Jazz Fest 2023	8,000,000	3-8 and 26 October 2023	about 9 000@
INK ASIA 2023	15,000,000	4-8 October 2023	about 33 000@ (the fair)  about 100 000@ (other side programmes)
“Botticelli to Van Gogh: Masterpieces from the National Gallery, London”#	15,000,000	22 November 2023 to 11 April 2024	about 218 000^@
Chubby Hearts Hong Kong	7,785,000	14-24 February 2024	about 731 000@
A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia	15,000,000	15 March to 2 July 2024	about 100 000^@
ComplexCon Hong Kong 2024	15,000,000	22-24 March 2024	about 32 000@
Art Basel Hong Kong 2024	15,000,000	26-30 March 2024	about 75 000@ (the fair)
Art Central 2024	11,000,000	27-31 March 2024	about 41 000@
Voyage with Van Gogh	11,800,000	28 March to 31 May 2024	about 800 000^ (estimate)
Chinese Kungfu x Dance Carnival	14,686,070	9-14 July 2024	about 30 000 (estimate)

\* As of 31 March 2024

^ Ongoing event

@ Actual number of participants to be finalised upon the submission of audited report by the organiser

# Approved under the Pilot Scheme

\*\* Actual grant amount to be finalised upon the submission of audited report by the grantee after the event

In addition to the aforementioned events, several other events to be held in 2024 are also supported by Mega ACE Fund, with a funding ceiling of about \$37.21 million in total. Details of these events will be announced in due course to tie in with the promotional plans of the organisers.

- (b) Among the above approved projects, 3 of them are music/pop culture festivals. No applications for pop concerts were received so far.
- (c) We are glad to see that many pop concerts of famous singers from Hong Kong and other places are held in Hong Kong every year. While the concerts are running on

commercial principles, the Government has been providing corresponding assistance and facilitation measures with a view to attracting and encouraging the staging of more large-scale pop concerts in Hong Kong. For instance, “Special Booking” arrangements have been offered by the Leisure and Cultural Services Department (LCSD), under which the organisers of such performances can apply for venue booking more than 1 year in advance. Priority will also be given to these applications. As for the venue statistics, the utilisation rate of highly popular concert venues such as the Hong Kong Coliseum was close to 100 percent in the past 5 years. In 2023, AsiaWorld-Expo and the Central Harbourfront Event Space were also used for organisation of pop music concerts, demonstrating the appeal of Hong Kong for staging large-scale pop concerts. We will provide targeted facilitation measures and one-stop (including promotion) support for mega events with significant visitor appeal and tourism promotional effect (including concerts), depending on actual circumstances.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB040**

**(Question Serial No. 2502)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to building the Hong Kong brand on all fronts, the Financial Secretary has mentioned that mega events create opportunities for attracting tourists and enhance our international image, and that more than 80 mega events in a variety of themes and genres will be staged in Hong Kong in the first half of this year. The Government has set up a Mega Events Coordination Group (Coordination Group) to reach out for more mega events to be staged in Hong Kong, and has earmarked \$100 million to boost mega-event promotions over the next 3 years. In this connection, please inform this Committee of the following:

1. Please list, by category/nature, each of the mega events to be staged in the first half of this year, the responsible organisations, the numbers of participants, the estimated numbers of tourists they will attract and the impact they will have on the economy, society and industry development or the benefits they will bring to the economy, society and industry development.
2. Please state, by category/nature, whether each of the mega events to be staged in the first half of this year involves government expenditure or sponsorships from other organisations. If government expenditure is involved, what is the estimated expenditure?
3. What are the manpower establishment of the Coordination Group and the additional expenditure it involves?
4. With respect to the \$100 million earmarked for mega-event promotions, please provide the breakdown of the estimated expenditure or plan.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 2)

Reply:

1. The Government has compiled a calendar of mega events in Hong Kong to provide the public with more information on mega events. Members of the public can browse the latest information on various mega events through the website of Brand Hong Kong (<https://www.brandhk.gov.hk/en/mega-events/mega-events>).

International mega events bear strategic significance for Hong Kong in the sense that they not only boost the local economy but also entice industry elites from around the world to experience first-hand the authentic side and vibrancy of Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Mega Events Coordination Group (Coordination Group) set up by the Government.

2. Relevant policy bureaux, departments and statutory bodies have been supporting the staging of mega events in Hong Kong through existing resources and various funding schemes. The expenditure on mega events is not readily available.
3. The Culture, Sports and Tourism Bureau serves as the Secretariat of the Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.
4. To reach out proactively for more mega events to be staged in Hong Kong, the Government has earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice for different policy bureaux and departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

- End -

**CSTB041**

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2503)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows against the backdrop of the splendid night views of Victoria Harbour every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL), to attract tourists and overnight visitors. Will the Government inform this Committee of the following:

1. The venue for holding the monthly pyrotechnic shows, estimated number of visitors to be attracted, number of shows to be held, estimated expenditure and amount of sponsorship to be received.
2. It is hard to estimate the expenditure to be involved in the drone shows. Please provide the venue for holding the monthly drone shows, estimated number of visitors to be attracted, number of shows to be held, estimated expenditure and amount of sponsorship to be received.
3. HKTB said that the pyrotechnic or drone shows can pair up with other events. Please elaborate with examples. Will there be such arrangement for Art March? If so, what are the details?
4. After the New Year's Eve's fireworks display, many Mainland tourists were unable to return home across the border and left stranded on the streets and at MTR stations in the early morning hours due to inadequate transport links. Please provide the tentative dates for holding the pyrotechnic shows and relevant transport arrangements.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 3)

Reply:

Before the launch of the revamped "A Symphony of Lights" light and sound show (SoL), the Hong Kong Tourism Board (HKTB) will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits. HKTB is currently planning the pyrotechnics and drone shows and will announce the details in due course.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment. Organisations or institutions interested in sponsoring the shows are also welcome to discuss the feasibility of cooperation with HKTB.

The shows are still under planning. HKTB will maintain close communication with relevant government departments to ensure that the activities will be conducted in an orderly manner.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB042**

**(Question Serial No. 2514)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will inject \$2.9 billion into the CreateSmart Initiative (CSI) in 2024-25 to support projects in various areas such as arts and design. In this regard, please inform this Committee of the following:

- (a) a detailed breakdown of the expenditure for the injection of \$2.9 billion;
- (b) the numbers of projects approved and rejected under CSI (by the respective sectors) for each financial year in the past 3 years, and the corresponding provisions allocated;
- (c) a list of the projects funded under CSI in the past 3 years.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 14)

Reply:

- (a) In 2024-25, the Government will inject a sum of \$2.9 billion into the CreateSmart Initiative (CSI) to further promote the development of 7 non-film creative industries. The injection is expected to be sufficient for CSI to operate until 2028-29. Out of the \$2.9 billion injection, a sum of about \$1.72 billion will be reserved to support creative industries in organising projects for nurturing talent, facilitating start-ups, exploring markets, fostering a creative atmosphere in the community, and facilitating more cross-sectoral and cross-genre collaborations. It is expected that about 50 projects will be funded in 2024-25.

Meanwhile, the remaining sum of about \$1.18 billion will be earmarked for the following projects from 2024-25 to 2028-29:

- (i) Around \$510 million for the Hong Kong Design Centre to organise 5 flagship programmes, including Business of Design Week, DFA Awards, Knowledge of Design Week, Nurturing Programme of Hong Kong Young Design Talents and Fashion Asia Hong Kong, as well as 2 incubation programmes, i.e. the Design Incubation Programme and the Fashion Incubation Programme;

- (ii) Around \$420 million for operating and activity costs of the Sham Shui Po Design and Fashion Base; and
- (iii) Around \$250 million for the Hong Kong Trade Development Council to implement programmes related to the creative industries, including CENTRESTAGE, DesignInspire Online and Offline Promotions, promotion of arts and culture at the Hong Kong Book Fair, enhancement to AsiaIPEX portal, and to organise related activities at publishing forums and international licensing shows to promote trading of creative copyrights and foster the commercialisation of arts, cultural and creative industries.

(b) The numbers of projects approved and rejected under CSI in the past 3 financial years are tabulated below:

	2021-22		2022-23		2023-24 (As at end-February 2024)	
	Number of projects approved	Number of projects rejected	Number of projects approved	Number of projects rejected	Number of projects approved	Number of projects rejected
Advertising	3	0	2	0	2	0
Architecture	2	0	1	0	0	0
Design	23	15	24	4	30	8
Digital entertainment	7	2	6	1	10	0
Printing and publishing	2	0	3	0	5	0
Television	1	0	1	0	5	2
Music	2	1	3	1	2	0
Others (cross-sectoral)	3	2	1	1	5	0
<b>Total</b>	<b>43</b>	<b>20</b>	<b>41</b>	<b>7</b>	<b>59</b>	<b>10</b>

The funding amount approved by year are tabulated below:

	2021-22	2022-23	2023-24 (As at end-February 2024)
	Approved amount (\$ million)	Approved amount (\$ million)	Approved amount (\$ million)
Advertising	17.15	8.85	17.50
Architecture	15.35	9.93	0
Design	164.28	175.96	301.50
Digital entertainment	36.99	24.12	70.70

	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24 (As at end-February 2024)</b>
	<b>Approved amount (\$ million)</b>	<b>Approved amount (\$ million)</b>	<b>Approved amount (\$ million)</b>
Printing and publishing	12.94	18.04	28.12
Television	0.79	0.87	29.60
Music	13.67	23.22	15.82
Others (cross-sectoral)	17.33	4.87	18.14
<b>Total</b>	<b>278.52</b>	<b>265.87</b>	<b>481.37</b>

Note: Individual figures may not add up to the total due to rounding.

(c) The details of projects funded under CSI in the past 3 years are at **Annex**.

- End -

**Projects funded by CSI from 2021-22 to 2023-24  
(As at end-February 2024)**

	<b>Sector</b>	<b>Project title</b>
<b>Projects funded by CSI in 2021-22</b>		
1.	Advertising	9th Microfilm Production Support Scheme (Music)
2.		2022 HK4As Representatives' Participation in International Awards cum Creative Sharing in HK
3.		6th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme
4.	Architecture	2022 Hong Kong & Shenzhen Bi-City Biennale of Urbanism\Architecture
5.		HKIA Architecture Exhibitions in Beijing and Hangzhou
6.	Design	SEED - To Open Minds 2021
7.		deTour 2021 Design Festival
8.		Fashion Atelier Certificate Programme: London Savile Row Academy in Hong Kong
9.		HKFG Paris SS22
10.		Design Spectrum 2021-2022
11.		DESIGN CENTRAL
12.		Hong Kong Masterpiece Gallery at Chic HK, Shenzhen
13.		The Redress Design Award 2022
14.		FASHION FORWARD GBA 2022
15.		Hong Kong Smart Design Awards 2022
16.		ReMIX · Yesterday's Future, Invent Tomorrow! 2022
17.		HKFG AW22
18.		Sponsorship for International Design Awards (HKDA SIDA 2021/22)
19.		JUXTAPOSED 2022
20.		Hong Kong Smart Design, Sparkle in GBA 2022
21.		[25 years of Design] in celebration of the 25th Anniversary of the Establishment of the HKSAR
22.		DesignInspire 2021 - Hong Kong Creative Force Pavilion
23.		Business of Design Week 2021
24.		DFA Awards 2021
25.		Knowledge of Design Week 2021
26.	Nurturing Programme of Hong Kong Young Design Talents 2021	
27.	Fashion Asia Hong Kong 2021	
28.	Public Awareness Programme 2021	
29.	Digital Entertainment	The 9th Animation Support Programme
30.		Asia Smart App Awards 2021
31.		Organise 23rd Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan
32.		Hong Kong Comics Development and Promotion Support Programme



	<b>Sector</b>	<b>Project title</b>
33.		The 3rd Hong Kong Game Enhancement and Promotion Scheme
34.		The 5th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme
35.		Hong Kong Animation and Digital Entertainment Pavilion 2022
36.	Printing and Publishing	The 2nd Next Writer Publication Funding Scheme
37.		Soaring Creativity — O2O Hong Kong Pavilion 2022 (Hong Kong Publishing and Printing Industry Joining South China Book Festival and Beijing International Book Fair)
38.	Television	Asia Video Summit 2021
39.	Music	“Make Music Work II” – Music Creation and Production Talents Nurturing Scheme
40.		Ear Up Busking 2022 : Music x Fashion Creative Scheme
41.	Others	Organising the 4th Cross-Matching Showcase in HK International Licensing Show 2022
42.		The 4th “HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme”
43.		Promote Hong Kong Designer Toys through Thailand Exhibitions
<b>Projects funded by CSI in 2022-23</b>		
1.	Advertising	The 10th Microfilm Production Support Scheme (Music)
2.		2023 HK4As Representatives' Participation In International Awards cum Creative Sharing in HK
3.	Architecture	HKIA Roving Architecture Exhibitions 2023/24
4.	Design	FabriX - Digital Fashion 2022
5.		SEED - To Open Minds 2022
6.		Establishing a Sample Development Centre for Hong Kong Fashion Designers – Phase II
7.		Fashion Summit (HK) 2022 - 2023
8.		Fashion Promotion Coinciding with CENTRESTAGE 2022
9.		Greater Bay Area Urban Design Awards
10.		Fashion X AI: 2022-2023 International Salon
11.		Roving Exhibition in Wuhan and Greater Bay Area (GBA) cities
12.		Hong Kong Interior Design Week 2022
13.		deTour 2022 Design Festival
14.		Design Spectrum 2022-2023
15.		HKFG SS23
16.		The Redress Design Award 2023
17.		Hong Kong Smart Design Awards 2023
18.		Digital Economy Accelerator
19.		GBA: Fashion Fusion 2023
20.		HKFG AW23
21.		SEED - To Open Minds 2023
22.		DesignInspire 2022 - Hong Kong Creative Force Pavilion
23.		Business of Design Week 2022
24.	DFA Awards 2022	

	<b>Sector</b>	<b>Project title</b>
25.		Knowledge of Design Week 2022
26.		Nurturing Programme of Hong Kong Young Design Talents 2022
27.		Fashion Asia Hong Kong 2022
28.	Digital Entertainment	The 10th Animation Support Programme
29.		Organise the 24th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan
30.		Asia Smart App Awards 2022/2023
31.		The 2nd Hong Kong Comics Development & Promotion Support Programme
32.		CIRCULATING • Hong Kong Comics Creation Exchange Project @Angouleme International Comics Festival, France (Working Title)
33.		Hong Kong Animation and Digital Entertainment Pavilion 2023
34.	Printing and Publishing	Publishing 3.0 - HK Smart eBook-Hub Promotion Scheme
35.		The 4th Hong Kong Publishing Biennial Awards (2022-2023)
36.		Soaring Creativity — O2O Hong Kong Pavilion 2023 (Hong Kong Publishing and Printing Industry Joining Bologna Children Book Fair and Frankfurt Book Fair)
37.	Television	Asia Video Summit 2022
38.	Music	Ear Up Record Label Creation and Incubation Program (Advanced) 2022/23
39.		Ear Up Music Global 2022/23
40.		Ear Up Record Label Creation and Incubation Programme 23/24
41.	Others	The 5th “HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme”
<b>Projects funded by CSI in 2023-24</b>		
1.	Advertising	The 11th Microfilm Production Support Scheme (Music)
2.		The 7th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme
3.	Design	deTour 2023 - Design Festival
4.		JUXTAPOSED 2023
5.		Hong Kong Denim Festival 2023-2024 - Denim Frontiers - Fostering Global Denim Cultural Exchange and Collaboration
6.		Promotion of Digital Fashion in London & Paris Fashion Week
7.		Young Knitwear Designers’ Contest
8.		HKFG SS24
9.		Hong Kong Delegate Showcase, Seminar and Visit in Paris
10.		((Capsule))
11.		Design Spectrum 2023-2024
12.		The 3rd Edition of ReMIX · Yesterday’s Future, Invent Tomorrow! 2023-2024
13.		InterVision Fashion Flow 2023
14.		AsiaMeets 2023 Hong Kong
15.		Hong Kong Design On Stage at Maison&Objet 2024
16.		Fashion X AI 2024-2025: Culture and Future Mode

	<b>Sector</b>	<b>Project title</b>	
17.		Hong Kong Smart Design Awards 2024	
18.		Redress Design Award 2024	
19.		GBA: FASHION FUSION 2024	
20.		A Fashion Designers Reality Show - Amazing Cut	
21.		HKFG AW24	
22.		Hong Kong Delegate Showcase at Maison&Objet in Paris	
23.		Promotion of Digital Fashion in COMPLEXCON HONG KONG	
24.		SEED - To Open Minds 2024	
25.		Business of Design Week 2023	
26.		DFA Awards 2023	
27.		Knowledge of Design Week 2023	
28.		Nurturing Programme of Hong Kong Young Design Talents 2023	
29.		Fashion Asia Hong Kong 2023	
30.		Design and Fashion Base in Sham Shui Po 2023-24	
31.		DesignInspire Online and Offline Promotions	
32.		Fashion Promotion Coinciding with CENTRESTAGE 2023	
33.		Digital Entertainment	The 11th Animation Support Programme
34.			Organise the 25th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan
35.			Establishing “Hong Kong Pavilion” at the Augmented World Expo (AWE) Europe 2023 to Promote Hong Kong’s Creative Industry via Artificial Intelligence
36.			To Promote HK Comics & Sport by Establishing Comics Park on Wan Chai Harbour Front Promenade
37.			Promoting Hong Kong Comics by Establishing Avenue of Comic Stars (Phase 4)
38.			The 4th Hong Kong Game Enhancement and Promotion Scheme
39.			AI-assisted Animation Production Pilot Scheme
40.			The 3rd Hong Kong Comics Development & Promotion Support Programme
41.			Asia Smart App Awards 2024
42.			The 6th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme
43.		Printing and Publishing	Promoting Hong Kong Picture Book Illustrators and Comics Artists through International Book Fairs
44.			The 3rd Next Writer Publication Funding Scheme
45.			Soaring Creativity — Supports for Hong Kong Children’s and Parent-Child’s Publications to Explore External Markets
46.			Hong Kong Reading for All Carnival 2024
47.			Promotion of Arts and Culture at the Hong Kong Book Fair
48.		Television	Asia Video Summit 2023
49.	CHILL CLUB (Thailand version)		
50.	Spring Gala Festival 2024		
51.	Endless Melody 2		

	<b>Sector</b>	<b>Project title</b>
52.		Asia Video Summit 2024
53.	Music	“Make Music Work III” - Music Creation and Production Talents Nurturing Scheme
54.		Hong Kong Pop Culture Festival 2024: Outdoor Music x Film Marathon
55.	Others	Organising the 5th Cross-Matching Showcase in HK Int’l Licensing Show 2024
56.		The 6th “HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme”
57.		Promote Hong Kong Designer Toys through Thailand Toy Expo 2024
58.		Chill 11
59.		The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights

**CONTROLLING OFFICER'S REPLY****CSTB043****(Question Serial No. 2515)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

**Question:**

The Government will inject about \$1.4 billion into the Film Development Fund (FDF) in 2024-25 to support the development of film projects. In this regard, please inform this Committee of:

- (a) the numbers of television productions and film-related projects approved in the past three years, the titles of these programmes or films, and the amounts involved;
- (b) the numbers of applications rejected in the past three years and the reasons for the rejection.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 15)

**Reply:**

With regard to television production, Create Hong Kong (CreateHK) promotes the development of the 7 non-film creative industries (including the television sector) through the CreateSmart Initiative (CSI). In 2021 and 2022, the CSI did not receive any applications related to television production. To promote Hong Kong's pop culture to go global, the Chief Executive proposed in the 2022 Policy Address the support for the co-production of television variety programmes by local television stations and Mainland/Asian production teams to enhance the influence of our pop culture. In this regard, CreateHK invited local television stations to submit project proposals for the first-round application on or before 1 September 2023 through the enhanced CSI in 2023. Details of the approved projects are as follows:

	<b>Programme title</b>	<b>Funding amount (HK\$)</b>
1.	Spring Gala Festival	About \$7.04 million
2.	CHILL CLUB (Thailand version)	About \$8.57 million
3.	Endless Melody 2	About \$9.86 million

In 2023, two television production-related funding applications were rejected. The main reasons are as follows: (i) the project lacked obvious elements of pop culture or creative

industries; (ii) the collaborating organisation was not from the Mainland or Asia and/or it was involved in more than 1 project at the same time; (iii) the overall project and broadcast arrangements were not satisfactory; and (iv) the cost-effectiveness of the project was doubtful.

As for the Film Development Fund (FDF), the number of projects approved under FDF from 2021 to 2023 is 89. The titles of approved projects and their funding amounts are set out in **Annex**.

The assessment criteria of schemes under FDF include “creativity and quality of screenplay”, “production budget”, “estimated income”, “local film production elements and talent nurturing” and whether the project is conducive to the long-term development of the film industry etc. A total of 33 applications were rejected in the past three years. Rejected applications have mainly failed to meet the targets in the above areas.

- End -

**Projects funded under the Film Development Fund from 2021 to 2023**

	Approval year	Project title	Funding amount (HK\$)
<b>Film Production Financing Scheme (including Relaxation Plan)</b>			
1.	2021	The Dishwasher Squad	4,798,600
2.		Last Song For You	5,353,220
3.		We Are Family	5,600,000
4.		Social Distancing	2,030,000
5.		Peg O' My Heart	9,000,000
6.		Vital Signs	9,000,000
7.		Fight for Tomorrow	3,873,600
8.		An Abandoned Team	4,000,000
9.		Over My Dead Body	7,552,400
10.		Tales from The Occult: Body and Soul	3,783,200
11.		Chilli Laugh Story	4,534,000
12.		Possession Street	4,678,800
13.		Good Game	4,800,000
14.		Mama's Affair	4,000,000
15.	2022	Someone Like Me	3,200,000
16.		Inexternal	6,400,000
17.		A Guilty Conscience	8,866,250
18.		Look Up	2,489,730
19.		PaPa	7,246,400
20.		Back Home	3,599,200
21.	2023	A Trace of Murderer	6,569,910
22.		Once In A Blue Moon	1,650,000
23.		YUM Investigation	2,750,000
<b>Directors' Succession Scheme</b>			
24.	2021	In the Still of the Day	9,000,000
25.		長夜 (No English title)	9,000,000
26.		高光時刻 (No English title)	9,000,000
27.	2022	一個人的探戈 (No English title)	9,000,000
28.		Sap Yi	9,000,000
29.		事過境遷 (No English title)	9,000,000
30.		咎·贖 (No English title)	9,000,000
31.		他年·她日 (No English title)	9,000,000
32.	2023	狂人日記 (No English title)	9,000,000
<b>Other film-related projects</b>			
33.	2021	HKIFFS Audience Development Programme 2020-21	3,995,565
34.		Masterclass for Screenwriting	736,200
35.		Entertainment Expo Hong Kong 2021	1,207,068

	<b>Approval year</b>	<b>Project title</b>	<b>Funding amount (HK\$)</b>	
36.		How to be a Producer	684,864	
37.		Promotional expenses for the 7th First Feature Film Initiative	940,000	
38.		Future Master – Hong Kong Film Arts Professional Training Course	2,009,343	
39.		The 19th Hong Kong-Asia Film Financing Forum	5,216,850	
40.		Miscellaneous expenses for projects under Film Development Fund	3,120,000	
41.		Hong Kong International Film Festival – Cine Fan Programme Edition 5	7,006,780	
42.		HAF Film Lab 2021	916,316	
43.		Love Your Life Film Festival 2021-2022	1,346,751	
44.		Sponsorship for “The Secret Diary of a Mom to Be” to participate in the “Tokyo International Film Festival 2019” (Competition Section)	79,682	
45.		Sponsorship for “A Witness Out of the Blue” to participate in the “International Film Festival Rotterdam 2020” (Non-Competition Section)	100,000	
46.		2022	Hong Kong Film Directors’ Guild - In-depth Professional Training 2022	9,241,050
47.			The 20th Hong Kong-Asia Film Financing Forum	4,797,550
48.			The 1st Hong Kong Original Film Music Master Class	2,595,760
49.			Sponsorship for “I’m Livin’ It” to participate in the “Tokyo International Film Festival 2019” (Competition Section)	46,384
50.	The 40th Hong Kong Film Awards		9,583,380	
51.	Sponsorship for “Better Days” to represent Hong Kong to compete for the Best International Feature Film in the 93rd Academy Awards		1,000,000	
52.	2022 Guangdong-Hong Kong-Macao Greater Bay Area International Film Marketing Certificate Programme		1,441,530	



	<b>Approval year</b>	<b>Project title</b>	<b>Funding amount (HK\$)</b>
53.		Entertainment Expo Hong Kong 2022	1,135,000
54.		Sponsorship for “Hand Rolled Cigarette” to participate in the “Udine Far East Film Festival 2021” (Competition Section)	120,000
55.		Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Eternal Sunshine Life-saving Squad	5,000,000
56.		Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Dead End	5,000,000
57.		Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Bird of Paradise	5,000,000
58.		Winner of the 7th First Feature Film Initiative (Professional Group): Spare Queens	8,000,000
59.		Winner of the 7th First Feature Film Initiative (Professional Group): Love & Sex on Streaming	8,000,000
60.		Winner of the 7th First Feature Film Initiative (Professional Group): Stuntman	8,000,000
61.		Hong Kong Film Culture and Audience Development Program (HKFCADP)(Year 2022-2024)	6,754,498
62.		HKIFFS Audience Development Programme 2022	2,779,560
63.		The 16th Asian Film Awards	8,718,410
64.		HAF Film Lab 2022	812,272
65.		Content Development Scheme for Streaming Platforms	3,500,000
66.		Hong Kong-Asian Film Collaboration Funding Scheme	7,000,000
67.		2023	Entertainment Expo Hong Kong 2023
68.	The 21st Hong Kong-Asia Film Financing Forum		6,515,480
69.	The 41st Hong Kong Film Awards		9,739,675
70.	Love Your Life Film Festival 2023-2024		3,218,250
71.	Promotional expenses for the 8th First Feature Film Initiative		1,540,000

	<b>Approval year</b>	<b>Project title</b>	<b>Funding amount (HK\$)</b>
72.		HKIFFS Audience Development Programme 2023	3,700,200
73.		Sponsorship for “Zero to Hero” to represent Hong Kong to compete for Best International Feature Film in the 94th Academy Award	400,000
74.		Cinema Day 2023	9,651,080
75.		Promotional campaign for Hong Kong films in the Mainland and Overseas	9,850,000
76.		Sponsorship for “Drifting” to participate in an overseas film festival	4,075
77.		Development of Audio Description Services for Hong Kong Films 2023-2025	4,269,195
78.		Sponsorship for the distribution of “Just 1 Day” (Cantonese Version) in the Mainland	500,000
79.		Hong Kong International Film Festival – Cine Fan Programme Edition 6	8,803,410
80.		HAF Film Lab 2023	1,122,200
81.		International Film Camp	3,650,000
82.		Belt and Road Hong Kong Film Gala Presentation	7,906,826
83.		1st October Movie Fiesta: Half-price Spectacular	9,977,430
84.		Screenwriting Apprenticeship Programme	4,814,000
85.		The 17th Asian Film Awards	9,910,500
86.		Sponsorship for “Lost Love” to participate in the “Udine Far East Film Festival 25” (Competition Section)	12,658
87.		Sponsorship for “The Narrow Road” to participate in the “Osaka Asian Film Festival 2023” (Competition Section)	4,446.1
88.		Master Class in Film Directing 2023	4,712,243
89.		Film Financing Scheme for Mainland Market	6,200,000

Note: Excluding projects withdrawn after approval is granted.

**CONTROLLING OFFICER'S REPLY**

**CSTB044**

**(Question Serial No. 2516)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in the Budget, the Government will organise the “Hong Kong Fashion Design Week” (“Fashion Week”) annually from 2024 onwards. Its vision is to develop “Fashion Week” into an Asian fashion design mega event, thereby promoting Hong Kong’s fashion design brands not only in Asia but also internationally. In this regard, please inform this Committee of:

- (a) the estimated expenditure and the manpower involved in the “Fashion Week”;
- (b) the measures to promote Hong Kong’s fashion design and support our fashion designers to participate in or organise exhibitions locally and in the Greater Bay Area in the past 3 years;
- (c) the details of the projects funded by the CreateSmart Initiative for promoting fashion design in the past 3 years.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 16)

Reply:

- (a) The Government plans to organise the “Hong Kong Fashion Design Week” (“Fashion Week”) by consolidating fashion design events currently held in different times as far as practicable, injecting new elements and adding affiliate activities as appropriate, from 2024 onwards. By coordinating promotions and the content of the event, we aim to enhance synergies and establish the “Fashion Week” as a flagship initiative for Hong Kong’s cultural, creative and tourism industries, fostering the development of the fashion design industry while boosting the local economy, retail and tourism sectors.

We are actively communicating with the fashion design sector and fashion industry to gauge their views and suggestions on the “Fashion Week”, confirm the positioning, content and scale, and develop the relevant event details. etc. We will also allocate suitable resources to support the related activities. As regards the manpower, as promoting the development of creative industries is part of

Create Hong Kong's regular duties, the manpower involved is included in the overall establishment of the Culture, Sports and Tourism Bureau.

- (b)&(c) The Government has been providing funding to projects that promote local fashion design mainly through the CreateSmart Initiative (CSI) to support Hong Kong fashion designers to participate in or organise activities in Hong Kong, the Greater Bay Area and overseas countries. In the past 3 years, CSI approved 32 projects in total, involving funding of around \$297 million. The details of the projects are at Annex.

- End -

**CSI-funded fashion design projects from 2021-22 to 2023-24**  
**(As at end-February 2024)**

	<b>Project title</b>	<b>Participating organisation</b>	<b>Funding amount (\$)</b>
<b>Funded projects in 2021-22</b>			
1.	Fashion Atelier Certificate Programme: London Savile Row Academy in Hong Kong	Hong Kong Fashion Designers Association Limited	2,536,220
2.	HKFG Paris SS22	Fashion Farm Foundation Limited	3,855,400
3.	The Redress Design Award 2022	ReDress Limited	4,807,965
4.	FASHION FORWARD GBA 2022	Fashion Farm Foundation Limited	7,080,400
5.	HKFG AW22	Fashion Farm Foundation Limited	5,856,300
6.	JUXTAPOSED 2022	Hong Kong Fashion Designers Association Limited	9,774,000
7.	Fashion Asia Hong Kong 2021	Hong Kong Design Centre	13,506,099
<b>Funded projects in 2022-23</b>			
1.	FabriX - Digital Fashion 2022	PMQ Management Company Limited	7,668,000
2.	Establishing a Sample Development Centre for Hong Kong Fashion Designers – Phase II	Clothing Industry Training Authority	9,970,140
3.	Fashion Summit (HK) 2022 - 2023	Clothing Industry Training Authority	5,821,500
4.	Fashion Promotion Coinciding with CENTRESTAGE 2022	Hong Kong Trade Development Council	9,909,000
5.	Fashion X AI: 2022-2023 International Salon	Laboratory for Artificial Intelligence in Design Limited	7,406,440
6.	HKFG SS23	Fashion Farm Foundation Limited	6,168,000
7.	The Redress Design Award 2023	ReDress Limited	4,948,600
8.	GBA: Fashion Fusion 2023	Fashion Farm Foundation Limited	7,488,000
9.	HKFG AW23	Fashion Farm Foundation Limited	6,410,120
10.	Fashion Asia Hong Kong 2022	Hong Kong Design Centre	6,323,024

	<b>Project title</b>	<b>Participating organisation</b>	<b>Funding amount (\$)</b>
<b>Funded projects in 2023-24</b>			
1.	JUXTAPOSED 2023	Hong Kong Fashion Designers Association Limited	9,966,675
2.	Hong Kong Denim Festival 2023-2024 - Denim Frontiers - Fostering Global Denim Cultural Exchange and Collaboration	Vocational Training Council	7,462,549
3.	Promotion of Digital Fashion in London & Paris Fashion Week	PMQ Management Company Limited	8,617,000
4.	Young Knitwear Designers' Contest	Knitwear Innovation and Design Society Limited	3,532,800
5.	HKFG SS24	Fashion Farm Foundation Limited	6,464,474
6.	InterVision Fashion Flow 2023	Hong Kong Fashion Designers Association Limited	9,714,325
7.	Fashion X AI 2024-2025: Culture and Future Mode	Laboratory for Artificial Intelligence in Design Limited	9,743,930
8.	Redress Design Award 2024	ReDress Limited	5,094,718.4
9.	GBA: FASHION FUSION 2024	Fashion Farm Foundation Limited	7,645,000
10.	A Fashion Designers Reality Show - Amazing Cut	Textile Council of Hong Kong Limited	9,360,000
11.	HKFG AW24	Fashion Farm Foundation Limited	6,822,320
12.	Promotion of Digital Fashion in COMPLEXCON HONG KONG	PMQ Management Company Limited	6,419,000
13.	Fashion Promotion Coinciding with CENTRESTAGE 2023	Hong Kong Trade Development Council	11,000,000
14.	Fashion Asia Hong Kong 2023	Hong Kong Design Centre	6,865,000
15.	Design and Fashion Base in Sham Shui Po 2023-24	Hong Kong Design Centre	68,700,000

**CONTROLLING OFFICER'S REPLY**

**CSTB045**

**(Question Serial No. 2517)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in the Budget, the Government will promulgate the Blueprint for Arts and Culture and Creative Industries Development soon to outline the vision and specific initiatives for the work. In this connection, please inform this Committee of:

- (a) the progress of formulating the Blueprint;
- (b) the progress of each project under the Ten-year Development Blueprint for Arts and Cultural Facilities, the expected completion dates and the amounts involved.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 17)

Reply:

- (a) Over the past year, the Culture, Sports and Tourism Bureau has been working closely with the Culture Commission which was established in March 2023. We have consulted the Commission on the broad directions and framework of the Blueprint for Arts and Culture and Creative Industries Development (the Blueprint). During the drafting of the Blueprint, we have received different views and opinions. We are now consolidating the views and opinions received, and are revising the draft Blueprint. We will consult the Culture Commission on the draft. The Government will promulgate the Blueprint as soon as possible after the completion of the revision work and the Blueprint will outline the vision and specific initiatives for the future development of the arts and culture and creative industries.
- (b) To cater for the long-term development needs of the arts and culture in Hong Kong, the Government formulated the 10-year Development Blueprint for Arts and Cultural Facilities in 2022 (Development Blueprint), which outlines the continuous improvement and expansion of existing cultural facilities over the next decade. The Government will continue to implement and enhance the Development Blueprint in response to the development needs in society. The latest position is as follows:

<b>Cultural Facility</b>	<b>Estimated Project Cost (\$billion)</b>
<b><i>Projects scheduled for completion in phase 1 (2022-2027)</i></b>	
East Kowloon Cultural Centre	4.1757 (in money-of-the-day prices)
Facility upgrading of Tai Po Civic Centre	0.5165 (in money-of-the-day prices)
Renovation and improvement project for the Sai Wan Ho Civic Centre	0.2806 (in money-of-the-day prices)
Construction of Yau Ma Tei Theatre Phase 2	0.2201 (in money-of-the-day prices)
<b><i>Projects scheduled for completion in phase 2 (2027-2032)</i></b>	
Heritage Conservation and Resource Centre	2.5050 (in money-of-the-day prices)
New Territories East Cultural Centre	4.7108 (in money-of-the-day prices)
Chinese Culture Experience Centre (formerly known as Activity Centre for the Promotion of Chinese History and Culture)	The project is still in the planning stage and the project cost will only be determined after the tender
Expansion of Hong Kong Science Museum and Hong Kong Museum of History	The project is still in the planning stage and the project cost will only be determined after the tender
<b><i>Projects under planning in phase 2 (2027-2032)</i></b>	
A museum for showcasing the development and achievements of our country	The project is still in the initial planning stage and the estimated project cost will only be available after the site, the scope of works and the details are finalised
Northern Metropolis: a. 1 major performance venue, 1 major museum and 1 major library in a cultural complex b. 2 dedicated performance venues c. 1 museum cluster	a. The project is still in the initial planning stage and the estimated project cost will only be available after the scope of works and the details are finalised b.&c. The projects are still in the feasibility study stage
Kau Yi Chau Artificial Islands: 1 performance venue 1 thematic museum	The project is still in the initial planning stage and the estimated project cost will only be available after the scope of works and the details are finalised
Expansion and renovation project of the Hong Kong City Hall	The project is still in the planning stage and the estimated project cost will only be available after the scope of works is finalised
Pop Culture Centre	The project is still in the initial planning stage and the estimated project cost will only be available after the site, the scope of works and the details are finalised
Construction of a museum near Ocean Park	The project is still in the feasibility study stage

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB046**

**(Question Serial No. 2522)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under the Programme, the Government will promote urban sports “to encourage participation of more young people and to identify and nurture junior athletes with relevant potential”. In this connection, please inform this Committee of the following:

1. The Government has launched the Urban Sports Funding Scheme for primary and secondary school students. Please list the current (i) number of participating primary and secondary schools and (ii) number of participating students under the Scheme.
2. Has a task force been set up for the Urban Sports Funding Scheme to follow up on relevant applications and review the effectiveness of the Scheme? If so, what are the expenditure and manpower involved? If not, what are the reasons?
3. With respect the Government’s remark that it will collaborate with “national sports associations” and other organisations to organise promotional activities and training courses on urban sports outside schools, what are the relevant preparatory work and estimated expenditure?
4. Will the Government organise territory-wide urban sports selection competitions to identify and nurture more junior athletes with potential? If so, what are the details? If no, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 27)

Reply:

1, 2 and 3.

In recent years, the International Olympic Committee is eager to encourage more young people to participate in sports and has introduced various urban sports that are popular among youth people in the Olympic Games, with a view to providing the young athletes with more opportunities to realise their dreams to compete at Olympics events. To follow the international trend, the Government announced in the 2022 Policy Address the plan to work with the sports sector, schools and other sectors to promote urban sports that are popular among young people in recent years, including 3-on-3 basketball, futsal, sport climbing, skateboarding and breaking, with a view to encouraging participation of more young people

in urban sports, and identifying and nurturing junior athletes with relevant potential. The Government provides subsidy to schools and organisations which are interested in participating in the promotion programmes for organising training courses and activities on urban sports.

In collaboration with the Schools Sports Federation of Hong Kong, China (HKSSF), the Culture, Sports and Tourism Bureau (CSTB) launched the Urban Sports Funding Scheme (Funding Scheme) in November 2023, to provide subsidy to primary and secondary schools for organising training courses on urban sports. The HKSSF has hired 2 staff members to take up the administrative work in connection with the implementation of the Funding Scheme and related matters, including the promotion and formulation of the funding mechanism, vetting of applications, on-site inspections of the arrangement and conduct of the training courses, scrutiny of programme reports, disbursement of subsidies, preparation of evaluation reports, etc. As at the end of March 2024, about 190 schools have been approved to participate in the Funding Scheme, they are expected to organise around 430 training courses on urban sports in the 2023/24 school year to provide at least 8 000 students with the opportunity to take part in urban sports. In addition, we are in liaison with relevant “national sports associations” and other organisations to consider expanding the Funding Scheme to beyond schools. The estimated expenditure for implementing the Funding Scheme is around \$16 million per annum. We will review the Funding Scheme in due course and refine relevant measures when necessary in order to optimise its effectiveness.

#### 4.

Apart from the aforesaid Funding Scheme, the Leisure and Cultural Services Department (LCSD) is also active in promoting urban sports. Among the programmes held in the 9th Hong Kong Games (HKG) between 2023 to 2024, LCSD continues to organise futsal events and replace 5-on-5 basketball competition with 3-on-3 basketball competition which is more popular among the youth, and has included some urban sports (such as sport climbing, breaking and skateboarding) as demonstration competition events. HKG is a territory-wide major multi-sport event with the 18 Districts as participating units. The objectives of HKG are to provide districts with more opportunities for sports participation, exchanges and co-operation, and to encourage active public participation in sports. The 18 Districts select in an open manner the residents of their respective districts who meet the eligibility requirements for HKG to represent them in various sports competitions of HKG, including urban sports events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB047**

**(Question Serial No. 2523)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

On take forward the organisation work of the 15th National Games (NG), the National Games Coordination Office has been set up. In this regard, please advise this Committee on the following:

1. What is the latest progress of the preparatory work? What is the estimated total expenditure and manpower requirement for NG? Have discussions been conducted with the Guangdong Provincial Government and the Macao SAR Government regarding the arrangements of NG (such as the opening and closing ceremonies), as well as matters related to financial commitment of all sides? If so, what are the details? If not, what are the reasons?
2. Has the Administration considered recruiting volunteers in Hong Kong and providing training courses for them to oversee tasks such as venue guidance and guest reception? If so, what are the details and the estimated expenditure? If not, what are the reasons?
3. Has there been any discussion with the Mainland regarding the acquisition of broadcasting rights for NG? If so, what are the details and the estimated expenditure? If not, what are the reasons?
4. Given that 8 NG events will be held in Hong Kong, will the currently vacant Kai Tak Community Isolation Facility be used as an athletes village? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 28)

Reply:

The National Games Coordination Office (Hong Kong) ("NGCO") has earmarked around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

NGCO is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao on the various arrangements including event management, accommodation, publicity and promotional activities, ticketing, filming and broadcasting, etc. We are also making plans for the recruitment and training of volunteers to provide services during NG. Relevant details will be announced in due course.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB048**

**(Question Serial No. 2525)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With respect to implementing the Major Sports Events Matching Grant Scheme under the enhanced “M” Mark System, please inform this Committee of the following:

1. What are the amounts of grants approved for and numbers of spectators at the “M” Mark events in the past 3 years?
2. Did the Government assist with the promotion of “M” Mark events in the past 3 years? If yes, what are the details and expenditure? If no, what are the reasons?
3. Has the Government ever considered stepping up its efforts in promoting “M” Mark events to local and overseas visitors to enhance their participation? If yes, what are the details and estimated expenditure? If no, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 30)

Reply:

1. The information on the “M” Mark events held in the past 3 years is as follows.

Item	Event Title	Date	Number of Participants <sup>Note 1</sup>	Total Amount Approved <sup>Note 2</sup> (\$ million)
<b>2021-22</b>				
1.	UCI Track Cycling Nations Cup, Hong Kong, China	13-16 May 2021	83 <sup>#</sup>	10.5*
2.	Hong Kong Marathon	24 October 2021	16 867 <sup>#</sup>	9
<b>2022-23</b>				
1.	Hong Kong Sevens	4-6 November 2022	71 358	11

Item	Event Title	Date	Number of Participants <sup>Note 1</sup>	Total Amount Approved <sup>Note 2</sup> (\$ million)
2.	FIBA 3x3 World Tour Hong Kong Masters	26-27 November 2022	1 141	11
3.	Hong Kong Squash Open	28 November to 4 December 2022	2 593	4.5*
4.	Hong Kong International Tennis Challenge	23-25 December 2022	10 697	10*
5.	25th Hong Kong Marathon	21 February 2023	77 783	10
6.	World City Championship	23-26 March 2023	12 797	11
<b>2023-24</b>				
1.	Hong Kong Sevens	31 March to 2 April 2023	75 684	11
2.	FIVB Volleyball Nations League Hong Kong	13-18 June 2023	55 425	12.4*
3.	Hong Kong International Dragon Boat Races	24-25 June 2023	49 846	No funding application
4.	Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500	12-17 September 2023	36 545	7.4*
5.	Aramco Team Series - Hong Kong	6-8 October 2023	5 299	No funding application
6.	Hong Kong Tennis Open (Women)	7-15 October 2023	52 574	15*
7.	Hong Kong Open (Golf)	9-12 November 2023	28 196	16
8.	FIA World Rallycross Championship, Hong Kong, China - Season Finale	11-12 November 2023	17 010	17
9.	Harbour Race	12 November 2023	10 850	7.1*
10.	Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon	19 November 2023	13 738	15
11.	FIBA 3x3 World Tour - Hong Kong Masters	25-26 November 2023	40 612	13.8*

Item	Event Title	Date	Number of Participants <sup>Note 1</sup>	Total Amount Approved <sup>Note 2</sup> (\$ million)
12.	Hong Kong Squash Open	27 November to 3 December 2023	4 151	4.5
13.	WDSF Breaking for Gold World Series - Hong Kong	15-16 December 2023	9 757	8.2*
14.	Hong Kong Tennis Open (Men)	31 December 2023 to 7 January 2024	53 559	16*
15.	Hong Kong Marathon	21 January 2024	141 286	15
16.	LIV Golf Hong Kong	8-10 March 2024	40 054	17
17.	UCI Track Nations Cup - Hong Kong, China	15-17 March 2024	5 950	11*
18.	World Triathlon Cup - Hong Kong	23-24 March 2024	3 330	11*

Note 1: Including participating athletes, participants and spectators.

Note 2: Including matching grant, direct grant, grants for venue and/or marketing.

\* Approval was also granted for using venues of Leisure and Cultural Services Department at a notional venue charge.

# Affected by COVID-19, anti-epidemic measures were adopted, number of participants was reduced and/or format was changed to closed-door.

2. The Government has been encouraging organisers of “M” Mark events to adopt various measures, including co-operating with local free television broadcasters and Internet media to promote and broadcast the events, to attract more participants and spectators. In addition, the Government has set up a dedicated website on “M” Mark events for the public to browse and obtain event information. The Government also promotes the events by issuing press releases, broadcasting promotional videos and audios on free television channels and radio channels respectively, and disseminating event information through sports magazines and Internet media. Besides, the Hong Kong Tourism Board (HKTB) helps promote “M” Mark events to foreign visitors. The expenditure involved in assisting the promotion work on “M” Mark events is borne by the Culture, Sports and Tourism Bureau (CSTB) and HKTB with existing resources. We do not have a separate breakdown of the expenditure involved.
3. CSTB and HKTB will continue to support the promotion work on “M” Mark events. We are consolidating the experience gained from the implementation of “M” Mark events over the past year. We strive to promote more major international sports events in Hong Kong while further enhancing the “M” Mark System with a view to strengthening Hong Kong’s status as a centre for major international sports events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB049**

**(Question Serial No. 2526)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

On formulating policies and strategies for the further development of sports, the Government launched the five-year District Sports Programmes Funding Scheme in 2022. In this regard, will the Government inform this Committee:

of the funding details for each district sports association (DSA) under the Funding Scheme over the past 2 years, including the funding amount, the number and types of funded activities, and the number of participants;

whether the Government has considered setting performance indicators for the Funding Scheme, including the number of activities held by DSAs each year, number of participants in these activities, and types of activities;

whether the Government has considered raising the funding amount of the Funding Scheme to encourage DSAs to hold more sports activities and promote sports in the community; if yes, the details; if not, the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 31)

Reply:

The funding amount, number and types of funded activities, and the number of participants for each district sports association (DSA) under the District Sports Programmes Funding Scheme over the past 2 years are shown in tables as follows:



2022-23				
DSA	Funding Amount (\$m)	Number of Participants	Number of Activities	Type of Activities
Tai Po Sports Association	0.07	75	1	Competitive gymnastics
Eastern District Recreation and Sports Advancement Association	0.51	485	2	Basketball and football
Kwun Tong Sports Promotion Association	0.22	1 008	6	E-sports, skateboarding, trail running, tai chi and dodgebee
Yuen Long District Sports Association	0.35	430	2	Cheerleading and pickleball
Yaumatei and Tsimshatsui Recreation and Sports Association	0.11	554	5	Bowling, boxing, yoga, rope skipping and floor curling
Wan Chai District Arts, Cultural, Recreational and Sports Association	0.24	1 000	1	E-sports and taekwondo
Kowloon City District Recreation and Sports Council	0.47*	10 000*	5	Futsal, dancing, new sports, drone sport and judo
Sham Shui Po Sports Association	0.43	177	2	Futsal and 3x3 basketball
Sai Kung District Sports Association	0.5	431	3	Taekwondo, canoeing and cheerleading
Mong Kok District Cultural, Recreational and Sports Association	0.16	450	2	Futsal, football and karatedo
The New Territories Regional Sports Association	0.17	364	1	Archery
Tuen Mun Sports Association	0.24*	690*	3	Table tennis, karatedo and running
North District Sports Association	0.35	910	7	Volleyball, badminton, rope skipping and cycling
Sha Tin Sports Association	0.47	1 585	3	Wushu, e-sports and rope skipping
The Central and Western District Recreation and Sports Association	0.03	200	1	Table tennis
Southern District Recreation and Sports Association	0.18	1 773	6	Futsal
Cross-district applications	0.96	4 704	13	Lacrosse, volleyball and futsal

2023-24*				
DSA	Funding Amount (\$m)	Number of Participants	Number of Activities	Type of Activities
Tai Po Sports Association	0.21	1 100	2	Dancing and gymnastics
Eastern District Recreation and Sports Advancement Association	1.0	13 577	4	Futsal, basketball and 3x3 basketball
Kwun Tong Sports Promotion Association	1.09	8 969	11	E-sports, roller skating, trail running, tai chi, dodgebee, running, table tennis, rock climbing and 3x3 basketball
Yuen Long District Sports Association	1.02	1 700	5	Pickleball, cheerleading, gymnastics, fencing and swimming
Yaumatei and Tsimshatsui Recreation and Sports Association	0.22	882	6	Bowling, yoga, rope skipping and floor curling
Wan Chai District Arts, Cultural, Recreational and Sports Association	0.12	1 060	3	Cheerleading
Kowloon City District Recreation and Sports Council	0.56	10 500	5	Swimming, dancing and football
Sham Shui Po Sports Association	0.85	11 200	4	3x3 basketball, futsal and dodgeball
Sai Kung District Sports Association	0.67	1 580	5	Cheerleading, athletics, canoeing and taekwondo
Mong Kok District Cultural, Recreational and Sports Association	0.41	7 920	3	Football, futsal and fitness exercise
The New Territories Regional Sports Association	0.86	5 800	3	Long-distance running, archery and handball
Tuen Mun Sports Association	0.40	340	7	Karatedo and long-distance running
North District Sports Association	1.3	3 816	7	Volleyball, dragon boat racing, badminton, rope skipping, rugby and handball
Sha Tin Sports Association	0.28	800	1	Water sports and cycling
The Federation of Tsuen Wan District Sports and Recreation Association	0.17	732	3	Tennis, athletics and badminton
Cross-district applications	4.23	24 678	12	3x3 basketball, futsal, volleyball, beach volleyball, indoor triathlon and fencing

\*The relevant figures are subject to final reports and audited statement of income and expenditure of the activities submitted by DSAs for verification.

The Government will maintain regular exchange with the DSAs, and monitor the effectiveness of the scheme. Performance indicators will be set as needed and appropriate to optimise the impact of the scheme, and encourage the DSAs to organise more diverse district sports activities. Our goal is to provide more opportunities for the public to participate in sports activities, hence promoting sports in the community.

The Government has set aside \$100 million for taking forward the five-year District Sports Programmes Funding Scheme launched in 2022-23. Under the Funding Scheme, each application can receive a maximum funding of \$2.5 million. Currently, there is sufficient funding to meet the needs of the DSAs.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB050**

**(Question Serial No. 2527)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau (CSTB) launched the “Development Programme for Team Sports 2024-2027”, a new round of programme in January this year. In this connection, please inform this Committee:

1. of the total estimated expenditure of the new round of programme, including developing the second-tier squads, hiring high-performance coaches and strengthening sports medicine support, etc.;
2. of the goals or expected results for the 8 team sports given that the new round of the programme is targeted at the 20th Asian Games Aichi-Nagoya 2026;
3. whether CSTB has considered increasing resources to provide additional financial support to athletes; if so, the details; if not, the reasons.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 32)

Reply:

The Government launched the “Development Programme for Team Sports 2024-2027” (new round of programme) in January this year with the endorsement of the Sports Commission, which aims to continue to provide additional funding support to the relevant national sports associations of 8 team sports (namely baseball, basketball, handball, hockey, softball, volleyball, men’s water polo and women’s football). The goal is to improve the teams’ performances in the 20th Asian Games Aichi-Nagoya 2026 (2026 Asian Games), and increase their chances of attaining elite status.

The new round of programme has introduced targeted support including the provision of additional resources to develop second-tier squads, dedicated funding for the engagement of high-performance coaches and the strengthening of sports medicine support. The funding period for the new round of programme is from January 2024 to March 2027, with an annual budget of around \$30 million. It is anticipated that the number of athletes benefitted from the programme will increase from around 200 to around 430 every year.

The 8 team sports aspire to achieve results even better than those attained in the 19th Asian Games Hangzhou 2022. The Government will review the effectiveness of the new round of programme after the 2026 Asian Games, including but not limited to the performances of each team sport at the Asian Games, as well as the development progress of second-tier squads. Depending on the results of the review, the Government will consider how to continue supporting team sports that meet the standards, and to focus resources on aligning with the long-term development direction of team sports.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB051**

**(Question Serial No. 2528)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to further promotion of sports development in Hong Kong, please inform this Committee of:

1. the actual funding amount for each elite sport by the Hong Kong Sports Institute and the number of athletes on funding in 2023-24, together with the estimate for 2024-25, as per following table:

	2023-24		2024-25 (Estimate)	
	Funding amount (\$ million)	Number of athletes on funding	Funding amount (\$ million)	Number of athletes on funding
Tier A and Tier B sports				
Tier A and Tier B disability sports				

2. the funding amount for each national sports association in 2023-24, with a breakdown of the funding allocated to sports training for athletes, development plan, participation in overseas competitions, etc. in percentage.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 33)

Reply:

1. The amount of funding provided by the Hong Kong Sports Institute to each Tier A and Tier B sport under the Elite Training Programme and the numbers of athletes involved in 2023-24, as well as the estimated figures for 2024-25, are set out below:

Sport		2023-24 (Latest Estimate)		2024-25 (Estimate)	
		Funding support (\$ million)	Number of athletes involved	Funding support (\$ million)	Number of athletes involved
<b>Tier A</b>					
1.	Athletics	9.8	115	9.8	115
2.	Badminton	19.4	85	19.8	85
3.	Billiard sports	8.3	42	8.3	42
4.	Cycling	28.7	38	29.0	38
5.	Equestrian	8.1	43	8.3	43
6.	Fencing	23.1	133	24.7	133
7.	Gymnastics	11.6	45	11.6	45
8.	Karatedo	12.5	51	12.4	51
9.	Rowing	11.6	49	12.9	49
10.	Rugby sevens	14.4	91	17.2	91
11.	Sailing	13.1	36	13.3	36
12.	Skating	8.5	34	8.8	34
13.	Squash	11.1	43	11.3	43
14.	Swimming	12.3	104	13.1	104
15.	Table tennis	19.0	51	19.2	51
16.	Tennis	10.5	40	10.7	40
17.	Tenpin bowling	5.3	21	4.9	21
18.	Triathlon	9.0	65	9.0	65
19.	Windsurfing	14.9	30	14.6	30
20.	Wushu	8.8	109	9.4	109
<i>Total:</i>		260.0	1,225	268.3	1,225
<b>Tier B</b>					
1.	Contract bridge	1.5	80	1.5	80
2.	Dance sport	2.0	207	2.0	207
3.	Dragon boat	2.0	193	2.0	193
4.	Golf	2.0	152	2.0	152
5.	Judo	2.0	66	2.0	66
6.	Karting	1.5	44	1.5	44
7.	Lawn bowls	1.5	36	1.5	36
8.	Life saving	1.5	38	1.5	38
9.	Mountaineering	2.0	42	2.0	42
10.	Orienteering	1.5	31	1.5	31

Sport		2023-24 (Latest Estimate)		2024-25 (Estimate)	
		Funding support (\$ million)	Number of athletes involved	Funding support (\$ million)	Number of athletes involved
11.	Roller sports	2.0	129	2.0	129
12.	Shuttlecock	1.5	128	1.5	128
13.	Taekwondo	2.0	229	2.0	229
<i>Total:</i>		23.0	1,375	23.0	1,375

Disability sport		2023-24 (Latest Estimate)		2024-25 (Estimate)	
		Funding support (\$ million)	No. of athletes involved	Funding support (\$ million)	No. of athletes involved
<b>Tier A</b>					
1.	Boccia (physical disability)	7.6	22	9.1	22
2.	Wheelchair fencing (physical disability)	5.7	13	6.1	13
3.	Table tennis (physical disability)	4.9	21	5.9	21
4.	Badminton (physical disability)	4.8	9	4.9	9
5.	Table tennis (intellectual disability)	4.5	17	5.1	17
6.	Swimming (intellectual disability)	4.1	14	4.5	14
<i>Total:</i>		31.6	96	35.6	96
<b>Tier B</b>					
1.	Lawn bowls (physical disability)	2	7	2	7
2.	Tenpin bowling (physical disability)	2	10	2	10
3.	Athletics (intellectual disability)	2	4	2	4
<i>Total:</i>		6	21	6	21

- The Leisure and Cultural Services Department (LCSD) under the Culture, Sports and Tourism Bureau provides subvention to national sports associations (NSAs) under the Sports Subvention Scheme to support the promotion and development of sports in Hong Kong. NSAs may use the subvention to cover their personnel, office and sports programme expenses. The subvented sports programmes include participation in international sports events; national, youth and regional squad training; school sports



programmes; sports training programmes; community sports clubs projects and local competitions; training of officials and attendance at international sports conferences. The approved amounts of subvention for NSAs in 2023-24, with a breakdown of the subvention allocated to them in percentage, are at Annex.

- End -

**Sports Subvention Scheme in 2023-24  
Amounts of Subvention Granted to NSAs  
with a Breakdown of Allocated Subvention in Percentage**

	NSA	Amount of Subvention Received in 2023-24 (\$'000)	Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%)	Participation in Overseas Competitions (%)	Operating Expenses (%)	LCSD Notional Venue Charge (%)
1.	Archery Association of Hong Kong, China	7,241	58.6	33.3	5.9	2.2
2.	Hong Kong, China Association of Athletics Affiliates Limited	11,234	80.7	0.0	5.6	13.7
3.	Badminton Association of Hong Kong, China Limited	24,936	65.0	2.9	4.4	27.7
4.	The Baseball Association of Hong Kong, China Limited	12,303	78.7	13.8	4.5	3.0
5.	Basketball Association of Hong Kong, China Limited	16,826	74.8	8.1	3.1	14.0
6.	Billiard Sports Council of Hong Kong China Limited	6,995	93.1	0.0	5.6	1.3
7.	Hong Kong China Bodybuilding and Fitness Association	4,342	74.2	13.8	10.6	1.3

	NSA	Amount of Subvention Received in 2023-24 (\$'000)	Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%)	Participation in Overseas Competitions (%)	Operating Expenses (%)	LCSD Notional Venue Charge (%)
8.	The Boxing Association of Hong Kong, China Limited	5,220	72.8	16.5	8.0	2.7
9.	Hong Kong China Canoe Union Limited	9,512	76.3	15.8	5.7	2.2
10.	Chinese Martial Arts Dragon and Lion Dance Association of Hong Kong, China Limited	5,467	56.6	20.0	7.1	16.3
11.	Cricket Hong Kong, China Limited	8,779	64.9	27.4	5.0	2.8
12.	The Cycling Association of Hong Kong, China Limited	17,284	69.7	8.5	3.5	18.3
13.	DanceSport Association of Hong Kong, China Limited	10,317	65.4	10.9	5.2	18.5
14.	Hong Kong China Dragon Boat Association	6,782	70.0	21.9	8.1	0.0
15.	The Equestrian Federation of Hong Kong, China	6,712	84.4	8.0	7.6	0.0
16.	Hong Kong Fencing Association	10,622	90.3	0.0	6.5	3.2
17.	Flying Disc Federation of Hong Kong, China Limited	4,281	72.0	14.2	11.3	2.4

	NSA	Amount of Subvention Received in 2023-24 (\$'000)	Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%)	Participation in Overseas Competitions (%)	Operating Expenses (%)	LCSD Notional Venue Charge (%)
18.	The Football Association of Hong Kong, China Limited	24,180	72.0	18.9	2.7	6.5
19.	Hong Kong, China Gateball Association Co. Limited	3,755	74.7	11.5	12.5	1.3
20.	Golf Association of Hong Kong, China Limited	6,082	70.1	21.7	8.2	0.0
21.	The Gymnastics Association of Hong Kong, China	11,691	80.5	7.3	6.9	5.4
22.	Handball Association of Hong Kong, China Limited	13,629	70.7	15.2	5.0	9.2
23.	Hockey Hong Kong, China	6,527	69.7	17.5	7.3	5.5
24.	Hong Kong, China Ice Hockey Association Limited	7,084	68.5	27.8	3.7	0.0
25.	The Judo Association of Hong Kong, China	8,101	79.8	10.0	6.3	3.9
26.	The Karatedo Federation of Hong Kong, China Limited	6,876	85.7	0.0	6.1	8.2
27.	Karting Association of Hong Kong, China Limited	5,086	78.3	13.3	8.4	0.0

	NSA	Amount of Subvention Received in 2023-24 (\$'000)	Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%)	Participation in Overseas Competitions (%)	Operating Expenses (%)	LCSD Notional Venue Charge (%)
28.	The Kendo Association of Hong Kong, China Limited	3,698	63.8	23.5	11.2	1.5
29.	Hong Kong China Korfball Association Limited	4,714	72.1	13.6	10.2	4.1
30.	Hong Kong, China Lacrosse Association Limited	4,288	73.5	14.9	11.2	0.4
31.	Lawn Bowls Association of Hong Kong, China	8,077	75.3	14.9	6.2	3.6
32.	Hong Kong China Life Saving Society	10,316	78.7	9.8	5.1	6.4
33.	Hong Kong, China Mountaineering and Climbing Union Limited	10,242	89.7	5.1	5.0	0.2
34.	Muaythai Association of Hong Kong, China Limited	3,739	64.4	10.3	12.4	12.9
35.	Netball Hong Kong, China Limited	4,661	71.1	16.3	8.8	3.8
36.	Orienteering Association of Hong Kong, China Limited	8,576	66.2	27.6	6.3	0.0

	NSA	Amount of Subvention Received in 2023-24 (\$'000)	Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%)	Participation in Overseas Competitions (%)	Operating Expenses (%)	LCSD Notional Venue Charge (%)
37.	Hong Kong China Federation of Roller Sports and Skateboarding Limited	5,478	71.7	17.9	8.6	1.8
38.	Hong Kong, China Rowing Association	13,282	89.7	3.7	6.2	0.3
39.	Hong Kong China, Rugby	11,944	68.2	25.9	4.5	1.4
40.	Sailing Federation of Hong Kong, China	4,601	71.4	18.8	9.8	0.0
41.	The Schools Sports Federation of Hong Kong, China	12,123	51.5	13.2	5.0	30.3
42.	Hong Kong, China Shooting Association	8,284	70.1	24.3	5.7	0.0
43.	Shuttlecock Association of Hong Kong, China Limited	6,381	68.8	21.7	6.0	3.5
44.	Hong Kong China Skating Union Limited	4,913	76.4	15.3	8.4	0.0
45.	Hong Kong China Softball Association	6,391	60.8	31.4	7.8	0.1
46.	Hong Kong, China Sports Association of the Deaf Company Limited	4,979	74.4	14.6	9.9	1.1

	NSA	Amount of Subvention Received in 2023-24 (\$'000)	Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%)	Participation in Overseas Competitions (%)	Operating Expenses (%)	LCSD Notional Venue Charge (%)
47.	Hong Kong, China Sports Association for Persons with Intellectual Disability	16,655	67.0	24.4	5.5	3.1
48.	Sports Association for the Physically Disabled of Hong Kong, China	13,231	80.0	13.7	5.0	1.4
49.	Squash Association of Hong Kong, China	21,227	84.4	0.0	5.1	10.5
50.	Hong Kong China Swimming Association	19,278	64.2	16.7	4.8	14.2
51.	Hong Kong, China Table Tennis Association Limited	21,963	79.2	1.1	2.4	17.3
52.	Hong Kong, China Taekwondo Association Limited	6,601	67.7	21.6	9.2	1.4
53.	The Hong Kong, China Tennis Association Limited	18,693	58.3	4.2	2.8	34.7
54.	Hong Kong, China Tenpin Bowling Congress Limited	5,886	91.3	0.0	8.7	0.0

	NSA	Amount of Subvention Received in 2023-24 (\$'000)	Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%)	Participation in Overseas Competitions (%)	Operating Expenses (%)	LCSD Notional Venue Charge (%)
55.	Triathlon Association of Hong Kong China Limited	7,292	91.8	0.0	7.1	1.1
56.	Hong Kong China Underwater Association Limited	2,470	62.8	17.4	17.8	2.1
57.	The University Sports Federation of Hong Kong, China Limited	4,677	70.8	19.7	7.8	1.7
58.	Volleyball Association of Hong Kong, China Limited	21,672	63.7	10.2	2.4	23.6
59.	Hong Kong, China Waterski Association Limited	3,425	74.6	14.2	10.9	0.4
60.	The Hong Kong, China Weightlifting and Powerlifting Association Limited	3,141	52.8	20.8	12.5	13.9
61.	Windsurfing Association of Hong Kong, China	14,333	83.4	9.3	5.4	1.9
62.	Hong Kong, China Wushu Union Limited	8,820	81.0	6.1	5.9	7.0



**CONTROLLING OFFICER'S REPLY**

**CSTB052**

**(Question Serial No. 3141)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (5) Subvention: Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council and Major Performing Arts Groups

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It has been learnt that the Hong Kong Academy for Performing Arts will consider the long-term need for a new campus in the Northern Metropolis. Please inform this Committee of the following:

- (a) whether there is specific implementation time; if so, the details;
- (b) the estimated amount involved in the construction plan of the new campus;
- (c) whether there is a plan to admit a certain proportion of students from the Greater Bay Area by the new campus; if so, the details.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 42)

Reply:

- (a) The Hong Kong Academy for Performing Arts (HKAPA) commenced a consultancy study in August 2023 to look into the long-term need for another campus in the Northern Metropolis, the accommodation needs of non-local students and to increase the proportion of non-local students. The entire study is expected to be completed by mid-2025. The consultancy study is still on-going. It will advise on the options for developing another campus in the Northern Metropolis, including the timetable, upon completion.
- (b) The construction cost of another campus of HKAPA in the Northern Metropolis will be subject to the results of the consultancy study as well as the specific scale and proposed facilities of the campus. The construction cost cannot be estimated at this stage.
- (c) The exchange and interactions among different cultures are important in performing arts learning. Therefore, the Government has been encouraging and supporting HKAPA to admit more non-local students from the Greater Bay Area, other Mainland cities and overseas regions. At this stage, we have not set any target proportion of students to be admitted from the Greater Bay Area for HKAPA. That said, the new campus under

planning will have student hostels. We believe that it will enable the admission of more non-local students, including those from the Greater Bay Area, and enhance students' learning experience.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB053**

**(Question Serial No. 3268)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will actively attract mega events to Hong Kong, support their implementation and enhance Hong Kong's status as an events capital. In this connection, please inform this Committee of:

- (a) the amount of government funding and number of participants involved in the events on the Government's calendar of mega events in Hong Kong thus far; and
- (b) the amount of funding provided to the mega events under the Mega Arts and Cultural Events (ACE) Fund, the number of visitors such events have attracted and the economic and social benefits they have brought.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 45)

Reply:

- (a) Relevant policy bureaux, departments and statutory bodies support the staging of major international events in Hong Kong through different means, including various funding schemes. The amount of government funding and number of participants involved in all mega events are not available.
- (b) The 2022 Policy Address announced the setting up of the Mega ACE Fund to provide incentives for organisers of large-scale arts and cultural events so as to attract and support international and mega arts and cultural events to be staged in Hong Kong, with a view to further developing Hong Kong into an arts and cultural hub. To expedite the work, the Culture, Sports and Tourism Bureau first launched the Pilot Scheme for Mega ACE Fund in end-2022 to accept applications of mega arts and cultural events planned for 2023 while the Mega ACE Committee was being set up.

The Mega ACE Fund was formally open for applications in April 2023. As of 31 March 2024, the events funded by the Mega ACE Fund are as follows:

<b>Event title</b>	<b>Approved funding ceiling (HK\$)**</b>	<b>Event date</b>	<b>Number of participants*</b>
Art Basel Hong Kong 2023#	15,000,000	21-25 March 2023	85 990
Art Central 2023#	3,540,000	21-25 March 2023	40 000
“Madame Song: Pioneering Art and Fashion in China”#	8,000,000	29 July 2023 to 14 April 2024	about 155 000^@
Freespace Jazz Fest 2023	8,000,000	3-8 and 26 October 2023	about 9 000@
INK ASIA 2023	15,000,000	4-8 October 2023	about 33 000@ (the fair)  about 100 000@ (other side programmes)
“Botticelli to Van Gogh: Masterpieces from the National Gallery, London”#	15,000,000	22 November 2023 to 11 April 2024	about 218 000^@
Chubby Hearts Hong Kong	7,785,000	14-24 February 2024	about 731 000@
A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia	15,000,000	15 March to 2 July 2024	about 100 000^@
ComplexCon Hong Kong 2024	15,000,000	22-24 March 2024	about 32 000@
Art Basel Hong Kong 2024	15,000,000	26-30 March 2024	about 75 000@ (the fair)
Art Central 2024	11,000,000	27-31 March 2024	about 41 000@
Voyage with Van Gogh	11,800,000	28 March to 31 May 2024	about 800 000^ (estimate)
Chinese Kungfu x Dance Carnival	14,686,070	9-14 July 2024	about 30 000 (estimate)

- \* As of 31 March 2024
- ^ Ongoing event
- @ Actual number of participants to be finalised upon the submission of audited report by the organiser
- # Approved under the Pilot Scheme
- \*\* Actual grant amount to be finalised upon the submission of audited report by the grantee after the event

The above mega arts and cultural events not only boost the local economy but also entice industry elites and visitors from around the world to experience first-hand the authentic side and vibrancy of Hong Kong. As far as we know, visitors account for around 20% to 50% of the number of participants in the above events. Apart from the above events, several other events to be held in 2024 are also supported by Mega ACE Fund, with a funding ceiling of about \$37.21 million in total. Details of these events will be announced in due course to tie in with the promotional plans of the organisers.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB054**

**(Question Serial No. 3548)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Hong Kong showcases its unique artistic charm of East-meets-West culture by organising mega international arts events. In this connection, please inform this Committee of the following:

- (a) The mega international arts events (including but not limited to Art Basel Hong Kong, Art Central, Art March, K Con and French May) held by the Government in the past 3 years and the funding involved and the numbers of participants.
- (b) The effectiveness of the exhibitions or events mentioned above in enhancing public appreciation of arts and promoting the development of cultural and creative arts.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 46)

Reply:

Since its establishment, the Culture, Sports and Tourism Bureau (CSTB) has been committed to promoting the development of Hong Kong into an East-meets-West centre for international cultural exchange. CSTB organised the 12th Asia Cultural Co-operation Forum from 14 to 15 December 2022, providing an ideal platform for participating cultural ministers and senior officials to share and exchange views on their cultural policies, practices and visions. Attended by a record high of 21 countries and 14 overseas delegates, the 12th ACCF has achieved remarkable success.

CSTB formally set up the Mega Arts and Cultural Events Fund (ACE Fund) in April 2023, aiming to attract and support international and large-scale arts and cultural events to be staged in Hong Kong. It targets mega arts and cultural events organised by the private sector or non-governmental organisations in Hong Kong, with a view to developing Hong Kong into an arts and cultural hub, providing opportunities for the arts and cultural industries to flourish, as well as fostering East-meets-West arts and cultural exchanges. Details of the international art events funded by Mega ACE Fund in 2023 are as follows:

<b>Title of Event</b>	<b>Approved Funding Ceiling (HK\$)</b>	<b>Event Date</b>	<b>Number of Participants</b>
Art Basel Hong Kong 2023 #	15,000,000	21-25 March 2023	85 990
Art Central 2023 #	3,540,000	21-25 March 2023	40 000

# Approved under the Pilot Scheme

The Leisure and Cultural Services Department (LCSD) also organised diversified local and international arts and cultural events for providing the public with more chances to enjoy arts and cultural programmes that help broaden their horizons in culture and arts, and attracting participants from all around the world. Details on the large-scale international arts and culture events held by LCSD in 2023 are as follows. The expenditures of the events were borne by LCSD.

<b>Title of Event</b>	<b>Event Expenditure (HK\$)</b>	<b>Event Date</b>	<b>Number of Participants</b>
The first Hong Kong Pop Culture Festival (2023)	25,000,000	March to December 2023	530 000 (Including participants of thematic exhibitions)
Museum Summit 2023	8,230,000*	23 to 26 March 2023	12 300 000 (Including online viewers)
The first Asia+ Festival	8,000,000	2 October to 28 November 2023	62 000

\* The expenditure of the event was covered by the provision of LCSD and sponsorships.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB055****(Question Serial No. 3551)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (5) Subvention: Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council and Major Performing Arts GroupsControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

The Culture, Sports and Tourism Bureau is responsible for the policy and administration of funding support for major performing arts groups (MPAGs). In this connection, please inform this Committee of the following:

- (a) the amount of funding provided to each of the 9 MPAGs receiving subventions in the past 3 years in tabular form;
- (b) the estimated number of ticketed performances (listed by category) and audience of the 9 MPAGs in the past 3 years.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 49)Reply:

- (a) The amounts of recurrent subvention provided by the Government to the 9 MPAGs in the past 3 years (from 2021-22 to 2023-24) are as follows -

<b>MPAGs</b>	<b>Subvention amount in 2021-22 (Actual) (\$)</b>	<b>Subvention amount in 2022-23 (Actual) (\$)</b>	<b>Subvention amount in 2023-24 (Revised Estimate) (\$)</b>
Hong Kong Philharmonic Orchestra	91,768,141	93,483,456	93,483,456
Hong Kong Chinese Orchestra	80,780,231	79,630,103	79,630,103
Hong Kong Sinfonietta	37,437,365	36,116,630	36,116,630
Hong Kong Repertory Theatre	46,334,321	45,148,184	45,148,184



<b>MPAGs</b>	<b>Subvention amount in 2021-22 (Actual) (\$)</b>	<b>Subvention amount in 2022-23 (Actual) (\$)</b>	<b>Subvention amount in 2023-24 (Revised Estimate) (\$)</b>
Chung Ying Theatre Company	18,184,326	17,764,061	18,469,643
Zuni Icosahedron	14,373,167	13,532,637	13,532,637
Hong Kong Ballet	48,269,792	46,949,057	47,694,728
Hong Kong Dance Company	44,995,382	46,206,444	45,460,773
City Contemporary Dance Company	20,530,844	20,816,161	20,110,579
<b>Total</b>	<b>402,673,569</b>	<b>399,646,733<sup>1</sup></b>	<b>399,646,733</b>

(b) The estimated number of ticketed performances and audience of the 9 MPAGs in the past 3 years (from 2021-22 to 2023-24) are as follows-

<b>Ticketed performances (including live performances and video screenings)</b>	<b>2021-22 (Actual)</b>	<b>2022-23 (Actual)</b>	<b>2023-24 (Revised Estimate)</b>
Music	157	139	137
Theatre	238	275	267
Dance	108	116	134
<b>Total</b>	<b>503</b>	<b>530</b>	<b>538</b>
<b>Number of audience</b>	<b>216 491</b>	<b>267 372</b>	<b>327 662</b>

- End -

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<sup>1</sup> Recurrent expenditure was cut by 1% due to the expenditure reduction programme implemented by the Government in 2022-23.

**CONTROLLING OFFICER'S REPLY**

**CSTB056**

**(Question Serial No. 3552)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to the continuous promotion of sports as an industry, please inform this Committee:

1. of the percentage share of the sports industry in Hong Kong's Gross Domestic Product and the industry's engagement of employees over the past 3 years;
2. whether the Bureau has considered purchasing the broadcasting rights for the 2024 Paris Olympic Games so that members of the public will be able to watch this major sports event and support the athletes of Hong Kong; if so, of the details and estimated expenditure; if not, of the reasons for that; and
3. whether the Government has considered incentivising travel agencies to develop sports tourism products with "national sports associations" or other organisations so as to attract more tourists to Hong Kong and promote the city as a centre for major international sports events; if so, of the details; if not, of the reasons for that.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 50)

Reply:

1. According to the latest statistics released by the Census and Statistics Department, the value added of sports and related activities and its percentage share in Hong Kong's Gross Domestic Product (GDP), as well as the employment of sports and related activities and its percentage share in Hong Kong's total employment in 2019, 2020 and 2021 are tabulated below:

Year	2019	2020	2021
Value added of sports and related activities at basic prices (percentage share in GDP)	HK\$39 billion (1.4%)	HK\$31 billion (1.2%)	HK\$38 billion (1.4%)

Employment of sports and related activities (percentage share in total employment)	83 000 (2.2%)	75 000 (2.0%)	74 000 (2.0%)
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2. The 2024 Paris Olympic Games (OG) and Paralympic Games (PG) will take place this summer, Hong Kong athletes are gearing up in full swing to prepare and obtain qualifications for participation in these two Games. To enable members of the public to watch the Paris OG and PG on television free of charge and to cheer for Hong Kong athletes, the Government has procured the television broadcasting rights for both Games. We have secured the support of 3 local licensed television broadcasters and the Radio Television Hong Kong to broadcast both Games. As the Government is subject to the confidentiality clauses in the agreement for the procurement of the broadcasting rights, we cannot disclose the cost involved.
  
3. With the aim of promoting Hong Kong as a centre for major international sports events, the Government has been supporting local “national sports associations” (NSAs) to host such events by providing matching fund and direct grants through the “M” Mark System since 2004. To encourage the staging of more major international sports events in Hong Kong, the Government introduced a series of measures in April 2023 to enhance the “M” Mark System. These include increasing the funding ceiling for each event to \$15 million, abolishing the quota of 2 “M” Mark events that can be organised by the same applicant each year, and relaxing the eligibility of applicants to cover events organised by NSAs and other private or non-government organisations. The enhancement measures have proven to be effective since the introduction. In 2023-24, a record high of 18 major international sports events received support under the “M” Mark System. In particular, some events such as the Aramco Team Series Hong Kong, FIA World Rallycross Championship Season Finale, the WDSF Breaking for Gold World Series and LIV Golf Hong Kong were held in Hong Kong for the first time. These major international sports events received funding of around \$198 million and attracted over 500 000 participants in total.

The Government will continue to work closely with the sports sector to introduce more major international sports events that can be held in Hong Kong. It will also encourage host organisations to develop sports tourism products with travel agencies to draw more tourists to Hong Kong.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB057**

**(Question Serial No. 3553)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Under the Programme, the number of vocational training programmes organised for athletes and the number of coach education and accreditation programmes organised are indicators for measuring the performance of the Hong Kong Sports Institute (HKSI). In this connection, will the Government inform this Committee of:

1. the specific details of the 35 vocational training programmes organised for athletes in the past 3 years, including the details of the courses or events, the number of athletes participating in the courses or events, and the expenditure involved;
2. whether consideration has been given to enhancing the vocational training programmes so that more athletes can participate; if yes, what are the details; if not, what are the reasons;
3. the specific details of the coach education and accreditation programmes organised in the past 3 years, including the details of the courses or events, the number of participants of the courses or events, and the expenditure involved; and
4. the estimated number of coach education and accreditation programmes to be organised in 2024 and the estimated number of participants; please specify the details, estimated expenditure and manpower involved in the programmes to be organised.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 51)

Reply:

1. The Government provides annual funding to the Hong Kong Sports Institute (HKSI) through the Elite Athletes Development Fund to support the development of elite sport in Hong Kong. In the past 3 years (2021-22 to 2023-24), the HKSI organised a total of 105 vocational training programmes for athletes, with a total of 1 265 participants and involving an expenditure of about \$710,000.

The courses of these programmes focus on life skills and lifestyle development. In the past 3 years, the courses on life skills covered communication skills, financial planning, goal-setting, time management, career awareness and sharing, etc., with a total of 915

participants attending 62 related courses; while the courses related to lifestyle development covered language, art, music, photography skills, video production, etc., with a total of 350 participants attending 43 related courses. The number of participants in the above courses and the expenditure involved in the past 3 years are as follows:

Courses	2021-22			2022-23			2023-24		
	Number of Courses	Number of Participants	Expenditure (\$'000)	Number of Courses	Number of Participants	Expenditure (\$'000)	Number of Courses	Number of Participants	Expenditure (\$'000)
Life skills	20	310	165	20	285	160	22	320	147
Lifestyle Development	15	100	31	15	136	56	13	114	150 <sup>^</sup>
Total:	35	410	196	35	421	216	35	434	297

<sup>^</sup>The expenditure has increased due to the rise in the number of participants in music classes and the change to small group lessons.

- The vocational training programmes currently provided by the HKSI can generally meet the needs of athletes. Since many full-time athletes are pursuing academic studies at the same time, it is necessary to consider their needs for training, studying and resting as a whole in order to design vocational training programmes to help them improve their performance. The HKSI will review the effectiveness of the vocational training programmes from time to time so as to provide targeted support for athletes.
- The coach training programmes organised by the HKSI in the past 3 years and their details are as follows:

Programmes	2021-22		2022-23		2023-24 (as of 12 March 2024)	
	Number of participating coaches	Expenditure (\$ '000)	Number of participating coaches	Expenditure (\$ '000)	Number of participating coaches	Expenditure (\$ '000)
(a) Coach Accreditation Programme	340	2,255	318	2,427	263	1,338
(b) Continuing Coach Education Programme	2 121	216	1 041	103	1 830	269
(c) Beijing Sport University Bachelor of Education in Sports Training Programme	48	859	48	988	48	1,150
(d) Hong Kong Coaching Awards	11 805 (online)	592	258 (in person)	600	300 (in person)	674
(e) Subvention to National Sports Associations for Coach Development	2 464	201	4 972	804	3 477	750
(f) Thanks Coach Scheme	1 667	283	1 848	342	1 357	310

- The HKSI anticipates that the coach training programmes to be held in 2024-25, including their details, number of participants and expenditure involved, will be similar to those organised in 2023-24.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB058**

**(Question Serial No. 3554)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned under the Programme that the Culture, Sports and Tourism Bureau will continue to implement measures to enhance support to athletes with disabilities (AWDs) and to promote sports participation by people with disabilities (PWDs). In this connection, please inform this Committee:

1. of the expenditure on supporting AWDs and promoting relevant disability sports in the past 3 years;
2. of the estimated expenditure supporting AWDs and promoting relevant disability sports in disability sports in 2024-25;
3. whether the Government has considered providing more sports venues in response to concerns over the current shortage of available venues for AWDs; if yes, the details; if no, the reasons;
4. of the details of the sports programmes serving to promote sports participation by PWDs in the past 3 years, including the names of the programmes, the numbers of participants, the expenditures and manpower involved, etc.; and
5. whether the Government has considered collaborating with relevant groups such as national sports associations and community organisations, etc. to organise sports programmes serving to promote sports participation by PWDs; if yes, the details.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 52)

Reply:

1. The Government's expenditures <sup>Note 1</sup> on supporting athletes with disabilities (AWDs) and promoting various disability sports in the past 3 years (i.e. 2021-22, 2022-23 and 2023-24) are set out below:

Category of expenditure	2021-22 (Actual expenditure) (\$m)	2022-23 (Actual expenditure) (\$m)	2023-24 (Latest estimate) (\$m)
1. Support provided by the Hong Kong Sports Institute (HKSI) to elite AWDs (including direct financial support)	44.51	50.49	59.90
2. Funding support provided by the Leisure and Cultural Services Department (LCSD) to “national sports associations” (NSAs) for disability sports	28.34	35.25	36.19
3. LCSD’s expenditure on promoting Sport for All among persons with disabilities (PWDs)	3.90 <sup>Note 2</sup>	3.90 <sup>Note 2</sup>	6.14
4. Support for AWDs’ preparation for and participation in major international and national games and relevant NSAs’ expenditures for hosting international competitions in Hong Kong under the Arts and Sport Development Fund (Sports Portion)	12.31 <sup>Note 3</sup>	3.77	10.56 <sup>Note 3</sup>
5. Funding support provided by the Culture, Sports and Tourism Bureau (CSTB) to the China Hong Kong Paralympic Committee (HKPC) and relevant NSAs for disability sports	7.53	9.71	13.79 <sup>Note 4</sup>
6. Grants provided to NSAs for disability sports and AWDs under the Hong Kong Paralympians Fund	6.52	4.77	6.24
<b>Total:</b>	<b>103.11</b>	<b>107.89</b>	<b>132.82</b>

Note 1: The figures include expenditures borne by the former Home Affairs Bureau or the CSTB and the LCSD, and grants provided under the Hong Kong Paralympians Fund administered by the Social Welfare Department.

Note 2: The decreases in programme expenditures in the years were due to cancellation of some programmes as a result of the COVID-19 pandemic.

Note 3: The increased expenditures on the preparation for and participation in major international competitions in 2021-22 and 2023-24 were due to the support for AWDs’ participation in major multi-sports games held in the year, including the Tokyo Paralympic Games and the 11th National Games for Persons with Disabilities held in 2021, as well as the Hangzhou Asian Para Games held in 2023.

Note 4: This includes an amount of \$3 million provided to the HKPC for the implementation of the 5-year pilot programme on career and education for AWDs.

2. In 2024-25, the Government will continue to provide comprehensive assistance to AWDs in various aspects and give them our full support in their preparation for and participation in major international multi-sports games, including the Paris Paralympic Games to be held in August 2024. Besides, to further strengthen the support for AWDs, the Government launched, in collaboration with the HKPC, a 5-year pilot programme on career and education for AWDs in June 2023, to equip AWDs with knowledge, skill sets and career planning skills, so as to facilitate their integration into society and post-athletic transformation for their second-career development. The programme aims to provide career and education support and life skills training for at least 100 AWDs every year.

On the other hand, the Government will continue to take forward various ongoing initiatives on disability sports to encourage sports participation by PWDs, including sending coaches or instructors to workshops or centres dedicated for PWDs to provide outreach recreation and sports service, implementing coach training programmes to address the needs of PWDs in sports participation and facilitate sustainable development of various disability sports.

In sum, the Government's total expenditure on supporting AWDs and promoting various disability sports in 2024-25 is estimated to be over \$130 million. In consultation with relevant organisations, we will firm up the details of the plans and expenditures shortly.

3. In planning new sports facilities and improving existing ones, the Government will take into account various factors, which include the current provision of sports facilities at territory-wide and district levels, policy objectives for sports development, utilisation rates of existing facilities, etc. Regarding AWDs, the new facilities building of the HKSI, scheduled for completion in mid-2024, will equip able-bodied athletes and AWDs with more world-class training and support facilities and provide them with additional training venues. Meanwhile, the Government will also continue to explore various options to enhance support to AWDs. Moreover, with a view to meeting the needs of PWDs in different sectors (including AWDs), the LCSD will make available to them suitable assistive facilities and equipment in LCSD venues as far as practicable. In future, the needs of AWDs will also be taken into consideration when planning and constructing new sports facilities.
4. The LCSD organises a wide range of recreation and sports programmes for people of different ages and physical abilities. As these programmes are open to the public, PWDs may choose to participate according to their respective interest, physical ability and the programme requirements. Besides, the LCSD also organises programmes specifically for PWDs. They include swimming, aerobic dance, fitness exercise, hydro-fitness, modern dance, baduanjin, badminton, table tennis, gateball, golf, residential camp and outreach activities. The resources allocated by the LCSD to promote sport for all among PWDs and the numbers of participants in the past 3 years are set out below:

<b>Year</b>	<b>Actual expenditure (\$ million)</b>	<b>Number of participants</b>
2021-22 <sup>Note 5</sup>	3.90	7 800
2022-23 <sup>Note 5</sup>	3.90	14 200



2023-24	6.14	61 600
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Note 5: The decreases in programme expenditures and numbers of participants were due to cancellation of some programmes as a result of the COVID-19 pandemic.

In addition, the LCSD provides subvention to NSAs under the Sports Subvention Scheme (block grant) to support the promotion and development of sports for PWDs in Hong Kong. NSAs may use the subvention to cover their personnel, office and programme expenses. The subvention provided to relevant NSAs by the LCSD in the past 3 years is set out as follows:

Year	Amount of subvention (block grant) (\$m)	Number of participants
2021-22	28.34	1 100
2022-23	35.25	6 000
2023-24	36.19	13 500

- LCSD has been consulting relevant NSAs (including the Sports Association for the Physically Disabled of Hong Kong, China; the Hong Kong, China Sports Association for Persons with Intellectual Disability; and the Hong Kong, China Sports Association of the Deaf) and co-operating with relevant community organisations (including the Community Rehabilitation Network of the Hong Kong Society for Rehabilitation, the Hong Kong PHAB Association, the Hong Kong Blind Union, the Hong Kong, China Sports Association of the Deaf, the New Life Psychiatric Rehabilitation Association and the Society for the Welfare of the Autistic Persons), so as to organise recreation and sports programmes that suit the needs and interests of PWDs.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 3555)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that the Hong Kong Tourism Board (HKTB) will “promote young-adult focused activities such as hiking, cycling, stand-up paddle-boarding, trail running and stargazing in the wilderness. It’s all part of an energising effort to soft-sell Hong Kong.” In this connection, please advise the Committee:

1. Of the details of the activities on promoting hiking, cycling and stand-up paddle-boarding, estimated expenditure and manpower involved;
2. Will HKTB consider launching funding schemes and join hands with relevant national sports associations or travel agents to promote the aforesaid activities? If yes, what are the details and estimated expenditure? If not, what are the reasons?
3. As the Government said that the activities are young-adult focused, will HKTB consider promoting those activities on social media and websites to attract participation of young adults at home and from aboard? If yes, what are the details and estimated expenditure? If not, what are the reasons?
4. Whether any performance indicators have been set to evaluate the effectiveness of the aforesaid activities? If yes, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 53)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) and announced in the 2023 Policy Address that CHIS will be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc, with a view to further promoting the development of thematic tours, including national history tours, green ecology tours, marine tours, traditional culture tours, pop culture tours, intangible cultural heritage experiences, night time adventure, etc. CTIS was rolled out in January 2024.

The Hong Kong Tourism Board (HKTB) will promote new thematic travel experiences anchoring seasonal, festival and mega events as well as integrating Chinese and Western arts, pop culture, wine and dine experiences, outdoor explorations, active sports and more to cater for the interest of wide-ranging visitor segments while developing immersive in-depth

tourism activities in the light of the new travel trends. HKTB will also encourage the travel trade to launch a more diversified portfolio of tourism products.

Besides, HKTB has been promoting Hong Kong's tourism appeal in visitor source markets through different approaches to attract visitors to Hong Kong. In recent years, social media has emerged. In particular, the Mainland's Xiaohongshu, bilibili, WeChat, etc. have huge traffic and their influence is getting more significant. Therefore, HKTB has invited key opinion leaders (KOLs) and "Uploaders" with a large fan base on the aforementioned social media platforms such as Xiaohongshu, Douyin, Weibo and bilibili to visit Hong Kong and experience Hong Kong through customised itineraries on different themes, including visiting nature and participating in water activities, with a view to leveraging their online influence to create positive word-of-mouth for Hong Kong tourism. Riding on the large-scale global promotional campaign "Hello Hong Kong", HKTB has invited travel trade partners, celebrities and KOLs to produce more than 330 videos featuring urban oases and other travel experiences to be broadcast on over 3 000 platforms worldwide, reaching out to 200 million viewers all over the world.

Through its year-round promotional platform "Hong Kong Great Outdoors", HKTB will also continue to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences under the themes such as hiking, beaches and outdoor activities, sightseeing and island hopping, and actively promote Hong Kong's nature-based green tourism products and countryside, including the Hong Kong UNESCO Global Geopark, country parks, marine parks, hiking trails and itineraries featuring outlying islands, as well as guided tours and green tourism products organised by the travel trade or other organisations, so as to encourage visitors to appreciate Hong Kong's mesmerising natural landscape.

Meanwhile, HKTB's website (DiscoverHongKong), social media platforms, as well as visitor centres and visitor hotlines, etc. have been promoting to visitors itineraries and attractions with local characteristics.

Since the promotions have been subsumed under HKTB's promotion efforts in various areas, the expenditures cannot be quantified separately. Since the work mentioned above is undertaken by HKTB, the staff establishment cannot be quantified separately.

The effectiveness of HKTB cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators every year, including visitor arrivals, tourism expenditure associated with inbound tourism and per capita expenditure, length of stay as well as satisfaction of overnight visitors, to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid projects to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB060**

**(Question Serial No. 0776)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in paragraph 174 of the Budget Speech that the Government will inject about \$2.9 billion into the CreateSmart Initiative in 2024-25 to support the development of creative industries in Hong Kong. In this connection, please inform this Committee of the following:

- (1) What are the details of the injection of \$2.9 billion? Please provide a breakdown of the expenditures and the timeline.
- (2) The fund aims to encourage and promote the co-production of television variety programmes by local television stations with Mainland or Asian production teams in order to promote Hong Kong's pop culture to go global. How is the progress? How many applications have been received? What is the number of applications approved? How will the effectiveness of the projects be assessed?

Asked by: Hon CHEUNG Yu-yan, Tommy (LegCo internal reference no.: 10)

Reply:

- (1) In 2024-25, the Government will inject a sum of \$2.9 billion into the CreateSmart Initiative (CSI) to further promote the development of 7 non-film creative industries. The injection is expected to be sufficient for CSI to operate until 2028-29. Out of the \$2.9 billion injection, a sum of about \$1.72 billion will be reserved to support creative industries in organising projects for nurturing talent, facilitating start-ups, exploring markets, fostering a creative atmosphere in the community, and facilitating more cross-sectoral and cross-genre collaborations. It is expected that about 50 projects will be funded in 2024-25.

Meanwhile, the remaining sum of about \$1.18 billion will be earmarked for the following projects from 2024-25 to 2028-29:

- (a) Around \$510 million for the Hong Kong Design Centre to organise 5 flagship programmes, including Business of Design Week, DFA Awards, Knowledge of

Design Week, Nurturing Programme of Hong Kong Young Design Talents and Fashion Asia Hong Kong, as well as 2 incubation programmes, i.e. the Design Incubation Programme and the Fashion Incubation Programme;

- (b) Around \$420 million for operating and activity costs of the Sham Shui Po Design and Fashion Base; and
  - (c) Around \$250 million for the Hong Kong Trade Development Council to implement programmes related to the creative industries, including CENTRESTAGE, DesignInspire Online and Offline Promotions, promotion of arts and culture at the Hong Kong Book Fair, enhancement to AsiaIPEX portal, and to organise related activities at publishing forums and international licensing shows to promote trading of creative copyrights and foster the commercialisation of arts, cultural and creative industries.
- (2) To promote Hong Kong's pop culture to go global, Create Hong Kong (CreateHK) supported the co-production of television variety programmes by local television stations with Mainland or Asian production teams through the enhanced CSI in 2023. A total of 6 applications were received from 3 local television stations (including 1 application withdrawn later). Out of the 6 applications, 3 approved projects were granted with a total subsidy amount of around \$25.47 million. The progress of these 3 projects is as follows:
- (a) The Chinese New Year variety programme co-produced by HOY TV and Guangdong Radio and Television was broadcast on HOY TV Channel 77 in Hong Kong, Guangdong Radio and Television Pearl River Channel and Greater Bay Area Satellite TV in the Mainland, ASTRO Wah Lai Toi in Malaysia, and Fairchild TV in Canada in February 2024.
  - (b) The "CHILL CLUB (Thailand version)" co-produced by Hong Kong Television Entertainment Company Limited and M.V. Television (Thailand) Co. Ltd. is expected to be broadcast in Hong Kong and Thailand starting from the second quarter of 2024.
  - (c) The "Endless Melody 2" co-produced by Television Broadcasts Limited and Mango TV is expected to be broadcast simultaneously in Hong Kong and the Mainland in the fourth quarter of 2024.

CreateHK uses 13 performance indicators to measure the effectiveness of the CSI projects, including (i) the number of approved projects; (ii) the number of participants; (iii) the approved amount; (iv) the number of international awards attained; (v) the number of job opportunities created; (vi) the number of small- and medium-sized enterprises benefited; (vii) the number of business contacts or enquiries created; (viii) the number of nurturing opportunities created for creative talents and start-ups; (ix) the number of television audience reach in respect of awards presentation and music programmes; (x) the extent of public participation; (xi) the number of media coverage; (xii) the number of opportunities created to showcase creations or talents; and (xiii) the number of business deals secured, so as to quantify the benefits brought to the industry participants more accurately.

Upon the completion of the project, the local television station (i.e. applicant company/organisation) is required to submit a report on performance indicators, which shows the effectiveness of the project based on the above performance indicators, including specific data such as number of viewers/viewership rating, number of download click rate on online platforms and social media, and so on. CSI Vetting Committee will assess whether a funded project has met its objectives based on the report and use this assessment as a consideration for the final instalment of the funding. When the applicant company/organisation submits a new application in the future, these performance indicators will also be one of the considerations.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB061**

**(Question Serial No. 0777)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in paragraph 174 of the Budget Speech that the Government will inject about \$1.4 billion into the Film Development Fund (FDF) in 2024-25. In this connection, please inform this Committee:

- (1) of the numbers of applications received by the schemes under FDF over the past 3 years?
- (2) of the numbers of applications approved and the funding amount;
- (3) whether the scope of FDF will be extended; if so, the directions; and
- (4) how the effectiveness of FDF is assessed in relation to its support to the development of Hong Kong's film industry.

Asked by: Hon CHEUNG Yu-yan, Tommy (LegCo internal reference no.: 11)

Reply:

From 2021 to 2023, the numbers of applications received, the numbers of applications approved and the funding amount for various schemes under the Film Development Fund (FDF) are shown in **Annex**.

The Government reviews the development needs of the film industry from time to time. To promote and facilitate the development of Hong Kong's film industry, and in response to the rise of online social platforms and streaming platforms, the Content Development Scheme for Streaming Platforms was launched under FDF in 2023. Teams are recruited through a competition under this Scheme to develop content for streaming platform series, thereby nurturing cross-sectoral production teams for streaming platforms and facilitating the film industry to explore new distribution markets by creating quality streaming content. In addition, in recognition of Hong Kong's role as an East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan, FDF rolled out the Hong Kong-Asian Film Collaboration Funding Scheme in 2023, to subsidise film projects co-produced by filmmakers in Hong Kong and Asian countries which are rich in Hong Kong and Asian cultural elements, and enable Hong Kong films to go global.

In 2024, the Government will launch the Film Financing Scheme for Mainland Market under FDF in order to support Hong Kong film companies and the Mainland cultural enterprises to invest in the productions of Hong Kong directors. This will also help boost the chance of Hong Kong films for release in the Mainland market, and nurture more local directors to enter the Mainland film market. The Government will also expand the original Hong Kong-Asian Film Collaboration Funding Scheme to the Hong Kong-Europe-Asian Film Collaboration Funding Scheme, which will subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures. This would help promising Hong Kong filmmakers broaden their regional cultural horizons, draw inspiration from film productions of other countries and have better understanding of the market demands of other countries, thereby enabling Hong Kong films to go global.

The Government will evaluate the effectiveness of the approved projects from various aspects, including the numbers of talents nurtured, job opportunities created, box office receipts, local and international awards attained, as well as the number of participants.

- End -



**Numbers of applications received,  
numbers of applications approved<sup>(Note 1)</sup> and funding amount for various schemes  
under FDF from 2021 to 2023**

	2021	2022	2023
<b>Film Production Financing Scheme (including Relaxation Plan)</b>			
Applications received	31	17	11
Applications approved	15	6	3
Funding amount (HK\$)	81,403,820	31,801,580	10,969,910
<b>The First Feature Film Initiative</b>			
Applications received	49 <sup>(Note 2)</sup>	-	71
Applications approved	-	6 <sup>(Note 2)</sup>	- <sup>(Note 3)</sup>
Funding amount (HK\$)	-	39,000,000	-
<b>Directors' Succession Scheme</b>			
Applications received	3	5	0
Applications approved	3	5	1
Funding amount (HK\$)	27,000,000	45,000,000	9,000,000
<b>Hong Kong-Asian Film Collaboration Funding Scheme<sup>(Note 4)</sup></b>			
Applications received	-	-	23
Applications approved	-	-	0 <sup>(Note 4)</sup>
Funding amount (HK\$)	-	-	0 <sup>(Note 4)</sup>
<b>Content Development Scheme for Streaming Platforms<sup>(Note 5)</sup></b>			
Applications received	-	-	56 <sup>(Note 5)</sup>
Applications approved	-	-	-
Funding amount (HK\$)	-	-	-
<b>Other film-related projects</b>			
Applications received	21	17	28
Applications approved	13	15	23
Funding amount (HK\$)	27,359,419	59,525,394	107,905,668.1

Note 1: Since FDF accepts applications all year round and the processing time of some applications straddles the next financial year, the total number of applications approved and rejected each year is not necessarily equal to the number of applications received in the same year.

Note 2: The 7th First Feature Film Initiative was open for application from March to May 2021. Upon completion of assessment in 2022, six winning film projects were selected.

Note 3: The 8th First Feature Film Initiative was open for application from May to September 2023. Applications were still under assessment during 2023.

Note 4: The scheme was open for application from February 2023. Applications were still under assessment during 2023.

Note 5: The Content Development Scheme for Streaming Platforms was open for application from March to June 2023. Applications were still under assessment during 2023. The assessment of phase 1 has been completed. The Scheme is now in phase 2 of script development.

**CONTROLLING OFFICER'S REPLY**

**CSTB062**

**(Question Serial No. 1725)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The 15th National Games (NG) will be co-hosted by Hong Kong, Guangdong Province and Macao in 2025. Has the Government formulated a comprehensive plan including the measures to encourage and mobilise Hong Kong people to support our athletes at our home, boost local tourism and retail consumption through NG, and further promote cross-border tourism in the Greater Bay Area? If so, what are the details of the measures and the expenditure and manpower involved?

Asked by: Hon CHIU Duncan (LegCo internal reference no.: 23)

Reply:

The National Games Coordination Office (Hong Kong) ("NGCO") has earmarked around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

NGCO is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao on the various arrangements including event management, publicity and promotional activities, ticketing, etc., and will announce the details in due course. We aim to attract spectators from Hong Kong, the Mainland and around the world.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB063**

**(Question Serial No. 3072)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As proposed in the Budget, the Government will make every effort to promote mega events and design in-depth thematic tours, enrich tourism resources and provide more novel products and experiences to cater to visitors of all types and sources. In this connection, please inform this Committee of the following:

1. What are the plan for and specific details of the mega events to be staged and in-depth thematic tours to be designed in Hong Kong in the coming year? What are the estimated manpower and expenditure involved?
2. What are the number of visitors and economic benefits are the series of events and in-depth tourism projects expected to bring to Hong Kong?

Asked by: Hon CHOW Man-kong (LegCo internal reference no.: 39)

Reply:

Hong Kong has long been a world-renowned events capital. Organisation of mega events, international conferences and exhibitions, etc. is especially crucial to drawing high value-added visitors. It is also a segment of the tourism industry in which countries around the world are striving to establish a foothold, particularly after the pandemic. Therefore, the Government and the Hong Kong Tourism Board (HKTB) will strive to stage and support more international mega events and activities to further enhance Hong Kong's image and competitiveness as an events capital.

The Mega Events Coordination Group, chaired by the Deputy Financial Secretary with the Secretary for Culture, Sports and Tourism as deputy, convened a meeting in early March, with a view to strengthening co-ordination of major events and promoting mega event economy. As the first point of contact, HKTB provides first-stop support by liaising with event organisers and conducting preliminary assessments on event proposals. The assessments cover the benefits of hosting relevant events in Hong Kong and the necessary supporting arrangements. HKTB will also invite views from the industry or experts, bureaux, departments, or relevant statutory bodies before submitting recommendations to the

Government. The Government will reach out more proactively to attract various mega events to anchor in Hong Kong, strengthen the co-ordination, and ensure that the events receive sufficient interdepartmental support. The Government will continue to adopt a multipronged approach to promote the mega event economy.

In 2024-25, HKTB will continue to stage its 6 flagship events of various experiences including sports, gastronomy and festivity, including the “Hong Kong International Dragon Boat Races”, the “Hong Kong Cyclothon”, the “Hong Kong Wine & Dine Festival”, the “Hong Kong WinterFest”, the “Hong Kong New Year Countdown Celebrations” and the “Hong Kong Chinese New Year Celebrations”, while injecting new perspectives, elements and experiences to enrich the events and further enhance their appeal. Also, HKTB will step up promotions in the Mainland and overseas to attract visitors to visit Hong Kong repeatedly for participating in these events. As the aforesaid expenditure has been subsumed in HKTB’s overall budget, it is difficult to quantify it separately.

The effectiveness of HKTB’s work cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitors, length of stay of overnight visitors and satisfaction of overnight visitors, every year to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

On developing a variety of in-depth tourism products and itineraries, the Government announced in the 2023 Policy Address that the Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc., with a view to encouraging the trade to develop more thematic tours, including national history tours, green ecology tours, marine tours, traditional culture tours, pop culture tours, intangible cultural heritage experiences, night time adventure, etc., to showcase the diversified cultural landscape of Hong Kong. CTIS was rolled out on 1 January 2024. There are 2 categories under CTIS, namely the in-depth travel and the thematic travel, with different level of cash incentives set for each category. The target is to receive at least 100 000 visitors within 2024. CTIS is implemented by the Travel Industry Council of Hong Kong (TIC), which was the implementation agent of CHIS. TIC will allocate manpower for implementing CTIS as necessary, and submit on a regular basis progress reports and final reports to the Government for monitoring the progress and reviewing the effectiveness of the scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB064**

**(Question Serial No. 1971)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Films are an important platform for telling good stories of China. The Government has been providing support in this respect through the Film Development Fund (FDF), with the core objective of developing Hong Kong into an East-meets-West centre for international cultural exchange. However, according to the indicators under Programme (2), while the actual number of applications approved in 2022 represents a success rate as high as 50% of the total number of applications received, the success rate (i.e. the actual number of applications approved) in 2023 dropped to 11%. With regard to the operation of FDF, please inform this Committee of the following:

1. What are the reasons for the significant drop in the number of applications approved in 2023 compared to that in the previous year?
2. What is the annual amount of funding granted to each of the existing funding schemes under FDF in the past 3 years?
3. Will the Government review and enhance the existing vetting and approval procedures, so that applicants will be informed of the results sooner and be able to plan ahead better?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 1)

Reply:

The Hong Kong Film Development Council will take into account a number of factors in assessing project applications. Approval of the project depends on the content and quality of individual application. The assessment time for each project application varies. In addition, since the Film Development Fund (FDF) accepts applications all year round and the processing time of some applications straddles the next financial year, the total number of applications approved and rejected each year is not necessarily equal to the number of applications received in the same year.

The funding amount approved for respective schemes under FDF from 2021 to 2023 are shown in the table below:

	2021	2022	2023
<b>Film Production Financing Scheme (including Relaxation Plan)</b>			
Funding amount (HK\$)	81,403,820	31,801,580	10,969,910
<b>Directors' Succession Scheme</b>			
Funding amount (HK\$)	27,000,000	45,000,000	9,000,000
<b>The First Feature Film Initiative</b>			
Funding amount (HK\$)	0	39,000,000	0
<b>Other film-related projects</b>			
Funding amount (HK\$)	27,359,419	59,525,394	107,905,668.1

The existing application procedures of FDF allow applicants to make flexible arrangements. The applications for film financing are only required to be submitted before filming commences. After receiving acknowledgements of the applications, some mature productions may commence filming during the application period. The applicants may apply for postponement of filming in case the preparation for production could not be completed after obtaining approval.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB065**

**(Question Serial No. 1974)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To build the Hong Kong brand on all fronts, the Budget for this financial year has earmarked \$100 million to set up a Mega Events Coordination Group and provide support for its mega-event promotions over the next 3 years. In this connection, please inform this Committee of the following:

1. What are the specific details of the manpower establishment and work plan? How will the outcome be monitored?
2. Did the Government set any indicators for the target scale, including multi-dimensional indicators such as the total number of participants, the number of high value-added visitors drawn to Hong Kong, the line-up of performers or sports team, visitor's feedback and satisfaction, and the value added to building the Hong Kong brand?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 4)

Reply:

The Government has set up the Mega Events Coordination Group (Coordination Group) to provide high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

In addition, the Government has earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The



Coordination Group will also offer advice for different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

International mega events bear strategic significance for Hong Kong in the sense that they not only boost the local economy but also entice industry elites from around the world to experience first-hand the authentic side and vibrancy of Hong Kong. Over 80 mega events will be held in Hong Kong in the first half of 2024 alone. Whether an event can be successfully held eventually is subject to many objective conditions. If government funding is involved, an event has to be held in accordance with the requirements of the relevant funding scheme.

The Culture, Sports and Tourism Bureau serves as the Secretariat of the Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB066**

**(Question Serial No. 1975)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Cultural and Creative Industries Development Agency (CCIDA) is restructured with the objective of promoting the development of arts, culture and creative sectors as industries. Please inform this Committee of:

1. the progress and timetable of the restructure, the allocation of manpower resources and the details for co-ordination of various funding schemes, and the estimated additional expenditure involved;
2. the performance indicators for identifying and expanding showcase opportunities for the arts, culture and creative sectors.

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 5)

Reply:

1. In order to undertake the work on promoting the development of arts, culture and creative sectors as industries upon the restructuring as Cultural and Creative Industries Development Agency (CCIDA), we will redeploy the existing resources of Create Hong Kong and recruit around 30 additional non-civil service contract staff with relevant work experience in the culture and creative sectors and knowledge of business operations. We will set up new dedicated teams to manage different areas of work, including –

- (a) Proactively identifying opportunities such as arts festivals, industry showcases and event venues for the relevant industries and leading creative industries to arrange delegations to various showcases worldwide, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status;
- (b) Identifying suitable and promising projects in different cultural and creative sectors, promoting the application of cross-sectoral and cross-genre content, strengthening support to the industries for content distribution, formulating promotional strategies, and expanding markets and providing commercialisation opportunities for the cultural and

creative institutions through various media channels;

- (c) Further supporting and facilitating creation and production of cultural intellectual property (IP), facilitating cultural IP transactions, exploring business and commercialisation opportunities to enhance economic benefits; and
- (d) Conducting in-depth research on issues related to cultural and creative industries in Hong Kong and other places, including current situation, market movement and trends, and demands for human resources in local cultural and creative industries, and disseminating industry news.

The open recruitment exercises for the new positions has begun. The restructuring exercise will be gradually completed in 2024 depending on the appointment dates of new recruits. The relevant expenditure has been subsumed under the estimated expenditure for 2024-25.

2. The restructured CCIDA will drive a minimum of 60 Mainland and overseas delegations, exhibitions and showcases annually to support the market expansion of Hong Kong's culture and creative industries. CCIDA will evaluate the effectiveness of those activities from various aspects, including the numbers of participants, creative talents nurtured, job opportunities created, as well as local and international awards attained.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB067****(Question Serial No. 1976)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (2) Creative IndustriesControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

It is stated in paragraph 174 of the Budget Speech that the Government will inject about \$1.4 billion into the Film Development Fund (FDF). In this regard, please inform this Committee of:

1. the annual funding amount approved for each funding scheme currently under FDF in the past three years;
2. the implementation timetables of Hong Kong-Europe-Asian Film Collaboration Funding Scheme and Film Financing Scheme for Mainland Market, which are two new schemes launched this year; and the existing liaison work with the relevant departments and organisations in the target countries and the Mainland.

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 6)Reply:

The funding amount approved for respective schemes under the Film Development Fund (FDF) from 2021 to 2023 are shown in the table below:

	2021	2022	2023
<b>Film Production Financing Scheme (including Relaxation Plan)</b>			
Funding amount (HK\$)	81,403,820	31,801,580	10,969,910
<b>Directors' Succession Scheme</b>			
Funding amount (HK\$)	27,000,000	45,000,000	9,000,000
<b>The First Feature Film Initiative</b>			
Funding amount (HK\$)	-	39,000,000	-
<b>Other film-related projects</b>			
Funding amount (HK\$)	27,359,419	59,525,394	107,905,668.1

[Note: The Hong Kong-Asian Film Collaboration Funding Scheme and the Content Development Scheme for Streaming Platforms were launched under FDF in 2023. As the applications are still being processed, the information on the funding amount is not yet available.]

The Hong Kong-Europe-Asian Film Collaboration Funding Scheme (the Funding Scheme) will subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures. This would help promising Hong Kong filmmakers broaden their regional cultural horizons, draw inspiration from film productions of other countries and have better understanding of the market demands of other countries, thereby enabling Hong Kong films to go global. Create Hong Kong (CreateHK) participated in the Berlin Film Festival in February 2024 and introduced the Funding Scheme to filmmakers from around the world. It also invited representatives from film organisations in Italy, France, Germany, Austria, Norway etc to attend the Hong Kong Entertainment Expo, join its guided tours of filming locations in Hong Kong, and join a briefing session of local post-production houses in March 2024, so as to explore the possibility of collaboration. We plan to continue the promotion of the Funding Scheme at other international film festivals such as the Cannes Film Festival. The Funding Scheme is expected to be launched in 2024. It is anticipated that four co-production film projects will be approved in the first quarter of 2025.

In addition, in order to support Hong Kong film companies and the Mainland cultural enterprises to invest in the productions of Hong Kong directors for release in the Mainland market, the Film Financing Scheme for Mainland Market (the Scheme) will be launched under FDF. When planning the Scheme, CreateHK visited the China Film Administration, China Film Co-production Corporation as well as major film companies including Alibaba, Bona Film, Sil-Metropole Organisation etc, to listen to their views and explore room for collaboration. During the visit to Xiamen in November 2023, CreateHK met with Mainland officials and film industry practitioners to introduce the Scheme to them. CreateHK, after grasping the opportunity of the Golden Rooster and Hundred Flowers Film to promote the Scheme, plans to continue the promotion on the Scheme at other Mainland film festivals such as the Beijing International Film Festival. The Scheme is expected to be launched in the first half of 2024.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB068**

**(Question Serial No. 1980)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 37 of the document, the Culture, Sports and Tourism Bureau (CSTB) will “continue to support the Hong Kong Tourism Board (HKTB) in taking forward initiatives for enhancement of promotion and marketing work in different source markets”. Please inform this Committee of the following:

- a. On which market(s) did CSTB focus its promotion work over the past 3 years respectively? Which potential market(s) will CSTB explore in 2024-25?
- b. What were the respective expenditures and outcomes of the promotion work in the past 3 years?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 10)

Reply:

The Hong Kong Tourism Board (HKTB) has remained flexible in making timely adjustments to its strategies and directions in response to the actual situation in the source markets to ensure proper use of resources.

Due to the Covid-19 pandemic, global travel came to a halt. In 2021 and 2022, HKTB made timely adjustments to its strategies and directions to foster positive ambience and stimulate spending through different initiatives. When the pandemic was under control, HKTB brought back and supported a series of mega events and activities to enhance Hong Kong's positive exposure in the Mainland and overseas markets.

Before travel resumed, HKTB dedicated its resources to promoting local tourism and boosting consumption, and launched a series of projects jointly with the travel trade to provide business opportunities for travel agencies and travel trade practitioners, as well as the catering, retail, hotel and other tourism-related sectors. HKTB had also brought back a series of mega

events to enhance local ambience, support local trades and maintain Hong Kong's international exposure.

At the same time, HKTB continued to collaborate with Mainland and international network television channels to produce variety shows and gourmet programmes featuring Hong Kong; extended the "360 Hong Kong Moments" video series to showcase Hong Kong's impressive experiences to a broader audience worldwide; and invited HKTB's "Hong Kong Super Fans" to share distinctive Hong Kong food, arts and culture, and outdoor activities through social media to promote Hong Kong and maintain global exposure.

With Hong Kong's tourism door fully reopened in early 2023, HKTB immediately kick-started "Hello Hong Kong", a large-scale global promotional campaign, and launched a series of initiatives to promote Hong Kong as the top-of-mind destination for visitors, thereby driving the recovery of the tourism industry and reconnecting with global travellers.

As visitors from short-haul markets such as the Mainland and Southeast Asia were expected to return first at the initial stage, HKTB dedicated its resources to stepping up its promotional efforts in these markets.

As for the Mainland market, in view of the convenience brought by the High Speed Rail (HSR), HKTB has stepped up the promotion of HSR travel, and collaborated with renowned travel portals in the Mainland to promote HSR travel to Hong Kong in 6 key markets along HSR that are within 5 hours of travelling distance from Hong Kong, including Hubei, Hunan, Jiangxi, Guangxi, Fujian and Guangdong, targeting those who have never visited Hong Kong, in particular the young segment.

More Mainland visitors are now exploring their travel destinations according to recommendations online. For instance, they look for photo spots or pursue experiences on Hong Kong's nature or arts and culture. Since travel resumed last year, Hong Kong has topped Xiaohongshu's destination list for outbound travel, indicating that Hong Kong as an outbound destination remains the first choice of the majority of Mainland travellers. In the first half of 2023, HKTB partnered with Xiaohongshu in rolling out the "Hong Kong Time Travel Machine" and "Arts in Hong Kong Together" projects, generating 200 million exposure for Hong Kong tourism. In September 2023, HKTB and Xiaohongshu jointly presented the "Hong Kong Guide to Citywalk" online, introducing five itineraries with Hong Kong characteristics, covering popular photo spots and major festive celebrations in town, to Mainland travellers. In addition, HKTB also leveraged the Temple Street promotion to invite a group of Xiaohongshu bloggers to explore the Street where tradition and modernity meets, capitalising on their massive follower network to showcase Hong Kong's unique, time-tested local culture.

As part of the "Hello Hong Kong" promotional campaign, HKTB invited travel trade and media representatives, celebrities, KOLs and "Hong Kong Super Fans" from its major visitor source markets in Southeast Asia, including Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam to visit the city in person on tailor-made thematic itineraries, so as to showcase Hong Kong's diverse tourism appeal, which helped design tourism products with their first-hand experience or tell good stories of Hong Kong through their extensive network on social media.

Moreover, HKTB has increased the exposure of the “Hello Hong Kong” promotional campaign with outdoor advertising placement as well as promoting it online, especially on social media platforms in the Southeast Asian markets. In addition, HKTB reached out to the world by participating in a number of travel fairs in Southeast Asia to send a welcome message to the travel trade and visitors there. The “Hello Hong Kong Dance Challenge” launched by HKTB on social media platform TikTok has attracted over 1.2 million video clips from netizens with 1.5 billion global viewership. The challenge became TikTok’s promotional campaign with the highest traffic in the Southeast Asian market in the first quarter of 2023 and brought 300 000 new followers to HKTB’s official account, increasing the total number of followers to around 2 million.

HKTB’s expenditures on marketing from 2021-22 to 2023-24 are as follows:

2021-22 (Actual)	2022-23 (Actual)	2023-24 (Revised estimate)
\$374 million	\$706 million	\$1,042 million

In 2024-25, HKTB will prioritise the visitor source markets according to the progress of their respective tourism recovery, including the outbound travel situation of the markets, air capacity connecting to Hong Kong, spending patterns, economic growth, currency exchange rates and other factors, to determine the promotional efforts and resource allocation.

Among the visitor source markets, the Muslim market is one with great potential. HKTB has been actively promoting Hong Kong tourism in Muslim source markets. In the coming year, HKTB will cooperate with the trade to further enhance the publicity of the infrastructure with a view to promoting Muslim travel. HKTB will also invite credible Muslim accreditation organisation to collaborate with local accreditation organisation for establishing various classification of Muslim standards and assessment criteria, while helping trade partners in different sectors such as hotels, shopping arcades and attractions to be certified in order to develop Hong Kong as a Muslim-friendly destination.

As for the member states of the Cooperation Council for the Arab States of the Gulf, HKTB will, apart from enhancing the measures and arrangements targeting Muslim travel market, strengthen Hong Kong’s brand image and promotion programmes, participate in the Arabian Travel Market to be held in Dubai in May, collaborate with the local media by anchoring a series of international cultural mega events as well as Chinese and Western festive occasions in Hong Kong to attract visitors from the young and family segments through articles and social media clips covering various contents; cooperate with airlines to offer tour packages targeting different segments. HKTB will also invite Muslim representatives from the trade, media and their KOLs to visit Hong Kong and experience Muslim-friendly facilities in the city.

Moreover, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets through organising events and inviting broadcasters to produce travel programmes to promote GBA tourism resources and the connectivity between the destinations.

The effectiveness of HKTB’s work cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitors, length of stay of overnight visitors and satisfaction of overnight visitors every year to illustrate the overall



position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1988)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Sai Kung Hoi Arts Festival mentioned in paragraph 65 of the Budget Speech is originally a three-year arts project. As this year will be the third year organising the project, it is worthwhile to conduct a comprehensive review. Please inform this Committee of the following:

- a. What are the expenditure involved in the project, the proportion of expenditure on promotion and the breakdown of the number of visitors participating in the activities organised on the 4 islands? Does the project expenditure involve transport subsidy and measures to improve transport facilities on the islands?
- b. What is the outcome of the project since its launch with respect to promoting arts and culture? Did the project achieve the desired outcome of developing island tourism resources?
- c. Given that the Budget has proposed to continue the project, does the Government have plans to increase the number of participating islands so as to expand the network of islands in Sai Kung Hoi and enhance cultural exchange?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 18)

Reply:

The Tourism Commission (TC) rolls out the Sai Kung Hoi Arts Festival (Arts Festival) from 2022 to 2024 and gradually expands its coverage from Yim Tin Tsai to Sharp Island, Kau Sai Chau and High Island to offer visitors a travel experience that integrates arts, cultural, heritage and green elements. The funding for the project is \$40 million for 3 years. The expenditure concerned does not involve transport subsidy.

The first edition of the Arts Festival was held from 16 November 2022 to 15 January 2023 on Yim Tin Tsai and Sharp Island and the second edition was organised on the above 4 islands from 15 November 2023 to 14 January 2024. During the two editions of the Arts Festival, there were over 144 000 visitors and participants in guided tours and programmes. The information concerned is listed in the table below:

Year of Arts Festival	Number of visitors and participants in guided tours and programmes on the islands			
	Yim Tin Tsai	Sharp Island	Kau Sai Chau	High Island
First edition (2022)	34,964	31,123	Not applicable	Not applicable
Total attendance:	66,087			
Second edition (2023)	23,694	34,386	8,252	11,590
Total attendance:	77,922			
Grand total for the 2 editions of Arts Festival:	144,009			

Featuring an integration of arts with the islands, the Arts Festival allowed visitors to experience the natural landscape, history, culture and heritage of Sai Kung Hoi, revitalised the islands as well as the community there. Apart from the display of artworks, guided tours and programmes of various themes were offered to visitors free of charge during the Arts Festival. In addition, special island hopping kaito services were arranged for visitors to visit the islands at their own expense. Most of the artworks have been retained for visitors' enjoyment after the conclusion of the Arts Festival.

TC and the curatorial partner have been closely monitoring the programmes of the Arts Festival and reviewing the relevant arrangements. They are making preparations for the third edition of the Arts Festival to be held in end 2024. Upon completion of the Arts Festival, TC will conduct detailed reviews of the entire Sai Kung Hoi Arts Festival to evaluate the outcome and make arrangements for the new phase of the Arts Festival.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB070**

**(Question Serial No. 1989)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism. (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As proposed in paragraph 71 of the Budget Speech, the Government will allocate additional funding, totalling \$1.095 billion, to the Tourism Commission and the Hong Kong Tourism Board to build the Hong Kong brand by enhancing publicity and promotional efforts. Please inform this Committee of the following:

- a. Has the Government drawn up an overall proposal? What is the estimated allocation ratio of funding for the events and activities? What is the manpower establishment involved in the publicity efforts?
- b. What are the target source markets? How will the effectiveness of developing a Hong Kong tourism brand be assessed?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 19)

Reply:

The 2024-25 Budget has allocated an additional funding of \$1.095 billion to the Tourism Commission (TC) and the Hong Kong Tourism Board (HKTB) for supporting their tourism-related work and earmarked another \$100 million for boosting mega-event promotions over the next 3 years, involving \$1.195 billion in total.

Of the additional funding, \$224 million has been allocated to TC for 2024-25 to 2027-28 for developing diversified tourism experiences, including continuing to organise signature creative arts and cultural tourism projects such as the Sai Kung Hoi Arts Festival and “Design District Hong Kong” (#ddHK) over the next few years, and attracting more mega events with significant visitor appeal and tourism promotional effect to be staged in Hong Kong.

The remaining \$871 million of the additional funding, which represents the total funding amount for the 3 years from 2024-25 to 2026-27, has been allocated to HKTB, in addition to the \$100 million earmarked for accommodating the Mega Events Coordination Group (Coordination Group)’s work in boosting mega-event promotions over the next 3 years. Of the total provision of \$971 million for HKTB, \$665 million is for 2024-25. Of which,

\$115 million will be used for revamping “A Symphony of Lights” light-and-sound show (SoL), and \$33 million will be allocated for accommodating the Coordination Group’s work in supporting and promoting mega events. The four strategic focuses of HKTB and the respective provisions are as follows:

Strategic Focus	Provision (\$)
(I) <u>Developing diversified tourism experiences</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$354 million in the coming 3 years for revamping SoL (\$115 million will be spent in 2024-25)</li> <li>● Carrying out ongoing promotions of the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tour</li> </ul>	389 million
(II) <u>Staging and supporting large-scale international events</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$100 million for accommodating the Coordination Group’s work in the coming 3 years to support and promote mega events (around \$33 million will be spent in 2024-25)</li> <li>● Staging large-scale events and supporting large-scale international events in the city</li> </ul>	304 million
(III) <u>Developing diverse visitor source markets and stepping up promotions</u> <ul style="list-style-type: none"> <li>● Continuing to step up promotions in various visitor source markets</li> <li>● Launching promotions in cities recently included in the Individual Visit Scheme, namely Xi’an and Qingdao</li> </ul>	176 million
(IV) <u>Launching new courtesy campaign and providing continuous support for the travel trade</u> <ul style="list-style-type: none"> <li>● Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality</li> <li>● Collaborating with the trade to enhance relevant products and services for potential visitor segments such as the Muslim community</li> </ul>	102 million
<b>Total</b>	<b>971 million</b>

HKTB conducted a series of research studies for analysing factors such as travel trends and formulating new promotional plans. HKTB will prioritise the visitor source markets according to the recovery progress of their outbound tourism, which takes into account their outbound travel statistics, air connectivity with Hong Kong, spending pattern, economic growth, currency exchange rate and etc., to decide how much effort and resources should be allocated to the promotion work in each visitor source market.

Among the visitor source markets, the Muslim market is one with great potential. HKTB has been actively promoting Hong Kong tourism in the Muslim market. In the coming year,

HKTB will join hands with the trade to further promote our Muslim-friendly facilities, invite credible Halal accreditation bodies to work with their local counterparts in creating categories and formulating standards and assessment criteria for the development of a halal certification system in Hong Kong, and help our trade partners, such as hotels, shopping arcades and attractions, to obtain Halal certificates, so as to develop Hong Kong into a Muslim-friendly travel destination.

As for the member states of the Cooperation Council for the Arab States of the Gulf, HKTB will, apart from enhancing the measures on Muslim travel and arrangements for Muslim visitors, strengthen Hong Kong's brand image and step up promotions in the member states, participate in the Arabian Travel Market to be held in Dubai in May 2024, and collaborate with the local media to publish various articles and post social media clips during the holding of international arts and cultural events in Hong Kong and on different Chinese and Western festive occasions to attract young and family visitors from the members states. Besides, HKTB will cooperate with airlines to offer tour packages targeting different visitor groups, and arrange tours for trade and media representatives as well as key opinion leaders (KOLs) from the members states and invite them to visit Hong Kong and explore our Muslim-friendly facilities in person.

Moreover, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets through organising events and inviting broadcasters to produce travel programmes to promote GBA's rich tourism resources and the convenient transportation between the cities.

The effectiveness of HKTB's work cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitor, length of stay of overnight visitors and satisfaction of overnight visitors, every year to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

The aforesaid initiatives will continue to add vibrancy to our tourism industry, bring joy to the public, and stimulate retail, consumption, catering and transportation demand throughout Hong Kong, thereby injecting impetus into our economy.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB071**

**(Question Serial No.1990)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Budget Speech mentioned “building the Hong Kong brand on all fronts”. In particular, it is stated in paragraph 62 of the Speech that the Government intends to make better use of the harbourfront resources. As a matter of fact, marine economy plays a significant role in nurturing emerging industries and harbourfront resources can bring about key breakthroughs in a number of industries, such as sports, culture and tourism, which aligns with Hong Kong’s policy objective of “pursuing economic growth”. According to a report, the global value added of marine economy will reach USD 3 trillion by 2030. At the same time, the marine production of China has reached RMB 9.5 trillion in 2022, which illustrates that marine production is an important blue engine for promoting economic growth. The harbourfront resources and marine tourism mentioned in the 2024-25 Budget are important strategic plans for the development of marine economy and the SAR Government should seize the development opportunity. However, we have examined the estimated expenditures of a number of departments and found that none of them have drawn up detailed plans for the development of marine-related industries. In this connection, please inform this Committee of the following:

1. With regard to “making better use of harbourfront resources” and “offering many more enchanting moments and experiences for our people and visitors alike”, what are the concrete measures for implementing the policy? Will the Government consider earmarking resources for inviting arts groups in Hong Kong to conduct programme rehearsals and work on product design, and advertising and promotion, so as to promote the Hong Kong brand from the perspective of marine culture and offer local arts groups opportunities while soft-selling Hong Kong?
2. With regard to promoting “in-depth tourism”, will the Government consider formulating a concrete plan for “developing blue tourism”, setting targets for the first batch of projects and consolidating other tourism promotions to develop new tourism products such as in-depth tours (paragraph 70) and Citywalk (paragraph 66), so as to make better use of Hong Kong’s rich marine resources to enhance the effectiveness of promoting Hong Kong’s tourism brand?

3. With regard to “enhancing local group-tour activities”, how will the Government deploy resources to strengthen the promotion of Hong Kong’s distinctive harbourfront space? How will the Government provide support to tie in with the promotion of multi-destination tourism in collaboration with the Greater Bay Area (paragraph 68), and what will be the manpower deployment and division of work among departments? It is learnt that the Guangdong Province has put forward a number of measures in relation to the national goal of promoting the high-quality development of marine economy. Will the SAR Government proactively collaborate with the relevant departments to step up the promotion of the Hong Kong brand in the Greater Bay Area?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 20)

Reply:

The 2024-25 Budget has proposed “better use of the harbourfront and cultural resources”. The Tourism Commission will work with the Hong Kong Tourism Board (HKTB) in revamping the light-and-sound show, “A Symphony of Lights” (SoL), to showcase Victoria Harbour’s night view in a new way, with a view to bringing new experiences to visitors. The HKTB will engage a contractor through tendering to revamp the content and design of SoL. The revamped SoL is expected to be unveiled in the first half of 2025.

Before the unveiling of the revamped SoL, the HKTB will, in conjunction with festivals and major events, regularly hold pyrotechnic and drone shows. The different themes and designs of the shows will enhance their appeal and create a joyful atmosphere at night, making them more attractive to the locals and inbound tourists. At the same time, the HKTB will encourage the catering, retail and other related industries to grasp this chance and introduce more tourism products for tourists and locals, such as water tours and dinners with pyrotechnic shows as the backdrop. The business opportunities thus created will help stimulate consumption and generate economic benefits.

In addition, the Development Bureau (DEVB) will introduce commercial facilities such as food and beverages, retail and entertainment on a pilot basis at selected suitable harbourfront locations to bring convenience and better experience to visitors. The DEVB will set up smart specialty vending facilities providing popular light snacks and beverages at a pilot site on both sides of the Victoria Harbourfront from mid-2024. With a specially designed outlook to attract visitors, each vending facility will house several smart vending machines and offer different combinations of light snacks and beverages (e.g. ice-cream, smoothies, etc.). Besides, space and infrastructure have been reserved at some harbourfront sites that are currently under construction, such as the Boardwalk underneath the Island Eastern Corridor and the open space at Eastern Street North, to provide facilities providing specialty food and beverages. To increase choices and diversity, the DEVB will explore the introduction of mobile “pop-up” facilities for sale of snacks and beverages, such as items which may require manual preparation and reheating. Furthermore, the feasibility of providing dining, retail, and entertainment facilities on a larger scale will be examined when conducting studies on areas along the Victoria Harbourfront (such as the studies covering the waterfront area adjacent to the Hong Kong Coliseum in Hung Hom, and the development above the Exhibition Centre Station in Wan Chai, both of which are ongoing).

The Leisure and Cultural Services Department has also been inviting local artists/arts groups to participate in large-scale cultural events that are held at the Hong Kong Cultural Centre



piazza which offers a panoramic view of the Victoria Harbour. Examples include “Art@Harbour 2024”, “Lunar New Year Lantern Carnivals”, “Cantonese Opera Day”, “Hong Kong Pop Culture Festival” outdoor concert, etc. Various cultural activities will continue to take place at that venue, providing performance opportunities for local artists/arts groups and at the same time allowing tourists to fully experience the unique cultural charm of Hong Kong. In addition, the Hong Kong Arts Development Council welcomes and will consider funding applications for different types of arts and cultural projects, including those related to maritime culture.

On promoting “in-depth tourism”, HKTB has been showcasing Hong Kong’s tourism appeals through multi-channel publicity to attract visitors from various source markets. In recent years, the emergence of social media platforms, especially the Mainland’s Xiaohongshu, bilibili and WeChat, etc., has not only generated huge traffic volume but also gained significant influence. Therefore, HKTB has specially invited key opinion leaders with large followings on social media platforms such as Xiaohongshu, Douyin, Weibo and bilibili to experience Hong Kong first-hand through tailor-made tours on various themes, including countryside visits and water sports, with a view to building Hong Kong’s reputation in tourism through their network influence.

Last year, HKTB collaborated with the social media platform Xiaohongshu to launch the “Hong Kong Citywalk Guide”. Five itineraries (namely “Mountains and Seas Walk”, “Literary Stroll”, “Graffiti Walk”, “Museum Walk” and “Neon Walk”) were designed under the theme of “Citywalk” to attract Mainland visitors to Hong Kong. To tie in with the large-scale global promotional campaign “Hello Hong Kong”, HKTB has invited members of the trade representatives, celebrities and KOLs to shoot over 330 video clips, featuring their travel experiences in places such as urban oases. These videos have been broadcast on more than 3 300 platforms around the globe, reaching over 200 million viewers. Through its year-round promotional platform “Hong Kong Great Outdoors”, HKTB continues to introduce in details travel themes such as beaches, outdoor activities and outlying island explorations, featuring Hong Kong’s unique natural scenery and visiting experiences. HKTB also makes use of a wide range of promotion channels, including its guidebooks, website, television programmes, social media and mobile application, to actively promote Hong Kong’s nature-based green tourism products and countryside landscapes, including marine parks and outlying island excursions, etc. Meanwhile, HKTB has been promoting Hong Kong’s distinctive travel itineraries and attractions to visitors through its website (Discover Hong Kong), social media, visitor information centres and visitor hotline, etc.

In addition, HKTB will promote new thematic travel experiences anchoring seasonal, festival and mega events as well as integrating Chinese and Western arts, pop culture, wine and dine experiences, outdoor explorations, active sports and more to cater for the interest of wide-ranging visitor segments while developing immersive, in-depth tourism activities in the light of the new travel trends. It will also encourage the travel trade to launch a more diversified portfolio of tourism products.

In addition to the above promotion efforts by the HKTB, the Government launched the Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) in October 2022, which aimed at incentivising the travel trade to develop more tourism itineraries and products with cultural and heritage elements, including those related to water culture such as fishing methods and aquaculture of fresh-water fish techniques. The Government proposed in the

2023 Policy Address that CHIS be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS), with a view to encouraging the trade to develop more thematic in-depth tours and tourism products. This includes developing signature itineraries featuring marine elements, so as to better utilise our water resources to offer quality and unique tourism products. Locations related to these marine tours include marine parks under the Agriculture, Fisheries and Conservation Department (such as those in Hoi Ha Wan and Tung Ping Chau) and natural islands (such as Sharp Island and Yim Tin Tsai). CTIS was rolled out on 1 January 2024 immediately after the conclusion of CHIS on 31 December 2023. The Government also launched the Deeper into Hong Kong: Creative Itinerary Design Competition under CHIS in August 2023 to encourage travel agents to design in-depth themed itineraries, including marine tour routes.

On promoting multi-destination tourism, HKTB has fully leveraged Hong Kong's important role as the gateway connecting the Mainland and international cities to actively promote abroad tourism in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) in collaboration with other GBA cities. Alongside the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office, HKTB launched a new publicity campaign for the GBA tourism brand in October 2023 and organised the first large-scale overseas GBA promotion event since the pandemic under the theme "Greater Bay Area — Connecting Great Experiences" in Bangkok, to introduce the novel tourism appeals to Thailand. Additionally, a new all-in-one GBA tourism website, a travel programme and a series of promotion activities have also been launched to showcase the diverse attractiveness of the GBA to visitors.

In 2024-25, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets through organising events and inviting broadcasters to produce travel programmes to promote GBA's tourism resources and the connectivity between the destinations. As the promotion activities related to multi-destination tourism have been subsumed into various aspects of HKTB's promotion work, it is difficult to quantify the relevant expenditure separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB072**

**(Question Serial No. 1992)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government stated that it will formulate the Development Blueprint for Hong Kong's Tourism Industry 2.0. Please inform this Committee of the following:

1. What are the current progress and timetable of the trade consultation commenced by the Culture, Sports and Tourism Bureau in 2023-24?
2. What are the manpower and expenditure involved in the consultation exercise?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 22)

Reply:

The Government is currently communicating with stakeholders on the direction of formulating the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0). We will launch a trade consultation shortly to exchange views with Legislative Council members concerning the development of tourism industry, the travel trade, institution representatives, as well as tourism-related committees and government bureaux/departments. The trade consultation is expected to be completed in the second quarter of 2024. Our target is to publish the Blueprint 2.0 this year to unite different industries to promote speedy and high-quality development of the local tourism industry.

As the consultation work for Blueprint 2.0 is mainly undertaken by the manpower of the Culture, Sports and Tourism Bureau, it is difficult to quantify the expenditure separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB073**

**(Question Serial No. 2005)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (5) Subvention: Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council and Major Performing Arts Groups

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to the funding situation for major performing arts groups, please inform this Committee:

- a. of the reasons for the 1% decrease in the subvention in 2024-25 compared to the previous 2 years;
- b. whether the work will be affected given that the subvention will be decreased and the number of arts education and audience building activities is expected to increase significantly by 2 791 in 2024-25 compared to 2023-24.

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 35)

Reply:

- a. In 2024-25, the Government's estimated total subvention for major performing arts groups (MPAGs) is \$395.7 million, representation a 1% reduction as compared with that in the 2022-23 and 2023-24 financial year. This is in line with the Productivity Enhancement Programme applicable to all policy bureaux and departments to achieve 1% saving of recurrent government expenditure in that financial year.
- b. Under the Productivity Enhancement Programme, MPAGs are required to enhance the efficiency of resources utilisation and use subventions and reserves effectively and properly through resources redeployment and adopting different means to reduce expenditure in taking forward each performances and activities. The Government also encourages arts groups to diversify their sources of funding and explore sponsorships from the business sector and the community. Despite the 1% reduction in government's regular subvention for MPAGs, the estimated increase in the number of "arts education and audience building activities" in 2024-25 demonstrates the efforts of MPAGs in resource redeployment and effective resources utilisation.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB074**

**(Question Serial No. 1973)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

For the Belt and Road (B&R) Festival mentioned in paragraph 158 of the Budget Speech, please inform this Committee of the following regarding the arts and culture sector:

1. What are the estimated scale and details of the manpower resources involved in this project? In what ways will the Government provide more support for local arts groups to participate in B&R Festival, thereby creating more development opportunities for them?
2. Promoting the development of culture sector as an industry is a key measure to maintain its sustainability. Are there any plans to establish a matching fund for this event (especially inviting Chinese enterprises to build connections with local arts groups through B&R platforms and leverage their role) and to make use of the opportunities arising from B&R Festival to further promote cultural soft power?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 3)

Reply:

In consultation with the Commerce and Economic Development Bureau (CEDB), our consolidated reply is as follows:

The Government has been adopting a whole-government strategic approach, under which the Belt and Road Office (BRO) is tasked to lead and co-ordinate Hong Kong's participation in the Belt and Road (B&R) Initiative. The CEDB plans to organise the 9th Belt and Road Summit (the Summit) on 11-12 September 2024, and will further expand the breadth and depth of the Summit. The CEDB also will launch the new "Belt and Road Festival" in September this year, with a view to furthering Hong Kong's collaboration with B&R countries in a wide range of areas including trade and investment, technology, arts and culture, talent exchanges, etc., to act as an important bridge to showcase achievements of people-to-people exchanges and promote people and cultural exchanges and collaboration. The BRO of the CEDB has already been in touch with various stakeholders in the community, including Consul Generals in Hong Kong, chambers of commerce, as well as culture, tourism, education, professional and youth organisations and public bodies such as the Hong Kong

Jockey Club and the West Kowloon Cultural District Authority. The CEDB carries out the work related to the launch of the Belt and Road Festival with existing manpower and resources.

The Culture, Sports and Tourism Bureau (CSTB) and its Leisure and Cultural Services Department have always been committed to strengthening cultural exchange and collaboration between Hong Kong and other parts of the world, including B&R countries. We aim to establish ties, deepen public understanding of B&R countries and promote regional collaboration through cultural exchange and collaboration, thereby fostering people-to-people bond. Major cultural exchange programmes organised in recent years include the Asia+ Festival, the Asia Cultural Co-operation Forum, the Museum Summit, and the Hong Kong Week 2023@Bangkok. The CSTB will continue to enhance its efforts in this area to promote cultural ties with different places.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB075**

**(Question Serial No. 3482)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Budget Speech stated that “we will make every effort to promote mega-events and design in-depth thematic tours, enrich tourism resources and provide more novel products and experiences to cater to visitors of all types and sources. This will help stimulate retail, consumption, catering and transportation demand throughout Hong Kong”. Please inform this Committee of the following:

- a) Which department(s) will be responsible for these matters?
- b) Given that our country is vigorously developing marine economy, will the in-depth thematic tours relate to such development?
- c) Is leisure fisheries one of the areas covered in the promotion?

Asked by: Hon HO Chun-yin, Steven (LegCo internal reference no.: 53)

Reply:

The Government has set up the Mega Events Coordination Group (the Coordination Group) to provide high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTb) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTb will carry out preliminary assessments of event proposals, refer the event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

On promoting in-depth thematic tours, the Tourism Commission (TC) and HKTb will promote new thematic travel experiences anchoring seasonal, festival and mega events as well as integrating Chinese and Western arts, pop culture, wine and dine experiences, outdoor explorations, active sports and more to cater for the interest of wide-ranging visitor segments

while developing immersive in-depth tourism activities in the light of the new travel trends. We will also encourage the travel trade to launch a more diversified portfolio of tourism products.

Besides, to enrich visitors' travel experiences, TC has introduced the Characteristic Local Tourism Incentive Scheme to provide more in-depth itinerary design, training, etc., with a view to encouraging the trade to develop more thematic tours, including signature itineraries with water elements, so as to better utilise the water resources to offer high-quality and unique tourism products for our visitors.

With regard to recreational fisheries, the Government will create favourable conditions to promote its development. These include planning for the establishment of fisheries protection areas and relevant supporting measures to create room for developing recreational fisheries; providing financial and technical assistance to the trade; and reasonably removing unnecessary barriers in the existing regulatory structure to support the fishery sector in developing recreational fisheries, etc. With recreational fisheries gradually developed with tourism appeal, TC, in collaboration with HKTB, will explore promotion to visitors as appropriate.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB076**

**(Question Serial No. 0851)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

On polices to support and promote the development of sports in Hong Kong, please inform this Committee of the following:

1. Hong Kong athletes achieved impressive results in the Tokyo Olympic Games in 2021, garnering widespread support from the public, which highlights the benefits and potential of sports development in Hong Kong. Please provide a table to show the Government's work plans, staff establishment and expenditure on realising its objectives of promoting sports in the community, supporting elite sports and promoting Hong Kong as a centre for major international sports events in the past 2 financial years.
2. What are the Government's work plans and estimated expenditure for continuing its objectives of promoting sports in the community, supporting elite sports and promoting Hong Kong as a centre for major international sports events for the next financial year?
3. The Paris Olympic Games will be held from July to August this year. What are the Government's plans and financial support to assist athletes and teams across different sports in securing qualification and preparing for the Games?
4. The Government has stated that it would explore ways to further promote sports development in Hong Kong, including enhancing professionalism in the sports sector and developing sports as an industry. What is the progress of the study and the consultation with the sports sector? Does the Government have any framework, timeline and roadmap in this respect?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 6)

Reply:

1. & 2. The Culture, Sports and Tourism Bureau (CSTB) strives to promote sports development in Hong Kong by supporting elite sports, enhancing professionalism, promoting Hong Kong as a centre for major international sports events, developing sports as an industry and promoting sports in the community, which include strengthening the support to athletes, attracting major international sports events to

Hong Kong and further promoting sports development through enhanced professionalism in the sports sector and the development of sports as an industry. In addition, we endeavour to promote sports in the community and in schools, increase and enhance sports and recreation facilities, and encourage collaboration among communities in fostering a strong sporting culture.

On promoting sports in the community, the Leisure and Cultural Services Department (LCSD) has been promoting community sports by organising diversified recreational and sports programmes, as well as the School Sports Programme, Sport For All Day, and the Hong Kong Games, among others, every year. To encourage more people to exercise regularly, LCSD also provides programmes to meet the needs of specific target groups, including programmes designated for persons with disabilities; parent-child activities suitable for participation of both parents and children, such as badminton, orienteering and flying disc; programmes targeting at young people such as track cycling, sailing, canoeing and long-distance running; and less physically demanding activities such as dance, body-mind stretch, and fitness walking for people who exercise less frequently. On promoting sports for all, LCSD plans to organise about 37 900 programmes for some 2.73 million participants in 2024-25 at an estimated cost of \$263 million.

The work plans and expenditures of LCSD concerning the promotion of sports in the community in the past 2 financial years are as follows:

Year	Number of programmes	Number of participants	Expenditure (\$ million)
2022-23 <sup>Note</sup>	19 800	980 000	108
2023-24 (Estimate)	37 000	2 300 000	221

Note: Due to the Covid-19 pandemic, the number of programmes, number of participants and expenditure in 2022-23 were lower.

On supporting elite sports, the Government injected \$6 billion into the Elite Athletes Development Fund (EADF) in 2018-19 to enhance support to elite training, including reinforcing the coaching team and training partner arrangements and enhancing scientific and medical support. In 2024-25, the Government expects to allocate a provision of about \$941 million to the Hong Kong Sports Institute (HKSI) alongside about \$53.5 million provided by HKSI's reserve accumulated from previous EADF allocations. At the same time, HKSI's new facilities building, which is expected to be completed by mid-2024, will provide more advanced training and support facilities for athletes and enhance support services in areas such as strength and conditioning, sports science, and sports medicine. In addition, the Government will also allocate additional resources to enhance its Sports Medicine Centre by increasing its manpower and further enhancing its professional standards, thereby providing elite athletes with more comprehensive sports medicine support. The expenditure involved will be absorbed from within the existing resources of the HKSI/the CSTB. The Government will continue to support the HKSI in research and enhancement of strategies for the training of elite athletes as well as the upgrade of related facilities.

On promoting Hong Kong as a centre for major international sports events, the Government has been supporting local “national sports associations” (NSAs) to host such events by providing matching fund and direct grants through the “M” Mark System since 2004. In 2022-23, due to the Covid-19 pandemic, only 6 major international sports events were supported by the “M” Mark System with total funding of about \$54 million. To encourage the staging of more major international sports events in Hong Kong, the Government introduced a series of measures in April 2023 to enhance the “M” Mark System. These include increasing the funding ceiling for each event to \$15 million (except for grants for venue and/or marketing), abolishing the quota of 2 “M” Mark events that can be organised by the same applicant each year, and relaxing the eligibility of applicants to cover events organised by NSAs and other private or non-governmental organisations. The enhancement measures have proven to be effective since the introduction. In 2023-24, a record high of 18 major international sports events received support under the “M” Mark system. In particular, some events such as the Aramco Team Series Hong Kong, FIA World Rallycross Championship Season Finale, the WDSF Breaking for Gold World Series and LIV Golf Hong Kong were held in Hong Kong for the first time. All these events attracted over 500 000 participants in total. About 20 major international sports events will be held in Hong Kong in 2024-25 with estimated funding support of around \$200 million. The Government will continue to review the “M” Mark System to encourage more major international sports events to be held in Hong Kong. The workload arising from the implementation of the “M” Mark System will be absorbed from within the existing manpower resources of CSTB and LCSD.

The Government will continue to promote professionalism in the sports sector and development of sports as an industry. The Government and the Hong Kong Jockey Club Charities Trust jointly contributed a total of \$300 million to set up the Sports Science and Research Funding Scheme (the Scheme), with the aim of enhancing the competitiveness of athletes in international sports events through research in sports science and sports medicine. Since its launch in January 2022, the Scheme has approved 8 applications, involving 24 sports science and research projects, with total funding of around \$164 million. The relevant research institutions will actively seek opportunities to commercialise and to promote the outcomes of the projects to the community, depending on their competitive advantages. Moreover, the Government will collaborate with the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) in mid-2024 to offer more professional training and internship opportunities to coaches. This will enhance the professional standards of our coaches and the quality of training for our athletes.

In the past 2 financial years (i.e. 2022-23 and 2023-24), the total staff establishment under Programme (3) Sports and Recreation were 91 and 108 posts respectively. There will be a net increase of 57 posts in the staff establishment in 2024-25. The additional manpower is mainly for taking forward the organisation work of the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games. Since the manpower deployed under Programme (3) was committed to the 3 major policy objectives, namely promoting

sports in the community, supporting elite sports and promoting Hong Kong as a centre for major international sports events, the breakdown of staff establishment by policy objective is not available.

In the past 2 financial years (i.e. 2022-23 and 2023-24) and the coming year (i.e. 2024-25), the breakdown of the Government's expenditures and estimated expenditures on sports development <sup>Note</sup> by the 3 major objectives are as follows:

<b>Objective</b>	<b>2022-23</b> (Actual) (\$ million)	<b>2023-24</b> (Latest estimate) (\$ million)	<b>2024-25</b> (Estimate) (\$ million)
1. Promoting sports for all	5,458	5,868	6,072
2. Supporting elite sports	957	1,100	1,463
3. Promoting Hong Kong as a centre for major international sports events	112	255	388
<b>Total:</b>	<b>6,527</b>	<b>7,223</b>	<b>7,923</b>

Note

The figures include the expenditures of the former Home Affairs Bureau (Head 53), CSTB (Head 132) and LCSD (Head 95), as well as the funding provided under the EADF, the Sir David Trench Fund for Recreation and its sub-funds (including the Arts and Sport Development Fund (Sports Portion) and the Hong Kong Athletes Fund).

3. The Government fully supports Hong Kong athletes in preparation for the 2024 Paris Olympic Games (OG) and the Paralympic Games (PG). The Government has set aside funds for 2024-25 under the Arts and Sport Development Fund (Sports Portion) to support athletes to prepare for and participate in OG and PG. The actual funding amount will depend on the applications submitted by SF&OC and the China Hong Kong Paralympic Committee.

The Government provides annual funding to the HKSI through the EADF to nurture elite athletes and to help them attain outstanding performance in the international sports arena. In 2024-25, an estimated provision of about \$941 million including expenditure related to elite athletes' preparation for and participation in major multi-sports games will be allocated to the HKSI.

To support athletes in preparation for the 2024 Paris OG and PG, HKSI has provided additional resources to Tier A sports and para Tier A sports to hire extra high performance coaches and training partners, organise more intensive overseas training and competitions, utilise more advanced equipment and innovative technology in training and set up dedicated teams for sports science and medical support, thereby assisting Hong Kong athletes in achieving excellent results in a holistic manner.

4. To enhance the professionalism in the sports sector and encourage the development of sports as an industry, the Government has engaged a consultant to study the issues relating to professionalism in the sports sector and the development of sports as an industry, as well as consulted the business and sports sectors. The consultant has submitted a report to the Government to identify the opportunities and challenges in the development of sports professionalism and sports as an industry in Hong Kong, and put forward recommendations across four key realms, including sports administration and strategy, grassroots sports and sports culture, growing the sports economy, and enhancing the professionalism of the sports workforce. The Government is currently examining the recommendations of the consultant and devising a work plan.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 0853)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In order to promote the long-term development of Hong Kong film industry, the Government has set up the Film Development Fund (FDF) with public money. In this connection, please provide the following information to this Committee:

1. The projects funded by FDF, the respective amounts, and the organisations involved for the past 3 financial years in a tabular format;
2. FDF is managed by the Secretariat of the Hong Kong Film Development Council (FDC). Has the Government established any monitoring mechanisms for vetting of applications to ensure that the funds approved are genuinely conducive to the development of Hong Kong film industry?
3. Currently, funds are disbursed to approved projects in stages according to their progress through various schemes under FDF. The final instalment is released upon submission of the project's audit report agreed by the Government. What criteria does the Government use to determine whether to agree with the content of such audit reports?
4. Please provide a tabulated breakdown of the numbers of applications approved and rejected by FDF for the past 5 financial years, and include the percentage of rejected applications out of the total number of applications received in each respective year.
5. For the applications rejected, why did the Fund Vetting Committee under FDC reject them?
6. The Culture, Sports and Tourism Bureau (CSTB) has stated that projects funded by FDF must adhere to the terms and conditions outlined in the agreement(s) signed with the Government. Violations of any terms may result in agreement termination and the recovery of any disbursements in the most serious case(s). Have there been any instances where such actions were taken in the past 5 financial years? If so, please provide the names and details of the relevant works and companies or organisations involved.

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 8)

Reply:

The projects funded under FDF from 2021 to 2023, the amounts involved and the names of the applicants are set out in **Annex I**.

Formed by film industry specialists, FDC is responsible for vetting funding applications under FDF and monitoring the implementation of approved projects to ensure that those approved projects can help promote the long-term development of the film industry. When vetting an application, the panel of examiners appointed by FDC and the Fund Vetting Committee under FDC will assess the application and then make recommendations to FDC. Upon receipt of recommendations, the Permanent Secretary for Culture, Sports and Tourism (PSCST) will consider all relevant factors before making a decision as to approve the application or not.

Funded companies/organisations are required under the terms of agreements signed between them and the Government to engage auditors to audit their accounting records, and ensure that their audited reports are prepared in accordance with the requirements of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong) and generally accepted accounting principles. Funded companies/organisations have to ensure that their audited reports truly and objectively reflect the information of their projects. The FDC Secretariat will review, analyse and submit those audited reports to FDC for deliberation. If supported by FDC, the audited reports will be passed to PSCST for approval.

The assessment criteria of schemes under FDF include “creativity and quality of screenplay”, “production budget”, “estimated income”, “local film production elements and talent nurturing” and whether the project is conducive to the long-term development of the film industry etc. Rejected applications have mainly failed to meet the targets in the above areas.

The numbers of projects approved and rejected under FDF from 2019 to 2023, and the percentages of approved and rejected applications out of the total number of applications received in the respective years are set out in **Annex II**.

No approved projects were found in breach of terms from 2019 to 2023.

- End -

**Projects funded under FDF from 2021 to 2023  
The amounts involved and the names of applicants**

	<b>Name of applicant(s)</b>	<b>Project title</b>	<b>Amount involved (\$)</b>
<b>Film production projects</b>			
<b>2021</b>			
1.	Montage Film Production Company	The Dishwasher Squad	4,798,600
2.	Mei Ah Film Production Company Limited	Last Song For You	5,353,220
3.	Cheer Trend Creation Limited	We Are Family	5,600,000
4.	Cheer Trend Creation Limited	Social Distancing	2,030,000
5.	Star Talent Production Limited	Peg O' My Heart	9,000,000
6.	Leading PR and Promotion Limited	Vital Signs	9,000,000
7.	Just Distribution Company Limited	Fight for Tomorrow	3,873,600
8.	WONG Kar-wai/ Ronald ZEE	In the Still of the Day	9,000,000
9.	Peter CHAN Ho-sun/ WONG Chun	長夜 (No English title)	9,000,000
10.	Gordon CHAN Ka-seung/ Calvin TONG Wai-hon	高光時刻 (No English title)	9,000,000
11.	Blue Sea Productions Limited	An Abandoned Team	4,000,000
12.	Icon Group Limited	Over My Dead Body	7,552,400
13.	Movie Addict Productions Limited	Tales from The Occult: Body and Soul	3,783,200
14.	Treasure Island Production Limited	Chilli Laugh Story	4,534,000
15.	Mei Ah Film Production Company Limited	Possession Street	4,678,800
16.	One Cool Home Limited	Good Game	4,800,000
17.	Vast Forever Limited	Mama's Affair	4,000,000
<b>2022</b>			
18.	Blue Sea Productions Limited	Someone Like Me	3,200,000
19.	Shine Wise Corporation Limited	Inexternal	6,400,000
20.	Mabel CHEUNG Yuen-ting, Alex LAW Kai-yui/ WONG Hoi, Norris WONG Yee-lam	一個人的探戈 (No English title)	9,000,000
21.	Mega Ascent Limited	A Guilty Conscience	8,866,250
22.	Sil-Metropole Organisation Limited	Look Up	2,489,730
23.	Word By Word Limited	PaPa	7,246,400
24.	mm2 Studios Hong Kong Limited	Back Home	3,599,200
25.	Fruit CHAN/ CHAN Kin-long	Sap Yi	9,000,000



	Name of applicant(s)	Project title	Amount involved (\$)
26.	Stanley KWAN Kam-pang/ Nicole CHU Hoi-ying	事過境遷 (No English title)	9,000,000
27.	Wilson YIP Wai-shun/ CHENG Wai-kei	咎·贖 (No English title)	9,000,000
28.	Sylvia CHANG Ai-chia/ Benny KUNG Siu-ping	他年·她日 (No English title)	9,000,000
<b>2023</b>			
29.	Red Dot Films Production Limited	A Trace of Murderer	6,569,910
30.	Derek YEE Tung-sing/ CHEUNG King-wai	狂人日記 (No English title)	9,000,000
31.	Success Dimension Limited	Once In A Blue Moon	1,650,000
32.	Shine Wise Corporation Limited	YUM Investigation	2,750,000
<b>Other film-related projects</b>			
<b>2021</b>			
1.	Hong Kong International Film Festival Society Limited	HKIFFS Audience Development Programme 2020-21	3,995,565
2.	Hong Kong Screen Writers' Guild Limited	Masterclass for Screenwriting	736,200
3.	Hong Kong Trade Development Council	Entertainment Expo Hong Kong 2021	1,207,068
4.	Hong Kong Movie Production Executives Association Limited	How to be a Producer	684,864
5.	Film Services Office	Promotional expenses for the 7th First Feature Film Initiative	940,000
6.	Hong Kong Film Arts Association Limited	Future Master – Hong Kong Film Arts Professional Training Course	2,009,343
7.	Hong Kong International Film Festival Society Limited	The 19th Hong Kong-Asia Film Financing Forum	5,216,850
8.	Film Services Office	Miscellaneous expenses for projects under Film Development Fund	3,120,000
9.	Hong Kong International Film Festival Society Limited	Hong Kong International Film Festival – Cine Fan Programme Edition 5	7,006,780
10.	Hong Kong International Film Festival Society Limited	HAF Film Lab 2021	916,316
11.	Hong Kong Film Art Alliance Limited	Love Your Life Film Festival 2021-2022	1,346,751
12.	One Cool Pictures Limited	Sponsorship for “The Secret Diary of a Mom to Be” to participate in the “Tokyo	79,682

	Name of applicant(s)	Project title	Amount involved (\$)
		International Film Festival 2019” (Competition Section)	
13.	One Cool Pictures Limited	Sponsorship for “A Witness Out of the Blue” to participate in the “International Film Festival Rotterdam 2020” (Non-Competition Section)	100,000
<b>2022</b>			
14.	Hong Kong Film Directors’ Guild Limited	Hong Kong Film Directors’ Guild - In-depth Professional Training 2022	9,241,050
15.	Hong Kong International Film Festival Society Limited	The 20th Hong Kong-Asia Film Financing Forum	4,797,550
16.	Hong Kong Film Composers’ Association Limited	The 1st Hong Kong Original Film Music Master Class	2,595,760
17.	Entertaining Power Co. Limited	Sponsorship for “I’m Livin’ It” to participate in the “Tokyo International Film Festival 2019” (Competition Section)	46,384
18.	Hong Kong Film Awards Association Limited	The 40th Hong Kong Film Awards	9,583,380
19.	Goodfellas Pictures Limited	Sponsorship for “Better Days” to represent Hong Kong to compete for the Best International Feature Film in the 93rd Academy Awards	1,000,000
20.	Movie Producers and Distributors Association of Hong Kong Limited	2022 Guangdong-Hong Kong-Macao Greater Bay Area International Film Marketing Certificate Programme	1,441,530
21.	Hong Kong Trade Development Council	Entertainment Expo Hong Kong 2022	1,135,000
22.	Hand-Roll Cigarette Film Production Company Limited	Sponsorship for “Hand Rolled Cigarette” to participate in the “Udine Far East Film Festival 2021” (Competition Section)	120,000
23.	Flowing River Production Limited	Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Eternal Sunshine Life-saving Squad	5,000,000
24.	baat3 baat3 luk6 Films Limited	Winner of the 7th First Feature Film Initiative	5,000,000

	Name of applicant(s)	Project title	Amount involved (\$)
		(Higher Education Institution Group): Dead End	
25.	Bird of Paradise Limited	Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Bird of Paradise	5,000,000
26.	THIS Pictures Limited	Winner of the 7th First Feature Film Initiative (Professional Group): Spare Queens	8,000,000
27.	AIM Creative Limited	Winner of the 7th First Feature Film Initiative (Professional Group): Love & Sex on Streaming	8,000,000
28.	Stuntman Film Production Co. Limited	Winner of the 7th First Feature Film Initiative (Professional Group): Stuntman	8,000,000
29.	Asian Film Awards Academy Limited	Hong Kong Film Culture and Audience Development Program (HKFCADP)(Year 2022-2024)	6,754,498
30.	Hong Kong International Film Festival Society Limited	HKIFFS Audience Development Programme 2022	2,779,560
31.	Asian Film Awards Academy Limited	The 16th Asian Film Awards	8,718,410
32.	Hong Kong International Film Festival Society Limited	HAF Film Lab 2022	812,272
33.	Film Services Office	Content Development Scheme for Streaming Platforms	3,500,000
34.	Film Services Office	Hong Kong-Asian Film Collaboration Funding Scheme	7,000,000
<b>2023</b>			
35.	Hong Kong Trade Development Council	Entertainment Expo Hong Kong 2023	1,404,000
36.	Hong Kong International Film Festival Society Limited	The 21st Hong Kong-Asia Film Financing Forum	6,515,480
37.	Hong Kong Film Awards Association Limited	The 41st Hong Kong Film Awards	9,739,675
38.	Hong Kong Film Art Alliance Limited	Love Your Life Film Festival 2023-2024	3,218,250

	<b>Name of applicant(s)</b>	<b>Project title</b>	<b>Amount involved (\$)</b>
39.	Film Services Office	Promotional expenses for the 8th First Feature Film Initiative	1,540,000
40.	Hong Kong International Film Festival Society Limited	HKIFFS Audience Development Programme 2023	3,700,200
41.	One Cool Pictures Limited	Sponsorship for “Zero to Hero” to represent Hong Kong to compete for Best International Feature Film in the 94th Academy Award	400,000
42.	Hong Kong Theatres Association Limited	Cinema Day 2023	9,651,080
43.	Film Services Office	Promotional campaign for Hong Kong films in the Mainland and Overseas	9,850,000
44.	mm2 Studios Hong Kong Limited	Sponsorship for “Drifting” to participate in an overseas film festival	4,075
45.	The Hong Kong Society for the Blind	Development of Audio Description Services for Hong Kong Films 2023-2025	4,269,195
46.	Emperor Film Production Company Limited	Sponsorship for the distribution of “Just 1 Day” (Cantonese Version) in the Mainland	500,000
47.	Hong Kong International Film Festival Society Limited	Hong Kong International Film Festival – Cine Fan Programme Edition 6	8,803,410
48.	Hong Kong International Film Festival Society Limited	HAF Film Lab 2023	1,122,200
49.	Asian Film Awards Academy Limited	International Film Camp	3,650,000
50.	Asian Film Awards Academy Limited	Belt and Road Hong Kong Film Gala Presentation	7,906,826
51.	Hong Kong Theatres Association Limited	1st October Movie Fiesta: Half-price Spectacular	9,977,430
52.	Federation of Hong Kong Filmmakers Limited	Screenwriting Apprenticeship Programme	4,814,000
53.	Asian Film Awards Academy Limited	The 17th Asian Film Awards	9,910,500
54.	Flowing Water Production Limited	Sponsorship for “Lost Love” to participate in the “Udine Far East Film Festival 25” (Competition Section)	12,658

	<b>Name of applicant(s)</b>	<b>Project title</b>	<b>Amount involved (\$)</b>
55.	mm2 Studios Hong Kong Limited	Sponsorship for “The Narrow Road” to participate in the “Osaka Asian Film Festival 2023” (Competition Section)	4,446.1
56.	Hong Kong Film Directors’ Guild Limited	Master Class in Film Directing 2023	4,712,243
57.	Film Services Office	Film Financing Scheme for Mainland Market	6,200,000

Note: Excluding projects withdrawn after approval is granted.

**Numbers of projects approved and rejected  
under FDF from 2019-2023**

	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Number of applications received	42	51	61	39	62
Number of applications approved	28	31	31	32	27
Percentage of approved applications out of the total number of applications received in the year	66.7	60.8	50.8	82.1	43.5
Numbers of applications rejected	9	9	10	14	9
Percentage of rejected applications out of the total number of applications received in the year	21.4	17.6	16.4	35.9	14.5

Note: Since FDF accepts applications all year round and the processing time of some applications straddles the next financial year, the total number of applications approved and rejected each year is not necessarily equal to the number of applications received in the same year.

**CONTROLLING OFFICER'S REPLY**

**CSTB078**

**(Question Serial No. 0854)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In order to encourage more commercial investment in film production and create more development opportunities for local film practitioners during the pandemic, the Government has introduced the time-limited Relaxation Plan for the Film Production Financing Scheme (FPFS) under the Film Development Fund (FDF). Recently, the application deadline for the Relaxation Plan has been extended to 14 January 2025. In this regard, please inform this Committee:

1. of a tabulated breakdown of the funding amounts and the details of expenditure involved in each financial year since the introduction of FPFS Relaxation Plan;
2. of the estimated expenditure for the extension of the Relaxation Plan; and
3. whether the Government has developed specific performance indicators to effectively measure the effectiveness of FPFS and the Relaxation Plan as it has stated that it will consolidate the experiences gained during the implementation and propose enhancements.

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 9)

Reply:

Since the implementation of the Film Production Financing Scheme (FPFS) Relaxation Plan from July 2020 to end-February 2024, a total of 20 film projects have been funded. The total funding amount so involved was about \$116.6 million. Details are as follows:

	7/2020 - 3/2021	4/2021 - 3/2022	4/2022 - 3/2023	4/2023 - 2/2024
Approved application	3	12	3	2

Funding amount (HK\$)	15,751,820	69,222,000	19,711,850	11,911,200
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It is anticipated that seven applications of film production projects will be approved under FPFS Relaxation Plan of the Film Development Fund in the 2024-25 financial year, involving an estimated expenditure of about \$63 million. The Government will evaluate the effectiveness of the approved projects from various aspects, including the numbers of talents nurtured, job opportunities created, box office receipts, as well as local and international awards attained. We will continue to maintain communication with the industry and conduct review so as to ensure smooth and effective operation of the FPFS Relaxation Plan.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB079**

**(Question Serial No. 0855)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The sports venues and facilities at the upcoming Kai Tak Sports Park (KTSP) are a major infrastructure for hosting mega events such as sports competitions and concerts in the future. In this connection, please inform this Committee of:

1. the financial details for each financial year since the commencement of the construction works of KTSP in 2019;
2. the contractor's work plans and estimated expenditure for turf system, venue maintenance, etc. in order to ensure the quality and smooth daily operation of Main Stadium; and
3. the work plans and estimated promotional expenditure for KTSP, which will feature the Main Stadium with 50 000 seats and a retractable roof upon its commissioning, to attract more international sports events and performances to Hong Kong, thereby promoting the development of mega event economy.

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 10)

Reply:

1.

The approved project estimate for the Kai Tak Sports Park (KTSP) - construction works (3272RS) is \$31.898 billion. The relevant financial details for the project each year from its commencement to 2024-25 are as follows:

<u>Financial Year</u>	<u>Actual Expenditure (\$100M)</u>
2018-2019	3.423

2019-2020	19.635
2020-2021	26.317
2021-2022	40.491
2022-2023	56.884
2023-2024	66.000 (revised estimate)
2024-2025	67.000 (estimate)

2. & 3.

One of the major facilities of KTSP is a world-class multi-purpose Main Stadium with a seating capacity of 50 000, which is equipped with a retractable roof and a flexible pitch system. The pitch in the Main Stadium provides natural turf which can be switched to other playing surfaces to accommodate a variety of major international sports events, sports competitions as well as diversified large-scale cultural and entertainment events.

KTSP adopts a “design, build and operate” model, with Kai Tak Sports Park Limited (KTSPL) being responsible for its operation, management and maintenance. While KTSP is still under construction, KTSPL is working on the pre-opening arrangements and will submit relevant operations plans and financial forecast in accordance with the provisions of the contract. KTSPL will continue to promote KTSP both locally and internationally with a view to bringing in large-scale sports and entertainment events of all types in the precinct.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB080**

**(Question Serial No. 0856)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With the commissioning of the Kai Tak Sports Park (KTSP) being around the corner, please inform this Committee of the following:

1. Given that there are KTSP and the Kai Tak Cruise Terminal (KTCT) in the district, what are the work plans to leverage the synergy of the two major infrastructures that can promote tourism to offer new highlights in Hong Kong?
2. There was chaos when cruise ships arrived at KTCT in the same district due to insufficient transport arrangements. What are the plans to enhance the transport capacity in the district to accommodate the large influx of people brought by KTSP and KTCT without affecting the daily lives of local residents?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 11)

Reply:

1. The Kai Tak Sports Park (KTSP) currently under construction is located on the north apron area of the former Kai Tak Airport and occupies an area of about 28 hectares. Upon completion, it will provide a one-stop sports, leisure, entertainment and shopping experience, with more than 700 000 square feet of retail and catering facilities. With a seating capacity of 50 000, a retractable roof and a flexible pitch system, the Main Stadium of KTSP has the capability to host various types of mega sports, cultural and recreational events, thereby attracting more visitors to Hong Kong and promoting the development of the tourism industry. Adjacent to the runway area, the Kai Tak Cruise Terminal (KTCT) is an infrastructure built for berthing large cruise ships, bringing cruise passengers to Hong Kong from around the world. In addition to providing catering facilities and open spaces, KTCT can be hired by groups/organisations for diverse events when it is not in use for cruise operations, so as to draw both locals and tourists. In preparing the future work plans for KTSP and KTCT, we will consider the

complementary integration of the 2 major infrastructures with a view to fully leveraging the related facilities to create synergy effects.

2. In response to the overall planning of the Kai Tak Development (KTD) and the development of the cruise terminal and KTSP project in the area, the Government has paid close attention to the transportation and has provided transport facilities in a timely manner to align with the completion of the project, thereby making KTCT and KTSP more accessible. According to the information provided by the Transport and Logistics Bureau and the Transport Department (TD), the details and progress of the work are as follows:

On road network, Shing Cheong Road and Shing Fung Road, which were used as main roads to KTCT, were realigned and widened to dual two-lane roads in end-2019. Besides, Shing Fung Road (Metro Park Section) was fully commissioned in June 2023 to provide a new link connecting the road network of KTCT and the former Kai Tak runway area with Shing Kai Road, allowing vehicles to commute more directly between KTCT and the vicinity of Kai Tak MTR Station, as well as enhancing the connectivity with the neighbouring areas (such as To Kwa Wan, Kowloon City, Wong Tai Sin). The Central Kowloon Route expected to commission in 2025 will significantly shorten the journey time from KTCT to West Kowloon and Route 3. Moreover, it was announced in the 2023 Policy Address that a smart and green mass transit system would be introduced in Kai Tak connecting KTCT to the MTR Kai Tak Station to strengthen connections among the residential and commercial developments, including facilities focused on tourism, culture and recreation, sports and the community in general, and enhance the connection with the railway network.

As for the public transport services in KTCT, there are currently 4 franchised bus routes and 1 minibus route that provide services to and from KTCT, connecting KTCT with nearby MTR stations (including Kai Tak, To Kwa Wan, Kowloon Bay, Ngau Tau Kok, Kwun Tong, and Kowloon Tong stations), the West Kowloon High Speed Rail Station as well as other locations. When there is a ship call at KTCT, the terminal operator will make appropriate transportation arrangements having regard to the transport demand of ship call. Relevant bus and minibus operators will provide additional or special services when necessary, while KTCT operator will also arrange shuttle bus services for cruise passengers and provide ship call information to the taxi trade so as to cater for the additional transport demand during the period concerned. In addition, TD will add 2 new franchised bus routes connecting KTCT to Tsim Sha Tsui and the MTR Kai Tak station respectively within this year to further enhance the bus services at KTCT.

On waterborne transport, currently the North Point - Kwun Tong licensed ferry service passes through the Kai Tak Runway Park Pier on weekends and public holidays. TD will closely monitor the changes in the demands of residents and tourists for daily ferry service in Kai Tak and will discuss with the operator feasible arrangements to meet demand based on the actual situation, including the possible extension of the North Point - Kwun Tong ferry service to Kai Tak on weekdays. TD will also continue to closely monitor the operation and service demands of water taxis and consider the introduction of water taxi services connecting to Kai Tak when appropriate.

On public transportation services, KTSP, which is located at the core of KTD, has diversified, efficient and convenient transportation facilities. It is in proximity to MTR Kai Tak and Sung Wong Toi Stations with about 10 minutes' walking distance from both stations. Apart from using the convenient railway network to travel to or from KTSP, the public can also take a number of bus routes at nearby bus stops, which connect KTSP to various districts in Hong Kong, Kowloon and the New Territories. In addition, KTSP has supporting facilities such as taxi stands and car park to meet the need of the public in different travelling modes. During the staging of large-scale events, TD will arrange special bus services to meet the additional demand, depending on the scale of the events and the needs of the participants.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB081**

**(Question Serial No. 0857)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government mentioned that it would announce in the first half of this year an action plan on the development of cruise tourism economy to set out specific measures for promoting the overall development of cruise tourism and review the positioning and space planning of the Kai Tak Cruise Terminal (KTCT). In this connection, will the Government inform this Committee of the following:

1. What are the maintenance and repair expenditures and manpower involved in KTCT in the past 3 financial years? Following the revival of global tourism industry, what are the estimated maintenance and repair expenditures and manpower to be involved in the coming 3 years?
2. What are the plans and estimated expenditure on providing greater incentive to attract more cruise operators to deploy vessels to Hong Kong, provide their services to locals and inbound visitors, and choose Hong Kong as the homeport of their vessels?
3. After the full recovery of global tourism industry, has the Government conducted another comprehensive assessment on the potential economic benefits of Hong Kong's cruise industry and estimated how many cruise vessels will berth at KTCT in 2024? If yes, what are the details and progress of the assessment and the economic benefits expected to be brought to Hong Kong?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 12)

Reply:

As regards the expenditure for the maintenance and repair of the Kai Tak Cruise Terminal (KTCT), since there are other facilities in the terminal building, including the ancillary commercial areas, the transportation area, the rooftop garden and the communal area which are open for public use, and the maintenance and repair of different items of the facilities in the terminal building are undertaken by either the terminal operator or relevant government departments, the Government's expenditure for the necessary facility maintenance and repair in relation to the cruise terminal operation can hardly be quantified separately.

To further boost the recovery of the cruise industry, the Government earmarked additional funding to the Hong Kong Tourism Board (HKTB) in the 2023-24 Budget to attract visits of cruise ships in the coming years. The relevant support and incentives include encouraging cruise lines to increase their sailings to Hong Kong, make overnight calls and make Hong Kong as a departing/ending port, etc. On the other hand, with the support of HKTB, the Seatrade Cruise Asia Pacific, which is a major cruise industry conference, was held in Hong Kong from 25 to 27 October 2023 after a four-year hiatus, further driving the recovery of the cruise industry in Hong Kong and Asia and promoting our role as an important cruise hub in the region. Moreover, the Tourism Commission (TC) and HKTB also participated in various major trade events at home and abroad to actively promote cruise tourism of Hong Kong.

Apart from the above work, TC and HKTB will continue to create consumer demands in visitor source markets through stepping up partnership with cruise lines, travel agents, media, KOLs, etc. in marketing promotion and publicity in the coming year. Meanwhile, leveraging the city's position as an aviation hub and the growing popularity of High Speed Rail travel, TC and HKTB will also drive the development of fly-cruise and rail-cruise packages bundled with pre/post-cruise accommodation, attractions, sight-seeing and other experiences, so as to develop a wider variety of cruise products for visitors. TC will also take the lead in reviewing the development of cruise tourism with other relevant bureaux and departments to devise an action plan targeted to be released in the first half of this year.

HKTB has earmarked \$32.5 million in 2024-25 for promoting cruise tourism, including the relevant additional funding.

In 2019, TC conducted an assessment on the economic contributions brought by the cruise industry in Hong Kong. The result showed that the estimated value-added contribution brought by the cruise industry in Hong Kong in 2018 was \$1.736 billion, which achieved the range of \$1.5 billion to \$2.6 billion per annum by 2023, projected by the Government when deciding on the construction of KTCT, 5 years in advance. Compared with 2023, the number of cruise lines that have scheduled stops in Hong Kong in 2024 increases by 10 to 28, returning to pre-pandemic levels. The number of scheduled ship calls in 2024 also reaches 160. With the recovery of the cruise industry, the Government will conduct a relevant assessment on the economic contributions of the industry at an appropriate juncture.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB082**

**(Question Serial No. 0858)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In February last year, the Government launched “Hello Hong Kong”, a large-scale global promotional campaign, to promote Hong Kong’s new attractions, new developments and new opportunities, and to bring tourists, investors, entrepreneurs and innovators from all over the world to Hong Kong to experience the vibrancy of the city while showcasing Hong Kong’s economic and business advantages. In this connection, please inform this Committee of the following:

1. Please tabulate the details of the event arrangements of “Hello, Hong Kong” and the total expenditure on the events.
2. What are the total expenditure on the publicity of “Hello Hong Kong” and the number of publicity projects in this campaign? Please tabulate the expenditure on the publicity projects and the number of countries and regions they have reached.
3. To complement the campaign, the Hong Kong Tourism Board has offered “Hong Kong Goodies” consumption and dining vouchers to inbound visitors. What are the details of and expenditure on this initiative so far?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 13)

Reply:

As part of the “Hello Hong Kong” large-scale global promotional campaign commenced in February 2023, the Hong Kong Tourism Board (HKTB) rolled out a series of promotional activities to send a welcome message to the world and entice visitors to come experience first-hand Hong Kong’s diverse appeal and that Hong Kong has returned to normalcy. The campaign has met with positive feedback. Highlights of the campaign include:



<p>Sending the greatest welcome to the world</p>	<p>HKTB invited trade representatives, celebrities and KOLs to take part in the production of more than 330 video clips featuring travel experiences in Hong Kong to send a welcome message to the world. These videos were broadcast on more than 3 000 platforms worldwide. During the period, the “Hello Hong Kong Dance Challenge” launched on social media platform TikTok attracted over 1.2 million video clips from netizens with 1.5 billion global viewership. The challenge became TikTok’s promotional campaign with the highest traffic in the Southeast Asian market in the first quarter of 2023 and brought 300 000 new followers to HKTB’s official account, increasing the total number of followers to around 2 million.</p> <p>To welcome inbound visitors from all over the world, provide an additional promotional channel for local merchants and create business opportunities, HKTB distributed about 2 million “Hong Kong Goodies” visitor consumption vouchers (each valued at HK\$100 or more) for visitors to redeem offers or free welcome drinks at one of the 4 000 designated catering outlets, retailers or attractions across the city.</p> <p>At the same time, HKTB supported the promotion of the Airport Authority Hong Kong’s giveaway of 500 000 air tickets in various visitor source markets.</p>
<p>Seeing is believing – inviting guests to Hong Kong for first-hand experience</p>	<p>HKTB invited over 2 000 trade and media representatives, celebrities, KOLs and HKTB’s “Hong Kong Super Fans” from the Mainland, Southeast Asia, Europe and other markets to visit the city in person for tailor-made thematic itineraries to showcase Hong Kong’s diverse tourism appeal and create positive word-of-mouth, thereby telling good stories of Hong Kong.</p>
<p>Reaching out to the world – showcasing Hong Kong’s appeal</p>	<p>HKTB took the initiative in leading the trade to reach out to the world by participating in more than 20 large-scale travel fairs and trade events related to meetings, incentive travels, conventions and exhibitions (MICE) held in the Mainland and overseas markets, so as to demonstrate Hong Kong’s tourism appeal and help the trade explore business opportunities.</p>

HKTB used around \$200 million in 2023-24 for the work mentioned above.

Moreover, HKTB organised and supported mega events in Hong Kong to show the world our tourism appeal and attract visitors to the city. HKTB organised 7 flagship events, namely the Hong Kong International Dragon Boat Races (June 2023), the Harbour Chill Carnival (July to August 2023), the Hong Kong Cyclothon (October 2023), the Hong Kong Wine & Dine Festival (October 2023), the Hong Kong WinterFest (November to December 2023), the Hong Kong New Year Countdown Celebrations (December 2023) and the Hong Kong International Chinese New Year Night Parade (February 2024). Riding on different Chinese and western festivals, HKTB has consolidated the celebration activities across the city to attract visitors to Hong Kong for festive celebrations. In addition, leveraging its global

network and platforms, HKTB supported the promotion of major events and world-class mega events in town, including the Hong Kong Marathon, Art Basel Hong Kong, the Clockenflap large-scale outdoor concert and the Hong Kong Sevens.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB083**

**(Question Serial No. 3119)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the various funding schemes for athletes and the relevant situation, please inform this Committee of the following:

1. What are the total amount of funding provided to different sports (including Tier A and non-Tier A elite sports) through different schemes and the number of athletes on funding for each sport in the past 5 financial years?
2. Among the athletes on funding under different schemes, how many have become members of the Hong Kong teams and participated in competitions? What are the number and percentage of junior athletes on funding? Please tabulate the information by sport.
3. To promote the nurturing and supply of talent for different sports in Hong Kong, what are the plans and estimated expenditures for the related work in the coming 3 years?
4. In recent months, there were media reports about the situation of eligible athletes on funding and their respective national sports associations, which mentioned that athletes on funding need to file taxes. Are there communication channels for the relevant departments and organisations to keep track of the athletes' tax filing and payment records?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 5)

Reply:

1. In the past 5 years (i.e. from 2019-20 to 2023-24), the amounts of funding for Tier A and Tier B elite sports provided by the Government via the Hong Kong Sports Institute (HKSI), and the number of athletes benefitted for each type of sports are detailed as follows:

Sport	2019-20		2020-21		2021-22		2022-23		2023-24		
	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	
<b>Tier A Elite Sports</b>											
1	Athletics	6.9	98	2.9	47	7.4	59	8.6	76	9.8	115
2	Badminton	14.4	94	8.7	77	12.1	77	17.6	87	19.4	85
3	Billiard sports	5.8	33	2.6	35	4.2	39	7.3	39	8.3	42
4	Cycling	25.4	70	16.1	63	23	41	25.9	27	28.7	38
5	Equestrian	6.1	12	5.1	27	6.5	32	8.6	35	8.1	43
6	Fencing	11.8	127	5.8	115	11.7	126	23.6	116	23.1	133
7	Gymnastics	6.4	44	4.6	43	6.7	47	8.9	55	11.6	45
8	Karatedo	9.3	53	5.3	46	10.4	44	10.9	39	12.5	51
9	Rowing	9.1	47	5.7	33	6	31	10.3	64	11.6	49
10	Rugby sevens	8.1	79	4	61	8.6	63	10.6	84	14.4	91
11	Sailing	7	11	6.2	15	7.3	23	12.6	35	13.1	36
12	Skating	6.8	26	4.6	26	7.9	26	8.5	27	8.5	34
13	Squash	5.8	38	3.5	36	5.6	45	8.8	39	11.1	43
14	Swimming	5.6	108	4.1	94	6.6	104	9.9	125	12.3	104
15	Table tennis	14.5	51	9.3	53	14.5	58	17.1	51	19	51
16	Tennis	6.4	18	3.7	22	6.8	24	9.5	31	10.5	40
17	Tenpin bowling	5	32	1.3	19	2.6	16	4.8	19	5.3	21
18	Triathlon	6.4	28	2.4	24	3.8	44	8.4	48	9	65
19	Windsurfing	12	39	7.6	35	11.5	37	15.3	31	14.9	30
20	Wushu	5.9	87	4.5	93	5.3	95	8	125	8.8	109
Total (Tier A elite sports):		178.7	1 095	108	964	168.5	1 031	235.2	1 153	260	1 225
<b>Tier B Elite Sports</b>											
1	Contract bridge	1.5	57	1.435	57	1.5	57	1.5	54	1.5	80
2	Dance sport	1.5	144	1.5	190	1.5	190	1.5	186	2	207
3	Dragon boat	1.5	62	1.425	62	1.5	62	1.5	101	2	193
4	Golf	1.5	170	1.5	170	1.5	170	1.5	185	2	152
5	Judo	1.5	58	1.5	64	1.5	64	1.5	64	2	66
6	Karting	1.5	85	0.75	86	0.8	86	1.5	42	1.5	44
7	Lawn bowls	1.5	31	1.5	30	1.1	30	1.5	36	1.5	36
8	Life saving	1.5	51	1.44	42	1.5	58	1.5	49	1.5	38
9	Mountain-eeing	1.5	30	0.75	47	1.1	47	1.5	43	2	42
10	Orienteering	1.5	50	1.5	59	1.5	60	1.5	48	1.5	31
11	Roller sports	1.5	99	0.75	111	1.5	111	1.5	99	2	129
12	Shuttlecock	1.5	92	0.75	61	1.1	61	1.5	112	1.5	128
13	Taekwondo	1.5	97	1.5	150	1.5	150	1.5	147	2	229
Total (Tier B elite sports):		19.5	1 026	16.3	1 129	17.6	1 146	19.5	1 166	23	1 375

Sport	2019-20		2020-21		2021-22		2022-23		2023-24		
	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	
<b>Tier A Elite Sports (Disability Sports)</b>											
1	Boccia (physical disability)	6	21	4	21	6.2	22	6.4	20	7.6	22
2	Wheelchair fencing (physical disability)	4.5	14	2.5	13	4.5	14	4.6	16	5.7	13
3	Table tennis (physical disability)	4	19	2.3	20	4.1	19	4.1	22	4.9	21
4	Badminton (physical disability)	4	10	2.2	7	3.3	7	3.7	8	4.8	9
5	Table tennis (intellectual disability)	4	17	2.5	19	3	17	4.4	16	4.5	17

Sport	2019-20		2020-21		2021-22		2022-23		2023-24		
	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	Funding support (\$ million)	Number of athletes benefitted	
6	Swimming (intellectual disability)	4	14	2.5	13	2.6	12	3.9	12	4.1	14
Total (Tier A elite sports (disability sports)):		26.5	95	16	93	23.7	91	27.1	94	31.6	96
<b>Tier B Elite Sports (Disability Sports)</b>											
1	Lawn bowls (physical disability)	1.5	4	1	15	1.2	6	1.5	6	2	7
2	Tenpin bowling (physical disability)	1.5	7	1	13	1.2	10	1.5	10	2	10
3	Athletics (intellectual disability)	-	-	-	-	0.9	3	1.5	4	2	4
Total (Tier B elite sports (disability sports)):		3	11	2	28	3.3	19	4.5	20	6	21

2. The number of junior athletes who received training in the HKSI and represented Hong Kong, China in competitions in 2023-24, as well as their respective sports are detailed as follows:

Sport	2023-24			
	Total number of athletes	Number of junior athletes	Number of junior athletes (in percentage)	
<b>Tier A Elite Sports</b>				
1	Athletics	115	69	60%
2	Badminton	85	53	62%
3	Billiard sports	42	20	48%
4	Cycling	38	15	39%
5	Equestrian	43	31	72%
6	Fencing	133	93	70%
7	Gymnastics	45	36	80%
8	Karatedo	51	36	71%
9	Rowing	49	31	63%
10	Rugby sevens	91	34	37%
11	Sailing	36	29	81%
12	Skating	34	25	74%
13	Squash	43	23	53%
14	Swimming	104	71	68%
15	Table tennis	51	33	65%
16	Tennis	40	32	80%
17	Tenpin bowling	21	12	57%
18	Triathlon	65	52	80%

19	Windsurfing	30	25	83%
20	Wushu	109	85	78%
Total:		1 225	805	66%

3. The Government is committed to enhancing professionalism in the sports sector and nurturing talents in this respect. In terms of nurturing talented athletes, the Government provides annual funding to the HKSI through the Elite Athletes Development Fund (EADF) to nurture elite athletes and help them pursue excellence in the international sporting arena. In 2024-25, the estimated provision for the HKSI is about \$941 million. In addition, in terms of training for coaches, the Government has always been supporting the work of the Hong Kong Coaching Committee by subsidising coaches to pursue continuing education, thereby promoting the standard and recognition of coaches of all levels in Hong Kong to improve the quality of sports training. The Government will collaborate with the Sports Federation & Olympic Committee of Hong Kong, China to offer more professional training and internship opportunities to coaches. This will enhance the professional standards of our coaches and the quality of training for our athletes, so that more talents in coaching can be nurtured.
  
4. The HKSI provides the Inland Revenue Department (IRD) with the amounts of funding received by eligible athletes every year. Athletes who receive financial support from the HKSI are required to file their tax returns on their own. Their tax payment records will be followed up and processed by IRD.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB084**

**(Question Serial No. 1386)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation, (4) Culture, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To attract visitors and create city icons of Hong Kong, the SAR Government supports the staging of various mega events in Hong Kong and has set up an inter-departmental Mega Events Coordination Group to step up efforts in this regard. At the same time, events such as the match involving Messi, Chubby Hearts Hong Kong and Complex Con have provoked controversies because of the concerns over whether the costs involved are too high. In this connection, please inform this Committee of:

1. how the Government will perform the gate-keeping function effectively with regard to funding guidelines and procedures for mega events;
2. how the Government will assess the economic benefits to be brought by the funded events to better determine the funding amounts to be approved and ensure proper use of public money?

Asked by: Hon HO Kwan-yiu, Junius (LegCo internal reference no.: 16)

Reply:

International mega events bear strategic significance for Hong Kong in the sense that they not only boost the local economy but also entice industry elites from around the world to experience first-hand the authentic side and vibrancy of Hong Kong. Funding schemes under the purview of the Culture, Sports and Tourism Bureau (CSTB) have various targeted requirements and criteria for mega events in different categories. Funded projects must be implemented in accordance with the requirements of the relevant funding schemes.

As regards mega arts and cultural events, the Government has been vetting applications for the Mega Arts and Cultural Events (ACE) Fund and monitoring the funded projects according to established procedures. According to the requirements of the Mega ACE Fund, grantees must follow the provisions of the funding agreement to carry out the proposals and fulfil the related obligations. They must also submit an event report after the completion of the event and will receive related grant upon the acceptance of the report.

As regards sports, the Government has been supporting the staging of major international sports events in Hong Kong by providing matching fund and direct grants through the “M” Mark System set up in 2004. The “M” Mark System fosters the culture of corporate sponsorship for major sports events and enhances the scale and standard of events, thereby further promoting Hong Kong’s sports development. The Vetting Panel under the Major Sports Events Committee (MSEC), being responsible for monitoring the vetting process of “M” Mark event applications, vets each application according to established mechanisms and makes recommendations to MSEC. The vetting criteria include status and significance of the event, player line-up or team strength (only applicable to exhibition matches), financial viability, positive impact on the economy, media coverage and marketing plan, community appeal and social benefits, contribution to sports development as well as ability, technical expertise and administrative competence of organisers. Once an event is granted the “M” Mark status, the organiser is required to sign a funding agreement and undertake to stage the event as stated in the proposal submitted during the application process and to submit an evaluation report as well as an audited statement of accounts to CSTB after the completion of the event. CSTB will conduct checks (including on-site inspection) with respect to the funding agreement and items in the evaluation report to monitor and evaluate the event arrangements with a view to safeguarding the use of public money.

As regards tourism, organisation of mega events, international conferences and exhibitions is especially crucial to drawing high value-added visitors. Therefore, the Government and the Hong Kong Tourism Board will strive to stage and support more international mega events and activities to further enhance Hong Kong’s image and competitiveness as an events capital. Having regard to the nature, scale and other specific details of individual events and activities, suitable indicators will be set for monitoring the progress and effectiveness of the events and activities, such as performance indicators in terms of total number of attendees, number of non-local attendees, line-up of participating performers/athletes/speakers, publicity value, satisfaction level of attendees, etc.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB085**

**(Question Serial No. 2746)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned in paragraph 57 of the Budget Speech that over 80 mega events in a variety of themes and genres will be staged in Hong Kong in the first half of this year. In this connection, will the Government inform this Committee of:

The names, contents, tentative dates and estimated numbers of participants of the 80-odd mega events.

Asked by: Hon HONG Wen, Wendy (LegCo internal reference no.: 33)

Reply:

Over 80 mega events will be staged in Hong Kong in the first half of 2024. The Government has compiled a calendar of mega events in Hong Kong to provide the public with more information on mega events. Members of the public can browse the latest information on various mega events, including their names and tentative dates, through the website of Brand Hong Kong (<https://www.brandhk.gov.hk/en/mega-events/mega-events>).

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 3164)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 63 of the Budget Speech, the Hong Kong Tourism Board will hold pyrotechnic and drone shows every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL). In this connection, please inform this Committee of:

1. the expenditure of each large-scale pyrotechnic show organised by the Government in the past 5 years;
2. the expenditure of each SoL show and the yearly expenditures of SoL shows in the past 5 years;
3. the estimated expenditure of each pyrotechnic or drone show and the estimated yearly expenditures of all such shows if they are to be held every month.

Asked by: Hon HONG Wen, Wendy (LegCo internal reference no.: 42)

Reply:

In the past 5 years, besides introducing pyrotechnic elements in its New Year Countdown Celebrations in 2021, 2022 and 2023 to welcome a new year together with visitors from around the world, the Hong Kong Tourism Board (HKTb) also staged its new waterfront pyrotechnics at Victoria Harbour during the Harbour Chill Carnival and Hong Kong WinterFest in 2023 to bring a new experience to both visitors and locals.

As the pyrotechnics varied in scales, designs and actual operation situations, and were subsumed under various events, it is difficult to quantify the relevant expenditures separately.

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

Since the private buildings are responsible for their respective recurrent expenditure involved in SoL, the Government does not have the information in this respect. The Tourism Commission (TC) and HKTb are responsible for the expenditures for keeping up the

operations and maintenance of SoL's systems, and for updating light show programme arising from new participating building(s) as well as upgrading and replacing the lighting and audio equipment of participating government buildings and venues. The average yearly expenditure involved in SoL from 2019-20 to 2023-24 is around \$6 million.

TC is working with HKTB to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB087**

**(Question Serial No. 1182)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As part of the “Night Vibes Hong Kong” campaign promoted by the Government, the Hong Kong Tourism Board has allotted \$100 million to prepare 1 million “Hong Kong Night Treats for Visitors” Dining Vouchers for eligible visitors. Will the Government inform this Committee of:

- (1) the number of dining vouchers collected to date;
- (2) the travelers collecting dining vouchers by country/region;
- (3) the number of dining vouchers spent to date; and
- (4) the number of participating bars and dining merchants.

Asked by: Hon IP LAU Suk-ye, Regina (LegCo internal reference no.: 31)

Reply:

The Hong Kong Tourism Board (HKTB) distributed 1 million sets of HK\$100 “Hong Kong Night Treats” visitor dining vouchers to inbound visitors since November 2023 with the aim of encouraging them to enjoy Hong Kong’s night-time wine and dine experiences. After collecting a free dining voucher, a visitor can use it at any of the 1 200 bars and Quality Tourism Services (QTS) Scheme-accredited restaurants in Hong Kong to receive HK\$100 discount off their spending on food and drinks from 6 p.m. onwards.

All “Hong Kong Night Treats” visitor dining vouchers have been distributed. Of the visitors having collected the dining vouchers, nearly 60% were from the Mainland; 25% were from Southeast Asia; 10% were from Japan and Korea; and the rest were from other places such as Australia and the United States. Many of the visitors collected the vouchers at HKTB’s visitor centres upon their arrival in Hong Kong. The redemption rate of the dining vouchers is around 20%, which is higher than the rates of similar campaigns in the market, such as offers provided by e-payment platforms.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB088**

**(Question Serial No. 3118)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2024-25, the Government will earmark \$100 million to boost mega-event promotions over the next 3 years. Please inform this Committee of the following:

- 1) How many events did the Government stage in the past 3 financial years (from 2021-22 to 2023-24)? Please list the names, dates, numbers of participants and promotion channels of the events, as well as the manpower and actual expenditure involved.
- 2) How many events will the Government stage in the coming 3 years? Please list the names, dates and promotion channels of the events, as well as the manpower and actual expenditure to be involved. How will the \$100 million on promotions be allocated?

Asked by: Hon KAN Wai-mun, Carmen (LegCo internal reference no.: 39)

Reply:

Relevant policy bureaux, departments and statutory bodies have been supporting the staging of international mega events in Hong Kong through existing resources and various funding schemes. The Government has compiled a calendar of mega events in Hong Kong to provide the public with more information on mega events. Members of the public can browse the latest information on various mega events in the first half of 2024, including their names, dates and organisers, through the website of Brand Hong Kong (<https://www.brandhk.gov.hk/en/mega-events/mega-events>).

Information on all events organised by the Government is not available.

To reach out proactively for more mega events to be staged in Hong Kong, the Government has set up the Mega Events Coordination Group (Coordination Group) and earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice for different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB089**

**(Question Serial No. 2602)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (1) Director of Bureau's Office, (2) Creative Industries, (3) Sports and Recreation, (4) Culture, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The establishment ceiling for 2024-25 is estimated to rise by 63 posts to 388 non-directorate posts as at 31 March 2025 from the estimated 325 posts as at 31 March 2024. In this connection, please inform this Committee of the establishment and job duties of the new posts. What is the average annual salary cost so incurred?

Asked by: Hon KONG Yuk-foon, Doreen (LegCo internal reference no.: 20)

Reply:

As 64 time-limited posts and 7 permanent posts are expected to be created and 8 time-limited posts are expected to be deleted upon expiry in 2024-25, there will be a net increase of 63 posts. The new posts are created for strengthening the support to the work relating to creative industries, culture, sports and tourism mentioned in the Controlling Officer's Report including facilitating the organisation of the 15th National Games. The net increase of 63 posts will bring about an additional notional annual salary cost at mid-point of \$59.7 million. Details of the ranks and numbers of posts are shown in annex.

- End -

**(1) Time-limited posts expected to be created in 2024-25 (64 posts)**

<b>Rank</b>	<b>Number of Post(s)</b>
Chief Leisure Services Manager	2
Senior Leisure Services Manager	5
Leisure Services Manager	6
Assistant Leisure Services Manager I	17
Chief Manager, Cultural Services	1
Curator	1
Administrative Officer	2
Chief Executive Officer	1
Senior Executive Officer	7
Executive Officer I	10
Executive Officer II	6
Senior Information Officer	1
Information Officer	1
Senior Clerical Officer	1
Assistant Clerical Officer	1
Supplies Supervisor I	1
Personal Secretary II	1
<b>Total [A]:</b>	<b>64</b>

**(2) Permanent posts expected to be created in 2024-25 (7 posts)**

<b>Rank</b>	<b>Number of Post(s)</b>
Senior Engineer*	1
Chief Executive Officer*	1
Senior Estate Surveyor*	1
Electrical and Mechanical Engineer*	1
Senior Executive Officer	1
Official Languages Officer II	1
Motor Driver	1
<b>Total[B]:</b>	<b>7</b>

**(3) Time-limited posts expected to be deleted upon expiry in 2024-25 (8 posts)**

<b>Rank</b>	<b>Number of Post(s)</b>
Senior Engineer*	1
Chief Executive Officer*	1
Senior Estate Surveyor*	1
Electrical and Mechanical Engineer*	1
Engineer	1
Senior Survey Officer	1
Technical Officer	2
<b>Total[C]:</b>	<b>8</b>

**(4) Estimated net increase in posts in 2024-25 (63 posts)**

	<b>Number of Post(s)</b>
Time-limited posts expected to be created [A]	+64
Add: Permanent posts expected to be created [B]	+7
Minus: Time-limited posts expected to be deleted upon expiry [C]	-8
<b>Estimated net increase in posts in 2024-25:</b>	<b>+63</b>

\*To be converted from time-limited posts to permanent posts in 2024-25.



**CONTROLLING OFFICER'S REPLY**

**CSTB090**

**(Question Serial No. 2603)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget, the Hong Kong Tourism Board (HKTB) will launch a global campaign to target source markets with a new Hong Kong brand, and collaborate with Greater Bay Area (GBA) cities to jointly promote multi-destination tourism. In this connection, will the Government inform this Committee of:

- (1) the specific budget, target regions (such as the Middle East and North America), target visitors (such as business travellers, high-spending visitors, etc.) and estimated effectiveness (such as the number of visitor arrival, tourism revenue, etc.) of the global campaign to be launched by phases; and
- (2) the specific plan (number of selected cities) for and estimated effectiveness (such as the number of visitor arrival) of HKTB's collaboration with GBA cities to jointly promote multi-destination tourism?

Asked by: Hon KONG Yuk-foon, Doreen (LegCo internal reference no.: 21)

Reply:

The 2024-25 Budget has allocated an additional funding of \$1.095 billion to the Tourism Commission (TC) and the Hong Kong Tourism Board (HKTB). Of the additional funding, \$224 million has been allocated to TC. The remaining \$871 million of the additional funding, which represents the total funding amount for the 3 years from 2024-25 to 2026-27, has been allocated to HKTB, in addition to the \$100 million earmarked for accommodating the Mega Events Coordination Group (Coordination Group)'s work in boosting mega-event promotions over the next 3 years.

In 2024-25, HKTB will develop diversified tourism experiences, stage and support various large-scale international events, develop diverse visitor source markets and step up promotions, and launch new courtesy campaign and provide continuous support for the travel trade. These efforts will attract high value-added visitors to Hong Kong. The total recurrent and additional funding from the Government to HKTB for 2024-25 is \$1.52 billion,

of which \$1.12 billion is marketing budget. The strategic focuses and the estimates with their percentages in the total expenditures are as follows:

<b>Strategic Focus</b>	<b>Budget (\$ (%))</b>
Developing diversified tourism experiences <ul style="list-style-type: none"> <li>• Revamping its light-and-sound show, “A Symphony of Lights”</li> <li>• Carrying out ongoing promotions on the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tours</li> </ul>	183 million (16%)
Staging and supporting large-scale international events <ul style="list-style-type: none"> <li>• Supporting the Mega Events Coordination Group and promoting mega events</li> </ul> Staging mega events and supporting major international events in the city	414 million (37%)
Developing diverse visitor source markets and stepping up promotions <ul style="list-style-type: none"> <li>• Continuing to carry out and stepping up promotions in various visitor source markets</li> </ul>	316 million (28%)
Launching new courtesy campaign and providing continuous support for the travel trade <ul style="list-style-type: none"> <li>• Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality</li> <li>• Enhancing products and services for potential visitor segments such as the Muslim community</li> </ul>	135 million (12%)
Ongoing promotions	76 million (7%)
<b>Total</b>	<b>1.124 billion</b>

HKTB conducted a series of studies to analyse tourism trends and other factors to formulate a new promotional plan. HKTB will prioritise the visitor source markets according to the progress of their respective tourism recovery, including the outbound travel situation of the markets, air capacity connecting to Hong Kong, spending patterns, local economic growth, currency exchange rates and other factors, to determine the promotional efforts and resource allocation.

Among the visitor source markets, Muslim travel is also of great potential. HKTB has been actively promoting Hong Kong tourism in Muslim source markets. In the coming year, HKTB will cooperate with the trade to further enhance the publicity of the infrastructure with a view to promoting Muslim travel. HKTB will also invite credible Muslim accreditation organisation to collaborate with local accreditation organisation for establishing various classification of Muslim standards and assessment criteria, while helping trade partners in different sectors such as hotels, shopping arcades and attractions to be certified in order to develop Hong Kong as a Muslim-friendly destination.

As for the member states of the Cooperation Council for the Arab States of the Gulf, HKTB will, apart from enhancing the measures and arrangements targeting Muslim travel market, strengthen Hong Kong's brand image and promotion programmes, participate in the Arabian Travel Market to be held in Dubai in May, collaborate with the local media by anchoring a series of international cultural mega events as well as Chinese and Western festive occasions in Hong Kong to attract visitors from the young and family segments through articles and social media clips covering various contents; cooperate with airlines to offer tour packages targeting different segments. HKTB will also invite Muslim representatives from the trade, media and their KOLs to visit Hong Kong and experience Muslim-friendly facilities in the city.

HKTB leveraged on Hong Kong's role as an important gateway between the Mainland and international cities to actively cooperate with other GBA cities in organising overseas promotional campaigns on GBA tourism. In October 2023, HKTB cooperated with the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office in launching a new GBA tourism brand promotion, staging the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand under the theme "Greater Bay Area – Connecting Great Experiences" to introduce novel tourism appeals of GBA to the local community. Additionally, a new all-in-one GBA tourism website ([www.discovergreaterbayarea.com](http://www.discovergreaterbayarea.com)), travel programme and series of promotional activities have also been launched to showcase the diverse attractiveness of GBA. Mr Kevin Yeung, the Secretary for Culture, Sports and Tourism, visited Thailand during the same period and met and exchanged views with the delegation of Guangdong, Hong Kong and Macao to demonstrate the HKSAR Government's full support to the partnership between cities in GBA on promoting multi-destination tourism in the Area. The all-in-one GBA tourism website incorporates tourism resources of GBA cities and introduces up to around 90 attractions and travel experiences under the four categories of "Local Delicacies", "Culture and Heritage", "Theme Park Thrills" and "Festive Celebrations". Subsequently in November 2023, HKTB participated in the China International Import Expo in Shanghai for the sixth consecutive year, and set up an exhibition booth designated to GBA to highlight the collaboration between Hong Kong and GBA cities in promoting the integrated development of culture and tourism and multi-destination tourism.

In addition, HKTB incorporated GBA elements into various large-scale events held last year. For example, the GBA Championship of the Hong Kong International Dragon Boat Races held in June 2023 was joined by representatives from all 11 GBA cities, including elite teams from Hong Kong, Macao, Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing. A total of 17 races were held on two consecutive days, with over 160 Mainland and overseas teams and about 4 000 representatives participated. HKTB also invited GBA athletes to take part in the 2023 City Cycling Challenge around GBA (Hong Kong) – Men's Open and Women's Open at the Hong Kong Cyclothon held in October 2023, which attracted close to 5 000 residents and visitors to participate in 7 cycling experience events and races. In addition, HKTB introduced popular GBA cuisines to the Hong Kong Wine & Dine Festival. The 4-day event attracted around 140 000 residents and visitors, including visitors from close to 20 countries and regions. These series of large-scale events helped enhance Hong Kong's role as a centre for international tourism mega events in GBA. GBA elements were incorporated when the above mega events were planned and the overall estimates were formulated, the expenditure involved could not be separately quantified.

In 2024-25, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets by organising activities and inviting broadcasters to produce travel programmes, etc., to promote tourism resources and transport connectivity in GBA. In the future, HKTB will also continue to incorporate GBA elements into various mega events and large-scale activities, and work with the travel trade in different source markets to roll out themed packages and offers to attract visitors to Hong Kong and participate in related activities.

As for Meetings, Incentive Travels, Conventions and Exhibitions (MICE) tourism, HKTB will continue to step up the promotion work with the theme “Meet Hong Kong • Meet GBA” through partnerships with international MICE associations and the Hong Kong Convention Ambassadors to explicate the opportunities available in GBA markets to attract more overseas MICE events to make Hong Kong their host city and connect them to GBA markets and further establish Hong Kong as the MICE hub of GBA.

As for cruise tourism, HKTB will continue to promote the development of “fly-cruise” and “rail-cruise” packages bundled with pre/post-cruise accommodation, attractions, sightseeing and other experiences leveraging on the city’s position as an aviation hub and the increasing popularity of High Speed Rail travel, and work with Mainland cruise lines and travel agents to further develop more diversified cruise products for visitors; and extend regional cooperation with ports in Asia and GBA to enhance the travel experience of cruise visitors and strengthen the competitiveness of Hong Kong’s cruise market through various characteristic activities and arrangements to receive visitors.

The effectiveness of HKTB’s work cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitors, length of stay of overnight visitors and satisfaction of overnight visitors every year to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB091**

**(Question Serial No. 3144)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget that the Government will allocate \$1.06 billion to promote Hong Kong's position as a travel destination and organise a series of activities to promote our city. Please list the expenditure items under Programme (6) and their respective purposes. How will the effectiveness of relevant expenditures on tourism promotion be evaluated? Are there any numerical indicators to quantify the effectiveness?

Asked by: Hon KONG Yuk-foon, Doreen (LegCo internal reference no.: 42)

Reply:

The objective of Programme (6) is to maintain Hong Kong's position as a key tourist destination in Asia. The estimated provision for Programme (6) for 2024-25 is about \$1.06 billion, which includes around \$805 million for staging and supporting different tourism projects and facilities, around \$150 million for general non-recurrent expenditure on "Upgrading of Facilities of the Hong Kong Wetland Park" and "Dedicated 100% Loan Guarantee Scheme for Travel Sector", around \$80 million for staff-related expenditure on the civil service, and around \$25 million for general departmental expenses.

The Tourism Commission (TC)'s responsibilities under Programme (6) are to formulate policies and co-ordinate implementation of tourism projects and initiatives, and to work with the Hong Kong Tourism Board (HKTB) to promote inbound tourism and maximise the socio-economic contribution that tourism makes to Hong Kong. The effectiveness of TC's and HKTB's work cannot be assessed entirely in quantifiable terms. However, TC sets targets for suitable tourism projects to review their effectiveness. HKTB also sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitor, length of stay of overnight visitors and satisfaction of overnight visitors every year to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of page views to website, number of people reached on social media, views of promotional videos, total number of participants, publicity value and satisfaction of participants, based on

the nature of different publicity and promotional work or large-scale event to assess their effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB092**

**(Question Serial No. 2238)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2016, the Government established the Art Development Matching Grants Scheme (ADMGS) with a financial provision of \$300 million with the objectives of providing matching funds for private donations and sponsorships raised by eligible arts groups, nurturing a culture of donation for arts in the business sector and society, and expanding the financial sources of arts groups, thereby enhancing the software for the development of the arts and culture. In this regard, would the Culture, Sports and Tourism Bureau inform this Committee of the following:

1. What are the numbers of proposed arts and cultural projects or activities approved each year since the establishment of ADMGS?
2. What are the funding amounts of the 9 major performing arts groups (MPAGs) under ADMGS in the past 3 years?
3. Over the years, the Government has been actively promoting arts and culture. In particular, funding support is provided to the 9 MPAGs, which include 3 orchestras, 3 dance troupes, and 3 drama troupes. However, there are no opera and bel canto. Will the Government consider a review of the current policy to provide regular funding for the organisations in these 2 areas? If so, what are the details? If not, what are the reasons?
4. The proportion of funding for arts groups in the overall government recurrent expenditure on arts and culture has continuously declined, from a record high of about 12% in 2014-15 to only 10% in recent years. The government funding support for the 9 MPAGs is approximately 3 times higher than the total funding amount for more than 300 small- and medium-sized arts groups (SMAGs) and individual artists, which indicates that the funding support for SMAGs is very insufficient. Will the Government consider allocating funding on arts and culture to arts groups of different scales in a more proportionate manner? If so, what are the details? If not, what are the reasons?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 13)

Reply:

1. The Government set up the \$300 million Art Development Matching Grants Scheme (ADMGS) in 2016 and allocated an additional funding of \$500 million and \$900 million in 2018-19 and 2021-22 respectively to encourage arts groups/organisations to expand their funding sources and foster a culture of sponsoring/promoting arts and culture in the business sector and community through the provision of matching grants.

ADMGS provides matching grants for donations and sponsorships secured by arts groups/organisations of different scales and levels of development to enhance their ability to raise donations and sponsorships. The target recipients include: the 9 major performing arts groups (MPAGs), the Hong Kong Arts Festival Society, the Hong Kong Arts Development Council (HKADC) and arts groups which have completed 2 rounds of Springboard Grants under the Arts Capacity Development Funding Scheme (Springboard Graduates). Springboard Graduates which are eligible for ADMGS have the liberty to decide whether or not to submit applications for grants under ADMGS, subject to their own circumstances. In the past 8 rounds of ADGMS, 10 Springboard Graduates have been awarded grants under ADMGS. Details are as follows:

Financial Year	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Springboard Graduates awarded grants under ADMGS	2	3	4	7	8	9	9	9

Under ADMGS, eligible arts groups/organisations can flexibly deploy the matching grants received to different areas, such as audience building, nurturing arts talent, arts education, cultural exchange, etc., to promote their business and arts development. Since applications to ADMGS are made based on arts groups/organisations instead of individual arts and cultural projects or activities, statistics on the approved projects or activities are not available.

2. The amounts of grants received by the 9 MPAGs in the 3 financial years from 2020-21 to 2022-23 under ADMGS are as follows:

Year/ Amount of grants(\$)	Hong Kong Philharmonic Orchestra	Hong Kong Chinese Orchestra	Hong Kong Sinfonietta	Hong Kong Repertory Theatre	Chung Ying Theatre Company	Zuni Icosahedron	Hong Kong Dance Company	Hong Kong Ballet	City Contemporary Dance Company	Total amount
2020-21	10,000,000	7,791,082	3,333,721	6,589,894	5,804,842	430,591	606,496	2,896,703	1,329,040	38,782,369
2021-22	11,000,000	11,000,000	8,128,090	8,621,135	4,164,538	1,322,874	1,210,474	8,803,529	2,432,113	56,682,753
2022-23	11,000,000	11,000,000	6,463,632	8,099,516	3,771,798	913,675	0 <sup>^</sup>	9,052,526	1,995,117	52,296,264

3. The Government has been committed to developing arts, culture and creative industries and provided substantial funding in this respect. In addition to providing regular subvention to the MPAGs, the Government has been providing resources to support the development of arts groups of different forms and scales, including opera and bel canto projects through a variety of schemes and models, including through HKADC, the Arts Capacity Development

<sup>^</sup> Hong Kong Dance Company did not apply in the seventh round of ADMGS (2022-23).



Funding Scheme and ADMGS under the Culture, Sports and Tourism Bureau. For example, the Opera Hong Kong, a professional opera troupe, is receiving funding from the Eminent Arts Group Scheme under HKADC. At the same time, it has been receiving matching grants since the first round of ADMGS. The Government will provide suitable support to arts groups of different scales and stages of development.

4. The recurrent government subventions to the MPAGs and HKADC were \$460 million in 2014-15 and \$590 million in 2022-23 respectively, representing an overall increase of over 28%. In particular, the recurrent subvention for HKADC alone increased by nearly 47%, in order to support the implementation of various funding schemes for regular and individual projects conducted by small- and medium-sized arts groups (SMAGs). Apart from providing recurrent subventions, the Government encourages the participation of all sectors of the community in arts and cultural activities through a wide range of funding models, including the Arts Capacity Development Funding Scheme and ADMGS etc. The annual total amount of funding approved under the Arts Capacity Development Funding Scheme increased from \$30 million in 2014-15 to \$46 million in 2022-23, while the annual amount of matching grants for ADMGS since its launch in 2016 has doubled from about \$60 million to \$138 million in 2022-23, with SMAGs being the main beneficiaries. The above shows that the public resources provided for SMAGs has increased significantly from 2014-15 to 2022-23.

In fact, the main cause for the reduced proportion of recurrent government subventions to the MPAGs and HKADC out of the overall government resources for arts, culture and creative industries from the level in 2014-15 to that in 2022-23 is due to the increase in the overall government resources allocated to these industries over the period. Such resources include funding for cultural exchange and support for creative industries. SMAGs were also benefited. Therefore, evaluating the proportion of recurrent government subventions to the MPAGs and HKADC out of the overall government resources allocated for arts, culture and creative industries alone without considering other funding support for SMAGs (such as the Arts Capacity Development Funding Scheme, ADMGS, cultural exchange and the CreateSmart Initiative) does not fully reflect the extent of government resources allocated to SMAGs.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB093**

**(Question Serial No. 2242)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Retired Athletes Transformation Programme (RATP) organised by the Culture, Sports and Tourism Bureau provides job opportunities, on-the-job training, and education subsidies for athletes. The purpose is to help them enhance their qualifications and skills after they retire from training and competitions, lay a solid foundation for their long-term career development, cultivate them into sports executive professionals, and assist schools and national sports associations in promoting sports and nurturing talent. In this regard, will the Culture, Sports and Tourism Bureau inform this Committee:

1. of the numbers of retired athletes who have participated in the RATP in the past 5 years;
2. of the numbers of retired athletes who have been employed by schools or sports organisations after the RATP in the past 5 years;
3. of the numbers of applications received, approved, rejected and under process under the RATP in the past 5 years and the reasons for rejection (if any);
4. of the expenditure involved in the past 5 years and the estimated expenditure for the current financial year;
5. whether the Government will increase funding to provide more direct financial support for serving athletes (especially full-time athletes) to allow them to concentrate more on training and competitions without financial worries;
6. whether there will be new measures to assist retired athletes in finding jobs?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 18)

Reply:

1. The numbers of retired athletes participating in the Retired Athletes Transformation Programme (RATP) in the past 5 years are as follow:

	<b>Number of Retired Athletes</b>				
	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24</b>
<b>Total:</b>	<b>61</b>	<b>73</b>	<b>93</b>	<b>83</b>	<b>67</b>

2. The numbers of retired athletes who have been employed by schools or sports organisations after the RATP in the past 5 years are as follows:

Financial Year	Number of Retired Athletes	
	Schools	Sports Organisations
2019-2020	1	3
2020-2021	1	1
2021-2022	6	4
2022-2023	6	4
2023-2024	0	1
Total	14	13

3. The numbers of retired athletes applied to the RATP and applications approved in the past 5 years are as follows:

	Financial Year				
	2019-20	2020-21	2021-22	2022-23	2023-24 (As of 29 February 2024)
Number of participants	63	73	93	83	67
Number of new applications received	21	18	22	15	10
1. Number of applications approved	21	17	22	14	9
2. Number of applications rejected	0	1 <sup>#</sup>	0	0	1 <sup>^</sup>
3. Number of applications under process	0	0	0	1 <sup>*</sup>	0

# Applicants not eligible for the Programme.

<sup>^</sup> The applicant submitted an application again with stated reasons that did not align with the original intent of the Programme.

\* The application was approved in 2023-24.

4. The expenditures on the RATP in the past 5 years and its estimated expenditure for 2024-25 are as follows:

Financial Year	2019-20	2020-21	2021-22	2022-23	2023-24 (Latest estimate) (As of 29 February 2024)	2024-25 (Estimate)
Amount (\$million)	19.75	25.05	23.06	29.27	30.00	35.6

5. Following the conclusion of the Tokyo Olympic Games and Paralympic Games, the Government raised the maximum monthly direct financial support for elite athletes with the endorsement of the Sports Commission. The increase was put into effect in 2022-

23. The Government, together with the Hong Kong Sports Institute, will review the direct financial support for athletes from time to time to ensure that elite athletes receive the appropriate support.

6. The Government attaches great importance to supporting retired athletes and has been collaborating with different stakeholders to provide support in various aspects such as education (including scholarships and academic counselling), employment (including job matching), on-the-job training, and cash incentives to assist retired athletes in pursuing their “second career” after retirement. In 2020-21, we have injected \$250 million into the Hong Kong Athletes Fund to increase scholarships in support of the dual career development of athletes, including stepping up support for athletes to study bachelor’s degree or above, with a view to attracting more sports talents and nurturing more knowledge-based athletes. Meanwhile, we have increased cash incentives available through the Elite Athletes Performance Recognition Scheme for full-time athletes upon retirement, thereby assisting them in their transformation and “second career” development.

In addition, the Government has allocated more resources to expand the RATP, with the target of doubling the number of participating retired athletes within 5 years to provide them with more opportunities for career transformation and employment in eligible schools and sports organisations to facilitate sports promotion and identify potential sports talents. To further assist retired athletes in employment, the Hong Kong Athletes Career and Education Department of the Sports Federation & Olympic Committee of Hong Kong, China organises on-the-job training programmes to enhance their qualifications and workplace skills; conducts team training activities to strengthen their teamwork spirit, communication skills and self-confidence, and expand their network. Also, career planning consultations are arranged for retired athletes who are approaching the end of their individual subsidy period in order to understand their development direction and needs.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB094**

**(Question Serial No. 2248)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the Budget Speech, the Financial Secretary mentioned the Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL). In this connection, will the Government inform this Committee the following:

1. What are the estimated expenditures (including administrative costs) and manpower establishment involved in the pyrotechnic and drone shows?
2. The SoL light-and-sound show has long been criticised for lacking novelty and being unattractive to tourists. Has the Government assessed its effectiveness? If yes, what are the details? If no, what are the reasons?
3. There are views that the measures proposed by the Government for attracting tourists are too fragmented and lack a unified theme. Will the Government consider setting out a blueprint in this regard and step up local and overseas promotions to ensure that the business sector has sufficient time to launch activities and products for mega events to create buzz? If yes, what are the details? If no, what are the reasons?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 24)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting. The Tourism Commission (TC) has been evaluating the effectiveness of SoL through the Departing Visitors Survey of the Hong Kong Tourism Board (HKTB). The show attracts over 1 million visitors every year and visitors who have watched the show are generally satisfied with it.

TC is working with HKTB to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise

the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment. Since the work mentioned above is jointly undertaken by TC and HKTB, the staff establishment cannot be quantified separately.

The Development Blueprint for Hong Kong's Tourism Industry published by the Government in 2017 sets out a clear vision and goal to press ahead with the development of Hong Kong into a world-class premier travel destination, with a view to ensuring the steady, healthy and sustainable development of the industry. The Government will launch a trade consultation shortly for the formulation of the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0). Our target is to publish the Blueprint 2.0 this year to unite different industries to promote speedy and high-quality development of the local tourism industry.

At the same time, the Government has set up the Mega Events Coordination Group (the Coordination Group) to provide high-level steer on mega events, including steering relevant policy bureaux, departments (B/Ds) and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various B/Ds for such events to be successfully held in Hong Kong. As the first point of contact, HKTB will ensure that organisers who intend to stage mega events in Hong Kong will receive timely response and sufficient support, even if they are unsure of which B/Ds or statutory bodies to contact. HKTB will carry out preliminary assessments of the event proposals, refer the event proposals to relevant B/Ds for follow-up with event organisers, and make recommendations to the Coordination Group.

In addition, the Coordination Group steers the promotion of mega events, launches or consolidates publicity campaigns, and advises different B/Ds on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

Over 80 mega events will be staged in Hong Kong in the first half of 2024. The Government has compiled a calendar of mega events in Hong Kong to provide the public with more information on mega events. Members of the public can browse the latest information on various mega events through the website of Brand Hong Kong (<https://www.brandhk.gov.hk/en/mega-events/mega-events>). The Coordination Group will keep on updating the calendar and publish the latest list of upcoming mega events as soon as

possible to inform members of the public and visitors in advance what mega events will be held in Hong Kong, so as to foster the crossover collaboration between different industries and the mega events, and allow the tourism, hotel and catering industries to make plans on promotion and design tourism products beforehand.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB095**

**(Question Serial No. 3210)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In matters requiring special attention in 2024-25 under the programme, the Government will strengthen the staffing arrangements and professional standards of the Sports Medicine Centre of the Hong Kong Sports Institute (HKSI) to provide more comprehensive sports medicine support to elite athletes. In this regard, please inform this Committee of the following:

1. The expenditure and estimate for related services over the past 3 years;
2. The number of sports medicine service providers (including but not limited to doctors, physiotherapists), the service hours provided, and the ratio to athletes participating in the vocational training programmes over the past 3 years; and
3. Some athletes have pointed out that there are insufficient sports medicine services at HKSI, leading to reduced treatment time and failure to completely heal injuries, which subsequently affects their performance in competitions or even prevents them from participating in competitions. Has the Administration considered allocating more resources, such as raising salaries and benefits to hire and attract more talent so as to take care of the athletes' basic needs and enhance their competitiveness? Will the Administration consider launching related sports medicine courses with local universities to nurture relevant professional talents to meet the needs in the long term?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 41)

Reply:

1. The Hong Kong Sports Institute (HKSI) has been providing athletes with medical support services, including physical examinations, general clinic services, orthopaedic consultations, physiotherapy, Chinese manual therapy, rehabilitative training, therapeutic exercise and sports massage. The expenditure of the HKSI related to sports medicine in the past three years is as follows:



Year	Expenditure (\$ million)
2021-22	Around 28
2022-23	Around 26 <sup>^</sup>
2023-24	Around 27

<sup>^</sup> Due to a decrease in expenditure related to the tackling of COVID-19 pandemic

2. The numbers of relevant personnel and service sessions related to sports medicine services of HKSI in the past 3 years are as follows:

Year	Number of personnel	Service sessions
2021-22	40	32,599
2022-23	45	34,109
2023-24	46	37,461 (As of 15 February 2024)

The numbers of athletes who participated in the vocational training programmes of HKSI in the past 3 years are as follows:

Year	Number of athletes#
2021-22	410
2022-23	421
2023-24	434

#For athletes who reside in athletes' hostel of HKSI only and excludes all athletes on scholarship

3. The HKSI has completed the review on human resources. Having considered the consultant's recommendations, it decided to adjust the staffing arrangements and remuneration within the Sports Medicine Department, including hiring 1 additional medical director and 1 associate medical director in 2024-25, as well as improving the remuneration packages for the Sports Medicine Department. The related expenditure has been included in HKSI's budget for 2024-25. In addition, the HKSI has resumed its internship and exchange programme with the Department of Rehabilitation Sciences at the Hong Kong Polytechnic University (PolyU) after the pandemic and provides PolyU with more internship opportunities of physiotherapy for elite sports, which is conducive to cultivating professionals in sports medicine.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB096**

**(Question Serial No. 3211)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please list the numbers of full-time athletes and athletes under the Elite Vote Support Scheme for each disability sport by Tiers A and B in the past 3 years.
2. The details of the expenditures for athletes with disabilities (AWDs) and related sports events; and
3. The Paris Olympic Games and the National Games are approaching. Does the Government have any plans to review the sports training and employment support provided to AWDs, such as aligning the funding amount with that of able-bodied athletes, increasing the cash incentives for medal-winning elite AWDs at major sporting events, and arranging retirement pathways? If so, what are the details? If not, what are the reasons?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 42)

Reply:

1. The numbers of full-time athletes in each Tier A, Tier B and other elite sport(s) under the Elite Vote Support Scheme (EVSS) for Para Sports of the Hong Kong Sports Institute (HKSI) in the past 3 years (i.e. 2021-22, 2022-23 and 2023-24) are set out below:

Sport	Number of full-time athletes			
	2021-22	2022-23	2023-24	
<b>Tier A Disability Sports</b>				
1	Boccia (physical disability)	7	8	8
2	Wheelchair fencing (physical disability)	4	4	5

3	Table tennis (physical disability)	4	3	4
4	Badminton (physical disability)	3	3	5
5	Table tennis (intellectual disability)	10	10	10
6	Swimming (intellectual disability)	6	6	7
Total (Tier A Disability Sports):		34	34	39
<b>Tier B Disability Sports</b>				
1	Lawn bowls (physical disability)	5	4	6
2	Tenpin bowling (physical disability)	3	3	3
3	Athletics (intellectual disability)	3	3	4
Total (Tier B Disability Sports):		11	10	13

2. The Government's expenditures <sup>Note 1</sup> on supporting athletes with disabilities (AWDs) and promoting disability sports in the past 3 years (i.e. 2021-22, 2022-23 and 2023-24) are set out below:

Category of expenditure	2021-22 (Actual expenditure) (\$ million)	2022-23 (Actual expenditure) (\$ million)	2023-24 (Latest estimate) (\$ million)
1. Support provided by the HKSI to elite AWDs (including direct financial support)	44.51	50.49	59.90
2. Funding support provided by the LCSD to "national sports associations" (NSAs) for disability sports	28.34	35.25	36.19

3. LCSD's expenditure on promoting "Sports for All" among persons with disabilities (PWDs)	3.90 <sup>Note 2</sup>	3.90 <sup>Note 2</sup>	6.14
4. Support for AWDs' preparation for and participation in major international and national games and relevant NSAs' expenditures for hosting international competitions in Hong Kong under the Arts and Sport Development Fund (Sports Portion)	12.31 <sup>Note 3</sup>	3.77	10.56 <sup>Note 3</sup>
5. Funding support provided by the Culture, Sports and Tourism Bureau (CSTB) to the China Hong Kong Paralympic Committee (HKPC) and relevant NSAs for disability sports	7.53	9.71	13.79 <sup>Note 4</sup>
6. Grants provided to NSAs for disability sports and AWDs under the Hong Kong Paralympians Fund	6.52	4.77	6.24
<b>Total:</b>	<b>103.11</b>	<b>107.89</b>	<b>132.82</b>

Note 1: The figures include expenditures borne by the former Home Affairs Bureau or the CSTB and the LCSD, and grants provided under the Hong Kong Paralympians Fund administered by the Social Welfare Department.

Note 2: The decreases in programme expenditures in the years were due to cancellation of some programmes as a result of the COVID-19 pandemic.

Note 3: The increased expenditures on the preparation for and participation in major international competitions in 2021-22 and 2023-24 were due to the support for AWDs' participation in major multi-sports games held in the year, including the Tokyo Paralympic Games and the 11th National Games for Persons with Disabilities held in 2021, as well as the Hangzhou Asian Para Games held in 2023.

Note 4: This includes an amount of \$3 million provided to the HKPC for the implementation of the 5-year pilot programme on career and education for athletes with disabilities.

In 2024-25, the Government's total expenditure on support for AWDs and the promotion for various disability sports is expected to exceed \$130 million. We will finalise specific plans and details of expenditures with relevant bodies later.

3. In 2024-25, we will continue to provide comprehensive assistance to AWDs in various aspects and give them our full support in their preparation for and participation in major international multi-sport games, including the Paris Paralympic Games (PG) held in August 2024. Currently, medal-winning Hong Kong athletes in major international multi-sport events receive cash incentives from commercial organisations and charity funds. The amounts and details of individual incentive programmes are determined through negotiations. In the process, apart from taking into account the views of the sports sector, it is necessary to respect the intentions of the donating organisations. The Government respects the outcomes of the negotiations.

The Government, with the support of the Sports Commission, has been improving the support for full-time elite AWDs under the EVSS and has reviewed the EVSS after the Tokyo Olympic Games and PG, including the direct financial support provided to full-time elite AWDs. The revised assessment criteria for the EVSS have been implemented since 2022-23. Under the current EVSS for Para Sports, the maximum monthly direct financial support available to full-time elite AWDs is \$40,000 starting from 2022-23, which is double the amount of \$20,000 when the EVSS was launched in December 2017. The Government and the HKSI will review the EVSS and the amounts of financial grants from time to time to ensure the provision of appropriate assistance to elite AWDs.

Besides, to further strengthen the support for AWDs, the Government launched, in collaboration with the HKPC, a 5-year pilot programme on career and education for AWDs in June 2023, to equip AWDs with knowledge, skill sets and career planning skills, so as to facilitate their integration into society and post-athletic transformation for their second-career development. The programme aims to provide career and education support and life skills training for at least 100 AWDs every year.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB097**

**(Question Serial No. 0080)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Under the Programme, the Culture, Sports and Tourism Bureau (CSTB) maintains Hong Kong's position as a key tourist destination in Asia. In this connection, will the Government inform this Committee of the following:

- a. What is CSTB's estimated expenditure on the Cultural and Heritage Sites Local Tour Incentive Scheme? What measures will CSTB adopt to incentivise the travel trade to develop and launch more characteristic tourism itineraries?
- b. What is the average expenditure incurred by each trainee under the training subsidy scheme for practitioners of the travel trade?
- c. How will CSTB promote Hong Kong's tourism products? Please list the relevant measures and expenditure involved, as well as the target groups and the estimated reach.

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 11)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022 and concluded on 31 December 2023.

The Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc., with a view to encouraging the trade to develop more thematic tours, including national history tours, green ecology tours, marine tours, traditional culture tours, pop culture tours, intangible cultural heritage experiences, night time adventure, etc., to showcase the diversified cultural landscape of Hong Kong. CTIS was rolled out on 1 January 2024, immediately after the conclusion of CHIS on 31 December 2023. There are 2 categories under CTIS, namely the in-depth travel and the thematic travel, for which different amounts of cash incentives are provided. The target is to receive at least 100 000

visitors within 2024. CTIS is implemented by the Travel Industry Council of Hong Kong, which was the implementation agent of CHIS.

The Government allocated \$60 million in the 2022-23 Budget to subsidise the training and development of travel trade practitioners, and injected another \$40 million in March 2023 through deployment of existing resources to increase the total funding amount to \$100 million.

The Travel Industry Authority has earmarked \$45 million of the funding for a three-year training subsidy scheme for practitioners of the travel trade (training scheme) launched in October 2022 to enhance the professional standard and service quality of the travel industry. Under the training scheme, each eligible tourist guide and tour escort may be granted, on an actual reimbursement basis, a subsidy of up to \$2,000 for fees for licence-related training programmes, including registration fees for licensing examination of tourist guides and tour escorts, course fees for activities under the continuing professional development schemes and course fees for obtaining a certificate of competency in first-aid or other similar certificates, during the period from 1 October 2022 to 30 September 2025. As at end-February 2024, subsidies of around \$3.5 million have been approved under the training scheme and a total of around 4 300 tourist guides / tour escorts have benefitted from it, which means each tourist guide / tour escort was granted a subsidy of around \$820 on average.

Enriching Hong Kong's tourism resources and providing new products and experiences to visitors are of paramount importance. The Government and the Hong Kong Tourism Board (HKTB) will promote new thematic travel experiences anchoring seasonal, festival and mega events as well as integrating Chinese and Western arts, pop culture, wine and dine experiences, outdoor explorations, active sports and more to cater for the interest of wide-ranging visitor segments while developing immersive in-depth tourism activities in the light of the new travel trends.. The travel trade will also be encouraged to launch a more diversified portfolio of tourism products.

HKTB will continue to promote different thematic tours. On arts, HKTB promotes various international art events held in town through its "Arts in Hong Kong" year-round promotional platform, including "Art Basel Hong Kong", "Art Central", "Art@Harbour and "French May" organised during "Art March", to showcase Hong Kong's art appeal to the world. HKTB will partner with Mainland art connoisseurs and media to promote these large-scale art events and consolidate Hong Kong's role as an "East-meets-West centre for international cultural exchange". Moreover, HKTB will also recommend and produce contents for art and cultural maps and photo hotspots on its Mainland social media accounts, such as WeChat, Xiaohongshu, Douyin and Weibo, and in partnership with Xiaohongshu. HKTB will invite KOLs on these platforms to visit Hong Kong in person to experience and jointly promote the city's art and cultural tourism appeal.

On local culture, starting from mid-December 2023, HKTB launched a new half-year promotional campaign at Temple Street to inject new impetus into the traditional Temple Street. In addition to pop-up food kiosks with tastes of the neighbourhood, a number of newly added photo-worthy installations were also set up to attract tourists and locals. HKTB has launched the second phase of the Temple Street promotion in March this year to further entice tourists to get into the local community and experience the most authentic side of Hong

Kong, while bringing more footfall to the area and opening up more business opportunities for local merchants.

Moreover, HKTB will help promote tourism projects launched by the Tourism Commission, such as the Sai Kung Hoi Festival, Design District Hong Kong and City in Time, and promote Hong Kong's unparalleled green tourism experiences such as hiking tracks, outlying island voyage and cross country running through "Hong Kong Great Outdoors" and other promotional platforms to explore more in-depth tourism products and inspire visitors to discover Hong Kong's novel appeal.

As the manpower and expenditure involved in taking forward the work mentioned above in 2024-25 has been subsumed under HKTB's overall promotion budget, it is difficult to quantify them separately.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB098**

**(Question Serial No. 0081)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Culture, Sports and Tourism Bureau (CSTB) promotes inbound tourism and maximises the socio-economic contribution that tourism makes to Hong Kong. In this connection, please inform this Committee of the following:

- a. The amount of expenditure to be earmarked by CSTB for developing immersive videos and content in diverse formats to promote inbound tourism;
- b. Further to the above question, will the Government develop indicators for assessing the performance of such promotion work; if yes, please provide the details; if no, what are the reasons?
- c. The amount of expenditure to be earmarked by CSTB for arranging familiarisation trips for key opinion leaders (KOLs), influencers, media and trade partners and inviting them to join the trips;
- d. Further to the above question, how will CSTB shortlist and invite them? Please provide the details.

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 12)

Reply:

The Hong Kong Tourism Board (HKTB) has been promoting Hong Kong's tourism appeal in different source markets through various promotions to attract visitors to come to Hong Kong.

In 2023, HKTB invited trade representatives, celebrities and KOLs to take part in the production of more than 330 video clips featuring travel experiences in Hong Kong to extend a warm welcome to the world. The series of videos was broadcast in phases on more than 3 000 platforms worldwide, reaching a cumulative audience of over 200 million. During the period, the "Hello Hong Kong Dance Challenge" launched on social media platform TikTok attracted over 1.2 million video clips from netizens with 1.5 billion global viewership. The challenge became TikTok's promotional campaign with the highest traffic in the Southeast

Asian market in the first quarter of 2023 and brought 300 000 new followers to HKTB's official account, bringing the total followers to around 2 million.

HKTB invited over 2 000 trade and media representatives, celebrities, KOLs and HKTB's "Hong Kong Super Fans" from the Mainland, Southeast Asia and Europe to visit Hong Kong on tailor-made thematic itineraries for them to showcase Hong Kong's diverse tourism features, so that they helped tell the good stories of Hong Kong with their first-hand experiences. Henry Golding (renowned Hollywood actor and male lead in *Crazy Rich Asians*), Satoh Takeru (famous Japanese star), Jeong Hae-in (famous Korean actor) and Lin Minchen (Malaysian celebrity) were some of them coming to Hong Kong to share their first-hand experiences of the city's popular attractions, cultural treasures and culinary delights with worldwide fans and visitors by shooting travel videos.

In 2024-25, HKTB will anchor different events and festivals, and set out suitable themes for promotion, including Chinese and Western arts, pop culture, marine experiences, traditional festivities, wine and dine experiences, outdoor exploration, winter festivities and active sports, and develop various immersive videos and promotional contents with those themes, to cater to the tastes and interests of different visitor segments and attract them to come to Hong Kong and plan their itinerary in advance.

As for promotion, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also roll out more immersive, in-depth tours with themes like "Citywalk" through popular channels in the source markets based on the market situation. HKTB will also soft-sell Hong Kong, focusing on activities popular in the young segment and other innovative contents.

Moreover, HKTB will launch a new campaign on story curation by inviting renowned film and television production companies from key source markets, including the Mainland, Southeast Asia, the United States, Korea, Japan, Australia and the United Kingdom to make use of Hong Kong's unique culture, gastronomy, outdoor activities and other experiences to curate good stories for Hong Kong in an innovative and professional perspective. HKTB will also ride on the network and influence of partnering media to showcase Hong Kong's appeal to source markets, thereby attracting visitors to Hong Kong.

HKTB will continue to invite trade and media representatives as well as KOLs with influence in different source markets to visit Hong Kong. For example, after the expansion of Individual Visit Scheme to Xi'an and Qingdao in March, HKTB invited representatives from more than 20 Mainland media organisations to visit Hong Kong in April to promote Hong Kong's tourism appeal to Mainland tourists through their first-hand coverage. As for the Hong Kong Sevens, HKTB and Hong Kong China Rugby invited Oliver Phelps and James Phelps, who played the Wesley Brothers in the *Harry Potter* film series, to visit the city for the tournament and help promote Hong Kong; HKTB also invited representatives from 7 leading sports media in Korea to come to Hong Kong for the tournament and arranged outdoor activities such as horse racing for them to experience the appeal of Hong Kong as an Event Capital.

When identifying the KOLs to be invited, HKTB will consider factors such as the size of their fanbase, social media posts engagement rate, his/her professional status and image, and whether they tie in with our target source markets and marketing strategies.

Since the aforesaid promotional initiatives have been subsumed under HKTB's promotion efforts in various areas, it is difficult to quantify the relevant expenditures separately. HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB099**

**(Question Serial No. 0082)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As far as the Programme is concerned, the Culture, Sports and Tourism Bureau (CSTB) aims to promote the development of creative industries and enhance Hong Kong's position as a creative capital. In this connection, would the Government inform this Committee of the following:

- a. What is the estimated expenditure of the 25 applications planned to be approved under the Film Development Fund (FDF) in 2024?
- b. Further to the above, what are the funding criteria and vetting time for these approved applications?
- c. Will CSTB assess the effectiveness of the approved applications? If so, what are the details? If not, what are the reasons?
- d. Has CSTB considered any initiatives to attract young people to join the film industry? If so, what are the details? If not, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 13)

Reply:

It is anticipated that 25 applications of film production projects will be approved under FDF in 2024, involving an estimated expenditure of around \$235 million. Applications of film production projects are assessed by a panel of examiners consisting of film industry specialists and the Fund Vetting Committee under the Hong Kong Film Development Council. The assessment criteria include "creativity and quality of screenplay", "production budget", "estimated income" and "local film production elements and talent nurturing" etc. As the project applications vary in terms of content, the respective time taken for assessment is different. The Government will evaluate the effectiveness of the approved projects from various aspects, including the numbers of talents nurtured, job opportunities created, box office receipts, as well as local and international awards attained. To date, over 100 emerging directors and producers were engaged in some 100 films funded under FDF, which

have won more than 160 local and international awards. More than 3 000 job opportunities were also created by the projects funded under the Film Production Financing Scheme.

The Government also supports young people to join the film industry. The First Feature Film Initiative (FFFI) was launched under FDF in 2013 to identify new talents through competitions on screenplay and production proposals. FDF will provide funding for the winning new directors and their film production teams to make their first feature films on a commercial basis, with an aim of nurturing talents for local film industry. Over its eight editions, FFFI has successfully identified numerous budding film talents and produced a number of quality local films which have won critical acclaim and achieved great box office success. The films have been widely supported by the industry and have attained outstanding results in various local and international film exhibitions/film festivals.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB100**

**(Question Serial No. 0083)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Under the programme, the Culture, Sports and Tourism Bureau (CSTB) promotes and develops arts and culture, and preserve intangible cultural heritage in Hong Kong to consolidate our positioning as the East-meets-West centre for international cultural exchange. In this connection, will the Government inform this Committee:

- a. of the provisions earmarked by CSTB to cover the estimated expenditure for arts education and manpower training in 2024-25;
- b. further to the above question, whether CSTB will collaborate with schools in arts education and manpower training; if so, the details; if not, the reasons;
- c. of the detailed measures and plans of CSTB in relation to arts education and manpower training; and
- d. further to the above question, whether CSTB will formulate a timetable for the measures and plans concerned?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 14)

Reply:

- a. The Culture, Sports and Tourism Bureau (CSTB) will continue to subsidise the Hong Kong Academy for Performing Arts (HKAPA), the Hong Kong Arts Development Council (HKADC) and the West Kowloon Cultural District Authority (WKCDA) to implement different schemes on talent nurturing and arts education in 2024-25. Around \$381 million from CSTB's estimates in 2024-25 will be used for supporting HKAPA to offer programmes of different levels. For HKADC and WKCDA, the estimated expenditures in 2024-25 are around \$71 million and \$1.46 million respectively. Part of the funding for talent nurturing and arts education is provided by the Arts and Sport Development Fund (ASDF) (Arts Portion).
- b. The Government attaches importance to the implementation of arts education and has been strengthening arts education at the school level through school curriculum and extra-

curricular activities so as to develop students' arts skills. To support such policy, the Education Bureau (EDB) has all along been committed to supporting schools in the promotion of arts education in different areas, such as through ongoing renewal of curriculum guides, providing teacher training, developing learning and teaching resources and providing subsidies and other support. The HKADC, through collaboration with schools and arts groups, such as under the Arts-in-School Partnership Scheme and the Arts Ambassadors-in-School Scheme, brings arts into school campuses through different activities, and encourages students to learn actively and unleash their potential in arts. The Leisure and Cultural Services Department (LCSD) has also been working closely with EDB, different schools, government subvented organisations and arts groups to provide students with a variety of extra-curricular activities involving arts education so as to enable primary and secondary school students to learn arts beyond the classroom.

c. and d.

The details and implementation timeline of the schemes on arts education and talent nurturing supported and/or implemented by CSTB and LCSD in 2024-25 are tabled as follows -

<b>Scheme / Course</b>	<b>Details of the Scheme / Course</b>	<b>Implementation Agent</b>	<b>Timeline</b>
Performing arts sector: HKAPA's programmes at different levels	<ul style="list-style-type: none"> <li>The HKAPA provides programmes in 6 disciplines, namely Dance, Drama, Music, Theatre and Entertainment Arts, Film and Television, and Chinese Opera.</li> </ul>	HKAPA	Continuously implemented
The 6th Round of Arts-in-School Partnership Scheme	<ul style="list-style-type: none"> <li>The Scheme encourages schools to open up their premises and facilities to arts organisations/artists for lease, to foster collaboration between arts organisations/artists and schools, and bring arts into the school campus.</li> </ul>	HKADC	Launched from March 2024
The 17th Arts Ambassadors-in-School Scheme #	<ul style="list-style-type: none"> <li>To commend students who demonstrate excellence in and commitment to the participation and sharing of the arts through appointing them as arts ambassadors, encourage them to learn and develop proactively within and beyond the classroom as well as in the community. HKADC will organise a series of arts activities for the arts ambassadors to participate, with</li> </ul>	HKADC	Expected to launch progressively from October 2024

Scheme / Course	Details of the Scheme / Course	Implementation Agent	Timeline
	<p>a view to allowing them to broaden their horizons and unleash artistic potential.</p>		
<p>Taking Centre Stage : School Performing Arts in Practice Scheme*</p>	<ul style="list-style-type: none"> <li>• Instructors from arts groups will be sent to schools to organise a series of performing arts training activities to raise students’ interest and appreciation for performing arts.</li> <li>• Students may participate in the finale showcase or event at school or performance venues.</li> <li>• Arts groups will introduce relevant pathways and latest development of the sectors so that students receive more comprehensive mentorship in art practice.</li> </ul>	<p>LCSD</p>	<ul style="list-style-type: none"> <li>• Taking Centre Stage: School Performing Arts in Practice Scheme 2024/25 will start receiving application in May 2024.</li> <li>• Programmes for selected schools to be held from September 2024 to July 2025.</li> </ul>
<p>Exploring the Theatre : Arts Experience Scheme for Senior Secondary Students*</p>	<ul style="list-style-type: none"> <li>• To tie in with “Aesthetic Development in Other Learning Experiences” under the New Senior Secondary Curriculum, the scheme encourages senior secondary students to benefit from an enriched experience of the arts with visits to performing venues, where they can appreciate high-quality performing arts programmes and participate in extension activities presented by arts groups.</li> </ul>	<p>LCSD</p>	<p>Exploring the Theatre: Arts Experience Scheme for Senior Secondary Students 2024/25 will start receiving application in May 2024.</p>
<p>Arts On Air: Creative Arts Project in Primary Schools and Arts On Air for Secondary Schools *</p>	<ul style="list-style-type: none"> <li>• Arts On Air: Creative Arts Project in Primary Schools offers original radio dramas, guided appreciation materials and exercises to cultivate students’ interest in sounds and arts at an early age, guiding them to explore performing arts in different areas.</li> <li>• Arts On Air for Secondary Schools allows secondary students to create their own radio dramas and experience the</li> </ul>	<p>LCSD</p>	<p>Ongoing activities for Arts on Air 2023/24 are expected to be completed by July 2024.</p>



Scheme / Course	Details of the Scheme / Course	Implementation Agent	Timeline
	production process through a series of workshops. A finale performance will be held in school to allow students to share with their teachers and schoolmates what they have learnt from the workshops.		
‘Dance for All’ Community Care Inclusive Dance Scheme*	<ul style="list-style-type: none"> <li>The scheme aims at enabling people of different capabilities to dance. It will promote inclusiveness to the general public through a series of activities such as performances, workshops and exhibitions.</li> <li>Dance training programmes will be provided to students of special schools to encourage them to learn and participate in dance activities, thereby experiencing the interest in dance and integrating to the community.</li> </ul>	LCSD	‘Dance for All’ Community Care Inclusive Dance Scheme 2024/25 will start receiving application in May 2024. Programmes for selected schools to be held from September 2024 to July 2025.
New to the Theatre : School Culture Day Scheme*	<ul style="list-style-type: none"> <li>A variety of performing arts programmes will be organised. Students ranging from kindergarten to secondary 3 will be encouraged to join in school hours.</li> </ul>	LCSD	New to the Theatre : School Culture Day Scheme 2024/25 will start receiving application in May 2024.
General Education in Arts Programme for Tertiary Students*	<ul style="list-style-type: none"> <li><i>Discovering Musicals</i> by Actors’ Family is implemented for 2023/24. Through a series of talks, workshops, camp and showcase, rehearsals and finale performances, tertiary students can participate in the production and showcase of a musical.</li> </ul>	LCSD	General Education in Arts Programme for Tertiary Students 2023/24 to be held from October 2023 to November 2024.
Instrumental Music Training Scheme / Band, choir and orchestra training and music promotion activities*	<ul style="list-style-type: none"> <li>Instrumental Music Training Scheme offers training courses in more than 30 Western and Chinese musical instruments and musicianship for two to three years. The scheme is open to young people between the age of 6 and 23.</li> <li>Ensemble training covers 18</li> </ul>	LCSD	Regular event

Scheme / Course	Details of the Scheme / Course	Implementation Agent	Timeline
	<p>orchestras/bands and 2 choirs.</p> <ul style="list-style-type: none"> <li>• Music activities cover a outreach courses for different age groups, and a variety of music promotion programmes including youth music exchange, Hong Kong Youth Music Camp, Hong Kong Youth Music Interflows etc.</li> </ul>		
Training for Arts Administrators	<p>The training covers:</p> <ul style="list-style-type: none"> <li>• overseas internships and training programmes co-organised with well-known arts and cultural institutions around the world</li> <li>• management internship opportunities at arts groups for local high potential and outstanding arts administrators; and</li> <li>• leadership training tailored for local arts and cultural leaders and senior arts administrators.</li> </ul>	HKADC	Continuously implemented
Arts Talents Internship Matching Programme #	<ul style="list-style-type: none"> <li>• Internship opportunities at arts organisations and groups will be offered for graduates of recent 3 years to encourage professional and long-term development in the industry, thereby nurturing local arts talents.</li> </ul>	HKADC	Covering 2023/24 and 2024/25, the scheme has started receiving applications from July 2023. 105 places have been matched since its launch.
Emerging Artists Development Grant #	<ul style="list-style-type: none"> <li>• To support aspiring and promising emerging arts groups and artists to conduct arts projects of different nature in all art forms. Grantees may further develop their career in the industry, and promotes the development of the local arts scene.</li> </ul>	HKADC	Covering 2023/24 and 2024/25, the scheme has started receiving applications from July 2023. Applications from 30 young artists have been approved since its launch.
WKCDA Graduate Internship Programme #	<ul style="list-style-type: none"> <li>• 18-month internship opportunities will be offered to local arts and cultural talents.</li> </ul>	WKCDA	The recruitment of the first cohort was completed in 2023. The recruitment of

Scheme / Course	Details of the Scheme / Course	Implementation Agent	Timeline
			the second cohort is expected to start in August 2024.
Museum trainees (conservation) programme and summer internship programme	• Providing conservation and museum internship opportunities for graduates and full time students at the West Kowloon Cultural District.	WKCDA	Continuously implemented
Training for LCSD staff *	• Providing professional training for LCSD staff responsible for cultural services, and support staff in visits / internships / further studies and participation at international seminars in the Mainland or overseas to broaden their horizon.	LCSD	Continuously implemented
Arts Administrator Trainee Programme*	• To cultivate young arts administrators and museum professionals, covering areas including venue operation, facility management, program planning, stage management, cultural exchange, museum management and conservation, etc. LCSD also supports its venue partners and the Hong Kong Arts Festival Society to hire trainees to participate in work related to management of arts groups and arts festivals.	LCSD	Continuously implemented
Museum Trainee (Conservation) Programme*	• Trainees will be arranged to work and train at the Conservation Office under LCSD to allow more young people to learn more about conservation.	LCSD	10 university graduates from selected majors will be recruited every two years in the 6 years between 2022-23 to 2027-28.
2-year Arts Tech Trainee Programme of the East Kowloon Cultural Centre Academy for Arts Tech*	• Provide systematic training and internship opportunities for young people who are interested in working in the field, allowing them to participate in arts technology programmes closely, and deepen their understanding of the application of technology in stage performances. Through	LCSD	Launched in February 2024.

Scheme / Course	Details of the Scheme / Course	Implementation Agent	Timeline
	collaboration with artists and technology professionals, they can gain first-hand knowledge on the preparation work and execution details of arts technology programmes, thereby better equipping them for entering the labour market of technical support with high demands.		
Summer Internship Programme*	• 6-week internship for interns to experience work at museums.	LCSD	Continuously implemented

\*Funded by LCSD

#Funded by ASDF (Arts Portion)

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 3202)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Under the Programme, the Culture, Sports and Tourism Bureau (CSTB) maintains Hong Kong's position as a key tourist destination in Asia. In this connection, will the Government inform this Committee of the following:

- a. Please elaborate on the estimated expenditure on the Sai Kung Hoi Arts Festival, the Design District Hong Kong and the Lei Yue Mun Waterfront Enhancement Project.
- b. Further to the above question, did CSTB estimate the outcome of the above projects, including the number of participants attracted to and economic benefits brought by the projects? If yes, what are the details? If no, what are the reasons?
- c. What is the expenditure of CSTB on development and maintenance in relation to the enhancement made to the City in Time tourism project using augmented reality and multimedia technology?
- d. Further to the above question, will CSTB review the performance of the project regularly? If yes, what are the details? If no, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 41)

Reply:

The Tourism Commission (TC) rolls out the Sai Kung Hoi Arts Festival (Arts Festival) from 2022 to 2024 and gradually expands its coverage from Yim Tin Tsai to Sharp Island, Kau Sai Chau and High Island to offer visitors a travel experience that integrates arts, cultural, heritage and green elements. The funding for the project is \$40 million for 3 years.

The first edition of the Arts Festival was held from 16 November 2022 to 15 January 2023 on Yim Tin Tsai and Sharp Island and the second edition was organised on the above 4 islands from 15 November 2023 to 14 January 2024. During the two editions of the Arts Festival, there were over 144 000 visitors and participants in guided tours and programmes. Most of the artworks have been retained for visitors' enjoyment after the conclusion of the Arts Festival. Featuring an integration of arts with the islands, the Arts Festival allowed visitors to experience the natural landscape, history, culture and heritage of Sai Kung Hoi, revitalised the islands as well as the community there. TC is making preparations for the third edition of the Arts Festival to be held in end 2024.

TC launched the second phase of “Design District Hong Kong” (#ddHK) in 2023. An event themed “Vivid Tsuen Wan” was held between August and October, which displayed 7 sets of large-scale art installations by renowned international and local creative units in Tsuen Wan, as well as organised and supported more than 20 activities filled with local flavour in the district. The event recorded over 390 000 participants and attracted more than 260 media reports. The expenditure on the event was around \$16.95 million.

TC will, over the next few years, continue to organise the above two well-received signature creative arts and cultural tourism projects. The two projects will involve a total allocation of \$99 million.

In addition, TC is taking forward the Lei Yue Mun (LYM) Waterfront Enhancement Project which will improve the facilities along LYM waterfront and enhance its connectivity with a view to further enhancing the attractiveness of LYM as a popular tourist attraction. The works under the project include the construction of a public landing facility, and the development of a waterfront promenade and related improvement works. The estimated expenditure for the project concerned is \$268.1 million in money-of-the-day prices. The first and second phases of the works, including the construction of a new viewing platform, improvement works to facilities in the existing LYM Rest Garden, as well as beautification works to the existing viewing platform and 5 lookout points along LYM waterfront, were completed and the facilities have been open to the public. The remaining works, including a public landing facility, a breakwater and a promenade, are expected to be completed by end 2024.

City in Time, a partnership project between TC and the School of Creative Media, City University of Hong Kong (CityU), makes use of augmented reality and creative media art through a mobile application to bring back to life the history of individual landmarks of Hong Kong. It enables visitors to, while being in the modern city, understand the historical landscape and community culture of locations with rich cultural heritage at the time, thereby enhancing their experience in Hong Kong. Phase I of the project was launched in March and April 2021 at a total of 28 locations around Central, Jordan, the Peak, Sham Shui Po, Tsim Sha Tsui and Yau Ma Tei. The expenditure on the project was about \$21 million. As at February 2024, the cumulative number of page views on the project website exceeded 83 000 while the cumulative number of downloads of the project’s mobile application exceeded 23 000. Following the launch of the project, CityU conducted user opinion surveys and the feedbacks were generally positive. TC regularly monitors the number of downloads of the “City in Time” mobile application, the number of page views on the website, etc., to continuously evaluate the performance of the project, especially in terms of its appeal to Mainland and overseas visitors who have never experienced the project.

TC is actively preparing for Phase II of the City in Time project to be implemented in 2024. With enriched content and upgraded facilities, the project will be extended to other districts to offer “now and then” experiences to visitors in more locations. The estimated expenditure on the project is around \$20 million.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB102**

**(Question Serial No. 0138)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government launched the “Night Vibes Hong Kong” campaign last September and collaborated with different parties in staging a wealth of enticing night-time events with local characteristics all over the city. In this connection, will the Government inform this Committee of the following:

- (1) What are the details of the night-time events organised by government departments since the launch of the “Night Vibes Hong Kong” campaign, including the names, responsible departments, numbers of participants and expenditures involved?
- (2) What are the details of the relevant mega events organised by the Hong Kong Tourism Board or the relevant promotional efforts it has made since the launch of the “Night Vibes Hong Kong” campaign?
- (3) The Government has remarked that it has not made any specific estimation of the number of additional visitors and extra economic benefits that the “Night Vibes Hong Kong” campaign may bring to Hong Kong. In that case, how will the Government assess the effectiveness of the “Night Vibes Hong Kong” campaign?

Asked by: LAI Tung-kwok (LegCo internal reference no.: 25)

Reply:

The Government launched the “Night Vibes Hong Kong” campaign in mid-September 2023, staging in collaboration with various organisations a wealth of attractive night-time events with local characteristics, covering entertainment, arts, culture, consumption and more across the city so that locals and visitors may experience the vibrancy and charm of Hong Kong’s nightlife. Apart from participating in various exciting activities, locals and visitors may also enjoy special offers provided by different organisations.

As at end-February 2024, there were nearly 70 events in total in the “Night Vibes Hong Kong” campaign. Moreover, in response to the “Night Vibes Hong Kong” campaign, over 80 shopping malls staged night-time concerts, markets and a variety of activities, and offered

dining and shopping discounts. Some even extended their business hours. Details of the events of the “Night Vibes Hong Kong” campaign have been uploaded to its thematic website (<http://www.nightvibeshk.gov.hk>) for public information.

The “Night Vibes Hong Kong” Campaign has received positive feedback from locals and visitors since its launch. For example, the lantern carnivals held during the Mid-Autumn Festival in different districts recorded an accumulated attendance of around 660 000, among which more than 300 000 visited the lantern carnival at Victoria Park. The National Day Fireworks Display attracted over 430 000 spectators on both sides of the Victoria Harbour. The attendance and other details of events organised and supported by the Hong Kong Tourism Board (HKTB) under the “Night Vibes Hong Kong” Campaign are listed in the table below.

To support the “Night Vibes Hong Kong” campaign launched by the Government, HKTB has rolled out a number of mega events and promotions to foster a vibrant atmosphere in the city at night. Details of the mega events and promotions are as follows:

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
Promotion support for the Tai Hang Fire Dragon Dance	28 to 30 September 2023	The event was held during the Mid-Autumn Festival with a glowing fire dragon carried by performers and dancing through the streets of Tai Hang.	Since members of the public enjoyed the show along the activity route, the number of participants was not available.	As the expenditure has been subsumed under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.
Promotion of the “Hallo” Hong Kong Halloween campaign	Mid to late October 2023	Halloween-themed decorations were installed in visitor centres, MTR stations, sightseeing vehicles and various tourist attractions in town, inviting visitors and locals to enjoy the festive ambience while showing the world Hong Kong’s unique festive charm.	Not applicable	As the expenditure has been subsumed under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.



<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
Hong Kong Wine & Dine Festival and Taste Around Town	26 to 29 October 2023 (Hong Kong Wine & Dine Festival) and 1 to 30 November (Taste Around Town)	<p>Hong Kong Wine &amp; Dine Festival: The event was held at the Central Harbourfront Event Space with about 300 wine and food stalls.</p> <p>Taste Around Town: HKTB collaborated with nearly 400 restaurants and bars in town for rolling out a series of the culinary events and special offers offered by key wine districts and restaurants.</p>	Around 140 000	Around 79 million
“Hong Kong Night Treats” dining vouchers	November 2023 to March 2024	<p>In November 2023, HKTB started to distribute 1 million \$100 “Hong Kong Night Treats for Visitors” dining vouchers to visitors to encourage them to consume in participating bars and Quality Tourism Services Scheme-accredited restaurants after 6 p.m.</p> <p>In addition, HKTB distributed a total of 200 000 “Hong Kong Night Treats for Locals” dining vouchers in two batches from December 2023 to encourage local consumption and</p>	1.2 million	Around 24 million

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
		create continuous business opportunities for the catering industry, thereby stimulating the economy.		
Hong Kong Night Bus Tour visitor-exclusive offer	November 2023 to January 2024	HKTB launched an offer for visitors to enjoy a night tour of Hong Kong on an open-top bus. For only \$20, visitors could travel on one of the 3 designated routes and explore famous attractions and landmarks on Hong Kong Island and in Kowloon at night while enjoying the fascinating night view of Hong Kong.	Around 50 000	Around 2 million
Hong Kong WinterFest	24 November 2023 to 1 January 2024	A 20-metre-tall giant Christmas tree and a Christmas Town were set up in the West Kowloon Cultural District with Santa Claus spreading festive joy in the Christmas Cabin during Christmas. “Winter Harbourfront Pyrotechnic” shows were also staged to enhance the festive atmosphere.	Around 1.2 million	Around 35 million

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
Brand-new Temple Street promotion	From mid-December 2023 onwards (for 6 months)	HKTB has given new momentum to Temple Street through “A taste of Temple Street” and “Captivating street decor”. With food markets, arts installations, distinctive signposts and light projections, visitors and locals are enticed to discover local authentic experiences.	Around 1.2 million (as at early March 2024)	As the expenditure has been subsumed under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.
Hong Kong New Year Countdown Celebrations	31 December 2023 to 1 January 2024	A 12-minute fireworks musical was held at the Victoria Harbour.	Around 480 000	Around 29 million
Hong Kong International Chinese New Year Night Parade and promotion of Lunar New Year celebratory activities	10 February 2024 and during Lunar New Year	<p>The Hong Kong International Chinese New Year Night Parade stretched from the Hong Kong Cultural Centre to Tsim Sha Tsui on the first night of Chinese New Year. After the parade, the floats were displayed at the Urban Council Centenary Garden in Tsim Sha Tsui.</p> <p>Other festive happenings throughout the Chinese New Year, such as the Lunar New Year Fireworks Display and the Chinese New Year Cup were also</p>	Since members of the public enjoyed the show along the parade route, the number of participants was not available.	Around 62 million

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
		recommended to visitors.		

Through the “Night Vibes Hong Kong” campaign, the Government aims to provide more choices of night-time activities in Hong Kong for participation by locals and visitors according to their interest while enjoying the vibrancy of Hong Kong at night. The Government has not made any specific estimation of the number of additional visitors and extra economic benefits that the “Night Vibes Hong Kong” campaign may bring to Hong Kong. For activities organised by HKTB, HKTB will set various indicators, such as the total number of participants, publicity value, satisfaction of participants, the number of page views on the website and the number of people reached on social media based on the nature of events to assess their effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB103**

**(Question Serial No. 0462)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

- (a) Hong Kong will organise the first Hong Kong Performing Arts Expo (HKPAX) in October this year to provide a comprehensive platform for showcasing top-notch performing arts productions. Which branch(es) under the Culture, Sports and Tourism Bureau and which department(s) are responsible for it? What are the establishment and expenditure involved?
- (b) On promoting the development of Hong Kong into an East-meets-West centre for international cultural exchange, what are the details of the work in the future and the estimated expenditure involved?

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 10)

Reply:

- (a) The Government allocated \$42 million and tasked the Hong Kong Arts Development Council (HKADC) to host the first Hong Kong Performing Arts Expo (HKPAX). The project is steered by the Culture Branch of the Culture, Sports and Tourism Bureau (CSTB) with existing resources and the preparatory work of HKPAX is undertaken by a dedicated team in HKADC.
- (b) The Government has formulated clear strategies and allocated resources for promoting the development of Hong Kong into an East-meets-West centre for international cultural exchange. In 2024-25, the estimated government expenditure on arts and culture and creative industries is \$7.31 billion to support the work of CSTB, the Leisure and Cultural Services Department (LCSD) and the relevant statutory bodies in order to realise the cultural positioning of Hong Kong.

The new measures to be taken forward by CSTB in 2024-25 mainly cover promoting Chinese culture, facilitating arts and cultural exchanges between China and the rest of

the world, fostering a vibrant and diverse arts and cultural scene, and developing high-quality arts, cultural and creative industries.

On promoting Chinese culture, LCSD established a Chinese Culture Promotion Office, which is responsible for coordinating, planning and organising programmes to promote Chinese culture and history. The Chinese Culture Festival will be presented starting from this year.

On facilitating cultural exchange, the funding for cultural exchange will increase by 40% from \$50 million to \$70 million annually from 2024-25 to support more Hong Kong arts groups and artists to perform, and participate in exhibitions or events outside Hong Kong, and to support the overseas Economic and Trade Offices in hiring additional staff on a need basis, so as to strengthen their promotion work on arts and culture.

The Government also actively fosters the vibrant and diverse development of arts and culture, promotes the staging of mega arts and cultural events in Hong Kong, facilitates the development of various industries and cross-sectoral collaborations to enhance our arts and cultural atmosphere, and consolidate Hong Kong's position as an East-meets-West centre for international cultural exchange. There are a great variety of mega arts and cultural events in Hong Kong in 2024, including the "Art March", which was launched for the first time as a brand to promote a series of arts, cultural and creative events, the Hong Kong Pop Culture Festival, HKPAX, the fourth Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival, and the Hong Kong Fashion Design Week, etc. The Mega Arts and Cultural Events Fund, which was set up by CSTB in 2023, has also sponsored many mega events held in 2024.

On promoting the development of arts, culture and creative sectors as industries, the existing Create Hong Kong will be restructured as the Cultural and Creative Industries Development Agency, which will proactively promote the development of arts, culture and creative sectors as industries under the industry-oriented principle. Besides, we have made injections to the Film Development Fund and the CreateSmart Initiative to help different creative industries explore new markets. We will also launch the Signature Performing Arts Programme Scheme to cultivate world-class performing arts works that represent Hong Kong.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 0473)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Hong Kong Tourism Board (HKTB) will revamp its light-and-sound show, "A Symphony of Lights" (SoL) in 2024-25 to showcase the night vista of Hong Kong. The Government also mentioned that pyrotechnic and drone shows will be held every month. Will the Government inform this Committee of the following:

1. What are the details of the SoL's revamped version? How many buildings and tourist spots are expected to take part in it?
2. What are the estimated monthly expenditure of and the manpower involved in the pyrotechnic and drone shows?
3. When will the shows start and how long will they last? Whether assessments will be conducted on the air, light and other pollutions arising from the shows? Are there any measures to minimise the pollution and impact that might be caused by the shows?

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 21)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission (TC) is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage

the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment. Since the work mentioned above is jointly undertaken by TC and HKTB, the staff establishment cannot be quantified separately.

As shown from past air quality monitoring data, the impacts posed by pyrotechnics held during important festive and celebratory occasions on Hong Kong's overall air quality were minimal, as the shows were small in scale and short in duration. In addition to maintaining communication with HKTB, the Environmental Protection Department will continue to collect meteorological data, monitor in real time the air quality of various districts in Hong Kong through its air quality monitoring network, and release the relevant Air Quality Health Index through its online platforms, so as to keep the public up to date with the latest air quality information.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB105**

**(Question Serial No. 0475)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has set up a Mega Events Coordination Group (Coordination Group) to reach out for more mega events to be staged in Hong Kong and has earmarked \$100 million to boost mega-event promotions over the next 3 years. Please inform this Committee of:

1. the manpower and annual additional expenditure involved in the work of the Coordination Group; and
2. the details of the work of the Coordination Group in the next 3 years.

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 23)

Reply:

The Government has set up the Mega Events Coordination Group (Coordination Group) to provide high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

In addition, the Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice for different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

The Culture, Sports and Tourism Bureau serves as the Secretariat of the Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 0478)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2024-25, the Government will continue to organise signature creative arts and cultural tourism projects, including the Sai Kung Hoi Arts Festival and the Design District Hong Kong. Please inform this Committee of the following:

1. What were the expenditure on, number of visitors drawn to and outcome of the signature creative arts and cultural tourism projects organised in the last financial year?
2. What are the estimated expenditure on, number of visitors drawn to and outcome of the signature creative arts and cultural tourism projects to be organised in the coming year?
3. Will the Government launch new projects? If yes, what are the details and estimated additional expenditure involved?

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 26)

Reply:

The Tourism Commission (TC) rolls out the Sai Kung Hoi Arts Festival (Arts Festival) from 2022 to 2024 and gradually expands its coverage from Yim Tin Tsai to Sharp Island, Kau Sai Chau and High Island to offer visitors a travel experience that integrates arts, cultural, heritage and green elements. The funding for the project is \$40 million for 3 years. The actual total expenses incurred will be confirmed upon completion of the project.

In 2023-24, the second edition of the Arts Festival was organised on the above 4 islands from 15 November 2023 to 14 January 2024. Apart from the display of artworks, guided tours and programmes of various themes were offered to visitors free of charge during the Arts Festival. In addition, special island hopping kaito services were arranged for visitors to visit the islands at their own expense. During the Arts Festival, there were close to 78 000 visitors and participants in the guided tours and programmes. Most of the artworks have been retained for visitors' enjoyment after the conclusion of the Arts Festival. Featuring an integration of arts with the islands, the Arts Festival allowed visitors to experience the natural landscape, history, culture and heritage of Sai Kung Hoi, revitalised the islands as well as the community there. TC is making preparations for the third edition of the Arts Festival to be held in end 2024.

TC launched the second phase of “Design District Hong Kong” (#ddHK) in 2023. An event themed “Vivid Tsuen Wan” was held between August and October, which displayed 7 sets of large-scale art installations by renowned international and local creative units in Tsuen Wan, as well as organised and supported more than 20 activities filled with local flavour in the district. The event recorded over 390 000 participants and attracted more than 260 media reports. The expenditure on the event was around \$16.95 million.

In the next few years, TC will continue to organise the above two well-received signature creative arts and cultural tourism projects. The two projects will involve a total allocation of \$99 million.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB107**

**(Question Serial No. 0570)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Administration has proposed that the restructuring of Create Hong Kong (CreateHK) into the Cultural and Creative Industries Development Agency (CCIDA), which will proactively promote the development of arts, culture and creative sectors as industries under the industry-oriented principle. Please inform this Committee:

- 1) of the priority objectives of CCIDA and its work plan for the coming year to drive creative industries;
- 2) of the comparison of resources and staff establishment before and after its restructure;
- 3) how the effectiveness of the funded projects will be assessed after its restructure, and whether its performance indicators will be re-examined and updated to review the effectiveness of its performance.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 28)

Reply:

1. The restructured Cultural and Creative Industries Development Agency (CCIDA) will play a more proactive and positive role in adopting an industry-oriented approach to further promote the development of the arts, culture and creative sectors as industries. We will drive a minimum of 60 Mainland and overseas delegations, exhibitions and showcases annually to support the market expansion of Hong Kong's cultural and creative industries. Also, we will be responsible for different areas of new work including-

- (a) Proactively identifying opportunities such as arts festivals, industry showcases and event venues for the relevant industries and leading creative industries to arrange delegations to various showcases worldwide, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status;
- (b) Identifying suitable and promising projects in different cultural and creative sectors, promoting the application of cross-sectoral and cross-genre content, strengthening

support to the industries for content distribution, formulating promotional strategies, and expanding markets and providing commercialisation opportunities for the cultural and creative institutions through various media channels;

- (c) Further supporting and facilitating creation and production of cultural intellectual property (IP), facilitating cultural IP transactions, exploring business and commercialisation opportunities to enhance economic benefits; and
- (d) Conducting in-depth research on issues related to cultural and creative industries in Hong Kong and other places, including current situation, market movement and trends, and demands for human resources in local cultural and creative industries, and disseminating industry news.

2. We will deploy the existing resources of Create Hong Kong (CreateHK) and employ about 30 additional non-civil service contract staff to assist the restructured CCIDA in taking forward the above new duties.

3. To promote the development of creative industries, the Government has set up the Film Development Fund (FDF) and the CreateSmart Initiative (CSI) to drive the development of the film and 7 other creative sectors, including advertising, architecture, design, digital entertainment, music, printing and publishing, and television.

CreateHK uses the following 13 performance indicators to measure the effectiveness of the CSI projects, including (i) the number of approved projects; (ii) the number of participants; (iii) the approved amount; (iv) the number of international awards attained; (v) the number of job opportunities created; (vi) the number of small- and medium-sized enterprises benefited; (vii) the number of business contacts or enquiries created; (viii) the number of nurturing opportunities created for creative talents and start-ups; (ix) the number of television audience reached out by funded award presentation and music programmes; (x) the extent of public participation; (xi) the number of media reports; (xii) the number of opportunities created to showcase creations or talents; and (xiii) the number of business deals secured, so as to more accurately quantify the benefits brought to the industry participants.

As for FDF, CreateHK will evaluate the effectiveness of the approved projects based on a set of criteria, including the number of talents nurtured, the number of job opportunities created, box office receipts, the number of local and international awards attained as well as the number of participants.

We will timely review the performance indicators of the restructured CCIDA and make enhancement, as appropriate, for our work effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB108**

**(Question Serial No. 0571)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Administration will continue to administer, through CCIDA, the CreateSmart Initiative (CSI). Please inform this Committee of:

- 1) the breakdown of expenditure on the provision for the fund in 2023-24 and the total numbers of local and overseas CSI-funded projects;
- 2) the provision earmarked for the fund in 2024-25 and the breakdown of expenditure; and
- 3) the strategies to explore more cross-genre collaborations in creative and cultural programmes and expand into new markets.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 29)

Reply:

- 1) The provision of CreateSmart Initiative (CSI) in 2023-24 was used to fund the creative industries in nurturing talent, promoting the development of start-ups, exploring markets, fostering a creative atmosphere in the community, and promoting cross-sectoral and cross-genre collaboration. We also provided dedicated funding for the Hong Kong Design Centre (HKDC) and the Hong Kong Trade Development Council (HKTDC) to carry out activities to promote design development in Hong Kong and cultivate design/creative talents, thereby facilitating the local creative industries in expanding their markets.

A total of 59 projects were funded under CSI in 2023-24, with some projects held both locally and outside Hong Kong. Details of the projects held locally and outside Hong Kong are provided in **Appendix 1** and **Appendix 2** respectively.

- 2) The estimated expenditure for CSI in 2024-25 is approximately \$636.1 million. It will be used to fund projects organised by the creative industries in order to nurture talent, facilitate start-ups, explore markets, foster a creative atmosphere in the community and promote cross-sectoral and cross-genre collaboration.

Some of the estimated expenditure will be used to support HKDC to continue taking forward projects related to creative industries and nurturing of design/creative talents including covering the operating and activity costs of the Sham Shui Po Design and Fashion Base, and to work with HKTDC to explore further ways to promote cultural intellectual property trading activities, thereby fostering the development of arts, culture and creative sectors as industries.

- 3) We have established a close partnership with the creative industries and strategically supported various types of cross-genre collaborations in creative and cultural projects through CSI. We also actively identify partners for cross-sectoral collaborations and proactively provide support to the industries to explore new markets.

The restructured Cultural and Creative Industries Development Agency (CCIDA) will play a more proactive and positive role in adopting an industry-oriented approach to further promote the development of the arts, culture and creative sectors as industries. CCIDA will enhance cross-sectoral exchange and matching in order to identify suitable cultural and creative contents and further promote cross-sectoral, cross-media and cross-territorial art and cultural content creation and collaboration.

- End -

**Local projects funded by CSI in 2023-24  
(As at end-February 2024)**

	<b>Sector</b>	<b>Project Title</b>	<b>Funding amount (\$)</b>
<b>Local Projects Funded by CSI in 2023-24</b>			
1.	Advertising	11th Microfilm Production Support Scheme (Music)	8,544,620
2.		7th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme	8,952,700
3.	Design	deTour 2023 - Design Festival	8,518,000
4.		Hong Kong Denim Festival 2023-2024 - Denim Frontiers - Fostering Global Denim Cultural Exchange and Collaboration^	7,462,549
5.		Young Knitwear Designers' Contest^	3,532,800
6.		Design Spectrum 2023-2024	9,718,400
7.		3rd Edition of ReMIX . Yesterday's Future, Invent Tomorrow! 2023-2024^	6,864,000
8.		InterVision Fashion Flow 2023	9,714,325
9.		AsiaMeets 2023 Hong Kong ^	4,448,346
10.		Hong Kong Design On Stage at Maison&Objet 2024^	3,202,000
11.		Fashion X AI 2024-2025: Culture and Future Mode^	9,743,930
12.		Hong Kong Smart Design Awards 2024^	7,021,200
13.		Redress Design Award 2024	5,094,718.40
14.		GBA: FASHION FUSION 2024^	7,645,000
15.		A Fashion Designers Reality Show – Amazing Cut	9,360,000
16.		Promotion of Digital Fashion in COMPLEXCON HONG KONG	6,419,000
17.		SEED – To Open Minds 2024	7,451,850
18.		Business of Design Week 2023	10,675,922
19.		DFA Awards 2023	4,050,000
20.		Knowledge of Design Week 2023	1,736,000
21.		Nurturing Programme of Hong Kong Young Design Talents 2023	7,580,500
22.		Fashion Asia Hong Kong 2023	6,865,000
23.		Sham Shui Po Design and Fashion Project 2023-24	68,700,000
24.		DesignInspire Online and Offline Promotions	6,000,000
25.		Fashion Promotion Coinciding with CENTRESTAGE 2023	11,000,000
26.	Digital Entertainment	The 11th Animation Support Programme	9,738,000
27.		Organise 25th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan^	2,063,160



	<b>Sector</b>	<b>Project Title</b>	<b>Funding amount (\$)</b>
28.		Establishing “Hong Kong Pavilion” at the Augmented World Expo (AWE) Europe 2023 to Promote Hong Kong's Creative Industry via Artificial Intelligence^	3,944,020
29.		To Promote HK Comics & Sport by Establishing Comics Park on Wan Chai Harbour Front Promenade	9,217,600
30.		Promoting Hong Kong Comics by Establishing Avenue of Comic Stars (Phase 4)	9,969,500
31.		4th Hong Kong Game Enhancement and Promotion Scheme^	9,515,080
32.		AI-assisted Animation Production Pilot Scheme^	8,112,000
33.		3rd Hong Kong Comics Development & Promotion Support Programme^	8,940,496
34.		Asia Smart App Awards 2024	2,320,600
35.		6th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme^	6,884,200
36.		Printing and Publishing	Promoting Hong Kong Picture Book Illustrators and Comics Artists through International Book Fairs^
37.	The 3rd Next Writer Publication Funding Scheme^		6,892,340
38.	Soaring Creativity — Supports for Hong Kong Children’s and Parent-Child’s Publications to Explore External Markets^		9,086,778
39.	Hong Kong Reading for All Carnival 2024		7,293,600
40.	Promotion of Arts and Culture at the Hong Kong Book Fair		1,500,000
41.	Television		Asia Video Summit 2023
42.		CHILL CLUB (Thailand version)^	8,572,000
43.		Spring Gala Festival 2024^	7,035,250
44.		Endless Melody 2^	9,859,575
45.		Asia Video Summit 2024^	2,740,176
46.	Music	“Make Music Work III” - Music Creation and Production Talents Nurturing Scheme	5,819,980
47.		Hong Kong Pop Culture Festival 2024: Outdoor Music x Film Marathon	10,000,000
48.	Other	Organising 5th Cross-Matching Showcase in HK Int’l Licensing Show 2024^	3,386,857
49.		6th “HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme”	4,976,860
50.		Promote Hong Kong Designer Toys through Thailand Toy Expo 2024^	3,272,745

	<b>Sector</b>	<b>Project Title</b>	<b>Funding amount (\$)</b>
51.		Chill 11	3,500,000
52.		The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights	3,000,000

^ Projects organised in both Hong Kong and regions outside Hong Kong will be listed under “Local projects” and “Projects in regions outside Hong Kong” respectively.

**Projects in regions outside Hong Kong funded by CSI in 2023-24  
(As at end-February 2024)**

	<b>Sector</b>	<b>Project Title</b>	<b>Funding Amount (\$)</b>
<b>Projects in regions outside Hong Kong funded by CSI in 2023-24</b>			
1.	Design	JUXTAPOSED 2023	9,966,675
2.		Hong Kong Denim Festival 2023-2024 - Denim Frontiers - Fostering Global Denim Cultural Exchange and Collaboration <sup>^</sup>	7,462,549
3.		Promotion of Digital Fashion in London & Paris Fashion Week	8,617,000
4.		Young Knitwear Designers' Contest <sup>^</sup>	3,532,800
5.		HKFG SS24	6,464,474
6.		Hong Kong Delegate Showcase, Seminar and Visit in Paris	4,588,000
7.		((Capsule))	2,313,350
8.		3rd Edition of ReMIX . Yesterday's Future, Invent Tomorrow! 2023-2024 <sup>^</sup>	6,864,000
9.		AsiaMeets 2023 Hong Kong <sup>^</sup>	4,448,346
10.		Hong Kong Design On Stage at Maison&Objet 2024 <sup>^</sup>	3,202,000
11.		Fashion X AI 2024-2025: Culture and Future Mode <sup>^</sup>	9,743,930
12.		Hong Kong Smart Design Awards 2024 <sup>^</sup>	7,021,200
13.		GBA: FASHION FUSION 2024 <sup>^</sup>	7,645,000
14.		HKFG AW24	6,822,320
15.		Hong Kong Delegate Showcase at Maison&Objet in Paris	4,795,500
16.	Digital Entertainment	Organise 25th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan <sup>^</sup>	2,063,160
17.		Establishing “Hong Kong Pavilion” at the Augmented World Expo (AWE) Europe 2023 to Promote Hong Kong's Creative Industry via Artificial Intelligence <sup>^</sup>	3,944,020
18.		4th Hong Kong Game Enhancement and Promotion Scheme <sup>^</sup>	9,515,080
19.		AI-assisted Animation Production Pilot Scheme <sup>^</sup>	8,112,000
20.		3rd Hong Kong Comics Development & Promotion Support Programme <sup>^</sup>	8,940,496
21.		6th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme <sup>^</sup>	6,884,200
22.	Printing and publishing	Promoting Hong Kong Picture Book Illustrators and Comics Artists through International Book Fairs <sup>^</sup>	3,342,300
23.		The 3rd Next Writer Publication Funding Scheme <sup>^</sup>	6,892,340

	<b>Sector</b>	<b>Project Title</b>	<b>Funding Amount (\$)</b>
24.		Soaring Creativity — Supports for Hong Kong Children’s and Parent-Child’s Publications to Explore External Markets ^	9,086,778
25.	Television	CHILL CLUB (Thailand version)^	8,572,000
26.		Spring Festival Gala 2024^	7,035,250
27.		Endless Melody 2^	9,859,575
28.		Asia Video Summit 2024^	2,740,176
29.	Other	Organising 5th Cross-Matching Showcase in HK Int’l Licensing Show 2024 ^	3,386,857
30.		Promote Hong Kong Designer Toys through Thailand Toy Expo 2024^	3,272,745

^ Projects organised in both Hong Kong and regions outside Hong Kong will be listed under “Local projects” and “Projects in regions outside Hong Kong” respectively.

**CONTROLLING OFFICER'S REPLY**

**CSTB109**

**(Question Serial No. 0572)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Administration will administer, through Create Hong Kong (CreateHK), the Film Development Fund (FDF) to support further development of the film sector. Please inform of this Committee:

- 1) of the numbers of film project applications approved in the past 3 years;
- 2) of the titles of all these applications approved in the past 3 years and their respective funding amounts;
- 3) of the promotional strategies on “enhancing efforts to promote Hong Kong films in the Mainland and overseas” in the past 3 years;
- 4) whether the Administration will conduct studies on the ecosystem of the film sector and take strategic measures to facilitate the transformation of the film sector and talent nurturing in view of the challenges faced by the traditional film sector arising from the rise of digital film platforms.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 30)

Reply:

During the period from 2021 to 2023, the film production projects approved under the Film Development Fund (FDF) and the funding amounts are listed in the **Annex**.

To enhance the promotion of Hong Kong films in the Mainland and overseas, FDF provides funding to industry organisations for holding different film festival tours. For example, Hong Kong films were screened in 11 countries, including the United States, Canada, Poland, Finland, Japan, Singapore, Malaysia, Indonesia, Thailand, the United Arab Emirates and Cambodia, in the Asian Cinerama - Film Roadshows and the Belt and Road Hong Kong Film Gala Presentation. FDF also supported Hong Kong Economic and Trade Offices overseas to screen Hong Kong films in over 20 international film festivals or cities, such as the Zurich Film Festival in Switzerland, Asian Film Festival in Czech, Sitges International Fantastic Film Festival in Spain, Five Flavours Asian Film Festival in Poland, Los Angeles Asia Pacific Film Festival and Hawaii International Film Festival in the United States, and Osaka Asian Film

Festival in Japan. Moreover, in 2023, CreateHK organised the Hong Kong Film Show in Guangdong in Guangzhou, Shenzhen and Foshan, and screened Hong Kong films at the Beijing and Shanghai International Film Festivals and the China Golden Rooster and Hundred Flowers Film Festival.

The Government reviews the development needs of the film industry from time to time. To promote and facilitate the development of Hong Kong's film industry, and in response to the rise of online social platforms and streaming platforms, the Content Development Scheme for Streaming Platforms was launched in FDF in 2023. Teams are recruited through a competition under this Scheme to develop content for streaming platform series, thereby nurturing cross-sectoral production teams for streaming platforms and facilitating the film industry to enter new distribution markets by creating quality streaming content.

On talent nurturing, the First Feature Film Initiative (FFFI) under FDF, since its launch in 2013, has successfully identified numerous budding film talents and produced a number of quality local films which have won critical acclaim and achieved great box office success. The films have been widely supported by the industry and have attained outstanding results in various local and international film exhibitions/film festivals. In view of this, the Government took the initiative to enhance FFFI. Starting with the 6th edition in 2019, the total number of winning teams each year has been increased from three to a maximum of six with the funding amount for each team significantly increased by around 50%. The 8th edition of the FFFI, which was closed for application in September 2023, received an overwhelming response with over 70 applications, which is the highest number since FFFI was launched.

- End -

**Film Production Projects Approved under FDF  
and Funding Amount in 2021-2023**

	<b>Film Title</b>	<b>Funding Amount (HK\$)</b>
1.	The Dishwasher Squad	4,798,600
2.	Last Song For You	5,353,220
3.	We Are Family	5,600,000
4.	Social Distancing	2,030,000
5.	Peg O' My Heart	9,000,000
6.	Vital Signs	9,000,000
7.	Fight for Tomorrow	3,873,600
8.	In the Still of the Day	9,000,000
9.	長夜 (No English title)	9,000,000
10.	高光時刻 (No English title)	9,000,000
11.	An Abandoned Team	4,000,000
12.	Over My Dead Body	7,552,400
13.	Tales from The Occult: Body and Soul	3,783,200
14.	Chilli Laugh Story	4,534,000
15.	Possession Street	4,678,800
16.	Good Game	4,800,000
17.	Mama's Affair	4,000,000
18.	Someone Like Me	3,200,000
19.	Inexternal	6,400,000
20.	一個人的探戈 (No English title)	9,000,000
21.	A Guilty Conscience	8,866,250
22.	Look Up	2,489,730
23.	PaPa	7,246,400
24.	Back Home	3,599,200
25.	Sap Yi	9,000,000
26.	事過境遷 (No English title)	9,000,000
27.	咎·贖 (No English title)	9,000,000
28.	他年·她日 (No English title)	9,000,000
29.	A Trace of Murderer	6,569,910
30.	狂人日記 (No English title)	9,000,000
31.	Once In A Blue Moon	1,650,000
32.	YUM Investigation	2,750,000
33.	Bird of Paradise	5,000,000
34.	Eternal Sunshine Life-saving Squad	5,000,000

	<b>Film Title</b>	<b>Funding Amount (HK\$)</b>
35.	Dead End	5,000,000
36.	Stuntman	8,000,000
37.	Spare Queens	8,000,000
38.	Love & Sex on Streaming	8,000,000

Note: Excluding projects withdrawn after approval is granted.



**CONTROLLING OFFICER'S REPLY**

**CSTB110**

**(Question Serial No. 0573)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the Government's continued effort in expanding the Retired Athletes Transformation Programme (RATP) to assist more retired athletes in pursuing new career, please inform this Committee:

- 1) of the respective numbers of applications received, approved and rejected under the RATP in the past 5 years;
- 2) of the career prospects of retired athletes who had been approved to join the RATP in the past 5 years in detail and the respective expenditures involved in each year;
- 3) whether the Administration has examined the adequacy of the current support for retired athletes, including continuous education, job placement and career transition arrangements, and whether there are any new measures for assisting retired athletes in pursuing career.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 31)

Reply:

- 1) The numbers of participants and new applications received in the past 5 years from 2019-20 to 2023-24 under the Retired Athletes Transformation Programme (RATP) are as follows:

	Year				
	2019-20	2020-21	2021-22	2022-23	2023-24 (as at 29 February 2024)
Number of Participants	63	73	93	83	67
Number of new applications received	21	18	22	15	10
1. Number of applications approved	21	17	22	14	9
2. Number of	0	1 <sup>#</sup>	0	0	1 <sup>^</sup>

applications rejected					
3. Number of applications under process	0	0	0	1*	0

# Applicants not eligible for the Programme.

^ The applicant submitted an application again with stated reasons that did not align with the original intent of the Programme.

\* The application was approved in 2023-24.

- 2) In the past 5 years, all retired athletes eligible for the RATP have been successfully matched with positions as School Sports Promotion Coordinators in schools or as executives in sports organisations. The expenditures involved are listed as follows:

Year	2019-20	2020-21	2021-22	2022-23	2023-24 (as at 29 February 2024)
Amount (\$m)	19.75	25.05	23.06	29.27	30.00
Total:	127.13				

- 3) The Government attaches great importance to supporting retired athletes and has been collaborating with different stakeholders to provide support in various aspects such as education (including scholarships and academic counselling), employment (including job matching), on-the-job training, and cash incentives to assist retired athletes in pursuing their “second career” after retirement. In 2020-21, we have injected \$250 million into the Hong Kong Athletes Fund to increase scholarships in support of the dual career development of athletes, including stepping up support for athletes to study bachelor’s degree or above, with a view to attracting more sports talents and nurturing more knowledge-based athletes. Meanwhile, we have increased cash incentives available through the Elite Athletes Performance Recognition Scheme for full-time athletes upon retirement, thereby facilitating their “second career” development.

In addition, the Government has allocated more resources to expand the RATP, with the target of doubling the number of retired athletes joining it within 5 years to provide them with more opportunities for career transformation and employment in eligible schools and sports organisations to facilitate sports promotion and identify potential sports talents. To further assist retired athletes in employment, the Hong Kong Athletes Career and Education Department of the Sports Federation & Olympic Committee of Hong Kong, China organises on-the-job training programmes to enhance their qualifications and workplace skills; conducts team training activities to strengthen their teamwork spirit, communication skills, and self-confidence and expand their network. Also, career planning consultations are arranged for retired athletes who are approaching the end of their individual subsidy period in order to understand their development direction and needs.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB111**

**(Question Serial No. 0574)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will continue to implement the training subsidy scheme for practitioners of the travel trade (training scheme) through the Travel Industry Authority to improve the professional standard and service quality of the travel trade in Hong Kong. Please inform this Committee of the following:

- 1) With the Government's injection of \$40 million in 2023-24, the total funding amount increased to \$100 million. What was the actual amount of funding earmarked and what items was the funding used for?
- 2) How many practitioners of the travel trade participated in the training scheme each year in the past 3 years? What was the average amount of subsidy they applied for?
- 3) Did the Government compile statistics on the post-training employment situation of participants?
- 4) What are the results of the evaluation of the training scheme's effectiveness? Did the completion rate of the training scheme, the employment rate and service quality increase?

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 32)

Reply:

The Government allocated \$60 million in the 2022-23 Budget to subsidise the training and development of travel trade practitioners, and injected another \$40 million in March 2023 through deployment of existing resources to increase the total funding amount to \$100 million.

The Travel Industry Authority (TIA) has earmarked \$45 million of the funding for a three-year training subsidy scheme for practitioners of the travel trade (training scheme) launched in October 2022 to enhance the professional standard and service quality of the travel industry. Under the training scheme, each eligible tourist guide and tour escort may be granted, on an actual reimbursement basis, a subsidy of up to \$2,000 for fees for licence-related training programmes, including registration fees for licensing examination of tourist guides and tour escorts, course fees for activities under the continuing professional

development schemes and course fees for obtaining a certificate of competency in first-aid or other similar certificates, during the period from 1 October 2022 to 30 September 2025. TIA is considering using the remaining funding to launch other projects related to training of travel trade practitioners.

As at February 2024, around 4 300 tourist guides / tour escorts participated in the training scheme. The average amount of subsidy they applied for is around \$820. The information about the post-training employment situation of participants is not available.

TIA has been closely monitoring the operation of the training scheme and submits on a regular basis progress reports and final reports to the Government for monitoring the progress and reviewing the effectiveness of the training scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB112**

**(Question Serial No. 0575)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will continue to collaborate with the Travel Industry Council of Hong Kong in implementing the Information Technology Development Matching Fund Scheme for Travel Agents (the Scheme), which subsidises small and medium-sized travel agents to adopt information technology to expand their business by upgrading their productivity and service quality, and strengthening their competitiveness in the local or overseas market. Please inform this Committee of:

- 1) the total number of travel agents benefitted from the Scheme in the past 3 years;
- 2) the average funding amount received by each travel agent; and
- 3) the estimated expenditure involved in the new round of funding.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 33)

Reply:

The Government allocated a total of \$40 million in the 2016-17 and 2018-19 Budgets to implement the Pilot Information Technology Development Matching Fund Scheme for Travel Agents (the Scheme) through the Travel Industry Council of Hong Kong to subsidise small and medium-sized travel agents (subsidy ceiling at \$200,000), on a matching basis, to make use of information technology to enhance the competitiveness of the industry. The Scheme was enhanced in July 2018 to encourage more small and medium-sized travel agents to make use of information technology, with the maximum number of projects to be subsidised for each travel agent increased from 1 to 2 and one of which must be about adoption of the e-levy system and/or enhancement of the security of the IT system. As at February 2024, the Scheme benefitted 230 travel agents and the average subsidy amount received by each travel agent was around \$137,178.

Following the Government's announcement of the injection of \$30 million into the Scheme as a new round of subsidy in the 2023-24 Budget, the Scheme was launched in March 2024.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB113**

**(Question Serial No. 2698)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: Not specified

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2023, did the Culture, Sports and Tourism Bureau engage external lawyers for consultancy services in accordance with the Stores and Procurement Regulations of the Government without seeking assistance from the Department of Justice? If so, what were the nature of such services and the expenditures incurred?

Asked by: Hon LAM San-keung (LegCo internal reference no.: 22)

Reply:

The Culture, Sports and Tourism Bureau did not engage external lawyers for consultancy services without seeking assistance from the Department of Justice in 2023.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB114**

**(Question Serial No. 0077)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that the Temple Street Night Market promotion held last December had successfully drew tourists and locals alike to this street of distinctive character. In this connection, will the Government inform this Committee of:

- (1) the total attendance of the Temple Street Night Market and the expenditure on this promotional campaign; and
- (2) the estimated turnover of the Temple Street Night Market.

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 5)

Reply:

Starting from mid-December 2023, the Hong Kong Tourism Board (HKTB) launched a new half-year promotional campaign at Temple Street to inject new impetus into the traditional Temple Street. In addition to pop-up food kiosks with tastes of the neighbourhood, a number of newly added photo-worthy installations were also set up to attract tourists and locals. HKTB has launched the second phase of the Temple Street promotion in March this year to further entice tourists to get into the local community and experience the most authentic side of Hong Kong, while bringing more footfall to the area and opening up more business opportunities for local merchants.

The total attendance of tourists and locals up to early March 2024 is estimated to be over 1.2 million. As the expenditure on the promotional campaign at Temple Street has been subsumed under HKTB's overall promotion budget, it is difficult to quantify it separately. HKTB does not maintain the information on the turnover of food stalls in Temple Street.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB115**

**(Question Serial No. 1743)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 56 of the Budget Speech, more than 80 mega events in a variety of themes and genres will be staged in Hong Kong in the first half of this year. In this connection, will the Government inform this Committee of:

- (1) the breakdown of the estimated expenditure on this year's mega events; and
- (2) the estimated revenue this year's mega events will bring in?

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 20)

Reply:

Relevant policy bureaux, departments and statutory bodies have been supporting the staging of mega events in Hong Kong through existing resources and various funding schemes. The expenditure on all mega events and the revenue brought in are not readily available. However, international mega events bear strategic significance for Hong Kong in the sense that they not only boost the local economy but also entice industry elites from around the world to experience first-hand the authentic side and vibrancy of Hong Kong.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB116**

**(Question Serial No. 1744)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 59 of the Budget Speech, the Government has set up a Mega Events Coordination Group (Coordination Group) to reach out proactively for more mega events to be staged in Hong Kong. In this connection, please inform this Committee of:

- (1) the specific proactive actions to be taken;
- (2) whether the Government will follow the Singapore Government's practice of proactively reaching out to renowned performers and providing subsidies to entice them to perform in Hong Kong; and
- (3) the estimated number of events to be staged in Hong Kong this financial year as a result of the proactive efforts of the Coordination Group.

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 21)

Reply:

The Government has set up the Mega Events Coordination Group (Coordination Group) to provide high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

We are glad to see that many concerts of internationally renowned singers are held in Hong Kong every year. While the concerts are run on commercial principles, relevant government departments have been providing corresponding assistance and facilitation measures. The

Government will actively consider different measures to secure the staging of performances of internationally renowned singers or groups in Hong Kong, and continue to provide viable facilitation for organisers, with a view to attracting and encouraging the staging of more large-scale pop concerts in Hong Kong.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB117**

**(Question Serial No. 1745)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 70 of the Budget Speech, the Government will make every effort to promote mega events and design in-depth thematic tours, enrich tourism resources and provide more novel products and experiences to cater to visitors of all types and sources. In this connection, will the Government inform this Committee of:

- (1) the breakdown of the expenditure on designing in-depth thematic tours;
- (2) the economic benefits in-depth thematic tours are expected to bring to Hong Kong; and
- (3) whether the Government will reach out proactively on Mainland social media platforms, such as Xiaohongshu, to promote Hong Kong's in-depth thematic tours?

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 23)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022 and concluded on 31 December 2023. Cash incentives of around \$213 million in total have been approved under CHIS so far.

The Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS), and the remaining of around \$160 million will be used to implement CTIS. CTIS was rolled out on 1 January 2024, immediately after the conclusion of CHIS on 31 December 2023. As at February 2024, 400 applications under the in-depth travel category and 70 under the thematic travel category have been received, involving around 180 travel agents. As all applications are still being processed, the number of applications approved is not available for the time being.

Apart from cash incentives for the approved applications and applications being processed under CHIS, the funding will also be used for organising the Deeper into Hong Kong: Creative

Itinerary Design Competition to encourage the trade to develop signature itineraries of in-depth travel, and supporting the operation of the Green Lifestyle Local Tour Incentive Scheme.

As visitors usually participate in a variety of activities during their time in Hong Kong, it is difficult to estimate independently the economic benefits in-depth thematic tours will bring to Hong Kong.

Moreover, the Tourism Commission has been promoting Hong Kong's tourism appeal in visitor source markets through a variety of promotions, including thematic in-depth tourism to attract visitors to Hong Kong

HKTB worked with Xiaohongshu in launching two projects, namely "Hong Kong Travel Time Machine" and "Art Travel to Hong Kong", in the first half of 2023, helping the local tourism industry reach more than 200 million Xiaohongshu users in total. HKTB also collaborated with Xiaohongshu to release a "Hong Kong Guide to Citywalk" in September, which recommends to Mainland travellers 5 distinctive Hong Kong itineraries featuring local photo hotspots and prominent festivities. In addition, during the Temple Street promotion, HKTB arranged for bloggers on Xiaohongshu to visit this characteristic place where "tradition" and "novelty" meet, and help showcase Hong Kong's distinctive blend of the old and the new on their extensive network.

HKTB will continue to invite trade and media representatives, and KOLs with influence in different source markets to visit Hong Kong in person. For example, after the expansion of Individual Visit Scheme to Xi'an and Qingdao in March, HKTB arranged more than 20 Mainland media organisations to visit Hong Kong in April to promote to Mainland tourists Hong Kong's tourism appeal through their coverage.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB118**

**(Question Serial No. 1746)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 68 of the Budget Speech, the Hong Kong Tourism Board will launch a new Hong Kong tourism brand, and continue to target source markets and collaborate with Greater Bay Area cities to jointly promote multi-destination tourism. There are views that the Departments of Culture and Tourism in the Mainland have been active in attracting visitors through Mainland social media platforms and Hong Kong is not following suit. In this connection, will the Government inform this Committee of:

- (1) the breakdown of expenditure on the promotion of the Hong Kong tourism brand in the past 3 years by country/city; and
- (2) whether the Government has plans to take a proactive approach and introduce themes similar to “nanfang xiaotudou” or “southern spuds” used by the Department of Culture and Tourism in Harbin on social media to attract Mainland visitors to Hong Kong?

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 24)

Reply:

The Hong Kong Tourism Board (HKTb) has remained flexible in making timely adjustments to its strategies and directions in response to the actual situation in the source markets to ensure proper use of resources.

Due to the Covid-19 pandemic, global travel came to a halt. In 2021 and 2022, HKTb made timely adjustments to its strategies and directions to foster positive ambience and stimulate spending through different initiatives. When the pandemic was under control, HKTb brought back and supported a series of mega events and activities to enhance Hong Kong's positive exposure in the Mainland and overseas markets.

Before travel resumed, HKTb dedicated its resources to promoting local tourism and boosting consumption, and launched a series of projects jointly with the travel trade to provide business opportunities for travel agencies and travel trade practitioners, as well as the catering, retail,

hotel and other tourism-related sectors. HKTB had also brought back a series of mega events to enhance local ambience, support local trades and maintain Hong Kong's international exposure.

At the same time, HKTB continued to collaborate with Mainland and international network television channels to produce variety shows and gourmet programmes featuring Hong Kong; extended the "360 Hong Kong Moments" video series to showcase Hong Kong's impressive experiences to a broader audience worldwide; and invited HKTB's "Hong Kong Super Fans" to share distinctive Hong Kong food, arts and culture, and outdoor activities through social media to promote Hong Kong and maintain global exposure.

With Hong Kong's tourism door fully reopened in early 2023, HKTB immediately kick-started "Hello Hong Kong", a large-scale global promotional campaign, and launched a series of initiatives to promote Hong Kong as the top-of-mind destination for visitors, thereby driving the recovery of the tourism industry and reconnecting with global travellers.

As visitors from short-haul markets such as the Mainland and Southeast Asia were expected to return first at the initial stage, HKTB dedicated its resources to stepping up its promotional efforts in these markets.

As for the Mainland market, in view of the convenience brought by the High Speed Rail (HSR), HKTB has stepped up the promotion of HSR travel, and collaborated with renowned travel portals in the Mainland to promote HSR travel to Hong Kong in 6 key markets along HSR that are within 5 hours of travelling distance from Hong Kong, including Hubei, Hunan, Jiangxi, Guangxi, Fujian and Guangdong, targeting those who have never visited Hong Kong, in particular the young segment.

More Mainland visitors are now exploring their travel destinations according to recommendations online. For instance, they look for photo spots or pursue experiences on Hong Kong's nature or arts and culture. Since travel resumed last year, Hong Kong has topped Xiaohongshu's destination list for outbound travel, indicating that Hong Kong as an outbound destination remains the first choice of the majority of Mainland travellers. In the first half of 2023, HKTB partnered with Xiaohongshu in rolling out the "Hong Kong Time Travel Machine" and "Arts in Hong Kong Together" projects, generating 200 million exposure for Hong Kong tourism. In September 2023, HKTB and Xiaohongshu jointly presented the "Hong Kong Guide to Citywalk" online, introducing five itineraries with Hong Kong characteristics, covering popular photo spots and major festive celebrations in town, to Mainland travellers. In addition, HKTB also leveraged the Temple Street promotion to invite a group of KOLs on Xiaohongshu to explore the Street where tradition and modernity meets, capitalising on their massive follower network to showcase Hong Kong's unique, time-tested local culture.

As part of the "Hello Hong Kong" promotional campaign, HKTB invited travel trade and media representatives, celebrities, KOLs and "Hong Kong Super Fans" from its major visitor source markets in Southeast Asia, including Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam to visit the city in person on tailor-made thematic itineraries, so as to showcase Hong Kong's diverse tourism appeal, which helped design tourism products with their first-hand experience or tell good stories of Hong Kong through their extensive network on social media.

Moreover, HKTB has increased the exposure of the “Hello Hong Kong” promotional campaign with outdoor advertising placement as well as promoting it online, especially on social media platforms in the Southeast Asian markets. In addition, HKTB reached out to the world by participating in a number of travel fairs in Southeast Asia to send a welcome message to the travel trade and visitors there. The “Hello Hong Kong Dance Challenge” launched by HKTB on social media platform TikTok has attracted over 1.2 million video clips from netizens with 1.5 billion global viewership. The challenge became TikTok’s promotional campaign with the highest traffic in the Southeast Asian market in the first quarter of 2023 and brought 300 000 new followers to HKTB’s official account, increasing the total number of followers to around 2 million.

HKTB’s expenditures on marketing from 2021-22 to 2023-24 are as follows:

2021-22 (Actual)	2022-23 (Actual)	2023-24 (Revised estimate)
\$374 million	\$706 million	\$1,042 million

Social media is of paramount importance to HKTB when it comes to promoting Hong Kong in the global market. HKTB is committed to enhancing Hong Kong’s visibility through various channels and forms of promotion so that visitors get to fully discover and see the beauty of Hong Kong.

In Mainland markets, HKTB disseminates the latest travel information through a wide range of social media platforms, and identifies suitable themes for promotion during different events and festivities. With official accounts on numerous social media platforms, including Douyin, Xiaohongshu, Weibo, WeChat, etc., HKTB customises the most effective strategies to increase exposure based on the advantages, functions and user behaviours of each platform.

In addition, HKTB offers visitors the latest travel information and promotional offers on social media platforms, including the promotions of the “Hello Hong Kong” campaign launched in February last year, the “Hong Kong Goodies” visitor consumption vouchers, and a series of nighttime-themed guides and the “Hong Kong Night Treats” visitor dining vouchers in support of the “Night Vibes Hong Kong” campaign, as well as various flagship events such as the Hong Kong Wine & Dine Festival and the Hong Kong WinterFest. In the night of the past Lunar New Year’s Day, HKTB livestreamed the entire International Chinese New Year Night Parade on its social media platforms, which allowed Mainland travellers to experience the city’s boisterous mega event ambience and enticed them to visit Hong Kong.

Following the success of the “Citywalk” posts on Xiaohongshu earlier, and riding on the Art March theme, HKTB partnered with Xiaohongshu since March this year in creating a promotional campaign for art tours in Hong Kong in an effort to promote Hong Kong’s art and cultural experience. This will further strengthen Hong Kong’s role as an East-meets-West centre for international cultural exchange and highlight the unique appeal of Hong Kong.

Looking ahead, HKTB will continue to closely monitor the new trends in different visitor segments and hot topics in the Mainland market, make timely adjustments to its promotional strategies and customise content for broadcast accordingly. At the same time, HKTB will, by adopting effective social media strategies and collaborating with celebrities or KOLs, launch more immersive in-depth tours in the theme of “Citywalk” through popular channels

in the source markets. HKTB will also soft-sell Hong Kong with activities popular among the youth and other innovative contents.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB119**

**(Question Serial No. 0606)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The estimated provision for Create Hong Kong (CreateHK) for 2024-25 increases by 74.2%, which is 31.2% higher than the original estimate for 2023-24. In this connection, please inform this Committee of the distribution of the increased estimate, the area with the highest provision and the reason(s).

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 15)

Reply:

The estimate for creative industries in 2024-25 is about \$1.06 billion, which is an increase of 74.2% over the revised estimate in 2023-24. The main reasons are as follows:

- (a) Create Hong Kong (CreateHK) will be restructured as the Cultural and Creative Industries Development Agency (CCIDA) to enhance its support for the development of art, cultural and creative sectors under the industry-oriented principle as announced in Chief Executive's 2023 Policy Address. Hence, extra recurrent expenditure is required and an increase in the number of approved CreateSmart Initiative applications is anticipated. This increases the estimate for about \$280 million; and
- (b) Following the resumption of normalcy in society, it is anticipated that film industry activities will gradually resume and the implementation of funded film production/projects will accelerate. Therefore, the funding amount of the Film Development Fund will increase. This increases the estimate for about \$140 million.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB120**

**(Question Serial No. 0607)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Create Hong Kong (CreateHK) will be restructured as the Cultural and Creative Industries Development Agency (CCIDA) in 2024-25 to proactively promote the development of arts, culture and creative sectors as industries under the industry-oriented principle. Please inform this Committee of:

1. the differences between CreateHK and CCIDA in respect of their work;
2. CCIDA's support measures for the development of arts, culture and creative sectors.

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 27)

Reply:

1. With the priority on supporting the upstream development of Hong Kong's creative industries, the responsibilities and strategic foci of Create Hong Kong (CreateHK) have been particularly concentrated on cultivating creative talent and startups, enhancing the overall creative image of Hong Kong, fostering a creative atmosphere and promoting more cross-sectoral and cross-genre collaborations. The restructured Cultural and Creative Industries Development Agency (CCIDA) will play a more proactive and positive role in adopting an industry-oriented approach to further promote the development of the arts, culture and creative sectors as industries. We will drive a minimum of 60 Mainland and overseas delegations, exhibitions and showcases annually to support the market expansion of Hong Kong's cultural and creative industries. Also, we will be responsible for different areas of new work including-

- (a) Proactively identifying opportunities such as arts festivals, industry showcases and event venues for the relevant industries and leading creative industries to arrange delegations to various showcases worldwide, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status;;

- (b) Identifying suitable and promising projects in different cultural and creative sectors, promoting the application of cross-sectoral and cross-genre content, strengthening support to the industries for content distribution, formulating promotional strategies, and expanding markets and providing commercialisation opportunities for the cultural and creative institutions through various media channels;
- (c) Further supporting and facilitating creation and production of cultural intellectual property (IP), facilitating cultural IP transactions, exploring business and commercialisation opportunities to enhance economic benefits; and
- (d) Conducting in-depth research on issues related to cultural and creative industries in Hong Kong and other places, including current situation, market movement and trends, and demands for human resources in local cultural and creative industries, and disseminating industry news.

2. To promote the development of creative industries, in addition to the aforementioned new duties, the restructured CCIDA will continue to drive the development of the film industry and 7 other creative sectors (including advertising, architecture, design, digital entertainment, music, printing and publishing, as well as television) through the Film Development Fund (FDF) and the CreateSmart Initiative (CSI). To date, the Government has injected a total of \$1.54 billion and \$3.5 billion into FDF and CSI respectively to support initiatives and activities advocated and organised by creative industries and relevant stakeholders for the development of local creative industries. The current-term Government is determined to strengthen its support for the development of the cultural and creative industries. It will inject around \$1.4 billion and \$2.9 billion into FDF and CSI respectively in 2024-25. The move is intended to inject new impetus into the cultural and creative industries and promote the development of the cultural and creative sectors as industries under the industry-oriented principle.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB121**

**(Question Serial No. 0608)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The estimated provision under the Programme of Sports and Recreation in 2024-25 is 46.6% higher than the original estimate in 2023-24. How will the estimated expenditure be used?

1. Which area will be allocated the most funding and what are the reasons for such allocation?

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 28)

Reply:

The estimated provision for Programme (3) Sports and Recreation in 2024-25 is \$625.1 million, which is \$198.6 million higher (representing an increase of 46.6%) than the original estimate in 2023-24. This is mainly due to the increased provisions for operating expenses for implementation of ongoing and enhanced sports initiatives including the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games as well as a net increase of 57 posts.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB122**

**(Question Serial No. 0609)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The document mentions supporting and facilitating the initiatives to help make Hong Kong a regular destination for major international sports events. Please inform this Committee:

1. of the major international sports events to be held in Hong Kong in the coming year; and
2. whether there are specific measures to promote the integrated development of culture, sports, and tourism while hosting major sports events; if so, the details.

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 29)

Reply:

1. We expect that a total of 12 sustainable “M” Mark events, which include rugby sevens (April 2024), volleyball and dragon boating (June 2024), badminton (September 2024), tennis (October and December 2024), golf, swimming, 3-on-3 basketball and squash (November 2024), half marathon (December 2024) and marathon (February 2025), will continue to be held in 2024-25. As of now, about 8 new “M” Mark events are expected to be held in Hong Kong, 4 of which with its funding approved. These include 3-on-3 basketball (April 2024), lacrosse (August 2024), baseball (October 2024) and taekwondo (November 2024).
2. The Culture, Sports and Tourism Bureau (CSTB) established by the current-term Government aims to enhance synergy and facilitate organic collaboration in the promotion of culture, sports and tourism by enabling closer communication between different sections within the Bureau.

In terms of specific measures, CSTB is, for example, currently reviewing the funding schemes for mega events in relation to culture, sports and tourism. One of the main directions is on how to enhance the integration of these 3 sectors so as to maximise the benefits of mega events.

In addition, CSTB actively maintains close liaison with stakeholders in the culture, sports and tourism sectors as well as various related advisory and statutory bodies, and has set up new high-level advisory committees such as the Culture Commission and the Tourism Strategy Committee. CSTB is also currently conducting reviews and formulating new development blueprints to enhance the strategic planning for the integration of culture, sports and tourism.

In appointing members to the advisory and statutory bodies of the 3 sectors, we will continue to consider appointing cross-sectoral candidates so as to enhance the integration of and collaboration among the culture, sports and tourism sectors.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 0610)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Budget Speech specifically proposes to make better use of our harbourfront resources through a number of measures, including holding pyrotechnic and drone shows and revamping the Hong Kong Tourism Board's (HKTB) light-and-sound show, "A Symphony of Lights" (SoL). Please inform this Committee of:

1. the venues and dates of all the above-mentioned shows;
2. the details of the pyrotechnic and drone shows; and
3. the expected outcomes of all the above-mentioned shows.

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 30)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB124**

**(Question Serial No. 0611)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in a document, the Cultural and Heritage Sites Local Tour Incentive Scheme was transformed into the Characteristic Local Tourism Incentive Scheme to encourage the tourism trade to develop more thematic tours featuring attractive tourism resources. In this connection, please inform this Committee of:

1. the specific elements of characteristic local tourism;
2. the specific target places for characteristic local tourism; and
3. the specific measures of the Government to encourage the development of thematic tours.

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 31)

Reply:

To further promote tourism development, the Government announced in the 2023 Policy Address that the Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc., with a view to encouraging the trade to develop more thematic tours, including national history tours, green ecology tours, marine tours, traditional culture tours, pop culture tours, intangible cultural heritage experiences, night time adventure, etc., to showcase the diversified cultural landscape of Hong Kong. The target is to receive at least 100 000 visitors within 2024.

CTIS was rolled out in January 2024. There are 2 categories under CTIS, namely the in-depth travel and the thematic travel, with different level of cash incentives set for each category. For the in-depth travel category, travel agents may receive \$200 cash incentives for each participant they serve within the respective quotas of 100 participants each for local and inbound tours. The itinerary must cover at least 2 designated sites of in-depth travel and 1 interactive tourist experience activity with Hong Kong's unique and authentic experience recognised under CTIS. For the thematic travel category, travel agents may receive \$400 cash incentives for each participant they serve within the respective quotas of 100 participants

each for local and inbound tours. Travel agents are required to design itineraries that offer visitors captivating in-depth travel experiences in Hong Kong with at least 1 of the six themes, namely national history, green ecology, marine, traditional culture, pop culture and creative experience.

The Government launched the Deeper into Hong Kong: Creative Itinerary Design Competition under CHIS in August 2023 to encourage travel agents to design in-depth travel itineraries with different themes. The Competition received an overwhelming response with close to 700 applications, which included various quality in-depth travel itineraries. The Tourism Commission, in collaboration with the Hong Kong Tourism Board, the Travel Industry Council of Hong Kong and other parties, will continue to promote the awarded “signature itineraries” of in-depth travel in the Competition and encourage the trade to develop more thematic tourism products.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB125**

**(Question Serial No. 0612)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the matters requiring special attention in 2024-25, the Culture, Sports and Tourism Bureau will develop and promote further the Greater Bay Area tourism brand to showcase Hong Kong as an international tourism hub and a core demonstration zone for multi-destination tourism, by partnering with the travel trade in the Greater Bay Area to develop and promote multi-destination tourism products. Please inform this Committee of the following:

1. What is the total number of events expanded from Hong Kong to cover other cities in the Greater Bay Area in 2022-23? Please list the details. What is the future target of this initiative?
2. Will the Government consider incorporating intangible cultural heritage elements into the development and promotion of multi-destination tourism products? If yes, what the details?

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 32)

Reply:

The Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (the CTD Plan) promulgated on 30 December 2020 provided guiding directions for the overall cultural and tourism development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The CTD Plan and the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area promulgated in February 2019 both expressly support Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism.

The Hong Kong Tourism Board (HKTB) has been promoting GBA tourism development continuously. In 2022-23, HKTB has been making preparation for the recovery of the tourism industry after the pandemic. As travel resumed between the Mainland and Hong Kong from February 2023, HKTB launched promotions in 2023-24 in different approaches to foster the development of GBA tourism.

First of all, HKTB leveraged on Hong Kong's role as an important gateway between the Mainland and international cities to actively cooperate with other GBA cities in organising overseas promotional campaigns on GBA tourism. In October 2023, HKTB cooperated with the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office in launching a new GBA tourism brand promotion, staging the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand under the theme "Greater Bay Area – Connecting Great Experiences" to introduce novel tourism appeals of GBA to the local community. Additionally, a new all-in-one GBA tourism website ([www.discovergreaterbayarea.com](http://www.discovergreaterbayarea.com)), travel programme and series of promotional activities have also been launched to showcase the diverse attractiveness of GBA. Mr Kevin Yeung, the Secretary for Culture, Sports and Tourism, visited Thailand during the same period and met and exchanged views with the delegation of Guangdong, Hong Kong and Macao to demonstrate the HKSAR Government's full support to the partnership between cities in GBA on promoting multi-destination tourism in the Area. The all-in-one GBA tourism website incorporates tourism resources of GBA cities and introduces up to around 90 attractions and travel experiences under the four categories of "Local Delicacies", "Culture and Heritage", "Theme Park Thrills" and "Festive Celebrations". Subsequently in November 2023, HKTB participated in the China International Import Expo in Shanghai for the sixth consecutive year, and set up an exhibition booth designated to GBA to highlight the collaboration between Hong Kong and GBA cities in promoting the integrated development of culture and tourism and multi-destination tourism.

In addition, HKTB incorporated GBA elements into various large-scale events held last year. For example, the GBA Championship of the Hong Kong International Dragon Boat Races held in June 2023 was joined by representatives from all 11 GBA cities, including elite teams from Hong Kong, Macao, Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing. A total of 17 races were held on two consecutive days, with over 160 Mainland and overseas teams and about 4 000 representatives participated. HKTB also invited GBA athletes to take part in the 2023 City Cycling Challenge around GBA (Hong Kong) – Men's Open and Women's Open at the Hong Kong Cyclothon held in October 2023, which attracted close to 5 000 residents and visitors to participate in 7 cycling experience events and races. In addition, HKTB introduced popular GBA cuisines to the Hong Kong Wine & Dine Festival. The 4-day event attracted around 140 000 residents and visitors, including visitors from close to 20 countries and regions. These series of large-scale events helped enhance Hong Kong's role as a centre for international tourism mega events in GBA. GBA elements were incorporated when the above mega events were planned and the overall estimates were formulated, the expenditure involved could not be separately quantified.

In 2024-25, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets by organising activities and inviting broadcasters to produce travel programmes, etc., to promote tourism resources and transport connectivity in GBA. In the future, HKTB will also continue to incorporate GBA elements into various mega events and large-scale activities, and work with the travel trade in different source markets to roll out themed packages and offers to attract visitors to Hong Kong and participate in related activities.

On promoting industry collaboration, the Travel Industry Council of Hong Kong (TIC) made use of the resources provided by the Government to launch and promote the enhanced web-

based resource platform GreaterGo in 2022 to assist the trade in grasping information about tourism resources in GBA (including information on local unique attractions, festive activities and providers of relevant tourism services) and facilitate business matching for developing and launching more diversified tourism products.

In addition, the Government provided funding support for TIC to resume organising visits to GBA in October and November 2023 to promote business cooperation between the travel trades of Hong Kong and GBA. The visit in October 2023 focused on the development of tourism resources in western Guangdong through travelling on the High Speed Rail and the Hong Kong-Zhuhai-Macao Bridge, while the visit in November 2023 focused on the development of new tourism resources related to professional fields such as technology in eastern Guangdong, with a view to attracting more high value-added visitors to embark on GBA multi-destination journeys via Hong Kong. There were more than 200 representatives from the trade participated in the two visits in total and TIC will continue to make use of the funding to arrange more visits for the trade in 2024.

Hong Kong has rich intangible cultural heritage (ICH). At present, there are 480 items on the Hong Kong ICH Inventory and 20 items on the Representative List of ICH of Hong Kong. Among them, 12 items have been included in the National List of ICH. With unique characteristics, these ICH items (such as ICH festive events) offer visitors special cultural tourism experiences. HKTB also promotes ICH items, including ICH festivals and cultural heritage, for example the Cheung Chau Jiao Festival, Mid-Autumn Festival – the Tai Hang Fire Dragon Dance, the Foshan Qiuse Parade and the Kai Ping Diaolou Cultural Tourism Zone, to visitors through its all-in-one GBA tourism website. Featuring such a wide range of attractions and travel experiences in GBA, the website aim to attract visitors to launch in-depth GBA multi-destination tours and encourage them to extend their stay in various destinations. HKTB will continue to liaise with the Leisure and Cultural Services Department to promote various events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB126**

**(Question Serial No. 3161)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in the document that the Culture, Sports and Tourism will promote and support the wider application of technology in artistic productions of major performing arts groups and small and medium-sized arts groups through the Arts Technology Funding Pilot Scheme and the Arts Capacity Development Funding Scheme. Please inform this Committee of:

1. the support measures or plans to promote the application of arts technology and the estimated expenditure.

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 38)

Reply:

The Government promotes the application of technology in arts and cultural productions through formulating policy and providing resources, so as to enhance the capacity and capability of the arts and culture sectors, enabling them to achieve more in their productions. The Government allocated a funding of \$30 million in the 2022-23 Budget to implement the Arts Technology Funding Pilot Scheme to encourage major performing arts groups (MPAGs) to further explore the application of arts technology in their stage production and presentation. 5 projects were approved in the first round of applications in 2023-24, with total funding of \$17.36 million. The remaining sum of \$12.64 million will be used for implementing the second round of the Scheme. The deadline for applications for the second round is April 2024. It is expected that suitable projects will be selected in 2024-25.

The Arts Capacity Development Funding Scheme (ACDFS) under the Culture, Sports and Tourism Bureau provides funding support for large-scale and cross-year arts and cultural initiatives/projects, with a view to enhancing capacity of promising small- and medium-sized arts groups and artists. To encourage the application of technology in various arts projects and support proposals that aim to promote the integration of arts and technology, the Arts Technology category has been introduced since the 10th round of ACDFS in 2021-22. In the 2022-23 Budget, an additional amount of \$10 million was injected into ACDFS in order to encourage small- and medium-sized arts groups under ACDFS to further explore the use

of arts technology. Since the introduction of the Arts Technology category, eight applications were approved with total funding of about \$24.6 million.

In 2021-22, funding was allocated to the Hong Kong Arts Development Council (HKADC) from the Arts and Sport Development Fund (ASDF) (Arts Portion) for organising a Multi-disciplinary Interactive Arts Project (also known as the ARTS • TECH Exhibition). Through using innovative technologies, the exhibition blended physical and virtual environments and connected arts, technology and the community together, thereby allowing the public to experience the novelty of arts technology. It also encouraged public participation. In 2022-23, HKADC was granted funding under ASDF again to hold the second edition of the ARTS • TECH Exhibition which continued to bring arts technology into different communities/groups. The exhibition provided the public with interactive art experiences and further promoted the integrated development of arts and technology.

In addition to funding arts technology projects, the Government also provides hardware support for the development and application of arts technology in terms of venue facilities. Starting from 2022-23, the Government has set aside \$85 million each year to support the Leisure and Cultural Services Department (LCSD) for the development of the East Kowloon Cultural Centre (EKCC) into a major arts technology venue and incubator. Equipped with the latest stage equipment and systems as well as a testbed studio called “The Lab”, EKCC provides a platform and a base for arts practitioners and technology professionals for experimentation. Part of the outdoor spaces at EKCC were opened in October 2023, while the rest of the facilities are expected to be available for use gradually from 2024. Moreover, the Government has set up the EKCC Academy for Arts Technology to foster exchange and collaboration between artists and technology professionals through offering structured training and production of diverse arts technology programmes, at the same time expanding the audience base. In the 2022-23 Budget, the Government allocated \$70 million to upgrade the equipment at performing arts venues under LCSD, allowing arts groups to further apply technology to their performances to enhance the audience’s experience. The related works are commencing progressively. The above estimated expenditures relating to EKCC and the upgrading works of LCSD’s performing arts venues are borne by LCSD.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 0527)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Hong Kong Tourism Board (HKTB) plans to hold pyrotechnic and drone shows every month, which means that there will be not less than 12 pyrotechnic shows per year. Will the Government inform this Committee whether the holding of at least 12 pyrotechnic shows per year will undermine the shows' uniqueness and novelty to tourists? As the Budget also mentioned about green development, will HKTB consider striking a balance between holding pyrotechnic shows and pursuing green development?

Asked by: Hon LAM So-wai (LegCo internal reference no.: 21)

Reply:

Before the launch of the revamped "A Symphony of Lights" light and sound show, the Hong Kong Tourism Board (HKTB) will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

As shown from past air quality monitoring data, the impacts posed by pyrotechnics held during important festive and celebratory occasions on Hong Kong's overall air quality were minimal, as the shows were small in scale and short in duration. In addition to maintaining communication with HKTB, the Environmental Protection Department will continue to collect meteorological data, monitor in real time the air quality of various districts in Hong Kong through its air quality monitoring network, and release the relevant Air Quality Health Index through its online platforms, so as to keep the public up to date with the latest air quality information.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB128**

**(Question Serial No. 0536)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that the Government will enhance the Quality Tourism Services Scheme through various means, including commending frontline staff in the service industry. There is indeed a genuine need to enhance the current performance of Hong Kong's service industry. Will the Government inform this Committee of the specific measures or details of the relevant plans? Moreover, whether it will consider announcing the lists of staff and projects receiving commendation?

Asked by: Hon LAM So-wai (LegCo internal reference no.: 30)

Reply:

In 2024-25, the Hong Kong Tourism Board (HKTB) will continue to encourage the trade, the community and the public to put good hospitality into action as good hosts, so as to enhance visitors' experience in Hong Kong. HKTB will launch initiatives targeting the trade, the youth and the public to encourage all walks of life in Hong Kong to demonstrate their good hospitality.

As for the trade, HKTB will continue to promote the "Quality Tourism Services (QTS) Scheme", including the revision of the scheme's assessment criteria for merchants in early January 2024 by increasing the weighting of staff performance to recognise the importance of service quality. Following the "Professional Quality Tourism Services Pledge" launched last year, HKTB will produce a series of training videos to demonstrate professional and quality services, helping the trade to train frontline staff. HKTB also worked with a local broadcaster to present a reality show, which put Hong Kong's service quality to test with a view to showcasing the spirit of professional quality tourism services. In addition, HKTB and the Quality Tourism Services Association will continue to organise the "Outstanding QTS Merchant and Service Staff Awards" to commend frontline staff. HKTB has set up a dedicated webpage about the "QTS Scheme" on its website, listing the winners and awarded

projects of the “Outstanding QTS Merchant and Service Staff Awards 2022” for public inspection.

Apart from collaboration with the trade, public participation is key to promoting hospitality. HKTB will further expand “Hong Kong Pals” volunteer programme by recruiting more young people with passion for tourism to put hospitality into action as excellent hosts and set good examples for Hong Kong people. HKTB will also produce a series of new promotions to encourage the public to show good hospitality.

Moreover, relevant policy bureaux and departments, such as the Education Bureau, the Home Affairs Department, the Information Services Department and Radio Television Hong Kong, will jointly promote good hospitality at different levels in the community.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2031)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to building the Hong Kong brand, will the Government consider developing in-depth cultural tourism itineraries that incorporate history and culture of our country and Hong Kong as well as other related elements, so as to enrich the Hong Kong brand?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 7)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022. To further promote tourism development, the Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc., with a view to encouraging the trade to develop more thematic tours, including those about national history, for example, itineraries to explore the history of the Hong Kong and Kowloon Independent Brigade of the East River Column and visit attractions related to Hong Kong's anti-war history, such as the Hong Kong Sha Tau Kok Anti-War Memorial Hall, Wu Kau Tang and the Memorial Monuments for Sai Kung Martyrs During World War II in Tsam Chuk Wan. CTIS was launched in January 2024.

Moreover, the Tourism Commission will, over the next few years, continue to organise well-received signature creative arts and cultural tourism projects, including the Sai Kung Hoi Arts Festival, which features an integration of arts with the islands, allowing visitors to experience the natural landscape, history, culture and heritage of Sai Kung Hoi; the "Design District Hong Kong" (#ddHK), which through design elements leads visitors to understand the local culture and characteristics of Hong Kong; and the City in Time project, which makes use of augmented reality and multimedia technology to offer visitors Hong Kong's "now and then" experiences.

Hong Kong's unique culture, featuring a fine blend of the East and the West as well as the old and the new, is evidenced by the co-existence of world-class art infrastructure and local

culture around all corners of city as well as the celebration of both traditional Chinese festivals and characteristic Western holidays. As immersive, in-depth experiences are highly sought after by visitors in recent years, the Hong Kong Tourism Board (HKTB) will attract visitors by introducing more projects and activities that enrich their travel experience.

HKTB will continue to promote different thematic tours. On arts, HKTB promotes various international art events held in town through its “Arts in Hong Kong” year-round promotional platform, including “Art Basel Hong Kong”, “Art Central”, “Art@Harbour” and “French May” organised during “Art March”, to showcase Hong Kong’s art appeal to the world. HKTB will partner with Mainland art connoisseurs and media to promote these large-scale art events in Hong Kong and consolidate Hong Kong’s role as an “East-meets-West centre for international cultural exchange”. Moreover, HKTB will also recommend and produce contents for art and cultural maps and photo hotspots on its Mainland social media accounts, such as WeChat, Xiaohongshu, Douyin and Weibo, and in partnership with Xiaohongshu. HKTB will invite KOLs on these platforms to visit Hong Kong in person to experience and jointly promote the city’s art and cultural tourism appeal.

On local culture, HKTB has launched the “Hong Kong Neighbourhoods” programmes including “Old Town Central”, “Sham Shui Po” and “West Kowloon” continuously from 2017 onwards. Apart from further enriching the content of the “Hong Kong Neighbourhoods”, HKTB also launched the second phase of the Temple Street promotion in March 2024 to further entice visitors to get into the local community and experience the most authentic side of Hong Kong, while bringing more footfall to the area and opening up more business opportunities for local merchants.

To make the most out of Hong Kong’s diverse East-meets-West festivities, such as the Dragon Boat Festival, Birthday of Buddha, Mid-Autumn Festival, Chinese New Year, Halloween, Christmas and New Year, HKTB will set out the celebration activities across the city for better and more centralised promotion to attract visitors to Hong Kong. HKTB will also encourage the travel trade to create festival-related tourism products to enrich visitors’ travel experience.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB130**

**(Question Serial No. 2032)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Is there a specific timetable for using the \$100 million earmarked for the Mega Events Coordination Group? What are the specific details of the work plan for attracting mega events to Hong Kong?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 8)

Reply:

To reach out proactively for more mega events to be staged in Hong Kong, the Government has set up the Mega Events Coordination Group (Coordination Group) and earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice for different policy bureaux or departments on strengthening publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

The Coordination Group provides high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB131**

**(Question Serial No. 2033)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Will the Government extend the signature creative arts and cultural tourism projects to districts across Hong Kong, and combine different elements of each district, such as history, culture, custom, historic monument and geography, to develop more characteristic tourism events?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 9)

Reply:

The Tourism Commission (TC) will, over the next few years, continue to organise well-received signature creative arts and cultural tourism projects, including the Sai Kung Hoi Arts Festival (Arts Festival) and the “Design District Hong Kong” (#ddHK).

The Arts Festival is rolled out from 2022 to 2024 and its coverage is gradually expanded from Yim Tin Tsai to Sharp Island, Kau Sai Chau and High Island to offer visitors a travel experience that integrates arts, cultural, heritage and green elements. Apart from the display of artworks, guided tours and programmes of various themes were also organised so that visitors can have a deeper understanding on the history, heritage, geography, culture and customs of the 4 islands in Sai Kung Hoi. TC is making preparations for the third edition of the Arts Festival to be held in end 2024.

The #ddHK creative tourism project leads visitors to understand the local culture and characteristics of Hong Kong through design elements, thereby creating a more diverse travel experience in Hong Kong. The project has been launched in Wan Chai, Sham Shui Po, the harbourfront of the Victoria Harbour and Tsuen Wan in the past. TC is currently preparing for the event in 2024-25, including plans to continue promoting Tsuen Wan as a tourist destination and introduce more creative tourism elements in Sha Tau Kok (such as outdoor art installations and activities filled with local characteristics). We will also continue to actively explore taking forward #ddHK to other suitable locations in the future.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB132**

**(Question Serial No. 2034)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

What is the provision earmarked by the Hong Kong Tourism Board (HKTB) for developing a variety of activities regarding streets of distinctive character? How will HKTB work alongside parties such as District Councils, District Offices and district organisations to make better use of community resources for revitalising and promoting streets of distinctive character across various districts? Is there a specific plan?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 10)

Reply:

The Hong Kong Tourism Board (HKTB) has launched the “Hong Kong Neighbourhoods” to encourage visitors to experience Hong Kong’s local characteristics in depth from different perspectives. So far, the promotions include “Old Town Central”, “Sham Shui Po” and “West Kowloon”. By promoting local neighbourhoods beyond traditional tourist attractions and showcasing the culture, characteristics and history of local communities, the promotions could extend visitors’ length of stay and their footprints in Hong Kong. Moreover, HKTB launched a new half-year promotional campaign at Temple Street in mid-December of 2023.

“Old Town Central” reconsolidates the diversified tourism features of Central and Sheung Wan, and introduces 5 thematic itineraries. It is packaged as a modern lifestyle landmark that combines arts and culture, historical architecture, food and entertainment experiences for promoting to visitors, the trade and international media.

Sham Shui Po is the “community with the most authentic local features of Hong Kong”. Apart from recommending walking itineraries, HKTB also introduces Sham Shui Po’s history, creative trends, local delicacies and treasure-hunting spots. A microfilm has also been filmed by an award-winning director to showcase Sham Shui Po’s appeal and humanity through a heart-warming story of finding one’s treasures in heart in the district.

As for West Kowloon, HKTB kicked off a series of promotions of immersive exploration in the area following the successive commissioning of M+ and the Hong Kong Palace Museum in the West Kowloon Cultural District (WKCD). Through promoting “Top 10 Photo Spots” and 5 thematic walking itineraries, HKTB connects the world-class arts and cultural elements of WKCD to the adjoining Yau Ma Tei and Jordan to present a new outlook integrating art and culture and the area’s unique landscape and community culture, offering visitors and locals a fresh perspective to West Kowloon while creating business opportunities for local shops.

“Hong Kong Neighbourhoods” is popular among visitors and locals. “Old Town Central” has received positive feedback from all visitors and the trade. Tai Ping Shan Street in Sheung Wan and Hollywood Road in Central featured in the programme were ranked the seventh and the second “Coolest Street in the World” in 2022 and 2024 respectively by the internationally renowned magazine *Time Out*. It proves that the appeal of Central and Sheung Wan is recognised and well-liked by international travellers.

HKTB launched a promotional campaign at Temple Street in December 2023 to inject new impetus into the traditional Temple Street. In addition to pop-up food kiosks with tastes of the neighbourhood, a number of newly added photo-worthy installations were also set up to attract tourists and locals. HKTB has launched the second phase of the Temple Street promotion in March this year to further entice tourists to get into the local community and experience the most authentic side of Hong Kong, while bringing more footfall to the area and opening up more business opportunities for local merchants.

During the planning and preparation of these promotions, HKTB maintains close communication with relevant government departments and organisations, so as to make good use of community resources to show visitors the unique cultural landscape of neighbourhoods. Looking ahead, HKTB will further enrich its content and show visitors the way to go deep into the communities of Hong Kong to discover unique travel experiences. As the expenditure of the aforementioned initiatives has been subsumed under HKTB’s overall promotion budget, it is difficult to quantify it separately.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB133**

**(Question Serial No. 2039)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Are there any specific timelines or plans for the use of the injected funds under the Film Development Fund and the CreateSmart Initiative? Is there any threshold for applicants of funded projects to ensure their quality?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 15)

Reply:

The Government will inject around \$1.4 billion and \$2.9 billion (around \$4.3 billion in total) into the Film Development Fund (FDF) and the CreateSmart Initiative (CSI) respectively in 2024-25 to support the development of the film industry and the cultural and creative industries. The injection is expected to be sufficient for FDF and CSI to operate until 2028-29.

As regards FDF, we will earmark around \$840 million from the injection of around \$1.4 billion for enhancing Hong Kong film production, including launching the Film Financing Scheme for Mainland Market and the Hong Kong-Europe-Asian Film Collaboration Funding Scheme under FDF. The remaining amount of about \$580 million will be reserved for three aspects of work, namely nurturing talent, expanding markets and building audience. We hope that by strengthening support for the Hong Kong film industry, we can increase its exposure in the Mainland and global film markets, facilitate exchanges between the Hong Kong film industry and its counterparts in the Mainland and other countries, and help promising Hong Kong filmmakers to broaden their regional cultural horizons, thereby bringing changes to the Hong Kong film industry.

FDF supports projects that are conducive to the long-term development of the film industry in Hong Kong. An applicant should normally be a locally incorporated company, institution, association or body engaged in film business. Applications are assessed by a panel of examiners consisting of film industry specialists and the Fund Vetting Committee

set up under the Film Development Council. The approval of funding depends on the content of individual project applications.

Of the injection into CSI, a sum of about \$1.72 billion will be reserved to support creative industries in organising projects for nurturing talent, facilitating start-ups, exploring markets, fostering a creative atmosphere in the community, and facilitating more cross-sectoral and cross-genre collaborations. It is expected that about 50 projects will be funded in 2024-25.

Meanwhile, the remaining sum of about \$1.18 billion will be earmarked for the following projects from 2024-25 to 2028-29:

- (a) Around \$510 million for the Hong Kong Design Centre to organise 5 flagship programmes, including Business of Design Week, DFA Awards, Knowledge of Design Week, Nurturing Programme of Hong Kong Young Design Talents and Fashion Asia Hong Kong, as well as 2 incubation programmes, i.e. the Design Incubation Programme and the Fashion Incubation Programme;
- (b) Around \$420 million for operating and activity costs of the Sham Shui Po Design and Fashion Base; and
- (c) Around \$250 million for the Hong Kong Trade Development Council to implement programmes related to creative industries, including CENTRESTAGE, DesignInspire Online and Offline Promotions, promotion of arts and culture at the Hong Kong Book Fair, enhancement to AsiaIPEX portal, and to organise related activities at publication forums and international licensing shows to promote trading of creative copyright and foster the commercialisation of arts, culture and creative sectors.

CSI supports initiatives and activities advocated and organised by creative industries and relevant stakeholders for the development of local creative industries. An applicant should normally be a locally registered institution/organisation, which include local academic institutes, industry support organisations, trade and industry associations, professional bodies, research institutes and companies. All applications are assessed by the Vetting Committee comprising professionals, representatives from the business sectors, academics and other relevant members of the public. The approval of funding depends on the content of individual project applications.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB134**

**(Question Serial No. 0284)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2024-25, the Culture, Sports and Tourism Bureau will take forward the organisation work for the 15th National Games (NG), the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games to be held in 2025. Please inform this Committee of the following:

- 1) What are the expenditures and manpower arrangements involved?
- 2) What is the progress of the relevant organisation work?
- 3) How will the Government work with other cities of the Greater Bay Area to take forward the promotion of NG?
- 4) Regarding the Kai Tak Sports Park (KTSP) which will serve as the main venue for NG events to be held in Hong Kong, what is the current progress of the works?
- 5) In October 2023, KTSP announced its recruitment plan for around 2 000 posts. Please provide the details of posts filled, under recruitment and planned for recruitment for KTSP with a breakdown of the types of duties, numbers of posts and estimated expenditures on emoluments in tabulated form.

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 8)

Reply:

1) The National Games Coordination Office (Hong Kong) (“NGCO”) has earmarked around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

2) & 3) The HKSAR Government is actively taking forward the preparatory work for the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games. This includes the setting up of the HKSAR Organising Committee of the 15th National Games in May 2023 to provide a high-level steer

on the preparation for the Games in Hong Kong. Under the Organising Committee, a Steering Committee and 5 Coordinating Committees have been set up with members from various government policy bureaux and departments, the sports sector and relevant organisations. NGCO has also been set up under the Culture, Sports and Tourism Bureau in October 2023 to coordinate and implement the preparatory work. NGCO is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao on the various arrangements including event management, publicity and promotional activities, ticketing, etc. and will announce the details in due course.

4) The main structure of the Public Sports Ground, Indoor Sports Centre and Main Stadium at KTSP have been largely completed. Works including installation and testing of building services, interior fitting-out, landscaping and trees planting are underway. We expect that KTSP will be completed by the end of 2024 as scheduled and commissioned in the first half of 2025.

5) KTSP is operated under a “design, build and operate” Contract. Kai Tak Sports Park Limited, being responsible for the operation and management of KTSP, will arrange recruitment exercises based on its needs to cope with its day-to-day operations.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB135**

**(Question Serial No. 0285)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Recreation and Sports

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in matters requiring special attention in 2024-25, the Culture, Sports and Tourism Bureau (CSTB) will continue to implement the Major Sports Events Matching Grant Scheme under the enhanced “M” Mark system with a view to encouraging more sponsorship from the private and the business sectors to support the hosting of more new and high level sports events, thereby enhancing public interest in sports and promoting Hong Kong as a centre for major international sports events. Please inform this Committee of the following:

- 1) The Government allocated \$500 million to implement the new Major Sports Events Matching Grant Scheme in 2019. Please provide the respective titles, dates, venues, numbers of participants or spectators and the organisers' names of the events awarded “M” Mark status since the launch of the Scheme, as well as the amounts of matching grant involved in tabulated form.
- 2) Further to the above question, please also provide the number of events rejected since the launch of the Scheme, the amounts of matching grant involved and the grounds of rejection.
- 3) What is the amount of grant still available for application under the Scheme?
- 4) The estimated number, anticipated dates, amounts of funding and anticipated attendances of “M” mark events to be held in 2024-25, and the estimated number of inbound tourists attracted by these events;
- 5) Based on the experience gained from the “Messi Incident”, how will CSTB enhance the “M” Mark system? How will it enhance its vetting and monitoring mechanisms of recognised events?
- 6) Has CSTB assessed the effectiveness of the “M” Mark system in promoting Hong Kong as an “events capital” over the past 5 years?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 9)

Reply:

- 1) The information on the “M” Mark events held since the launch of the Major Sports Events Matching Grant Scheme (the Scheme) in April 2019 is as follows:

Item	Event Title Note 1	Name of Organiser	Date	Venue	Number of Participants Note 2	Total Amount Approved <sup>Note</sup> (\$M)
2019-20						
1.	Hong Kong Sevens	Hong Kong Rugby Union	5-7 April 2019	Hong Kong Stadium	114 811	No funding application
2.	FIVB Volleyball Nations League Hong Kong	Volleyball Association of Hong Kong	4-6 June 2019	Hong Kong Coliseum	32 194	4*
3.	ITTF World Tour - Hong Kong Open (Table Tennis)	Hong Kong Table Tennis Association	4-9 June 2019	Queen Elizabeth Stadium	7 810	5*
4.	Kitchee vs Manchester City - Jockey Club Kitchee Centre Cup	Hong Kong Football Association	24 July 2019	Hong Kong Stadium	20 956	11
5.	World Rowing Coastal Championships	Hong Kong, China Rowing Association	1-3 November 2019	Victoria Harbour	494	12
6.	Hong Kong Open Badminton Championships	Hong Kong Badminton Association	12-17 November 2019	Hong Kong Coliseum	16 889	4.8*
7.	2019-2020 UCI Track Cycling World Cup	The Cycling Association of Hong Kong, China	29 November to 1 December 2019	Hong Kong Velodrome	5 560	3.5*
8.	Hong Kong Open (Golf)	Hong Kong Golf Association	9-12 January 2020	Hong Kong Golf Club	41 459	No funding application
2020-21						
	All major sports events were cancelled due to Covid-19.					
2021-22						
1.	UCI Track Cycling Nations Cup, Hong Kong, China	The Cycling Association of Hong Kong, China	13-16 May 2021	Hong Kong Velodrome	83#	10.5*

<b>Item</b>	<b>Event Title</b> Note 1	<b>Name of Organiser</b>	<b>Date</b>	<b>Venue</b>	<b>Number of Participants</b> Note 2	<b>Total Amount Approved</b> <sup>Note</sup> <b>(\$M)</b>
2.	Hong Kong Marathon	Hong Kong Association of Athletics Affiliates	24 October 2021	Various road sections of Hong Kong Island, Kowloon and the New Territories	16 867#	9
<b>2022-23</b>						
1.	Hong Kong Sevens	Hong Kong Rugby Union	4-6 November 2022	Hong Kong Stadium	71 358	11
2.	FIBA 3x3 World Tour Hong Kong Masters	Hong Kong Basketball Association	26-27 November 2022	Victoria Park	1 141	11
3.	Hong Kong Squash Open	Hong Kong Squash	28 November to 4 December 2022	Hong Kong Squash Centre and Hong Kong Park Sports Centre	2 593	4.5*
4.	Hong Kong International Tennis Challenge	Hong Kong Tennis Association	23-25 December 2022	Victoria Park	10 697	10*
5.	25th Hong Kong Marathon	Hong Kong Association of Athletics Affiliates	21 February 2023	Various road sections of Hong Kong Island, Kowloon and the New Territories	77 783	10
6.	World City Championship	Hong Kong Golf Association	23-26 March 2023	Hong Kong Golf Club	12 797	11
<b>2023-24</b>						
1.	Hong Kong Sevens	Hong Kong Rugby Union	31 March to 2 April 2023	Hong Kong Stadium	75 684	11
2.	FIVB Volleyball Nations League Hong Kong	Volleyball Association of Hong Kong, China	13-18 June 2023	Hong Kong Coliseum	55 425	12.4*
3.	Hong Kong International Dragon Boat Races	Hong Kong China Dragon Boat Association	24-25 June 2023	Victoria Harbour	49 846	No funding application

<b>Item</b>	<b>Event Title</b> <small>Note 1</small>	<b>Name of Organiser</b>	<b>Date</b>	<b>Venue</b>	<b>Number of Participants</b> <small>Note 2</small>	<b>Total Amount Approved</b> <small>Note</small> <b>(\$M)</b>
4.	Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500	Hong Kong Badminton Association	12-17 September 2023	Hong Kong Coliseum	36 545	7.4*
5.	Aramco Team Series - Hong Kong	Golf Association of Hong Kong, China	6-8 October 2023	Hong Kong Golf Club	5 299	No funding application
6.	Hong Kong Tennis Open (Women)	Hong Kong, China Tennis Association	7-15 October 2023	Victoria Park	52 574	15*
7.	Hong Kong Open (Golf)	Golf Association of Hong Kong, China	9-12 November 2023	Hong Kong Golf Club	28 196	16
8.	FIA World Rallycross Championship, Hong Kong, China - Season Finale	World RX (HK) Management Limited	11-12 November 2023	Central Harbour-front Event Space and Lung Wo Road	17 010	17
9.	Harbour Race	Hong Kong China Swimming Association	12 November 2023	Victoria Harbour	10 850	7.1*
10.	Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon	Hong Kong, China Association of Athletics Affiliates	19 November 2023	Hong Kong-Zhuhai-Macao Bridge (Hong Kong Section)	13 738	15
11.	FIBA 3x3 World Tour - Hong Kong Masters	M1 Group Limited	25-26 November 2023	Victoria Park	40 612	13.8*
12.	Hong Kong Squash Open	Squash Association of Hong Kong, China	27 November to 3 December 2023	Hong Kong Squash Centre and Cultural Plaza, Xiqu Centre	4 151	4.5
13.	WDSF Breaking for Gold World Series - Hong Kong	DanceSport Association of Hong Kong, China	15-16 December 2023	Queen Elizabeth Stadium	9 757	8.2*



Item	Event Title Note 1	Name of Organiser	Date	Venue	Number of Participants Note 2	Total Amount Approved <sup>Note 3</sup> (\$M)
14.	Hong Kong Tennis Open (Men)	Hong Kong, China Tennis Association	31 December 2023 to 7 January 2024	Victoria Park	53 559	16*
15.	Hong Kong Marathon	Hong Kong, China Association of Athletics Affiliates	21 January 2024	Various road sections of Hong Kong Island, Kowloon and the New Territories	141 286	15
16.	LIV Golf Hong Kong	Golf Association of Hong Kong, China	8-10 March 2024	Hong Kong Golf Club	40 054	17
17.	UCI Track Nations Cup - Hong Kong, China	The Cycling Association of Hong Kong, China	15-17 March 2024	Hong Kong Velodrome	5 950	11*
18.	World Triathlon Cup - Hong Kong	Triathlon Association of Hong Kong, China	23-24 March 2024	Lung Wo Road, Central	3 330	11*

Note 1: Excluding events cancelled due to “black-clad violence” and Covid-19.

Note 2: Including participating athletes, participants and spectators.

Note 3: Including matching grant, direct grant, grants for venue and/or marketing.

\* Approval was also granted for using venues of Leisure and Cultural Services Department at a notional venue charge.

# Affected by Covid-19, anti-epidemic measures were adopted, number of participants was reduced and/or format was changed to closed-door.

2) Since the launch of the Scheme until March 2024, a total of 7 applications failed to meet the vetting criteria in full and were therefore rejected. No funding application was involved.

3) As at end-March 2024, there is still about \$270 million available for application under the Scheme.

4) An estimated funding of about \$200 million will be provided in 2024-25 to support the hosting of major international sports events. A total of 12 sustainable “M” Mark events, which include rugby sevens (April 2024), volleyball and dragon boating (June 2024), badminton (September 2024), tennis (October and December 2024), golf, swimming, 3-on-3 basketball and squash (November 2024), half marathon (December 2024) and marathon (February 2025), will continue to be held. As of now, about 8 new “M” Mark events are expected to be held in Hong Kong, 4 of which with its funding approved. These include 3-on-3 basketball (April 2024), lacrosse (August 2024), baseball (October 2024) and taekwondo

(November 2024). It is expected that the above events can attract participation of over 500 000 people.

- 5) & 6) With the aim of promoting Hong Kong as a centre for major international sports events, the Government has been supporting local “national sports associations” (NSAs) to host such events by providing matching fund and direct grants through the “M” Mark System since 2004. In order to enhance support for NSAs to stage international sports events, the Government allocated \$500 million to implement a new Major Sports Events Matching Grant Scheme in 2019 to encourage further sponsorship from the business sector to facilitate the staging of more new and high-level sports competitions in Hong Kong. The Scheme has been well received since its launch in April 2019. In 2019-20, a total of 14 major sports events were recognised as “M” Mark events, with 2 new events added when compared to 12 events in 2018-19. However, a total of 6 “M” Mark events were cancelled in 2019-20 due to black-clad violence and the COVID-19 pandemic.

To encourage the staging of more major international sports events in Hong Kong, the Government introduced a series of measures in April 2023 to enhance the “M” Mark System. These include increasing the funding ceiling for each event to \$15 million, abolishing the quota of 2 “M” Mark events that can be organised by the same applicant each year, and relaxing the eligibility of applicants to cover events organised by NSAs and other private or non-government organisations. The enhancement measures have proven to be effective since the introduction. In 2023-24, a record high of 18 major international sports events received support under the “M” Mark System. In particular, some events such as the Aramco Team Series Hong Kong, FIA World Rallycross Championship Season Finale, the WDSF Breaking for Gold World Series and LIV Golf Hong Kong were held in Hong Kong for the first time. All these events attracted over 500 000 participants in total.

The Government is consolidating the experience gained from the implementation of “M” Mark events over the past year, including reviewing its vetting and monitoring mechanisms. We strive to promote more major international sports events in Hong Kong while further enhancing the System with a view to strengthening Hong Kong’s status as a centre for major international sports events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB136**

**(Question Serial No. 0286)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention in 2024-25, the Culture, Sports and Tourism Bureau (CSTB) will support the work of the Mega Arts and Cultural Events (ACE) Committee to attract mega arts and cultural events to be held in Hong Kong. Moreover, CSTB has set aside provision from the Arts and Sport Development Fund (Arts Portion) to set up the Mega Arts and Cultural Events Fund (the Fund) proposed in the 2022 Policy Address. Please inform this Committee of the following:

- 1) The number of mega arts and cultural events approved as well as the titles, dates, venues, number of participants or spectators, names of organisers and grant amount of these events since the establishment of the Fund in tabulated form.
- 2) The media queried that there was conflict of interests or transfer of benefits in the "Chubby Hearts Hong Kong" project, an event showcasing massive heart-shaped installations as supported by the Fund. What are the criteria adopted by the Mega ACE Committee for vetting applications? Meanwhile, how will the Government perform its gate-keeping role on various aspects including the effectiveness of events, proper use of funding and public perception to avoid similar criticism?
- 3) Apart from the number of participants, are there other performance indicators for the approved mega arts and cultural events? If yes, what are the details?
- 4) The number of mega arts and cultural events planned for 2024-25 under the Fund and the estimated expenditure, dates, anticipated attendances and number of inbound tourists attracted of these events.
- 5) Are there any measures to add tourism elements to the above mega arts and cultural events for integrated development of culture, sports and tourism?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 10)

Reply:

The 2022 Policy Address announced the setting up of the Mega ACE Fund to provide incentives for organisers of large-scale arts and cultural events so as to attract and support international and mega arts and cultural events to be staged in Hong Kong, with a view to further developing Hong Kong into an arts and cultural hub. To expedite the work, CSTB first launched the Pilot Scheme for Mega ACE Fund in end-2022 to accept applications of mega arts and cultural events planned for 2023 while the Mega ACE Committee was being set up.

The Government established the Mega ACE Committee, comprising leaders of the arts and cultural as well as other sectors, in February 2023. It is tasked to advise the Government on the strategies to attract mega arts and cultural events to be held in Hong Kong as well as the operation of the Mega ACE Fund; and assess applications under the Mega ACE Fund for the Government's approval.

The Mega ACE Fund was formally open for applications in April 2023. Projects approved under the Mega ACE Fund must meet the following criteria: able to attract mass public interest in Hong Kong and/or from overseas; facilitate the development of Hong Kong as an East-meets-West centre for international cultural exchange and a destination for tourists worldwide; and contribute to the industry-building of arts, cultural and creative industries, and enhance their ecosystem. When assessing the applications, the Mega ACE Committee will consider the event management capacity and ability of the applicants and project teams, including technical feasibility and financial planning. The Government will consider whether or not to approve the applications and the grant amount, taking into account the recommendations of the Mega ACE Committee.

The projects approved since the establishment of the Mega ACE Fund are as follows:

<b>Title of Event (Organiser)</b>	<b>Approved Funding Ceiling (HK\$)**</b>	<b>Event Date (Venue)</b>	<b>Number of Participants *</b>
Art Basel Hong Kong 2023 (Art Basel)#	15,000,000	21-25 March 2023 (Hong Kong Convention and Exhibition Centre)	85 990
Art Central 2023 (Art Central)#	3,540,000	21-25 March 2023 (Hong Kong Convention and Exhibition Centre)	40 000
“Madame Song: Pioneering Art and Fashion in China” (M+)#	8,000,000	29 July 2023 to 14 April 2024 (M+)	about 155 000^@
Freespace Jazz Fest 2023 (West Kowloon Cultural District Authority)	8,000,000	3-8 and 26 October 2023 (West Kowloon Cultural District)	about 9 000@

<b>Title of Event (Organiser)</b>	<b>Approved Funding Ceiling (HK\$)**</b>	<b>Event Date (Venue)</b>	<b>Number of Participants *</b>
INK ASIA 2023 (Art & Antique International Fair Ltd)	15,000,000	4-8 October 2023 (Hong Kong Convention and Exhibition Centre)	about 33 000@ (the fair)  about 100 000@ (other side programmes)
“Botticelli to Van Gogh: Masterpieces from the National Gallery, London” (Hong Kong Palace Museum and National Gallery, London)#	15,000,000	22 November 2023 to 11 April 2024 (Hong Kong Palace Museum)	about 218 000^@
Chubby Hearts Hong Kong (Hong Kong Design Centre)	7,785,000	14-24 February 2024 (Statue Square Gardens in Central and other pop-up locations)	about 731 000@
A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia (Pottinger 22 Limited)	15,000,000	15 March to 2 July 2024 (Edinburgh Place)	about 100 000^@
ComplexCon Hong Kong 2024 (Complex Chinese)	15,000,000	22-24 March 2024 (AsiaWorld-Expo)	about 32 000@
Art Basel Hong Kong 2024 (Art Basel)	15,000,000	26-30 March 2024 (Hong Kong Convention and Exhibition Centre)	about 75 000@ (the fair)
Art Central 2024 (Art Central)	11,000,000	27-31 March 2024 (Central Harbourfront Event Space)	about 41 000@
Voyage with Van Gogh (First Initiative Foundation)	11,800,000	28 March to 31 May 2024 (Clock Tower in Tsim Sha Tsui)	about 800 000^ (estimate)
Chinese Kungfu x Dance Carnival (Tangya Arts Tech and China International Wushu Institute)	14,686,070	9-14 July 2024 (Hong Kong Cultural Centre)	about 30 000 (estimate)

\* As of 31 March 2024

^ Ongoing event

@ Actual number of participants to be finalised upon the submission of audited report by the organiser

# Approved under the Pilot Scheme

\*\* Actual grant amount to be finalised upon the submission of audited report by the grantee after the event

In addition to the aforementioned events, several other events to be held in 2024 are also supported by Mega ACE Fund, with a funding ceiling of about \$37.21 million in total.

Details of these events will be announced in due course to tie in with the promotional plans of the organisers.

The Mega ACE Committee is fully committed to the principles of integrity, honesty, fairness and impartiality. All members (including the Chairman and Vice Chairman) are required to strictly observe the requirement on declaration of interests in accordance with the established mechanism and such requirement has been duly complied with in the handling of all previous applications.

According to the requirements of the Mega ACE Fund, grantees must follow the provisions of the funding agreement to carry out the proposals and fulfil the related obligations. They must also submit an event report after the completion of the event and will receive the related grant upon the acceptance of the report.

Applications for the Mega ACE Fund can be made all year round. The applications for events to be held in 2024-25 are still under processing. The Government will continue to strive for the staging of more international and large-scale arts and cultural events in Hong Kong and will strengthen the promotional efforts to further promote the development of mega event tourism.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 0287)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As proposed in the Budget, the Government will allocate an additional funding of \$1.095 billion to the Tourism Commission and the Hong Kong Tourism Board (HKTB) to strengthen tourism development and organise events. Highlights include holding monthly pyrotechnic and drone shows and revamping “A Symphony of Lights” (SoL). Please inform this Committee of the following:

- 1) What are the estimated expenditure and manpower arrangements for holding monthly pyrotechnic and drone shows? The Government mentioned that it will seek sponsorships for the pyrotechnic shows, are there any specific details? Moreover, how many additional overnight visitors are expected to be attracted by the shows per month? How many economic benefits can the shows bring to Hong Kong? How will the Government improve tourist spending?
- 2) What are the estimated expenditure for holding and revamping SoL and the estimated number of participating commercial buildings? SoL has become a signature tourist draw of Hong Kong since its inception on 1 January 2004. What will be the differences between the original and revamped versions?
- 3) As the Government will strive to build the Hong Kong Brand and make every effort to promote mega-events, the workload of HKTB is expected to be heavier in the coming future. HKTB's provision for 2024-25 increases by 8.8% (i.e. \$122.9 million) as compared to the revised estimate for 2023-24. It is stated that the provision is mainly for tourism initiatives, what are the details?
- 4) Will HKTB recruit additional staff in the future? If yes, what are the relevant manpower establishment and the estimated emolument expenditure?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 11)

Reply:

“A Symphony of Lights” light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. We will also continue to invite more buildings to participate in SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits. As the shows are still under planning, it is difficult to estimate the footfall at the moment.

HKTB is currently planning the pyrotechnics and drone shows and will announce the details in due course. Organisations or institutions interested in sponsoring the shows are welcome to discuss the feasibility of cooperation with HKTB.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

In 2024-25, HKTB will develop diversified tourism experiences, stage and support mega events, step up promotions in visitor source markets, and join hands with the trade in enhancing service quality, with a view to providing visitors with the best experiences. The aforesaid work can help attract high-value visitors to Hong Kong. The total amount of the recurrent and additional funding received by HKTB from the Government amounts to \$1.52 billion, of which \$1.12 billion is budgeted for marketing. The strategic focuses and relevant budgets with its percentage to the total expenditures are as follows:

<b>Strategic Focus</b>	<b>Budget (\$) (%)</b>
Developing diversified tourism experiences <ul style="list-style-type: none"> <li>• Revamping SoL</li> <li>• Continue to carry out promotions on the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tours</li> </ul>	183 million (16%)



Strategic Focus	Budget (\$ (%))
Staging and supporting large-scale international events <ul style="list-style-type: none"> <li>• Supporting the Mega Events Coordination Group and promoting mega events</li> <li>• Staging mega events and supporting major international events in the city</li> </ul>	414 million (37%)
Developing diverse visitor source markets and stepping up promotions <ul style="list-style-type: none"> <li>• Continuing to carry out and stepping up promotions in various visitor source markets</li> </ul>	316 million (28%)
Launching new courtesy campaign and providing continuous support for the travel trade <ul style="list-style-type: none"> <li>• Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality</li> <li>• Enhancing products and services for potential visitor segments such as the Muslim community</li> </ul>	135 million (12%)
Carrying out ongoing promotions	76 million (7%)
Total	1.124 billion

As the above promotional initiatives will be jointly conducted by HKTB's head office and worldwide offices, and will be subsumed into various promotion programmes of HKTB, it is difficult to break down and quantify the staff establishment for individual items.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB138**

**(Question Serial No. 1495)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau will continue to work with the tourism sector, the Hong Kong Tourism Board and relevant government departments, to strengthen the appeal of green tourism in Hong Kong. In this connection, please inform this Committee of the following:

1. The Action Agenda for the Northern Metropolis proposed setting up a Blue and Green Recreation, Tourism and Conservation Circle (Blue and Green Circle). Will the Government consider expediting the conversion of the Blue and Green Circle in the Northern Metropolis into tourism resources, and providing ancillary services as appropriate in the neighbouring areas to promote the tourism development of the Northern Metropolis? If yes, what are the details and estimate? If no, what are the reasons?
2. At present, most of the roads in the Blue and Green Circle are too narrow for passage of coaches and parking in the vicinity. Will the Government consider widening the entry and exit junctions at the attractions of the Northern Metropolis to facilitate access by visitors? If yes, what are the details and estimate? If no, what are the reasons?
3. Will the Government restore the distinctive culture of traditional rural townships in the Northern Metropolis while developing green tourism? If yes, what is the urban-rural development approach and the estimated expenditure? If no, what are the reasons?
4. Will the Government consider launching characteristic tourism projects in collaboration with the Mainland? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 27)

Reply:

The Government published the Action Agenda for the Northern Metropolis (NMAA) in end-October 2023. The easternmost part of the Northern Metropolis (NM) has the potential for recreation and tourism development given its abundant natural resources as well as a number of traditional rural villages and townships there. The Government has therefore positioned this area as the Blue and Green Recreation, Tourism and Conservation Circle (Blue and Green

Circle) and as one of the 4 major zones in NM, so as to create opportunities for tourism and conservation.

Relevant bureaux and departments (B/Ds) are proactively taking forward various projects within the Blue and Green Circle, so as to make full use of the diverse tourism elements thereat, such as cultural heritage, blue-green ecology, local village history and national history. A host of measures have been implemented to attract visitors to the area and enhance their experiences, including:

- (a) In respect of Sha Tau Kok (STK), to tie in with the Second Phase Opening-up of STK launched in January 2024, the Chung Ying Street Garden has been constructed and the STK Promenade Sitting-out Area has been upgraded into the Fish Lantern Square, where scenes of the national intangible cultural heritage “STK fish-lantern dance” are displayed. Both venues are managed by the Leisure and Cultural Services Department. Besides, together with the relevant B/Ds, Tourism Commission (TC) will formulate an action plan within 2024 for fostering the establishment of the STK Cultural Tourism Zone under the principle of “low density, high quality” and through enriching its historical and cultural elements. While continuing to promote the tourism development in STK, crowd control arrangements will be maintained in the meantime to reduce the impact on the local community of around 4 000 residents;
- (b) The Robin’s Nest Country Park became the 25th country park in Hong Kong on 1 March 2024. Recreational facilities such as a hiking trail network, picnic sites and viewing points etc. will be provided within the Park. The Lin Ma Hang Lead Mine site there will be revitalised as an open museum to introduce the mining history and bat ecology there to the public. The Agriculture, Fisheries and Conservation Department (AFCD) is also collecting and compiling relevant information on the rich and diverse natural, ecological, cultural and historical resources (e.g. Hakka culture and wartime history) in Robin’s Nest and the adjacent STK area, and liaising with the local community to formulate publicity and educational programmes; and
- (c) Regarding Yan Chau Tong, coastal villages and the outlying islands, the AFCD has already set up tour routes and visitor centres at geological attractions in the Hong Kong UNESCO Global Geopark, including Lai Chi Wo, Kat O and Ap Chau, etc. It also plans to launch the Hing Chun Alliance Heritage Trail connecting Lai Chi Wo to Mui Tsz Lam and Kop Tong with explanatory boards along the way to introduce the rural culture and history. In addition, the Countryside Conservation Office under the Environment and Ecology Bureau has funded non-profit-making organisations to carry out diversified and innovative rural conservation and revitalisation projects in Lai Chi Wo and surrounding areas through the Countryside Conservation Funding Scheme. Smart rural conservation trails will also be set up in Lai Chi Wo, Mui Tsz Lam and Kuk Po to allow the public and tourists to understand the achievements of rural conservation in an interactive mode and enhance eco-tourism experience.

As regards transport facilities, the Transport Department (TD) will continue to closely monitor the traffic demand in the Blue and Green Circle and make appropriate arrangements. To tie in with the implementation of the Second Phase Opening-up of STK, TD has implemented various measures to enhance the transport facilities in STK, including introducing an express franchised bus route connecting Fanling and Sheung Shui stations, enhancing the services of 1 existing bus route and 1 existing green minibus route, as well as providing additional designated pick-up/drop-off points for coaches in the Frontier Closed Area to ensure smooth traffic flow. A new “STK - Lai Chi Wo - Ap Chau - Kat O” kaito ferry service has also been introduced to make it more convenient for locals and tourists to visit STK and the coastal villages and outlying islands nearby on the same trip. The public transport arrangements have been working well since the implementation of the opening-up plan. On the other hand, Luk Keng Road is currently designated as a prohibited zone for vehicles with gross weight of over 5.5 tonnes, public light buses (except green minibuses), buses and coaches because this road section is narrow with multiple bends. Notwithstanding this, TD issues Prohibited Zone Permits to allow coaches with 29 seats or less to travel along Luk Keng Road southbound to Bride’s Pool Road during non-peak hours on Sundays and public holidays. According to TD’s assessment, Luk Keng Road still has sufficient capacity at the moment to meet the overall traffic demand, including the demand from vehicles with Prohibited Zone Permits.

On publicity and promotion, having regard to the recent progress of opening up of STK Frontier Closed Area, TC has joined hands with the Travel Industry Council of Hong Kong (TIC) in fostering the tourism trade to organise tours to STK. Besides, the Hong Kong Tourism Board has launched a series of publicity initiatives, including setting up of a thematic portal on STK tourism and publishing posts on social media platforms, etc., to introduce the major attractions, delicacies, cultural attractions and other recommended activities in STK Frontier Closed Area, and provide tourism information on nearby islands and locations (such as Lai Chi Wo, Kat O and Ap Chau). As regards the upcoming promotion of tourism development in STK, preliminary ideas include introducing more creative tourism elements in STK (such as outdoor art installations and activities incorporating local characteristics), developing more itineraries and tourism products as well as stepping up publicity and promotion efforts in visitor source markets in due course. Specifically, TIC has launched the Government funded “Deeper into Hong Kong: Creative Itinerary Design Competition” in 2023-24. Amongst the 30 “Signature Itineraries” selected to advance to the final round of the Competition, 2 itineraries under the respective themes of “Great Green Escapes” and “Journey Through National History” are related to tourism resources in STK. The Government will continue to promote these itineraries.

The Government of the Hong Kong Special Administrative Region will also explore with the Shenzhen Municipal Government the feasibility of developing a cultural tourism zone in STK on the Hong Kong side and Shatoujiao on the Shenzhen side, so as to promote collaboration on cultural tourism in STK under the principle of “complementarity and mutual benefits”.

The above-mentioned work on tourism promotion and related publicity is undertaken by existing manpower and resources, which cannot be quantified separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB139**

**(Question Serial No. 1496)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau will continue to co-ordinate with government departments and relevant organisations on projects/initiatives/events to diversify tourism offerings. In this connection, please inform this Committee of the following:

1. What were the tourism development projects/programmes in the Northern Metropolis in the past 3 years? What were the expenditure on and manpower establishment for tourism-related publicity and marketing efforts?
2. Will the Government consider launching relevant tourism projects/activities in the Northern Metropolis to offer more tourism itineraries with local characteristics, such as historical villages, Lau Fau Shan, Sha Tau Kok and the Mirs Bay/Yan Chau Tong Eco-recreation/tourism Circle? If so, what are the details? If not, what are the reasons?
3. In the coming year, are there any initiatives or plans to enhance the competitiveness and service quality of the travel industry? What are the estimate and staff cost for the implementation of the Information Technology Development Matching Fund Scheme for Travel Agents, enhancement and promotion of the web-based tourism resource platform on Belt and Road-related countries and regions and the Greater Bay Area cities, and training for the trade?

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 28)

Reply:

As outlined in the Northern Metropolis Action Agenda (NMAA) published in end-October 2023, the Government will adopt an industry-driven approach in planning and providing land in the Northern Metropolis (NM) to promote the development of different industries. In respect of promoting tourism development, the Government will take into account tourism resources and development potentials of different parts of NM during the planning process, and provide land for improving existing infrastructures and environment.

The easternmost part of NM has the potential for recreation and tourism development given its abundant natural resources as well as a number of traditional rural villages and townships

there. The Government has therefore positioned the area as the “Blue and Green Recreation, Tourism and Conservation Circle” in the NMAA and as one of the 4 major zones in NM, so as to create opportunities for tourism and conservation. Relevant government bureaux/departments are proactively implementing a number of projects there, including the opening up of Sha Tau Kok (STK) Frontier Closed Area, Robin’s Nest Country Park, and countryside conservation and revitalisation projects under the Countryside Conservation Funding Scheme, etc.

Having regard to the recent progress of opening up of STK Frontier Closed Area, the Tourism Commission (TC) has joined hands with the Travel Industry Council of Hong Kong (TIC) in fostering the tourism trade to organise tours to STK. Besides, the Hong Kong Tourism Board (HKTB) has launched a series of publicity initiatives, including setting up of a thematic portal on STK tourism and publishing posts on social media platforms, etc., to introduce the major attractions, delicacies, cultural attractions and other recommended activities in STK Frontier Closed Area, and provide tourism information on nearby islands and locations (such as Lai Chi Wo, Kat O, and Ap Chau). Together with relevant bureaux and departments, TC will formulate an action plan within 2024 for fostering the establishment of the STK Cultural Tourism Zone, with an aim of continuing to promote the tourism development in STK under the principle of “low density, high quality” and through enriching its historical and cultural elements. While continuing to promote the tourism development in STK, crowd control arrangements will be maintained in the meantime to reduce the impact on the local community of around 4 000 residents. Preliminary ideas include introducing more creative tourism elements in STK (such as outdoor art installations and activities incorporating local characteristics), developing more itineraries and tourism products as well as stepping up publicity and promotion efforts in visitor source markets in due course. Specifically, TIC has launched the Government funded “Deeper into Hong Kong: Creative Itinerary Design Competition” in 2023-24. Amongst the 30 “Signature Itineraries” selected to advance to the final round of the Competition, 2 itineraries under the respective themes of “Great Green Escapes” and “Journey Through National History” are related to tourism resources in STK. The Government will continue to promote these itineraries.

Moreover, there are other tourism-related development opportunities in NM. For instance:

- (a) The public engagement exercise on the preliminary development proposal for Lau Fau Shan, Tsim Bei Tsui, Pak Nai area (collectively referred to as LFS) was commenced in March 2024. LFS is positioned as a digital technology hub and has the potential to develop leisure and eco-tourism. Subject to the development programmes of the extended new development area and relevant infrastructures, as well as the prevailing tourism trend, TC will explore feasible options to enhance the tourism potential of LFS seafood market at an appropriate juncture;
- (b) To further enhance the appeal of Hong Kong Wetland Park (HKWP) as a green tourism attraction, TC and the Agriculture, Fisheries and Conservation Department (AFCD) obtained approval from the Finance Committee of the Legislative Council in 2021 to upgrade the exhibition and visitor facilities in HKWP. Renewal of the thematic exhibition galleries and upgrading of facilities are currently underway. TC is also supporting AFCD in the Strategic Feasibility Study on the Development of Wetland Conservation Parks System, which is expected to be completed in the first half of 2024. AFCD will first establish the Sam Po Shue Wetland Conservation Park, of which an

area of about 10 hectares is proposed to be reserved for eco-education, eco-recreation and eco-tourism facilities; and

- (c) The Culture, Sports and Tourism Bureau will grasp the opportunities to be brought by the cultural and sports facilities to be developed in the new development areas, so as to integrate tourism with culture and sports industries for enriching the travel experiences of tourists. Amongst others, the New Territories East Cultural Centre in Fanling is expected to be completed in 2028 and will become a multi-purpose professional performance venue in the district, while the Heritage Conservation and Resource Centre in Tin Shui Wai new town is expected to be commissioned in 2028 and will serve as a platform for promoting cultural exchanges.

TC and HKTB will continue to keep in view the diverse tourism elements within NM, such as cultural heritage, blue-green ecology, local village history and national history, and launch various tourism products and projects and promote them at suitable junctures as and when various parts of NM develops, so as to further strengthen our image as a world-class tourist destination and attract more tourists. The abovementioned publicity and marketing work are undertaken by existing manpower and resources, which cannot be quantified separately.

As for measures on enhancing the competitiveness and service quality of the tourism trade:

- (a) The Government announced in the 2023 Policy Address that the Cultural and Heritage Sites Local Tour Incentive Scheme will be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc, with a view to further promoting the development of thematic tours, including tours themed on national history. CTIS was subsequently launched in January 2024;
- (b) The Government earmarked \$100 million in 2022-23 to subsidise the training and development of tourism practitioners. Among which, \$45 million was earmarked by the Travel Industry Authority for launching a three-year training subsidy scheme for practitioners of the travel trade in October 2022 to strengthen and enhance the professional standards and service quality of the travel industry;
- (c) The Government announced in the 2023-24 Budget that it will inject \$30 million into the Pilot Information Technology Development Matching Fund Scheme for Travel Agents (the Scheme) to launch a new round for a term of 2 years. The new round of the Scheme, aiming at subsidising travel agents, on a matching basis, to make use of information technology to expand their business, was launched in March 2024. Around \$2.1 million of the provision is for the manpower and administrative expenditure of the Travel Industry Council of Hong Kong (TIC), the implementation agent of the Scheme;
- (d) The Government allocated \$3 million in the 2018-19 Budget to support TIC in developing a web-based tourism resource platform about Belt and Road related countries and regions and Greater Bay Area cities. In order to encourage the travel trade to develop more thematic tourism products and enhance the competitiveness of the travel industry, the Government allocated in 2021-22 an additional \$10 million to support TIC in enhancing and promoting the platform, with a view to facilitating

business matching and further expanding source markets. Around \$1.27 million of the additional provision is for the manpower and administrative expenditure of TIC; and

- (e) The Government allocated \$4 million in 2021-22 to TIC to support enhancement of training for the travel trade and development of e-learning. The related manpower and administrative expenditure is settled by TIC through redeployment of its existing resources without involving the project funding.

- End -



**CONTROLLING OFFICER'S REPLY****CSTB140****(Question Serial No. 1499)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (6) Travel and TourismControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

As mentioned under the Matters Requiring Special Attention in 2024-25, an action plan for fostering cultural tourism in Sha Tau Kok (STK) will be formulated. Since the commencement of the Second Phase Opening-up of STK on 1 January this year (2024), initially up to 1 000 visitors per day has been allowed to visit all parts of STK except Chung Ying Street, after applying online for a Close Area Permit. With regard to the Government's plan to formulate an action plan for fostering cultural tourism in STK in the future, please inform this Committee of the following:

1. What are the number of applications submitted by visitors and the actual number of visitors each day since the commencement of the Second Phase Opening-up of STK? What is the expenditure on publicity?
2. What are the details of the timetable for the formulation of the action plan for fostering cultural tourism in STK? What are the estimated expenditure on publicity and manpower establishment?
3. In the coming year, will the Government explore the feasibility of further promoting the development of a cultural tourism zone in STK on the Hong Kong side and Shatoujiao on the Shenzhen side? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 31)Reply:

The Second Phase Opening-up of Sha Tau Kok (STK) commenced on 1 January this year. According to the statistics provided by the Security Bureau, the average number of people applying for Tourism Closed Area Permits each day and the average actual number of visitors each day as at end-February 2024 are as follows:

<b>Month of visit</b>	<b>Average number of people applying for Tourism Closed Area Permits each day</b>	<b>Average actual number of visitors each day</b>
January 2024	457	375

<b>Month of visit</b>	<b>Average number of people applying for Tourism Closed Area Permits each day</b>	<b>Average actual number of visitors each day</b>
February 2024	481	375

The Tourism Commission will, together with relevant bureaux and departments, formulate an action plan within 2024 for fostering the establishment of the STK Cultural Tourism Zone under the principle of “low density, high quality” and through enriching its historical and cultural elements. While continuing to promote the tourism development in STK, crowd control arrangements will be maintained in the meantime to reduce the impact on the local community of around 4 000 residents. Preliminary ideas include introducing more creative tourism elements in STK (such as outdoor art installations and activities incorporating local characteristics), developing more itineraries and tourism products as well as stepping up publicity and promotion efforts in source markets in due course. Specifically, the Travel Industry Council of Hong Kong has launched the Government-funded “Deeper into Hong Kong: Creative Itinerary Design Competition” in 2023-24. Amongst the 30 “Signature Itineraries” selected to advance to the final round of the Competition, 2 itineraries under the respective themes of “Great Green Escapes” and “Journey Through National History” are related to tourism resources in STK. The Government of the Hong Kong Special Administrative Region will also explore with the Shenzhen Municipal Government the feasibility of developing a cultural tourism zone in STK on the Hong Kong side and Shatoujiao on the Shenzhen side, so as to promote collaboration on cultural tourism in STK under the principle of “complementarity and mutual benefits”.

The above-mentioned work on tourism promotion in STK and related publicity is undertaken by existing manpower and resources, which cannot be quantified separately.

- End -

CSTB141

**CONTROLLING OFFICER'S REPLY****(Question Serial No. 1500)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

**Question:**

It is mentioned in the Budget Speech (paragraph 63) that the Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows every month to attract visitors and provide a better experience for them. In this connection, please inform the Committee of the following:

1. What are the number of visitors attracted to the fireworks displays and activities under the "Night Vibes Hong Kong" campaign held in 2023 and the expenditure involved? What are the actual economic benefits?
2. What are the estimated number of inbound visitors, estimated expenditure, manpower establishment and manpower expenditure of the monthly pyrotechnic shows to be held in 2024?
3. Has the Government assessed the impact that might be brought about by the frequent holding of pyrotechnic shows on the Air Pollution Index? If yes, what are the details? If no, what are the reasons?
4. Will the Government consider holding pyrotechnic and drone shows in different districts to attract visitors to those districts? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 32)

**Reply:**

To support the "Night Vibes Hong Kong" campaign launched by the Government, the Hong Kong Tourism Board (HKTB) has rolled out a number of mega events and promotions to foster a vibrant atmosphere in the city at night. Details of the mega events and promotions are as follows:

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
Promotion support for the Tai Hang	28 to 30 September 2023	The event was held during the Mid-Autumn Festival with a glowing fire	Since members of the public enjoyed the show along the activity	As the expenditure has been subsumed

Mega event/ promotion	Event/ promotion date	Details	Number of participants	Expenditure (HK\$)
Fire Dragon Dance		dragon carried by performers and dancing through the streets of Tai Hang.	route, the number of participants was not available.	under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.
Promotion of the “Hallo” Hong Kong Halloween campaign	Mid to late October 2023	Halloween-themed decorations were installed in visitor centres, MTR stations, sightseeing vehicles and various tourist attractions in town, inviting visitors and locals to enjoy the festive ambience while showing the world Hong Kong’s unique festive charm.	Not applicable	As the expenditure has been subsumed under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.
Hong Kong Wine & Dine Festival and Taste Around Town	26 to 29 October 2023 (Hong Kong Wine & Dine Festival) and 1 to 30 November (Taste Around Town)	<p>Hong Kong Wine &amp; Dine Festival: The event was held at the Central Harbourfront Event Space with about 300 wine and food stalls.</p> <p>Taste Around Town: HKTB collaborated with nearly 400 restaurants and bars in town for rolling out a series of the culinary events and special offers offered by key wine districts and restaurants.</p>	Around 140 000	Around 79 million
“Hong Kong Night Treats” dining vouchers	November 2023 to March 2024	In November 2023, HKTB started to distribute 1 million \$100 “Hong Kong	1.2 million	Around 24 million

Mega event/ promotion	Event/ promotion date	Details	Number of participants	Expenditure (HK\$)
		<p>Night Treats for Visitors” dining vouchers to visitors to encourage them to consume in participating bars and Quality Tourism Services Scheme-accredited restaurants after 6 p.m.</p> <p>In addition, HKTb distributed a total of 200 000 “Hong Kong Night Treats for Locals” dining vouchers in two batches from December 2023 to encourage local consumption and create continuous business opportunities for the catering industry, thereby stimulating the economy.</p>		
Hong Kong Night Bus Tour visitor-exclusive offer	November 2023 to January 2024	HKTb launched an offer for visitors to enjoy a night tour of Hong Kong on an open-top bus. For only \$20, visitors could travel on one of the 3 designated routes and explore famous attractions and landmarks on Hong Kong Island and in Kowloon at night while enjoying the fascinating night view of Hong Kong.	Around 50 000	Around 2 million
Hong Kong WinterFest	24 November 2023 to 1 January 2024	A 20-metre-tall giant Christmas tree and a Christmas Town	Around 1.2 million	Around 35 million

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
		were set up in the West Kowloon Cultural District with Santa Claus spreading festive joy in the Christmas Cabin during Christmas. “Winter Harbourfront Pyrotechnic” shows were also staged to enhance the festive atmosphere.		
Brand-new Temple Street promotion	From mid-December 2023 onwards (for 6 months)	HKTB has given new momentum to Temple Street through “A taste of Temple Street” and “Captivating street decor”. With food markets, arts installations, distinctive signposts and light projections, visitors and locals are enticed to discover local authentic experiences.	Around 1.2 million (as at early March 2024)	As the expenditure has been subsumed under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.
Hong Kong New Year Countdown Celebrations	31 December 2023 to 1 January 2024	A 12-minute fireworks musical was held at the Victoria Harbour.	Around 480 000	Around 29 million
Hong Kong International Chinese New Year Night Parade and promotion of Lunar New Year celebratory activities	10 February 2024 and during Lunar New Year	The Hong Kong International Chinese New Year Night Parade stretched from the Hong Kong Cultural Centre to Tsim Sha Tsui on the first night of Chinese New Year. After the parade, the floats were displayed at the Urban Council	Since members of the public enjoyed the show along the parade route, the number of participants was not available.	Around 62 million

Mega event/ promotion	Event/ promotion date	Details	Number of participants	Expenditure (HK\$)
		Centenary Garden in Tsim Sha Tsui.  Other festive happenings throughout the Chinese New Year, such as the Lunar New Year Fireworks Display and the Chinese New Year Cup were also recommended to visitors.		

Through the “Night Vibes Hong Kong” campaign, the Government aims to provide more choices of night-time activities in Hong Kong for participation by locals and visitors according to their interest while enjoying the vibrancy of Hong Kong at night. The Government has not made any specific estimation of the number of additional visitors and extra economic benefits that the “Night Vibes Hong Kong” campaign may bring to Hong Kong.

The Tourism Commission is working with HKTB to revamp “A Symphony of Lights” light and sound show (SoL) with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits. As the shows are still under planning, it is difficult to estimate the footfall at the moment.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

As shown from past air quality monitoring data, the impacts posed by pyrotechnics held during important festive and celebratory occasions on Hong Kong’s overall air quality were minimal, as the shows were small in scale and short in duration. In addition to maintaining communication with HKTB, the Environmental Protection Department will continue to collect meteorological data, monitor in real time the air quality of various districts in Hong Kong through its air quality monitoring network, and release the relevant Air Quality Health

Index through its online platforms, so as to keep the public up to date with the latest air quality information.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB142**

**(Question Serial No. 1505)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has mentioned that it will continue to work with the tourism sector, the Hong Kong Tourism Board (HKTB) and relevant government departments to strengthen the appeal of green tourism in Hong Kong. In this connection, please inform this Committee of the following:

1. What are the manpower establishment and provision earmarked for the development of supporting transport infrastructure and services in the vicinity of tourist attractions in the coming financial year?
2. Will the Government consider providing free coach services at specific times to attract sightseeing visitors? If yes, what is the estimate concerned? If no, what are the reasons?
3. What are the details of the operation of HKTB's website and the number of visits it has recorded? How often is the event information updated? What is the operating cost?
4. How many major events did the Government launch in 2023 after the epidemic ended? Did the Government compile statistics on the visitor flow of each event? What were the estimated direct economic benefits brought by the events and the costs of organising the events? Did the direct economic benefits offset the costs of organising the events?

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 45)

Reply:

The Tourism Commission (TC) has been working with the tourism sector, the Hong Kong Tourism Board (HKTB) and relevant government departments in enhancing the supporting facilities at tourist attractions, including transportation services, signage, visitor facilities, etc. Examples include enhancing tourism supporting facilities of hiking trails, upgrading the facilities in the Hong Kong Wetland Park, and planning for developing a green tourism hub at Pak Tam Chung. As the work is absorbed by the manpower establishment of TC, it is difficult to quantify the manpower concerned separately.

At present, visitors can access various attractions in Hong Kong by different means via the well-developed public transport network. Information on transportation has also been

uploaded to HKTB's website to facilitate searching by visitors and members of the public. Public transport operators are welcome to offer travel packages or fare concessions for visitors to facilitate their sightseeing and tour in Hong Kong.

In addition, HKTB disseminates information about hundreds of events of different scales at its website all the year round and keeps the information updated in a timely manner. Its website recorded over 25 million page views in 2023.

In 2023-24, TC and HKTB organised a total of 9 mega events and activities. The relevant information is set out in the table below:

<b>Event/activity</b>	<b>Event/activity date</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
Hong Kong International Dragon Boat Races	24 to 25 June 2023	Around 120 000	Around 16 million
Harbour Chill Carnival	8 July to 6 August 2023 (on Saturday and Sunday nights)	Around 200 000	Around 56 million
Design District Hong Kong (#ddHK) (*)	18 August to 9 October 2023	Around 390 000	Around 16.95 million
Hong Kong Cyclothon	22 October 2023	Around 32 000	Around 35 million
Hong Kong Wine & Dine Festival and Taste Around Town	26 to 29 October 2023 (Hong Kong Wine & Dine Festival) and 1 to 30 November 2023 (Taste Around Town)	Around 140 000	Around 79 million
Sai Kung Hoi Arts Festival 2023 (*)	15 November 2023 to 14 January 2024	Close to 78 000	The funding provision for the project is \$40 million for 3 years (2022-2024). The actual total expenses incurred will be confirmed upon completion of the project.
Hong Kong WinterFest	24 November 2023 to 1 January 2024	Around 1 200 000	Around 35 million
Hong Kong New Year Countdown Celebrations	31 December 2023 to 1 January 2024	Around 480 000	Around 29 million
Hong Kong International Chinese New Year Night Parade and promotion of Lunar New Year celebratory activities	10 February 2024 and during Lunar New Year	Since members of the public enjoyed the show along the parade route, the number of	Around 62 million

		participants was not available.	
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(\* ) Organised by TC

TC and HKTB will, having regard to the nature of an event, set various indicators, such as the total number of participants, publicity value, satisfaction of participants, number of page views on the website, number of people reached on social media, etc. to assess its effectiveness. As the expenditure on the above events and activities has been subsumed under the overall budget for TC and HKTB, it is difficult to quantify it separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB143**

**(Question Serial No. 1610)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

For the 15th National Games (NG) held in 2025 mentioned in paragraph 58 of the Budget Speech, Hong Kong is one of the host cities. Will the Government inform this Committee:

1. of the expenditure and staff establishment involved in the preparatory work for NG;
2. of the estimated economic benefits of NG expected to bring to Hong Kong;
3. whether the Government has any plans to organise NG-related peripheral activities?

Asked by: Hon LEE Hoey Simon (LegCo internal reference no.: 1)

Reply:

1. The National Games Coordination Office (Hong Kong) ("NGCO") has earmarked around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

2. & 3. NGCO is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao on the various arrangements including event management, publicity and promotional activities, ticketing, etc., and will announce the details in due course. We aim to attract spectators from Hong Kong, the Mainland and around the world.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB144**

**(Question Serial No. 1629)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will organise the Hong Kong Fashion Design Week (Fashion Week) annually from 2024 onwards. It is the Government's vision to turn the Fashion Week into an Asian fashion design mega event, thereby introducing Hong Kong's fashion design brands internationally. In this regard, please inform this Committee of the following:

1. What measures the Administration have taken to support the development of Hong Kong's fashion design industry over the past 5 years? What is the effectiveness of the measures?
2. Will the Administration have any plans to step up its support to Hong Kong's fashion design industry?

Asked by: Hon LEE Hoey Simon (LegCo internal reference no.: 20)

Reply:

1. The Government provides funding support mainly through the CreateSmart Initiative (CSI) to projects that promote local fashion design, thereby facilitating Hong Kong fashion designers' participation in or hosting of events locally, in the Greater Bay Area (GBA) and overseas. In the past 5 years, CSI has approved a total of 50 projects, with funding amount of around \$422 million. Details of these projects are listed in the **Appendix**. The projects cover the Government's strategic foci in promoting the development of creative industries, including: (i) nurturing talent and facilitating start-ups; (ii) exploring markets; (iii) promoting cross-sectoral and cross-genre collaboration; and (iv) promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community.

Over the past 5 years, the Government has supported the development of the local fashion design industry by funding a wide range of fashion projects with remarkable results. Examples include funding the industry to lead over 30 local emerging designer brands to the Paris Fashion Week, organising fashion shows and exhibitions in the GBA to promote about 30 local designer brands, supporting 12 fashion designers to launch

digital fashion in local and overseas fashion weeks, arranging for about 60 fashion industry practitioners to participate in masterclasses to enhance bespoke tailoring techniques and establishing a sample making centre, which has produced nearly 3 000 samples as of now, etc.

Besides, Create Hong Kong (CreateHK) has been providing funding support to the Hong Kong Design Centre (HKDC) for the implementation of the Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP). The 2 programmes have admitted 30 and 20 fashion design companies respectively in the past 5 years. After the two-year incubation period, HKDC will keep close contact with the graduated incubatees to follow up on their development, including interacting on social media and inviting them to continuously participate in various exchange and promotional activities, such as the Fashion Challenges Forum and the 10 Asian Designers to Watch Exhibition, with a view to deepening their understanding of the development of the design industry and furthering their exchange with industry players while helping them enhance their profile and expand business network. HKDC will also compile statistics on the sustainability rates of start-ups for 2 years after the incubation period. As at end-February 2024, the percentages of graduated incubatees under DIP and FIP which are still operating 2 years after the incubation period are around 93.8% and 80% respectively.

2. The Government plans to organise the Hong Kong Fashion Design Week (Fashion Week) by consolidating fashion design events currently held in different times, injecting new elements and adding affiliate activities as appropriate from 2024 onwards. By coordinating promotions and content of the events, we aim to enhance synergies and establish the Fashion Week as a flagship initiative for Hong Kong's cultural, creative and tourism industries, fostering the development of the fashion design industry while boosting the local economy, retail and tourism sectors. Also, CSI will continue to provide funding support to locally registered institutions/organisations that meet the objectives and eligibility criteria of CSI to implement fashion design projects to further promote the development of Hong Kong's fashion design industry.

- End -

**Fashion Design Projects Funded by CSI from 2019-20 to 2023-24**  
**(As at end-February 2024)**

	<b>Project Title</b>	<b>Participating Organisation</b>	<b>Funding Amount (\$)</b>
<b>Funded Projects in 2019-20</b>			
1.	Fashion Promotion Coinciding with CENTRESTAGE 2019	Hong Kong Trade Development Council	9,456,500
2.	Fashion Hong Kong Series	Hong Kong Trade Development Council	6,530,000
3.	Fashion Summit (HK) - 2019	Clothing Industry Training Authority	2,297,575
4.	Wear Dance	The Hong Kong Ballet Limited	3,301,575
5.	HKFG Paris SS20	Fashion Farm Foundation Limited	5,571,740
6.	The Redress Design Award 2020	ReDress Limited	4,468,140
7.	JUXTAPOSED 2020	Hong Kong Fashion Designers Association Limited	8,737,150
8.	Hong Kong Denim Festival – Denim Tomorrow: Revolutionise Denim with Innovative Strategies to Boost Creative Start Ups	Vocational Training Council	3,582,740
9.	FFFRIDAY 2019/2020	Fashion Farm Foundation Limited	3,950,000
10.	HKFG Paris AW20	Fashion Farm Foundation Limited	5,454,740
11.	Fashion Asia Hong Kong 2019	Hong Kong Design Centre	12,593,100
<b>Funded Projects in 2020-21</b>			
1.	Fashion Summit (Hong Kong) 2020- 2021	Clothing Industry Training Authority	6,113,200
2.	Fashion Promotion Coinciding with CENTRESTAGE 2020	Hong Kong Trade Development Council	4,148,000
3.	HKFG Paris SS21	Fashion Farm Foundation Limited	5,626,740
4.	The Redress Design Award 2021	ReDress Limited	4,449,772
5.	Fashion Promotion Coinciding with CENTRESTAGE 2021	Hong Kong Trade Development Council	9,826,400
6.	Fashion Asia Hong Kong 2020	Hong Kong Design Centre	10,545,798
7.	Fashion Incubation Programme (Phase II)	Hong Kong Design Centre	18,280,000

	<b>Project Title</b>	<b>Participating Organisation</b>	<b>Funding Amount (\$)</b>
<b>Funded Projects in 2021-22</b>			
1.	Fashion Atelier Certificate Programme: London Savile Row Academy in Hong Kong	Hong Kong Fashion Designers Association Limited	2,536,220
2.	HKFG Paris SS22	Fashion Farm Foundation Limited	3,855,400
3.	The Redress Design Award 2022	ReDress Limited	4,807,965
4.	FASHION FORWARD GBA 2022	Fashion Farm Foundation Limited	7,080,400
5.	HKFG AW22	Fashion Farm Foundation Limited	5,856,300
6.	JUXTAPOSED 2022	Hong Kong Fashion Designers Association Limited	9,774,000
7.	Fashion Asia Hong Kong 2021	Hong Kong Design Centre	13,506,099
<b>Funded Projects in 2022-23</b>			
1.	FabriX - Digital Fashion 2022	PMQ Management Company Limited	7,668,000
2.	Establishing a Sample Development Centre for Hong Kong Fashion Designers – Phase II	Clothing Industry Training Authority	9,970,140
3.	Fashion Summit (Hong Kong) 2022 - 2023	Clothing Industry Training Authority	5,821,500
4.	Fashion Promotion Coinciding with CENTRESTAGE 2022	Hong Kong Trade Development Council	9,909,000
5.	Fashion X AI: 2022-2023 International Salon	Laboratory for Artificial Intelligence in Design Limited	7,406,440
6.	HKFG SS23	Fashion Farm Foundation Limited	6,168,000
7.	The Redress Design Award 2023	ReDress Limited	4,948,600
8.	GBA: Fashion Fusion 2023	Fashion Farm Foundation Limited	7,488,000
9.	HKFG AW23	Fashion Farm Foundation Limited	6,410,120
10.	Fashion Asia Hong Kong 2022	Hong Kong Design Centre	6,323,024
<b>Funded Projects in 2023-24</b>			
1.	JUXTAPOSED 2023	Hong Kong Fashion Designers Association Limited	9,966,675
2.	Hong Kong Denim Festival 2023-2024 - Denim Frontiers - Fostering Global Denim Cultural Exchange and Collaboration	Vocational Training Council	7,462,549



	<b>Project Title</b>	<b>Participating Organisation</b>	<b>Funding Amount (\$)</b>
3.	Promotion of Digital Fashion in London & Paris Fashion Week	PMQ Management Company Limited	8,617,000
4.	Young Knitwear Designers' Contest	Knitwear Innovation and Design Society Limited	3,532,800
5.	HKFG SS24	Fashion Farm Foundation Limited	6,464,474
6.	InterVision Fashion Flow 2023	Hong Kong Fashion Designers Association Limited	9,714,325
7.	Fashion X AI 2024-2025: Culture and Future Mode	Laboratory for Artificial Intelligence in Design Limited	9,743,930
8.	Redress Design Award 2024	ReDress Limited	5,094,718.4
9.	GBA: FASHION FUSION 2024	Fashion Farm Foundation Limited	7,645,000
10.	A Fashion Designers Reality Show - Amazing Cut	Textile Council of Hong Kong Limited	9,360,000
11.	HKFG AW24	Fashion Farm Foundation Limited	6,822,320
12.	Promotion of Digital Fashion in COMPLEXCON HONG KONG	PMQ Management Company Limited	6,419,000
13.	Fashion Promotion Coinciding with CENTRESTAGE 2023	Hong Kong Trade Development Council	11,000,000
14.	Fashion Asia Hong Kong 2023	Hong Kong Design Centre	6,865,000
15.	Sham Shui Po Design and Fashion Project 2023-24	Hong Kong Design Centre	68,700,000

**CONTROLLING OFFICER'S REPLY**

**CSTB145**

**(Question Serial No. 2535)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

This year, for the first time, the Culture, Sports and Tourism Bureau launched “Art March” as a brand to promote multiple events organised, funded, or supported by the Government, and made arrangements such as distributing free ice-cream to help promote “Art March 2024”. In this connection, will the Government inform this Committee of the following:

- (1) What are the name, organiser and estimated expenditure of and the amount of government funding granted to each programme under the “Art March 2024”?
- (2) Does the Government plan to continue to promote “Art March” as a brand next year and in the years to come? If so, what are the details? If not, what are the reasons?
- (3) What is the estimated expenditure on distributing free ice-cream?
- (4) How did the Government come up with the conclusion that free distribution of ice-cream could help promote arts? What were the indicators adopted?
- (5) Can the effectiveness of promoting arts through distributing free ice-cream be quantified? If so, what are the details? If not, what are the reasons?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 3)

Reply:

Details of the programmes under “Art March 2024” are at **Annex I**.

This year, for the first time, the Culture, Sports and Tourism Bureau (CSTB) launched “Art March” as a brand to promote multiple events organised, funded, or supported by the Government, with an aim of pulling together the efforts of the arts and cultural sectors to enrich the ambience of mega arts and cultural events in Hong Kong and give locals and visitors a deeper impression on the artistic vibe of Hong Kong during March every year. Various promotional campaigns, such as free ice cream distribution, tram rides and Star Ferry rides, were arranged by CSTB at different times in March to help and step up promoting “Art March” and its programmes, with an aim of encouraging locals and visitors to take part in the programmes and enjoy the feast of arts and culture. The promotional effect of the “Art March” as a brand was satisfactory and was well-received amongst locals and visitors. Not

only did some organisations leverage “Art March” and carry out promotion work on their own initiative, but locals and visitors also directly participated in and benefitted from the event. The direct expenditure on distributing free ice-cream (for 5 days) to promote the “Art March” was about \$967,000.

- End -

**Details of programmes under “Art March 2024”**

<b>Name of programme</b>	<b>Organiser</b>	<b>Amount of funding provided by the CSTB/ Leisure and Cultural Services Department/ Create Hong Kong</b>	<b>Estimated expenditure</b>
The 52nd Hong Kong Arts Festival	Hong Kong Arts Festival Society	\$49,300,000	Not available
Entertainment Expo 2024	Hong Kong Trade Development Council	\$1,404,000 <sup>+</sup>	Not available
Hong Kong International Film and TV Market	Hong Kong Trade Development Council	Not applicable	Not available
The 17th Asian Film Awards	Asian Film Awards Academy	\$9,910,500	Not available
Hong Kong Flower Show 2024	Leisure and Cultural Services Department	Not applicable	\$54,000,000
A Path to Glory - Jin Yong's Centennial Memorial, Sculpted by Ren Zhe	Leisure and Cultural Services Department	Not applicable	\$2,600,000
A Path to Glory - Jin Yong's Centennial Memorial • The World of Wuxia	Pottinger 22 Limited	\$15,000,000*	Not available
Wu Guanzhong Art Sponsorship Thematic Exhibition Series	Leisure and Cultural Services Department	Not applicable	\$4,150,000 <sup>#</sup>
ComplexCon Hong Kong 2024	Complex Chinese	\$15,000,000*	Not available
Art@Harbour 2024	Leisure and Cultural Services Department	Not applicable	\$50,000,000
Voyage with Van Gogh (an “Art@Harbour 2024” project)	First Initiative Foundation	\$11,800,000*	Not available
Hong Kong International Cultural Summit 2024	West Kowloon Cultural District Authority	\$10,000,000	Not available

<sup>#</sup> Including sponsorship.

<b>Name of programme</b>	<b>Organiser</b>	<b>Amount of funding provided by the CSTB/ Leisure and Cultural Services Department/ Create Hong Kong</b>	<b>Estimated expenditure</b>
Art Basel Hong Kong 2024	Art Basel	\$15,000,000*	Not available
Art Central 2024	Art Central	\$11,000,000*	Not available
The 48th Hong Kong International Film Festival	Hong Kong International Film Festival Society	\$13,030,000	Not available

\* The programme concerned is funded under the Mega Arts and Cultural Events Fund. The figure shown is the approved funding ceiling. The actual grant amount will only be finalised upon the submission of audit report from the grantee after the event.

+ The amount is for the promotional expenses for the Entertainment Expo Hong Kong. Hong Kong International Film and TV Market is one of the programmes under the Entertainment Expo.

We do not have the information on funding amounts provided by other government departments or organisations (if applicable).

**CONTROLLING OFFICER'S REPLY**

**CSTB146**

**(Question Serial No. 2544)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Following the Government's launch of the "Hello Hong Kong" large-scale global promotional campaign in February last year, the Hong Kong Tourism Board (HKTB) has rolled out a series of promotions and sought participation from key opinion leaders (KOLs) in quite a number of these promotions, such as asking KOLs to shoot short videos to share their travel experiences in Hong Kong, inviting KOLs from around the world to visit Hong Kong's brand-new tourist spots in person, and arranging bloggers with a large fans base on platforms such as Douyin, Xiaohongshu and Weibo, to experience a world-class tour of arts and culture in Hong Kong. In this connection, will the Government inform this Committee of the following:

- (1) The expenditure involved in inviting KOLs to shoot short videos for introducing their travel experiences in Hong Kong;
- (2) The names of the KOLs who visited Hong Kong's brand-new tourist spots in person, regions where they come from, tourist spots visited, and expenditure involved;
- (3) The names of the bloggers who experienced a world-class tour of arts and culture in Hong Kong, platforms which they use, details of the art and cultural tour, and expenditure involved; and
- (4) Whether HKTB has evaluated the effectiveness of inviting KOLs to promote Hong Kong's tourism? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 12)

Reply:

With Hong Kong's tourism doors fully opened in early last year, the "Hello Hong Kong" large-scale global promotional campaign was kick-started in February 2023, and HKTB rolled out a series of promotions to send a welcoming message to the world and entice visitors to come experience first-hand Hong Kong's diverse appeal and that Hong Kong has returned to normalcy. The campaign has met with positive feedback.

In 2023, HKTB invited over 350 KOLs from the Mainland, Korea, Japan, Taiwan, Southeast Asia, India, the United States, the United Kingdom, Canada and Spain to visit Hong Kong on tailor-made thematic itineraries, with a view to showcasing Hong Kong’s diverse tourism appeal and telling good stories of Hong Kong.

When identifying the KOLs to be invited, HKTB will consider factors such as the size of their fanbase, social media posts engagement rate, his/her professional status and image, and whether they tie in with the target source markets and marketing strategies. Examples of KOLs invited by HKTB last year are as follows:

<b>Name of KOL</b>	<b>Number of followers</b>
Beautiful Destinations	33.2 million
Evan Tan	15.0 million
Jung Hae-in	11.3 million
Fiona Sit	11.1 million
Justin Schmidt	10.3 million
Fei Qi-ming (費啟鳴)	10.0 million
Yesung	9.2 million
Benson Boone	8.2 million
Emi Wong	7.7 million
Paik Jong-won	6.3 million
Song Ji-hyo	5.0 million

Taking the Mainland as an example, more Mainland visitors are now exploring their travel destinations according to recommendations online. For instance, they look for photo spots according to KOLs’ sharing, or pursue experiences on Hong Kong’s nature or arts and culture. Since travel resumed last year, Hong Kong has topped Xiaohongshu’s destination list for outbound travel, indicating that Hong Kong as an outbound destination remains the first choice of the majority of Mainland travellers. In the first half of 2023, HKTB partnered with Xiaohongshu for rolling out the “Hong Kong Time Travel Machine” and “Arts in Hong Kong Together” projects, generating 200 million exposure for Hong Kong tourism. In September 2023, HKTB and Xiaohongshu jointly presented the “Hong Kong Guide to Citywalk” online, introducing five itineraries with Hong Kong characteristics, covering popular photo spots and major festive celebrations in town, to Mainland travellers. In addition, HKTB also leveraged the Temple Street promotion to invite a group of Xiaohongshu bloggers to explore the Street where tradition and modernity meets, capitalising on their massive follower network to showcase Hong Kong’s unique, time-tested local culture.

HKTB also invited bloggers and “uploaders” with a large number of fans on social media platforms such as Xiaohongshu, Douyin, Weibo and Bilibili to visit Hong Kong for “seeing is believing” and on tailor-made thematic itineraries to explore the city, with a view to creating word-of-mouth for Hong Kong tourism with their online influence.

In May 2023, HKTB invited more than 100 Xiaohongshu bloggers with a large fan base to come to Hong Kong and specifically designed 5 itineraries themed on arts and culture, outdoor exploration, family fun, gourmet food and fine wine, and shopping and entertainment, for them to experience the authentic Hong Kong and various characteristic activities. The itinerary under the theme of arts and culture covers attractions including M+, Hong Kong Palace Museum, Tai Kwun, PMQ, Central Market, the Mills, Pottinger Street and Hollywood

Road, allowing bloggers to experience arts and culture in a brand-new way, visit revitalised buildings in Old Town Central, and explore filming locations in the city.

HKTB also supported Bilibili in launching a video production campaign on the new experience in Hong Kong targeting the young travellers (青年新旅行、港風新體驗). Bilibili “uploaders” took photos at the filming locations of *In the Mood for Love*, a classic Hong Kong movie, and visited famous Hong Kong landmarks such as the Yau Ma Tei Police Station and the Mills to experience the authentic Hong Kong culture.

Besides, HKTB invited Paik Jong-won, a celebrity Korean chef with 5.7 million subscribers on YouTube, to visit Hong Kong and taste our culinary delights , with a view to promoting our reputation as a “food paradise”.

Since the aforesaid promotional work has been subsumed under HKTB’s promotion efforts in various areas, it is difficult to quantify the relevant expenditure separately. HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB147**

**(Question Serial No. 2564)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated by the Administration, the Mega Arts and Cultural Events (ACE) Fund is expected to support about 4 events each year to attract 100 000 participants. In this regard, please inform this Committee of:

(1) the number of applications related to major arts and cultural events planned for 2023 received under the Pilot Scheme for Mega ACE Fund and the number of applications finally approved;

(2) the title of approved major arts and cultural events planned for 2023 under the Pilot Scheme for Mega ACE Fund, grant amount and number of participants;

(3) the number of applications related to major arts and cultural events planned for 2024 received under the Mega ACE Fund and the number of applications finally approved;

(4) the title of approved major arts and cultural events planned for 2024 under the Mega ACE Fund, grant amount and estimated number of participants;

(5) the list of members of the Mega ACE Committee involved in the discussions and decisions regarding the application of Chinese Kungfu x Dance Carnival;

(6) the number of declarations made by members of the Mega ACE Committee of a direct or indirect relationship to the applications under vetting and the projects involved since the establishment of the Mega ACE Fund;

(7) the number of declarations made by each of the experts, professionals, experienced practitioners and academics of the arts and cultural sector as well as the creative industries, who had been invited to give advice, of a direct or indirect relationship to the applications and the projects involved since the establishment of the Mega ACE Fund.

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 32)

Reply:

The 2022 Policy Address announced the setting up of the Mega ACE Fund to provide incentives for organisers of large-scale arts and cultural events so as to attract and support international and mega arts and cultural events to be staged in Hong Kong, with a view to further developing Hong Kong into an arts and cultural hub. To expedite the work, the Culture, Sports and Tourism Bureau first launched the Pilot Scheme for Mega ACE Fund in end-2022 to accept applications of mega arts and cultural events planned for 2023 while the Mega ACE Committee was being set up.

Subsequently, the Mega ACE Fund was formally open for applications in April 2023. About 35 applications (including those received under the Pilot Scheme) have been received so far. As of March 2024, 15 event applications (including 4 events under the Pilot Scheme) have been approved. Details of the approved projects are as follows:

<b>Title of Event</b>	<b>Approved Funding Ceiling (HK\$)**</b>	<b>Event Date</b>	<b>Number of Participants*</b>
Art Basel Hong Kong 2023 #	15,000,000	21-25 March 2023	85 990
Art Central 2023 #	3,540,000	21-25 March 2023	40 000
“Madame Song: Pioneering Art and Fashion in China” #	8,000,000	29 July 2023 to 14 April 2024	about 155 000^@
Freespace Jazz Fest 2023	8,000,000	3-8 and 26 October 2023	about 9 000@
INK ASIA 2023	15,000,000	4-8 October 2023	about 33 000@ (the fair)  about 100 000@ (other side programmes)
“Botticelli to Van Gogh: Masterpieces from the National Gallery, London” #	15,000,000	22 November 2023 to 11 April 2024	about 218 000^@
Chubby Hearts Hong Kong	7,785,000	14-24 February 2024	about 731 000@
A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia	15,000,000	15 March to 2 July 2024	about 100 000^@
ComplexCon Hong Kong 2024	15,000,000	22-24 March 2024	about 32 000@

<b>Title of Event</b>	<b>Approved Funding Ceiling (HK\$)**</b>	<b>Event Date</b>	<b>Number of Participants*</b>
Art Basel Hong Kong 2024	15,000,000	26-30 March 2024	about 75 000@ (the fair)
Art Central 2024	11,000,000	27-31 March 2204	about 41 000@
Voyage with Van Gogh	11,800,000	28 March to 31 May 2024	about 800 000^ (estimate)
Chinese Kungfu x Dance Carnival	14,686,070	9-14 July 2024	about 30 000 (estimate)

\* As of 31 March 2024

^ Ongoing event

@ Actual number of participants to be finalised upon the submission of audited report by the organiser

# Approved under the Pilot Scheme

\*\* Actual grant amount to be finalised upon the submission of audited report by the grantee after the event

In addition to the aforementioned events, several other events to be held in 2024 are also supported by Mega ACE Fund, with a funding ceiling of about \$37.21 million in total. Details of these events will be announced in due course to tie in with the promotional plans of the organisers.

The Mega ACE Committee, comprising leaders of the arts and cultural as well as other sectors, is an advisory body of the Government. It is tasked to advise the Government on the strategies to attract mega arts and cultural events to be held in Hong Kong as well as the operation of the Mega ACE Fund; and assess applications under the Mega ACE Fund for the Government's approval. The Mega ACE Committee is fully committed to the principles of integrity, honesty, fairness and impartiality. All members (including the Chairman and Vice Chairman) are required to strictly observe the requirement on declaration of interests in accordance with the established mechanism and such requirement has been duly complied with in the handling of all previous applications.

Relevant government departments such as the Leisure and Cultural Services Department, the Tourism Commission and the Create Hong Kong have been consulted in the course of vetting the previous applications for Mega ACE Fund. So far, there is no need to seek advice from experts or other professionals on the applications.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB148**

**(Question Serial No. 2565)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated by the Administration in 2020, when the Major Sports Events Committee receives an application for “M” Mark event, the convenor of its vetting panel will hold a meeting made up of 5 members including the convenor, an official from the Administration, and 3 other members. The vetting panel will vet and score each application for “M” Mark event. In this connection, will the Government inform this Committee of:

- (1) the 5 members who approved the TATLER XFEST Hong Kong: Hong Kong Team vs Inter Miami CF, which was once awarded “M” Mark status, a matching grant of \$15 million and a grant for venue of \$1 million;
- (2) the number of meetings the vetting panel held to vet the application for the match;
- (3) the duration of each meeting held by the vetting panel for such purpose; and
- (4) the score awarded by the vetting panel in each item of the scoring chart for the match?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 33)

Reply:

(1)-(4) The Government is always committed to promoting Hong Kong as a centre for major international sports events. With the launch of the “M” Mark System in 2004, it supports the staging of such events in Hong Kong by providing matching fund and direct grants with a view to fostering the culture of corporate sponsorship for sports events and providing organisers with more resources to enhance the scale and standard of major sports activities, thereby further promoting the development of sports.

The Vetting Panel under the Major Sports Events Committee (MSEC), being responsible for monitoring the vetting process of “M” Mark event applications, vets each application according to established mechanisms and makes recommendations to MSEC. All applications for “M” Mark events must be scored according to the criteria. Only those with a qualifying score of 80 points (out of a total of 100 points) are eligible for application. The criteria for an exhibition match include player line-up/team strength, financial viability, media

coverage and marketing plan, community appeal and social benefits, sports development impact, capability as well as technical and administrative quality of the organiser and so on. The MSEC Vetting Panel convened a meeting on the morning of 19 December 2023 to vet applications for 3 “M” Mark events, including the application for the TATLER XFEST Hong Kong: Hong Kong Team vs Inter Miami CF. The 5 members in attendance that day included the convener (Mr Wilfred NG), 3 members (Mr Arnold CHUNG, Ms Fenella NG and Mr William SHUM) and 1 representative from the Leisure and Cultural Services Department (Ms Camay LEE). The vetting process was about 1 hour and the application for the exhibition match attained a qualifying score.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB149**

**(Question Serial No. 2566)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There are currently 2 cruise terminals in Hong Kong, one of which is the Kai Tak Cruise Terminal (KTCT), which was built by the Government and has been handed over to a terminal operator for operation. In this connection, will the Government inform this Committee of the following:

- (1) The numbers of ship calls and cruise passenger throughput in Hong Kong as a whole and the per capita spending of cruise passengers in Hong Kong in each of the past 5 years;
- (2) Has the Government kept statistics on the number of ship calls and cruise passenger throughput of KTCT and the per capital spending of cruise passengers disembarked at KTCT in Hong Kong? If yes, what are the details in the past 5 years?
- (3) Has the Government kept statistics on the number of people and different types of public transport vehicles travelling to and from KTCT? If yes, what are the details in the past 5 years?
- (4) What is the estimated number of cruise ship visits in Hong Kong this year? How many of those visiting cruise ships will berth at KTCT?
- (5) What are the percentages of leased floor area of the ancillary commercial area, and the numbers of merchants occupying the ancillary commercial areas in each of the past 5 years?
- (6) When unsatisfactory situation of transport services arose at KTCT on 5 August 2023, the Government immediate undertook high-level intervention and implemented traffic enhancement measures during the period from 9 to 20 August 2023, incurring a total expenditure of around \$590,000. What was the arrangement for the expenditure involved?

Asked by: Hon LAM So-wai (LegCo internal reference no.: 30)

Reply:

There are currently 2 cruise terminals in Hong Kong. The Kai Tak Cruise Terminal (KTCT) was built by the Government and is managed by a terminal operator under commercial principles, while the Ocean Terminal (OT) is a private facility. In addition, a handful of cruises opted to berth at other terminals and anchorages in the past.

The numbers of ship calls in Hong Kong (including KTCT, OT and other berthing facilities), cruise passenger throughputs and cruise passenger spending per capita in Hong Kong in the past 5 years are as follows –

Year <sup>#</sup>	Number of ship calls	Cruise passenger throughput	Spending per capita*	
			Cruise passenger embarking or disembarking in Hong Kong	Transit cruise passenger
2019	218	903 060	\$3,610	\$1,026
2020	25	103 444	No surveys conducted due to the pandemic	
2021	84	253 017		
2022	4	11 843		
2023	164	475 772	\$2,929	\$1,400

# Immigration services for cruise travellers had been suspended by the Government since 5 February 2020 due to the pandemic. “Cruise-to-nowhere” itineraries were allowed to operate in KTCT in the period from 30 July 2021 to 6 January 2022. Immigration services at OT and KTCT had been resumed on 18 January 2023 and 8 March 2023 respectively.

\* Spending per capita of cruise passengers is calculated by aggregating the spending of all cruise passengers. Figures for passengers using KTCT cannot be shown separately.

The number of ship calls and cruise passenger throughput at KTCT in the past 5 years are tabulated as follows:

Year	Number of ship calls	Cruise passenger throughput
2019	175	847 071
2020	24	102 618
2021	84	253 017
2022	4	11 843
2023	137	445 834

In 2024, the number of cruise lines that have scheduled stops in Hong Kong further increases by 10 to 28, returning to pre-pandemic levels. The number of scheduled ship calls reaches 160, among which, 112 ship calls will be made at KTCT.

The utilisation situation of the ancillary commercial areas of KTCT in the past 5 years is as follows –

Year (As at March)	Leased floor area as a percentage of the ancillary commercial areas	Number of merchants occupying the ancillary commercial areas
2020	100%	7
2021	60%	6
2022	100%	7
2023	99.8%	6
2024	100%	7

The Government undertook high-level intervention in August 2023 to address the situation of transport services at KTCT. The government expenditure of \$590,000 incurred during the period from 9 to 20 August 2023 was mainly for providing free franchised bus services and

coach services, so as to quickly alleviate the pressing demand of cruise passengers for taxis, as well as addressing the problem of slow boarding caused by some cruise passengers who used the same credit card to settle fares for multiple companions. The Government has gradually handed back the work on transport management and services to the terminal operator or cruise lines since late August 2023. The supply of taxi services has been stabilised with the introduction of a series of measures, which include the continuous distribution of a \$50 liquefied petroleum gas coupon by the terminal operator to each taxi picking up passengers at KTCT, etc. Also, franchised bus and coach operators have made arrangements to allow cruise passengers to use the same credit card to settle fares for multiple companions at KTCT.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB150**

**(Question Serial No. 3150)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Hong Kong received around 34 million visitor in 2023. The Hong Kong Tourism Board (HKTB) is mainly responsible for external promotion work on tourism. In this connection, will the Government inform this Committee of:

- (1) the respective numbers of visitors from Mainland China (including the Taiwan region and Macao Special Administrative Region), other Asian regions, Oceania, Africa, Europe, North America and South America; and
- (2) the expenditure of HKTB's promotion work in each of the aforesaid countries/regions.

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 41)

Reply:

Visitor arrivals in Hong Kong by country/region of residence in 2023 are as follows:

<b>Country/region of residence</b>	<b>Number of visitor arrivals (million)</b>
Mainland China	26.80
Macao	1.22
Taiwan	0.78
Other Asian regions	3.17
Oceania	0.29
Africa	0.10
Europe	0.76
North America	0.80
South America	0.10
<b>Total</b>	<b>34.00</b>

Note: Figures might not add up to the total due to rounding.

The Hong Kong Tourism Board (HKTB) carries out promotional work with regard to the actual situation of individual source markets to ensure proper use of resources. As such

promotional work has been subsumed under various promotional programmes of HKTB, it is difficult to quantify the expenditures separately.

In 2023-24, around 30% and 40% of the marketing and promotional expenditures were devoted to the Mainland market and short-haul markets (including Southeast Asia, Korea, etc.) respectively.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB151**

**(Question Serial No. 3151)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

During the epidemic and in 2023, the Travel Industry Council of Hong Kong implemented the Green Lifestyle Local Tour Incentive Scheme (GLIS) and the Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) as commissioned by the Government, so as to help the travel trade organise local tours which create temporary employment opportunities, and to encourage the travel trade to develop more tourism itineraries and products for in-depth travel. In this connection, will the Government inform this Committee of:

- (1) the number of local residents or inbound visitors who have participated in green lifestyle local tours;
- (2) the number of travel agents which have offered green lifestyle local tours;
- (3) the number of work opportunities for tourist guides and tour escorts brought by GLIS;
- (4) the total turnover of the catering industry brought by GLIS;
- (5) the number of local residents or inbound visitors who have participated in cultural and heritage sites local tours;
- (6) the number of travel agents which have offered cultural and heritage sites local tours;
- (7) the number of work opportunities for tourist guides and tour escorts brought by CHIS;
- (8) the total turnover of the catering industry brought by CHIS; and
- (9) the final expenditures involved in GLIS and CHIS respectively?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 42)

Reply:

The Green Lifestyle Local Tour Incentive Scheme (GLIS) was launched on 20 January 2020 and concluded on 31 May 2023. Cash incentives of around \$530 million have been approved under GLIS, involving 1 054 travel agents, around 2.2 million participants and around 42 000 local tours. The Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) was launched on 20 October 2022 and concluded on 31 December 2023. So far, cash incentives of around \$214 million in total have been approved under CHIS, involving 996 travel agents, around 920 000 participants and around 25 000 local tours.

The Travel Industry Council of Hong Kong (TIC) served as the implementation agent of CHIS. TIC does not keep statistics on the employment of tourist guides and tour escorts in relation to and the turnover of the catering industry brought by the two schemes. That said, all local tours being granted cash incentives under the two schemes were required to provide meals and arrange for tour escorts or tourist guides to provide services.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB152**

**(Question Serial No. 3561)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The 15th National Games (NG) will be co-hosted by Guangdong Province, the Hong Kong Special Administrative Region and the Macao Special Administrative Region for the first time in 2025. As NG is a quadrennial large-scale sports event that grips all 1.4 billion Chinese people in the country, the progress of its preparatory work is an issue of much concern. In this connection, will the Government inform this Committee of the following:

- The expenditure on the preparatory work;
- The total number of staff employed;
- The competition events to be held in Hong Kong and their respective venues;
- Has the Government held training matches in the respective venues to ensure that everything will be under control during the staging of NG? If so, what are the details? If not, what are the reasons?
- The arrangements for the venues used or built for the staging of the 15th NG after its conclusion;
- Will the Government consider employing staff who perform exceptionally well in carrying out the preparatory work after the conclusion of the 15th NG?
- What are the criteria the Government used in determining which competition events are suitable to be held in Hong Kong?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 46)

Reply:

The National Games Coordination Office (Hong Kong) ("NGCO") has earmarked around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

There will be a total of 34 competition events in the 15th National Games (“NG”). Having considered a number of factors including our existing sports facilities, the soon to be completed Kai Tak Sports Park, Hong Kong’s experience and capability in organising relevant sports events, the popularity of the events and the competitiveness of Hong Kong athletes, the HKSAR Government has proposed to host 8 competition events in Hong Kong. NGCO will arrange test events for the competition events 6 to 12 months before NG as required by the General Administration of Sport of China to ensure smooth staging of the events.

NGCO is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao to take forward the preparatory work and will announce the details in due course.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB153**

**(Question Serial No. 1124)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Association of Southeast Asian Nations (ASEAN) region with a large ethnic Chinese population, where traditions of Chinese culture are still being preserved, is a market with great potential for the cultural industry. Please inform this Committee of:

- (1) the details of the SAR Government's work to promote Hong Kong's cultural software and hardware in the ASEAN cultural industry market in the past 3 years;
- (2) the details of the plans to further promote Hong Kong's cultural industry in the ASEAN market in 2024-25, the manpower and expenditures involved.

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 10)

Reply:

- (1) The Culture, Sports and Tourism Bureau (CSTB) is committed to promoting the development of the arts and culture and creative industries and enhancing cultural soft power and influence in order to realise the position of Hong Kong as an East-meets-West centre for international cultural exchange. In support of the overall national cultural development strategies, we will continue to tell the good stories of China and Hong Kong. In the past 3 years, many local arts and cultural programmes as well as cultural exchange programmes were unable to proceed as usual in 2021 to 2022 due to the COVID-19 epidemic. After the easing of the epidemic, CSTB, the Leisure and Cultural Services Department (LCSD) and Create Hong Kong (CreateHK) have organised a number of large-scale arts and cultural events to give full play to Hong Kong's important role as an East-meets-West centre for international cultural exchange. The key efforts to promote Hong Kong's arts and culture in the ASEAN region are as follows:

CSTB held the 12th Asia Cultural Co-operation Forum from 14 to 15 December 2022, which served as an ideal platform for cultural ministers and senior officials from different places to share and exchange views on cultural policies, practices, experiences, and visions. This edition of the Forum has accomplished a remarkable achievement

with the largest number of participating countries (21) and overseas delegations (14) since its launch. Participating ASEAN countries included Brunei, Cambodia, Indonesia, Laos, Malaysia, Singapore, Thailand and Vietnam.

CSTB also continues to provide funding support to Hong Kong art groups and artists in organising arts and cultural programmes abroad, including in ASEAN region, through the overseas Economic and Trade Offices. For instance, relevant activities were held in Singapore, Malaysia and Thailand in 2023, bringing excellent Hong Kong arts and cultural programmes to audiences there.

In order to promote the pop culture of Hong Kong, LCSD has collaborated with industry practitioners and different stakeholders to organise the Hong Kong Pop Culture Festival every year since 2023. Programmes offered include concerts, thematic exhibitions, film screenings, as well as a series of extension and educational outreach activities. There were a total of 21 events organised/sponsored by LCSD as part of the Pop Culture Festival 2023 where many of them were free of charge, with a view to promoting local pop culture. The Festival attracted 530 000 participants and 75 000 online viewers. In addition to introducing the programmes to local citizens, LCSD also works together with the Hong Kong Tourism Board and Hong Kong Economic and Trade Offices in the Mainland and abroad to actively promote the Pop Culture Festival to the Mainland and international visitors, including the Chinese community in the ASEAN region.

Also, LCSD held the third Museum Summit on 24 and 25 March 2023. The Summit brought together speakers and moderators from local and overseas museums and cultural institutions. Representatives from museums and cultural institutions in the Asian countries, including those from the ASEAN region such as Brunei, Cambodia, Laos, Malaysia and Vietnam, were specially invited to the Summit. The Summit recorded over 2 000 enrolments and more than 12 million online participants.

LCSD held the first Asia+ Festival from October to November 2023, with a focus on Asia and the cultural diversity of the continent and Belt and Road regions. A wide range of events, including stage performances, exhibitions and an outdoor carnival, showcased unique arts and cultures and embraced the endless possibilities of cultural collaboration. There were a total of 29 performances/activities for 11 programmes, with the attendance of over 62 000. The Asia+ Festival garnered strong support from the consulates and overseas cultural organisations in Hong Kong, with enthusiastic participation from a number of ASEAN countries. It enhanced understanding among different nations and provided an opportunity to appreciate the cultural treasures from various places.

LCSD held the Hong Kong Week in Bangkok, Thailand from 21 October to 12 November 2023. Through various performing arts programmes, film screenings, an exhibition on Hong Kong's intangible cultural heritage, etc., it showcased Hong Kong's unique artistic and cultural atmosphere with the essence of Eastern and Western cultures. The 62 activities of the Hong Kong Week attracted over 781 000 participants.

CreateHK provided funding support, through the CreateSmart Initiative (CSI) and the Film Development Fund, to the creative industries to hold various programmes including thematic exhibitions, music performances and film screenings from 2021 to



2023 to promote Hong Kong's creative works to the ASEAN region. Details of the related projects/activities are at the **Annex**.

To promote Hong Kong's pop culture to go global, the Chief Executive proposed in the 2022 Policy Address the support for the co-production of television variety programmes by local television stations and Mainland/Asian production teams to enhance the influence of our pop culture. In this regard, CreateHK, through the enhanced CSI in 2023, invited local television stations to submit project proposals for the first-round application on or before 1 September 2023. HK Television Entertainment Company Limited was granted with a funding of around \$8.57 million for co-producing the "CHILL CLUB (Thailand version)" with M.V. Television (Thailand) Co. Ltd. The programme is expected to be broadcast in Hong Kong and Thailand starting from the second quarter of 2024.

- (2) LCSD will continue to organise the Hong Kong Pop Culture Festival in 2024-25. The total production cost is around \$34 million. Netting off sponsorships, the estimated cost of around \$25 million will be borne by LCSD. Meanwhile, LCSD will use its recurrent expenditure to continue hosting the Asia+ Festival from September to November 2024. The subject team at LCSD responsible for the Pop Culture Festival will continue to take forward their work without any additional manpower. Expenses related to programme production and staffing will be covered through reallocation of resources within LCSD.

In 2024-25, CreateHK will continue to provide financial support to the industries to carry out programmes in the ASEAN region. The details and expenditures of relevant funded programmes will be subject to the contents of the individual applications and the plans approved. Since promoting the development of creative industries is part of the regular work of CreateHK, the manpower involved is included in the overall establishment of CSTB.

- End -

**Programmes organised/sponsored by CreateHK to showcase the works of  
the creative sectors to the ASEAN region**

	<b>Programmes</b>	<b>Date</b>	<b>Location</b>	<b>Number of participants</b>	<b>Expenditure involved</b>
<b>2021</b>					
1.	Sponsoring representatives of the advertising sector to participate in the ADFEST held in Thailand	March 2021	Thailand	3 <sup>a</sup>	About \$0.23 million
2.	Sponsoring the film sector to organise the One Belt One Road Hong Kong Film Gala Presentation: Singapore	July 2021	Singapore	544	About \$3.38 million <sup>#</sup>
3.	Sponsoring the film sector to organise the One Belt One Road Hong Kong Film Gala Presentation: Indonesia	November 2021	Indonesia	632	About \$3.38 million <sup>#</sup>
4.	Sponsoring the film sector to organise the One Belt One Road Hong Kong Film Gala Presentation: Malaysia	November 2021	Malaysia	594	About \$3.38 million <sup>#</sup>
<b>2022</b>					
1.	Organising the Making Waves - Navigators of Hong Kong Cinema, a touring film programme, together with a film-related photo exhibition	June to October 2022	Indonesia, Thailand, Singapore	3 859	About \$16.76 million <sup>#</sup>
2.	Sponsoring the design sector to organise the Hong Kong Art Toy Story Exhibition, Thailand Chapter, to display the works of local toy designers	September 2022	Thailand	- <sup>^</sup>	About \$9.41 million <sup>#</sup>
3.	Sponsoring the film sector to organise the Asian Cinerama - Film Roadshows at the Bali International Film	September 2022	Indonesia	700	About \$0.21 million

	<b>Programmes</b>	<b>Date</b>	<b>Location</b>	<b>Number of participants</b>	<b>Expenditure involved</b>
	Festival in Jakarta, Indonesia				
4.	Sponsoring the film sector to organise the Asian Cinerama - Film Roadshows in Kuala Lumpur, Malaysia	October 2022	Malaysia	1 070	About \$0.21 million
5.	Sponsoring the digital entertainment sector to set up Hong Kong Pavilion at the Comic Fiesta held in Malaysia to showcase the works of local comics start-ups	December 2022	Malaysia	69 000*	About \$7.39 million <sup>#</sup>
<b>2023</b>					
1.	Sponsoring the design sector to showcase new products jointly designed by Hong Kong industrial designers and brands at the Bangkok International Gifts and Bangkok International Houseware Fair at STYLE Bangkok held in Thailand	March 2023	Thailand	- <sup>^</sup>	About \$4.39 million <sup>#</sup>
2.	Sponsoring the design sector to set up Hong Kong Pavilion at the Thailand Toy Expo	April 2023	Thailand	- <sup>^</sup>	About \$9.41 million <sup>#</sup>
3.	Organising the Making Waves – Navigators of Hong Kong Cinema 2023, a touring film programme	June 2023	Indonesia	607	- <sup>^</sup>
4.	Sponsoring the film sector to organise the Belt and Road Hong Kong Film Gala Presentation	June 2023 to March 2024	Thailand, Malaysia, Indonesia and Singapore	- <sup>^</sup>	- <sup>^</sup>
5.	Organising a screening of Hong Kong films at the 6th Malaysia	July 2023	Malaysia	About 700	About \$0.105 million

	<b>Programmes</b>	<b>Date</b>	<b>Location</b>	<b>Number of participants</b>	<b>Expenditure involved</b>
	International Film Festival				
6.	Sponsoring the architecture sector to organise an exhibition in Kuala Lumpur, Malaysia	October 2023	Malaysia	- <sup>^</sup>	About \$9.93 million <sup>#</sup>
7.	Sponsoring the design sector to organise fashion shows and fashion exhibitions during the Hong Kong Week 2023	October to November 2023	Thailand	- <sup>^</sup>	About \$9.97 million <sup>#</sup>
8.	Sponsoring the music sector to participate in overseas music festivals	October and November 2023	Singapore and the Philippines	- <sup>^</sup>	About \$8.05 million <sup>#</sup>
9.	Sponsoring the digital entertainment sector to set up Hong Kong Pavilion at the Comic Fiesta held in Malaysia to showcase the works of local comics start-ups	December 2023	Malaysia	- <sup>^</sup>	About \$8.18 million <sup>#</sup>

<sup>α</sup> Since the attendance of the individual project/event is not recorded, the figure represents the number of persons who directly participated in the project/event.

<sup>#</sup> Since the breakdown of expenditure for individual places is not available, the figure represents the total expenditure/approved amount of the project/activity.

<sup>^</sup> Since the project/activity is still on-going or the vetting process of its completion report is yet to be completed, the number of participants/relevant expenditure is not available.

<sup>\*</sup> Since the number of visitors to the individual pavilion is not recorded, the figure represents the total number of visitors to the Expo/fair.

**CONTROLLING OFFICER'S REPLY**

**CSTB154**

**(Question Serial No. 1132)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Mainland announced that Xi'an and Qingdao would be included into the list of cities under the Individual Visit Scheme, which allows Mainland residents to visit Hong Kong and Macao, in March.

- (1) Has the Government estimated the number of additional inbound visitors and the overall economic benefits to be brought by the above measure?
- (2) Does the Government plan to step up the promotion of Hong Kong in the above cities? If yes, what are the details? If no, what are the reasons?
- (3) Does the Government plan to help the travel trade with promotion and publicity in the above cities or on the Internet? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 18)

Reply:

Under the Individual Visit Scheme (IVS), which was implemented on 28 July 2003 in accordance with the main document of the Mainland and Hong Kong Closer Economic Partnership Arrangement, eligible residents of the designated Mainland cities can apply for an endorsement to visit Hong Kong in their individual capacity. The IVS was first introduced in 4 Guangdong cities (namely Dongguan, Zhongshan, Jiangmen and Foshan) and the number of eligible cities was gradually increased in the following years to a total of 49 Mainland cities in 2007. With the expansion of the IVS to cover Xi'an and Qingdao starting from 6 March 2024, designated Mainland cities eligible for the IVS have increased to 51.

The Hong Kong Special Administrative Region Government and the Hong Kong Tourism Board (HKTB) thanked and welcomed the Central Government's decision to expand the IVS to cover Xi'an and Qingdao. This will facilitate Hong Kong to open up to more new visitor source markets, benefiting the local travel trade and other related industries, such as retail, catering, hotel and accommodation, etc., and bringing a positive impact on Hong Kong's overall economy.

To tie in with the Central Government's policy on enhancing the IVS, the Culture, Sports and Tourism Bureau and HKTB led a delegation to visit Xi'an and Qingdao in mid-March 2024 to hold briefing sessions for promoting Hong Kong's tourism products. At the same time, HKTB also stepped up its promotion work in Xi'an and Qingdao by showing tourism promotion videos of Hong Kong at famous local landmarks of the two cities and inviting media representatives from the two cities to visit and explore the latest tourist hotspots in Hong Kong.

Besides working with the travel trade of the two cities on developing IVS products that suit the preferences of the locals, HKTB will launch various special packages and offers on air ticket, accommodation, attractions, transportation, retail, catering, etc., such as "buy-one-get-one-free" offers on air tickets and pick-up services from airport to hotel or various attractions. Some travel agents will distribute complimentary admission tickets of attractions such as the Hong Kong Palace Museum and the Ocean Park, etc., to visitors from Xi'an and Qingdao through travel packages.

In addition, HKTB has joined hands with over 80 retail brands in Hong Kong in launching a designated programme starting from 1 April 2024 to offer shopping deals to IVS visitors from Xi'an and Qingdao. Individual visitor will be entitled to 2 discount vouchers valued at HK\$100 each, which can be redeemed at over 2 000 shops in Hong Kong.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB155**

**(Question Serial No. 1144)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Kai Tak Sports Park (KTSP), which is scheduled to commission in 2024, is expected to provide a high-quality venue for major events.

- (1) Please provide the details of the sports events to be held at KTSP in 2024-25.
- (2) The 15th National Games will be co-hosted by Guangdong, Hong Kong, and Macao in 2025. As one of the host cities, are there any plans to bid for more events to be held in Hong Kong in order to attract overseas visitors to come and watch the competitions?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 30)

Reply:

- (1) We expect the main facilities of the Kai Tak Sports Park (KTSP) will be completed by the end of 2024 which will then be commissioned in the first half of 2025. The Kai Tak Sports Park Limited will, in accordance with the provisions of the Contract, conduct test events for the 3 main facilities, namely the Main Stadium, Indoor Sports Centre and Public Sports Ground, before commissioning of KTSP in a bid to learn experience and optimise the future mode of operation.
- (2) There will be a total of 34 competition events in the 15th National Games. Having considered a number of factors including our existing sports facilities, the soon to be completed KTSP, Hong Kong's experience and capability in organising relevant sports events, the popularity of the events, and the competitiveness of Hong Kong athletes, the HKSAR Government has proposed to host 8 competition events in Hong Kong. The HKSAR Government is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao on the various arrangements including event management, publicity and promotional activities, ticketing, etc. and will announce the details in due course. We aim to attract spectators from Hong Kong, the Mainland and around the world.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB156**

**(Question Serial No. 1145)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The National 14th Five-Year Plan clearly supports the development of Hong Kong as East-meets-West Centre for international cultural exchange. The SAR Government must leverage Hong Kong's unique advantage as a melting pot of Chinese and Western cultures and strengthen cultural exchanges and collaboration with the Mainland, thereby jointly promoting the inheritance and development of the fine Chinese traditions and culture, showcasing the country's cultural soft power and the influence of Chinese civilisation to the world, making China's voice heard, and telling the good stories of China and Hong Kong.

- (1) What are the details of overseas arts and cultural activities held by local arts groups/artists with funding from the Culture, Sports and Tourism Bureau to promote Chinese culture in the past 3 years? What are the expenditures involved?
- (2) What are the details and expenditures of the joint performances held in Hong Kong with the Mainland arts and cultural groups during the same period?
- (3) Is there any information on the recruitment of Hong Kong performing arts and cultural practitioners into the Mainland arts and cultural groups?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 31)

Reply:

- (1) In the past 3 years from 2021-22 to 2023-24, the Culture, Sports and Tourism Bureau (CSTB) (and the former Home Affairs Bureau) set aside recurrent funding each year to strengthen collaboration with governments and cultural organisations of Mainland provinces and municipalities and overseas jurisdictions, and supported local arts groups and artists to perform and stage exhibitions outside Hong Kong to develop overseas opportunities. The recurrent provision was mainly used to:



- (i) provide funding to Hong Kong Economic and Trade Offices (ETOs) in Mainland and overseas cities to sponsor and support arts and cultural activities organised by Hong Kong's arts groups and artists in Mainland and overseas cities;
- (ii) support ETOs to recruit additional dedicated staff locally to handle cultural exchange work; and
- (iii) support the Leisure and Cultural Services Department (LCSD) to host activities of Hong Kong Week in Mainland and overseas cities to showcase the diversity and vibrancy of arts in Hong Kong.

Due to the epidemic, most exchange activities scheduled for 2021 and 2022 were postponed or cancelled. In 2023, cultural exchange activities of arts groups and artists with Mainland and overseas were resumed. From 2021-22 to 2023-24 (as of 28 February 2024), around 90 arts and cultural exchange activities, which encompassed over 260 performances/events as supported by ETOs and Hong Kong Week, were held in areas such as Germany, Italy, the United Kingdom, Canada, Thailand, Malaysia, Singapore, Australia, Japan and Korea etc..

The related expenditures for 2021-22 and 2022-23 were around \$13.76 million and \$26.51 million respectively. The relevant expenditure for 2023-24 has even exceeded \$40 million.

In addition, starting from 2023-24, CSTB has set aside dedicated funding of around \$10 million annually to support local exemplary arts projects that are recognised by the China National Arts Fund to conduct cultural exchange outside Hong Kong, thereby promoting Chinese culture to the world, and showcasing our diverse arts and cultural achievements. In 2023-24, 14 exchange projects were approved by CSTB. Some of these funded projects were successfully held in 2023 in Canada, Greece, Bulgaria, Serbia, Romania, etc.

The Hong Kong Arts Development Council (HKADC) has always been dedicated to organising cultural exchange programmes and activities as well as participating in Mainland, overseas and international cultural events. With the support of CSTB (and the former Home Affairs Bureau), HKADC has increased the budget for cultural exchange programmes under its purview from \$6.9 million in 2017-18 to \$16 million at present. CSTB (and the former Home Affairs Bureau) has also provided additional recurrent funding of \$3 million to HKADC each year since 2018-19 for supporting local arts groups and artists to participate in major arts festivals in the Mainland.

- (2) Due to the epidemic, we were unable to invite Mainland arts and cultural groups to perform in Hong Kong in 2021-22. In 2022-23 and 2023-24, LCSD invited Mainland arts and cultural groups to participate in 1 and 14 performances respectively, with related expenditure of around \$6.37 million and \$29.31 million respectively. The expenditure was borne by LCSD.
- (3) The arts and culture market in the Mainland has flourished over the past decade. According to the statistics by the Ministry of Culture and Tourism of the People's Republic of China, as of end-2022, there were 19 739 performing arts groups and

415 200 industry practitioners in the country., A total of 1.66 million performances were held and hence a keen demand for talents. The Hong Kong Special Administrative Region Government continues to nurture, attract and gather local, Mainland and international cultural talents through programmes offered by the Hong Kong Academy for Performing Arts (HKAPA) and other internship and training programmes, with a view to making new contribution to the high-quality development of the country. Graduates of HKAPA have been employed by various Mainland arts and cultural groups and institutions, including the Guangdong Modern Dance Company, the Harbin Ballet, the Suzhou Symphony Orchestra, Shanghai Media Group, Zhejiang Satellite TV and Foshan Cultural Center. From 2019 to 2022, an average of over 3% of HKAPA graduates were employed to work in the Mainland each year.

Many Mainland arts and cultural groups have also employed Hong Kong performing arts practitioners, or invited them to participate in their performances. For example, many Hong Kong performing arts practitioners are in the creative team and main cast of the production of “I Am What I Am” presented by the CPAA Theatres Development Co., Ltd.

As Asia’s No.1 in the field of performing arts, HKAPA is currently studying its long-term role in nurturing arts and cultural talents required for Hong Kong and the Greater Bay Area (GBA). In order to seize the ample opportunities in the development of performing arts in GBA and fully unleash its potential as an outstanding institution in performing arts, HKAPA is also considering the establishment of another campus in the Northern Metropolis in the long run, the accommodation needs of non-local students as well as increasing the proportion of non-local students.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1151)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget that the Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL).

- (1) What are the timetables, details and estimated expenditures of the aforesaid projects?
- (2) Has the Government assessed the people flow and economic benefits that might be brought by the shows?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 37)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits. As the shows are still under planning, it is difficult to estimate the footfall at the moment.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB158**

**(Question Serial No. 1667)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 69 of the Budget Speech, the Hong Kong Tourism Board will enhance the Quality Tourism Services (QTS) Scheme and launch a new round of publicity activities. In this connection, please inform this Committee of the following: What are the numbers of shops, organisations and hotels participating in the QTS Scheme at present? What is the outcome? How many companies participating in the QTS Scheme have received complaints from visitors in the past 12 months? What were the service areas involved? How did the Government handle the complaints? How will the Government enhance the QTS Scheme? Will the Government consider giving financial incentives or commendations to shops offering outstanding service? If not, what are the reasons?

Asked by: Hon LEE Wai-wang, Robert (LegCo internal reference no.: 37)

Reply:

Currently nearly 1 200 merchants covering a total of over 7 700 outlets of restaurants, retail shops and visitor accommodations have been accredited by the "Quality Tourism Services (QTS) Scheme" of the Hong Kong Tourism Board (HKTB).

In 2023-24, HKTB received a total of 86 complaints against QTS Scheme-accredited merchants as at 29 February 2024, involving service areas such as service quality, price dispute, quality of product/food, etc. The Secretariat of the QTS Scheme has investigated and handled the complaints concerned immediately and provided the complainants with the investigation results within 1 month upon receipt of the complaints under normal circumstances.

In 2024-25, HKTB will continue to encourage the trade, the community and the public to put good hospitality into action as excellent hosts, so as to enhance visitors' experience in Hong Kong. HKTB will launch initiatives targeting the trade, the youth and the public to encourage all walks of life in Hong Kong to demonstrate their good hospitality.

To enhance the QTS Scheme, HKTb revised the scheme's assessment criteria for merchants in early January 2024 by increasing the weighting of staff performance to recognise the importance of service quality. Following the "Professional Quality Tourism Services Pledge" launched last year, HKTb will produce a series of training videos to demonstrate professional and quality services, helping the trade to train frontline staff. HKTb also worked with a local broadcaster to present a reality show, which put Hong Kong's service quality to test with a view to showcasing the spirit of professional quality tourism services.

In addition, HKTb and the Quality Tourism Services Association will continue to organise the "Outstanding QTS Merchant and Service Staff Awards" to commend QTS Scheme-accredited merchants and their staff for their outstanding performance in promoting quality tourism services in Hong Kong. The new edition of the "Outstanding QTS Merchant and Service Staff Awards" to be held in 2024 is currently under preparation. The details will be announced in due course.

Apart from collaboration with the trade, public participation is key to promoting hospitality. HKTb will further expand "Hong Kong Pals" volunteer programme by recruiting more young people with passion for tourism to put hospitality into action as excellent hosts and set good examples for Hong Kong people. HKTb will also produce a series of new promotions to encourage the public to show good hospitality.

Moreover, relevant policy bureaux and departments, such as the Education Bureau, the Home Affairs Department, the Information Services Department and Radio Television Hong Kong, will jointly promote good hospitality at different levels in the community.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 3063)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 63 of the Budget Speech, the Hong Kong Tourism Board will hold pyrotechnic and drone shows against the backdrop of the splendid night views of Victoria Harbour every month and revamp its light-and-sound show, "A Symphony of Lights". In this connection, please inform this Committee of the following:

What are the estimated annual expenditures for the shows?

Will the Government take the initiative to seek sponsorship for the shows from commercial organisations to alleviate its financial burden? If many organisations are interested in sponsoring the shows, what criteria will be adopted for shortlisting those organisations?

Asked by: Hon LEE Wai-wang, Robert (LegCo internal reference no.: 38)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities

for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

HKTB is currently planning the pyrotechnics and drone shows and will announce the details in due course. Organisations or institutions interested in sponsoring the shows are welcome to discuss the feasibility of cooperation with HKTB.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB160**

**(Question Serial No. 2422)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the head of expenditure statement of the Budget, the Government's estimate of visitor arrivals in 2024 is 46 million, which is 70% of the figure of 65 million in 2018. The actual expenditure of government funding in this financial year is \$1.39 billion and the figure will increase by 8.8% to around \$1.51 billion in the next financial year. The aim, as claimed in the statement, is to "grow high value visitors to Hong Kong". In this connection, please inform this Committee of the following:

- 1) What are the specific details of the plan to "grow high value visitors to Hong Kong", including the aim, target, coverage and content, and implementation timetable of the plan? Which projects and events are involved? How can the local trade (organisations and groups) benefit from the plan?
- 2) For the relevant expenditure of the \$1.51 billion government funding, what items will the amount be used for? What is the manpower establishment?
- 3) According to the Government's analysis, the per capita expenditure of overnight visitors this year will be \$5,800, which is 16.4% lower than last year's figure of \$6,939. In view of the analysis, apart from the plan to "grow high value visitors to Hong Kong", what other concrete measures will the Government put in place to attract more high value visitors to Hong Kong?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 4)

Reply:

In 2024-25, HKTb will develop diversified tourism experiences, stage and support mega events, step up promotions in visitor source markets, and join hands with the trade in enhancing service quality, with a view to providing visitors with the best experiences. The aforesaid work can help attract high-value visitors to Hong Kong. The total amount of the recurrent and additional funding received by HKTb from the Government amounts to \$1.52 billion, of which \$1.12 billion is budgeted for marketing. The strategic focuses and relevant budgets with its percentage to the total expenditures are as follows:

Strategic Focus	Budget (\$ (%))
Developing diversified tourism experiences <ul style="list-style-type: none"> <li>• Revamping “A Symphony of Lights” light-and-sound show</li> <li>• Continue to carry out promotions on the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tours</li> </ul>	183 million (16%)
Staging and supporting large-scale international events <ul style="list-style-type: none"> <li>• Supporting the Mega Events Coordination Group and promoting mega events</li> <li>• Staging mega events and supporting major international events in the city</li> </ul>	414 million (37%)
Developing diverse visitor source markets and stepping up promotions <ul style="list-style-type: none"> <li>• Continuing to carry out and stepping up promotions in various visitor source markets</li> </ul>	316 million (28%)
Launching new courtesy campaign and providing continuous support for the travel trade <ul style="list-style-type: none"> <li>• Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality</li> <li>• Enhancing products and services for potential visitor segments such as the Muslim community</li> </ul>	135 million (12%)
Carrying out ongoing promotions	76 million (7%)
Total	1.124 billion

HKTB will continue to closely monitor the actual situation in visitor source markets and remain agile and flexible in face of the evolving situations. HKTB will make good use of the resources allocated by the Government to carry out various promotions, so as to maximise the economic contributions made by tourism to Hong Kong. As the above promotional initiatives will be jointly conducted by HKTB’s head office and worldwide offices, and will be subsumed into various promotion programmes of HKTB, it is difficult to quantify the relevant manpower separately.

The travel and consumption habits of visitors have changed, hence, a decreasing proportion of visitors coming to Hong Kong primarily for shopping. More of them looked for experiences beyond shopping. Meanwhile, as US dollar stays strong, Hong Kong dollar also remains high, making the cost of travelling to Hong Kong relatively high and affecting inbound visitors’ spending. The estimated per capita spending of overnight visitors in 2024 is \$5,800, similar to that of 2019.

HKTB will attract more high valued-added inbound visitors as follows:

Meetings, incentive travels, conventions and exhibitions (MICE) tourism, which helps attract high-end visitors to Hong Kong, recorded a strong recovery in 2023. In the coming year, besides continuing to utilise government funding for promoting MICE tourism and securing the staging of more MICE events in Hong Kong to maintain the recovery momentum, HKTB will continue to give full play to our advantages as the “international MICE hub” to open up new opportunities and attract more high value-added overnight visitors. Relevant measures include actively bidding, assisting organisations to bid for, and supporting the hosting of large-scale international MICE events in Hong Kong through various funding schemes, as well as attracting more small-scale business events and international meetings and incentive travels events to stage in Hong Kong.

In response to the increasing demand for in-depth experiences by visitors, HKTB will encourage the travel trade to launch characteristic tourism products targeting visitors with high spending power and promote the products on different social platforms to enhance publicity. Examples of these products include visits to Michelin star-rated restaurants, featured bars, as well as immersive activities and workshops, which stimulate spending from visitors.

Moreover, the Muslim market is one with great potential. In the coming year, HKTB will cooperate with the trade to further enhance the publicity of the infrastructure with a view to promoting Muslim travel. HKTB will also invite credible Muslim accreditation organisation to collaborate with local accreditation organisation for establishing various classification of Muslim standards and assessment criteria, while helping trade partners in different sectors such as hotels, shopping arcades and attractions to be certified in order to develop Hong Kong as a Muslim-friendly destination. Local Muslim groups will be invited to organise briefing sessions for the trade on the requirements of Muslim visitors in terms of food and beverage, accommodation and attraction facilities, so as to help the trade to better understand the Muslim-friendly experience. HKTB will also produce different promotional materials and enhance the content of its website to attract more Muslim visitors to visit and spend in Hong Kong.

As for the member states of the Cooperation Council for the Arab States of the Gulf, HKTB will, apart from enhancing the measures and arrangements targeting Muslim travel market, strengthen Hong Kong’s brand image and promotion programmes, participate in the Arabian Travel Market to be held in Dubai in May 2024, collaborate with the local media by anchoring a series of international cultural mega events as well as Chinese and Western festive occasions in Hong Kong to attract visitors from the young and family segments through articles and social media clips covering various contents; cooperate with airlines to offer tour packages targeting different segments. HKTB will also invite Muslim representatives from the trade, media and their KOLs to visit Hong Kong and experience Muslim-friendly facilities in the city.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB161**

**(Question Serial No. 2433)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In regard to arranging familiarisation trips for key opinion leaders (KOLs), influencers, media and trade partners, will the Government inform this Committee of the following:

1. What is the amount of provision earmarked for carrying out the aforesaid plan in this year? Will HKTB develop performance indicators to evaluate the effectiveness of the aforesaid plan? If yes, what are the details? If no, what are the reasons?
2. What are the criteria for selecting KOLs, influencers, media and trade partners? For example, are there any requirements on the numbers of their followers? Apart from Facebook and Instagram which are popular in Europe and the United States, will HKTB consider making use of emerging social platforms such as Xiaohongshu and Douyin? If yes, what are the details? If no, what are the reasons?
3. Will HKTB adopt its current strategy on key source markets and focus its resources on the Mainland and Southeast Asia markets? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 79)

Reply:

In 2023, HKTB invited over 350 KOLs from the Mainland, Korea, Japan, Taiwan, Southeast Asia, India, the United States, the United Kingdom, Canada and Spain to visit Hong Kong on tailor-made thematic itineraries, with a view to showcasing Hong Kong's diverse tourism appeal and telling good stories of Hong Kong.

When identifying the KOLs to be invited, HKTB will consider factors such as the size of their fanbase, social media posts engagement rate, his/her professional status and image, and whether they tie in with the target source markets and marketing strategies.

Taking the Mainland as an example, more Mainland visitors are now exploring their travel destinations according to recommendations online. For instance, they look for photo spots according to KOLs' sharing, or pursue experiences on Hong Kong's nature or arts and culture.

Since travel resumed last year, Hong Kong has topped Xiaohongshu's destination list for outbound travel, indicating that Hong Kong as an outbound destination remains the first choice of the majority of Mainland travellers. In the first half of 2023, HKTB partnered with Xiaohongshu for rolling out the "Hong Kong Time Travel Machine" and "Arts in Hong Kong Together" projects, generating 200 million exposure for Hong Kong tourism. In September 2023, HKTB and Xiaohongshu jointly presented the "Hong Kong Guide to Citywalk" online, introducing five itineraries with Hong Kong characteristics, covering popular photo spots and major festive celebrations in town, to Mainland travellers. In addition, HKTB also leveraged the Temple Street promotion to invite a group of Xiaohongshu bloggers to explore the Street where tradition and modernity meets, capitalising on their massive follower network to showcase Hong Kong's unique, time-tested local culture.

HKTB also invited bloggers and "uploaders" with a large number of fans on social media platforms such as Xiaohongshu, Douyin, Weibo and Bilibili to visit Hong Kong for "seeing is believing" and on tailor-made thematic itineraries to explore the city, with a view to creating word-of-mouth for Hong Kong tourism with their online influence.

In May 2023, HKTB invited more than 100 Xiaohongshu bloggers with a large fan base to come to Hong Kong and specifically designed 5 itineraries themed on arts and culture, outdoor exploration, family fun, gourmet food and fine wine, and shopping and entertainment, for them to experience the authentic Hong Kong and various characteristic activities. The itinerary under the theme of arts and culture covers attractions including M+, Hong Kong Palace Museum, Tai Kwun, PMQ, Central Market, the Mills, Pottinger Street and Hollywood Road, allowing bloggers to experience arts and culture in a brand-new way, visit revitalised buildings in Old Town Central, and explore filming locations in the city.

HKTB also supported Bilibili in launching a video production campaign on the new experience in Hong Kong targeting the young travellers (青年新旅行、港風新體驗). Bilibili "uploaders" KOLs took photos at the filming locations of *In the Mood for Love*, a classic Hong Kong movie, and visited famous Hong Kong landmarks such as the Yau Ma Tei Police Station and the Mills to experience the authentic Hong Kong culture.

Besides, HKTB invited Paik Jong-won, a celebrity Korean chef with 5.7 million subscribers on YouTube, to visit Hong Kong and taste our culinary delights, with a view to promoting our reputation as a "food paradise".

In 2024-25, HKTB will continue to increase our exposure in source markets through various promotions and marketing events.

HKTB will identify suitable themes for promotion in parallel with different events and festivals, including Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, wine and dine experiences, outdoor exploration, winter festivities and active sports, and develop various immersive videos and promotional contents with those themes to cater to the tastes and interests of different visitor segments and encourage them to come to Hong Kong and plan their itinerary in advance.

In regard to promotion, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also roll out more immersive, in-depth tours with themes like "Citywalk" through popular channels in the source markets based on the market

situation. HKTB will also soft-sell Hong Kong, focusing on activities popular among the young segment and other innovative contents.

Moreover, HKTB will launch a new campaign on story curation by inviting renowned film and television production companies from key source markets, including the Mainland, Southeast Asia, the United States, Korea, Japan, Australia and the United Kingdom to make use of Hong Kong's unique culture, gastronomy, outdoor activities and other experiences to curate good stories for Hong Kong in an innovative and professional perspective. HKTB will also ride on the network and influence of partnering media to broadcast Hong Kong's appeal to visitor source markets, thereby attracting visitors to Hong Kong.

HKTB will prioritise the visitor source markets according to the progress of their respective tourism recovery, including the outbound travel situation of the markets, air capacity connecting to Hong Kong, spending patterns, economic growth, currency exchange rates and other factors, to determine the promotional efforts and resource allocation.

As for the Mainland market, HKTB strategically distributes timely, customised contents through different platforms to drive Greater Bay Area (GBA) travellers to visit and spend in Hong Kong. The contents include push notifications, which boost travellers' interest in visiting Hong Kong, with travel tips in Hong Kong, mega events of the week, and recreation hotspots, on selected Mainland media platforms, such as news, transport information portals and social media platforms. HKTB also invites different famous Mainland KOLs to Hong Kong every week to create positive word-of-mouth through their first-person experiences to help attract visitors to Hong Kong. Moreover, HKTB cooperates with well-known Mainland lifestyle guides to blast out the latest information on offers to visitors to encourage visitor spending.

To capture the opportunities arising from the expansion of the Individual Visit Scheme to Xi'an and Qingdao, the Secretary for Culture, Sports and Tourism and representatives of HKTB visited the two cities in mid-March, shortly after the announcement of the expansion, to promote Hong Kong tourism. HKTB will collaborate with airlines, travel agencies and online travel platforms to offer various packages of air tickets, hotel accommodation, and attractions, to entice visitors from Xi'an and Qingdao to visit Hong Kong under the Individual Visit Scheme.

Muslim travel is also of great potential. HKTB has been actively promoting Hong Kong tourism in Muslim source markets. In the coming year, HKTB will cooperate with the trade to further enhance the publicity of the infrastructure with a view to promoting Muslim travel. HKTB will also invite credible Muslim accreditation organisation to collaborate with local accreditation organisation for establishing various classification of Muslim standards and assessment criteria, while helping trade partners in different sectors such as hotels, shopping arcades and attractions to be certified in order to develop Hong Kong as a Muslim-friendly destination.

As for the member states of the Cooperation Council for the Arab States of the Gulf, HKTB will, apart from enhancing the measures and arrangements targeting Muslim travel market, strengthen Hong Kong's brand image and promotion programmes, participate in the Arabian Travel Market to be held in Dubai in May, collaborate with the local media by anchoring a series of international cultural mega events as well as Chinese and Western festive occasions

in Hong Kong to attract visitors from the young and family segments through articles and social media clips covering various contents; cooperate with airlines to offer tour packages targeting different segments. HKTB will also invite Muslim representatives from the trade, media and their KOLs to visit Hong Kong and experience Muslim-friendly facilities in the city.

Moreover, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets through organising events and inviting broadcasters to produce travel programmes to promote GBA tourism resources and the connectivity between the destinations.

Since the aforesaid promotional work has been subsumed under HKTB's promotion efforts in various areas, it is difficult to quantify the relevant expenditure separately. HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2434)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In regard to the holding of monthly pyrotechnic and drone shows as mentioned in paragraph 63 of the Budget Speech, will the Government inform this Committee of the following:

1. What are the provision and manpower earmarked by the Government for this year for implementing the said initiative? When are the shows expected to be officially launched? Has the Government estimated how many additional tourists and how much economic benefits can the shows bring to Hong Kong?
2. Whether the Government will invite tender for the pyrotechnic and drone shows and what will be the requirements? Besides the Victoria Harbourfront, will the Government identify other locations in the 18 districts for holding the monthly pyrotechnic and drone shows to boost district economy and enhance their attractiveness? If yes, what are the details? If no, what are the reasons?
3. Whether the Government will make reference to the experiences of the Mainland and Macao Special Administrative Region and allow members of the public to discharge fireworks in locations relatively away from residential areas to boost street vendor economy?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 80)

Reply:

Before the launch of the revamped "A Symphony of Lights" light and sound show (SoL), the Hong Kong Tourism Board (HKTB) will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

HKTB is currently planning the pyrotechnics and drone shows and will announce the details in due course. Same as the other large-scale events, contractors of the aforesaid shows will



be engaged through open tender. As the shows are still under planning, it is difficult to estimate the footfall at the moment.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment. Since the work mentioned above is jointly undertaken by the Tourism Commission and HKTB, the staff establishment cannot be quantified separately.

As fireworks contain explosives, they can be used to make larger explosive devices, which may pose a serious threat to public order and safety. Apart from the risk of injury to the users and others when they are discharged, there is also a high risk of fire and explosion in connection with the import, manufacture, storage and conveyance of fireworks. Considering the aforesaid risks to public safety, it is necessary for the Government to regulate the discharge of fireworks by the public.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB163**

**(Question Serial No. 2435)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the enhanced "M" Mark system, please inform this Committee of the following:

1. The final funding amount and number of events in 2023 and the funding amount earmarked for 2024.
2. There are views suggesting that overlapping and clashes of funded events in 2023 led to competition for spectators. For instance, Hong Kong Open (Golf) 2023, FIA World Rallycross Championship, Hong Kong, China-Season Finale 2023 and New World Harbour Race 2023 were all held on 12 November. In view of this, has the Administration set new vetting requirements to prevent overlapping of approved events and to achieve the objective of holding a series of events with better use of resources? If so, what are the details? If not, what are the reasons?
3. As regards Messi's no-show at the Tatler XFEST Hong Kong, Hong Kong Team vs Inter Miami CF, the organiser finally withdrew its application for "M" Mark status. However, it had used the "M" Mark brand in the promotion and received full co-operation from the Administration in the process leading to the event and on the event day. In response to the incident, has the Administration conducted a review and taken remedial measures to prevent the reoccurrence of "exit from the "M" Mark system after submitting an application"? If so, what are the details? If not, what are the reasons?
4. In the incident of Messi's no-show at the Tatler XFEST Hong Kong, Hong Kong Team vs Inter Miami CF, the contract signed between the Hong Kong Government and the organiser is not the same as the one between the organiser and Inter Miami CF. Moreover, the Hong Kong Government may not have had the right to review the relevant contract when vetting an application for "M" Mark event. Will the Administration review its policy to require an applicant to provide full contract documents as a basic requirement for application? If so, what are the details? If not, what are the reasons?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 81)

Reply:

1. In 2023-24, the Government provided funding support of about \$198 million to 18 major international sports events through the “M” Mark system (“System”). In 2024-25, the estimated funding for supporting major international sports events held in Hong Kong is around \$200 million.
  
- 2.-4. The Government is consolidating the experience gained from the implementation of “M” Mark events over the past year, including reviewing its vetting and monitoring mechanisms. We strive to promote more major international sports events in Hong Kong while further enhancing the System with a view to strengthening Hong Kong’s status as a centre for major international sports events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB164**

**(Question Serial No. 3622)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Established in 2020, the Travel Industry Authority (TIA) is primarily responsible for the licensing and regulation of travel agents, tourist guides and tour escorts. TIA launched a 3-year training subsidy scheme for practitioners of the travel industry (the Scheme) in 2022 for strengthening and enhancing the professional standards and service quality of the travel industry. Will the Government inform this Committee of:

1. the number of complaints received by TIA in each of the past 3 years, and the detailed categories of the complaints;
2. the number of practitioners who received subsidy for (i) registration fees for licensing examination of tourist guides and tour escorts; (ii) course fees for activities under the continuing professional development schemes; and (iii) course fees for obtaining a certificate of competency in first-aid or other similar certificates, in each year since the launch of the Scheme, and the number of practitioners who received a maximum subsidy of \$2,000;
3. the amount of subsidy granted in each year since the launch of the Scheme;
4. the number of complaints against practitioners who received subsidy in each year since the launch of the Scheme.

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 133)

Reply:

The Government allocated \$60 million in the 2022-23 Budget to subsidise the training and development of travel trade practitioners, and injected another \$40 million in March 2023 through deployment of existing resources to increase the total funding amount to \$100 million.

The Travel Industry Authority (TIA) has earmarked \$45 million of the funding for a 3-year training subsidy scheme for practitioners of the travel trade (the Scheme) launched in October 2022 to enhance the professional standard and service quality of the travel industry. Under the Scheme, each eligible tourist guide and tour escort may be granted, on an actual reimbursement basis, a subsidy of up to \$2,000 for fees for licence-related training

programmes, including registration fees for licensing examination of tourist guides and tour escorts, course fees for activities under the continuing professional development schemes and course fees for obtaining a certificate of competency in first-aid or other similar certificates, during the period from 1 October 2022 to 30 September 2025. As at February 2024, the numbers<sup>Note</sup> of tourism practitioners who received subsidy under the Scheme by year are tabulated below:

Financial year	Registration fees for licensing examination	Course fees for activities under the continuing professional development schemes	Course fees for obtaining a certificate of competency in first-aid or other similar certificates
2022-23 (October 2022 to March 2023)	0	355	740
2023-24 (April 2023 to February 2024)	173	1 347	3 159

Note: There can be double counting for the tabulated number of tourist guides/tour escorts as the calculation is based on subsidised items.

Among the practitioners who received subsidy, 59 of them received a maximum subsidy of \$2,000.

The amount of subsidy granted in each year since the launch of the Scheme are as follows:

Financial year	Amount of subsidy granted (\$)
2022-23 (October 2022 to March 2023)	Around 0.7 million
2023-24 (April 2023 to February 2024)	Around 2.8 million

TIA does not have the information on complaints against practitioners who received subsidy.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB165**

**(Question Serial No. 3623)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government launched and engaged the Travel Industry Council of Hong Kong (TIC) to run a 3-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) in 2022, and later announced in 2023 that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS), under which eligible travel agents could receive cash incentives in respect of each participant from local and/or inbound tour with local characteristic they serve during a designated period. Will the Government inform this Committee of the following:

1. the number of tours successfully applied for cash incentives under the in-depth travel category (Category A) and thematic travel category (Category B) in each year starting from 2022;
2. the total amount of cash incentives granted under the aforesaid two categories in each year starting from 2022;
3. the number of in-depth local tour docent training courses organised by TIC in each of the past 3 years;
4. TIA once organised a Cultural and Heritage Training Programme and a Cultural Tourist Guide Training Programme relating to characteristic local tourism. According to TIA, both programmes have been concluded. Will TIA organise relevant programmes in tandem with the aforesaid scheme, so that more tourist guides or tour escorts can complete the programmes to fulfil the criteria of receiving cash incentives?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 134)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a 3-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop

and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022 and concluded on 31 December 2023. The number of travel agents benefitted under CHIS and cash incentive approved are tabulated below –

	2022-23 Financial year (Starting from October 2022)			2023-24 Financial year (As at February 2024)		
	Cash incentive approved (\$)	Number of travel agents benefitted	Number of application approved	Cash incentive approved (\$)	Number of travel agents benefitted	Number of application approved
Basic	9,406,000	161	1 069	144,421,200	922	16 369
Advanced	2,406,000	46	110	57,696,800	626	2 813

To further promote tourism development, the Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS). CTIS was rolled out on 1 January 2024, immediately after the conclusion of CHIS on 31 December 2023. There are 2 categories under CTIS, namely in-depth travel and thematic travel, for which different amounts of cash incentives are provided. The target is to receive at least 100 000 visitors within 2024. As at February 2024, the in-depth travel and thematic travel categories received 400 and 70 applications respectively. As all applications are still under processing, the number of approved applications is not available at the moment.

From April 2022 to September 2023, the Travel industry of Council joined hands with the Hong Kong Tourism Board to organise around 49 free docent training courses under CHIS for licensed tourist guides and tour escorts to join, attracting over 1500 participants. The enhanced CTIS will continue to provide in-depth itinerary design, training, etc. to further enhance the service quality of practitioners of the tourism industry. Its details will be announced shortly.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2177)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Budget has proposed a series of promotions for tourism events and activities which involve a provision of \$1,095 million. Please inform this Committee of:

1. the specific arrangement of and expenditure involved in the promotion plan of multi-destination tourism;
2. the respective expenditure involved in the past 2 editions of the Sai Kung Hoi Arts Festival and the effectiveness of this initiative; and
3. whether the Government has plans to extend the project model of the Sai Kung Hoi Arts Festival to other districts; if yes, the details; if no, the reasons.

Asked by: Hon LEUNG Man-kwong (LegCo internal reference no.: 26)

Reply:

The Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (the CTD Plan) promulgated on 30 December 2020 provided guiding directions for the overall cultural and tourism development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The CTD Plan and the Outline Development Plan for GBA promulgated in February 2019 both expressly support Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism.

On promotion, the Hong Kong Tourism Board (HKTB) leveraged on Hong Kong's role as an important gateway between the Mainland and international cities to actively cooperate with other GBA cities in organising overseas promotional campaigns on GBA tourism. In October 2023, HKTB cooperated with the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office in launching a new GBA tourism brand promotion, staging the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand under the theme "Greater Bay Area – Connecting Great Experiences" to introduce novel tourism appeals of GBA to the local community. Additionally, a new all-in-one GBA tourism website ([www.discovergreaterbayarea.com](http://www.discovergreaterbayarea.com)), travel programme and series of promotional activities have also been launched to showcase the diverse attractiveness of GBA.



In 2024-25, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets by organising activities and inviting broadcasters to produce travel programmes, etc., to promote tourism resources and transport connectivity in GBA. In the future, HKTB will also continue to incorporate GBA elements into various mega events and large-scale activities, and work with the travel trade in different source markets to roll out themed packages and offers to attract visitors to Hong Kong and participate in related activities.

As for Meetings, Incentive Travels, Conventions and Exhibitions (MICE) tourism, HKTB will continue to step up the promotion work with the theme “Meet Hong Kong • Meet GBA” through partnerships with international MICE associations and the Hong Kong Convention Ambassadors to explicate the opportunities available in GBA markets to attract more overseas MICE events to make Hong Kong their host city and connect them to GBA markets and further establish Hong Kong as the MICE hub of GBA.

As for cruise tourism, HKTB will continue to promote the development of “fly-cruise” and “rail-cruise” packages bundled with pre/post-cruise accommodation, attractions, sightseeing and other experiences leveraging on the city’s position as an aviation hub and the increasing popularity of High Speed Rail travel, and work with Mainland cruise lines and travel agents to further develop more diversified cruise products for visitors; and extend regional cooperation with ports in Asia and GBA to enhance the travel experience of cruise visitors and strengthen the competitiveness of Hong Kong’s cruise market through various characteristic activities and arrangements to receive visitors.

On promoting industry collaboration, the Travel Industry Council of Hong Kong (TIC) made use of the resources provided by the Government to launch and promote the enhanced web-based resource platform GreaterGo in 2022 to assist the trade in grasping information about tourism resources in GBA (including information on local unique attractions, festive activities and providers of relevant tourism services) and facilitate business matching for developing and launching more diversified tourism products.

In addition, the Government provided funding support for TIC to resume organising visits to GBA in October and November 2023 to promote business cooperation between the travel trades of Hong Kong and GBA. The visit in October 2023 focused on the development of tourism resources in western Guangdong through travelling on the High Speed Rail and the Hong Kong-Zhuhai-Macao Bridge, while the visit in November 2023 focused on the development of new tourism resources related to professional fields such as technology in eastern Guangdong, with a view to attracting more high value-added visitors to embark on GBA multi-destination journeys via Hong Kong. There were more than 200 representatives from the trade participated in the two visits in total and TIC will continue to make use of the funding to arrange more visits for the trade in 2024.

The Government will continue to strive to complement the content of the national planning documents and maintain close liaison with the Mainland authorities to seek enhancement to the Guangdong Province’s “144-hour Convenient Visa” measure, so as to facilitate the joint development of multi-destination travel itineraries between the travel trade in Hong Kong and the Mainland and utilise Hong Kong’s well-developed boundary crossing facilities and rich tourism resources to provide impetus to foreign visitors to take part in multi-destination tourism in the GBA.

As the promotion of multi-destination tourism has been subsumed into various promotion programmes of HKTB, the expenditure involved cannot be quantified separately.

The Tourism Commission (TC) rolls out the Sai Kung Hoi Arts Festival (Arts Festival) from 2022 to 2024 and gradually expands its coverage from Yim Tin Tsai to Sharp Island, Kau Sai Chau and High Island to offer visitors a travel experience that integrates arts, cultural, heritage and green elements. The funding for the project is \$40 million for 3 years. The actual total expenses incurred will be confirmed upon completion of the project.

The first edition of the Arts Festival was held from 16 November 2022 to 15 January 2023 on Yim Tin Tsai and Sharp Island and the second edition was organised on the above 4 islands from 15 November 2023 to 14 January 2024. During the two editions of the Arts Festival, there were over 144 000 visitors and participants in guided tours and programmes. Most of the artworks have been retained for visitors' enjoyment after the conclusion of the Arts Festival. Featuring an integration of arts with the islands, the Arts Festival allowed visitors to experience the natural landscape, history, culture and heritage of Sai Kung Hoi, revitalised the islands as well as the community there.

TC and the curatorial partner have been closely monitoring the programmes of the Arts Festival and reviewing the relevant arrangements. They are making preparations for the third edition of the Arts Festival to be held in end 2024.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB167**

**(Question Serial No. 2181)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Budget has proposed to launch a new Hong Kong tourism brand and enhance publicity and promotional efforts. Please inform this Committee of:

1. the estimated number of frontline staff in the service industry who will receive commendation and the estimated expenditure on bonus in the coming year; and
2. the estimated overall expenditure, including staff costs and promotion expenses, involved in promoting the mega events in the pipeline.

Asked by: Hon LEUNG Man-kwong (LegCo internal reference no.: 30)

Reply:

The Hong Kong Tourism Board (HKTB) and the Quality Tourism Services (QTS) Association will commend outstanding frontline staff in the service industry and promote Hong Kong as a hospitable and people-focused city in collaboration with various sectors. They will also continue to organise the “Outstanding QTS Merchant and Service Staff Awards” to commend QTS Scheme-accredited merchants and their staff for their outstanding performance in promoting quality tourism services in Hong Kong. The new edition of the “Outstanding QTS Merchant and Service Staff Awards” to be held in 2024 is currently under preparation. The details will be announced in due course. As the estimated expenditure has been subsumed under HKTB’s allocation for enhancing service quality and providing continuous support to the travel trade, it is difficult to quantify it separately.

To ensure the major events to be held in Hong Kong would have sufficient cross-departmental support, the Government has established the Mega Events Coordination Group and HKTB has accordingly set up a dedicated team to serve as the first point of contact for the coordination group. HKTB will continue to organise and support more international mega events in town, as well as securing and facilitating more meetings, incentives, conventions and exhibitions (MICE) events to be held in Hong Kong. This will make Hong Kong an ideal destination for mega events tourism all the year round, reinforce our position as the

Events Capital of Asia, as well as promoting and expanding the contribution of events to the city's economy.

HKTB will continue to stage its six flagship events of various experiences including sports, gastronomy, and festivity, including the “Hong Kong International Dragon Boat Races”, the “Hong Kong Cyclothon”, the “Hong Kong Wine & Dine Festival”, the “Hong Kong WinterFest”, the “Hong Kong New Year Countdown Celebrations” and the “Hong Kong Chinese New Year Celebrations”, while injecting new perspectives, elements and experiences to enrich the events and further enhance their appeal. At the same time, HKTB will step up promotions in the Mainland and overseas to attract visitors to visit Hong Kong repeatedly for participating in these events.

HKTB will also continue to fully support and assist in the promotion of various international events and activities in town, such as the world-renowned “Hong Kong Sevens”, Asia's premier annual rugby tournament, “Hong Kong Opens”, a tennis tournament, and the “LIV Golf Hong Kong”, boosting the city's sports atmosphere and fervour. HKTB will also continue to promote various international art events held in town through its “Arts in Hong Kong” year-round promotional platform, including “Art Basel Hong Kong”, “Art Central”, and “French May”, and fully support the promotion of “Art March” planned and organised by the Culture, Sports and Tourism Bureau to showcase Hong Kong's art appeal to the world.

In addition, HKTB will continue the “Pilot Scheme for Characteristic Local Tourism Events” to support non-profit organisations registered in Hong Kong to organise tourism events with local characteristics and development potential, such as Yu Lan Cultural Festival and Ap Lei Chau Hung Shing Culture Festival.

As the expenditures on manpower and publicity have been subsumed under HKTB's allocation for staging and supporting large-scale international events, it is difficult to quantify them separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB168**

**(Question Serial No. 2982)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (1) Director of Bureau's Office, (2) Creative Industries, (3) Sports and Recreation, (4) Culture, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The establishment ceiling for 2024-25 is estimated to rise by 63 posts (19%) to 388 non-directorate posts as at 31 March 2025 from the estimated 325 posts as at 31 March 2024. Will the Government inform this Committee of the establishment, estimated total expenditure and job duties of the posts?

Asked by: Hon LEUNG Tsz-wing, Dennis (LegCo internal reference no.: 26)

Reply:

As 64 time-limited posts and 7 permanent posts are expected to be created and 8 time-limited posts are expected to be deleted upon expiry in 2024-25, there will be a net increase of 63 posts. The new posts are created for strengthening the support to the work relating to creative industries, culture, sports and tourism mentioned in the Controlling Officer's Report, including facilitating the organisation of the 15th National Games. The net increase of 63 posts will bring about an additional notional annual salary cost at mid-point of \$59.7 million. Details of the ranks and numbers of posts are shown in Annex.

- End -

**(1) Time-limited posts expected to be created in 2024-25 (64 posts)**

<b>Rank</b>	<b>Number of Post(s)</b>
Chief Leisure Services Manager	2
Senior Leisure Services Manager	5
Leisure Services Manager	6
Assistant Leisure Services Manager I	17
Chief Manager, Cultural Services	1
Curator	1
Administrative Officer	2
Chief Executive Officer	1
Senior Executive Officer	7
Executive Officer I	10
Executive Officer II	6
Senior Information Officer	1
Information Officer	1
Senior Clerical Officer	1
Assistant Clerical Officer	1
Supplies Supervisor I	1
Personal Secretary II	1
<b>Total [A]:</b>	<b>64</b>

**(2) Permanent posts expected to be created in 2024-25 (7 posts)**

<b>Rank</b>	<b>Number of Post(s)</b>
Senior Engineer*	1
Chief Executive Officer*	1
Senior Estate Surveyor*	1
Electrical and Mechanical Engineer*	1
Senior Executive Officer	1
Official Languages Officer II	1
Motor Driver	1
<b>Total[B]:</b>	<b>7</b>

**(3) Time-limited posts expected to be deleted upon expiry in 2024-25 (8 posts)**

<b>Rank</b>	<b>Number of Post(s)</b>
Senior Engineer*	1
Chief Executive Officer*	1
Senior Estate Surveyor*	1
Electrical and Mechanical Engineer*	1
Engineer	1
Senior Survey Officer	1
Technical Officer	2
<b>Total[C]:</b>	<b>8</b>

**(4) Estimated net increase in posts in 2024-25 (63 posts)**

	<b>Number of Post(s)</b>
Time-limited posts expected to be created [A]	+64
Add: Permanent posts expected to be created [B]	+7
Minus: Time-limited posts expected to be deleted upon expiry [C]	-8
<b>Estimated net increase in posts in 2024-25:</b>	<b>+63</b>

\*To be converted from time-limited posts to permanent posts in 2024-25.

**CONTROLLING OFFICER'S REPLY**

**CSTB169**

**(Question Serial No. 2933)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the initiatives on “creative industries” in the programme, please advise on the following:

1. The financial provision will increase by 74.2% in 2024-25. Apart from Film Development Fund (FDF) and CreateSmart Initiative (CSI), what projects and plans will the additional provision be used for? Does the financial provision include funding for implementing the forthcoming Blueprint for Arts and Culture and Creative Industries Development?
2. It is mentioned in the indicators under the programme that the applications rejected under FDF (film projects) and CSI in 2023 were 26% and 12% respectively. What were the reasons for these rejections? Have there been any measures to enhance explanations to applicants to ensure their compliance?
3. The matters requiring special attention in 2024-25 include showcasing the work of Hong Kong's creative industries to the Mainland and Belt and Road countries, and opening up new markets for them. What are the details of the work plan for the coming financial year in this aspect? What are the expenditure and manpower involved?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 35)

Reply:

1. The 74.2% increase in the estimate of this programme for 2024-25 is mainly attributable to the funding support to the Film Development Fund (FDF) and the CreateSmart Initiative (CSI) for subsidising projects/activities that facilitate the long-term development of Hong Kong film industry and promote the development of 7 non-film creative industries, as well as the restructuring of the existing Create Hong Kong (CreateHK) as the Cultural and Creative Industries Development Agency (CCIDA) in 2024-25, which will involve an increase in resources and staff establishment. The newly restructured CCIDA will continue to promote the development of arts, culture and creative sectors as industries under the industry-oriented principle through FDF and



CSI, generating economic impetus for the community while enhancing the cultural soft power.

The Blueprint for Arts and Culture and Creative Industries Development to be announced primarily outlines the vision and specific measures for the future development of these industries. The resources required for implementing the various measures in the Blueprint are yet to be determined.

2. The assessment criteria for film production projects under FDF include “creativity and quality of film screenplay”, “production budget”, “estimated income” and “local film production elements and talent nurturing”. Rejected applications have mainly failed to meet the targets in the above areas.

The main reasons for rejection of project applications under CSI included: (i) objectives of the project were not in line with CSI’s strategic directions in driving the development of creative industries; (ii) deliverables of the project served only the interests of individual private companies/organisations rather than the entire sector concerned; (iii) the project overlapped with the work of other approved project(s); and (iv) the project proponent was too optimistic about the expected outcome of the project, etc.

CreateHK regularly liaises with organisations from various sectors and encourages them to submit applications for projects that promote the development of creative industries. It also provides advisory services on the application procedure to facilitate collaboration. CCIDA, which is restructured from CreateHK, will continue to play a leading, co-ordinating, and facilitating role in spearheading and co-ordinating cross-sectoral and cross-organisational collaborations to drive the development of the arts and culture and creative sectors as industries.

3. The Government provides support, mainly through FDF and CSI, to projects/activities that are conducive to the long-term development of Hong Kong’s film industry and the promotion of the 7 non-film creative industries. They include projects/activities showcasing the works of Hong Kong’s creative industries to the Mainland and Belt and Road countries. Since promoting the development of creative industries is part of the regular work of CreateHK, the manpower involved is included in the overall establishment of the Culture, Sports and Tourism Bureau. The expenditures of relevant funded projects in the coming year will be subject to the content of the individual applications and the plans approved.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB170**

**(Question Serial No. 2955)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

One of the matters requiring special attention in the programme is to “take forward the organisation work of the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) to be held in 2025”. Please advise:

1. on the work progress of the National Games Coordination Office since its establishment, including the details of the work that has commenced, the agreed timetable, etc.;
2. on the progress of the discussion, interface, and co-ordination between the Administration and the General Administration of Sport of China, the Macao SAR Government, as well as the Guangdong Provincial Government in respect of the organisation work, and the estimated time for the announcement of events to be held in Hong Kong;
3. whether other venues/sites will be reserved for competitions in addition to the Main Stadium at the Kai Tak Sports Park; if so, whether upgrading and enhancement to the facilities at fallback venues have been arranged for use as competition venues;
4. on the arrangements and details of the local and international publicity and promotion on the hosting of NG, NGD, NSOG in Hong Kong, as well as the recruitment and training of volunteers;
5. on the submission time for a preliminary estimate of the expenditure for the hosting of NG, NGD, NSOG in Hong Kong.

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 24)

Reply:

The HKSAR Government is actively taking forward the preparatory work for the 15th National Games (NG), the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games. This includes the setting up of the HKSAR Organising Committee of the 15th National Games in May 2023 to provide a high-level steer on the preparation for the Games in Hong Kong. Under the Organising Committee, a Steering Committee and 5 Coordinating Committees have been set up with members from various government policy bureaux and departments, the sports sector, and relevant

organisations. The National Games Coordination Office (Hong Kong) (“NGCO”) has also been set up under the Culture, Sports and Tourism Bureau in October 2023 to coordinate and implement the preparatory work. NGCO is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao on the various arrangements including event management, publicity and promotional activities, ticketing, etc. We are also making plans for the recruitment and training of volunteers to provide services during NG. Relevant details will be announced in due course.

In addition to the Kai Tak Sports Park, the Government plans to use some of the sports facilities under the Leisure and Cultural Services Department and a few other venues for hosting the competition (including fallback venues) and training by athletes during NG. We will carry out improvement works for these facilities where necessary having regard to the actual needs.

NGCO has earmarked around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB171**

**(Question Serial No. 3085)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Culture, Sports and Tourism Bureau will “continue to implement the Sports Science and Research Funding Scheme to strengthen the support to athletes in the areas of sports science and sports medicine, thereby enhancing their competitiveness at international sports events”. Will the Government inform this Committee:

1. of the numbers of applications received, and research projects completed and in progress since the launch of the Funding Scheme, the details of the institutions and sports involved;
2. whether it has reviewed the funded projects and explore opportunities for commercialisation and popularisation of the research outcomes; if so, the details; if not, the reasons;
3. whether it will proactively engage with local educational institutions to encourage more sports research projects, and provide additional funding and extend the Funding Scheme to further promote the development of sports technology in Hong Kong?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 44)

Reply:

1. As of 29 February 2024, a total of 83 preliminary applications were received from various research institutions including local universities, Cyberport, and the Science Park in the Sports Science and Research Funding Scheme (Funding Scheme). Of which, 24 projects have been approved by the Sports Science and Research Funding Scheme Committee (the Committee) of the Hong Kong Sports Institute (HKSI) and are currently underway. These projects primarily support 6 Tier A\* elite sports (including badminton, cycling, fencing, swimming, table tennis, and windsurfing) and 14 Tier A elite sports (including gymnastics, karate, rowing, rugby sevens, sailing, squash, tennis,

triathlon, wushu, boccia, wheelchair fencing, para table tennis for physical and intellectual disabilities, and para badminton). The scope of the projects includes intelligent training systems, tactical analysis systems, nutrition monitoring systems, sports assessment and rehabilitation, as well as the improvement of competition and training equipment etc.

2. Upon the advice and support of the Committee, the HKSI will submit the proposed projects under the Funding Scheme to the Culture, Sports and Tourism Bureau for approval. Funding will be granted subject to the approval of the Secretary for Culture, Sports and Tourism. As the Funding Scheme is in its early stage, the Committee has decided that the outcomes of the existing projects would be used exclusively for training and competitions by the Hong Kong, China delegation to enhance our athletes' competitiveness at international sports events. The relevant research institutions will actively seek opportunities to commercialise and to promote outcomes of the projects to the community, depending on their competitive advantages.
3. Since the launch of the Funding Scheme, the HKSI has regularly disseminated latest information of the scheme through its website and has sent invitation letters to local universities to encourage them to participate in the Funding Scheme. The HKSI maintains communication with research teams from various professional fields to enhance their understanding of the needs of elite athletes in training and competitions, with the aim of exploring more projects that can help improve the performance of athletes.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB172**

**(Question Serial No. 3086)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget Speech, “the Hong Kong Tourism Board will promote immersive, in-depth tourism with themes like “Citywalk”, and promote young-adult focused activities such as hiking, cycling, stand-up paddle-boarding, trail running and stargazing in the wilderness. It’s all part of an energising effort to soft-sell Hong Kong”. Please inform this Committee of the following:

1. With regard to the above immersive, in-depth tourism and new activities, such as cycling, hiking and stargazing, how will the Culture, Sports and Tourism Bureau coordinate the hardware facilities and publicity efforts? How will other departments complement the work concerned? What is the expenditure involved?
2. With regard to promoting young-adult focused activities, in what ways will the Government launch the publicity work, tourism projects and activities in the coming year and what are the details? What is the expenditure involved?
3. While immersive, in-depth tourism offer young adults more opportunities, more training and regulations for special licenses and coaching, and in some cases policy support (for example, campervans are currently operated without any special licences) are also required to enhance travel experience. Will the Government conduct reviews in this regard and relax the restrictions to facilitate the promotion of these activities?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 45)

Reply:

The Hong Kong Tourism Board (HKTB) will identify suitable themes for promotion in parallel with different events and festivals, including Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy experiences, outdoor fun, winter festivities and sports excitement to cater to the tastes and interests of different visitor segments and entice their interest in visiting Hong Kong and plan their itinerary ahead.

HKTB recommends characteristic outdoors routes, promotes Hong Kong's unique natural scenery and countryside experiences, and introduces young-adult focused activities on its "Hong Kong Great Outdoors" platform to attract young tourists to Hong Kong. On arts, HKTB will, through its "Arts in Hong Kong" year-round promotional platform, link up a series of international art events, including "Art Basel Hong Kong", "Art Central" and "French May", to showcase Hong Kong's vibrant art scene. On local culture, HKTB has launched the "Hong Kong Neighbourhoods" programmes including "Old Town Central", "Sham Shui Po" and "West Kowloon" continuously from 2017 onwards. Apart from further enriching the content of "Hong Kong Neighbourhoods", HKTB also launched the second phase of the Temple Street promotion in March 2024 to further entice visitors to get into the local community and experience the most authentic side of Hong Kong, while bringing more footfall to the area and opening up more business opportunities for local merchants.

On promoting immersive travel experience, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also utilise local popular channels to roll out more thematic promotions on immersive experiences, city walk and other themes based on actual market situations. Publicity on activities that are popular among young segments will also be stepped up to soft sell Hong Kong with innovative contents.

As the work mentioned above has been subsumed under the work in different areas, it is difficult to quantify relevant expenditure separately.

Tourism Commission (TC) and HKTB have all along involved the youth in their projects. For example, many young artists have been recruited to participate in the creation process for projects like Sai Kung Hoi Arts Festival, Design District Hong Kong (#ddHK) and City in Time, with a view to enriching the tourism resources in Hong Kong. Besides, TC, in collaboration with the Hong Kong Federation of Youth Groups, has launched the "Hong Kong Young Ambassador Scheme" since 2001 to train young people as Young Ambassadors to help promote Hong Kong to visitors and demonstrate hospitality spirits through participation in mega events and stationing at tourist attractions.

As for the licence for operating caravans, as advised by the Home Affairs Department, according to the Hotel and Guesthouse Accommodation Ordinance (Cap. 349) (the Ordinance), the premises providing short-term (for a period less than 28 consecutive days) sleeping accommodation at a fee with the mode of operation falls within the meaning of "hotel or guesthouses" under the Ordinance, i.e. the premises are held out as providing sleeping accommodation to any persons presenting themselves who are willing to pay a fee for the sleeping accommodation, should apply for a hotel or guesthouse licence before commencing operation. The Ordinance aims to ensure that premises intended to be used as hotels or guesthouses meet the building and fire safety standards, to safeguard lodgers and members of the public. The caravan site should be regulated by the Ordinance if it falls within the definition of "premises" under the Ordinance. The Office of the Licensing Authority under the Home Affairs Department is responsible for administering the Ordinance, and has formulated a set of licensing procedures and conditions applicable to the caravan site under the definition of the Ordinance.

TC and HKTB will continue to work closely with relevant policy bureaux and departments, and will seek their support in taking forward various tourism projects with a view to enriching Hong Kong's tourism resources and attracting visitors with different interests to Hong Kong.

For instance, TC, in collaboration with the Agriculture, Fisheries and Conservation Department (AFCD) has been implementing “Enhancement of Hiking Trails” since 2018 to enhance tourism supporting facilities of 20 hiking trails in country parks which are popular and with tourism appeal to promote green tourism; TC, in collaboration with the Architectural Services Department and the Civil Engineering and Development Department, is taking forward the Lei Yue Mun Waterfront Enhancement Project to improve the facilities along Lei Yue Mun waterfront and enhance its connectivity; Sai Kung Hoi Arts Festival organised by TC has gained the support of government departments, including AFCD, the Sai Kung District Office, the Lands Department and the Food and Environmental Hygiene Department, etc. for collaborative improvement of the environment and facilities of the relevant islands to enhance visitors’ experience; for the event under #ddHK organised by TC last year, through engaging local stakeholders such as Tsuen Wan District Office, rural committees and area committees etc., and collaborating with various departments such as Harbour Office of Development Bureau, Leisure and Cultural Services Department, and Highways Department, public spaces in Tsuen Wan were utilised to display large-scale art installations and different activities were organised, thereby leading visitors to understand the local culture and characteristics of Tsuen Wan through design elements. Besides, TC, in collaboration with the Transport Department, has been erecting direction signs with brown background for some major tourist attractions, including Ocean Park, Hong Kong Disneyland Resort, the Peak, the Hong Kong Wetland Park, Ngong Ping 360, etc., for easy recognition by drivers. TC also assisted Transport Department in launching “Water Taxi” to enable visitors to admire the views of many famous attractions within the Victoria Harbour.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB173**

**(Question Serial No. 3171)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to the Programme, the Culture, Sports and Tourism Bureau (CSTB) “promoted the orderly resumption of international cruise travel in Hong Kong and worked to consolidate our position as a leading cruise hub in the region” and “continued to monitor the operation of Kai Tak Cruise Terminal (KTCT)”. Will the Government inform this Committee of the following:

1. The numbers of cruise ships berthing at KTCT and cruise visitors at the terminal in the past 2 years;
2. In regard to promoting the orderly resumption of international cruise travel in Hong Kong, what promotions will CSTB carry out in the coming year to attract more cruise ships to Kai Tak? Has CSTB assessed or set any target for those promotions? What is the expenditure to be involved?
3. Does CSTB have any short-, medium-, and long-term measures, such as holding more commercial and promotional activities, to enhance the facilities in KTCT, boost the terminal’s people flow and attractiveness, and improve the transportation arrangements during the berthing of cruise ships? If yes, what are the details?
4. CSTB launched special bus routes, attracted taxi drivers to pick up passengers at KTCT through distributing liquefied petroleum gas (LPG) coupons, etc., and provided water transport services to disperse cruise passengers during the last few ship calls. What are the expenditures involved in these temporary measures?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 46)

Reply:

The number of ship calls and cruise passenger throughput at the Kai Tak Cruise Terminal (KTCT) in the past 2 years are tabulated as follows:

Year*	Number of ship calls	Cruise passenger throughput
2022	4	11 843
2023^	137	445 834

\* Immigration services at KTCT had been suspended since 5 February 2020. “Cruise-to-nowhere” itineraries were allowed to operate in KTCT in the period from 30 July 2021 to 6 January 2022. Subsequently, immigration services at KTCT were resumed on 8 March 2023.

To further boost the recovery of the cruise industry, the Government earmarked additional funding to the Hong Kong Tourism Board (HKTB) in the 2023-24 Budget to attract more cruise ships to visit Hong Kong in the coming years. The relevant support and incentives include encouraging cruise lines to increase their sailings to Hong Kong, make overnight calls and make Hong Kong as a departing/ending port, etc. On the other hand, with the support of TC and HKTB, the Seatrade Cruise Asia Pacific, which is a major cruise industry conference, was held in Hong Kong from 25 to 27 October 2023 after a four-year hiatus, further driving the recovery of the cruise industry in Hong Kong and Asia and promoting our role as an important cruise hub in the region. Moreover, TC and HKTB also participated in various major trade events at home and abroad to actively promote cruise tourism of Hong Kong.

Apart from the above work, TC and HKTB will continue to create consumer demands in visitor source markets through stepping up partnership with cruise lines, travel agents, media, KOLs, etc. in marketing promotion and publicity in the coming year. Meanwhile, leveraging the city’s position as an aviation hub and the growing popularity of High Speed Rail travel, TC and HKTB will also drive the development of fly-cruise and rail-cruise packages bundled with pre/post-cruise accommodation, attractions, sight-seeing and other experiences, so as to develop a wider variety of cruise products for visitors. TC will also take the lead in reviewing the development of cruise tourism with other relevant bureaux and departments to devise an action plan targeted to be released in the first half of this year.

HKTB has earmarked \$32.5 million in 2024-25 for promoting cruise tourism, including the relevant additional funding.

The ancillary facilities of KTCT (including its ancillary commercial area and the rooftop garden) are open to members of the public daily. All 7 shops in the ancillary commercial area have been leased, including a banquet centre which is often used for group functions and receiving tour groups. Some parts of KTCT have also been used as event venues when they are not in use for cruise operation, thereby making better use of the facilities. In 2023, a total of 12 events, totalling 51 event days, were held. They included a car brand event, a large-scale fan meeting, an international fintech-cum-cultural event, a sports carnival and a few film shootings etc. Besides, art installations of the creative tourism project “Design District Hong Kong” were displayed by TC in the public space of the terminal in November 2023. A sculpture of “A Path to Glory - Jin Yong’s Centennial Memorial” will also be displayed in the terminal shortly to attract more visitors. We will continue to communicate with the terminal operator to explore feasible plans to bring more commercial vibrancy to the terminal.

The Government undertook high-level intervention in August 2023 to address the situation of transport services at KTCT. The total expenditure incurred by the Government during the period was \$1 million, involving a total of 30 ship calls. The expenditure was mainly for providing free franchised bus services and coach services, so as to quickly alleviate the pressing demand of cruise passengers for taxis, as well as addressing the problem of slow boarding caused by some cruise passengers who used the same credit card to settle fares for multiple companions. The Government has handed back the work on the transport

management and services to the terminal operator or cruise lines. The supply of taxi services has been stabilised with the introduction of a series of measures, which include the continuous distribution of a \$50 liquefied petroleum gas coupon by the terminal operator to each taxi picking up passengers at KTCT, etc. Also, franchised bus and coach operators have made arrangements to allow cruise passengers to use the same credit card to settle fares for multiple companions at KTCT.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 3172)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Government will work on “staging and revamping “A Symphony of Lights” (SoL) to showcase the night vista of Hong Kong”. In this connection, please inform this Committee of the following:

1. The average yearly number of SoL shows held and expenditure involved;
2. The direction of revamping and redesigning the show, timetable for the revamp and expenditure to be involved;
3. Will the Government enhance the connectivity between buildings and attractions and introduce specific themes and festive elements through this revamp to maintain the novelty of the show?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 47)

Reply:

“A Symphony of Lights” light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

Since the private buildings are responsible for their respective recurrent expenditure involved in SoL, the Government does not have the information in this respect. The Tourism Commission (TC) and the Hong Kong Tourism Board (HKTB) are responsible for the expenditures for keeping up the operations and maintenance of SoL’s systems, and for updating light show programme arising from new participating building(s) as well as upgrading and replacing the lighting and audio equipment of participating government buildings and venues. The average yearly expenditure involved in SoL from 2019-20 to 2023-24 is around \$6 million.

TC is working with HKTB to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise

the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work in 2024-25.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB175**

**(Question Serial No. 3061)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. While the Government strives to promote sports development and major sports events in Hong Kong, the estimated “number of athletes participating in the vocational training programmes” in 2024 is lower than the corresponding figure in 2023. What are the reasons?
2. Regarding “income generated from donations and sponsorship”, the Culture, Sports and Tourism Bureau has indicated that “the estimated reduction in level of donations and sponsorship in 2024” is due to fewer major multi-sports games to be held in the year. What assessment criteria have been used for the estimate of \$43 million in 2024?

Asked by: Hon LI Sai-wing, Stanley (LegCo internal reference no.: 39)

Reply:

1. The actual number of athletes participating in the vocational training programmes at the Hong Kong Sports Institute (HKSI) in 2023 was 443. As the 2024 Olympic Games (OG) will be held in Paris, athletes are more likely to receive training in Europe or take part in overseas competitions to attain the qualifications for the OG. Since the vocational training programmes are conducted in Hong Kong, the estimated number of athletes participating in the programmes held locally in 2024 will be slightly reduced to 440.
2. HKSI's main sources of income from donations and sponsorship in the estimate for 2024 include: (i) cash incentives for athletes with outstanding performance at major multi-sports events (including the OG and Paralympic Games) (around \$29 million); (ii) sponsorships for HKSI events (around \$8 million); and (iii) sponsorship projects negotiated on behalf of athletes by HKSI (around \$6 million).

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB176**

**(Question Serial No. 3062)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. As regards the Film Development Fund (FDF), it was noted that 34 applications were received in 2023, which is an increase of over 50% as compared to 22 in 2022. However, 4 applications were approved and 9 rejected, which are much lower than the corresponding figures of 11 and 14 in 2022. Why are the numbers of applications approved and rejected lower than the corresponding figures for 2022 despite the increase in the number of applications received? Is it related to vetting process?
2. According to the 14th Five-Year Plan, Hong Kong can serve as the East-meets-West centre for international cultural exchange to revitalise the culture industry. Hong Kong films won world acclaim in the past. Does the Government have any plans to make FDF more targeted to support the industry without compromising the vetting time, thereby enhancing the speed and efficiency?

Asked by: Hon LI Sai-wing, Stanley (LegCo internal reference no.: 40)

Reply:

The Hong Kong Film Development Council will take into account a number of factors in assessing project applications. Approval of the project depends on the content and quality of individual application. In addition, since the Film Development Fund (FDF) accepts applications all year round and the processing time of some applications straddles the next financial year, the total number of applications approved and rejected each year is not necessarily equal to the number of applications received in the same year.

The Government reviews the development needs of the film industry from time to time. To promote and facilitate the development of Hong Kong's film industry, and in response to the rise of online social platforms and streaming platforms, the Content Development Scheme for Streaming Platforms was launched under FDF in 2023. Teams are recruited through a competition format under this Scheme to develop content for streaming platform series, thereby nurturing cross-sectoral production teams for streaming platforms and facilitating the film industry to enter new distribution markets by creating quality streaming content. In

addition, in recognition of Hong Kong's role as an East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan, FDF rolled out the Hong Kong-Asian Film Collaboration Funding Scheme in 2023, to subsidise film projects co-produced by filmmakers in Hong Kong and Asian countries which are rich in Hong Kong and Asian cultural elements, and enable Hong Kong films to go global.

Furthermore, the Government will launch the Film Financing Scheme for Mainland Market under FDF supports Hong Kong film companies and the Mainland cultural enterprises to invest in the productions of Hong Kong directors. This will also help boost the chance of Hong Kong films for release in the Mainland market, and nurture more local directors to enter the Mainland film market. The Government will also expand the original Hong Kong-Asian Film Collaboration Funding Scheme to the Hong Kong-Europe-Asian Film Collaboration Funding Scheme, which will subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures. This would help promising Hong Kong filmmakers broaden their regional cultural horizons, draw inspiration from film productions of other countries and have better understanding of the market demands of other countries, thereby enabling Hong Kong films to go global.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB177**

**(Question Serial No. 1444)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in matters requiring special attention in 2024-25 in programme (3), the Government will continue to provide comprehensive support to Hong Kong athletes preparing for and participating in major international multi-sport events (including the Paris Olympic Games (OG) and the Paralympic Games (PG) held in 2024). In this regard, will the Government inform this Committee of:

1. the estimated provision for supporting Hong Kong athletes in preparation for the Paris OG and PG;
2. the support that has so far been provided and will be provided to Hong Kong athletes preparing for the Paris OG and PG, the expenditure involved and the estimate?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 9)

Reply:

1. The Government fully supports Hong Kong athletes in preparation for the 2024 Paris Olympic Games (POG) and the Paralympic Games (PPG). The Government has set aside funds for 2024-25 under the Arts and Sport Development Fund (Sports Portion) to support athletes to prepare for and participate in the POG and PPG. The actual funding amount will depend on the applications received.
2. The Government provides annual funding to the Hong Kong Sports Institute (HKSI) through the Elite Athletes Development Fund to nurture elite athletes and to help them attain outstanding performance in the international sports arena. In 2024-25, an estimated provision of about \$941 million including expenditure related to elite athletes' preparation for and participation in major multi-sports games will be allocated to the HKSI.

To support athletes in preparation for the POG and PPG, HKSI has provided additional resources to Tier A sports and para Tier A sports to hire extra high performance coaches and training partners, organise more intensive overseas training and competitions, utilise

more advanced equipment and innovative technology in training and set up dedicated teams for sports science and medical support, thereby assisting Hong Kong athletes in achieving excellent results in a holistic manner.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB178**

**(Question Serial No. 1447)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in programme (3) that the Government will continue to take forward the Kai Tak Sports Park (KTSP) project to provide world-class sporting venues and public sports and recreation facilities. In this connection, would the Government inform this Committee of:

1. the details of the committed expenditures on the construction of KTSP so far;
2. the further monitoring and penalty measures the Government have taken to ensure the smooth completion of the project and to prevent a waste of money arising from the use of inferior materials, given that 3 cable trunking suppliers for KTSP were reported to have failed in the tests in November 2023?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 12)

Reply:

1. The approved project estimate for the Kai Tak Sports Park (KTSP) - construction works (3272RS) is \$31.898 billion. Below are the relevant financial details for the project each year from its commencement to 2024-25:

<u>Financial Year</u>	<u>Actual Expenditure(\$B)</u>
2018-2019	3.423
2019-2020	19.635
2020-2021	26.317
2021-2022	40.491
2022-2023	56.884
2023-2024	66.000 (revised estimate)
2024-2025	67.000 (estimate)

2. Culture, Sports and Tourism Bureau (CSTB) has reviewed the acceptance arrangements for the coating of cable trunking at the KTSP project. CSTB has also strengthened the acceptance procedures for the coating of cable trunking coating in accordance with the latest relevant requirements of the Architectural Services Department as follows:

- (i) documentary proof on coating of cable trunking submitted by a contractor should include valid manufacturer's certificate of accreditation to the recognised Quality Assurance System issued within the past 3 years, and the test report by an accredited laboratory submitted should show that the material tested is of the same batch as material used for the contract; and
- (ii) on-site sample tests should be conducted as part of the inspection and acceptance procedures for coating of cable trunking based on the risk-based principle.

If the required thickness of the cable trunk coating is found to be non-compliance with the contract requirement, the Government will require the contractor to take follow-up actions and handle the issue in accordance with the contract terms, including:

- (i) replace substandard cable trunking having regard to actual circumstances in a prioritised manner without affecting works progress of KTSP.
- (ii) for materials which cannot be replaced shortly, the Government will request the contractor to take other practicable remedies including strengthening inspection and maintenance arrangement, etc.; and
- (iii) the Government will also recover from the contractor for any additional loss and expense incurred in accordance with the contract terms.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB179**

**(Question Serial No. 1448)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in programme (3) that the Government will continue to implement the Major Sports Events (MSE) Matching Grant Scheme under the enhanced "M" Mark system with a view to encouraging more sponsorship from the private and the business sectors to support the hosting of more new and high level sports events. In this regard, will the Government inform this Committee of:

1. the actual expenditures of the Government for the MSE Matching Grant Scheme in the past 3 years;
2. the Government's planned financial provision for the MSE Matching Grant Scheme and the indicators for the number of events matched in 2024-25;
3. the current vetting mechanism for the MSE Matching Grant Scheme, the monitoring mechanism of the grant and the details of the enhanced "M" Mark system mentioned in the above?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 13)

Reply:

1. In the past 3 years, the Government provided funding support of about \$274 million for hosting major international sports events under the "M" Mark System.
2. In 2024-25, more than 20 major international sports events are expected to be provided with funding support by the "M" Mark System. The estimated funding for these events is about \$200 million.
3. The Vetting Panel under the Major Sports Events Committee (MSEC), being responsible for monitoring the vetting process of "M" Mark event applications, vets each application according to established mechanisms and makes recommendations to MSEC. The vetting criteria include status and significance of the event, player line-up or team strength (for exhibition matches only), financial viability, positive impact on the economy, media coverage and marketing plan, community appeal and social benefits,

contribution to sports development as well as ability, technical expertise and administrative competence of organisers. Once an event is awarded the “M” Mark status, the organiser is required to sign an agreement and undertake to stage the event as stated in its proposal submitted in the application process. Upon the completion of an event, it has to submit an evaluation report and an audited statement of accounts. The Culture, Sports and Tourism Bureau will conduct checks (including on-site inspection) with respect to the funding agreement and the items listed in the evaluation report to monitor and evaluate the event arrangements with a view to safeguarding the use of public money.

To encourage the staging of more major international sports events in Hong Kong, the Government introduced a series of measures in April 2023 to enhance the “M” Mark System. These include increasing the funding ceiling for each event to \$15 million, abolishing the quota of 2 “M” Mark events that can be organised by the same applicant each year, and relaxing the eligibility of applicants to cover events organised by NSAs and other private or non-government organisations.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB180**

**(Question Serial No. 1449)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 69 of the Budget Speech, the Hong Kong Tourism Bureau will enhance the Quality Tourism Services (QTS) Scheme and launch a new round of publicity activities, including reality shows and the commendation of outstanding frontline staff in the service industry. In this connection, please inform this Committee of the following:

1. What were the details of the Government's expenditure on the QTS Scheme in the past 5 years?
2. How does the Government plan to enhance the QTS Scheme? What is the new publicity approach? What is the estimated expenditure?
3. What are the (a) number of applications submitted by retail shops, restaurants and visitor accommodation providers for the QTS Scheme accreditation and (b) number of applications approved in the past 5 years? (c) Please list the figures.
4. Who are the target recipients of the commendation? Will they be mainly frontline staff in the low-end service industry or frontline staff in the high-end service industry? Please also list the criteria for such classification and the outcome.

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 14)

Reply:

1. The expenditure on the Quality Tourism Services (QTS) Scheme of the Hong Kong Tourism Board (HKTB) from 2019-20 to 2023-24 is listed in the table below:

<b>Financial year</b>	<b>Expenditure (\$ million)</b>
2019-20	11.6
2020-21	18.2
2021-22	10.7

2022-23	22.1
2023-24	16.6#

# The figure represents the revised estimate for 2023-24. The final expenditure is to be confirmed.

The expenditure mentioned above mainly covers various marketing efforts, including the production of advertisements, publications, television programmes, videos, etc. The operating cost of the QTS Scheme includes the costs of recruiting merchants to join the QTS Scheme; assessing, inspecting and monitoring the performance of merchants to ensure that they remain eligible for the QTS Scheme accreditation; organising annual training workshops, courses, etc.; and organising commendation schemes to commend and encourage frontline staff and merchants to continuously enhance quality tourism services.

- In 2024-25, HKTB will continue to encourage the trade, the community and the public to put good hospitality into action as excellent hosts, so as to enhance visitors' experience in Hong Kong. HKTB will launch initiatives targeting the trade, the youth and the public to encourage all walks of life in Hong Kong to show good hospitality.

To enhance the QTS Scheme, HKTB revised the scheme's assessment criteria for merchants in early January 2024 by increasing the weighting of staff performance to recognise the importance of service quality. Following the "Professional Quality Tourism Services Pledge" launched last year, HKTB will produce a series of training videos to demonstrate professional and quality services, helping the trade to train frontline staff. HKTB also worked with a local broadcaster to present a reality show, which put Hong Kong's service quality to test with a view to showcasing the spirit of professional quality tourism services.

Apart from collaboration with the trade, public participation is key to promoting hospitality. HKTB will further expand the "Hong Kong Pals" volunteer programme by recruiting more young people with passion for tourism to put hospitality into action as excellent hosts and set good examples for Hong Kong people. HKTB will also produce a series of new promotions to encourage the public to show good hospitality.

Moreover, relevant policy bureaux and departments, such as the Education Bureau, the Home Affairs Department, the Information Services Department and Radio Television Hong Kong, will jointly promote good hospitality at different levels in the community.

As the estimated expenditure has been subsumed under HKTB's allocation for enhancing service quality and providing continuous support to the travel trade, it is difficult to quantify it separately.

- The numbers of applications received and approved under the QTS Scheme from 2019-20 to 2023-24 are listed in the table below:



<b>Financial year</b>	<b>Number of applications submitted by merchants</b>	<b>Number of applications approved</b>
2019-20	221	76
2020-21	256	243
2021-22	361	308
2022-23	219	270@
2023-24*	461	206

@ As the vetting process took time, accreditation was granted to some of the applicants in the next financial year. Therefore, the number of applications approved was higher than the number of applications received in some of the years.

\* As at 31 December 2023

For applications from individual merchants not approved, HKTB would also provide recommendations to help the merchants improve service quality and they would be encouraged to apply for the QTS Scheme accreditation again.

4. HKTB and the Quality Tourism Services Association will commend outstanding frontline staff in the service industry and promote Hong Kong as a hospitable and people-focused city in collaboration with various sectors. They will also continue to organise the “Outstanding QTS Merchant and Service Staff Awards” to commend QTS Scheme-accredited merchants and their staff (including the management and frontline staff) for their outstanding performance in promoting quality tourism services in Hong Kong. The new edition of the “Outstanding QTS Merchant and Service Staff Awards” to be held in 2024 is currently under preparation. The details will be announced in due course.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1450)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 63 of the Budget Speech, the Government plans to hold pyrotechnic and drone shows every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL). In this connection, will the Government inform this Committee of the following:

1. For the monthly pyrotechnic and drone shows, the estimated (a) operating expenses and (b) number of local residents and visitors to be attracted;
2. For the SoL light-and-sound show, the estimated (a) operating expenses, (b) number of shows to be held and (c) number of local residents and visitors to be attracted;
3. The largest-ever fireworks display on 31 December 2023 attracted many local residents and visitors on both sides of the Victoria Harbour, leading to overcrowding in streets and difficulty in dispersing crowds. Will the Government allocate additional resources to enhance future crowd management during large-scale mass participation events? If yes, what are the details?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 15)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs.

These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

As the shows are still under planning, it is difficult to estimate the footfall at the moment. HKTB will maintain close communication with relevant government departments to ensure that the activities will be conducted in an orderly manner.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB182**

**(Question Serial No. 1451)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 68 of the Budget Speech, the Government will collaborate with Greater Bay Area (GBA) cities to jointly promote multi-destination tourism. In this connection, will the Government inform this Committee:

1. of the number of tourism projects jointly organised by the Government and GBA cities in the past, and the number of participants and operational expenses of these projects;
2. of the provision earmarked by the Government for promoting multi-destination tourism in 2024-25, and the year plan and indicators for the projects;
3. as it was noted earlier that for some Mainland study tours for Hong Kong secondary school students, a one-day itinerary involved half day of commuting, what measures will the Government put in place to enhance the mode of multi-destination tourism and avoid the recurrence of cases of whistle-stop tours?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 16)

Reply:

The Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (the CTD Plan) promulgated on 30 December 2020 provided guiding directions for the overall cultural and tourism development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The CTD Plan and the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area promulgated in February 2019 both expressly support Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism.

The Government will continue to strive to complement the content of the national planning documents and maintain close liaison with the Mainland authorities to seek enhancement to the Guangdong Province's "144-hour Convenient Visa" measure, so as to facilitate the joint development of multi-destination travel itineraries between the travel trade in Hong Kong and the Mainland and utilise Hong Kong's well-developed boundary crossing facilities and rich

tourism resources to provide impetus to foreign visitors to take part in multi-destination tourism in GBA.

The Government has been working with the Hong Kong Tourism Board (HKTB) and the travel trade to leverage on Hong Kong's role as an important gateway between the Mainland and international cities to actively promote multi-destination tourism together with other GBA cities. For example, in October 2023, HKTB cooperated with the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office in launching a new GBA tourism brand promotion, staging the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand under the theme "Greater Bay Area – Connecting Great Experiences" to introduce novel tourism appeals of GBA to the local community. Additionally, a new all-in-one GBA tourism website ([www.discovergreaterbayarea.com](http://www.discovergreaterbayarea.com)), travel programme and series of promotional activities have also been launched to showcase the diverse attractiveness of GBA. Mr Kevin Yeung, the Secretary for Culture, Sports and Tourism, visited Thailand during the same period and met and exchanged views with the delegation of Guangdong, Hong Kong and Macao to demonstrate the HKSAR Government's full support to the partnership between cities in GBA on promoting multi-destination tourism in the Area. The all-in-one GBA tourism website incorporates tourism resources of GBA cities and introduces up to around 90 attractions and travel experiences under the four categories of "Local Delicacies", "Culture and Heritage", "Theme Park Thrills" and "Festive Celebrations". Subsequently in November 2023, HKTB participated in the China International Import Expo in Shanghai for the sixth consecutive year, and set up an exhibition booth designated to GBA to highlight the collaboration between Hong Kong and GBA cities in promoting the integrated development of culture and tourism and multi-destination tourism.

In addition, HKTB incorporated GBA elements into various large-scale events held last year. For example, the GBA Championship of the Hong Kong International Dragon Boat Races held in June 2023 was joined by representatives from all 11 GBA cities, including elite teams from Hong Kong, Macao, Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing. A total of 17 races were held on two consecutive days, with over 160 Mainland and overseas teams and about 4 000 representatives participated. HKTB also invited GBA athletes to take part in the 2023 City Cycling Challenge around GBA (Hong Kong) – Men's Open and Women's Open at the Hong Kong Cyclothon held in October 2023, which attracted close to 5 000 residents and visitors to participate in 7 cycling experience events and races. In addition, HKTB introduced popular GBA cuisines to the Hong Kong Wine & Dine Festival. The 4-day event attracted around 140 000 residents and visitors, including visitors from close to 20 countries and regions. These series of large-scale events helped enhance Hong Kong's role as a centre for international tourism mega events in GBA. GBA elements were incorporated when the above mega events were planned and the overall estimates were formulated, the expenditure involved could not be separately quantified.

In 2024-25, the Government will continue to join hands with other GBA cities via HKTB to promote multi-destination tourism in GBA in overseas markets by organising activities and inviting broadcasters to produce travel programmes, etc., to promote tourism resources and transport connectivity in GBA. In the future, HKTB will also continue to incorporate GBA elements into various mega events and large-scale activities, and work with the travel trade

in different source markets to roll out themed packages and offers to attract visitors to Hong Kong and participate in related activities.

As for Meetings, Incentive Travels, Conventions and Exhibitions (MICE) tourism, HKTB will continue to step up the promotion work with the theme “Meet Hong Kong • Meet GBA” through partnerships with international MICE associations and the Hong Kong Convention Ambassadors to explicate the opportunities available in GBA markets to attract more overseas MICE events to make Hong Kong their host city and connect them to GBA markets and further establish Hong Kong as the MICE hub of GBA.

As for cruise tourism, HKTB will continue to promote the development of “fly-cruise” and “rail-cruise” packages bundled with pre/post-cruise accommodation, attractions, sightseeing and other experiences leveraging on the city’s position as an aviation hub and the increasing popularity of High Speed Rail travel, and work with Mainland cruise lines and travel agents to further develop more diversified cruise products for visitors; and extend regional cooperation with ports in Asia and GBA to enhance the travel experience of cruise visitors and strengthen the competitiveness of Hong Kong’s cruise market through various characteristic activities and arrangements to receive visitors.

On promoting industry collaboration, the Travel Industry Council of Hong Kong (TIC) made use of the resources provided by the Government to launch and promote the enhanced web-based resource platform GreaterGo in 2022 to assist the trade in grasping information about tourism resources in GBA (including information on local unique attractions, festive activities and providers of relevant tourism services) and facilitate business matching for developing and launching more diversified tourism products.

In addition, the Government provided funding support for TIC to resume organising visits to GBA in October and November 2023 to promote business cooperation between the travel trades of Hong Kong and GBA. The visit in October 2023 focused on the development of tourism resources in western Guangdong through travelling on the High Speed Rail and the Hong Kong-Zhuhai-Macao Bridge, while the visit in November 2023 focused on the development of new tourism resources related to professional fields such as technology in eastern Guangdong, with a view to attracting more high value-added visitors to embark on GBA multi-destination journeys via Hong Kong. There were more than 200 representatives from the trade participated in the two visits in total and TIC will continue to make use of the funding to arrange more visits for the trade in 2024.

The effectiveness of HKTB’s work cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitors, length of stay of overnight visitors and satisfaction of overnight visitors every year to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness. As the promotion of multi-destination tourism has been subsumed into various promotion programmes of HKTB, the expenditure involved cannot be quantified separately.

The Education Bureau (EDB) implemented the subject of Citizenship and Social Development (CS) at Secondary 4 starting from the 2021/22 school year. As an integral part of the CS curriculum, the Mainland study tour aims to enable all senior secondary students to gain a first-hand understanding of our country's current situation, experience Chinese culture and have a deeper understanding of the latest development and achievements of our country, thereby building up cultural confidence and fostering a sense of national identity. With the resumption of normal travel between the Mainland and Hong Kong in February 2023, EDB immediately launched CS Mainland study tours in April 2023, providing one-day to three-day tours to different cities in the Guangdong Province for schools' selection. CS Mainland study tours are closely linked to the themes of the curriculum, no matter whether the tours span over one, two or three days. Under teachers' guidance and through the pre-tour preparations, students can observe, record, integrate and apply the learning focuses of the CS curriculum during the tour, so as to complete project learning, demonstrate their learning outcomes and self-reflection, and deepen the experiences gained from Mainland study tours. Therefore, regardless of the duration, CS Mainland study tours are meaningful learning with clear targets and methods. After reviewing the overall situation, EDB has significantly reduced the number of one-day tours in 2023-24 for individual schools in need (e.g. special schools) to select and enhanced relevant tour arrangements to save the travelling time required.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB183**

**(Question Serial No. 1452)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 56-59 of the Budget Speech, the Government will stage more mega events. Also, a Mega Events Coordination Group (Coordination Group) has been set up to reach out for more mega events to be staged in Hong Kong. In this connection, please inform this Committee of:

1. the (a) number of and (b) expenditure on the mega events staged in 2023-24;
2. the (a) number of and (b) expenditure on the mega events to be staged in 2024-25; and
3. the (a) functions and (b) staff and payroll cost of, and the (c) funding allocated to the Coordination Group.

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 17)

Reply:

The Government has set up the Mega Events Coordination Group (Coordination Group) to provide high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

In addition, the Government has earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice different policy bureaux or departments on



publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

Over 80 mega events will be staged in Hong Kong in the first half of 2024. The Government has compiled a calendar of mega events in Hong Kong to provide the public with more information on mega events. Members of the public can browse the latest information on various mega events through the website of Brand Hong Kong (<https://www.brandhk.gov.hk/en/mega-events/mega-events>). The Coordination Group will continuously update the calendar of mega events and publish the updated list as early as practicable, so as to inform members of the public and visitors of the mega events to be held in Hong Kong in advance, foster the crossover collaboration between different industries and mega events, and allow the tourism, hotel and catering industries to make plans on promotion and design tourism products beforehand. The number of past mega events and the expenditure involved are not readily available.

The Culture, Sports and Tourism Bureau serves as the Secretariat of the Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB184****(Question Serial No. 1668)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Among the indicators, 34 applications were received in respect of film production projects under the Film Development Fund (FDF) in 2023. Only 4 were approved, while 9 rejected. In this connection, will the Government inform this Committee of:

- a) the genres of films approved;
- b) the genres of films rejected;
- c) the reasons for rejection;
- d) the vetting criteria;
- e) the vetting time required for the 21 outstanding applications?

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 1)

Reply:

The genres of films approved and rejected in 2023 under the Film Development Fund are shown in the table below:

<b>Genres of Films</b>	<b>Thriller</b>	<b>Romance</b>	<b>Drama</b>
Films approved	1	-	3
Films rejected	1	5	3

The assessment criteria for film production projects include “creativity and quality of screenplay”, “production budget”, “estimated income” and “local film production elements and talent nurturing”. Rejected applications have mainly failed to meet the targets in the above areas.

As the project content covered by the project applications received in 2023 varied, the respective vetting time was different.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB185**

**(Question Serial No. 1669)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The estimated financial provision for 2024-25 amounts to \$1.0617 billion, representing a substantial decrease of 30.9% as compared with the actual financial provision for 2022-23 (\$1.5365 billion). In this connection, please inform this Committee of:

- a) the reason for the substantial decrease;
- b) the portion with the most significant decrease which leads to the overall decrease;
- c) the impact of the decrease on the policies of and support for the overall tourism development.

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 2)

Reply:

In Programme (6), the estimated provision for 2024-25 is about \$475 million less than the actual provision for 2022-23. This is mainly due to the inclusion of a non-recurrent funding (\$784 million) to the Ocean Park Corporation (OPC) in 2022-23. No non-recurrent funding has been provided to OPC since 2023-24. Thus, there is an increase in the provision for Programme (6) after excluding the completion of the aforesaid non-recurrent funding to OPC.

As the dedicated funding disbursed to OPC is time-limited, the decrease in provision has no impact on the policies of and support for the overall tourism development.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB186**

**(Question Serial No. 1676)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In matters requiring special attention, the department indicates that it will continue to assist NSAs in implementing improvement measures and provide additional resources in organising more large-scale international sports events under the Sports Subvention Scheme. In this regard, please inform this Committee:

- a) of the large-scale international sports events that have been confirmed to take place in the next 3 years from 2024 onwards and the related financial commitment of the SAR Government;
- b) of the number of large-scale international sports events currently under discussion and the details of the types of sports;
- c) whether the department has any plans to co-organise large-scale international sports events with the Mainland; if so, the details.

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 9)

Reply:

- a) & b) As of now, more than 20 major international sports events are expected to be supported by the “M” Mark System in 2024, including 12 sustainable “M” Mark events, namely marathon (February), rugby sevens (April), volleyball and dragon boating (June), badminton (September), tennis (January and October), golf, swimming, 3-on-3 basketball and squash (November) and half marathon (December), as well as 8 new “M” Mark events, including golf and triathlon (March), 3-on-3 basketball (April), lacrosse (August) and baseball (October). The total amount of funding involved in these events is about \$200 million.

The above-mentioned sustainable “M” Mark events are expected to be held again in 2025 and 2026.

- c) The 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games will be co-hosted by Guangdong

Province, Hong Kong and Macao in 2025. The Hong Kong Special Administrative Region Government is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao on the various arrangements. Relevant details will be announced in due course.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB187**

**(Question Serial No. 1677)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention, the Culture, Sports and Tourism Bureau (CSTB) will work with the Hong Kong Tourism Board and co-ordinate with government bureaux and departments as well as relevant entities to attract and facilitate the staging of signature tourism events in Hong Kong with significant tourism appeal and tourism promotional effect. CSTB will also promote the orderly resumption of international cruise travel in Hong Kong and work to consolidate Hong Kong's position as a leading cruise hub in the region. In this connection, please inform this Committee of the following:

- a) The signature events confirmed to be held in Hong Kong in the coming 3 years and the SAR Government's commitments for such events;
- b) The number and specific types of signature international events currently under negotiation;
- c) Whether CSTB has plans to co-organise large-scale international events with the Mainland? If yes, what are the details?
- d) What specific plans and measures does CSTB have to consolidate Hong Kong's position as a leading cruise hub in the region?

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 10)

Reply:

The Government has earmarked funding in the 2023-24 and 2024-25 Budgets for attracting more mega events with significant visitor appeal and tourism promotional effect to be staged in Hong Kong, especially those renowned or novel events which have never been staged in Hong Kong, and will provide targeted one-stop support for respective organisers. Since the resumption of normal travel between Hong Kong and the Mainland as well as the rest of the world in February 2023, a number of mega event organisers have taken the initiative to contact the Government and the Hong Kong Tourism Board (HKTB) to explore the feasibility of staging different mega events in Hong Kong. These include major sports events such as world championships and large-scale music festivals. As and when the details of individual events are confirmed, the organisers would announce the details.

To further boost the recovery of the cruise industry, the Government earmarked additional funding to HKTB in the 2023-24 Budget to attract more cruise ships to visit Hong Kong in the coming years. The relevant support and incentives include encouraging cruise lines to increase their sailings to Hong Kong, make overnight calls and make Hong Kong as a departing/ending port, etc. On the other hand, with the support of the Tourism Commission (TC) and HKTB, the Seatrade Cruise Asia Pacific, which is a major cruise industry conference, was held in Hong Kong from 25 to 27 October 2023 after a four-year hiatus, further driving the recovery of the cruise industry in Hong Kong and Asia and promoting our role as an important cruise hub in the region. Moreover, TC and HKTB also participated in various major trade events at home and abroad to actively promote cruise tourism of Hong Kong.

Apart from the above work, TC and HKTB will continue to create consumer demands in visitor source markets through stepping up partnership with cruise lines, travel agents, media, KOLs, etc. in marketing promotion and publicity in the coming year. Meanwhile, leveraging the city's position as an aviation hub and the growing popularity of High Speed Rail travel, TC and HKTB will also drive the development of fly-cruise and rail-cruise packages bundled with pre/post-cruise accommodation, attractions, sight-seeing and other experiences, so as to develop a wider variety of cruise products for visitors. TC will also take the lead in reviewing the development of cruise tourism with other relevant bureaux and departments to devise an action plan targeted to be released in the first half of this year.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB188**

**(Question Serial No. 0020)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. As stated in paragraph 71, “we will allocate additional funding, totalling \$1.095 billion, to support the Tourism Commission and the Hong Kong Tourism Board in organising these and other Hong Kong events and activities”. Please list the details of the funding allocation by event.
2. As stated in paragraph 59, the Government “has earmarked \$100 million to boost mega-event promotions over the next 3 years”. To which departments or organisations will the funding be allocated over the 3 years? What is the sum of the additional funding and the original promotion budget of the departments concerned, and how will it be allocated? Also, please provide the promotion plan for the coming year.

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 1)

Reply:

The 2024-25 Budget has allocated an additional funding of \$1.095 billion to the Tourism Commission (TC) and the Hong Kong Tourism Board (HKTB) for supporting their tourism-related work and earmarked another \$100 million for boosting mega-event promotions over the next 3 years, involving \$1.195 billion in total.

Of the additional funding, \$224 million has been allocated to TC for 2024-25 to 2027-28 for developing diversified tourism experiences, including continuing to organise signature creative arts and cultural tourism projects such as the Sai Kung Hoi Arts Festival and “Design District Hong Kong” (#ddHK) over the next few years, and attracting more mega events with significant visitor appeal and tourism promotional effect to be staged in Hong Kong.

The remaining \$871 million of the additional funding, which represents the total funding amount for the 3 years from 2024-25 to 2026-27, has been allocated to HKTB, in addition to the \$100 million earmarked for accommodating the Mega Events Coordination Group (Coordination Group)’s work in boosting mega-event promotions over the next 3 years. The Coordination Group set up by the Government provides high-level steer on mega events,



including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among relevant policy bureaux and departments for the smooth organisation of the events in Hong Kong. As the first point of contact, HKTB will ensure that organisers who intend to stage mega events in Hong Kong will receive timely response and sufficient support, even if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of the event proposals, refer the event proposals to relevant policy bureaux or departments for follow-up with event organisers, and make recommendations to the Coordination Group. In addition, the Coordination Group steers the promotion of mega events, launches or consolidates publicity campaigns, and advises different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

Of the total provision of \$971 million for HKTB, \$665 million is for 2024-25. Of which, \$115 million will be used for revamping “A Symphony of Lights” light-and-sound show (SoL), and \$33 million will be allocated for accommodating the Coordination Group’s work in supporting and promoting mega events. The four strategic focuses of HKTB and the respective provisions are as follows:

Strategic Focus	Provision (\$)
(I) <u>Developing diversified tourism experiences</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$354 million in the coming 3 years for revamping SoL (\$115 million will be spent in 2024-25)</li> <li>● Carrying out ongoing promotions of the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tour</li> </ul>	389 million
(II) <u>Staging and supporting large-scale international events</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$100 million for accommodating the Coordination Group’s work in the coming 3 years to support and promote mega events (around \$33 million will be spent in 2024-25)</li> <li>● Staging large-scale events and supporting large-scale international events in the city</li> </ul>	304 million
(III) <u>Developing diverse visitor source markets and stepping up promotions</u> <ul style="list-style-type: none"> <li>● Continuing to step up promotions in various visitor source markets</li> <li>● Launching promotions in cities recently included in the Individual Visit Scheme, namely Xi’an and Qingdao</li> </ul>	176 million
(IV) <u>Launching new courtesy campaign and providing continuous support for the travel trade</u> <ul style="list-style-type: none"> <li>● Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality</li> <li>● Collaborating with the trade to enhance relevant products and</li> </ul>	102 million

services for potential visitor segments such as the Muslim community	
Total	971 million

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB189**

**(Question Serial No. 0021)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

- Operational expenses of the culture programme in 2024-25 is \$68.9 million, which is 17.7% higher than the revised estimate for last year. As regards the 2 schemes with additional funding, namely the Art Development Matching Grants Scheme and the Arts Technology Funding Pilot Scheme, please provide the beneficiary organisations and their amounts of grant in 2023-24.
- What are the expenditure incurred by the net increase of 5 posts in the year and responsibilities of the posts?
- In response to the Financial Secretary's proposal to cut expenditure by 1%, what cultural work or projects will be affected?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 6)

Reply:

- The Government provided \$300 million to set up the Art Development Matching Grants Scheme (ADMGS) in 2016 and allocated an additional funding of \$500 million and \$900 million in 2018-19 and 2021-22 respectively. ADMGS provides matching grants to arts groups/organisations of different scales and stages of development for donations and sponsorships they secure, with a view to encouraging them to expand their funding sources, and foster a culture of sponsoring/promoting arts and culture in the business sector and community through the provision of matching grants. In 2023-24, the amounts of matching grants received by target recipients are as follows:

<b>Target Recipients</b>	<b>Amount of Matching Grants</b>
Major performing arts groups (MPAGs)	\$52,296,264
Hong Kong Arts Festival Society Ltd	\$30,000,000
Hong Kong Arts Development Council	\$22,622,517

Arts groups completing the second Springboard Grant under the Arts Capacity Development Funding Scheme	\$25,846,109
<b>Total</b>	<b>\$130,764,890</b>

To further promote the development of arts technology, the Government set aside \$30 million in the 2022-23 Budget to implement the Arts Technology Funding Pilot Scheme (Pilot Scheme) to encourage the MPAGs to further explore the application of arts technology in their stage production and presentation. In the first round of applications in 2023-24, 5 projects were approved, with a total funding amount of around \$17.36 million. The remaining sum of around \$12.64 million will be used for the implementation of the second round of the Pilot Scheme. The deadline for the application period is April this year and it is expected that suitable projects will be selected in 2024-25. The 5 approved applications for the Pilot Scheme in 2023-24 are as follows:

<b>Performing Arts Groups</b>	<b>Title of the Project</b>	<b>Amount of Funding Approved</b>
Hong Kong Philharmonic Orchestra	Possible Music - A Double Concerto for Hypothetical Instrument and HK Phil (Tentative)	\$1,769,540
Hong Kong Ballet	The Wizard of Oz	\$4,568,000
Hong Kong Dance Company	Dance to the Legend (Tentative)	\$4,221,750
Zuni Icosahedron	Z Dome X Theatre – Chinese Opera ABC	\$3,800,000
Chung Ying Theatre Company	Driving Creativity with Technology – Applied Arts Technology Project by Chung Ying Theatre Company	\$3,000,000
<b>Total</b>		<b>\$17,359,290</b>

- In 2024-25, 3 time-limited civil service posts and 2 permanent civil service posts will be created under programme (4) of this head. The major responsibilities of the new posts are to strengthen support for the implementation of various existing and new arts and cultural projects, including promoting mega arts and cultural events and the integrated development of culture, sports and tourism. The estimated annual expenditure for emoluments of the new posts, in terms of notional annual mid-point salary, is around \$5.6 million. Details of the new ranks and the number of posts are as follows:

<b>Rank</b>	<b>Number of Post</b>
<b>Time-limited Civil Service Posts</b>	
Administrative Officer	1
Chief Manager, Cultural Services	1

<b>Rank</b>	<b>Number of Post</b>
Curator	1
<b>Permanent Civil Service Posts</b>	
Senior Executive Officer	1
Official Languages Officer II	1

3. With the implementation of the Productivity Enhancement Programme (PEP) as announced earlier, the Government will cut its recurrent expenditure by 1% in 2024-25 and 2025-26 respectively. Under PEP, the subventions to be provided by the Culture, Sports and Tourism Bureau (CSTB) will be correspondingly reduced. CSTB will achieve savings by re-engineering of business process and re-prioritisation while endeavor to avoid compromising public services and various cultural, sports and tourism programmes as far as practicable. The savings will be used for internal reallocation of resources, to improve existing services and implement new services to ensure higher efficiency in the use of resources. All subvented organisations should use their grants and reserves efficiently and properly, and achieve savings by various means without undermining their service quality. We also encourage them to continue to seek sponsorships from the private sector actively and diversify their income sources.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB190**

**(Question Serial No. 0023)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

- (a) The Signature Performing Arts Programme Scheme, which will be launched in the next financial year, will support production of representative and large-scale local performing arts programmes to be staged as long-running performances. What are the details? Will direct funding be provided or will another mode of operation be adopted? What assessment criteria will be used to determine a "signature programme"? Will a target be set for the number of programmes? How will a programme receive funding? How will the funding amount be determined?
- (b) Will funding support also be provided to the staging of these signature performing arts programmes in the Mainland or overseas?
- (c) Regarding the first Hong Kong Performing Arts Expo (HKPAX) to be held in October this year, which department(s) or organisation(s) will be the organiser(s)? Who will be the target participants? What is the estimated cost? Will there be any difference in the direction between HKPAX and the Entertainment Expo Hong Kong currently held by the Hong Kong Trade Development Council? Will the Government consider merging the two events into one?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 9)

Reply:

(a) and (b)

The Signature Performing Arts Programme Scheme aims to support local arts groups in producing distinguished, representative and large-scale local performing arts programmes as long-run performances, which will become world-class performing arts productions and international cultural brands that represent Hong Kong. The selected programmes can be promoted for touring in the Mainland and overseas to enhance the global outreach of Hong

Kong's performing arts, thereby establishing the cultural icons of Hong Kong, consolidating our position as East-meets-West Centre for international cultural exchange, gaining international acclaim, attracting tourists and shaping tourism with cultural activities.

The Scheme will be implemented in 2 phases with the first phase expected to be rolled out in 2024-25. It is expected that 2 programmes will be selected in each phase. Our initial plan is that each programme will receive a maximum direct subsidy of \$10 million, and an additional matching funding of up to \$5 million (i.e. a corresponding amount from the Government to match the private funding raised) to encourage arts groups to seek private sponsorship and drive industry building in their development. Also, there will be a set of selection criteria and mechanism for the Scheme, including performance indicators, for selecting the programmes. In addition to providing funding for the selected programmes, the Scheme will provide venue support, including setting aside venues under the Leisure and Cultural Services Department or deploying the funding support to rent other non-government venues, to facilitate long-run staging of the performances.

(c)

The Government allocated \$42 million in the 2022-23 Budget and tasked the Hong Kong Arts Development Council (HKADC) to host the inaugural Hong Kong Performing Arts Expo (HKPAX). The main targets of HKPAX are the Mainland, international and local performing arts industry, in order to create a platform for exchange and trade. Members of the public and tourists can also purchase tickets for enjoying the performances in HKPAX. The target of the Entertainment Expo Hong Kong organised by the Hong Kong Trade Development Council is the film and television industry. Its targets and objectives are different from those of HKPAX. As the 2 events are separate platforms for different sectors, we have no plans to merge them.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB191**

**(Question Serial No. 0803)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): (000) Operational expenses

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. The Government's initiatives for providing continued support to the travel trade include "further strengthening efforts to help the travel and related trades by matching funding support and formulating additional support measures as and when necessary". What specific support will be provided to the trade? What is the matching fund for? What is the amount of funding earmarked for matching?
2. As for "supporting training needs of travel trade practitioners", please provide the details of and the expenditures involved in relevant trainings;
3. As for "continuing to promote Quality Tourism Service", the Hong Kong Tourism Board (HKTB) will enhance the Quality Tourism Services (QTS) Scheme and launch a new round of publicity activities, including reality shows and the commendation of outstanding frontline staff in the service industry, with a view to promote Hong Kong as a hospitable, people-focused city in collaboration with various sectors. Please briefly introduce those projects.
4. Regarding the Quality Tourism Services Association (QTSA) for accredited merchants under the QTS Scheme, which sectors are its current members from? Are there any plans to further expand the association's function?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 17)

Reply:

In 2024-25, the Hong Kong Tourism Board (HKTB) will continue to support the trade by providing various support schemes for different tourism activities, as well as helping the trade develop quality tourism products with stronger appeal to capitalise on the new travel segments and the change of consumer behaviour, with a view to enhancing visitors' experience in town.

HKTB will provide trade partners with various support. For example, we will continue to organise the "Matching Fund for Overseas Tourism Promotion by Tourist Attractions Scheme", which provides marketing and promotion funding support to tourist attractions in



Hong Kong for facilitating the attractions to develop marketing promotional activities in the Mainland and overseas markets. In addition, HKTB will continue to provide support and incentives to cruise lines, and secure the staging of more meetings, incentives, conventions and exhibitions (MICE) tourism activities of various scales and types through different funding schemes.

As for supporting the training needs of travel trade practitioners and promoting the “Quality Tourism Services (QTS) Scheme”, HKTB will continue to promote the scheme. For instance, HKTB revised the scheme’s assessment criteria for merchants in early January 2024 by increasing the weighting of staff performance to recognise the importance of service quality. Following the “Professional Quality Tourism Services Pledge” launched last year, HKTB will produce a series of training videos to demonstrate professional and quality services, helping the trade to train frontline staff. HKTB also worked with a local broadcaster to present a reality show, which put Hong Kong’s service quality to test with a view to showcasing the spirit of professional quality tourism services. Besides, HKTB and Quality Tourism Services Association (QTSA) will continue to organise the “Outstanding QTS Merchant and Service Staff Awards” to commend frontline staff.

QTSA, consisting members mainly from retailing, catering and other services industries, is a partner of HKTB. QTS Scheme-accredited merchants can get complimentary membership of QTSA. They may join the events held by the association to network with other trade members and explore business opportunities. Besides continuing to enhance and promote Hong Kong’s tourism services, QTSA will also encourage the travel and related trades to show good hospitality to tourists and provide them with a quality travel experience. Moreover, QTSA will proactively encourage and invite more merchants to join the QTS Scheme. With more accredited merchants, the overall quality of our tourism services will also improve.

As the expenditures on providing continuous support to the travel trade and enhancing service quality have been subsumed under the allocation of HKTB, it is difficult to quantify them separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB192**

**(Question Serial No. 1295)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Regarding the CreateSmart Initiative (CSI), 13 applications were rejected in 2023. Please inform this Committee of the details of the applications rejected, the applicants and the reasons. Besides, it is estimated that 9 applications will be rejected in 2024. What are the justifications for the estimate?
2. Regarding the film production projects under the Film Development Fund (FDF), 34 applications were received in 2023. Among them, 4 applications were approved and 9 were rejected, making it 13 applications in total. What is the current position of the remaining 21 applications? For the 9 applications rejected, please explain the reasons and provide a tabular breakdown of the applicants and the amounts involved.
3. Regarding the film production projects, it is estimated that 60 applications will be received in 2024, with 25 approved and 38 rejected. According to the remark, 2 new schemes, namely Hong Kong-Europe-Asian Film Collaboration Funding Scheme (Funding Scheme) and Film Financing Scheme for Mainland Market (Financing Scheme), will be launched in 2024. Since there will be a quota for approved applications under the Funding Scheme, it is expected that the number of applications rejected will increase in 2024. What are the quotas for the Funding Scheme and the Financing Scheme respectively?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 31)

Reply:

The CreateSmart Initiative (CSI) Vetting Committee will consider a number of factors when vetting applications. Whether a project is approved depends on the content of individual applications. The names of applicants and projects for the 13 applications rejected in 2023 are set out in **Annex 1**.

The main reasons for rejection of applications under the CSI included: (i) objectives of the project were not in line with the CSI's strategic directions in driving the development of creative industries; (ii) deliverables of the project served only the interests of individual private companies or organisations rather than the entire sector concerned; (iii) the project

overlapped with the work of other approved project(s); and (iv) the project proponent was over-optimistic about the expected outcome of the project, etc.

The estimate for the number of applications rejected in 2024 under CSI is made with reference to the numbers of applications rejected in the past two years. The actual number will depend on the content of individual applications.

The assessment criteria for film production projects under the Film Development Fund (FDF) include “creativity and quality of screenplay”, “production budget”, “estimated income” and “local film production elements and talent nurturing”. Rejected applications have mainly failed to meet the targets in the above areas. The names of applicants and project titles of the nine rejected film production projects in 2023 are set out in **Annex 2**. The remaining applications received in 2023 are under assessment.

There will be four quotas for the Hong Kong-Europe-Asian Film Collaboration Funding Scheme. As for the Film Financing Scheme for Mainland Market, it is expected that 20 film projects will be funded under FDF in the next two to three years.

- End -

**Applications Rejected in 2023  
Under the CreateSmart Initiative**

	<b>Name of applicant</b>	<b>Project title</b>
1.	MakeItLoud Marketing Limited	Hong Kong Artisan Festival
2.	Bling Blang BiLiBaLa	Makers' Encyclopedia
3.	Yich International Co., Limited	One-stop creative gift box design project
4.	The Hong Kong Polytechnic University	POLYU Design Studies Series in Environmental Design
5.	Constant Creative Limited	The Future of Creativity in Design for Hong Kong and Beyond
6.	Envy International Limited	Eye on art
7.	Uniprint Limited	Art All Around
8.	Studio Homotomo Limited	Studio Homotomo Limited
9.	Create Life Limitd	Create Life
10.	Global Chinese Pop Music Association Limited	Global Chinese Creative Singing Contest
11.	Hong Kong O2O E-commerce Federation Limited	Hong Kong O2O Ecommerce Creative Content Marketing X Short Video Creative Support Programme
12.	HK Television Entertainment Company Limited	Hades Judge
13.	HOY TV LIMITED	The Global Chinese Chef Battle

**Film Production Projects Rejected in 2023  
Under the Film Development Fund**

	<b>Name of applicant</b>	<b>Project title</b>
1.	Smileland Productions Limited	Curse of Plague
2.	X-Frequency Pictures Limited	Christmas Eve
3.	Big Three Production Co., Limited	Keep Rolling
4.	The Entertainer Production Co., Limited	友情歲月 (No English title)
5.	ST Film Productions Limited	What the Flight
6.	Dot 2 Dot Production Limited	Far Far Away
7.	Nicetop Independent Limited	Amphibians
8.	Begin Entertainment Limited	Handling with Regrets
9.	HP Film International Limited	100 Seconds

**CONTROLLING OFFICER'S REPLY**

**CSTB193**

**(Question Serial No. 2687)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will launch mega events to attract visitors to Hong Kong. Please inform this Committee of the following:

1. Is there a year plan for the events? What are the respective proportions of international, local and Mainland events? What events are there in each category?
2. Did the Government estimate the number of jobs the events will create? If yes, will there be relevant training programmes to ensure sufficient manpower for the provision of quality services to visitors? If not, what are the reasons? Will this suggestion be considered?
3. Did the Government estimate what the benefits the mega events will bring, such as the number of visitors they will attract and the number of jobs they will create?
4. Did the Government assess the impact mega event economy has on the daily life of local residents? If yes, what are the major impacts? If not, what are the reasons?
5. With the increase in the number of visitors, what measures will the Government put in place to minimise the impact on the daily life of local residents?

Asked by: Hon NG Chau-pei, Stanley (LegCo internal reference no.: 31)

Reply:

1. Over 80 mega events will be staged in Hong Kong in the first half of 2024. The Government has compiled a calendar of mega events in Hong Kong to provide the public with more information on mega events. Members of the public can browse the latest information on various mega events through the website of Brand Hong Kong (<https://www.brandhk.gov.hk/en/mega-events/mega-events>). We will seek to publish the list of mega events to be staged in the second half of the year as early as practicable, so that operators in the tourism, hotel, catering, retail and other sectors can assess the situation and grasp the business opportunities brought by the mega events by making plans, doing preparations and carrying out promotions in advance.
2. The number of jobs created by the mega events is not available.

3, 4, 5. International mega events bear strategic significance for Hong Kong in the sense that they not only boost the local economy but also entice industry elites from around the world to experience first-hand the authentic side and vibrancy of Hong Kong. We welcome the staging of various Mainland and overseas mega events in Hong Kong, and strive to nurture local branding of mega events. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Mega Events Coordination Group (Coordination Group) set up by the Government. The Coordination Group provides high-level steer on mega events to strengthen the communication and collaboration among various policy bureaux and departments. Its tasks include but are not limited to reviewing traffic arrangements and crowd control measures for mega events and facilitating exchange of event information between departments, which will help reduce the impact of mega events on the daily life of local residents.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB194**

**(Question Serial No. 0818)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Under this programme, one of the matters requiring special attention of the Culture, Sports and Tourism Bureau (CSTB) in 2024-25 is that CSTB will “continue to take forward as appropriate the recommendations of the consultancy study on smart tourism development, and drive various government bureaux and departments to formulate and implement smart tourism-related measures through the Inter-departmental Working Group on Smart Tourism”. Please inform this Committee of the expenditure on promoting smart tourism, the efforts made and the outcome in the 2023-24; and the specific work plan, estimated expenditure and manpower, and key performance indicators (KPIs) for 2024-25.

Asked by: Hon NG Kit-chong, Johnny (LegCo internal reference no.: 37)

Reply:

The Government’s objectives of promoting smart tourism are to use smart technology in enhancing visitors’ travel experience and providing tourist facilitation services, as well as encourage the trade to leverage smart technology to enhance competitiveness.

Major projects launched by the Tourism Commission (TC) and Hong Kong Tourism Board (HKTB) in 2023-24 in respect of the promotion of smart tourism and their respective estimated expenditures are as follows:

Project	Estimated expenditure
The Information Technology Development Matching Fund Scheme for Travel Agents was launched to encourage the industry to undergo upgrade and transformation by making use of technology, and to enhance travel agents’ ability to expand their business through IT.	Around \$30 million (for 2 years)
HKTB continued to improve the existing one-stop website, optimise its artificial intelligence platform to provide information on relevant attractions, and enhance its round-the-clock enquiry	Around \$40 million



Project	Estimated expenditure
<p>services. HKTB also kept maintaining and enhancing the e-platform on its one-stop website to provide visitors with various offers and local businesses with an additional promotional channel.</p> <p>In view of the huge data volume and heavy network traffic arising from HKTB's large-scale activities and promotions including distribution of event e-tickets or coupons via its digital platforms, HKTB utilised its resources to upgrade its system and strengthen its processing power and capacity. HKTB also sent SMS messages to visitors and locals to provide important notifications such as event reminders. Besides, HKTB maintained and enhanced the servers for the web hosting of various websites and e-platforms, strengthened its data analysis capabilities and system security management, and kept updating its software on a regular basis.</p> <p>In addition, HKTB gradually developed a centralised system for collecting, managing and disseminating contents, so as to gather and consolidate information on different attractions, tourism promotions, etc. in Hong Kong and disseminate the information to visitors through various platforms to facilitate their itinerary planning.</p>	

Major projects to be launched by TC and HKTB in 2024-25 in respect of the promotion of smart tourism and their respective estimated expenditures are as follows:

Project	Estimated expenditure
<p>TC is planning to launch phase II of the "City in Time" project within 2024. The first stage is expected to be rolled out in the first half of this year. The project deploys augmented reality and creative multimedia technology through mobile application to bring back to life the history of individual landmarks of Hong Kong. It enables visitors to understand the historical landscape and community culture, thereby enhancing their experience in Hong Kong. Phase I of the project covers 28 locations around Central, Jordan, the Peak, Sham Shui Po, Tsim Sha Tsui and Yau Ma Tei.</p>	<p>Around \$20 million</p>
<p>HKTB will establish data infrastructures for better analysing visitors' preferences and behaviour, so that it can better formulate promotional strategies to enhance visitors' experiences and connect the trade. Major initiatives are as follows:</p> <p>(I) Developing a centralised content hub to collect and manage the information on visitors' preferences, feedback, etc. collected through various channels, including its website, instant messaging applications, emails, artificial intelligence chatbot, and its</p>	<p>Around \$44 million</p>

Project	Estimated expenditure
<p>promotions and activities, etc. The new hub will enable HKTB to have a better grasp on the visitors' travel pattern and preferences, and hence analyse the latest trends and formulate the strategies.</p> <p>(II) Given the increasing demand from visitors for digital experiences, HKTB will strengthen the application of its one-stop e-platform and work with travel-related trade partners to disseminate information on products, activities, discounts and offerings to stimulate visitors' spending in town. HKTB will also set up interactive information kiosks in its visitor centres to provide visitors with tailor-made itineraries or suggestions based on the consolidated information about tourism in Hong Kong, and send reminders to visitors during their stay to facilitate their itinerary planning.</p>	

Pursuant to the Chief Executive's 2023 Policy Address announcing the setting up of an inter-departmental Working Group on Smart Tourism (the Working Group) to formulate and implement initiatives to promote smart tourism, the Working Group was set up in January 2024 under the leadership of the Secretary for Culture, Sports and Tourism and comprising members of 12 policy bureaux and departments (B/Ds). Major tasks of the Working Group include coordinating and promoting the effective use of smart technology by individual B/D members, and formulating and implementing measures and initiatives that can enhance visitors' travel experiences or strengthen Hong Kong's competitiveness as a major tourist destination.

As the promotion of smart tourism involves different initiatives and stakeholders, it is difficult to set a single performance indicator. The Government will set different indicators having regard to the different nature of the relevant work to assess its effectiveness. Since the work mentioned above is absorbed by the existing manpower of TC and HKTB, it is difficult to quantify the manpower concerned separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB195**

**(Question Serial No. 0827)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism, (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned by the Financial Secretary in paragraph 71 of the Budget Speech, the Government will allocate additional funding, totalling \$1.095 billion, to support the Tourism Commission and the Hong Kong Tourism Board in organising events and activities to promote the new Hong Kong tourism brand. Please provide the breakdown of expenditure and the specific work plan and timetable. What is the expected outcome of the work concerned in the coming year? What are the key performance indicators (KPIs)?

Asked by: Hon NG Kit-chong, Johnny (LegCo internal reference no.: 2)

Reply:

The 2024-25 Budget has allocated an additional funding of \$1.095 billion to the Tourism Commission (TC) and the Hong Kong Tourism Board (HKTB) for supporting their tourism-related work and earmarked another \$100 million for boosting mega-event promotions over the next 3 years, involving \$1.195 billion in total.

Of the additional funding, \$224 million has been allocated to TC for 2024-25 to 2027-28 for developing diversified tourism experiences, including continuing to organise signature creative arts and cultural tourism projects such as the Sai Kung Hoi Arts Festival and “Design District Hong Kong” (#ddHK) over the next few years, and attracting more mega events with significant visitor appeal and tourism promotional effect to be staged in Hong Kong.

The remaining \$871 million of the additional funding, which represents the total funding amount for the 3 years from 2024-25 to 2026-27, has been allocated to HKTB, in addition to the \$100 million earmarked for accommodating the Mega Events Coordination Group (Coordination Group)’s work in boosting mega-event promotions over the next 3 years. Of the total provision of \$971 million for HKTB, \$665 million is for 2024-25. Of which, \$115 million will be used for revamping “A Symphony of Lights” light-and-sound show (SoL), and \$33 million will be allocated for accommodating the Coordination Group’s work

in supporting and promoting mega events. The four strategic focuses of HKTB and the respective provisions are as follows:

Strategic Focus	Provision (\$)
(I) <u>Developing diversified tourism experiences</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$354 million in the coming 3 years for revamping SoL (\$115 million will be spent in 2024-25)</li> <li>● Carrying out ongoing promotions of the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tour</li> </ul>	389 million
(II) <u>Staging and supporting large-scale international events</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$100 million for accommodating the Coordination Group’s work in the coming 3 years to support and promote mega events (around \$33 million will be spent in 2024-25)</li> <li>● Staging large-scale events and supporting large-scale international events in the city</li> </ul>	304 million
(III) <u>Developing diverse visitor source markets and stepping up promotions</u> <ul style="list-style-type: none"> <li>● Continuing to step up promotions in various visitor source markets</li> <li>● Launching promotions in cities recently included in the Individual Visit Scheme, namely Xi’an and Qingdao</li> </ul>	176 million
(IV) <u>Launching new courtesy campaign and providing continuous support for the travel trade</u> <ul style="list-style-type: none"> <li>● Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality</li> <li>● Collaborating with the trade to enhance relevant products and services for potential visitor segments such as the Muslim community</li> </ul>	102 million
<b>Total</b>	<b>971 million</b>

HKTB conducted a series of research studies for analysing factors such as travel trends and formulating new promotional plans. HKTB will prioritise the visitor source markets according to the recovery progress of their outbound tourism, which takes into account their outbound travel statistics, air connectivity with Hong Kong, spending pattern, economic growth, currency exchange rate and etc., to decide how much effort and resources should be allocated to the promotion work in each visitor source market.

Among the visitor source markets, the Muslim market is one with great potential. HKTB has been actively promoting Hong Kong tourism in the Muslim market. In the coming year, HKTB will join hands with the trade to further promote our Muslim-friendly facilities, invite credible Halal accreditation bodies to work with their local counterparts in creating categories and formulating standards and assessment criteria for the development of a halal certification

system in Hong Kong, and help our trade partners, such as hotels, shopping arcades and attractions, to obtain Halal certificates, so as to develop Hong Kong into a Muslim-friendly travel destination.

As for the member states of the Cooperation Council for the Arab States of the Gulf, HKTB will, apart from enhancing the measures on Muslim travel and arrangements for Muslim visitors, strengthen Hong Kong's brand image and step up promotions in the member states, participate in the Arabian Travel Market to be held in Dubai in May 2024, and collaborate with the local media to publish various articles and post social media clips during the holding of international arts and cultural events in Hong Kong and on different Chinese and Western festive occasions to attract young and family visitors from the members states. Besides, HKTB will cooperate with airlines to offer tour packages targeting different visitor groups, and arrange tours for trade and media representatives as well as key opinion leaders (KOLs) from the members states and invite them to visit Hong Kong and explore our Muslim-friendly facilities in person.

Moreover, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets through organising events and inviting broadcasters to produce travel programmes to promote GBA's rich tourism resources and the convenient transportation between the cities.

The effectiveness of HKTB's work cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitor, length of stay of overnight visitors and satisfaction of overnight visitors, every year to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

The aforesaid initiatives will continue to add vibrancy to our tourism industry, bring joy to the public, and stimulate retail, consumption, catering and transportation demand throughout Hong Kong, thereby injecting impetus into our economy.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB196**

**(Question Serial No. 0828)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As proposed by the Financial Secretary in paragraph 59 of the Budget Speech, “the Government has set up a Mega Events Coordination Group (Coordination Group) to reach out proactively for more mega events to be staged in Hong Kong, while strengthening inter-departmental collaboration for such events to be successfully held. We have earmarked \$100 million to boost mega-event promotions over the next 3 years.” As regards the Coordination Group, please list by item: the annual expenditure on manpower, the manpower involved, the number of mega events staged in the past year, the expenditure and the effectiveness. For the \$100 million earmarked by the Government to boost mega-event promotions over the next 3 years, what will it be used for? Please provide the specific work plans, the implementation timetable and the expected outcome indicators or key performance indicators (KPIs) for the promotional efforts.

Asked by: Hon NG Kit-chong, Johnny (LegCo internal reference no.: 1)

Reply:

To reach out proactively for more mega events to be staged in Hong Kong, the Government has set up the Mega Events Coordination Group (Coordination Group) and earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events. The Culture, Sports and Tourism Bureau serves as the Secretariat of the Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.

Relevant policy bureaux, departments and statutory bodies have been supporting the staging of international mega events in Hong Kong through existing resources and various funding schemes. Information about all mega events in the past and the expenditure involved are not readily available.

International mega events bear strategic significance for Hong Kong in the sense that they not only boost the local economy but also entice industry elites from around the world to experience first-hand the authentic side and vibrancy of Hong Kong. Over 80 mega events will be held in Hong Kong in the first half of 2024 alone. Whether an event can be successfully held eventually is subject to many objective conditions. If government funding is involved, an event has to be held in accordance with the requirements of the relevant funding scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB197**

**(Question Serial No. 1022)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Among the matters requiring special attention in 2024-25 under this Programme, the Culture, Sports, and Tourism Bureau will “continue to explore ways to further promote sports development in Hong Kong through enhanced professionalism in the sports sector and development of sports as an industry” and “continue to implement the Major Sports Events (MSE) Matching Grant Scheme under the enhanced ‘M’ Mark System with a view to encouraging more sponsorship from the private and the business sectors to support the hosting of more new and high level sports events, thereby enhancing public interest in sports and promoting Hong Kong as a centre for major international sports events”. What was the Administration’s work to further promote sports development in Hong Kong through enhanced professionalism in the sports sector and development of sports as an industry in 2023-24? What was the expenditure involved? What was the financial provision in this respect including MSE Matching Grant Scheme under “M” Mark System? How many events were funded? What were the outcomes? Please provide a breakdown of these events. In the coming 2024-25, what are the details of work plans and timelines on promoting sports development? What is the estimated expenditure? What are the key performance indicators (KPIs)?

Asked by: Hon NG Kit-chong, Johnny (LegCo internal reference no.: 38)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) strives to promote sports development in Hong Kong by supporting elite sports, enhancing professionalism, promoting Hong Kong as a centre for major international sports events, developing sports as an industry and promoting sports in the community, which include strengthening the support to athletes, attracting major international sports events to Hong Kong and further promoting sports development through enhanced professionalism in the sports sector and the development of sports as an industry.

As many Hong Kong athletes have successfully made their way to the top of world rankings, support in relation to sports science and sports medicine has become even more important.



The Government and the Hong Kong Jockey Club Charities Trust jointly contributed a total of \$300 million to set up the Sports Science and Research Funding Scheme (the Scheme), with the aim of enhancing the competitiveness of athletes in international sports events through research in sports science and sports medicine. Since its launch in 2022, the Scheme has approved 8 batches of applications, involving 24 sports science and research projects, with total funding of around \$164 million. The relevant research institutions will actively seek opportunities to commercialise and to promote the outcomes of the projects to the community, depending on their competitive advantages.

At the same time, Hong Kong Sports Institute (HKSI)'s new facilities building, which is expected to be completed by mid-2024, will provide more advanced training and support facilities for athletes and enhance support services in areas such as strength and conditioning, sports science, and sports medicine. In 2024-25, the Government expects to allocate a provision of about \$941 million to the HKSI alongside about \$53.5 million provided by HKSI's reserve accumulated from previous Elite Athletes Development Fund allocations, so as to support the development of elite sports and enhance the standard of athletes. In addition, the Government will also allocate additional resources to enhance its Sports Medicine Centre by increasing its manpower and further enhancing its professional standards, thereby providing elite athletes with more comprehensive sports medicine support. The relevant expenditure has been included in the provision for 2024-25.

In addition, enhancing the professional standards of our coaches is important to promoting the professional development of sports in Hong Kong. The Government is planning to collaborate with the Sports Federation & Olympic Committee of Hong Kong, China in mid-2024 to launch a pilot scheme to offer more professional training and internship opportunities to coaches. This will enhance the professional standards of our coaches and the quality of training for our athletes.

On promoting Hong Kong as a centre for major international sports events, the Government has been supporting such events in Hong Kong by providing matching fund and direct grants through the "M" Mark System since 2004. To encourage the staging of more major international sports events in Hong Kong, CSTB introduced a series of measures in April 2023 to enhance the "M" Mark System. These include increasing the funding ceiling for each event to \$15 million, abolishing the quota of 2 "M" Mark events that can be organised by the same applicant each year, and relaxing the eligibility of applicants to cover events organised by NSAs and other private or non-government organisations. The enhancement measures have proven to be effective since the introduction. In 2023-24, a record high of 18 major international sports events received support under the "M" Mark System. In particular, some events such as the Aramco Team Series Hong Kong, FIA World Rallycross Championship Season Finale, the WDSF Breaking for Gold World Series and LIV Golf Hong Kong were held in Hong Kong for the first time. These major international sports events attracted over 500 000 participants in total and involved government funding of around \$198 million.

In the 2024-25 financial year, more than 20 major international sports events are expected to be provided with funding support by the "M" Mark System. The estimated funding for these events is about \$200 million. CSTB will pay close attention to the effectiveness of the enhancement measures and review the "M" Mark System, including its vetting and monitoring mechanisms, so as to enhance the system, facilitate the staging of more major

international sports events in Hong Kong, and in turn, strengthen Hong Kong's status as a centre for major international sports events. Moreover, the Kai Tak Sports Park, which will be completed in end-2024 for opening in 2025, is Hong Kong's largest sports infrastructure in history. It can be used to host international football and rugby matches, concerts and other large-scale events, which will help further promote sports development and foster the development of peripheral industries.

The Government will continue to formulate policy initiatives as appropriate to promote professionalism in the sports sector and development of sports as an industry.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB198**

**(Question Serial No. 0093)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme (6), the Culture, Sports and Tourism Bureau (CSTB) will continue to work with the Travel Industry Council of Hong Kong to implement the Characteristic Local Tourism Incentive Scheme (CTIS) in the next financial year. Since the launch of CTIS, how many applications have been received? Among the applications received, how many have been approved? Among the applications approved, how many involve in-depth travel (Category A) and thematic travel (Category B) respectively? CTIS allows an eligible travel agent to convert the quota on local visitors to quota on inbound visitors. What is the number involved in such conversion? What are the manpower and expenditure involved in vetting applications for CTIS in the next financial year?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 14)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022 and concluded on 31 December 2023. The Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc., with a view to encouraging the trade to develop more thematic tours, including national history tours, green ecology tours, marine tours, traditional culture tours, pop culture tours, intangible cultural heritage experiences, night time adventure, etc., to showcase the diversified cultural landscape of Hong Kong. CTIS was rolled out on 1 January 2024, immediately after the conclusion of CHIS on 31 December 2023. There are 2 categories under CTIS, namely the in-depth travel and the thematic travel, with different level of cash incentives set for each category. The target is to receive at least 100 000 visitors within 2024.

CTIS is implemented by the Travel Industry Council of Hong Kong (TIC), which was the implementation agent of CHIS. For the in-depth travel category, travel agents may receive \$200 cash incentives for each participant they serve within the respective quotas of 100 participants for local and inbound tours. The itinerary must cover at least 2 designated sites of in-depth travel and 1 interactive tourist experience activity with Hong Kong's unique and authentic experience recognised under CTIS. For the thematic travel category, travel agents may receive \$400 cash incentives for each participant they serve within the respective quotas of 100 participants for local and inbound tours. Travel agents are required to design itineraries that offer visitors captivating in-depth travel experiences in Hong Kong with at least 1 of the six themes, namely national history, green ecology, marine, traditional culture, pop culture and creative experience.

As at February 2024, the numbers of applications received in respect of the in-depth travel and the thematic travel categories are 400 and 70 respectively. As all applications are still being processed, the number of applications approved is not available for the time being. Eligible travel agent is allowed to convert the quota for local visitors to the quota for inbound visitors within the limit of 100 people each for the in-depth travel and the thematic travel under CTIS. As at February 2024, TIC has not received any application for quota conversion.

TIC will allocate manpower for implementing CTIS as necessary and submit on a regular basis progress reports and final reports to the Government for monitoring the progress and reviewing the effectiveness of the scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB199**

**(Question Serial No. 0095)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme (4), the Culture, Sports and Tourism Bureau (CSTB) will work closely with the West Kowloon Cultural District Authority (WKCDA) in the next financial year to monitor and facilitate the implementation of the enhanced financial arrangement with a view to supporting its sustainable operation and delivery of arts and cultural facilities. What are CSTB's new plans to assist WKCDA in dealing with its financial problem? For example, will CSTB allow WKCDA to secure funds through land sales? Will CSTB inject additional funding to WKCDA? If yes, what are the details? What are the expenditure and manpower involved in conducting the above-mentioned work?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 16)

Reply:

The West Kowloon Cultural District Authority (WKCDA), which is a self-financing statutory body, has been fulfilling its responsibilities to support its sustainable development and operation with existing resources and to explore various means to improve its financial position. Although the Government has not been involved in the daily operation of WKCDA, we have been maintaining close liaison with WKCDA to monitor the implementation of the West Kowloon Cultural District Project, including its financial sustainability.

Having received WKCDA's proposal on improving its financial situation, the Government has engaged an independent consultant to assist in reviewing WKCDA's financial position and examining various options to improve its financial position. If WKCDA needs to implement a new financial proposal, the Government will provide suitable assistance and report to the Legislative Council and the public in a timely manner.

The relevant work is undertaken by existing expenditure and staff.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB200**

**(Question Serial No. 0105)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has set up a Mega Events Coordination Group (Coordination Group) to attract mega events to Hong Kong and has earmarked \$100 million to boost mega-event promotions over the next 3 years. In this connection, please inform this Committee of the following:

1. What is the breakdown of the annual expenditure on promotion?
2. What promotion methods and strategies will be adopted each year? What are the manpower establishment and expenditure involved?
3. How will the Coordination Group share and coordinate the promotion work for attracting mega events to Hong Kong with the Hong Kong Tourism Board, the Hong Kong Trade Development Council and the Government's Economic and Trade Offices?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 50)

Reply:

The Government has set up the Mega Events Coordination Group (Coordination Group) to provide high-level steer on mega events, including steering relevant bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various departments for such events to be successfully held in Hong Kong.

As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

Apart from HKTB, the Commerce and Economic Development Bureau (which oversees overseas Hong Kong Economic and Trade Offices) and the Hong Kong Trade Development

Council are also members of the Coordination Group. They will leverage the networks and opportunities in their respective professional fields and advise the Coordination Group on identifying mega events outside Hong Kong that could potentially be held in Hong Kong.

In addition, the Government has earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice for different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

The Culture, Sports and Tourism Bureau serves as the Secretariat of the Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB201**

**(Question Serial No. 0107)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has proposed to transform the Characteristic Local Tourism Incentive Scheme (hereinafter referred to as "CTIS") to encourage the tourism trade to develop more thematic tours featuring attractive tourism resources. Will the Government include Hong Kong's "industrial tourism" sightseeing itineraries in the scope of subsidy of the transformed CTIS, so as to offer visitors more in-depth and immersive characteristic travel experiences in Hong Kong? If yes, what are the details? If there is no such plan, what are the reasons? Will the Government reach out to commercial and industrial groups to discuss matters concerning the development of "industrial tourism" in the next financial year? If yes, what are the details? What are the manpower and expenditure involved?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 51)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022. The Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc., with a view to encouraging the trade to develop more thematic tours, including national history tours, green ecology tours, marine tours, traditional culture tours, pop culture tours, intangible cultural heritage experiences, night time adventure, etc., to showcase the diversified cultural landscape of Hong Kong.

CTIS was rolled out on 1 January 2024, immediately after the conclusion of CHIS on 31 December 2023. There are 2 categories under CTIS, namely the in-depth travel and the thematic travel, with different level of cash incentives set for each category. The target is to receive at least 100 000 visitors within 2024. For the in-depth travel category, travel agents may receive \$200 cash incentives for each participant they serve within the respective quotas



of 100 participants for local and inbound tours. The itinerary must cover at least 2 designated sites of in-depth travel and 1 interactive tourist experience activity with Hong Kong's unique and authentic experience recognised under CTIS. For the thematic travel category, travel agents may receive \$400 cash incentives for each participant they serve within the respective quotas of 100 participants for local and inbound tours. Travel agents are required to design itineraries that offer visitors captivating in-depth travel experiences in Hong Kong with at least 1 of the six themes, namely national history, green ecology, marine, traditional culture, pop culture and creative experience.

The Travel Industry Council of Hong Kong (TIC) organised the Deeper into Hong Kong: Creative Itinerary Design Competition from August 2023 to March 2024 to encourage the trade to develop signature itineraries for in-depth travel. An itinerary that explores manufacturing industry in Hong Kong is selected as one of the signature itineraries under the Hong Kong pop culture theme. Cash incentives under CTIS can also be provided for the thematic travel part that meet the requirements of "industrial tourism" thematic travel itinerary, thereby encouraging the travel agents and the industrial and commercial sectors to develop more quality tourism products featuring "industrial tourism".

CTIS is implemented by TIC, which was the implementation agent of CHIS. TIC will allocate manpower for implementing CTIS as necessary, and submit on a regular basis progress reports and final reports to the Government for monitoring the progress and reviewing the effectiveness of the scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB202**

**(Question Serial No. 0403)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme (6), the Culture, Sports and Tourism Bureau will continue to work with the tourism sector, the Hong Kong Tourism Board and government bureaux and departments in promoting local tourism products in the next financial year. What new tourism products will be launched in the next financial year to attract more visitors from the Mainland and abroad? What are the expenditure and manpower for promoting local tourism products in the next financial year? Will the Government study the feasibility of allowing local residents and visitors to discharge fireworks and firecrackers at designated locations during Lunar New Year? If yes, what are the details?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 26)

Reply:

Enriching Hong Kong's tourism resources and providing new products and experiences to visitors are of paramount importance. The Government and the Hong Kong Tourism Board (HKTB) will promote new thematic travel experiences anchoring seasonal, festival and mega events as well as integrating Chinese and Western arts, pop culture, wine and dine experiences, outdoor explorations, active sports and more to cater for the interest of wide-ranging visitor segments while developing immersive in-depth tourism activities in the light of the new travel trends. The travel trade will also be encouraged to launch a more diversified portfolio of tourism products.

The Tourism Commission (TC) will keep on promoting tourism projects such as the Sai Kung Hoi Arts Festival, Design District Hong Kong and City in Time. We had also subsequently organised the Cultural and Heritage Sites Local Tour Incentive Scheme, Deeper into Hong Kong: Creative Itinerary Design Competition and Characteristic Local Tourism Incentive Scheme, to encourage the trade to develop more thematic tours.

HKTB will continue to promote different thematic tours. On arts, HKTB promotes various international art events held in town, through its "Arts in Hong Kong" year-round promotional

platform, including “Art Basel Hong Kong”, “Art Central”, “Art@Harbour” and “French May” organised during “Art March”, to showcase Hong Kong’s art appeal to the world. HKTb will partner with Mainland art connoisseurs and media to promote these large-scale art events and consolidate Hong Kong’s role as an “East-meets-West centre for international cultural exchange”. Moreover, HKTb will also recommend and produce contents for art and cultural maps and photo hotspots on its Mainland social media accounts, such as WeChat, Xiaohongshu, Douyin and Weibo and in partnership with Xiaohongshu. HKTb will invite KOLs on these platforms to visit Hong Kong in person to experience and jointly promote the city’s art and cultural tourism appeal.

On local culture, starting from mid-December 2023, HKTb launched a new half-year promotional campaign at Temple Street to inject new impetus into the traditional Temple Street. In addition to pop-up food kiosks with tastes of the neighbourhood, a number of newly added photo-worthy installations were also set up to attract tourists and locals. HKTb has launched the second phase of the Temple Street promotion in March this year to further entice tourists to get into the local community and experience the most authentic side of Hong Kong, while bringing more footfall to the area and opening up more business opportunities for local merchants.

Moreover, HKTb will help promote tourism projects organised by TC, such as the Sai Kung Hoi Arts Festival, Design District Hong Kong and City in Time, and promote Hong Kong’s unparalleled green tourism experiences such as hiking tracks, outlying island voyage and cross country running through “Hong Kong Great Outdoors” and other promotional platforms to explore more in-depth tourism products and inspire visitors to discover Hong Kong’s novel appeal.

As the manpower and expenditure involved in taking forward the work mentioned above in 2024-25 has been subsumed under HKTb’s overall promotion budget, it is difficult to quantify them separately.

Before the launch of the revamped “A Symphony of Lights” light and sound show (SoL), HKTb will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTb will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

HKTb is currently planning the pyrotechnics and drone shows and will announce the details in due course. Same as the other large-scale events, contractors of the aforesaid shows will be engaged through open tender. As the shows are still under planning, it is difficult to estimate the footfall at the moment.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTb to revamp SoL. Among which, \$115 million will be used by HKTb to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTb is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment. Since the work mentioned

above is jointly undertaken by TC and HKTB, the staff establishment cannot be quantified separately.

As fireworks contain explosives, they can be used to make larger explosive devices, which may pose a serious threat to public order and safety. Apart from the risk of injury to the users and others when they are discharged, there is also a high risk of fire and explosion in connection with the import, manufacture, storage and conveyance of fireworks. Considering the aforesaid risks to public safety, it is necessary for the Government to regulate the discharge of fireworks by the public.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2364)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Financial Secretary has announced in the Budget of this financial year that the Government will build Hong Kong as a premier destination for business and tourism through initiatives including holding pyrotechnic and drone shows every month. However, there are quite a number of public views on the proposal. Apart from saying that it will seek commercial sponsorship for the pyrotechnic shows, the Government also pointed out that, besides the cost of the monthly pyrotechnic shows, the people flow, patronage and market enthusiasm to be brought by the shows should also be taken into account when evaluating their effectiveness. In this connection, will the Government inform this Committee of the following:

1. Will the Government consider holding the pyrotechnic shows once a quarter instead of once a month, especially during some relatively important holidays that both the Mainland and Hong Kong celebrate, such as the Labour Day Golden Week, National Day, Tuen Ng Festival, New Year's Day and Spring Festival, so as to pool limited resources to achieve big goals?
2. Does the Government have any plans to ensure that it can seek sponsorship for the expenditure of the pyrotechnic shows every month? If the shows will be fully sponsored by commercial organisations, can the Government guarantee its control over the shows and ensure that the shows will continue to be held monthly?
3. When implementing the proposal, will the Government develop key performance indicators (KPIs) for the pyrotechnic shows through collecting and comparing the tourism data of different months, including the numbers of inbound and overnight visitors as well as tourist spending before and after the shows, to evaluate whether the shows and relevant support can achieve expected results? If the target is not met, will the Government suspend the holding of pyrotechnic shows to stop loss? Or will it devise a plan with the Hong Kong Tourism Board (HKTB) to enhance the effectiveness of the shows?

Asked by: Hon SHANG Hailong (LegCo internal reference no.: 11)

Reply:

Before the launch of the revamped “A Symphony of Lights” light and sound show, the Hong Kong Tourism Board (HKTB) will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

HKTB is currently planning the pyrotechnics and drone shows and will announce the details in due course. Organisations or institutions interested in sponsoring the shows are welcome to discuss the feasibility of cooperation with HKTB.

The effectiveness of HKTB cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators every year, including visitor arrivals, tourism expenditure associated with inbound tourism and per capita expenditure, length of stay as well as satisfaction of overnight visitors, to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid shows to assess their effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB204**

**(Question Serial No. 2375)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau announced earlier the launch of the Characteristic Local Tourism Incentive Scheme (CTIS), which provides travel agents offering in-depth travel and thematic travel tours in Hong Kong with cash incentives ranging from HK\$200 to HK\$400 per head within the ceiling of \$120,000 for each travel agent. CTIS aims to encourage the trade to develop tours such as culture and history tours, green ecology tours in the nature, intangible cultural heritage experiences, night time adventures, etc. The application period for in-depth travel tours commenced in January and will end in July this year. In this connection, please inform this Committee of the following:

1. Will the Government consider enhancing the existing CTIS by further increasing the subsidy to encourage the trade to develop local tour itineraries and train more tourist guides for in-depth travel tours?
2. As regards the training of tourist guides, how many tourist guides and tour escorts have benefitted from CTIS in total? Please list the numbers of tourist guides and tour escorts benefitted by subsidised items of licensing examination of tourist guides and tour escorts, continuing professional development schemes and certificate of competency in first-aid.
3. Will the Government consider providing more ancillary commercial and transport facilities at in-depth travel attractions under existing policies?
4. With respect to the new Sponsored Overseas Speaking Engagement Programme proposed in the Budget, will the Government sponsor representatives from social enterprises to promote Hong Kong's advantages by showcasing our cultural diversity, as an endeavour to boost tourism development?

Asked by: Hon SHANG Hailong (LegCo internal reference no.: 22)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022 and concluded on 31 December 2023.

To further promote tourism development, the Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to provide more in-depth itinerary design, training, etc., with a view to encouraging the trade to develop more thematic tours, including national history tours, green ecology tours, marine tours, traditional culture tours, pop culture tours, intangible cultural heritage experiences, night time adventure, etc., to showcase the diversified cultural landscape of Hong Kong. CTIS was rolled out on 1 January 2024, immediately after the conclusion of CHIS on 31 December 2023. CTIS is implemented by the Travel Industry Council of Hong Kong (TIC), which was the implementation agent of CHIS. To implement CHIS, TIC and the Hong Kong Tourism Board (HKTGB) have jointly organised 49 training courses on docent training from December 2022 to September 2023 for over 1 500 licensed tourist guides and tour escorts. TIC and HKTGB will continue to organise similar training courses under CTIS. The details will be announced later.

Moreover, the Government allocated \$60 million in the 2022-23 Budget to subsidise the training and development of travel trade practitioners, and injected another \$40 million in March 2023 through deployment of existing resources to increase the total funding amount to \$100 million.

The Travel Industry Authority (TIA) has earmarked \$45 million of the funding for a three-year training subsidy scheme for practitioners of the travel trade (training scheme) launched in October 2022 to enhance the professional standard and service quality of the travel industry. Under the training scheme, each eligible tourist guide and tour escort may be granted from TIA, on an actual reimbursement basis, a subsidy of up to \$2,000 for fees for licence-related training programmes during the period from 1 October 2022 to 30 September 2025. As at February 2024, a total of around 4 300 tourist guides / tour escorts have benefitted from the training scheme. The numbers of tourist guides / tour escorts benefitted in terms of subsidised items are tabulated below-

Subsidised item	Number of tourist guides / tour escorts <sup>Note 1</sup>
Licensing examination	173
Continuing Professional Development Scheme	1 702 <sup>Note 2</sup>
Certificate of competency in first-aid course or other similar certificates	3 899

Note 1: There may be double counting in the tabulated numbers of tourist guides / tour escorts as the calculation is based on subsidised items.

Note 2: Of the 1 702 tourist guides / tour escorts, around 1 610 applied for subsidies related to the Continuing Professional Development Scheme for Tourist Guides.

As regards the supporting facilities for in-depth travel attractions, relevant government departments and operators of the attractions will provide the necessary support in response to



the actual situation at the attractions. For example, the Tourism Commission (TC) implemented the Visitor Signage Improvement Scheme to provide coordinated and easily identifiable signage at different locations across Hong Kong to help inbound visitors navigate through Hong Kong. To promote green tourism, TC, in collaboration with the Agriculture, Fisheries and Conservation Department, has been enhancing the tourism supporting facilities at some popular hiking trails with tourism potential in country parks. The enhancement works include improvement of existing hiking trail network and continuity, control of soil erosion at the trails, enhancement of vegetation coverage, addition of water dispensers and lookout points, enrichment of visitor information, etc.

The current-term Government attaches great importance to telling good stories of Hong Kong globally. To step up external promotion of Hong Kong, the Information Services Department will launch a new sponsored overseas speaking engagement programme, under which sponsorship will be provided to renowned academics, leaders or experts in their respective industries, sectors or professions to speak at Hong Kong SAR Government-supported events held abroad, such as conferences, forums, summits and receptions. With their professional background and external network, they are expected to act as ambassadors to help promote Hong Kong's strengths and advantages to the world.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB205**

**(Question Serial No. 2379)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

During the Mainland's eight-day Spring Festival holiday just passed, the Government recorded a total of around 1.4 million inbound visitors to Hong Kong. Not only hotels achieved a satisfactory occupancy rates, both catering and retail industries also benefited from the mega-event economy. Although the Government showed inadequacies in organising mega events as reflected from the Messi Incident, inadequate transport arrangement and promotion of the Kai Tak Cruise Terminal and unsatisfactory arrangements for the FIA World Rallycross Championship, the staging of mega events in Hong Kong is still worth supporting as it can create positive impact on Brand Hong Kong and give tourism and catering industries a boost. In this connection, will the Government inform this Committee of the following:

1. Will the Government consider strengthening the training of art and culture talents and event curators to enhance the professional standards and creativities of these industries for the diversification and internationalisation of events?
2. Will the Government consider stepping up the safety measures on events and investing in the improvement of event venues and infrastructures to enhance the convenience and safeness of organising large-scale events and the quality of such events, so as to boost Hong Kong's mega-event economy and enhance the status, influence and attractiveness as a cultural hub?
3. The current duty-free shopping quota for Mainland visitors of \$5,000 is too low, holding Mainland visitors back from enjoying shopping in Hong Kong. In this regard, the Government has been actively communicating with Mainland departments on raising the duty-free shopping quota for attracting Mainland visitors to buy whatever they like in Hong Kong, the shopping paradise. What is the progress at the present?
4. Will the Government request the Central Government to open up more cities under the Individual Visit Scheme?

Asked by: Hon SHANG Hailong (LegCo internal reference no.: 26)

Reply:

Talent is a crucial element in promoting the integrated development of culture and tourism. The Government attaches importance to nurturing talents. The Culture, Sports and Tourism Bureau has been funding the Hong Kong Academy for Performing Arts (HKAPA), Hong Kong Arts Development Council (HKADC) and West Kowloon Cultural District Authority (WKCDA) in pursuing various talent training programmes. The subvention provided to HKAPA in 2023-24 was \$430 million, while the total estimated expenditure of talent training programmes implemented by HKADC and WKCDA as proposed in the 2022 Policy Address is around \$100 million. The Leisure and Cultural Services Department has also been actively nurturing talents in arts administration and arts technology, covering venue operation, facility management, programming, stage management and stage technical support, etc., to enhance the professional standard of our practitioners engaging in arts, culture and creative industries. At the same time, the Government attracts and imports talents of different cultural backgrounds to Hong Kong, so as to enrich the content of local arts and cultural activities. Professionals in the creative industries, arts and culture and performing arts, such as arts promoters and conservators for movable cultural heritage, have been included in the talent list.

Besides, the Government has all along been actively providing quality and diversified sports and recreation facilities to the public. The Kai Tak Sports Park (KTSP) is its most important sports infrastructure in recent decades. Occupying an area of about 28 hectares, KTSP will provide modern and multi-purpose sports and recreation facilities upon completion, including a 50 000-seat Main Stadium, a 10 000-seat Indoor Sports Centre, a 5 000-seat Public Sports Ground and about 14-hectare landscaped open space and other ancillary facilities. Among others, the Main Stadium, equipping with a retractable roof, offering different stage positioning and seating configurations as well as adopting a flexible pitch system design, provides more options for hosting different types of large-scale cultural and entertainment events such as concerts. The Main Stadium will allow the staging of more large-scale events in Hong Kong for stimulating Hong Kong's economic development and strengthening its positioning in the world.

Under the Individual Visit Scheme (IVS), which was implemented on 28 July 2003 in accordance with the main document of the Mainland and Hong Kong Closer Economic Partnership Arrangement, eligible residents of the designated Mainland cities can apply for an endorsement to visit Hong Kong in their individual capacity. The IVS was first introduced in 4 Guangdong cities (namely Dongguan, Zhongshan, Jiangmen and Foshan) and the number of eligible cities was gradually increased in the following years to a total of 49 Mainland cities in 2007. With the expansion of the IVS to cover Xi'an and Qingdao starting from 6 March 2024, designated Mainland cities eligible for the IVS have increased to 51.

The Hong Kong Special Administrative Region Government thanked and welcomed the Central Government's decision to expand the IVS to cover Xi'an and Qingdao. This will facilitate Hong Kong to open up to more new visitor source markets, benefiting the local travel trade and other related industries, such as retail, catering, hotel and accommodation, etc., and bringing a positive impact on Hong Kong's overall economy.

Expanding visitor sources to attract more high value-added overnight visitors has all along been one of the key strategies for developing Hong Kong's tourism. The Government will continue to maintain communication and discuss with the relevant Mainland authorities in due course on various proposals to enhance IVS in an orderly manner and adjust the duty-free allowance of the Mainland visitors arriving in Hong Kong with a view to providing Mainland visitors with more convenient and flexible ways to visit Hong Kong and enriching travel experience of visitors and facilitating the vibrant development of tourism-related industries.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB206**

**(Question Serial No. 0173)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To revitalise the tourism industry and overall economy of Hong Kong, the Budget has proposed to earmark \$100 million to boost mega-event promotions over the next 3 years. Please inform this Committee of the following:

1. How will the \$100 million be allocated to different mega events?
2. Some members of the public have remarked that local signature horse racing activities were not considered by the Government even though the Budget has proposed to enhance characteristic local tourism. In view of this, will the Government consider launching characteristic tourism activities involving Hong Kong horse racing or racecourse, and promoting them alongside other mega events, so as to create the synergistic effect of “one plus one is greater than two”? If so, what are the details? If not, what are the reasons?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 16)

Reply:

1. To reach out proactively for more mega events to be staged in Hong Kong, the Government has set up the Mega Events Coordination Group (Coordination Group) and earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.
2. To make the most out of Hong Kong's diverse East-meets-West festivities, such as the Chinese New Year, Dragon Boat Festival, Birthday of the Buddha, Mid-Autumn Festival, Halloween, Christmas and New Year, the Hong Kong Tourism Board (HKTB) will set out the celebration activities across the city for better and more centralised promotion to attract visitors to Hong Kong for festive celebrations. HKTB will also encourage the travel trade to create festive-related tourism products and step up efforts

in promoting Hong Kong's distinctive tourism products and mega events to achieve a synergistic effect, thereby attracting more visitors to Hong Kong. As part of the promotions of the last Chinese New Year, HKTB promoted a series of events with local characteristics, such as the Chinese New Year Cup and the Chinese New Year Raceday, in addition to the International Chinese New Year Night Parade and other major celebration activities.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB207**

**(Question Serial No. 0174)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that the Hong Kong Tourism Board will enhance the Quality Tourism Services Scheme, launch a new round of publicity activities and commend outstanding frontline staff in the service industry. Will the Government inform this Committee of the details of the enhanced scheme, including the ways to co-operate with relevant industries and the breakdown of estimated expenditure?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 17)

Reply:

In 2024-25, the Hong Kong Tourism Board (HKTB) will continue to encourage the trade, the community and the public to put good hospitality into action as excellent hosts, so as to enhance visitors' experience in Hong Kong. HKTB will launch initiatives targeting the trade, the youth and the public to encourage all walks of life in Hong Kong to demonstrate their good hospitality.

As for the trade, HKTB will continue to promote the "Quality Tourism Services (QTS) Scheme", including the revision of the scheme's assessment criteria for merchants in early January 2024 by increasing the weighting of staff performance to recognise the importance of service quality. Following the "Professional Quality Tourism Services Pledge" launched last year, HKTB will produce a series of training videos to demonstrate professional and quality services, helping the trade to train frontline staff. HKTB also worked with a local broadcaster to present a reality show, which put Hong Kong's service quality to test with a view to showcasing the spirit of professional quality tourism services. In addition, HKTB and the Quality Tourism Services Association will continue to organise the "Outstanding QTS Merchant and Service Staff Awards" to commend frontline staff.

Apart from collaboration with the trade, public participation is key to promoting hospitality. HKTB will further expand "Hong Kong Pals" volunteer programme by recruiting more young

people with passion for tourism to put hospitality into action as excellent hosts and set good examples for Hong Kong people. HKTB will also produce a series of new promotions to encourage the public to show good hospitality.

Moreover, relevant policy bureaux and departments, such as the Education Bureau, the Home Affairs Department, the Information Services Department and Radio Television Hong Kong, will jointly promote good hospitality at different levels in the community.

As the relevant expenditure has been subsumed under HKTB's allocation for enhancing service quality and providing continuous support to the travel trade, it is difficult to quantify it separately.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB208**

**(Question Serial No. 0175)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that mega events create opportunities for attracting tourists, and the Government will stage more mega events and boost their promotion and co-ordination to maximise their economic and publicity benefits. Also, the Government has set up a Mega Events Coordination Group to reach out proactively for more mega events to be staged in Hong Kong. In this connection, will the Government inform this Committee of the following:

1. What are the details of the plan, including the events, the timetable and the breakdown of the estimated expenditure?
2. Did the Government set any key performance indicators (KPIs)? If yes, what are the details?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 18)

Reply:

The Government has set up the Mega Events Coordination Group (Coordination Group) to provide high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer

advice for different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

Over 80 mega events will be held in Hong Kong in the first half of 2024 alone. Whether an event can be successfully held eventually is subject to many objective conditions. If government funding is involved, an event has to be held in accordance with the requirements of the relevant funding scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 0176)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that the Hong Kong Tourism Board (HKTB) will revamp "A Symphony of Lights" (SoL) and hold pyrotechnic and drone shows every month. In this connection, will the Government inform this Committee of the detailed arrangements of its proposals, the schedule of the shows and the breakdown of the estimated expenditure?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 19)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the

aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB210**

**(Question Serial No. 0740)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The work of the Culture, Sports and Tourism Bureau includes promoting the orderly resumption of international cruise travel in Hong Kong, consolidating our position as a leading cruise hub in the region and continuing to monitor the operation of the Kai Tak Cruise Terminal (KTCT). In this connection, please inform this Committee of the following:

1. The details and expenditure of the work on enhancing the utilisation rate of KTCT in the past 3 years; and
2. Will CSTB consider allocating additional resources to enhance the transport connectivity of KTCT by arranging sufficient feeder buses, taxis or other transports to improve the accessibility of Kai Tak for cruise passengers and members of the public? If so, what are the details and the estimated expenditure? If not, what are the reasons?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 27)

Reply:

The cruise industry of Hong Kong is recovering at a promising rate. Through close communication among the Tourism Commission (TC), the Hong Kong Tourism Board (HKTB) and cruise lines in the second half of 2022, international cruise travel resumed in January 2023 after a suspension of nearly 3 years. To further boost the recovery of the cruise industry, the Government earmarked additional funding to HKTB in the 2023-24 Budget to attract more cruise ships to visit Hong Kong in the coming years. The relevant support and incentives include encouraging cruise lines to increase their sailings to Hong Kong, make overnight calls and make Hong Kong as a departing/ending port, etc. On the other hand, with the support of TC and HKTB, the Seatrade Cruise Asia Pacific, which is a major cruise industry conference, was held in Hong Kong from 25 to 27 October 2023 after a four-year hiatus, further driving the recovery of the cruise industry in Hong Kong and Asia and promoting our role as an important cruise hub in the region. Moreover, TC and HKTB also participated in various major trade events at home and abroad to actively promote cruise

tourism of Hong Kong. In 2023-24, the estimated expenditure for HKTB to promote cruise tourism was around \$20.5 million, which included the relevant additional funding.

With the above work, 18 cruise lines made a total of 164 ship calls in Hong Kong in 2023. In 2024, the number of cruise lines that have scheduled stops in Hong Kong further increases by 10 to 28, returning to pre-pandemic levels. The number of scheduled ship calls also reaches 160. About 70% of these ship calls will be berthed at the Kai Tak Cruise Terminal (KTCT), which is the only infrastructure in Hong Kong specifically built for berthing large cruise ships.

On the other hand, the Government has been actively utilising KTCT to bring its advantages as an infrastructure into full play. The ancillary facilities of KTCT (including its ancillary commercial area and the rooftop garden) are open to members of the public daily. All 7 shops in the ancillary commercial area have been leased, including a banquet centre which is often used for group functions and receiving tour groups. Some parts of KTCT have also been used as event venues when they are not in use for cruise operation, thus making better use of the facilities. In 2023, a total of 12 events, totalling 51 event days, were held. They included a car brand event, a large-scale fan meeting, an international fintech-cum-cultural event, a sports carnival and a few film shootings etc. Besides, art installations of the creative tourism project “Design District Hong Kong” were displayed by TC in the public space of the terminal in November 2023. A sculpture of “A Path to Glory - Jin Yong’s Centennial Memorial” will also be displayed in the terminal shortly to attract more visitors. We will continue to communicate with the terminal operator to explore feasible plans to bring more commercial vibrancy to the terminal.

Since the aforementioned work is undertaken by existing staff and expenditure, it can hardly be quantified separately.

On transportation, the operation at KTCT has been stabilised after the Government’s proactive intervention in August last year. The Government has already handed back the work on the transport management and services to the terminal operator or cruise lines. At present, the terminal operator is required to “tailor-make” appropriate arrangements with cruise lines, transport service operators and travel agents serving cruise passengers for every single ship call. All the parties should make proper transport arrangements based on the transport requirements of each ship call, which are subject to factors including volume, origins and onshore sightseeing arrangements of passengers, etc., as well as the public transport services and forecast on the supply of taxis during disembarkation periods, and submit the plan to the Government. Under existing arrangements, various types of mass transportation (including franchised buses, minibuses, free shuttle buses and coach services) and taxis are available for cruise passengers.

On the other hand, there are currently 4 franchised bus routes and 1 minibus route that provide services to and from KTCT, connecting KTCT with nearby MTR stations (including Kai Tak, To Kwa Wan, Kowloon Bay, Ngau Tau Kok, Kwun Tong, and Kowloon Tong stations), the West Kowloon High Speed Rail Station as well as other locations. In addition, the Transport Department will add 2 new franchised bus routes connecting KTCT to Tsim Sha Tsui and the MTR Kai Tak Station respectively within this year. It was also announced in the 2023 Policy Address that a smart and green mass transit system would be introduced in Kai Tak connecting KTCT and the MTR Kai Tak Station. The Government plans to invite suppliers

and operators of the relevant systems to submit expressions of interest in the second half of this year, so as to finalise the specific requirements and design of the system and its infrastructure. The construction works of the Central Kowloon Route will continue and are expected to be completed in 2025, further improving the convenience and capacity of transportation.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB211**

**(Question Serial No. 0156)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to paragraph 63 of the Budget, the SAR Government announced a range of measures for the promotion of mega event economy in 2023, with a view to strengthening the coordination mechanism and the effectiveness of publicity for mega events. To encourage visitor consumption, it is necessary to “suffer a loss before making a gain”. In this connection, will the Government inform this Committee of:

1. the category/theme of the mega events staged in 2023 and the actual expenditure involved in each mega event in detail; and
2. the estimated expenditure on the promotion of mega events in 2024-25?

Asked by: Hon SO Cheung-wing (LegCo internal reference no.: 5)

Reply:

1. Relevant policy bureaux, departments and statutory bodies have been supporting the staging of international mega events in Hong Kong through existing resources and various funding schemes. Information about the category/theme of past mega events and the expenditure involved in each event are not readily available.

2. To reach out proactively for more mega events to be staged in Hong Kong, the Government has set up the Mega Events Coordination Group (Coordination Group) and earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice for different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB212**

**(Question Serial No. 0158)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to paragraph 58 of the Budget, the 15th National Games will be co-hosted by Hong Kong, Guangdong Province and Macao in 2025. The 8 sports competition events and 4 to 5 mass participation events to be held in Hong Kong will involve 3 200 athletes and working staff, exceeding the scale of the East Asian Games held in Hong Kong in 2009. It will even be an unprecedented endeavour for Hong Kong, Guangdong Province and Macao to co-host the National Games. In this connection, would the Government inform this Committee:

1. of staff recruitment progress and the total staff cost involved in the preparation of relevant events;
2. whether the Government has considered implementing real-name ticketing arrangement to combat ticket scalping?

Asked by: Hon SO Cheung-wing (LegCo internal reference no.: 8)

Reply:

1. The National Games Coordination Office (Hong Kong) ("NGCO") has earmarked around \$200 million in 2024-25 to meet the expenditure and manpower requirements arising from the preparatory work, which include the estimated expenditure of around \$136 million on human resources. Currently, NGCO has a total of 51 time-limited civil service/non-civil service posts. NGCO will create about 50 additional posts in 2024-25 and engage non-civil service event supporting staff in stages.

2. NGCO is liaising closely with the General Administration of Sport of China as well as the relevant authorities of Guangdong Province and Macao to jointly take forward the preparatory work, and will announce the ticketing and other arrangements in due course.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB213**

**(Question Serial No. 1903)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Under the Programme, the Culture, Sports and Tourism Bureau (CSTB) administers, through Create Hong Kong (CreateHK), the CreateSmart Initiative to support the development of 7 non-film creative industries pursuant to the 4 strategic foci, namely, nurturing talent and facilitating start-ups (including providing incubation services through the Design Incubation Programme (DIP) and the Fashion Incubation Programme (FIP)), exploring markets, promoting more cross-sectoral and cross-genre collaboration, and fostering a creative atmosphere in the community. In this connection, please inform this Committee of the following:

1. The numbers of applications received and start-ups approved for participation under DIP and FIP respectively in the past 5 years.
2. Has CreateHK compiled statistics on the sustainability rates of these start-ups for 3 years and 5 years after the two-year incubation period of DIP and FIP and their developments?
3. Has CreateHK provided continuous support to graduated start-ups after the incubation period? If yes, what are the details? If no, what are the reasons?
4. Over the years, the Institute of Textiles and Clothing (ITC) of the Hong Kong Polytechnic University has nurtured many world-acclaimed masters in the fashion, textiles, and garment industries. In 2022, ITC was upgraded to the School of Fashion and Textiles (SFT), which was ranked the third in the Best Fashion Schools in Asia according to the CEOWORLD magazine. Will the Administration consider assisting in promoting cross-sectoral and cross-genre collaboration between SFT and more international education and industry bodies in a bid to cultivate talents, further consolidate the international standing of the city's strong disciplines, promote industry development and expand markets, thereby providing a solid foundation for the development of more creative industries? If yes, what are the details? If no, what are the reasons?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 19)

Reply:

- 1-3. The HKSAR Government has been committed to promoting the development of creative industries. Launched in 2006 and 2016 respectively, the Design Incubation Programme (DIP) and the Fashion Incubation Programme (FIP) aim at nurturing outstanding local design-entrepreneurs, fashion talents and brands, and offering financial assistance and incubation services over a two-year incubation period to help them build up business network, publicise products and conduct marketing promotions.

Create Hong Kong (CreateHK) has been providing funding support to the Hong Kong Design Centre (HKDC) for the implementation of DIP and FIP. The two programmes have received 192 and 48 applications with 120 and 20 companies admitted respectively in the past five years. After the two-year incubation period, HKDC will keep close contact with the graduated incubatees to follow up on their development, including interacting on social media and inviting them to continuously participate in various exchange and promotional activities, such as the Fashion Challenges Forum and the 10 Asian Designers to Watch Exhibition, with a view to deepening their understanding of the development of the design industry and furthering their exchange with industry players while helping them enhance their profile and expand business network. HKDC will also compile statistics on the sustainability rates of start-ups for two years after the incubation period. As at end-February 2024, the percentages of graduated incubatees under DIP and FIP which are still operating two years after the incubation period are around 95.5% and 80% respectively.

4. We are pleased to learn that the School of Fashion and Textiles of the Hong Kong Polytechnic University (PolyU) has been ranked the third in the Best Fashion Schools in Asia by the CEOWORLD magazine. CreateHK has been providing funding support for projects with objectives that are in line with its strategic foci to drive the development of the creative industries through the CreateSmart Initiative (CSI). The strategic foci are (i) nurturing talent and facilitating start-ups; (ii) exploring markets; (iii) promoting cross-sectoral and cross-genre collaboration; and (iv) promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CSI provided funding of over \$1.24 million and \$5.92 million to PolyU for staging Designing Future Techstyle in 2018 and DESIGN CENTRAL in 2021 respectively. Over the years, CSI has also sponsored events including Business of Design Week and Knowledge of Design Week organised by HKDC in association with or in strategic programme partnership with PolyU School of Design. We welcome applications from locally registered institutions/organisations that meet the objectives and eligibility criteria of CSI, including PolyU and other local academic and research institutions to further promote the development of Hong Kong's creative industries.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB214**

**(Question Serial No. 1905)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Under the Programme, the Culture, Sports and Tourism Bureau (CSTB) will continue to work closely with the Hong Kong Design Centre (HKDC) in 2024-25 to promote the use of design and design thinking across all sectors in Hong Kong, to help identify or nurture design talents and establish brands to drive the development of local design industry, and to supervise the establishment of the Sham Shui Po Design and Fashion Base (the Base) to nurture design talents and startups as well as boost the local economy and tourism. In this regard, would the Government inform this Committee of the following:

1. The Base had its construction work completed and was handed over to HKDC in end-2023. The industry is deeply concerned about its detailed operational plan in enabling young designers to fully leverage Sham Shui Po district as a traditional base for clothing and textiles and to facilitate the development of Hong Kong's fashion design. Local merchants also look forward to specific measures to attract the public including those in the local community and tourists, thereby driving local economic development. Does the Government have a detailed plan and timetable? If so, what are the details?
2. The industry practitioners reflect that the Base, which is an important programme for the development of Sham Shui Po district and the industry, currently has little connection with the "Sham Shui Po Fabric Market" (New Pang Jai) dealing with retail and piece fabric, and traditional fabric stores supporting the commercialisation of design products. Will the Government have any specific plans to coordinate different departments and sectors, and actively liaise with upstream and downstream industries in the district in a bid to make the Base a focal point for design and fashion in Hong Kong? If so, what are the details? If not, what are the reasons?
3. "In-depth tourism" is developed based on a district's unique cultural heritage. Sham Shui Po, a traditional hub for wholesale and retail of fabrics and textiles, also retains many historical buildings. The industry practitioners hope that the Base can combine design, fashion, garment and retail sectors to create new synergies. Will the Government have any support measures and plans (such as tourism promotion and environmental enhancement) to further drive and promote the Base, and to establish a cultural, creative and fashion hub in Sham Shui Po? If so, what are the details? If not, what are the reasons?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 20)

Reply:

1. In early 2018, the Hong Kong SAR Government announced the launch of the project of the “Sham Shui Po Design and Fashion Base”(the Base) to nurture young designers, fashion designers and start-ups as well as drive local economic development. The Hong Kong Design Centre (HKDC) will be responsible for the operation of the Base, while Create Hong Kong will take up the role in strategy formulation, co-ordination and supervision.

In end-2023, the Base was handed over to HKDC for interior renovation works which are anticipated to be completed by the third quarter of 2024. The Base will commence operation in the fourth quarter of 2024.

The Base aims to promote the development of the design and fashion industry, strengthen and enhance Hong Kong’s design disciplines, facilitate collaborations in various aspects, and lead and foster the development of the creative industries. The Base will also promote economic development, encourage community participation in design and creative activities, and contribute to the development of Sham Shui Po into an attractive landmark for local, Mainland and international tourists.

A Design Museum will be set up at the Base to showcase the works of local award-winning designers and outstanding design works, including fashion design works, from other regions. The Base will also include a Design Library and Material Library which provide the latest books and materials related to design. Space for exhibitions and events will also be available at the Base for use by other design associations, trade associations and organisations.

Before the operation of the Base commences, HKDC will continue to organise a variety of public engagement and education activities, such as the “GBA Creative Night” and “Unleashing Creativity in Sham Shui Po”, to boost district economy, nurture young creative talents and promote the inheritance of craftsmanship. HKDC will also promote social inclusion through design and foster a creative atmosphere in the district as part of the publicity efforts and warming up before formal launch of the Base.

2. In the future, the Base will provide a platform for exchange and collaboration for emerging design talents and fashion designers of various design disciplines, their upstream and downstream industries as well as other related industries. We will co-ordinate with relevant departments and sectors to create synergy by blending design, fashion, garment manufacturing, retail and district characteristics, and develop the Base into a focal point of design and fashion in Hong Kong, thereby bringing in residents in and out of the local community and visitors, and boosting the local economy.
3. The Base is expected to officially commence operation in the fourth quarter of 2024, joining into the list of the culture, sports and tourism facilities. We will collaborate with relevant departments and organisations in promoting a series of projects and activities covering different design disciplines, and carrying out beautification work in

the landscape to encourage local residents and visitors to visit the Base and participate in its activities, thereby developing the Base into a new tourist landmark.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB215**

**(Question Serial No. 1906)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The long-established Clothing Industry Training Authority (CITA) has nurtured many textile and garment talents. At present, CITA provides Hong Kong fashion designers with high-quality sample-making service under the support of Create Hong Kong (CreateHK), which is well-received by the industry. In this connection, will the Government inform this Committee of the following:

1. In view of the growing demands of fashion industry for the sample-making service and the staging of Hong Kong Fashion Design Week (Fashion Week) starting from this year, the development of Hong Kong's fashion and textile design brands is expected to be more robust. Will the Government allocate more resources to CITA through CreateHK to enhance its capacity to deliver such service; if so, the details; if not, the reasons;
2. Given that each city within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) performs different functions in pursuit of the synergistic development with others, will the Government consider strengthening its support to CITA and facilitating the expansion of the Sample Development Centre to GBA cities through CreateHK so as to meet the industry's demands for the sample-making service, give designers a better ground for development and help the industry integrate into the national development; if so, the details; if not, the reasons;
3. How CreateHK will work with CITA in promoting "new industrialisation" in Hong Kong with an industry-oriented approach to foster the development of Hong Kong's textile, garment and fashion industries and reinforce our position as an East-meets-West centre for international cultural exchange?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 21)

Reply:

1&2. The HKSAR Government has been promoting the development of creative industries, including the design industry, which covers fashion design, through the CreateSmart Initiative (CSI). Since 2019, CSI has been providing funding support to the Clothing Industry Training Authority (CITA) for the operation of Sample Development Centre

(SDC), aiming at providing Hong Kong fashion designers with sample-making service for displaying and promoting their design to manufacturers and clients. We are pleased to learn from the completion report of Phase I of SDC submitted in 2022 that there is an increase in the demand for its service. We have also expressed welcome for CITA to submit new applications for resources and support to enhance the quality and quantity of services provided by SDC, including extension of services to the Greater Bay Area (GBA). Meanwhile, we continue to provide funding support to CITA through CSI for the implementation of Phase II of SDC, which has commenced in May 2022 and is expected to complete in April 2025. We welcome CITA to continue to apply for funding for SDC and other projects benefiting the development of local creative industries, including expanding its services to GBA.

Besides, CSI has been funding CITA to stage the Fashion Summit (Hong Kong) each year since 2017. This Summit brings together speakers from around the world who chair several thematic talks and panel discussions on sustainable development to share and explore various key issues of the fashion design industry. After years of staging and with the experiences accumulated, the Summit has become more prominent and reputable in the industry. In 2023, the Summit staged its first-ever fashion show, inviting fashion designers from around the world to showcase their designs, thereby promoting the knowledge exchange on fashion design. Create Hong Kong (CreateHK) will continue to communicate and collaborate with various stakeholders of the fashion design industry, including CITA, to promote the continuous development of the fashion design industry in Hong Kong.

3. CreateHK has been providing funding support for projects with objectives that are in line with its strategic foci in promoting the development of creative industries through CSI. The strategic foci include (i) nurturing talent and facilitating start-ups; (ii) exploring markets; (iii) promoting cross-sectoral and cross-genre collaboration; and (iv) promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. We welcome applications from locally registered institutions/organisations that meet the objectives and eligibility criteria of CSI, including CITA and other research institutions, to further promote the development of Hong Kong's creative industries.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB216**

**(Question Serial No. 1907)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in paragraph 174 of the Budget Speech that the Government will inject about \$1.4 billion and \$2.9 billion into the Film Development Fund and the CreateSmart Initiative (CSI) respectively in 2024-25, to support projects in various areas such as film, arts and design. Among them, the Government will organise the “Hong Kong Fashion Design Week” (“Fashion Week”) annually from 2024 onwards. Its vision is to develop “Fashion Week” into an Asian fashion design mega event, thereby promoting Hong Kong’s fashion design brands not only in Asia but also internationally. In this regard, would the Government inform this Committee of the following:

1. In order to turn “Fashion Week” into an international mega event of fashion, arts and culture, and tourism, will the Government consider providing appropriate funding support for the preparatory work and specific arrangements of “Fashion Week” through CSI under Create Hong Kong (CreateHK) and the newly-established Mega Arts and Cultural Events Fund? If so, what are the details? If not, what are the reasons?
2. Under the Programme, the Government indicates that the estimated higher number of applications received and approved in 2024 is mainly due to the efforts to enhance the support to the arts, culture and creative sectors to develop under the industry-oriented principle as announced in the Chief Executive’s 2023 Policy Address. Given the increasing demand for government funding from the creative industries, will the Government consider replacing the injection model of CSI with recurrent subvention and streamlining the administrative procedures for CSI applications to create greater stability and momentum for the development of the creative industries? If so, what are the details? If not, what are the reasons?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 22)

Reply:

1. The Government plans to organise the “Hong Kong Fashion Design Week” (“Fashion Week”) by consolidating fashion design events currently held in different times, injecting new elements and adding affiliate activities as appropriate from 2024 onwards. By coordinating promotions and the content of events, we aim to enhance synergies and

establish “Fashion Week” as a flagship initiative for Hong Kong’s cultural, creative and tourism industries, fostering the development of the fashion design industry while boosting the local economy, retail and tourism sectors.

We are actively communicating with the fashion design sector and fashion industry to gauge their views and suggestions on “Fashion Week”, confirm the positioning, content and scale, and develop relevant event details, etc. We will also allocate suitable resources to support the related activities.

2. An additional \$2.9 billion will be injected into the CreateSmart Initiative (CSI) in the 2024-25 Budget to further promote the development of the 7 non-film creative industries. We will closely monitor and review the use of the CSI funding based on the actual operational needs and the industry’s demands. The CSI’s existing approval mechanism and criteria meet the industry’s demands. Create Hong Kong will review and enhance the relevant mechanisms and procedures from time to time.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB217**

**(Question Serial No. 1908)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As proposed in the 2023 Policy Address, Create Hong Kong (CreateHK) will be restructured as the Cultural and Creative Industries Development Agency (CCIDA) to manage new areas of work, including identifying suitable and promising projects in different cultural and creative sectors, promoting the application of cross-sectoral and cross-genre content, strengthening support to the industries for content distribution, formulating promotional strategies, and promoting projects through various media channels. In this connection, will the Government inform this Committee of the following:

1. Fashion and design is an important component of cultural soft power. Fashion is even like a “cultural medium in motion”. It is mentioned in paragraph 173 of the Budget that the Government will develop high-quality arts, cultural and creative industries through continuously developing relevant sectors, promoting Chinese culture and fostering arts and cultural exchanges between China and the rest of the world. Will the Bureau consider strengthening its collaboration with various Government departments, such as the Chinese Culture Promotion Office, and holding more fashion events (e.g. exhibitions or cultural festivals) to promote our traditional clothing and footwear, costumes, design and crafts featuring Chinese tradition to the world in a bid to tell good stories of China and Hong Kong? If yes, what are the details? If no, what are the reasons?

2. Fashion is a form of art. NFT fashion has even become the latest trend of art and fashion sectors in recent years. Regarding the Blueprint for Arts and Culture and Creative Industries Development which will be announced by the Government in this year, has the Bureau considered strengthening exchange and communication with stakeholders of textile, garment and fashion industries, and putting forward relevant initiatives in the Blueprint, to promote cross-sectoral integrated development of fashion and other art mediums and reinforce Hong Kong’s position as an East-meets-West centre for international cultural exchange? If yes, what are the details? If no, what are the reasons?

3. With the support from the Mega Arts and Cultural Events Fund, ComplexCon, an international cultural event, which features various elements including music, fashion, sports, pop culture, arts and culinary delights, made its debut in Hong Kong this year, providing a platform for local fashion brands to showcase their products. Will the Bureau consider consolidating the experience gained from this event and supporting more collaborations

covering various art forms between mega events and local fashion designers or brands in the future, so that local creative industries can showcase their creativity through mega events in Hong Kong? If yes, what are the details? If no, what are the reasons?

4. As mentioned under the Programme, the Culture, Sports and Tourism Bureau liaised closely and collaborated with other cities in the Mainland and abroad; organised/sponsored activities to showcase the work of Hong Kong's creative industries to the Mainland and Belt and Road countries; and made use of opportunities pursuant to the development of the Guangdong-Hong Kong-Macao Greater Bay Area as well as the Belt and Road Initiative to open up new markets for Hong Kong. Will the Bureau consider also supporting local fashion designers to participate in or stage exhibitions in the Mainland and Belt and Road countries by providing funding to them for promoting Hong Kong's fashion design? If yes, what are the details? If no, what are the reasons?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 23)

Reply:

1. The Government plans to organise the Hong Kong Fashion Design Week (Fashion Week) by consolidating fashion design events currently held in different times, injecting new elements and adding affiliate activities as appropriate from 2024 onwards. By coordinating promotions and content of the events, we aim to enhance synergies and establish the Fashion Week as a flagship initiative for Hong Kong's cultural, creative and tourism industries, fostering the development of the fashion design industry while boosting the local economy, retail and tourism sectors.

We are actively communicating with the fashion design sector and fashion industry to gauge their views and suggestions on the Fashion Week, confirm the positioning, content and scale, and draw up relevant details, etc. We will also work with various government departments, such as the Chinese Culture Promotion Office and other cultural units, as appropriate, to tell the good stories of China and Hong Kong.

2. With the advancement of technology in recent years, the integration of arts and innovation and technology (I&T) has become a new trend in arts development. The HKSAR Government has been encouraging the sectors to make use of arts technology, which inspires creativity and opens up a brand new space for creation, to bring new opportunities for the arts and the creative industries. The CreateSmart Initiative (CSI) also provides funding to projects exploring the emerging NFT fashion market to support the carrying out of such projects. In 2022, CSI provided a funding of over \$7.66 million to the PMQ Management Company Limited for rolling out the FabriX - Digital Fashion 2022 to help local designers explore digital fashion market. The project, through bringing together the creative industries and I&T enterprises, offered a chance for 12 designer brands to launch their first digital fashion collections on digital fashion marketplace and NFT platform, with a view to enhancing and expanding the application of technology. We will continue to keep an eye on the market development and the needs of the sectors, and provide support and funding as appropriate. The Blueprint for Arts and Culture and Creative Industries Development (the Blueprint) to be promulgated soon will outline the vision and specific measures for the future development of these industries. We have been maintaining close communication and collaboration with the Culture Commission, which comprises industry leaders when drafting the Blueprint, to gain a better understanding of the needs and views of the sector.

3. The Culture, Sports and Tourism Bureau (CSTB) formally launched the Mega Arts and Cultural Events (ACE) Fund in 2023 to attract and support international and large-scale arts and cultural events to be staged in Hong Kong, with a view to developing Hong Kong into an arts and cultural metropolis, providing opportunities for the arts and cultural sector to flourish, as well as fostering arts and cultural exchanges between China and the rest of the world. For instance, under the support of the Mega ACE Fund, ComplexCon, an international cultural event, made its first debut in Hong Kong this March. Featuring various elements including music, fashion, sports, pop culture, arts and culinary delights, the event gathered brands with distinct visions from local and abroad, and attracted over 30 000 locals and foreign visitors to come for its comprehensive and brand-new pop culture experience.

CSTB will continue to support the staging of more international and large-scale arts and cultural events in Hong Kong through the Mega ACE Fund, as well as listening to the views from the industry with an open mind to understand their needs, so as to provide a flexible environment for the staging of large-scale events in Hong Kong.

4. CSI provides continuous funding support to assist local fashion design industry in opening up the Belt and Road market. For example, CSI provided funding for Fashion Farm Foundation Limited (FFF) in 2019 and 2020 to organise fashion shows in Dubai, with an aim of promoting Hong Kong fashion brands in overseas markets, fostering the development of local fashion industry, and providing a more extensive collaboration platform between the Middle East and Hong Kong. CSI also provided funding support for FFF in 2022 and 2023 to stage fashion shows and roving fashion exhibitions in cities in the Greater Bay Area, including Guangzhou, Foshan, Zhongshan, Zhaoqing, Shenzhen and Zhuhai, etc., to showcase the potentials of Hong Kong's young design talents and foster closer connection with the Mainland counterparts.

Moreover, there are visits to Belt and Road countries starting from April 2024 to promote the Fashion Week and invite their participation in relevant activities.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB218**

**(Question Serial No. 1884)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 59 of the Budget Speech, “the Government has set up a Mega Events Coordination Group (Coordination Group) to reach out proactively for more mega events to be staged in Hong Kong, while strengthening inter-departmental collaboration for such events to be successfully held”. In this connection, please inform this Committee of the following:

1. What are the components of the Coordination Group headed by the Deputy Financial Secretary? Does the work of the Coordination Group involve additional expenditure and manpower?
2. Will the Coordination Group reach out proactively for mega events to be staged in Hong Kong with targeted and attractive special facilitation measures?
3. At the end of last year, an international fashion show which was held at the Avenue of Stars became the focal point of international attention. Will the Coordination Group strengthen the development of “mega event economy” in Hong Kong and facilitate the development of Hong Kong into an international fashion and textile centre by reaching out proactively for more more international fashion shows and fashion mega events to be staged in Hong Kong?
4. The details and vision of the Hong Kong Fashion Design Week (HKFDW) have been mentioned in paragraph 174 of the Budget Speech. Organising an international fashion mega event requires support on various fronts, including venue, transportation, overseas promotion, liaison with potential strategic enterprises, visitors’ travel experience in Hong Kong, etc. How will the Coordination Group coordinate the cross-bureau and cross-genre efforts on various fronts to turn HKFDW into an Asian fashion design mega event, thereby introducing Hong Kong’s fashion brands internationally?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 2)

Reply:

1. The Mega Events Coordination Group (Coordination Group) set up by the Government is chaired by the Deputy Financial Secretary with the Secretary for Culture, Sports and

Tourism as deputy. Members include representatives from relevant policy bureaux, departments and statutory bodies. The Culture, Sports and Tourism Bureau serves as the Secretariat of the Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.

2. The Coordination Group provides high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTb) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTb will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.
- 3, 4. The Government plans to organise the “Hong Kong Fashion Design Week” (“Fashion Week”) by consolidating fashion design events currently held in different times, injecting new elements and adding affiliate activities as appropriate from 2024 onwards. By coordinating promotions and the content of events, we aim to enhance synergies and establish “Fashion Week” as a flagship initiative for Hong Kong’s cultural, creative and tourism industries, fostering the development of the fashion design industry while boosting the local economy, retail and tourism sectors.

We are actively communicating with the fashion design sector and fashion industry to gauge their views and suggestions on “Fashion Week”, confirm the positioning, content and scale, and develop relevant event details, etc. We will also allocate suitable resources to support the related activities and coordinate efforts of different policy bureaux and departments as necessary. Create Hong Kong and HKTb will join hands in promoting HKFDW.

We will seek to enhance the international profile of local fashion design through publicity and invite prestigious fashion industry players and stakeholders from Hong Kong, the Mainland and abroad to come to Hong Kong and participate in “Fashion Week”.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB219**

**(Question Serial No. 2022)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in the Budget that the Government will support and facilitate the implementation of initiatives to help make Hong Kong a regular destination for major international sports events, and promote Hong Kong as a centre for major international sports events. In this connection, will the Government inform this Committee:

- (1) of the number and the details of sports events expected to be held in Hong Kong in 2024-25;
- (2) of the expenditure and staff establishment involved in supporting and facilitating the hosting of more sports events in Hong Kong;
- (3) whether the Government has any plans to conduct full refurbishment and enhancement works for local sports and recreational facilities to prepare for the 15th National Games and the 12th National Games for Persons with Disabilities and attract more major sports events to Hong Kong; if so, the details; if not, the reasons?

Asked by: Hon TAN Yueheng (LegCo internal reference no.: 14)

Reply:

- (1)&(2) An estimated funding of about \$200 million will be provided in 2024-25 to support the hosting of major international sports events in Hong Kong. A total of 12 sustainable “M” Mark events, which include rugby sevens (April 2024), volleyball and dragon boating (June 2024), badminton (September 2024), tennis (October and December 2024), golf, swimming, 3-on-3 basketball and squash (November 2024), half marathon (December 2024) and marathon (February 2025), will continue to be held in 2024-25. As of now, 8 new “M” Mark events are expected to be held in Hong Kong, 4 of which with its funding approved. These include 3-on-3 basketball (April 2024), lacrosse (August 2024), baseball (October 2024) and taekwondo (November 2024). The administrative cost and staff establishment involved in the implementation of the “M” Mark System are absorbed by the existing manpower resources of the Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department (LCSD).



- (3) LCSD has always been committed to providing quality and safe recreation and sports facilities for the public. In general, the LCSD will take into consideration the serviceable lifespan, actual and safety conditions of facilities and views from stakeholder when making repair arrangements and prioritise facility replacement in conjunction with the relevant works departments to suit the actual needs. In particular, there will be renovation and enhancement works for some venue facilities to meet the requirements of hosting the 15th National Games and the 12th National Games for Persons with Disabilities.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB220**

**(Question Serial No. 2145)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to the estimates of expenditure for 2024-25, the estimate for the creative industries has significantly increased by \$453.4 million (74.2%) as compared to the revised estimate for 2023-24. Please inform this Committee of the items with an increased estimate and the reasons for such increases. How does the Culture, Sports and Tourism Bureau (CSTB) evaluate the potential of the creative industries in promoting the economic development in Hong Kong? Are there any key performance indicators (KPIs) in this respect?

Asked by: Hon TANG Fei (LegCo internal reference no.: 29)

Reply:

The estimate for creative industries in 2024-25 is about \$1.06 billion, which is an increase of 74.2% over the revised estimate in 2023-24. The main reasons are as follows:

- (a) Create Hong Kong (CreateHK) will be restructured as the Cultural and Creative Industries Development Agency (CCIDA) to enhance its support for the development of art, cultural and creative sectors under the industry-oriented principle as announced in Chief Executive's 2023 Policy Address. Hence, extra recurrent expenditure is required and an increase in the number of approved CreateSmart Initiative applications is anticipated. This increases the estimate for about \$280 million; and
- (b) Following the resumption of normalcy in society, it is anticipated that film industry activities will gradually resume and the implementation of funded film production/projects will accelerate. Therefore, the funding amount of the Film Development Fund will increase. This increases the estimate for about \$140 million.

CreateHK uses the following 13 performance indicators to measure the effectiveness of the CSI projects, including (i) the number of approved projects; (ii) the number of participants; (iii) the approved amount; (iv) the number of international awards attained; (v) the number of job opportunities created; (vi) the number of small- and medium-sized enterprises benefited;

(vii) the number of business contacts or enquiries created; (viii) the number of nurturing opportunities created for creative talents and start-ups; (ix) the number of television audience reached out by funded award presentation and music programmes; (x) the extent of public participation; (xi) the number of media reports; (xii) the number of opportunities created to showcase creations or talents; and (xiii) the number of business deals secured, so as to more accurately quantify the benefits brought to the industry participants.

As for FDF, CreateHK will evaluate the effectiveness of the approved projects based on a set of criteria, including the number of talents nurtured, the number of job opportunities created, box office receipts, the number of local and international awards attained as well as the number of participants.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1203)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 63 of the Budget Speech, the Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows against the backdrop of the splendid night views of Victoria Harbour every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL). In this connection, will the Government inform this Committee of the following:

- (a) The differences between the costs, bursting heights and technical requirements of pyrotechnic articles and fireworks;
- (b) The cost of holding monthly drone show;
- (c) From which account will the Government allocate provision for holding pyrotechnic and drone shows?

Asked by: Hon TIEN Puk-sun, Michael (LegCo internal reference no.: 14)

Reply:

Due to the differences between the components of pyrotechnics and fireworks, they are regulated by the Entertainment Special Effects Ordinance (Hong Kong Law Cap. 560) and Dangerous Goods Ordinance (Hong Kong Law Cap. 295) respectively. Pyrotechnics are mainly composed of 2 components, namely lifting charge and effect charge; while fireworks are mainly composed of 3 components, which are lifting charge, bursting charge and effect charge. Pyrotechnics, with an effect height ranging from around 1 to 100 metres, come in various types for users to choose which best suits the environment of their venues (e.g. indoor and outdoor); while fireworks, with an effect height that generally exceeds 100 metres, are mainly for outdoor use. For pyrotechnics, their effects will dissipate in the air after discharge; while for fireworks, owing to containing bursting charge, they will burst in the air and produce a variety of patterns after discharge and reaching a certain height. Generally speaking, the cost of a pyrotechnic display is much lower than that of a fireworks display.

The Tourism Commission (TC) is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These

shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB222**

**(Question Serial No. 1218)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 66 of the Budget Speech, the Hong Kong Tourism Board will promote immersive, in-depth tourism with themes like “Citywalk”, and promote young-adult focused activities such as hiking, cycling, stand-up paddle-boarding, trail running and stargazing in the wilderness. It’s all part of an energising effort to soft-sell Hong Kong. In this connection, will the Government inform this Committee of the following:

(a) What data indicates that the above activities are sufficient to attract visitors and soft-sell Hong Kong?

(b) Is market research conducted regularly to solicit views of visitors from around the world who have been to Hong Kong and those who have not, so as to understand what tourism projects they wish to see in Hong Kong that would be a draw for them? If yes, please list and elaborate on the projects. If no, what are the reasons?

Asked by: Hon TIEN Puk-sun, Michael (LegCo internal reference no.: 29)

Reply:

According to the findings of the Departing Visitor Survey of the Hong Kong Tourism Board (HKTB), around a quarter of the overnight visitors in Hong Kong in 2023 came to Hong Kong to explore Hong Kong’s arts and culture, enjoy the natural scenery or have a relaxing experience, which is significantly higher than the figure of around 10% in the findings of the survey conducted before the epidemic in 2018.

HKTB will identify suitable themes for promotion in parallel with different events and festivals, including Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy experiences, outdoor fun, winter festivities and sport excitement, to cater to the tastes and interests of different visitor segments and stimulate their interest in visiting in Hong Kong and plan their itinerary ahead.

On promoting immersive experience, apart from outdoor advertising, social media marketing, and partnership with celebrities and KOLs, HKTB will also utilise local popular channels to

roll out more thematic promotions on immersive experiences, city walk and other themes based on actual market situation. Publicity on activities that are popular among the young segments will also be stepped up to soft sell Hong Kong with innovative contents.

HKTB has been keeping a close watch on the situation of visitor arrivals and visitors' interests and changes in their travel patterns so as to update and enhance tourism products to attract more visitors to the city and offer a great travel experience.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB223****(Question Serial No. 1083)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (3) Sports and RecreationControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

What was the expenditure for each firework display over the past 5 years? What were the number of tourists drawn and amount of tourism receipts brought by each firework display?

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 11)Reply:

The expenditures and numbers of participants of the fireworks displays held in Hong Kong over the past 5 years are as follows:

<b>Date</b>	<b>Nature of display</b>	<b>Government expenditure for the fireworks display</b>	<b>Number of participants of the fireworks display</b>	<b>Sponsoring organisation(s)</b>
6 February 2019	Lunar New Year Fireworks Display	Fully sponsored by non-governmental sponsoring organisation	About 320 000	Shimao Property Holdings Limited
1 October 2023	National Day Fireworks Display	Fully sponsored by non-governmental sponsoring organisation	About 440 000	HKT Limited and FWD Life Insurance Company (Bermuda) Limited
1 January 2024	Hong Kong New Year Countdown Celebrations	About \$29 million	About 480 000	Hong Kong Tourism Board
11 February 2024	Lunar New Year	Fully sponsored by non-governmental sponsoring organisation	About 340 000	Hong Kong Celebrations Association Limited



	Fireworks Display			
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Leveraging on the fireworks displays, we will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and fireworks-themed dinners, for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB224****(Question Serial No. 3337)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (2) Creative IndustriesControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

1. What are the expenditures on the projects funded by Create Hong Kong (CreateHK) in the past 5 years?
2. What are the details of funding by CreateHK for companies, individuals or groups in the past 5 years?
3. What are the details of funding by CreateHK on each project in the past 5 years?

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 108)Reply:

The Government provides funding support, mainly through the Film Development Fund (FDF) and the CreateSmart Initiative (CSI), to projects/activities that are conducive to the long-term development of Hong Kong's film industry and the promotion of the 7 non-film creative industries respectively.

- (1) The approved amounts for the projects under the FDF and the CSI in the past 5 years are set out below:

	<b>Approved amounts for FDF projects (\$ million)</b>	<b>Approved amounts for CSI projects (\$ million)</b>
2019-20	57.01	300.78
2020-21	121.37	325.79
2021-22	139.66	278.52
2022-23	159.45	265.87
2023-24 (As at end-Feb 2024)	130.82	481.37

- (2) Applicants for the FDF and the CSI should normally be locally registered institutions/organisations, which include local academic institutes, industry support organisations, trade and industry associations, professional bodies, research institutes and companies (the applicant should be a body or company established or incorporated under the Hong Kong laws including the Companies Ordinance (Cap.622)). Create Hong Kong and other government departments are also eligible to apply. The FDF and the CSI do not accept applications from individuals.

The approved amounts for companies or groups under the FDF and the CSI in the past 5 years are set out below:

*FDF*

	<b>Approved amounts for projects by local companies (\$ million)^</b>	<b>Approved amounts for projects by industry support organisations, trade and industry associations or professional bodies (\$ million)</b>	<b>Approved amounts for projects by charities (\$ million)#</b>	<b>Approved amounts for projects by government departments and public institutions (\$ million)</b>
2019-20	29.56	0	24.81	2.64
2020-21	85.44	0	25.59	10.35
2021-22	123.82	0	12.72	3.12
2022-23	119.29	0	25.58	14.58
2023-24	66.32	0	47.05	17.45

*CSI*

	<b>Approved amounts for projects by local companies (\$ million)^</b>	<b>Approved amounts for projects by industry support organisations, trade and industry associations or professional bodies (\$ million)</b>	<b>Approved amounts for projects by charities (\$ million)#</b>	<b>Approved amounts for projects by government departments and public institutions (\$ million)</b>
2019-20	215.30	6.01	59.26	20.22
2020-21	259.25	0	38.91	27.63
2021-22	238.10	0.74	37.68	2
2022-23	153.88	10.03	90.80	11.15

2023-24	390.22	0	56.15	35
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Note 1: Individual figures may not add up to the total due to rounding.

^Local companies established or incorporated under the Hong Kong laws including the Companies Ordinance (Cap.622), which are not charities.

#Charities are charitable institutions and trusts of a public character, which are exempt from tax under section 88 of the Inland Revenue Ordinance (Cap. 112) ([https://www.ird.gov.hk/eng/tax/ach\\_index.htm](https://www.ird.gov.hk/eng/tax/ach_index.htm)).

- (3) Details of the projects funded by the FDF and the CSI in the past 5 years are set out at **Annex 1** and **Annex 2** respectively.

- End -

**Projects funded by the FDF in 2019-20 to 2023-24  
(As at end-February 2024)**

	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
<b>Projects funded by the FDF in 2019-20</b>			
<b>Film production projects</b>			
1.	The Secret Diary of a Mom to be	One of the One Limited	3,750,000
2.	Golden Boy	Sky Power Entertainment Culture Limited	5,162,101
3.	The Sparring Partner	Mei Ah Film Production Company Limited	2,502,500
<b>Other film-related projects funded</b>			
4.	Hong Kong International Documentary Festival 2019: Polish Documentary Feature	Visible Record Limited	592,200
5.	Sponsorship for "Three Husbands" to participate in the "Tokyo International Film Festival 2018" (Competition Section)	Nicetop Independent Limited	119,844.96
6.	Hong Kong Documentary Initiative - video learning platform	The University of Hong Kong	853,400
7.	Hong Kong Kids International Film Festival	3space Limited	704,500
8.	Hong Kong Film Professionals Overseas Training Program 2019-2020	Asian Film Awards Academy Limited	2,047,038
9.	Sponsorship for "Tracey" to participate in the "Tokyo International Film Festival 2018"(Competition Section)	One Cool Pictures Limited	120,000
10.	Sponsorship for "I've Got the Blues" to participate in the "Vancouver International Film Festival 2017"(Non-competition Section)	Gold Brilliant Limited	40,408
11.	New Cinema Collective	Ground Up Film Society (Hong Kong) Limited	692,500
12.	HAF Film Lab 2019	The Hong Kong International Film Festival Society Limited	912,200
13.	Hong Kong Film Culture and Audience Development Program (HKFCADP)(Year 2019-2020)	Asian Film Awards Academy Limited	3,697,030
14.	Revisiting Ringo Lam's Film Programme	Hong Kong Film Critics Society Limited	530,320
15.	The 18th Hong Kong - Asia Film Financing Forum	The Hong Kong International Film Festival Society Limited	8,107,775

	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
16.	Audience Development Programme for the 44th Hong Kong International Film Festival	The Hong Kong International Film Festival Society Limited	3,373,650
17.	Master Class in Film Directing (2020)	Hong Kong Film Directors' Guild Limited	4,508,950
18.	Sponsorship for "Operation Red Sea" to represent Hong Kong to compete for Best Foreign Language Film in the Academy Award	Emperor Film Production Company Limited	400,000
19.	The 39th Hong Kong Film Awards Presentation Ceremony	Hong Kong Film Awards Association Limited	9,907,400
20.	New Journey of Dubbing	Film Culture Centre (Hong Kong) Limited	533,000
21.	One Belt One Road Hong Kong Film Gala Presentation 2020	Asian Film Awards Academy Limited	6,670,368
22.	Entertainment Expo Hong Kong 2020	Hong Kong Trade Development Council	1,788,780
<b>Projects funded by the FDF in 2020-21</b>			
<b>Film production projects</b>			
1.	Sunshine of My Life	Mandarin Motion Pictures Limited	2,391,540
2.	Another World	Point Five Creations	5,600,000
3.	The Dishwasher Squad	Montage Film Production Company	4,798,600
4.	Last Song For You	Mei Ah Film Production Company Limited	5,353,220
5.	We Are Family	Cheer Trend Creation Limited	5,600,000
6.	Social Distancing	Cheer Trend Creation Limited	2,030,000
<b>Other film-related projects funded</b>			
7.	Winner of the 6th First Feature Film Initiative (Higher Education Institution Group): Fly Me To The Moon	The Flow Of Words Limited	5,000,000
8.	Winner of the 6th First Feature Film Initiative (Higher Education Institution Group): The Wonder	The Wonder Film Production Limited	5,000,000
9.	Winner of the 6th First Feature Film Initiative (Higher Education Institution Group): Gamer Girls	Stay Hungry Keep Foolish Limited	5,000,000
10.	Winner of the 6th First Feature Film Initiative (Professional Group): Love Lies	Head Office Film Limited	8,000,000
11.	Winner of the 6th First Feature Film Initiative (Professional Group): Lost Love	Flowing Water Production Limited	8,000,000

	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
12.	Skills Enhancement Programme for Hong Kong Filmmakers	Federation of Hong Kong Filmmakers Limited	9,736,500
13.	Hong Kong Film Directors' Guild – In-depth Professional Training	Hong Kong Film Directors' Guild Limited	9,885,400
14.	Scriptwriting Incubation Programme	Film Services Office	8,200,000
15.	Hong Kong Cinema – Changing Faces for International Film Festivals : The Presentation of Hong Kong Film Talents and the Busan International Film Festival	Hong Kong Arts Centre	1,792,795
16.	Development of Audio Description Services for Hong Kong Films 2020-2022	The Hong Kong Society for the Blind	3,663,293
17.	Sponsorship for “No. 7 Cherry Lane” to participate in the “Venice International Film Festival 2019”(Competition Section)	Far-Sun Film Company Limited	360,000
18.	Sponsorship for “Suk Suk” to participate in the “Taipei Golden Horse Film Festival 2019” (Competition Section)	New Voice Film Productions Limited	79,525
19.	HAF Film Lab 2020	The Hong Kong International Film Festival Society Limited	688,700
20.	Hong Kong Film Culture and Audience Development Program (HKFCADP)(Year 2020-2022)	Asian Film Awards Academy Limited	6,627,498
21.	HKEIMC 2020 Annual Institutional Convention Conference	Association for Betterment of Hong Kong's Entertainment Industry in Mainland China Limited	1,019,516
22.	Neo Luma – Market Expansion into Mainland China Film Market	Association for Betterment of Hong Kong's Entertainment Industry in Mainland China Limited	2,900,377
23.	Hong Kong International Documentary Festival 2020: French Documentary Feature	Visible Record Limited	711,160
24.	Hong Kong Film Professional Overseas Training Program 2020-2022	Asian Film Awards Academy Limited	3,602,130
25.	Sponsorship for “Suk Suk” to participate in the “Berlin International Film Festival 2020” (Competition Section)	New Voice Film Productions Limited	40,475
26.	Sponsorship for the distribution of “When Sun Meets Moon”	Emperor Film Production Company Limited	500,000

	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
	(Cantonese version) in the Mainland		
27.	HKIFFS Audience Development Programme 2020-21	Hong Kong International Film Festival Society Limited	3,995,565
28.	Masterclass for Screenwriting	Hong Kong Screen Writers' Guild Limited	736,200
29.	Entertainment Expo Hong Kong 2021	Hong Kong Trade Development Council	1,207,068
30.	How to be a Producer	Hong Kong Movie Production Executives Association Limited	684,864
31.	Promotional Expenses for the 7th First Feature Film Initiative	Film Services Office	940,000
32.	Future Master – Hong Kong Film Arts Professional Training Course	Hong Kong Film Arts Association Limited	2,009,343
33.	The 19th Hong Kong-Asia Film Financing Forum	Hong Kong International Film Festival Society Limited	5,216,850
<b>Projects funded by the FDF in 2021-22</b>			
<b>Film production projects</b>			
1.	Peg O' My Heart	Star Talent Production Limited	9,000,000
2.	Vital Signs	Leading PR and Promotion Limited	9,000,000
3.	Fight for Tomorrow	Just Distribution Company Limited	3,873,600
4.	In the Still of the Day	WONG Kar-wai/ Ronald ZEE	9,000,000
5.	長夜 (No English title)	Peter CHAN Ho-sun/ WONG Chun	9,000,000
6.	高光時刻 (No English title)	Gordon CHAN Ka-seung/ Calvin TONG Wai-hon	9,000,000
7.	An Abandoned Team	Blue Sea Productions Limited	4,000,000
8.	Over My Dead Body	Icon Group Limited	7,552,400
9.	Tales from The Occult: Body and Soul	Movie Addict Productions Limited	3,783,200
10.	Chilli Laugh Story	Treasure Island Production Limited	4,534,000
11.	Possession Street	Mei Ah Film Production Company Limited	4,678,800
12.	Good Game	One Cool Home Limited	4,800,000
13.	Mama's Affair	Vast Forever Limited	4,000,000
14.	Someone Like Me	Blue Sea Productions Limited	3,200,000
15.	Inexternal	Shine Wise Corporation Limited	6,400,000
16.	一個人的探戈 (No English title)	Mabel CHEUNG Yuen-ting/ WONG Hoi, Norris WONG Yee-lam	9,000,000
<b>Other film-related projects funded</b>			
17.	Miscellaneous expenses for projects under FDF	Film Services Office	3,120,000
18.	Hong Kong International Film Festival Society – Cine Fan Programme Edition 5	The Hong Kong International Film Festival Society Limited	7,006,780



	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
19.	HAF Film Lab 2021	The Hong Kong International Film Festival Society Limited	916,316
20.	Love Your Life Film Festival 2021-2022	Hong Kong Film Art Alliance Limited	1,346,751
21.	Sponsorship for "The Secret Diary of a Mom to Be" to participate in the "Tokyo International Film Festival 2019" (Competition Section)	One Cool Pictures Limited	79,682
22.	Sponsorship for "A Witness Out of the Blue" to participate in the "International Film Festival Rotterdam 2020" (Non-Competition Section)	One Cool Pictures Limited	100,000
23.	Hong Kong Film Directors' Guild - In-depth Professional Training 2022	Hong Kong Film Directors' Guild Limited	9,241,050
24.	The 20th Hong Kong-Asia Film Financing Forum	The Hong Kong International Film Festival Society Limited	4,797,550
25.	The 1st Hong Kong Original Film Music Master Class	Hong Kong Film Composers' Association Limited	2,595,760
26.	Sponsorship for "I'm Livin' It" to participate in the "Tokyo International Film Festival 2019" (Competition Section)	Entertaining Power Co. Limited	46,384
27.	The 40th Hong Kong Film Awards	Hong Kong Film Awards Association Limited	9,583,380
<b>Projects funded by the FDF in 2022-23</b>			
<b>Film production projects</b>			
1.	A Guilty Conscience	Mega Ascent Limited	8,866,250
2.	Look Up	Sil-Metropole Organisation Ltd	2,489,730
3.	PaPa	Word By Word Limited	7,246,400
4.	Back Home	MM2 Studios Hong Kong Limited	3,599,200
5.	Sap Yi	Fruit CHAN/ CHAN Kin-long	9,000,000
6.	事過境遷 (No English title)	Stanley KWAN Kam-pang/ Nicole CHU Hoi-ying	9,000,000
7.	咎·贖 (No English title)	Wilson YIP Wai-shun/ CHENG Wai-kei	9,000,000
8.	他年·她日 (No English title)	Sylvia CHANG Ai-chia/ Benny KUNG Siu-ping.	9,000,000
9.	A Trace of Murderer	Red Dot Films Production Limited	6,569,910
<b>Other film-related projects funded</b>			
10.	Sponsorship for "Better Days" to represent Hong Kong to compete	Goodfellas Pictures Limited	1,000,000

	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
	for the Best International Feature Film in the 93rd Academy Awards		
11.	2022 Guangdong-Hong Kong-Macao Greater Bay Area International Film Marketing Certificate Programme	Movie Producers and Distributors Association of Hong Kong Limited	1,441,530
12.	Entertainment Expo Hong Kong 2022	Hong Kong Trade Development Council	1,135,000
13.	Sponsorship for "Hand Rolled Cigarette" to participate in the "Udine Far East Film Festival 2021" (Competition Section)	Hand-Roll Cigarette Film Production Company Limited	120,000
14.	Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Eternal Sunshine Life-saving Squad	Flowing River Production Limited	5,000,000
15.	Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Dead End	baat3 baat3 luk6 Films Limited	5,000,000
16.	Winner of the 7th First Feature Film Initiative (Higher Education Institution Group): Bird of Paradise	Bird of Paradise Limited	5,000,000
17.	Winner of the 7th First Feature Film Initiative (Professional Group): Spare Queens)	THIS Pictures Limited	8,000,000
18.	Winner of the 7th First Feature Film Initiative (Professional Group): Love & Sex on Streaming	AIM Creative Limited	8,000,000
19.	Winner of the 7th First Feature Film Initiative (Professional Group): Stuntman	Stuntman Film Production Co. Limited	8,000,000
20.	Hong Kong Film Culture and Audience Development Program (HKFCADP)(Year 2022-2024)	Asian Film Awards Academy Limited	6,754,498
21.	HKIFFS Audience Development Programme 2022	Hong Kong International Film Festival Society Limited	2,779,560
22.	The 16th Asian Film Awards	Asian Film Awards Academy Limited	8,718,410
23.	HAF Film Lab 2022	The Hong Kong International Film Festival Society Limited	812,272
24.	Content Development Scheme for Streaming Platforms	Film Services Office	3,500,000
25.	Hong Kong-Asian Film Collaboration Funding Scheme	Film Services Office	7,000,000
26.	Entertainment Expo Hong Kong 2023	Hong Kong Trade Development Council	1,404,000

	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
27.	The 21st Hong Kong-Asia Film Financing Forum	Hong Kong International Film Festival Society Limited	6,515,480
28.	The 41st Hong Kong Film Awards	Hong Kong Film Awards Association Limited	9,739,675
29.	Love Your Life Film Festival 2023-2024	Hong Kong Film Art Alliance Limited	3,218,250
30.	Promotional Expenses for the 8th First Feature Film Initiative	Film Services Office	1,540,000
<b>Projects funded by the FDF in 2023-24</b>			
<b>Film production projects</b>			
1.	狂人日記 (No English title)	Derek YEE Tung-sing / CHEUNG King-wai	9,000,000
2.	Once In A Blue Moon	Success Dimension Limited	1,650,000
3.	YUM Investigation	Shine Wise Corporation Limited	2,750,000
4.	Golden Bird	Treasure Island Production Limited	8,591,200
5.	Little Red Sweet	Golden Gate Productions Limited	3,320,000
<b>Other film-related projects funded</b>			
6.	HKIFFS Audience Development Programme 2023	The Hong Kong International Film Festival Society Limited	3,700,200
7.	Sponsorship for "Zero to Hero" to represent Hong Kong to compete for Best International Feature Film in the 94th Academy Award	One Cool Pictures Limited	400,000
8.	Cinema Day 2023	Hong Kong Theatres Association Limited	9,651,080
9.	Promotional Campaign for Hong Kong Films in the Mainland and Overseas	Film Services Office	9,850,000
10.	Sponsorship for "Drifting" to participate in overseas film festival	mm2 Studios Hong Kong Limited	4,075
11.	Development of Audio Description Services for Hong Kong Films 2023-2025	The Hong Kong Society for the Blind	4,269,195
12.	Sponsorship for the distribution of "Just 1 Day" (Cantonese Version) in the Mainland	Emperor Film Production Company Limited	500,000
13.	Hong Kong International Film Festival Society – Cine Fan Programme Edition 6 (CINEFAN-6)	The Hong Kong International Film Festival Society Limited	8,803,410
14.	HAF Film Lab 2023	The Hong Kong International Film Festival Society Limited	1,122,200
15.	International Film Camp	Asian Film Awards Academy Limited	3,650,000
16.	Belt and Road Hong Kong Film Gala Presentation	Asian Film Awards Academy Limited	7,906,826

	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
17.	1st October Movie Fiesta: Half-price Spectacular	Hong Kong Theatres Association Limited	9,977,430
18.	Screenwriting Apprenticeship Programme	Federation of Hong Kong Filmmakers Limited	4,814,000
19.	The 17th Asian Film Awards	Asian Film Awards Academy Limited	9,910,500
20.	Sponsorship for "Lost Love" to participate in the Udine "Far East Film Festival 25" (Competition Section)	Flowing Water Production Limited	12,658
21.	Sponsorship for "The Narrow Road" to participate in the "Osaka Asian Film Festival 2023" (Competition Section)	Mm2 Studios Hong Kong Limited	4,446.1
22.	Master Class in Film Directing 2023	Hong Kong Film Directors' Guild Limited	4,712,243
23.	Film Financing Scheme for Mainland Market under the Film Development Fund	Film Services Office	6,200,000
24.	The 42nd Hong Kong Film Awards	Hong Kong Film Awards Association Limited	8,000,000
25.	Entertainment Expo Hong Kong 2024	Hong Kong Trade Development Council	1,404,000
26.	The 22nd Hong Kong - Asia Film Financing Forum	Hong Kong International Film Festival Society Limited	7,005,512
27.	Asia Content Business Summit Annual Conference	Salon Media Lab Limited	681,430
28.	Hong Kong Film Music Art Festival	Hong Kong Film Composers' Association Limited	1,807,790
29.	The Talented Screenwriter of the Golden Age - Tribute to Barry Wong	Hong Kong Screen Writers' Guild Limited	506,000
30.	Sponsorship for "Where The Wind Blows" to represent Hong Kong to compete for Best International Feature Film in the 95th Academy Award	Mei Ah Film Production Company Limited	400,000
31.	Sponsorship for "Everyphone Everywhere" to participate in the Udine "Far East Film Festival 25" (Competition Section)	Dot 2 Dot Production Limited	120,000
32.	Sponsorship for "Master Z: the Ip Man Legacy" to participate in the "23rd Busan International Film Festival" (Non-competition Section)	Mandarin Motion Pictures Limited	100,000

**Projects funded by the CSI in 2019-20 to 2023-24  
(As at end-February 2024)**

	<b>Sector</b>	<b>Project title</b>	<b>Applicant's name</b>	<b>Funding amount (\$)</b>
<b>Projects funded by the CSI in 2019-20</b>				
1.	Advertising	2020 HK4As Representatives' Participation in International Awards cum Creative Sharing in HK	The Association of Accredited Advertising Agencies of Hong Kong	631,100
2.		7th Microfilm Production Support Scheme (Music)	Hong Kong Association of Interactive Marketing Limited	7,024,800
3.		Hong Kong Creativity in Business (2019-20)	Hong Kong Trade Development Council	200,000
4.	Architecture	Hong Kong Ways – The Infinite Possibilities Exploring Hong Kong through Architecture	HKIA Services Limited	5,557,500
5.		The 17th Venice Biennale International Architecture Exhibition (Hong Kong Exhibition and Response Exhibition)	The Hong Kong Institute of Architects Biennale Foundation Company Limited	2,625,750
6.	Design	Fashion Promotion Coinciding with CENTRESTAGE 2019	Hong Kong Trade Development Council	9,456,500
7.		Fashion Hong Kong Series	Hong Kong Trade Development Council	6,530,000
8.		Fashion Summit (HK) - 2019	Clothing Industry Training Authority	2,297,575
9.		Tinkering, Kids!	PMQ Management Company Limited	3,765,300
10.		HK Illustration X Original Design Brands Exhibition	Innovative Entrepreneur Association Company Limited	9,343,300
11.		Milan Design Week Hong Kong Showcase 2020	PMQ Management Company Limited	7,123,500
12.		deTour 2019	PMQ Management Company Limited	5,700,675
13.		Project HK-UK: Design, Artistry and Craftsmanship	Hong Kong Furniture & Decoration Trade Association Limited	8,829,100
14.		Wear Dance	The Hong Kong Ballet Limited	3,301,575
15.		HKFG Paris SS20	Fashion Farm Foundation Limited	5,571,740
16.		The Redress Design Award 2020	ReDress Limited	4,468,140
17.		DX 2019 (California)	Hong Kong Design Centre	4,353,500
18.		Hong Kong Denim Festival – Denim Tomorrow: Revolutionise Denim with Innovative Strategies to Boost Creative Start Ups	Vocational Training Council	3,582,740

	Sector	Project title	Applicant's name	Funding amount (\$)	
19.		JUXTAPOSED 2020	Hong Kong Fashion Designers Association Limited	8,737,150	
20.		FFFRIDAY 2019/2020	Fashion Farm Foundation Limited	3,950,000	
21.		Chengdu Creativity & Design Week 2019 - Hong Kong Pavilion	The Hong Kong Federation of Design and Creative Industries Limited	6,604,700	
22.		Global Design Network (GDN) Symposium 2019	The Hong Kong Federation of Design and Creative Industries Limited	849,800	
23.		Hong Kong Smart Design Awards 2020	The Hong Kong Exporters' Association	4,963,000	
24.		Design x Tech (DxT)	Hong Kong Designers Association Limited	8,283,000	
25.		Unleash! Empowered by Design Thinking 2019/2020	Hong Kong Design Centre	8,808,000	
26.		Hong Kong Atelier	Hong Kong Trade Development Council	2,686,100	
27.		Break The Cocoon, Sparkling Hong Kong 2020	The Hong Kong Exporters' Association	2,017,000	
28.		HKFG Paris AW20	Fashion Farm Foundation Limited	5,454,740	
29.		Hong Kong Interior Design Week 2020	Interior Design Association (HK) Ltd	6,012,600	
30.		Sponsorship for International Design Awards 2020 (HKDA SIDA2020)	Hong Kong Designers Association Limited	6,025,380	
31.		SEED – To Open Minds	PMQ Management Company Limited	3,737,000	
32.		HKIUD Greater Bay Area Urban Design Week	Hong Kong Institute of Urban Design Limited	1,858,100	
33.		No Kidding! HKDA Kids Design Thinking Awards 2020	Hong Kong Designers Association Limited	6,330,000	
34.		DesignInspire 2019 – Hong Kong Creative Force Pavilion	Hong Kong Trade Development Council	590,000	
35.		Business of Design Week 2019	Hong Kong Design Centre	20,715,100	
36.		DFA Awards 2019	Hong Kong Design Centre	10,465,600	
37.		Knowledge of Design Week 2019	Hong Kong Design Centre	5,076,600	
38.		Nurturing Programme of Hong Kong Young Design Talents 2019	Hong Kong Design Centre	2,491,600	
39.		Fashion Asia Hong Kong 2019	Hong Kong Design Centre	12,593,100	
40.		Public Awareness Programme 2019	Hong Kong Design Centre	5,965,000	
41.		Digital Entertainment	Asia Smart App Awards 2020	Hong Kong Wireless Technology Industry Association Limited	2,053,000
42.			Inno Action! The 8th HKBU Academy of Film Seeds Project	Academy of Film, Hong Kong Baptist University	647,500

	Sector	Project title	Applicant's name	Funding amount (\$)
43.		4th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme	Hong Kong Digital Entertainment Association Limited	5,635,200
44.		"Belt and Road" Series – Hong Kong Digital Entertainment Promotion and Study Tour to Malaysia Comic Fiesta 2019	Hong Kong Comics and Animation Federation Limited	1,233,815
45.		Promoting Hong Kong Comics by establishing Avenue of Comic Stars (Phase 3)	Hong Kong Comics and Animation Federation Limited	8,134,700
46.		REFRESHING @Angoulême International Comics Festival, France and Hong Kong	Hong Kong Arts Centre	2,132,300
47.		Hong Kong Game Industry Promotion Mission to Game Developers Conference	Hong Kong Game Industry Association Limited	3,502,912
48.		Hong Kong Animation and Digital Entertainment Pavilion 2020	Hong Kong Trade Development Council	400,000
49.	Publishing and Printing	Soaring Creativity - Hong Kong Pavilion 2019 (Hong Kong Publishing and Printing Industry Joining Three International Book Fairs)	Hong Kong Publishing Federation Limited	6,254,409
50.		Soaring Creativity - Hong Kong Pavilion 2020 (Hong Kong Publishing and Printing Industry Joining Taipei International Book Exhibition and Bologna Children's Book Fair)	The Hong Kong Printers Association	5,380,030
51.		Emerging Writer Publication Scheme	Hong Kong Publishing Federation Limited	6,473,200
52.	Television	Asia Video Summit 2019	CASBAA Limited	550,480
53.	Music	Ear Up Busking 2019: Music x Fashion Creative Scheme	Renaissance Foundation Limited	3,306,000
54.		Ear Up Tour - Mainland 2020	Renaissance Foundation Limited	9,181,580
55.		Ear Up Music Global 2020	Renaissance Foundation Limited	7,386,560
56.		"Make Music Work" – Music Creation and Production Talents Nurturing Scheme	Every Life is A Song Limited	5,132,400
57.	Others	Hong Kong Licensing Awards 2019	Asian Licensing Association Company Limited	1,364,846
58.		Organising 2nd Cross-Matching Showcase in HK Int'l Licensing Show 2020	Innovative Entrepreneur Association Company Limited	2,713,048

	Sector	Project title	Applicant's name	Funding amount (\$)
59.		The 2nd "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme"	Hong Kong Association of Interactive Marketing Limited	4,364,660
60.		SmartHK 2019	Hong Kong Trade Development Council	360,000
<b>Projects funded by the CSI in 2020-21</b>				
1.	Advertising	5th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme	Hong Kong Association of Interactive Marketing Limited	7,881,700
2.		8th Microfilm Production Support Scheme (Music)	Hong Kong Association of Interactive Marketing Limited	7,549,000
3.	Design	Fashion Summit (Hong Kong) 2020-2021	Clothing Industry Training Authority	6,113,200
4.		Fashion Promotion Coinciding with CENTRESTAGE 2020	Hong Kong Trade Development Council	4,148,000
5.		HKFG Paris SS21	Fashion Farm Foundation Limited	5,626,740
6.		deTour 2020	PMQ Management Company Limited	6,632,300
7.		Design Spectrum 2020-2021	Hong Kong Design Centre	7,876,300
8.		The Redress Design Award 2021	ReDress Limited	4,449,772
9.		Showcase of Hong Kong 2021 in Milan Design Week	PMQ Management Company Limited	3,087,200
10.		Hong Kong Smart Design Awards 2021	The Hong Kong Exporters' Association	4,909,200
11.		Uplifting Funding Scheme Application Experience Through Design Thinking	Commerce and Economic Development Bureau (Commerce, Industry and Tourism Branch)	4,988,000
12.		Hong Kong Designers Association Global Design Awards 2021	Hong Kong Designers Association Limited	4,844,900
13.		Yesterday's Future, Invent Tomorrow!	Industrial Designers Society of Hong Kong Limited	2,559,400
14.		Symposium and Workshops on "Design Thinking" and Innovation for Public Open Space in Hong Kong	Architectural Services Department	7,200,000
15.		Fashion Promotion Coinciding with CENTRESTAGE 2021	Hong Kong Trade Development Council	9,826,400
16.		DesignInspire 2020 – Hong Kong Creative Force Pavilion	Hong Kong Trade Development Council	705,000
17.	Business of Design Week 2020	Hong Kong Design Centre	19,516,072	
18.	DFA Awards 2020	Hong Kong Design Centre	8,238,753	
19.	Knowledge of Design Week 2020	Hong Kong Design Centre	4,654,940	
20.	Nurturing Programme of Hong Kong Young Design Talents 2020	Hong Kong Design Centre	7,093,978	
21.	Fashion Asia Hong Kong 2020	Hong Kong Design Centre	10,545,798	



	Sector	Project title	Applicant's name	Funding amount (\$)
22.		Public Awareness Programme 2020	Hong Kong Design Centre	3,219,134
23.		Design Incubation Programme (Phase IV)	Hong Kong Design Centre	99,720,000
24.		Fashion Incubation Programme (Phase II)	Hong Kong Design Centre	18,280,000
25.	Digital Entertainment	2nd Hong Kong Game Enhancement and Promotion Scheme	Hong Kong Digital Entertainment Association Limited	8,464,500
26.		The 8th Animation Support Programme	Hong Kong Digital Entertainment Association Limited	9,553,000
27.		Organize 22nd Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan	Hong Kong Digital Entertainment Association Limited	1,918,760
28.		Scaling Hong Kong to the Nordics – a market opportunity for creative Digital Entertainment and Gaming startups/scaleups from Cyberport	Finnish Chamber of Commerce in Hong Kong	1,186,612
29.		Hong Kong Animation and Digital Entertainment Pavilion 2021	Hong Kong Trade Development Council	360,000
30.	Printing and Publishing	The 3rd Hong Kong Publishing Biennial Awards (2020-2021)	The Hong Kong Publishing Professionals Society Limited	2,400,600
31.		Soaring Creativity - Hong Kong Pavilion 2020 (Hong Kong Publishing and Printing Industry Joining South China Book Festival and Beijing International Book Fair)	Hong Kong Publishing Federation Limited	5,395,817
32.	Television	Asia Video Summit 2020	CASBAA Limited	795,760
33.	Music	Ear Up Record Label Creation and Incubation Program 20/21	Renaissance Foundation Limited	5,455,100
34.		Ear Up Record Label Creation and Incubation Program 21/22	Renaissance Foundation Limited	6,220,180
35.		The Music Must Go On 2020	International Federation of the Phonographic Industry (Hong Kong Group) Limited	8,129,000
36.		Ear Up Busking 2020 : Music x Fashion Creative Scheme	Renaissance Foundation Limited	6,950,300
37.	Others	Hong Kong Licensing Awards 2020	Asian Licensing Association Company Limited	1,678,619

	Sector	Project title	Applicant's name	Funding amount (\$)
38.		Organising 3rd Cross-Matching Showcase in HK Int'l Licensing Show 2021	Innovative Entrepreneur Association Company Limited	2,677,081
39.		3rd "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme"	Hong Kong Association of Interactive Marketing Limited	4,534,660
40.		SmartHK 2020	Hong Kong Trade Development Council	400,000
<b>Projects funded by the CSI in 2021-22</b>				
1.	Advertising	9th Microfilm Production Support Scheme (Music)	Hong Kong Association of Interactive Marketing Limited	7,559,100
2.		2022 HK4As Representatives' Participation in International Awards cum Creative Sharing in HK	The Association of Accredited Advertising Agencies of Hong Kong	743,840
3.		6th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme	Hong Kong Association of Interactive Marketing Limited	8,845,700
4.	Architecture	2022 Hong Kong & Shenzhen Bi-City Biennale of Urbanism\Architecture	The Hong Kong Institute of Architects Biennale Foundation Company Limited	6,072,500
5.		HKIA Architecture Exhibitions in Beijing and Hangzhou	HKIA Services Limited	9,282,000
6.	Design	SEED – To Open Minds 2021	PMQ Management Company Limited	4,474,000
7.		deTour 2021 Design Festival	PMQ Management Company Limited	8,289,100
8.		Fashion Atelier Certificate Programme: London Savile Row Academy in Hong Kong	Hong Kong Fashion Designers Association Limited	2,536,220
9.		HKFG Paris SS22	Fashion Farm Foundation Limited	3,855,400
10.		Design Spectrum 2021-2022	Hong Kong Design Centre	8,196,000
11.		DESIGN CENTRAL	The Hong Kong Polytechnic University	5,920,717
12.		Hong Kong Masterpiece Gallery at Chic HK, Shenzhen	Hong Kong Trade Development Council	800,000
13.		The Redress Design Award 2022	ReDress Limited	4,807,965
14.		FASHION FORWARD GBA 2022	Fashion Farm Foundation Limited	7,080,400
15.		Hong Kong Smart Design Awards 2022	The Hong Kong Exporters' Association	6,053,400
16.		ReMIX · Yesterday's Future, Invent Tomorrow! 2022	Industrial Designers Society of Hong Kong Limited	4,394,200
17.	HKFG AW22	Fashion Farm Foundation Limited	5,856,300	

	Sector	Project title	Applicant's name	Funding amount (\$)	
18.		Sponsorship for International Design Awards (HKDA SIDA 2021/22)	Hong Kong Designers Association Limited	7,236,400	
19.		JUXTAPOSED 2022	Hong Kong Fashion Designers Association Limited	9,774,000	
20.		Hong Kong Smart Design, Sparkle in GBA 2022	The Hong Kong Exporters' Association	8,416,800	
21.		[25 years of Design] in celebration of the 25th Anniversary of the Establishment of the HKSAR	Designworks Foundation Hong Kong Limited	4,896,000	
22.		DesignInspire 2021 - Hong Kong Creative Force Pavilion	Hong Kong Trade Development Council	770,000	
23.		Business of Design Week 2021	Hong Kong Design Centre	19,954,123	
24.		DFA Awards 2021	Hong Kong Design Centre	10,517,300	
25.		Knowledge of Design Week 2021	Hong Kong Design Centre	4,976,503	
26.		Nurturing Programme of Hong Kong Young Design Talents 2021	Hong Kong Design Centre	15,390,089	
27.		Fashion Asia Hong Kong 2021	Hong Kong Design Centre	13,506,099	
28.		Public Awareness Programme 2021	Hong Kong Design Centre	6,580,212	
29.		Digital Entertainment	The 9th Animation Support Programme	Hong Kong Digital Entertainment Association Limited	9,617,100
30.			Asia Smart App Awards 2021	Hong Kong Wireless Technology Industry Association Limited	2,094,800
31.	Organise 23rd Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan		Hong Kong Digital Entertainment Association Limited	1,940,560	
32.	Hong Kong Comics Development and Promotion Support Programme		Hong Kong Comics and Animation Federation Limited	7,392,100	
33.	3rd Hong Kong Game Enhancement and Promotion Scheme		Hong Kong Digital Entertainment Association Limited	9,363,500	
34.	5th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme		Hong Kong Digital Entertainment Association Limited	6,154,100	
35.	Hong Kong Animation and Digital Entertainment Pavilion 2022		Hong Kong Trade Development Council	430,000	
36.	Printing and Publishing	The 2nd Next Writer Publication Funding Scheme	Hong Kong Publishing Federation Limited	6,596,200	
37.		Soaring Creativity — O2O Hong Kong Pavilion 2022 (Hong Kong Publishing and Printing Industry	Hong Kong Publishing Federation Limited	6,348,172	

	Sector	Project title	Applicant's name	Funding amount (\$)
		Joining South China Book Festival and Beijing International Book Fair)		
38.	Television	Asia Video Summit 2021	CASBAA Limited	794,350
39.	Music	“Make Music Work II” – Music Music Creation and Production Talents Nurturing Scheme	Every Life is A Song Limited	5,554,600
40.		Ear Up Busking 2022 : Music x Fashion Creative Scheme	Renaissance Foundation Limited	8,111,970
41.	Others	Organising 4th Cross-Matching Showcase in HK International Licensing Show 2022	Innovative Entrepreneur Association Company Limited	3,354,616
42.		4th “HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme”	Hong Kong Association of Interactive Marketing Limited	4,571,460
43.		Promote Hong Kong Designer Toys through Thailand Exhibitions	Innovative Entrepreneur Association Company Limited	9,407,983
<b>Projects funded by the CSI in 2022-23</b>				
1.	Advertising	10th Microfilm Production Support Scheme (Music)	Hong Kong Association of Interactive Marketing Limited	8,207,800
2.		2023 HK4As Representatives’ Participation In International Awards cum Creative Sharing in HK	The Association of Accredited Advertising Agencies of Hong Kong	645,980
3.	Architecture	HKIA Roving Architecture Exhibitions 2023/24	The Hong Kong Institute of Architects Biennale Foundation Company Limited	9,931,300
4.	Design	FabriX - Digital Fashion 2022	PMQ Management Company Limited	7,668,000
5.		SEED - To Open Minds 2022	PMQ Management Company Limited	4,603,480
6.		Establishing a Sample Development Centre for Hong Kong Fashion Designers – Phase II	Clothing Industry Training Authority	9,970,140
7.		Fashion Summit (HK) 2022 - 2023	Clothing Industry Training Authority	5,821,500
8.		Fashion Promotion Coinciding with CENTRESTAGE 2022	Hong Kong Trade Development Council	9,909,000
9.		Greater Bay Area Urban Design Awards	Hong Kong Institute of Urban Design Limited	1,227,682

	Sector	Project title	Applicant's name	Funding amount (\$)	
10.		Fashion X AI: 2022-2023 International Salon	Laboratory for Artificial Intelligence in Design Limited	7,406,440	
11.		Roving Exhibition in Wuhan and Greater Bay Area (GBA) cities	PMQ Management Company Limited	9,188,500	
12.		Hong Kong Interior Design Week 2022	Interior Design Association (HK) Ltd	5,947,948	
13.		deTour 2022 Design Festival	PMQ Management Company Limited	8,670,900	
14.		Design Spectrum 2022-2023	Hong Kong Design Centre	8,809,600	
15.		HKFG SS23	Fashion Farm Foundation Limited	6,168,000	
16.		The Redress Design Award 2023	ReDress Limited	4,948,600	
17.		Hong Kong Smart Design Awards 2023	The Hong Kong Exporters' Association	6,317,580	
18.		Digital Economy Accelerator	Hong Kong Design Centre	9,350,000	
19.		GBA: Fashion Fusion 2023	Fashion Farm Foundation Limited	7,488,000	
20.		HKFG AW23	Fashion Farm Foundation Limited	6,410,120	
21.		SEED – To Open Minds 2023	PMQ Management Company Limited	4,645,250	
22.		DesignInspire 2022 - Hong Kong Creative Force Pavilion	Hong Kong Trade Development Council	815,000	
23.		Business of Design Week 2022	Hong Kong Design Centre	8,796,757 (Note)	
24.		DFA Awards 2022	Hong Kong Design Centre	2,449,839 (Note)	
25.		Knowledge of Design Week 2022	Hong Kong Design Centre	1,206,991 (Note)	
26.		Nurturing Programme of Hong Kong Young Design Talents 2022	Hong Kong Design Centre	1,727,683 (Note)	
27.		Fashion Asia Hong Kong 2022	Hong Kong Design Centre	6,323,024 (Note)	
28.		Digital Entertainment	The 10th Animation Support Programme	Hong Kong Digital Entertainment Association Limited	9,140,100
29.			Organize 24th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan	Hong Kong Digital Entertainment Association Limited	2,039,260
30.	Asia Smart App Awards 2022/2023		Hong Kong Wireless Technology Industry Association Limited	2,192,760	
31.	2nd Hong Kong Comics Development & Promotion Support Programme		Hong Kong Comics and Animation Federation Limited	8,182,742	

	Sector	Project title	Applicant's name	Funding amount (\$)
32.		CIRCULATING • Hong Kong Comics Creation Exchange Project @Angouleme International Comics Festival, France (Working Title)	Hong Kong Arts Centre	2,133,322
33.		Hong Kong Animation and Digital Entertainment Pavilion 2023	Hong Kong Trade Development Council	430,000
34.	Publishing and Printing	Publishing 3.0 – HK Smart eBook-Hub Promotion Scheme	Hong Kong Publishing Federation Limited	5,713,930
35.		The 4th Hong Kong Publishing Biennial Awards (2022-2023)	The Hong Kong Publishing Professionals Society Limited	2,937,730
36.		Soaring Creativity — O2O Hong Kong Pavilion 2023 (Hong Kong Publishing and Printing Industry Joining Bologna Children Book Fair and Frankfurt Book Fair)	The Hong Kong Printers Association	9,386,400
37.	Television	Asia Video Summit 2022	CASBAA Limited	874,650
38.	Music	Ear Up Record Label Creation and Incubation Program (Advanced) 2022/23	Renaissance Foundation Limited	8,311,708
39.		Ear Up Music Global 2022/23	Renaissance Foundation Limited	8,046,140
40.		Ear Up Record Label Creation and Incubation Programme 23/24	Renaissance Foundation Limited	6,861,900
41.	Others	5th “HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme”	Hong Kong Association of Interactive Marketing Limited	4,869,260
<b>Projects funded by the CSI in 2023-24</b>				
1.	Advertising	11th Microfilm Production Support Scheme (Music)	Hong Kong Association of Interactive Marketing Limited	8,544,620
2.		7th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme	Hong Kong Association of Interactive Marketing Limited	8,952,700
3.	Design	deTour 2023 - Design Festival	PMQ Management Company Limited	8,518,000
4.		JUXTAPOSED 2023	Hong Kong Fashion Designers Association Limited	9,966,675
5.		Hong Kong Denim Festival 2023-2024 - Denim Frontiers - Fostering Global Denim Cultural Exchange and Collaboration	Vocational Training Council	7,462,549
6.		Promotion of Digital Fashion in London & Paris Fashion Week	PMQ Management Company Limited	8,617,000

	Sector	Project title	Applicant's name	Funding amount (\$)
7.		Young Knitwear Designers' Contest	Knitwear Innovation and Design Society Limited	3,532,800
8.		HKFG SS24	Fashion Farm Foundation Limited	6,464,474
9.		Hong Kong Delegate Showcase, Seminar and Visit in Paris	PMQ Management Company Limited	4,588,000
10.		((Capsule))	Hong Kong Design Centre	2,313,350
11.		Design Spectrum 2023-2024	Hong Kong Design Centre	9,718,400
12.		3rd Edition of ReMIX . Yesterday's Future, Invent Tomorrow! 2023-2024	Industrial Designers Society of Hong Kong Limited	6,864,000
13.		InterVision Fashion Flow 2023	Hong Kong Fashion Designers Association Limited	9,714,325
14.		AsiaMeets 2023 Hong Kong	The Hong Kong Federation of Design and Creative Industries Limited	4,448,346
15.		Hong Kong Design On Stage at Maison&Objet 2024	Alliance Française de Hong Kong	3,202,000
16.		Fashion X AI 2024-2025: Culture and Future Mode	Laboratory for Artificial Intelligence in Design Limited	9,743,930
17.		Hong Kong Smart Design Awards 2024	The Hong Kong Exporters' Association	7,021,200
18.		Redress Design Award 2024	ReDress Limited	5,094,718.40
19.		GBA: FASHION FUSION 2024	Fashion Farm Foundation Limited	7,645,000
20.		A Fashion Designers Reality Show - Amazing Cut	Textile Council of Hong Kong Limited	9,360,000
21.		HKFG AW24	Fashion Farm Foundation Limited	6,822,320
22.		Hong Kong Delegate Showcase at Maison&Objet in Paris	PMQ Management Company Limited	4,795,500
23.		Promotion of Digital Fashion in COMPLEXCON HONG KONG	PMQ Management Company Limited	6,419,000
24.		SEED – To Open Minds 2024	PMQ Management Company Limited	7,451,850
25.		Business of Design Week 2023	Hong Kong Design Centre	10,675,922 (Note)
26.		DFA Awards 2023	Hong Kong Design Centre	4,050,000 (Note)
27.		Knowledge of Design Week 2023	Hong Kong Design Centre	1,736,000 (Note)
28.		Nurturing Programme of Hong Kong Young Design Talents 2023	Hong Kong Design Centre	7,580,500 (Note)
29.		Fashion Asia Hong Kong 2023	Hong Kong Design Centre	6,865,000 (Note)

	Sector	Project title	Applicant's name	Funding amount (\$)	
30.		Sham Shui Po Design and Fashion Project 2023-24	Hong Kong Design Centre	68,700,000	
31.		DesignInspire Online and Offline Promotions	Hong Kong Trade Development Council	6,000,000	
32.		Fashion Promotion Coinciding with CENTRESTAGE 2023	Hong Kong Trade Development Council	11,000,000	
33.	Digital Entertainment	The 11th Animation Support Programme	Hong Kong Digital Entertainment Association Limited	9,738,000	
34.		Organize 25th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan	Hong Kong Digital Entertainment Association Limited	2,063,160	
35.		Establishing "Hong Kong Pavilion" at the Augmented World Expo (AWE) Europe 2023 to Promote Hong Kong's Creative Industry via Artificial Intelligence	Hong Kong Digital Entertainment Association Limited	3,944,020	
36.		To Promote HK Comics & Sport by Establishing Comics Park on Wan Chai Harbour Front Promenade	Hong Kong Comics and Animation Federation Limited	9,217,600	
37.		Promoting Hong Kong Comics by Establishing Avenue of Comic Stars (Phase 4)	Hong Kong Comics and Animation Federation Limited	9,969,500	
38.		4th Hong Kong Game Enhancement and Promotion Scheme	Hong Kong Digital Entertainment Association Limited	9,515,080	
39.		AI-assisted Animation Production Pilot Scheme	Hong Kong Digital Entertainment Association Limited	8,112,000	
40.		3rd Hong Kong Comics Development & Promotion Support Programme	Hong Kong Comics and Animation Federation Limited	8,940,496	
41.		Asia Smart App Awards 2024	Hong Kong Wireless Technology Industry Association Limited	2,320,600	
42.		6th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme	Hong Kong Digital Entertainment Association Limited	6,884,200	
43.		Printing and Publishing	Promoting Hong Kong Picture Book Illustrators and Comics Artists through International Book Fairs	Innovative Entrepreneur Association Company Limited	3,342,300
44.			The 3rd Next Writer Publication Funding Scheme	Hong Kong Publishing Federation Limited	6,892,340
45.	Soaring Creativity — Supports for Hong Kong Children's and Parent-		Hong Kong Publishing Federation Limited	9,086,778	



	Sector	Project title	Applicant's name	Funding amount (\$)
		Child's Publications to Explore External Markets		
46.		Hong Kong Reading for All Carnival 2024	Hong Kong Publishing Federation Limited	7,293,600
47.		Promotion of Arts and Culture at the Hong Kong Book Fair	Hong Kong Trade Development Council	1,500,000
48.	Television	Asia Video Summit 2023	CASBAA Limited	1,388,620
49.		CHILL CLUB (Thailand version)	HK Television Entertainment Company Limited	8,572,000
50.		Spring Gala Festival 2024	HOY TV LIMITED	7,035,250
51.		Endless Melody 2	Television Broadcasts Limited	9,859,575
52.		Asia Video Summit 2024	CASBAA Limited	2,740,176
53.	Music	"Make Music Work III" - Music Creation and Production Talents Nurturing Scheme	Every Life is A Song Limited	5,819,980
54.		Hong Kong Pop Culture Festival 2024: Outdoor Music x Film Marathon	Leisure and Cultural Services Department	10,000,000
55.	Others	Organizing 5th Cross-Matching Showcase in HK Int'l Licensing Show 2024	Innovative Entrepreneur Association Company Limited	3,386,857
56.		6th "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme"	Hong Kong Association of Interactive Marketing Limited	4,976,860
57.		Promote Hong Kong Designer Toys through Thailand Toy Expo 2024	Innovative Entrepreneur Association Company Limited	3,272,745
58.		Chill 11	Hong Kong Trade Development Council	3,500,000
59.		The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights	Hong Kong Trade Development Council	3,000,000

Note: The funding amount of projects does not include staff salaries and administrative costs.

**CONTROLLING OFFICER'S REPLY**

**CSTB225**

**(Question Serial No. 3737)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In this Budget, what are the specific estimated expenditures on the development of night markets and the night economy? Please provide a breakdown of expenditures on such items as hardware facilities, subsidies on operation as well as publicity and promotion for night markets.

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 483)

Reply:

The Government launched the “Night Vibes Hong Kong” campaign in mid-September 2023, staging in collaboration with various organisations a wealth of attractive night-time events with local characteristics, covering entertainment, arts, culture, consumption and more across the city so that locals and visitors may experience the vibrancy and charm of Hong Kong’s nightlife. Apart from participating in various exciting activities, locals and visitors may also enjoy special offers provided by different organisations.

Through “Night Vibes Hong Kong” campaign, the Government aims to provide more choices of night-time activities in Hong Kong for participation by locals and visitors according to their interest while enjoying the vibrancy of Hong Kong at night. The Government has not made any specific estimation of the number of additional visitors and extra economic benefits that the “Night Vibes Hong Kong” campaign may bring to Hong Kong.

On events organised by the Hong Kong Tourism Board (HKTB), HKTB organised a number of flagship events in 2023-24 to support the “Night Vibes Hong Kong” campaign, including Hong Kong Wine & Dine Festival, Hong Kong WinterFest, Hong Kong New Year Countdown Celebrations and International Chinese New Year Night Parade. Starting from mid-December 2023, HKTB launched a new half-year promotional campaign at Temple Street to inject new impetus into the traditional Temple Street. In addition to pop-up food kiosks with tastes of the neighbourhood, a number of newly added photo-worthy installations were also set up to attract tourists and locals. HKTB has launched the second phase of the

Temple Street promotion in March this year to further entice tourists to get into the local community and experience the most authentic side of Hong Kong, while bringing more footfall to the area and opening up more business opportunities for local merchants.

HKTB will continue to stage flagship events and inject new perspectives, elements and experiences to enrich the events and further enhance their appeal. At the same time, HKTB will step up promotions in the Mainland and overseas to attract visitors to visit Hong Kong repeatedly for participating these events. The relevant expenditure has been subsumed under HKTB's allocation for staging and supporting large-scale international events, it is difficult to quantify it separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB226**

**(Question Serial No. 3739)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please provide an estimate on the increase in total revenue for local tourism industry based on the average spending per person if we succeed in attracting 10% more overnight visitors.

Asked by: TIK Chi-yuen (LegCo internal reference no.: 485)

Reply:

In 2023, the number of overnight visitor arrivals to Hong Kong was 17.16 million and the per capita spending was about \$6,900. By way of simple calculation, a 10% increase in the number of overnight visitor arrivals may lead to an additional total spending of around \$11.9 billion. However, the per capita spending will be affected by changes in the number and combination of overnight visitors. The additional total spending above is calculated on the assumption of the same situation as in 2023 in all respects. However, the actual situation may be affected by various factors, including global economic conditions, changes in tourism consumption pattern, exchange rates of Hong Kong dollar, etc.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB227****(Question Serial No. 3740)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (7) Subvention: Hong Kong Tourism BoardControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Please provide the figures of visitor arrivals and tourism receipts in each of the past 5 years, and set out the target growth figures and percentages in the next 3 years.

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 486)Reply:

The number of total visitor arrivals and total tourism expenditures associated with inbound tourism in the past 5 years are as follows:

	2019	2020	2021	2022	2023
Total visitor arrivals	55 912 609	3 568 875	91 398	604 564	33 999 660
Total tourism expenditures associated with inbound tourism (\$ billion)	256	16	3	9	178

The Hong Kong Tourism Board projected in early 2024 that in 2024, the number of total visitor arrivals would be about 46 million, representing an increase of 35% over that of 2023; and the total tourism expenditures associated with inbound tourism would be \$207.3 billion, representing an increase of 16.5% over those of 2023.

We have not projected the relevant data for 2025 and beyond.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB228**

**(Question Serial No. 3742)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please provide the data on the total weekly operating hours of the current catering and entertainment establishments in Hong Kong; and, if the measure of extending operating hours is implemented, the projected increase in number and percentage of the total operating hours based on the data of the past 5 years.

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 488)

Reply:

Having consulted the relevant bureaux, including the Environment and Ecology Bureau and the Home and Youth Affairs Bureau, we do not maintain the relevant data.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB229**

**(Question Serial No. 3743)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please provide the numbers of visitor arrivals from key source markets, such as the Mainland and Southeast Asia, in each of the past 5 years at least, as well as the estimated expenditure dedicated to relevant night market tourism promotion activities as planned by the Government in the coming 2 years.

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 489)

Reply:

The numbers of visitor arrivals from key source markets, including the Mainland and Southeast Asia, in the past 5 years are as follows:

Source market	Visitor arrivals				
	2019	2020	2021	2022	2023
Mainland China	43 774 685	2 706 398	65 721	375 130	26 760 453
Southeast Asia #	2 650 956	157 953	6 981	66 094	2 173 194
Indonesia	375 781	25 750	1 504	7 480	252 432
Malaysia	392 562	20 771	317	8 731	258 191
The Philippines	875 897	62 741	4 065	21 046	763 778
Singapore	453 182	22 664	701	15 198	400 029
Thailand	467 048	23 152	231	12 662	450 372
Vietnam	44 406	1 168	28	451	34 662

Note: # Southeast Asia includes Indonesia, Malaysia, the Philippines, Singapore, Thailand, Vietnam, Brunei, Myanmar, Timor-Leste, Cambodia and Laos.

The Hong Kong Tourism Board (HKTB) has all along been promoting Hong Kong's vibrant and diverse night time experiences to visitors. Since the related promotional expenditures

have been subsumed under HKTB's overall promotional budget, it is difficult to quantify separately.

- End -



**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1535)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Paragraphs 62-63 of the Budget Speech mentioned that the Hong Kong Tourism Board (HKTB) will hold monthly pyrotechnic and drone shows against the backdrop of the splendid night views of the our magnificent Victoria Harbour (Harbour), which with its stunning harbourfront is a natural beauty and popular leisure destination for tourists and the general public, and revamp its light-and-sound show, "A Symphony of Lights" (SoL). In this connection, please inform this Committee:

Will the Government review the additional amount of revenue and number of tourists brought by the monthly pyrotechnic and drone shows? If no, what are the reasons?

Asked by: Hon TSE Wai-chuen, Tony (LegCo internal reference no.: 28)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities

for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The effectiveness of HKTB cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators every year, including visitor arrivals, tourism expenditure associated with inbound tourism and per capita expenditure, length of stay as well as satisfaction of overnight visitors, to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid shows to assess their effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1227)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the new financial year, the SAR Government will allocate an additional funding of \$1.095 billion to the Hong Kong Tourism Board (HKTB) for implementing initiatives including holding monthly pyrotechnic and drone shows and revamping “A Symphony of Lights”.

1. What is the specific plan on the use of the \$1 billion-odd funding? Besides the above-mentioned 3 initiatives, what are the other promotion initiatives? What are the respective expenditures to be involved in the other promotion initiatives?
2. What are the respective estimated expenditures of the above-mentioned 3 initiatives?
3. Statistic indicates that each Mainland tourist only spent around \$300 in Hong Kong on average. SAR Government has allocated \$1 billion-odd to HKTB, not to mention the expenditure on HKTB’s Mega Events Fund. Has the Government assessed whether the expenditures on “publicising” and “promoting” Hong Kong will exceed the revenue? How to evaluate whether the expenditures are well spent?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 4)

Reply:

The 2024-25 Budget has allocated an additional funding of \$1.095 billion to the Tourism Commission (TC) and the Hong Kong Tourism Board (HKTB) for supporting their tourism-related work and earmarked another \$100 million for boosting mega-event promotions over the next 3 years, involving \$1.195 billion in total.

Of the additional funding, \$224 million has been allocated to TC for 2024-25 to 2027-28 for developing diversified tourism experiences, including continuing to organise signature creative arts and cultural tourism projects such as the Sai Kung Hoi Arts Festival and “Design District Hong Kong” (#ddHK) over the next few years, and attracting more mega events with significant visitor appeal and tourism promotional effect to be staged in Hong Kong.

The remaining \$871 million of the additional funding, which represents the total funding amount for the 3 years from 2024-25 to 2026-27, has been allocated to HKTB, in addition to the \$100 million earmarked for accommodating the Mega Events Coordination Group (Coordination Group)’s work in boosting mega-event promotions over the next 3 years. Of

the total provision of \$971 million for HKTB, \$665 million is for 2024-25. Of which, \$115 million will be used for revamping “A Symphony of Lights” light and sound show (SoL), and \$33 million will be allocated for accommodating the Coordination Group’s work in supporting and promoting mega events. The four strategic focuses of HKTB and the respective provisions are as follows:

Strategic Focus	Provision (\$)
(I) <u>Developing diversified tourism experiences</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$354 million in the coming 3 years for revamping SoL (\$115 million will be spent in 2024-25, including the staging of pyrotechnics and drone shows. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.)</li> <li>● Carrying out ongoing promotions of the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tours</li> </ul>	389 million
(II) <u>Staging and supporting large-scale international events</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$100 million for accommodating the Coordination Group’s work in the coming 3 years to support and promote mega events (around \$33 million will be spent in 2024-25)</li> <li>● Staging large-scale events and supporting large-scale international events in the city</li> </ul>	304 million
(III) <u>Developing diverse visitor source markets and stepping up promotions</u> <ul style="list-style-type: none"> <li>● Continuing to step up promotions in various visitor source markets</li> <li>● Launching promotions in cities recently included in the Individual Visit Scheme, namely Xi’an and Qingdao</li> </ul>	176 million
(IV) <u>Launching new courtesy campaign and providing continuous support for the travel trade</u> <ul style="list-style-type: none"> <li>● Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality;</li> <li>● Collaborating with the trade to enhance relevant products and services for potential visitor segments such as the Muslim community.</li> </ul>	102 million
Total	971 million

Regarding the spending of overnight visitors, the per capita spending of overnight visitors for the second half of 2023 is \$6,100. Among them, that of Mainland overnight visitors is \$5,800. The travel and consumption habits of inbound visitors have changed, hence, a decreasing proportion of visitors coming to Hong Kong primarily for shopping. More of them looked for experiences beyond shopping. Meanwhile, as US dollar stays strong, Hong Kong dollar also remains high, making the cost of travelling to Hong Kong relatively high

and affecting inbound visitors' spending. The estimated per capita spending of overnight visitors in 2024 is \$5,800, similar to that of 2019. Besides closely monitoring the actual situation of different visitor source markets and staying agile and flexible to respond to changing situations, HKTB will also make good use of the resources allocated by the Government to carry out various promotions, so as to maximise the economic contributions made by tourism to Hong Kong.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB232**

**(Question Serial No. 1237)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned under Head 132 that the Culture, Sports and Tourism Bureau (CSTB) will monitor the operation of Kai Tak Cruise Terminal (KTCT). Please inform this Committee of the following:

- (1) The ratio of KTCT total operating revenue to its expenditure and their percentage change in the past 3 financial years;
- (2) Has KTCT managed to breakeven after the pandemic and resumption to normalcy of the society? If not, has CSTB estimated the operating loss to be incurred by the cruise terminal in the new financial year and the amount of public funding to be used to subsidise the cruise terminal?
- (3) As I had mentioned in my oral question raised at the Legislative Council (LegCo) meeting on 21 February, the Government has repeatedly refused the monitoring of publicly-funded commercial projects by LegCo on grounds of commercial secrets. Will CSTB consider allowing LegCo members to peruse its agreement with the terminal operator in confidence, referencing to the power companies' practice of submitting documents involving commercial confidences to this Committee for confidential perusal?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 14)

Reply:

The Kai Tak Cruise Terminal (KTCT) was constructed by way of public works under funding approved by the Finance Committee of the Legislative Council (LegCo), and was leased to a private operator afterwards in 2012 vide an open tender. The operator has to operate on a commercial and self-financing basis and to pay rents to the Government. No government subsidy was given to the operator.

To uphold transparency, the Tourism Commission briefed the LegCo Panel on Economic Development the key terms of KTCT's leasing arrangements before the open tender, and subsequently provided the LegCo with information including the income source of and rental

arrangements with the operator. Specifically, according to the current tenancy agreement between the Government and the terminal operator, the terminal operator is required to pay to the Government each year a fixed rent of around \$2 million and a variable rent which is equivalent to 35% of annual gross receipts less the annual fixed rent. As the relevant income and expenditure of the terminal operator involve commercially sensitive information, we cannot disclose the relevant information.

Cruise tourism in Hong Kong saw a rapid recovery since the beginning of 2023, which fostered the resurgence of cruise business of the terminal operator. KTCT received a total of 137 ship calls last year, representing 75% of the pre-pandemic levels. On the other hand, some parts of KTCT can be used as event venues when they are not in use for cruise operation. In 2023, a total of 12 events, totalling 51 event days, were held. These events generated additional revenue for the terminal operator. We believe that the terminal operator will grasp the opportunities brought by the continuous recovery of both cruise and non-cruise businesses of KTCT and maintain good business condition.

To support the business of relevant sectors amidst the pandemic, the Government has rolled out various helping measures, including waiving monthly fixed rent and management fees for the terminal operator. Since the above-mentioned concession expired on 31 December 2023, no further concessions will be granted in the new financial year.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB233**

**(Question Serial No. 1238)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in Matters Requiring Special Attention in 2024-25, the Culture, Sports and Tourism Bureau will “continue to work closely with stakeholders of the cruise industry, operators of the two cruise terminals, and the Hong Kong Tourism Board to further enhance the development of cruise tourism, including formulating and implementing a new action plan”.

(1) What specific measures does CSTB have to promote the development of cruise tourism in the new financial year? What are the details and estimated expenditure of the new action plan?

(2) Whether CSTB will develop performance indicators for the “action plan” to monitor its progress and implementation?

(3) The Kai Tak Cruise Terminal (KTCT) has long been criticised for its poor transport links since its commencement. The terminal operator has been the target of repeated criticism because of this as well. The chaos during the berthing of large cruise ships last year not only left a vivid impression on local residents’ and tourists, but also arouse blunt criticism from legislators, accusing CSTB for “doing a very poor job”. What new measures or policies does CSTB have to enhance the transportation of the cruise terminal in the new financial year?

(4) As mentioned above, the terminal operator has been accused for mismanagement as the terminal’s low rental rate and people flow on weekdays render it the “Siberia of East Kowloon” and a “dead city”. When will the tenancy agreement signed between CSTB and the operator of the cruise terminal expire? Regarding the terminal operator’s repeated failure in avoiding hiccups despite having operated the terminal for 10 years, will CSTB consider removing and replacing it as soon as possible to give KTCT a way out?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 15)

Reply:

To further boost the recovery of the cruise industry, the Hong Kong Tourism Board (HKTB) will continue to attract more cruise ships to visit Hong Kong in the coming years with the



additional funding earmarked by the Government in the 2023-24 Budget. The relevant support and incentives include encouraging cruise lines to increase their sailings to Hong Kong, make overnight calls and make Hong Kong as a departing/ending port, etc. TC and HKTB will also continue to participate in various major trade events at home and abroad to actively promote cruise tourism of Hong Kong.

Besides, TC and HKTB will continue to create consumer demands in visitor source markets through stepping up partnership with cruise lines, travel agents, media, KOLs, etc. in marketing promotion and publicity in the coming year. Meanwhile, leveraging the city's position as an aviation hub and the growing popularity of High Speed Rail travel, TC and HKTB will also drive the development of fly-cruise and rail-cruise packages bundled with pre/post-cruise accommodation, attractions, sight-seeing and other experiences, so as to develop a wider variety of cruise products for visitors.

Furthermore, TC will also take the lead in reviewing the development of cruise tourism with other relevant bureaux and departments to devise an action plan targeted to be released in the first half of this year. In 2018, the Government published the Strategic Directions and Initiatives for Cruise Tourism Development in Hong Kong, which set out four main strategic directions to drive the development of cruise tourism in Hong Kong. On this basis, the Government will devise a new action plan with due regard to the changes in the international cruise market after the pandemic as well as the latest operational considerations of cruise lines. We will proactively follow up on the implementation of the new action plan and examine its effectiveness from time to time.

HKTB has earmarked \$32.5 million in 2024-25 for promoting cruise tourism, including the relevant additional funding.

On transportation, the operation at the Kai Tak Cruise Terminal (KTCT) has been stabilised after the Government's proactive intervention in August last year. The Government has already handed back the work on the transport management and services to the terminal operator or cruise lines. At present, the terminal operator is required to "tailor-make" appropriate arrangements with cruise lines, transport service operators and travel agents serving cruise passengers for every single ship call. All the parties should make proper transport arrangements based on the transport requirements of each ship call, which are subject to factors including volume, origins and onshore sightseeing arrangements of passengers, etc., as well as the public transport services and forecast on the supply of taxis during disembarkation periods, and submit their plans for such arrangements to the Government. Under existing arrangements, various types of mass transportation (including franchised buses, minibuses, free shuttle buses, and coach services) and taxis are available for cruise passengers.

On the other hand, there are currently 4 franchised bus routes and 1 minibus route that provide services to and from KTCT, connecting KTCT with nearby MTR stations (including Kai Tak, To Kwa Wan, Kowloon Bay, Ngau Tau Kok, Kwun Tong, and Kowloon Tong stations), the West Kowloon High Speed Rail Station as well as other locations. In addition, the Transport Department (TD) will add 2 new franchised bus routes connecting KTCT to Tsim Sha Tsui and the MTR Kai Tak Station respectively within this year. It was also announced in the 2023 Policy Address that a smart and green mass transit system would be introduced in Kai Tak connecting KTCT and the MTR Kai Tak Station. The Government plans to invite

suppliers and operators of the relevant systems to submit expressions of interest in the second half of this year, so as to finalise the specific requirements and design of the system and its infrastructure. The construction works of the Central Kowloon Route will continue and are expected to be completed in 2025, further improving the convenience and capacity of transportation.

KTCT is an infrastructure specifically built to handle a large number of cruise passengers embarking and disembarking within a short period of time and going through immigration and customs control. The layout and floor areas of KTCT are designed to cater for cruise-specific functional and operational purposes. Nevertheless, the Government has been actively utilising KTCT to bring its advantages as an infrastructure into full play. The ancillary facilities of KTCT (including its ancillary commercial area and the rooftop garden) are open to members of the public daily. All 7 shops in the ancillary commercial area have been leased, including a banquet centre which is often used for group functions and receiving tour groups. Some parts of KTCT have also been used as event venues when they are not in use for cruise operation, thereby making better use of the facilities. In 2023, a total of 12 events, totalling 51 event days, were held. They included a car brand event, a large-scale fan meeting, an international fintech-cum-cultural event, a sports carnival and a few film shootings etc. Besides, art installations of the creative tourism project “Design District Hong Kong” were displayed by TC in the public space of the terminal in November 2023. A sculpture of “A Path to Glory - Jin Yong’s Centennial Memorial” will also be displayed in the terminal shortly to attract more visitors. We will continue to communicate with the terminal operator to explore feasible plans to bring more commercial vibrancy to the terminal.

The tenancy agreement between the Government and the current terminal operator will expire in May 2028. According to the tenancy agreement, the terminal operator is responsible for various terminal operation and management tasks, including arrangements of berthing, embarkation and disembarkation of cruise ships, transport arrangements, security arrangements, leasing of the ancillary commercial area, and promotion of KTCT, etc. TC will continue to closely monitor the work of the terminal operator, and will stringently follow-up on any non-compliance of the terms of the tenancy agreement.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB234**

**(Question Serial No. 1241)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention in 2024-25, the Hong Kong Tourism Board (HKTB) will work on “launching digital tools and solutions to enhance visitors’ experience and support the trade to capture new business opportunities”. Please inform this Committee on the following:

- (1) What are the specific details of the above-mentioned digital tools and solutions? Is there a timetable for the launch? What is the estimated expenditure involved?
- (2) What are the intentions and objectives of developing digital tools and solutions?
- (3) Will HKTB develop performance indicators in terms of utilisation rate and level of popularity of such tools to ensure that public money is well spent?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 20)

Reply:

To support the Government’s goal of enhancing visitors’ travel experience with smart technology, the Hong Kong Tourism Board (HKTB) will establish data infrastructure in 2024-25 for better analysing visitor preferences and behaviour to enhance their experiences and provide more promotional channels for the trade.

HKTB will build a centralised content hub to store and manage the information on visitors’ preferences and feedback collected through various channels, including its website, instant messaging applications, email and artificial intelligence (AI) chatbot, and during its promotions and activities. The new hub will allow HKTB to have a better grasp on the visitors’ travel pattern and preferences, and hence help it analyse the latest trends and formulate corresponding strategies.

Moreover, given the increasing demand from visitors for digital experiences, HKTB will strengthen the application of its one-stop e-platform and work with travel-related trade partners to disseminate information on products, activities, discounts and offerings on the e-platform to stimulate visitors’ spending in town. HKTB will also set up interactive

information kiosks in its visitor centres to provide visitors with tailor-made itineraries or suggestions based on the consolidated information about tourism in Hong Kong, and send warm reminders to visitors during their stay to facilitate their itinerary planning.

HKTB will spend around \$44 million on the above work in 2024-25. HKTB will evaluate the effectiveness of its work from various aspects, such as the utilisation rate and network traffic flows of its centralised content hub and one-stop e-platform, the utilisation rate of its interactive information kiosks and the visitor surveys.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB235**

**(Question Serial No. 1244)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Matters Requiring Special Attention in 2024-25 that the Hong Kong Tourism Board (HKTb) will step up its promotions in visitor source markets. Please inform this Committee of the specific promotion plan; the target audiences, means, contents and timetable of the promotions; the estimated expenditure of each promotional initiative; the estimated number of people to be reached; and the anticipated outcome.

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 21)

Reply:

The Hong Kong Tourism Board (HKTb) prioritises the visitor source markets according to the progress of their respective tourism recovery, including the outbound travel situation of markets, air capacity connecting to Hong Kong, spending pattern, local economic growth, currency exchange rates and other factors, to determine the promotional efforts and resources allocation in each visitor source market.

As for the Mainland market, HKTb strategically distributes timely and customised contents through different platforms to drive Greater Bay Area (GBA) travellers to visit and spend in Hong Kong. The contents include push notifications, which boost travellers' interest in visiting Hong Kong, with travel tips in Hong Kong, mega events of the week, and recreation hotspots, on selected Mainland media platforms, such as news platforms, transport information portals and social media platforms. HKTb also invites different famous Mainland KOLs to Hong Kong every week to create positive word-of-mouth through their first-person experiences to help attract visitors to Hong Kong. Moreover, HKTb cooperates with well-known Mainland lifestyle guides to blast out the latest information on offers to visitors to encourage visitor spending.

To capture the opportunities arising from the expansion of the Individual Visit Scheme to Xi'an and Qingdao announced by the Central Government in late February, the Secretary for Culture, Sports and Tourism and representatives of HKTb immediately visited the two cities

in mid-March to promote Hong Kong tourism. HKTB will collaborate with airlines, travel agencies and online travel platforms to offer various packages of air tickets, hotel accommodation, and attractions, to entice visitors from Xi'an and Qingdao to visit Hong Kong under the Individual Visit Scheme.

Muslim travel is also of great potential. HKTB has been actively promoting Hong Kong tourism in Muslim source markets. In the coming year, HKTB will cooperate with the trade to further enhance the publicity of the infrastructure with a view to promoting Muslim travel. HKTB will also invite credible Muslim accreditation organisation to collaborate with local accreditation organisation for establishing various classification of Muslim standards and assessment criteria, while helping trade partners in different sectors such as hotels, shopping arcades and attractions to be certified in order to develop Hong Kong as a Muslim-friendly destination.

As for the member states of the Cooperation Council for the Arab States of the Gulf, HKTB will, apart from enhancing the measures and arrangements targeting Muslim travel market, strengthen Hong Kong's brand image and promotion programmes, participate in the Arabian Travel Market to be held in Dubai in May, collaborate with the local media by anchoring a series of international cultural mega events as well as Chinese and Western festive occasions in Hong Kong to attract visitors from the young and family segments through articles and social media clips covering various contents; cooperate with airlines to offer tour packages targeting different segments. HKTB will also invite Muslim representatives from the trade, media and their KOLs to visit Hong Kong and experience Muslim-friendly facilities in the city.

Moreover, HKTB will continue to join hands with other GBA cities to promote multi-destination tourism in GBA in overseas markets through organising events and inviting broadcasters to produce travel programmes to promote GBA tourism resources and the connectivity between the destinations.

As the above promotional initiatives will be subsumed into various promotion programmes of the HKTB, it is difficult to separate and quantify the expenditures for individual items. HKTB sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitors, length of stay of overnight visitors and satisfaction of overnight visitors every year to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB236**

**(Question Serial No. 1245)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the new financial year, the Hong Kong Tourism Board (HKTB) will develop immersive videos and content in diverse formats. Please inform this Committee of the estimated number of videos to be produced, the expenditure to be involved, and the digital and social media to be used for releasing the videos.

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 22)

Reply:

The Hong Kong Tourism Board (HKTB) has been promoting Hong Kong's tourism appeal in different source markets through various promotions to attract visitors to come to Hong Kong.

In 2024-25, HKTB will anchor different events and festivals, and set out suitable themes for promotion, including Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, wine and dine experiences, outdoor exploration, winter festivities and active sports, and develop various immersive videos and promotional contents with those themes, to cater to the tastes and interests of different visitor segments and attract them to come to Hong Kong and plan their itinerary in advance. Relevant promotional videos will be rolled out in tandem with activities and the promotion strategy of next year, it is difficult to accurately estimate how many videos will be produced.

As for promotion, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also roll out more immersive, in-depth tours with themes like "Citywalk" through popular channels such as Facebook, Instagram, YouTube, Xiaohongshu, Douyin, WeChat, Weibo, etc., in the source markets based on the market situation. HKTB will also soft-sell Hong Kong, focusing on activities popular in the young segment and other innovative contents.

Moreover, HKTB will launch a new campaign on story curation by inviting renowned film and television production companies from key source markets, including the Mainland, Southeast Asia, the United States, Korea, Japan, Australia and the United Kingdom to make use of Hong Kong's unique culture, gastronomy, outdoor activities and other experiences to curate good stories for Hong Kong in an innovative and professional perspective. HKTB will also ride on the network and influence of partnering media to showcase Hong Kong's appeal to source markets, thereby attracting visitors to Hong Kong.

Since the aforesaid promotional initiatives have been subsumed under HKTB's promotion efforts in various areas, it is difficult to quantify the relevant manpower and expenditure separately.

- End -



**CONTROLLING OFFICER'S REPLY****CSTB237****(Question Serial No. 1256)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (6) Travel and TourismControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

In the past 10 financial years, how much public money in total did the Hong Kong Tourism Bureau (HKTB) spend on its operation and on tourism promotion?

There are views that since the planning and construction of Ngong Ping 360 in the era of Chief Executive Tung Chee Hwa, there have been few successful tourism infrastructure projects in Hong Kong in recent years that are big tourist draws. However, the expenditure on tourism promotion amounts to about \$1 billion year after year and there are no KPIs to monitor the expenditure. HKTB has been criticised for putting too much emphasis on publicity and too little on infrastructure.

We are at a time when structural fiscal deficit is serious and inbound visitors tend to be “low-spending visitors”. For the Government’s cost-cutting policy, will the Government review the effectiveness of the yearly expenditure of over \$1 billion on tourism promotion (estimated to be over \$10 billion in total), and reallocate part of the promotion budget for construction of tourism infrastructure, so as to make up for the alleged long-standing shortage of tourist attractions in Hong Kong?

Will government departments quit the bad habit of “division of labour without co-operation” (see the recent meeting on developing Aberdeen Typhoon Shelter into a tourist attraction for details), and assign dedicated officials and departments as counterparts for the deliberation of tourism infrastructure development projects, so as to prevent different departments from “passing the buck” to each other and wasting the discussion time of the Legislative Council?

Asked by: TSE Wai-chun, Paul (LegCo internal reference no.: 33)Reply:

The funding allocated to the Hong Kong Tourism Board (HKTB) and its expenditure in the past 5 financial years are as follows:

	2019-20 (\$ million)	2020-21 (\$ million)	2021-22 (\$ million)	2022-23 (\$ million)	2023-24 (\$ million)
Government funding	1,085	1,498	1,493	1,357	1,394

Total actual expenditure	880	740	716	1,058	Around 1,476*
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\* The latest estimate.

HKTB has always adhered to the principle of prudent utilisation of resources. By paying close attention to the actual situation of source markets and staying agile in response to the ever-changing circumstances, HKTB makes good use of the resources allocated by the Government and maximises the economic contribution of the tourism industry through various promotional campaigns. Any unspent funding will be returned to the Government in accordance with the established mechanism.

The Government and the trade endeavour to enhance tourism infrastructure so as to reinforce and enhance the appeal of Hong Kong as a world-renowned tourist destination. Relevant examples include the successive completion and opening of an all-weather water park and the second hotel at Ocean Park Hong Kong in 2021 and 2022, the implementation of the multi-year expansion and development plan of Hong Kong Disneyland Resort (including the launching of the brand new nighttime spectacular “Momentous” with the backdrop of the transformed “Castle of Magical Dreams” during the pandemic, and the grand opening of the world’s first ever and largest “Frozen” themed land, “World of Frozen”, in November 2023), the reopening of the Peak Tram in August 2022 upon completion of the upgrading plan and relevant works, and the launch of the “Crystal+” cabin at Ngong Ping 360 in early December 2022, etc.

Government policy bureaux and departments (B/Ds) have been collaborating and cooperating on different matters concerning tourism. To step up the promotion of mega event economy, the Government has set up an inter-departmental Mega Events Coordination Group (Coordination Group) chaired by the Deputy Financial Secretary, with the Secretary for Culture, Sports and Tourism (SCST) as deputy. Members include representatives from relevant B/Ds, HKTB and other statutory bodies. The Coordination Group is committed to strengthening the overall planning and coordination of mega events, ensuring sufficient inter-departmental support, taking the initiative to scout mega events to be held in Hong Kong and promoting the mega event economy through a multi-pronged approach, so as to further promote tourism development.

The Culture, Sports and Tourism Bureau also set up an inter-departmental Working Group on Smart Tourism (Working Group) in January this year. The Working Group is led by SCST and comprised of 12 B/D members. Major tasks of the Working Group include coordinating and promoting the effective use of smart technology by individual B/D members, and formulating and implementing measures and initiatives that can enhance visitors’ travel experience as well as Hong Kong’s competitiveness as a major tourist destination in the region.

We will continue to convene tourism-related high-level coordination meetings as necessary to coordinate tourism-related matters involving different departments. For example, relevant government departments have been actively providing support for the coordination work for receiving visitors to Hong Kong during the Golden Weeks of the Mainland.

Apart from inter-departmental coordination, we also set up a high-level Tourism Strategy Committee chaired by SCST to formulate strategies and foster cross-sector collaboration for further promoting the long-term and sustainable development of the tourism industry.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB238**

**(Question Serial No. 2799)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Will the Culture, Sports and Tourism Bureau provide specific details of the events in the “Night Vibes Hong Kong” campaign in 2023-24, including the number of events organised, the names and categories of the events, the event that involved the highest expenditure and the expenditure involved, the average expenditure involved in each event, the event with the highest attendance and the attendance figure, the average attendance of each event, and the total expenditure and total attendance of events under the “Night Vibes Hong Kong” campaign?

Did the Government evaluate the concrete results of the “Night Vibes Hong Kong” campaign such as the number of people attracted to and spending driven by the events? If yes, what are the results of the evaluation? If no, what are the reasons?

Asked by: Hon WONG Chun-sek, Edmund (LegCo internal reference no.: 12)

Reply:

The Government launched the “Night Vibes Hong Kong” campaign in mid-September 2023, staging in collaboration with various organisations a wealth of attractive night-time events with local characteristics, covering entertainment, arts, culture, consumption and more across the city so that locals and visitors may experience the vibrancy and charm of Hong Kong’s nightlife. Apart from participating in various exciting activities, locals and visitors may also enjoy special offers provided by different organisations.

As at end-February 2024, there were nearly 70 events in total in the “Night Vibes Hong Kong” campaign. Moreover, in response to the “Night Vibes Hong Kong” campaign, over 80 shopping malls staged night-time concerts, markets and a variety of activities, and offered dining and shopping discounts. Some even extended their business hours. Details of the events of the “Night Vibes Hong Kong” campaign have been uploaded to its thematic website (<http://www.nightvibeshk.gov.hk>) for public information.

The “Night Vibes Hong Kong” Campaign has received positive feedback from locals and visitors since its launch. For example, the lantern carnivals held during the Mid-Autumn Festival in different districts recorded an accumulated attendance of around 660 000, among which more than 300 000 visited the lantern carnival at Victoria Park. The National Day Fireworks Display attracted over 430 000 spectators on both sides of the Victoria Harbour. The attendance and other details of events organised and supported by the Hong Kong Tourism Board (HKTB) under the “Night Vibes Hong Kong” Campaign are listed in the table below.

To support the “Night Vibes Hong Kong” campaign launched by the Government, HKTB has rolled out a number of mega events and promotions to foster a vibrant atmosphere in the city at night. Details of the mega events and promotions are as follows:

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
Promotion support for the Tai Hang Fire Dragon Dance	28 to 30 September 2023	The event was held during the Mid-Autumn Festival with a glowing fire dragon carried by performers and dancing through the streets of Tai Hang.	Since members of the public enjoyed the show along the activity route, the number of participants was not available.	As the expenditure has been subsumed under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.
Promotion of the “Hallo” Hong Kong Halloween campaign	Mid to late October 2023	Halloween-themed decorations were installed in visitor centres, MTR stations, sightseeing vehicles and various tourist attractions in town, inviting visitors and locals to enjoy the festive ambience while showing the world Hong Kong’s unique festive charm.	Not applicable	As the expenditure has been subsumed under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
Hong Kong Wine & Dine Festival and Taste Around Town	26 to 29 October 2023 (Hong Kong Wine & Dine Festival) and 1 to 30 November (Taste Around Town)	<p>Hong Kong Wine &amp; Dine Festival: The event was held at the Central Harbourfront Event Space with about 300 wine and food stalls.</p> <p>Taste Around Town: HKTB collaborated with nearly 400 restaurants and bars in town for rolling out a series of the culinary events and special offers offered by key wine districts and restaurants.</p>	Around 140 000	Around 79 million
“Hong Kong Night Treats” dining vouchers	November 2023 to March 2024	<p>In November 2023, HKTB started to distribute 1 million \$100 “Hong Kong Night Treats for Visitors” dining vouchers to visitors to encourage them to consume in participating bars and Quality Tourism Services Scheme-accredited restaurants after 6 p.m.</p> <p>In addition, HKTB distributed a total of 200 000 “Hong Kong Night Treats for Locals” dining vouchers in two batches from December 2023 to encourage local consumption and</p>	1.2 million	Around 24 million

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
		create continuous business opportunities for the catering industry, thereby stimulating the economy.		
Hong Kong Night Bus Tour visitor-exclusive offer	November 2023 to January 2024	HKTB launched an offer for visitors to enjoy a night tour of Hong Kong on an open-top bus. For only \$20, visitors could travel on one of the 3 designated routes and explore famous attractions and landmarks on Hong Kong Island and in Kowloon at night while enjoying the fascinating night view of Hong Kong.	Around 50 000	Around 2 million
Hong Kong WinterFest	24 November 2023 to 1 January 2024	A 20-metre-tall giant Christmas tree and a Christmas Town were set up in the West Kowloon Cultural District with Santa Claus spreading festive joy in the Christmas Cabin during Christmas. “Winter Harbourfront Pyrotechnic” shows were also staged to enhance the festive atmosphere.	Around 1.2 million	Around 35 million

<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
Brand-new Temple Street promotion	From mid-December 2023 onwards (for 6 months)	HKTB has given new momentum to Temple Street through “A taste of Temple Street” and “Captivating street decor”. With food markets, arts installations, distinctive signposts and light projections, visitors and locals are enticed to discover local authentic experiences.	Around 1.2 million (as at early March 2024)	As the expenditure has been subsumed under the overall promotion budget of HKTB, it is difficult to quantify the amount separately.
Hong Kong New Year Countdown Celebrations	31 December 2023 to 1 January 2024	A 12-minute fireworks musical was held at the Victoria Harbour.	Around 480 000	Around 29 million
Hong Kong International Chinese New Year Night Parade and promotion of Lunar New Year celebratory activities	10 February 2024 and during Lunar New Year	The Hong Kong International Chinese New Year Night Parade stretched from the Hong Kong Cultural Centre to Tsim Sha Tsui on the first night of Chinese New Year. After the parade, the floats were displayed at the Urban Council Centenary Garden in Tsim Sha Tsui.  Other festive happenings throughout the Chinese New Year, such as the Lunar New Year Fireworks Display and the Chinese New Year Cup were also	Since members of the public enjoyed the show along the parade route, the number of participants was not available.	Around 62 million



<b>Mega event/ promotion</b>	<b>Event/ promotion date</b>	<b>Details</b>	<b>Number of participants</b>	<b>Expenditure (HK\$)</b>
		recommended to visitors.		

Through the “Night Vibes Hong Kong” campaign, the Government aims to provide more choices of night-time activities in Hong Kong for participation by locals and visitors according to their interest while enjoying the vibrancy of Hong Kong at night. The Government has not made any specific estimation of the number of additional visitors and extra economic benefits that the “Night Vibes Hong Kong” campaign may bring to Hong Kong. For activities organised by HKTb, HKTb will set various indicators, such as the total number of participants, publicity value, satisfaction of participants, the number of page views on the website and the number of people reached on social media based on the nature of events to assess their effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2821)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In paragraph 63 of the Speech on the 2024-25 Budget, the Financial Secretary, Mr Paul Chan, mentioned that “The Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows against the backdrop of the splendid night views of Victoria Harbour every month. The HKTB will also revamp its light-and-sound show, ‘A Symphony of Lights’ (SoL)”.

Will the Government provide the details of the pyrotechnic and drone shows to be held over the Victoria Harbour, including the number of shows to be held, the estimated highest, average and lowest expenditures of each show, and the estimated total expenditure of the entire project? Whether the Government has successfully sought sponsorship for the shows? What are the forms and amount of the sponsorship sought? What are the estimated highest, average and lowest expenditures of each show and the estimated total expenditure of the entire project after deducting the estimated amount of sponsorship? Has the Government estimated the number of non-local visitors and local residents to be attracted and the amount of spending to be brought by the shows? If yes, what are the results? If no, what are the reasons?

Asked by: Hon WONG Chun-sek, Edmund (LegCo internal reference no.: 49)

Reply:

“A Symphony of Lights” light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

HKTB is currently planning the pyrotechnics and drone shows and will announce the details in due course. Organisations or institutions interested in sponsoring the shows are welcome to discuss the feasibility of cooperation with HKTB.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

The effectiveness of HKTB cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators every year, including visitor arrivals, tourism expenditure associated with inbound tourism and per capita expenditure, length of stay as well as satisfaction of overnight visitors, to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid shows to assess their effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB240**

**(Question Serial No. 2823)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the “M” Mark system of the Culture, Sports, and Tourism Bureau, what are the details of the funded events held in 2022-23 and 2023-24? These include the title, the nature, the details of each event; the number of participants and the funding amount for each event; and the total funding amount and associated administrative expenses for the “M” Mark system in the 2 financial years.

What is the total estimated funding amount for the “M” Mark system in 2024-25? Has the Administration put in place any mechanisms to prevent a recurrence of an incident similar to the “Messi incident” while relaxing the funding criteria for “M” Mark applications?

Asked by: Hon WONG Chun-sek, Edmund (LegCo internal reference no.: 52)

Reply:

1. The information on the “M” Mark events in 2022-23 and 2023-24 is set out below:

Item	Event Title	Nature of Event	Date of Event	Venue of Event	Number of Participants Note 1	Total Amount Approved <sup>Note 2</sup> (\$M)
<b>2022-23</b>						
1.	Hong Kong Sevens	International sports event	4-6 November 2022	Hong Kong Stadium	71 358	11
2.	FIBA 3x3 World Tour Hong Kong Masters	International sports event	26-27 November 2022	Victoria Park	1 141	11
3.	Hong Kong Squash Open	International sports event	28 November to 4 December 2022	Hong Kong Squash Centre and Hong Kong Park Sports Centre	2 593	4.5*
4.	Hong Kong International Tennis Challenge	International sports event	23-25 December 2022	Victoria Park	10 697	10*

Item	Event Title	Nature of Event	Date of Event	Venue of Event	Number of Participants Note 1	Total Amount Approved <sup>Note 2</sup> (\$M)
5.	25th Hong Kong Marathon	International sports event	21 February 2023	Various road sections of Hong Kong Island, Kowloon and the New Territories	77 783	10
6.	World City Championship	International sports event	23-26 March 2023	Hong Kong Golf Club	12 797	11
<b>2023-24</b>						
1.	Hong Kong Sevens	International sports event	31 March to 2 April 2023	Hong Kong Stadium	75 684	11
2.	FIVB Volleyball Nations League Hong Kong	International sports event	13-18 June 2023	Hong Kong Coliseum	55 425	12.4*
3.	Hong Kong International Dragon Boat Races	International sports event	24-25 June 2023	Tsim Sha Tsui Harbour-front	49 846	No funding application
4.	Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500	International sports event	12-17 September 2023	Hong Kong Coliseum	36 545	7.4*
5.	Aramco Team Series Hong Kong	International sports event	6-8 October 2023	Hong Kong Golf Club	5 299	No funding application
6.	Hong Kong Tennis Open (Women)	International sports event	7-15 October 2023	Victoria Park	52 574	15*
7.	Hong Kong Open (Golf)	International sports event	9-12 November 2023	Hong Kong Golf Club	28 196	16
8.	FIA World Rallycross Championship, Hong Kong, China - Season Finale	International sports event	11-12 November 2023	Central Harbour-front Event Space and Lung Wo Road	17 010	17
9.	Harbour Race	International sports event	12 November 2023	Victoria Harbour	10 850	7.1*
10.	Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon	International sports event	19 November 2023	Hong Kong-Zhuhai-Macao Bridge	13 738	15
11.	FIBA 3x3 World Tour - Hong Kong Masters	International sports event	25-26 November 2023	Victoria Park	40 612	13.8*

Item	Event Title	Nature of Event	Date of Event	Venue of Event	Number of Participants Note 1	Total Amount Approved <sup>Note 2</sup> (\$M)
12.	Hong Kong Squash Open	International sports event	27 November to 3 December 2023	Hong Kong Squash Centre and Cultural Plaza, Xiqu Centre	4 151	4.5
13.	WDSF Breaking for Gold World Series - Hong Kong	International sports event	15-16 December 2023	Queen Elizabeth Stadium	9 757	8.2*
14.	Hong Kong Tennis Open (Men)	International sports event	31 December 2023 to 7 January 2024	Victoria Park	53 559	16*
15.	Hong Kong Marathon	International sports event	21 January 2024	Various road sections of Hong Kong Island, Kowloon and the New Territories	141 286	15
16.	LIV Golf Hong Kong	International sports event	8-10 March 2024	Hong Kong Golf Club	40 054	17
17.	UCI Track Nations Cup - Hong Kong, China	International sports event	15-17 March 2024	Hong Kong Velodrome	5 950	11*
18.	World Triathlon Cup - Hong Kong	International sports event	23-24 March 2024	Lung Wo Road, Central	3 330	11*

Note 1: Including participating athletes, participants and spectators.

Note 2: Including matching grant, direct grant, grants for venue and/or marketing.

\* Approval was also granted for using venues of Leisure and Cultural Services Department at a notional venue charge.

The total funding amount for the “M” Mark events in the above 2 financial years was about \$255 million. The administrative expenses related to the implementation of the “M” Mark system were borne by the Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department with existing resources. An estimated funding of about \$200 million will be provided in 2024-25 to support the hosting of major international sports events in Hong Kong.

To encourage the staging of more major international sports events in Hong Kong, the Government introduced a series of measures in April 2023 to enhance the “M” Mark System (“System”). These include increasing the funding ceiling for each event to \$15 million, abolishing the quota of 2 “M” Mark events that can be organised by the same applicant each year, and relaxing the eligibility of applicants to cover events organised by NSAs and other private or non-government organisations. The enhancement measures have proven to be effective since the introduction. In 2023-24, a record high of 18 major international sports events received support under the System. In particular, some events such as the Aramco Team Series Hong Kong, FIA World Rallycross Championship Season Finale, the WDSF Breaking for Gold World Series and LIV Golf Hong Kong were held in Hong Kong for the first time. All these events attracted over 500 000 participants in total.

The Government is consolidating the experience gained from the implementation of “M” Mark events over the past year, including reviewing its vetting and monitoring mechanisms. We strive to promote more major international sports events in Hong Kong while further enhancing the System with a view to strengthening Hong Kong’s status as a centre for major international sports events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB241**

**(Question Serial No. 2824)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

What are the specific details of the online publicity efforts of the Hong Kong Tourism Board (HKTB) in 2022-23 and 2023-24? The details include the number of advertisements and promotional videos posted on social media platforms in overseas countries and the Mainland, the number of views, likes, forwards and comments of the advertisements and promotional videos concerned, and the cost for producing them and posting them on social media platforms. Did the Government evaluate and review the outcome of such publicity efforts? If yes, what are the results? If no, what are the reasons?

What are the specific plan for and expenditure on HKTB's online publicity efforts in 2024-25? Will the Government make timely adjustments to the promotional strategies and direction of resource allocation based on the outcome of its publicity efforts in the past? If yes, what are the details? If no, what are the reasons?

Asked by: Hon WONG Chun-sek, Edmund (LegCo internal reference no.: 53)

Reply:

The Hong Kong Tourism Board (HKTB) has been promoting Hong Kong's tourism appeal in different source markets through various promotions to attract visitors to come to Hong Kong.

In 2023, HKTB invited trade representatives, celebrities and KOLs to take part in the production of more than 330 video clips featuring travel experiences in Hong Kong to extend a warm welcome to the world through online channels. The series of videos was broadcast in phases on more than 3 000 platforms worldwide, reaching a cumulative audience of over 200 million. During the period, the "Hello Hong Kong Dance Challenge" launched on social media platform TikTok attracted over 1.2 million video clips from netizens with 1.5 billion global viewership. The challenge became TikTok's promotional campaign with the highest traffic in the Southeast Asian market in the first quarter of 2023 and brought 300 000 new followers to HKTB's official account, bringing the total followers to around 2 million.



HKTB invited over 2 000 trade and media representatives, celebrities, KOLs and HKTB's "Hong Kong Super Fans" from the Mainland, Southeast Asia and Europe to visit Hong Kong on tailor-made thematic itineraries for them to showcase Hong Kong's diverse tourism features, so that they helped tell the good stories of Hong Kong with their first-hand experiences. Henry Golding (renowned Hollywood actor and male lead in *Crazy Rich Asians*), Satoh Takeru (famous Japanese star), Jeong Hae-in (famous Korean actor) and Lin Minchen (Malaysian celebrity) were some of them coming to Hong Kong to share their first-hand experiences of the city's popular attractions, cultural treasures and culinary delights with worldwide fans and visitors through online channels by shooting travel videos.

In 2024-25, HKTB will anchor different events and festivals, and set out suitable themes for promotion, including Chinese and Western arts, pop culture, marine experiences, traditional festivities, wine and dine experiences, outdoor exploration, winter festivities and active sports, and develop various immersive videos and promotional contents with those themes for broadcast on social media platforms, to cater to the tastes and interests of different visitor segments and attract them to come to Hong Kong and plan their itinerary in advance.

As for promotion, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also roll out more immersive, in-depth tours with themes like "Citywalk" through popular channels in the source markets based on the market situation. HKTB will also soft-sell Hong Kong, focusing on activities popular in the young segment and other innovative contents.

Moreover, HKTB will launch a new campaign on story curation by inviting renowned film and television production companies from key source markets, including the Mainland, Southeast Asia, the United States, Korea, Japan, Australia and the United Kingdom to make use of Hong Kong's unique culture, gastronomy, outdoor activities and other experiences to curate good stories for Hong Kong in an innovative and professional perspective. HKTB will also ride on the network and influence of partnering media to showcase Hong Kong's appeal to source markets, thereby attracting visitors to Hong Kong.

HKTB will continue to invite trade and media representatives as well as KOLs with influence in different source markets to visit Hong Kong and promote Hong Kong using online channels. For example, after the expansion of Individual Visit Scheme to Xi'an and Qingdao in March, HKTB invited representatives from more than 20 Mainland media organisations to visit Hong Kong in April to promote Hong Kong's tourism appeal to Mainland tourists through their first-hand coverage. As for the Hong Kong Sevens, HKTB and Hong Kong China Rugby invited Oliver Phelps and James Phelps, who played the Weasley Brothers in the *Harry Potter* film series, to visit the city for the tournament and help promote Hong Kong; HKTB also invited representatives from 7 leading sports media in Korea to come to Hong Kong for the tournament and arranged outdoor activities such as horse racing for them to experience the appeal of Hong Kong as an Event Capital.

Since the aforesaid promotional initiatives have been subsumed under HKTB's promotion efforts in various areas, it is difficult to quantify the relevant expenditures separately. HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2341)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 63 of the Budget, the Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows against the backdrop of the splendid night views of Victoria Harbour every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL). In this connection, will the Government inform this Committee of the following:

1. The average monthly expenditures of pyrotechnic and drone shows respectively;
2. What is the expenditure involved in the revamp of SoL; Whether arts and technology elements, such as hologram and augmented reality (AR) technologies, will be incorporated in the show; Whether the Government will combine the cultural creativities and arts of Hong Kong, Mainland and overseas countries by making use of the newly-introduced technologies to foster the development of the tourism industry and at the same time promote Hong Kong's development into a East-meets-West Centre for International Cultural Exchange?

Asked by: Hon WONG Kam-fai, William (LegCo internal reference no.: 31)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage

the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The Government has earmarked in the 2024-25 Budget a total of \$354 million for 3 years for HKTB to revamp SoL. Among which, \$115 million will be used by HKTB to carry out the aforesaid work, including the staging of pyrotechnics and drone shows, in 2024-25. As HKTB is still planning the contents of the pyrotechnics and drone shows, the estimated expenditures for the shows are not available at the moment.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB243**

**(Question Serial No. 1521)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in paragraph 174 of the Budget that the Government will further inject about \$1.4 billion into the Film Development Fund (FDF). Please:

1. provide the amount of funding, amount of funding recoupment and funding recoupment rate of all films approved by the Film Production Financing Scheme under FDF;
2. provide the number of talents identified and nurtured by FDF over the years and explain the initiatives to enhance the nurturing of local talent in the future.

Asked by: Hon WONG Kwok, Kingsley (LegCo internal reference no.: 13)

Reply:

1. The funding amount, recoupment amount and recoupment rate of films approved under the Film Production Financing Scheme (including the Relaxation Plan) of the Film Development Fund (FDF) are at **Annex**.
2. FDF has been committed to nurturing film talents. Since its launch in 2013, the First Feature Film Initiative (FFFI) has successfully identified numerous budding film talents and produced a number of quality local films which have won critical acclaim and achieved great box office success. The films have been widely supported by the industry and have attained outstanding results in various local and international film exhibitions/film festivals. In view of this, the Government took the initiative to enhance FFFI. Starting with the 6th edition in 2019, the total number of winning teams each year has been increased from three to a maximum of six with the funding amount for each team significantly increased by around 50%. The 8th edition of FFFI, which was closed for application in September 2023, received an overwhelming response with over 70 applications, which is the highest number since FFFI was launched.

FDF also launched the Directors' Succession Scheme in July 2020. It invites veteran directors to partner with young directors to co-produce local films in the spirit of mentorship, with a view to encouraging directors to groom young talents and enhancing the quantity of quality local film productions. So far, 10 qualified directors have

accepted the invitation to each partner with one to two budding directors to produce films.

Moreover, in response to the rise of online social platforms and streaming platforms, the Content Development Scheme for Streaming Platforms was launched under FDF in 2023. Teams are recruited through a competition format under this Scheme to develop content for streaming platform series, thereby nurturing cross-sectoral production teams for streaming platforms and facilitating the film industry to enter new distribution markets by creating quality streaming content. So far, FDF has funded more than 100 films and nurtured numerous budding film practitioners, including over 70 budding directors and over 20 budding producers.

FDF has funded the Asian Film Awards Academy to organise the International Film Camp (Film Camp), during which veteran filmmakers will lead and train budding directors, boost their creativity, and expand their knowledge of film production and marketing, with a view to broadening their international perspective and helping them explore the Greater Bay Area, Asia and international markets. A total of 16 teams from Asia have been shortlisted for the five-day Film Camp in early April. The assessment panel will select 8 projects and provide them with a grant of \$300,000 each to produce a short film. The organiser will also curate an anthology of the funded productions, which will be showcased in the annual Asian Cinerama programme organised by the Academy. Moreover, the Academy will assist the awardees in submitting their short films to film festivals, thereby increasing their international exposure and bringing in more development opportunities.

The Government will continue to support, via various film-related funding schemes under FDF, the provision of local and overseas training courses for practitioners in different aspects of film production and postproduction, so as to nurture talents for different positions in filmmaking, thereby enhancing the quality of films.

- End -

**Film Production Financing Scheme (including the Relaxation Plan)**  
**Funding amount, recoupment amount and recoupment rate**

	<b>Film title</b>	<b>Amount of funding (HK\$)</b>	<b>Funding recoupment amount of the Government (HK\$)</b>
1.	McDull Kungfu Ding Ding Dong	3,598,800	2,214,499.62
2.	Claustrophobia	1,618,255	941,055.79
3.	Coweb	2,993,179	0
4.	Give Love	2,419,674	1,602,576.68
5.	Strawberry Cliff	3,017,435	281,659.45
6.	Lover's Discourse	1,855,297	1,084,705.08
7.	Echoes of the Rainbow	3,598,274	3,708,269.10
8.	Break Up Club	1,759,500	1,553,780.04
9.	La Comédie humaine	2,520,000	1,177,071.05
10.	37	2,842,500	71,456.08
11.	Beach Spike	2,799,836	694,260.57
12.	MicroSex Office	1,723,750	596,447.46
13.	The Killer Who Never Kills	3,012,250	690,268.7
14.	Lost in Wrestling	3,748,788	0
15.	Love Lifting	2,708,816	1,474,541.11
16.	The Love Expert	2,995,500	0
17.	The Way We Dance	2,119,519	3,438,405.06
18.	A Complicated Story	3,014,859	646,089.24
19.	Bends	4,000,000	796,800
20.	Doomsday Party	3,384,000	532,179.68
21.	The Seventh Lie	1,840,000	420,573.56
22.	The True Love	1,597,100	0
23.	Kick Ass Girls	2,251,147	384,958.24
24.	The Midnight After	5,250,000	4,403,864.2
25.	Twilight Online	1,500,000	527,259.59
26.	Wonder Mama	1,590,180	729,343.43
27.	The Merger	1,951,632	20,677.34
28.	The Moment	2,760,000	151,707.98
29.	Love Revolution	2,997,300	104,243.9
30.	Tomorrow is Another Day	3,397,668	3,230,353.87
31.	Men On The Dragon	4,492,800	1,447,346.46
	<b>Total:</b>	<b>85,358,059</b>	<b>32,924,393.28</b> (recoupment rate is around 38.6%)

	<b>Film title</b>	<b>Amount of funding (HK\$)</b>	<b>Funding recoupment amount of the Government (HK\$)</b>
32.	Ciao, UFO	5,400,000	Yet to be exhibited
33.	I Love You, You're Perfect, Now Change	5,200,000	Box office receipt and revenue yet to be finalised
34.	The Secret Diary of a Mom to be	3,750,000	Box office receipt and revenue yet to be finalised
35.	Golden Boy	5,162,101	Yet to be exhibited
36.	The Sparring Partner	2,502,500	Box office receipt and revenue yet to be finalised
37.	Sunshine of My Life	2,391,540	Box office receipt and revenue yet to be finalised
38.	Another World	5,600,000	Yet to be exhibited
39.	The Dishwasher Squad	4,798,600	Yet to be exhibited
40.	Last Song For You	5,353,220	Yet to be exhibited
41.	We Are Family	5,600,000	Yet to be exhibited
42.	Social Distancing	2,030,000	Box office receipt and revenue yet to be finalised
43.	Peg O' My Heart	9,000,000	Yet to be exhibited
44.	Vital Signs	9,000,000	Yet to be exhibited
45.	Fight for Tomorrow	3,873,600	Yet to be exhibited
46.	An Abandoned Team	4,000,000	Yet to be exhibited
47.	Over My Dead Body	7,552,400	Box office receipt and revenue yet to be finalised
48.	Tales from The Occult: Body and Soul	3,783,200	Box office receipt and revenue yet to be finalised
49.	Chilli Laugh Story	4,534,000	Box office receipt and revenue yet to be finalised
50.	Possession Street	4,678,800	Yet to be exhibited
51.	Good Game	4,800,000	Yet to be exhibited
52.	Mama's Affair	4,000,000	Box office receipt and revenue yet to be finalised
53.	Someone Like Me	3,200,000	Yet to be exhibited
54.	Inexternal	6,400,000	Yet to be exhibited
55.	A Guilty Conscience	8,866,250	Box office receipt and revenue yet to be finalised
56.	Look Up	2,489,730	Box office receipt and revenue yet to be finalised
57.	PaPa	7,246,400	Yet to be exhibited
58.	Back Home	3,599,200	Box office receipt and revenue yet to be finalised
59.	A Trace of Murderer	6,569,910	Yet to be exhibited
60.	Once In A Blue Moon	1,650,000	Yet to be exhibited

	<b>Film title</b>	<b>Amount of funding (HK\$)</b>	<b>Funding recoupment amount of the Government (HK\$)</b>
61.	YUM Investigation	2,750,000	Box office receipt and revenue yet to be finalised
62.	Golden Bird	8,591,200	Yet to be exhibited
63.	Little Red Sweet	3,320,000	Yet to be exhibited
	Total:	157,692,651	Not applicable
	<b>Grand total:</b>	<b>243,050,710</b>	<b>32,924,393.28</b>

Note: Figures as at end-February 2024 are provided.



**CONTROLLING OFFICER'S REPLY**

**CSTB244**

**(Question Serial No. 1523)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The 2024-25 Budget has allocated additional funding of \$1.09 billion to support the Tourism Commission and the Hong Kong Tourism Board in organising events and activities. In this connection, will the Government inform this Committee of:

1. the respective total expenditures involved in the three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) and the Characteristic Local Tourism Incentive Scheme (which is the enhanced CHIS) since their launch;
2. further to the above question, the total number of applications received for the relevant tourism itineraries (in-depth travel (Category A) and thematic travel (Category B)), the numbers of travel agents applying for and approved applications under the above schemes, and the numbers of participants and licensed tourist guides / tour escorts benefitting from the above schemes;
3. the respective numbers of tourist guides benefitting from the training subsidy scheme for practitioners of the travel trade and the Continuing Professional Development Scheme for Tourist Guides, and the amounts of subsidies approved each year in the past 3 years; and
4. the details of and expenditure involved in “the commendation of outstanding frontline staff in the service industry”?

Asked by: Hon WONG Kwok, Kingsley (LegCo internal reference no.: 15)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022 and concluded on 31 December 2023. Cash incentives of \$214 million in total have been approved under CHIS so far.

To further promote tourism development, the Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS). CTIS was rolled out on 1 January 2024, immediately after the conclusion

of CHIS on 31 December 2023. As at February 2024, a total of 470 applications were received in respect of the in-depth travel and thematic travel categories, involving around 190 travel agents, around 210 licenced tourist guides / tour escorts and around 19 100 local and inbound visitors. As all applications are still being processed, the total amount of expenditure involved is not available for the time being.

Moreover, the Government allocated \$60 million in the 2022-23 Budget to subsidise the training and development of travel trade practitioners, and injected another \$40 million into the training subsidy scheme for practitioners of the travel trade (training scheme) in March 2023 through deployment of existing resources to increase the total funding amount to \$100 million.

The Travel Industry Authority has earmarked \$45 million of the funding for a three-year training scheme launched in October 2022 to enhance the professional standard and service quality of the travel industry. As at end-February 2024, subsidies of around \$3.5 million have been approved under the training scheme, involving around 4 300 tourist guides / tour escorts. The numbers of tourist guides / tour escorts benefitted in terms of subsidised items and the amounts of subsidies approved since the launch of the training scheme are tabulated below-

Subsidised item	Number of tourist guides / tour escorts <sup>Note 1</sup>
Licensing examination	173
Continuing Professional Development Scheme	1 702 <sup>Note 2</sup>
Certificate of competency in first-aid course or other similar certificates	3 899

Financial year	Amount of subsidies approved (\$ million)
2022-23 (October 2022 to March 2023)	Around 0.7
2023-24 (April 2023 to February 2024)	Around 2.8

Note 1: There may be double counting in the tabulated numbers of tourist guides / tour escorts as the calculation is based on subsidised items.

Note 2: Of the 1 702 tourist guides / tour escorts, around 1 610 applied for subsidies related to the Continuing Professional Development Scheme for Tourist Guides.

In addition, the Hong Kong Tourism Board (HKTB) will commend outstanding frontline staff in the service industry and promote Hong Kong as a hospitable, people-focused city in collaboration with various sectors. HKTB will continue to organise the “Outstanding Quality Tourism Services Merchant and Service Staff Awards” to commend Quality Tourism Services Scheme-accredited merchants and their staff for their outstanding performance in promoting quality tourism services in Hong Kong. As the relevant expenditure has been subsumed under HKTB’s allocation for enhancing service quality and providing continuous support to the trade, it is difficult to quantify the amount separately.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB245**

**(Question Serial No. 2193)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 59 of the Budget Speech, the Government has set up a Mega Events Coordination Group to reach out proactively for more mega events to be staged in Hong Kong, while strengthening inter-departmental collaboration. The Government has also earmarked \$100 million to boost mega-event promotions over the next 3 years. In this connection, will the Government inform this Committee of the following:

1. Will the Government proactively “scramble for singers” by inviting renowned singers in Asia and the rest of the world to host concerts in Hong Kong? If yes, what are the details? If no, what are the reasons?
2. Will the Government arrange for the Secretary for Culture, Sports and Tourism and responsible officials to participate in promotions? Will the Government film more travel videos to promote local tourism? If yes, what are the details? If no, what are the reasons?
3. Will the Government promote Hong Kong on such platforms as Xiaohongshu, Tiktok and X to attract more Mainland and overseas visitors to Hong Kong? If yes, what are the details? If no, what are the reasons?
4. What are the details of the plan on mega-event promotions in the coming 3 years?

Asked by: Hon YANG Wing-kit (LegCo internal reference no.: 35)

Reply:

1. Whether well-known singers from other places come to Hong Kong to host their concerts involves complex commercial and practical considerations, including the availability of suitable venues. As a matter of fact, many pop concerts of famous singers from Hong Kong and other places are held in Hong Kong every year, and suitable venues for holding concerts in Hong Kong are in tight supply. In any case, we very much welcome the staging of different concerts in Hong Kong and will provide corresponding assistance and facilitation measures.

2. & 3.

The Hong Kong Tourism Board (HKTB) has been promoting Hong Kong's tourism appeal in different source markets through various promotions to attract visitors to come to Hong Kong.

In 2023, HKTB invited trade representatives, celebrities and KOLs to take part in the production of more than 330 video clips featuring travel experiences in Hong Kong to extend a warm welcome to the world. The series of videos was broadcast in phases on more than 3 000 platforms worldwide, reaching over 200 million viewers. During the period, the "Hello Hong Kong Dance Challenge" launched on social media platform TikTok attracted over 1.2 million video clips from netizens with 1.5 billion global viewership. The challenge became TikTok's promotional campaign with the highest traffic in the Southeast Asian market in the first quarter of 2023 and brought 300 000 new followers to HKTB's official account, bringing the total followers to around 2 million.

HKTB invited over 2 000 trade and media representatives, celebrities, KOLs and HKTB's "Hong Kong Super Fans" from the Mainland, Southeast Asia and Europe to visit Hong Kong on tailor-made thematic itineraries for them to showcase Hong Kong's diverse tourism features, so that they helped tell good stories of Hong Kong with their first-hand experiences. Henry Golding (renowned Hollywood actor and male lead in *Crazy Rich Asians*), Satoh Takeru (famous Japanese star), Jeong Hae-in (famous Korean actor) and Lin Minchen (Malaysian celebrity) were some of them coming to Hong Kong to share their first-hand experiences of the city's popular attractions, cultural treasures and culinary delights with worldwide fans and visitors by shooting travel videos.

In 2024-25, HKTB will anchor different events and festivals, and set out suitable themes for promotion, including Chinese and Western arts, pop culture, marine experiences, traditional festivities, wine and dine experiences, outdoor exploration, winter festivities and active sports, and develop various immersive videos and promotional contents with those themes, to cater to the tastes and interests of different visitor segments and attract them to come to Hong Kong and plan their itinerary in advance.

As for promotion, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also roll out more immersive, in-depth tours with themes like "Citywalk" through popular channels in the source markets based on the market situation. HKTB will also soft-sell Hong Kong, focusing on activities popular in the young segment and other innovative contents.

Moreover, HKTB will launch a new campaign on story curation by inviting renowned film and television production companies from key source markets, including the Mainland, Southeast Asia, the United States, Korea, Japan, Australia and the United Kingdom to make use of Hong Kong's unique culture, gastronomy, outdoor activities and other experiences to curate good stories for Hong Kong in an innovative and professional perspective. HKTB will also ride on the network and influence of partnering media to showcase Hong Kong's appeal to source markets, thereby attracting visitors to Hong Kong.

4.

The Government has set up the Mega Events Coordination Group (Coordination Group) to provide high-level steer on mega events, including steering relevant policy bureaux,

departments and statutory bodies to reach out proactively for mega events to be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, HKTB will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

In addition, the Government has earmarked \$100 million to strengthen the promotion of mega events over the next 3 years. The Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice for different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2194)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 63 of the Budget that the Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows against the backdrop of the splendid night views of Victoria Harbour (the Harbour) every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL). In this connection, will the Government inform this Committee of the following:

1. Whether it will position the monthly pyrotechnic and drone shows as mega events and explore the feasibility of holding a "pyrotechnics extravaganza" which combines elements including pyrotechnics, music and arts, bazaars as well as culinary delights, at the Victoria Harbourfront with reference to Japan's fireworks festivals, so as to provide local residents and tourists with an integrated tourism and entertainment experience? If yes, what are the details? If no, what are the reasons?
2. Whether it will introduce new elements into the pyrotechnic and drone shows and SoL show every quarter or half year or stage those shows under different themes to increase their sense of novelty to attract visitors? If yes, what are the details? If no, what are the reasons?
3. Whether it will develop key performance indicators (KPIs), including the estimated numbers of participants, numbers of inbound visitors and per capita spending of visitors, for the aforesaid shows? If yes, what are the details? If no, what are the reasons?

Asked by: Hon YANG Wing-kit (LegCo internal reference no.: 36)

Reply:

"A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTB) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. HKTB will

invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, HKTB will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The effectiveness of HKTB cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators every year, including visitor arrivals, tourism expenditure associated with inbound tourism and per capita expenditure, length of stay as well as satisfaction of overnight visitors, to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid shows to assess their effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB247**

**(Question Serial No. 0670)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that the Government has set up a Mega Events Coordination Group to reach out proactively for more mega events to be staged in Hong Kong, while strengthening inter-departmental collaboration for such events to be successfully held. Moreover, the Government has earmarked \$100 million to boost mega-event promotions over the next 3 years. In this connection, please inform this Committee of: apart from looking into inviting international superstars to host concerts in Hong Kong, how else will the Government attract more overseas visitors to Hong Kong by utilising local celebrity resources?

Asked by: Hon YIM Kong (LegCo internal reference no.: 25)

Reply:

We are glad to see that many pop concerts of famous singers from Hong Kong and other places are held in Hong Kong every year. While the concerts are run on commercial principles, relevant government departments have been providing corresponding assistance and facilitation measures to attract and encourage the staging of more large-scale pop concerts in Hong Kong. We will provide targeted facilitation measures and one-stop (including promotion) support for mega events with significant visitor appeal and tourism promotional effect (including concerts), depending on the actual circumstances.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB248**

**(Question Serial No. 0671)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that the Hong Kong Tourism Board (HKTB) will hold pyrotechnic and drone shows every month and revamp its light-and-sound show, "A Symphony of Lights" (SoL). In this connection, please inform this Committee, in face of the influx of inbound visitors to be drawn by the above-mentioned monthly events, has the Government earmarked provisions for enhancing public services, including transportation and security?

Asked by: Hon YIM Kong (LegCo internal reference no.: 26)

Reply:

Before the launch of the revamped "A Symphony of Lights" light and sound show, the Hong Kong Tourism Board (HKTB) will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, HKTB will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The shows are still under planning. HKTB will maintain close communication with relevant government departments to ensure that the activities will be conducted in an orderly manner.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB249**

**(Question Serial No. 0672)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (4) Culture, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There are views that quality and characteristic street performances are an effective means of attracting tourists. In this connection, please inform this Committee of: whether the Government will make reference to the model of popular tourism markets such as Harbin and Xi'an night markets and allocate a certain amount of funding to support artists to stage characteristic and interactive arts performances on the streets of Hong Kong, with a view to boosting the popularity of Hong Kong as a tourist destination; and whether the Government can allocate a dedicated fund for hosting a "Hong Kong's Top 10 Scenic Spots" (with a decent title) selection to develop government-accredited Hong Kong tourism brand attractions and step up the intensity of publicity on social media.

Asked by: Hon YIM Kong (LegCo internal reference no.: 27)

Reply:

The Government has been encouraging all walks of life to participate in arts and cultural activities which include staging arts and cultural performances in outdoor areas. Some artists choose to showcase their talents through street performances. They can apply for permits for playing musical instrument in public streets or roads under the existing mechanism. The Police will consider (i) the nature, time and location of the activity; (ii) potential noise or other public nuisance problems arising from the occasion with respect to the circumstances, local environment and past records of the performers; and (iii) public safety and obstruction likely to be caused at the location or its immediate surroundings, when assessing an application. At present, the Government and different organisations have opened up spaces available under their purview for street performances, such as the "Open Stage" scheme run by the Leisure and Cultural Services Department and the Street Performance Scheme of West Kowloon Cultural District, etc.

As part of the "Hello Hong Kong" large-scale global promotional campaign commenced in February 2023, the Hong Kong Tourism Board (HKTB) gathered efforts of the city to welcome visitors through the "Hello Hong Kong · My Best Picks: Local's Favourite

Experiences” public voting campaign. HKTB invited members of the public to choose their favourite experiences in three categories, namely foodie’s pleasures, urban oasis, and city checkpoints on the campaign website. The consolidated results were then recommended to global visitors through HKTB’s website, social media platforms and sharing by celebrities, to encourage visitors to immerse themselves in authentic Hong Kong experiences. 30 000 members of the public participated in the campaign, and the best picks were incorporated in HKTB’s promotions to global visitors through various channels, including its official websites, social media platforms, as well as promotional campaigns with celebrities. Besides, HKTB supported the activities organised by other organisations, such as “Top 10 Natural Wonders of Hong Kong” held by the Hong Kong Chronicles Institute, etc.

In terms of social media promotions, more Mainland visitors are now exploring their travel destinations according to recommendations online. For instance, they look for photo spots according to KOLs’ sharing, or pursue experiences on Hong Kong’s nature or arts and culture. Since travel resumed last year, Hong Kong has topped Xiaohongshu’s destination list for outbound travel, indicating that Hong Kong as an outbound destination remains the first choice of the majority of Mainland travellers. In the first half of 2023, HKTB partnered with Xiaohongshu for rolling out the “Hong Kong Time Travel Machine” and “Arts in Hong Kong Together” projects, generating 200 million exposure for Hong Kong tourism. In September 2023, HKTB and Xiaohongshu jointly presented the “Hong Kong Guide to Citywalk” online, introducing five itineraries with Hong Kong characteristics, covering popular photo spots and major festive celebrations in town, to Mainland travellers. In addition, HKTB also leveraged the Temple Street promotion to invite a group of Xiaohongshu bloggers to explore the Street where tradition and modernity meets, capitalising on their massive follower network to showcase Hong Kong’s unique, time-tested local culture.

In 2024-25, HKTB will anchor different events and festivals, and set out suitable themes for promotion, including Chinese and Western arts, pop culture, marine experiences, traditional festivities, wine and dine experiences, outdoor exploration, winter festivities and active sports, and develop various immersive videos and promotional contents with those themes, to cater to the tastes and interests of different visitor segments and attract them to come to Hong Kong and plan their itinerary in advance.

As for promotion, apart from outdoor advertising, social media marketing, partnership with celebrities and KOLs, HKTB will also roll out more immersive, in-depth tours with themes like “Citywalk” through popular channels in the source markets based on the market situation. HKTB will also soft-sell Hong Kong, focusing on activities popular in the young segment and other innovative contents.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB250**

**(Question Serial No. 1937)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism, (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As proposed in the Budget of this financial year, an additional funding of \$1.095 billion will be allocated to the Tourism Commission and the Hong Kong Tourism Board for supporting the organisation of mega events, large-scale exhibitions and other tourism-related activities. Please inform this Committee of the following:

1. In what proportion will the additional funding of \$1.095 billion proposed in the Budget be allocated to TC and HKTB?
2. The strategic focuses of HKTB and the relevant estimates in 2024-25 in a tabular format;
3. How will TC make use of the additional funding proposed in the Budget in 2024-25? Please list in detail its relevant work and the estimated expenditures of such work in a tabular format.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 2)

Reply:

The 2024-25 Budget has allocated an additional funding of \$1.095 billion to the Tourism Commission (TC) and the Hong Kong Tourism Board (HKTB) for supporting their tourism-related work and earmarked another \$100 million for boosting mega-event promotions over the next 3 years, involving \$1.195 billion in total.

Of the additional funding, \$224 million has been allocated to TC for 2024-25 to 2027-28 for developing diversified tourism experiences, including continuing to organise signature creative arts and cultural tourism projects such as the Sai Kung Hoi Arts Festival and “Design District Hong Kong” (#ddHK) over the next few years, and attracting more mega events with significant visitor appeal and tourism promotional effect to be staged in Hong Kong.

The remaining \$871 million of the additional funding, which represents the total funding amount for the 3 years from 2024-25 to 2026-27, has been allocated to HKTB, in addition to the \$100 million earmarked for accommodating the Mega Events Coordination Group (Coordination Group)'s work in boosting mega-event promotions over the next 3 years. Of

the total provision of \$971 million for HKTB, \$665 million is for 2024-25. Of which, \$115 million will be used for revamping “A Symphony of Lights” light-and-sound show (SoL), and \$33 million will be allocated for accommodating the Coordination Group’s work in supporting and promoting mega events. The four strategic focuses of HKTB and the respective provisions are as follows:

Strategic Focus	Provision (\$)
(I) <u>Developing diversified tourism experiences</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$354 million in the coming 3 years for revamping SoL (\$115 million will be spent in 2024-25)</li> <li>● Carrying out ongoing promotions on the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tour</li> </ul>	389 million
(II) <u>Staging and supporting large-scale international events</u> <ul style="list-style-type: none"> <li>● Allocating a total of \$100 million for accommodating the Coordination Group’s work in the coming 3 years to support and promote mega events (around \$33 million will be spent in 2024-25)</li> <li>● Staging large-scale events and supporting large-scale international events in the city</li> </ul>	304 million
(III) <u>Developing diverse visitor source markets and stepping up promotions</u> <ul style="list-style-type: none"> <li>● Continuing to step up promotions in various visitor source markets</li> <li>● Launching promotions in cities recently included in the Individual Visit Scheme, namely Xi’an and Qingdao</li> </ul>	176 million
(IV) <u>Launching new courtesy campaign and providing continuous support for the travel trade</u> <ul style="list-style-type: none"> <li>● Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality;</li> <li>● Collaborating with the trade to enhance relevant products and services for potential visitor segments such as the Muslim community.</li> </ul>	102 million
<b>Total</b>	<b>971 million</b>

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB251**

**(Question Serial No. 1938)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the 2023 Policy Address, the Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) will be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS) to encourage development of thematic tours that showcase the diversified cultural landscape of Hong Kong. With respect to the implementation of the schemes, please inform this Committee of the following:

1. The Government allocated \$600 million for the three-year CHIS in 2022 and later transformed it into CTIS. What are the total amount of subsidies disbursed, the number of participating travel agents and the balance of funding under the schemes to date?
2. Does the Government have any plans to continue running the CTIS through deployment of resources? If yes, what are the details? If no, what are the reasons?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 3)

Reply:

The Government allocated \$600 million in the 2022-23 Budget to set up a three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) to incentivise the travel trade to develop and launch more tourism itineraries and products with cultural and heritage elements. CHIS was launched in October 2022 and concluded on 31 December 2023. Cash incentives of around \$214 million in total have been approved under CHIS so far, involving 996 travel agents.

To further promote tourism development, the Government announced in the 2023 Policy Address that CHIS would be transformed into the Characteristic Local Tourism Incentive Scheme (CTIS). CTIS was rolled out on 1 January 2024, immediately after the conclusion of CHIS on 31 December 2023. There are 2 categories under CTIS, namely the in-depth travel and the thematic travel, with different level of cash incentives set for each category. The target is to receive at least 100 000 visitors within 2024. As at February 2024, 400 applications under the in-depth travel category and 70 under the thematic travel category

have been received, involving around 180 travel agents. As all applications are still being processed, the number of applications approved is not available for the time being.

As at February 2024, a total of around \$160 million funding remains for the implementation of CTIS. Apart from the cash incentives for the approved applications and applications being processed under CHIS, other relevant expenditure includes organising the Deeper into Hong Kong: Creative Itinerary Design Competition, and funding for supporting the operation of the Green Lifestyle Local Tour Incentive Scheme. As CTIS has only been launched for a few months, the Government will monitor its implementation with a view to considering appropriate arrangements thereafter.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB252**

**(Question Serial No. 1939)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please inform this Committee of:

1. the numbers of applications received and approved by the Government for redevelopment or conversion of industrial buildings into hotels each year from 2022 to 2024; and the number of projects in progress;
2. the numbers of additional hotels of various ratings and additional rooms each year from 2021 to 2024, their locations, as well as the total number of hotels and rooms available across the districts;
3. the average occupancy rates of hotel rooms from 2021 to 2024;
4. the numbers of rooms supplied by hotels and guesthouses each year from 2021-2024; and
5. the numbers of rooms supplied by guesthouses, holiday flats and licensed caravans, and the room occupancy rates from 2020 to 2024.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 4)

Reply:

The Government announced in October 2009 a series of measures to facilitate the redevelopment and wholesale conversion of old industrial buildings (IBs) to provide more floor space for appropriate use so as to meet Hong Kong's changing social and economic needs. Applications under the measures were no longer accepted as from 31 March 2016. All applications for redevelopment or conversion of IBs into hotels were processed before 2022.

The Government further announced in the 2018 Policy Address the implementation of 6 measures to facilitate transformation of old IBs to better meet our changing social and economic needs and address the issues of fire safety and non-compliant uses more effectively. According to the information provided by the Lands Department (LandsD), no applications for redevelopment of IBs for hotel use and special waiver for wholesale conversion of IBs for



hotel use were received under those measures from 2022 to 2023 (LandsD's current record covers statistics up to 2023 only).

Based on the information consolidated by the Hong Kong Tourism Board (HKTB), the numbers of hotels and hotel rooms as well as the actual and estimated increases in the numbers of hotels and hotel rooms from 2021 to 2024 in terms of different regions and categories are as follows:

		2021		2022		2023		2024	
		Actual number						Estimated number	
		Hotels	Hotel rooms	Hotels	Hotel rooms	Hotels	Hotel rooms	Hotels	Hotel rooms
Hong Kong Island		119 (+1)	26 590 (+186)	119 (-)	26 937 (+347)	119 (-)	26 802 (-135)	120 (+1)	26 882 (+80)
Category	High tariff A hotels	15 (-)	7 161 (-)	16 (+1)	7 589 (+428)	16 (-)	7 589 (-)	*	
	High tariff B hotels	56 (+1)	13 009 (+186)	57 (+1)	13 182 (+173)	57 (-)	13 171 (-11)		
	Medium tariff hotel	48 (-)	6 420 (-)	46 (-2)	6 166 (-254)	46 (-)	6 042 (-124)		
Kowloon		117 (-)	31 966 (-297)	117 (-)	32 060 (+94)	117 (-)	32 019 (-41)	118 (+1)	32 555 (+536)
Category	High tariff A hotels	22 (-)	11 068 (+3)	22 (-)	11 110 (+42)	22 (-)	11 110 (-)	*	
	High tariff B hotels	42 (-1)	13 002 (-372)	42 (-)	13 002 (-)	42 (-)	13 002 (-)		
	Medium tariff hotels	53 (+1)	7 896 (+72)	53 (-)	7 948 (+52)	53 (-)	7 907 (-41)		
New Territories and Islands		44 (+1)	21 511 (+288)	47 (+3)	24 182 (+2 671)	47 (-)	24 182 (-)	47 (-)	24 182 (-)
Category	High tariff A hotels	2 (-)	1 568 (+28)	3 (+1)	2 776 (+1 208)	3 (-)	2 776 (-)	*	
	High tariff B hotels	14 (+1)	7 697 (+260)	15 (+1)	8 158 (+461)	16 (+1)	9 766 (+1 608)		
	Medium tariff hotels	28 (-)	12 246 (-)	29 (+1)	13 248 (+1 002)	28 (-1)	11 640 (-1 608)		
<b>Total</b>		<b>280 (+2)</b>	<b>80 067 (+177)</b>	<b>283 (+3)</b>	<b>83 179 (+3 112)</b>	<b>283 (-)</b>	<b>83 003 (-176)</b>	<b>285 (+2)</b>	<b>83 619 (+616)</b>
Category	High tariff A hotels	39 (-)	19 797 (+31)	41 (+2)	21 475 (+1 678)	41 (-)	21 475 (-)	*	
	High tariff B hotels	112 (+1)	33 708 (+74)	114 (+2)	34 342 (+634)	115 (+1)	35 939 (+1 597)		
	Medium tariff hotels	129 (+1)	26 562 (+72)	128 (-1)	27 362 (+800)	127 (-1)	25 589 (-1 773)		

- Unchanged.

\* These hotels cannot be classified as they are not yet officially open for business.

() Actual and estimated increases in number.

Apart from the rooms supplied by the above-mentioned hotels, there are 8 547, 6 026 and 7 106 unclassified hotel rooms in 2021, 2022 and 2023 respectively due to the lack of sufficient information for classification.

The number of rooms supplied by hotels in Hong Kong and their average room occupancy rates from 2021 to 2023 (as the current records of HKTB and the Home Affairs Department (HAD) cover statistics up to 2023 only, the figures for 2024 are not available) are as follows:

	Number of hotel rooms (including those unclassified hotel rooms without sufficient information for classification as mentioned above)	Average hotel room occupancy rate (%)
2021	88 614	63
2022	89 205	66
2023	90 109	82

Based on the information provided by the Office of the Licensing Authority under HAD and HKTB, the numbers of rooms supplied by guesthouses, holiday flats and licensed caravans in Hong Kong and their average room occupancy rates from 2020 to 2023 are as follows:

	2020		2021		2022		2023	
	Number of rooms	Average room occupancy rate (%)	Number of rooms	Average room occupancy rate (%)	Number of rooms	Average room occupancy rate (%)	Number of rooms	Average room occupancy rate (%)
Guesthouse (General)	12 274	46	11 900	63	11 489	60	11 232	73
Guesthouse (Holiday Flat)	547	NA <sup>#</sup>	503	NA <sup>#</sup>	494	NA <sup>#</sup>	471	NA <sup>#</sup>
Guesthouse (Holiday Camp)	1 021	NA <sup>#</sup>	984	NA <sup>#</sup>	1 011	NA <sup>#</sup>	1 005 <sup>*</sup>	NA <sup>#</sup>

\* Including 8 rooms supplied by caravans with guesthouse (holiday camp) licence.

# As HAD and HKTB have not conducted any survey on the average room occupancy rates of guesthouses (holiday flats) and guesthouses (holiday camps), such figures are not available.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB253**

**(Question Serial No. 1940)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Hong Kong Tourism Board (HKTB)'s measures on supporting the travel and related trades include: (1) participating in large-scale overseas trade shows; and (2) waiving the participation fees for travel trade members to attend large-scale trade shows organised by it and providing subsidies for their airfares and hotel accommodation costs so incurred. In this connection, please inform this Committee of:

1. the large-scale overseas trade shows attended, the number of travel agencies participated in the trade shows and the expenditure involved in the past year, as well as the large-scale overseas trade shows to be attended, the estimated number of participating travel agencies and the estimated expenditure to be involved in this financial year in a tabular format; and
2. the numbers of applications for waivers of participation fees for large-scale trade shows received from the local travel trade, the numbers of waiver applications from trade members approved and the expenditures involved in the past 2 years, as well as the estimated numbers of applications for waivers of participation fees for large-scale trade shows to be received from the local travel trade, the estimated number of waiver applications from trade members to be approved, and the estimated expenditure to be involved in this financial year in a tabular format.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 5)

Reply:

The large-scale overseas trade shows attended by HKTB, the number of travel agencies participating in the trade shows and the expenditure involved in 2023-24 are tabulated below:

Financial year	Name of trade show participated	Number of participating travel agencies	Expenditure involved (\$ million)	
			Total amount of participation fees waived	Total amount of subsidies for airfares and hotel accommodation
2023-24	1. Travel Mission to Manila and Kuala Lumpur 2. Guangzhou International Travel Fair 2023 3. IMEX Frankfurt 2023 4. HK Travel Mission to Japan 5. Travel Mission to Jakarta 6. Travel Mission to Bangkok 7. HK Travel Mission to India 8. Incentive Travel & Conventions, Meetings Asia 2023 9. IMEX America 2023 10. Tourism Expo Japan 2023 11. Chinese International Travel Mart 2023 12. IBTM World Barcelona 13. South Asia's Travel & Tourism Exchange 2024 14. The Asia Pacific Incentives and Meetings Event 2024 15. International Tourism Exchange Berlin 2024 16. Incentive Travel & Conventions, Meetings China 2024	154	3.50	0.84

In 2022-23 and 2023-24, HKTB's expenditures on waiving the local travel trade's participation fees for its large-scale trade shows are tabulated below:

Financial year	Number of applications received from the trade	Number of waiver applications from the trade approved	Total amount (\$ million)
2022-23	113	113	3.4
2023-24	417	417	10.0

In 2024-25, HKTB will keep leading the local travel trade, including travel agencies, hotels, attractions and airlines, to participate in at least 16 large-scale industry events on tourism trade and Meetings, Incentive Travels, Conventions and Exhibitions (MICE) trade shows around the globe, such as the Arabian Travel Market (Dubai), Tourism EXPO Japan (Tokyo), Incentive Travel & Conventions, Meetings Asia (Bangkok), Guangzhou International Travel Fair, and International Tourism Exchange Berlin, with an aim of helping the trade to carry out promotions in overseas markets for exploring more business opportunities.

HKTB will continue to waive the local travel trade's participation fees for relevant trade shows. The actual expenditure will be subject to the number of participating trade members.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB254****(Question Serial No. 1941)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (7) Subvention: Hong Kong Tourism BoardControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

(a) Please provide the information of mega events hosted/to be hosted by the Hong Kong Tourism Board (HKTB) in Hong Kong in 2023-24 and 2024-25 as per following table:

Event	Event date	Event content	Expenditure	Number of participants	Number of visitors

(b) Please provide the information of mega events held/to be held in Hong Kong with sponsorship from HKTB in 2023-24 and 2024-25 as per following table:

Event	Organisation sponsored	Event date	Event content	Amount of sponsorship	Number of participants	Number of visitors

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 6)Reply:

The mega events hosted by the Hong Kong Tourism Board (HKTB) in 2023-24 and their information are tabulated below:

Event	Event date	Event content	Expenditure on organising and carrying out global promotion (HK\$)	Number of participants
Hong Kong International Dragon Boat Races	24 to 25 June 2023	The event was held at the Tsim Sha Tsui East Waterfront, featuring international, Greater Bay Area and local races.	Around 16 million	Around 120 000

Event	Event date	Event content	Expenditure on organising and carrying out global promotion (HK\$)	Number of participants
		Also, elements such as “LINE FRIENDS Hello Hong Kong Dragon Boats Photo Spots” were set up along the Avenue of Stars for the event.		
Harbour Chill Carnival	8 July to 6 August 2023 (on Saturday and Sunday nights)	<p>The carnival was held on 5 consecutive weekends at Wan Chai Harbourfront, featuring activities such as music shows in the Harbour, street performances, X-Games performances, etc.</p> <p>An enhanced waterfront pyrotechnic edition of “A Symphony of Lights” was also staged on every weekend evening.</p>	Around 56 million	Around 200 000
Hong Kong Cyclothon	22 October 2023	The event was held across the territory, including 7 cycling activities and professional races, such as 50 km and 30 km rides, Family Fun Ride, CEO Charity & Celebrity Ride, etc. The Union Cycliste Internationale (UCI) Class 1.1 Road Race was the highlight of the event.	Around 35 million	Around 32 000
Hong Kong Wine & Dine Festival and Taste Around Town	26 to 29 October 2023 (Hong Kong Wine & Dine Festival) and 1 to 30 November 2023 (Taste Around Town)	The event was held for 4 consecutive days at the Central Harbourfront Event Space, with about 300 wine and food stalls offering culinary delights from 36 countries and regions, and fine wine from 17 countries and regions.	Around 79 million	Around 140 000

Event	Event date	Event content	Expenditure on organising and carrying out global promotion (HK\$)	Number of participants
		During Taste Around Town held in November, HKTB collaborated with nearly 400 restaurants and bars in town for rolling out a series of culinary events and special offers, etc. offered by key wine districts and restaurants.		
Hong Kong WinterFest	24 November 2023 to 1 January 2024	<p>A 20-metre-tall giant Christmas tree and a Christmas Town were set up in the West Kowloon Cultural District with Santa Claus invited to the Lodge to spread festive joy during Christmas.</p> <p>During the event, “Winter Harbourfront Pyrotechnic” shows were also staged to enhance the festive atmosphere.</p>	Around 35 million	Around 1 200 000
Hong Kong New Year Countdown Celebrations	31 December 2023 to 1 January 2024	A 12-minute firework musical was held at the Victoria Harbour.	Around 29 million	Around 480 000
Hong Kong International Chinese New Year Night Parade and promotion of Lunar New Year celebratory activities	10 February 2024 and during Lunar New Year	<p>The parade stretched from Hong Kong Cultural Centre to Tsim Sha Tsui on the first night of Chinese New Year. After the parade, the floats were displayed at the Urban Council Centenary Garden in Tsim Sha Tsui.</p> <p>Other festive happenings throughout the Chinese New Year, such as the Lunar New Year Fireworks Display and the Chinese New Year Cup,</p>	Around 62 million	Since members of the public enjoyed the show along the parade route, the number of participants was not available.



Event	Event date	Event content	Expenditure on organising and carrying out global promotion (HK\$)	Number of participants
		etc., were also recommended to visitors.		

As everyone including locals and visitors were welcome to join the above HKTB's events, it is difficult to categorise the participants and count the number of visitors.

With the positive responses received on HKTB flagship events among the public and visitors last year, HKTB will continue to stage its six flagship events of various experiences including sports, gastronomy and festivity, while injecting new perspectives, elements and experiences to enrich the events and further enhance their appeal. At the same time, HKTB will also step up promotions in the Mainland and overseas to attract visitors to visit Hong Kong repeatedly for participating in those events. The dates of the six flagship events are as follows:

Event	Date of event
Hong Kong International Dragon Boat Races	June 2024
Hong Kong Cyclothon	October 2024
Hong Kong Wine & Dine Festival	October 2024
Hong Kong WinterFest	Q4 2024
Hong Kong New Year Countdown Celebrations	31 December 2024 to 1 January 2025
Hong Kong International Chinese New Year Night Parade	Q1 2025

Moreover, events funded by HKTB in 2023-24 and confirmed to be funded by HKTB in 2024-25 are as follows:

Event	Sponsored organisation	Event date	Event content	Funding ceiling (HK\$)	Number of participants Note
Yu Lan Cultural Festival 2023	Federation of Hong Kong Chiu Chow Community Organisations Charity Funds Limited	4 to 5 September 2023	Traditional Chinese festival and cultural event featuring competitions, game booths, exhibitions, performances, etc.	Around 2 million	Around 18 000
The 20th Anniversary of Hong Kong Drum Festival	Hong Kong Chinese Orchestra Limited	7 to 21 October 2023	Outdoor drum carnival and concert	3 million	Around 15 000

<b>Event</b>	<b>Sponsored organisation</b>	<b>Event date</b>	<b>Event content</b>	<b>Funding ceiling (HK\$)</b>	<b>Number of participants</b> <small>Note</small>
Hong Kong Streetathon 2023	RunOurCity Foundation Limited	17 December 2023	Distance running event incorporating elements of local food stands, cheerleading, running in costume, music performances, etc.	5 million	Around 15 000
Dragon and Lion Dance Extravaganza 2024	The Hong Kong Dragon and Lion Dance Festival Preparatory Committee	1 January 2024	Large-scale lion dance parade, stage performances and themed-carnival	Around 2.5 million	Around 9 000
Ap Lei Chau Hung Shing Culture Festival 2024	Ap Lei Chau Kai Fong Tung Hing Association	10 to 25 March 2024	Traditional Chinese festival and cultural event featuring rituals of releasing water lanterns, traditional dragon boat parade, Hung Shing Festival parade, ritual performances of Cantonese Opera, variety shows, etc.	Around 2 million	Around 25 000
Yu Lan Cultural Festival 2024	Federation of Hong Kong Chiu Chow Community Organisations Charity Funds Limited	September 2024 (date to be confirmed)	Traditional Chinese festival and cultural event featuring competitions, game booths, exhibitions, performances, etc.	Around 2.9 million	Estimated to be around 18 000
「國寶意境，情滿香江」	Knowledge Association	October 2024 (date to be confirmed)	Drone shows	Around 4.5 million	Estimated to be around 290 000

<b>Event</b>	<b>Sponsored organisation</b>	<b>Event date</b>	<b>Event content</b>	<b>Funding ceiling (HK\$)</b>	<b>Number of participants</b> Note
大型無人機編隊表演活動 (English title to be confirmed)					

Note: Actual number of participants will be confirmed after HKTB completes its assessment of the evaluation reports submitted by the event organisers. According to the funding requirement, at least 10% of the participants have to be non-local visitors.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB255****(Question Serial No. 1942)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (6) Travel and TourismControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Will the Government inform this Committee of:

1. the overall usage rates for the cruise terminal in 2023 and the first quarter of 2024;
2. the non-cruise events held at the cruise terminal in the past year, and the numbers of participants of such events;
3. the rental rate for the commercial area of the cruise terminal and the number of monthly visitors;
4. the short-, medium- and long-term development plans for the conversion of the current site of community isolation and treatment facilities in Kai Tak to a tourism node?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 7)Reply:

The numbers of ship calls of Kai Tak Cruise Terminal (KTCT) in 2023 and the first quarter of 2024 are shown in the table below:

Year	Quarter	Number of ship calls
2023	First quarter	14*
	Second quarter	41
	Third quarter	42
	Fourth quarter	40
2024	First quarter	46

\*Immigration services at KTCT resumed on 8 March 2023.

Some parts of KTCT (such as waiting halls and baggage halls) can be used as event venues when they are not in use for cruise operation, thereby making better use of the facilities thereat. In 2023, a total of 12 events, totalling 51 event days, were held. There were several thousand participants in some events. The events are shown in the table below:

Date*	Event
6 May	Film shooting
17-22 May	Car brand event
25-28 May	Large-scale fan meeting
20 June	Film shooting
3-5 July	Film shooting
10 September	Advertisement shooting
10-18 October	Private yacht event
14-21 October	Film shooting
31 October-6 November	International fintech-cum-cultural event
16-19 November	Advertisement shooting
28 November-3 December	Sports carnival
6 December	Advertisement shooting

\*Including periods of setting up, dismantling and reinstatement.

The utilisation situation of the ancillary commercial areas of KTCT in the past 5 years is as follows:

Year (As of March)	Leased floor area as a percentage of the ancillary commercial areas	Number of merchants occupying the commercial areas
2020	100%	7
2021	60%	6
2022	100%	7
2023	99.8%	6
2024	100%	7

We do not have statistics on the number of visitors to individual shops.

A detailed assessment of the subsequent arrangements for the Kai Tak Community Isolation Facility by relevant policy bureaux and departments is underway and still under discussion. They will continue to solicit views from the community and announce the decision in due course. Currently, there is no plan to change the long-term planning intention for the site to be used for commercial development (including uses such as offices, hotels, shop and services, entertainment and leisure facilities) and recreational purposes.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1949)**

Head: (132) Government Secretariat: Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to the matters requiring special attention in 2024-25, please inform this Committee of the following:

1. On “planning for developing a green tourism hub at Pak Tam Chung” mentioned by the Government, what were the progress of the relevant work and the estimate involved in 2023-24? What are the plan for the relevant work and the estimate involved in 2024-25?
2. As proposed in the Budget, “the Tourism Commission will, over the next few years, continue to organise well-received signature creative arts and cultural tourism projects”. What are the details of and estimated expenditure on the projects?
3. Please list the total number participants in the Sai Kung Hoi Festival (including local and non-local visitors) and the number of participants in its guided tours (including local and non-local visitors) in the past 2 years.
4. Please list the activities organised in the first phase of the Design District Hong Kong (#ddHK) and the number of participants (including local and non-local visitors), the #ddHK projects and the relevant expenditure in 2023-24, and the #ddHK projects and the estimated expenditure in 2024-25.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 14)

Reply:

The Tourism Commission (TC), in collaboration with the Agriculture, Fisheries and Conservation Department (AFCD) and the Architectural Services Department, is studying the development of Pak Tam Chung into a green tourism hub to further promote green tourism. Through baseline surveys and a series of public engagement activities, the planning study consultant commissioned by AFCD identified the service needs, formulated the planning parameters and put forth proposals on the general layout, management plan and operation mode of the future visitor service centre as well as the relevant public transport services and supporting facilities. The cost on the planning study is \$2.99 million.

To address and alleviate the potential impact on traffic and transport of the Pak Tam Chung area arising from this project, AFCD and TC completed a detailed traffic impact assessment study in 2023-24 and will incorporate the relevant required improvement works and facilities

on traffic and transportation proposed in the study into the implementation plan. The estimated expenditure on the above study is \$800,000. AFCD and TC will continue to take forward the green tourism hub project at Pak Tam Chung in 2024-25.

TC will, over the next few years, continue to organise well-received signature creative arts and cultural tourism projects. One of them is the Sai Kung Hoi Arts Festival (Arts Festival), which features an integration of arts with the islands, allowing visitors to experience the natural landscape, history, culture and heritage of Sai Kung Hoi. Another example is the “Design District Hong Kong” (#ddHK), which through design elements leads visitors to understand the local culture and characteristics of Hong Kong. The two projects will involve a total allocation of \$99 million.

The first edition of the Arts Festival was held from 16 November 2022 to 15 January 2023 on Yim Tin Tsai and Sharp Island and the second edition was held on Yim Tin Tsai, Sharp Island, Kau Sai Chau and High Island from 15 November 2023 to 14 January 2024. Apart from the display of artworks, guided tours and programmes of various themes were offered to visitors free of charge during the Arts Festival. During the two editions of the Arts Festival, there were over 144 000 visitors and participants in guided tours and programmes. For the second edition, around 90% of the visitors and participants were locals and 10% were non-locals. TC is making preparations for the third edition of the Arts Festival to be held in end 2024.

From 2018 to 2021, various activities were rolled out under the first phase of #ddHK creative tourism project. They included displaying more than 80 pieces of design art works at different locations in Wan Chai District, Sham Shui Po District and the harbourfront of the Victoria Harbour, and hosting of 2 fashion street events, thereby enriching the creative atmosphere, activating the public space and showcasing the local cultural lives. The number of participants in the first phase was over 384 000. TC launched the second phase of #ddHK in 2023. An event themed “Vivid Tsuen Wan” was held between August and October, which displayed 7 sets of large-scale art installations by renowned international and local creative units in Tsuen Wan, as well as organised and supported more than 20 activities filled with local flavour in the district. The event recorded over 390 000 participants, of which around 90% were locals and 10% were non-locals. The expenditure on the event was around \$16.95 million. TC is currently preparing for the event in 2024-25.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB257**

**(Question Serial No. 1950)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Does the Hong Kong Tourism Board (HKTB) have any plans in 2024-25 to lead the local travel trade to reach out to the world and participate in major travel trade shows and industry events around the world? If yes, what are the details and respective estimates involved?
2. Will the Government launch schemes to subsidise and lead travel agencies, hotels, airlines and attractions to carry out promotion and marketing work abroad this financial year? If yes, what are the details and estimated expenditure?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 15)

Reply:

In 2024-25, the Hong Kong Tourism Board (HKTB) will keep leading the local travel trade, including travel agencies, hotels, attractions and airlines, to participate in at least 16 large-scale industry events on tourism trade and Meetings, Incentive Travels, Conventions and Exhibitions (MICE) trade shows around the globe, such as the Arabian Travel Market (Dubai), Tourism EXPO Japan (Tokyo), Incentive Travel & Conventions, Meetings Asia (Bangkok), Guangzhou International Travel Fair, and International Tourism Exchange Berlin, with an aim of helping the trade to carry out promotions in oversea markets for exploring more business opportunities.

HKTB will continue to waive the local travel trade's participation fees for related trade shows. The actual expenditure will be subject to the number of participating trade members.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB258**

**(Question Serial No. 1952)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. What was the monthly attendance at Ocean Park (OP) in 2023? Please tabulate the figures for locals and visitors, and provide the distribution of visitor sources by region.
2. What was the monthly attendance at Hong Kong Disneyland Resort (HKDL) in 2023? Please tabulate the figures for locals and visitors, and provide the distribution of visitor sources by region.
3. What was the annual per capita spending at OP, as well as its respective total spending on admission tickets, food and beverages, merchandise, etc. and other items in 2023?
4. What was the annual per capita spending at HKDL, as well as its respective total spending on admission tickets, food and beverages, merchandise, etc. and other items in 2023?
5. How do OP and HKDL plan to attract more tourists? What are the details and estimated expenditure?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 18)

Reply:

Since the full resumption of normal travel in early 2023, the business of Ocean Park (OP) and Hong Kong Disneyland Resort (HKDL) has been improving. The two theme parks have spared no efforts in grasping the opportunities to enhance their attractiveness and are progressively launching marketing promotions targeting at different visitor markets, with a view to attracting more local and non-local visitors.

The annual attendance at OP (including Water World) in its Financial Year 2022-23 (i.e. from 1 July 2022 to 30 June 2023) was around 2.4 million. The attendance at OP for the second half of 2023 will be included in its annual attendance for its Financial Year 2023-24 and reported in its 2023-24 Annual Report. As the operation of OP in 2022-23 was still affected by the pandemic, its visitors were mainly local people. According to OP's 2022-23 Annual Report, the spending on admission, food and beverages and merchandise for the year were \$427.3 million, \$163.8 million and \$101.5 million respectively.

OP has been launching various marketing promotion campaigns and events to attract and receive more local and non-local visitors. For example, OP collaborated with Le Petit Prince to introduce a new attraction “Le Petit Prince’s Starry Universe” together with different themed “check-in” spots in the park from December 2023 to May 2024; launched a new animal exhibit “Croco Land” to showcase OP’s animal ambassador, a crocodile named Passion, in March 2024; organised the “Animal Discovery Fest” event to introduce a series of Easter egg hunt-themed and animal-themed activities for visitors from March to May 2024. Meanwhile, the Government and OP will continue to actively implement various initiatives under OP’s future strategy, with a view to transforming OP into a destination which focuses on conservation and education, grounded in nature and complemented by adventure and leisure elements to enhance visitors’ experience.

As for HKDL, according to its annual business review for fiscal year 2022 (i.e. from 3 October 2021 to 1 October 2022), its annual attendance in the fiscal year was 3.4 million with all local visitors and the annual per capita guest spending grew by 11% year-on-year. In the first quarter of fiscal year 2023 (i.e. October to December 2022), since quarantine-free cross-boundary/border travel was not fully resumed, HKDL had to rely solely on local market for business. The attendance between January and September 2023 will be subsumed into its annual attendance of fiscal year 2023, which will, together with the distribution of visitor sources by region and the year-on-year percentage change of its per capita guest spending, be reported in its annual business review for fiscal year 2023. Other information, including full-year amounts of per capita guest spending and spending on admission tickets, food and beverages, merchandise, etc. involves HKDL’s confidential financial information and hence cannot be disclosed according to the agreement between the Government and The Walt Disney Company. HKDL remains optimistic about its future business and long-term development potential. With its strong branding and the various new attractions under its multi-year expansion and development plan, including the world’s first and largest Frozen-themed land “World of Frozen” opened in November 2023, HKDL would endeavour to grasp the opportunities brought by the tourism development in the Guangdong-Hong Kong-Macao Greater Bay Area. By leveraging the promotional and marketing efforts in different visitor markets, HKDL will attract guests from all over the world and contribute to the tourism development in Hong Kong and the region.

The Tourism Commission will continue to closely monitor the operation of the two theme parks and the progress on the implementation of their development strategies.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB259**

**(Question Serial No. 1962)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation, (4) Culture, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please provide the date, the funding amount, the number of participants and the number of visitors among them for each "M" Mark event held in 2023 in a tabulated format.
2. Please provide the estimated number of "M" Mark events expected to be held in 2024, as well as the tentative date, funding amount, anticipated number of participants and proportion of visitors to total participants of each of them in a tabulated format;
3. What were the mega arts and cultural events held with the support of the Mega Arts and Cultural Events (ACE) Fund in 2023, their respective expenditures and the numbers of participants (including the proportions of visitors)?
4. Please provide the details of the mega arts and cultural events expected to be held with the support of the Mega ACE Fund in 2024, with their estimated expenditures, tentative dates, and anticipated numbers of participants and visitors in a tabulated format;
5. Will the Administration consider requiring organisers to include the collaboration with the tourism industry for ticketing as a prerequisite when applying for the above 2 funds, in order to extend visitors' stay in Hong Kong through travel products to promote the development of event tourism?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 28)

Reply:

1. Details of the events funded by "M" Mark System in 2023 are as follows:

<b>Item</b>	<b>Event Title</b>	<b>Event Date</b>	<b>Number of Participants<sup>#</sup></b>	<b>Approved Funding Ceiling<sup>^</sup> (\$ million)</b>
1.	The 25th Hong Kong Marathon	21 February 2023	77 783	10
2.	World City Championship	23-26 March 2023	12 797	11

Item	Event Title	Event Date	Number of Participants <sup>#</sup>	Approved Funding Ceiling <sup>^</sup> (\$ million)
3.	Hong Kong Sevens	31 March - 2 April 2023	75 684	11
4.	FIVB Volleyball Nations League Hong Kong	13-18 June 2023	55 425	12.4*
5.	Hong Kong International Dragon Boat Races	24-25 June 2023	49 846	No funding application
6.	Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500	12-17 September 2023	36 545	7.4*
7.	Aramco Team Series - Hong Kong	6-8 October 2023	5 299	No funding application
8.	Hong Kong Tennis Open (Women)	7-15 October 2023	52 574	15*
9.	Hong Kong Open (Golf)	9-12 November 2023	28 196	16
10.	FIA World Rallycross Championship, Hong Kong, China - Season Finale	11-12 November 2023	17 010	17
11.	Harbour Race	12 November 2023	10 850	7.1*
12.	Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon	19 November 2023	13 738	15
13.	FIBA 3x3 World Tour - Hong Kong Masters	25-26 November 2023	40 612	13.8*
14.	Hong Kong Squash Open	27 November - 3 December 2023	4 151	4.5
15.	WDSF Breaking for Gold World Series - Hong Kong	15-16 December 2023	9 757	8.2*

# Including participating athletes, participants and spectators. The organiser could not provide the number of visitors participating in the event.

^ Including matching grant, direct grant, grants for venue and/or marketing.

\* Approval was also granted for using venues of Leisure and Cultural Services Department venues at a notional venue charge.

- More than 20 major international sports events are expected to be supported by the “M” Mark System in 2024, involving an estimated funding of about \$200 million. A total of 12 sustainable “M” Mark events, which include marathon (January 2024), rugby sevens (April 2024), volleyball and dragon boating (June 2024), badminton (September 2024), tennis (October and December 2024), golf, swimming, 3-on-3 basketball and

squash (November 2024) and half marathon (December 2024), will continue to be held. As of now, about 8 new “M” Mark events are expected to be held in Hong Kong, 4 of which with its funding approved. These include 3-on-3 basketball (April 2024), lacrosse (August 2024), baseball (October 2024) and taekwondo (November 2024). It is expected that the above events will attract participation of over 500 000 people.

3. The 2022 Policy Address announced the setting up of the Mega ACE Fund to provide incentives for organisers of large-scale arts and cultural events so as to attract and support international and mega arts and cultural events to be staged in Hong Kong, with a view to further developing Hong Kong into an arts and cultural hub. To expedite the work, the Culture, Sports and Tourism Bureau first launched the Pilot Scheme for the Mega ACE Fund in end-2022 to accept applications of mega arts and cultural events planned for 2023 while the Mega ACE Committee was being set up.

The Mega ACE Fund was formally open for application in April 2023. Details of the events funded by Mega ACE Fund in 2023 are as follows:

Item	Event Title	Event Date	Number of Participants *	Approved Funding Ceiling (\$ million)**
1.	Art Basel Hong Kong 2023#	21-25 March 2023	85 990	15
2.	Art Central 2023#	21-25 March 2023	40 000	3.5
3.	Madame Song: Pioneering Art and Fashion in China#	29 July 2023 - 14 April 2024	about 155 000^@	8
4.	Freespace Jazz Fest 2023	3-8 and 26 October 2023	about 9 000@	8
5.	INK ASIA 2023	4-8 October 2023	about 33 000@ (the fair)  about 100 000@ (other side programmes)	15
6.	Botticelli to Van Gogh: Masterpieces from the National Gallery, London#	22 November 2023 - 11 April 2024	about 218 000^@	15

\* As of 31 March 2024

^ Ongoing event

@ Actual number of participants to be finalised upon the submission of audit report by the organiser

# Approved under the Pilot Scheme

\*\* Actual grant amount to be finalised upon the submission of audited report by the grantee after the event

4. Details of the events funded by Mega ACE Fund in 2024 as of 31 March 2024 are as follows:

Item	Event Title	Event Date	Number of Participants*	Approved Funding Ceiling (\$ million)**
1.	Chubby Hearts Hong Kong	14-24 February 2024	about 731 000@	7.8
2.	A Path to Glory - Jin Yong's Centennial Memorial • The World of Wuxia	15 March - 2 July 2024	about 100 000^@	15
3.	ComplexCon Hong Kong 2024	22-24 March 2024	about 32 000@	15
4.	Art Basel Hong Kong 2024	26-30 March 2024	about 75 000@ (the fair)	15
5.	Art Central 2024	27-31 March 2024	about 41 000@	11
6.	Voyage with Van Gogh	28 March - 31 May 2024	about 800 000^@ (estimate)	11.8
7.	Chinese Kungfu x Dance Carnival	9-14 July 2024	about 30 000@ (estimate)	14.7

\* As of 31 March 2024

^ Ongoing event

@ Actual number of participants to be finalised upon the submission of audited report by the organiser

\*\* Actual grant amount to be finalised upon the submission of audited report by the grantee after the event

In addition to the aforementioned events, several other events to be held in 2024 are also supported by the Mega ACE Fund, with a funding ceiling of about \$37.21 million in total. Details of these events will be announced in due course to tie in with the promotional plans of the organisers.

5. We are reviewing the vetting mechanisms of the “M” Mark System and Mega ACE Fund based on the experience gained in the past year, including on ways to make it easier for visitors to participate in the events.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB260**

**(Question Serial No. 1970)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (3) Sports and Recreation, (4) Culture, (5) Subvention: Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council and Major Performing Arts Groups, (6) Travel and Tourism and (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please list the expenditures of the 3 major policy portfolios, namely culture, sports and tourism, in 2022-23, 2023-24 and 2024-25 as per following table.

	Expenditure in 2022-23	Expenditure in 2023-24	Expenditure in 2024-25
Culture (brief description of expenditure)			
Sports (brief description of expenditure)			
Tourism (brief description of expenditure)			
Total			

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 36)

Reply:

The following table sets out the expenditures of the 3 major policy portfolios, namely culture, sports and tourism, under Head 132 – Government Secretariat: Culture, Sports and Tourism Bureau (CSTB). The expenditures concerned are for implementing the culture and sports projects and tourism initiatives mentioned in CSTB's Controlling Officer's Report for the respective year.

Policy Portfolio	2022-23 Actual# (\$ million)	2023-24 Revised Estimate (\$ million)	2024-25 Estimate (\$ million)
<b>Culture:</b> The figures include general departmental expenses, staff-related expenditure on the civil service, other charges, subventions, capital account expenditure and general non-recurrent expenditure under Programme (4) Culture and Programme (5) Subvention: Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council and Major Performing Arts Groups.	1,501.2	1,423.1	1,500.2
<b>Sports:</b> The figures include general departmental expenses, staff-related expenditure on the civil service, other charges, subventions and general non-recurrent expenditure under Programme (3) Sports and Recreation.	250.8	391.8	625.1
<b>Tourism:</b> The figures include general departmental expenses, staff-related expenditure on the civil service, subventions, capital account expenditure and general non-recurrent expenditure under Programme (6) Travel and Tourism and Programme (7) Subvention: Hong Kong Tourism Board.	2,893.3	2,327.3	2,578.9
<b>Total</b>	<b>4,645.3</b>	<b>4,142.2</b>	<b>4,704.2</b>

# For comparison purpose, the figures include expenditures of the relevant policy portfolios under the Home and Youth Affairs Bureau and the Commerce and Economic Development Bureau before the re-organisation of the Government Secretariat (i.e. April to June 2022).

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB261**

**(Question Serial No. 1429)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (5) Subvention: Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council and Major Performing Arts Groups

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With respect to artists and arts groups funded by the Hong Kong Arts Development Council (HKADC), please inform this Committee of the following:

- (a) The numbers of artists and arts groups funded by HKADC by arts type;
- (b) The details of funding amount received by artists and arts groups;
- (c) The number of applications for "Project Grant" / "Grant for Emerging Artists" by arts type;
- (d) The common or main reasons for rejection of applications, considering that the success rate for "Project Grant" / "Grant for Emerging Artists" maintaining at around 40%;
- (e) The number and types of programmes organised by arts organisations receiving "Year Grant" / grant under "Literary Arts Platform Scheme", the content of these programmes, the audience outreach and the expenditures involved;
- (f) Further to the above question, the number of audience outreach for programmes organised by arts organisations receiving "Year Grant" / grant under "Literary Arts Platform Schemes" was 781 575 in 2022-23. However, the corresponding figure for 2023-24 and the estimated number for 2024-25 are lower. The Government explained that the higher number of audience outreach in 2022-23 was due to more online programmes. In this regard, does the Government have any plans to fund more online programmes to reach a wider audience? If so, please provide the details such as the number and types of programmes, the content, the anticipated number of audience and the expenditures. If not, what are the reasons?

Asked by: Hon YUNG Hoi-yan (LegCo internal reference no.: 31)

Reply:

- (a) Arts organisation receiving grants from / projects supported by HKADC covers various art types / sectors including music, dance, drama, xiqu, visual arts, film and media arts, cross/multi-disciplinary arts and literary arts. In 2023-24, the revised estimates on the number of artists and arts groups receiving grants by art type / sector are as follows :

<b>Art Type / Sector</b>	<b>Revised Estimate on the Number of Artists / Arts Groups</b>
Music	31
Dance	29
Drama	41
Xiqu	18
Visual Arts	69
Film and Media Arts	42
Cross/multi-disciplinary Arts	26
Literary Arts	44
<b>Total :</b>	<b>300</b>

- (b) The breakdown on the grant ceiling and the range of actual amount of grant received by each artists and arts groups in 2023-24 is at below :

<b>Grant Scheme</b>	<b>Grant Ceiling (\$)</b>	<b>Range of Grants Received by Artists / Art Groups (Actual Amount Disbursed) (\$)</b>
Project Grant	500,000	8,200 - 496,300
Grant for Emerging Artists / Emerging Artists Development Grant	90,000	20,000 - 90,000
Cultural Exchange Grant	Normal grant ceiling is at \$500,000 (If the applicant has rich experience and track record in overseas exchange, and the project is large-scale and attains an excellent level, the upper ceiling can be up to \$800,000)	8,600 - 693,600
Year Grant	2,500,000 <sup>(Note)</sup>	306,900 - 2,450,000
Literary Arts Platform Scheme	Not Applicable	185,200 – 1,561,700

Note : Including the operating expenses and extra activities expenses. The grant ceilings for the operating expenses and extra activities expenses are \$2,000,000 and \$500,000 respectively.

- (c) The breakdown on the revised estimates for the number of applications by art interest under “Project Grant” and “Grant for Emerging Artists” in 2023-24 is at below :

Art Type	Revised estimates on the Number of Applications for “Project Grant” and “Emerging Artists Grant”
Music	165
Dance	95
Drama	132
Xiqu	58
Visual Arts	234
Film and media arts	110
Cross/multi-disciplinary Arts	127
Literary Arts	84
<b>Total :</b>	<b>1 005</b>

- (d) The number of funding applications approved by the HKADC each year is constrained by resources. Therefore, applications will be reviewed through a competitive process so as to select applications with high artistic standards to receive the grant. Due to the large number of applications received in each application cycle, the demands for funding cannot be fully met and the success rate remained at around 40%.

In addition, in response to 2022 Policy Address’s initiative to deploy additional resources to support and nurture promising and budding arts groups and artists, the HKADC refined the original “Grant for Emerging Artists” and launched the “Emerging Artists Development Grant” in 2023. Through this designated funding, HKADC focuses the support to emerging individual art practitioners or organisations with artistic development potential to carry out projects in different art sectors, types and forms, so that they can grow in the industry. The grant scheme started to receive applications in 2023 and by February 2024, the application success rate is up to 77%.

- (e) The breakdown in the number of art groups, programmes, audience reached and grant disbursed in the past 5 years under “Year Grant” and “Literary Arts Platform Scheme” is summarised at below :

Year	2019-20 (Actual)	2020-21 (Actual)	2021-22 (Actual)	2022-23 (Actual)	2023-24 (Revised Estimates)
Number of arts groups receiving grants	58	60	60	56	55
Number of creations / programmes	117	119	105	94	94
Number of audience reached	636,282	813,666	712,729	781,575	495,200
Grant disbursed (\$)	61,749,800	62,342,900	61,634,400	60,501,500	59,641,800

- (f) Due to the epidemic, most of the activities funded by the HKADC in 2022-23 were conducted online and hence reaching a larger number of audience. As the epidemic subsided, arts activities have gradually returned to physical form to encourage interaction

with the audience and hence the number of audience is expected to be reduced.

Nevertheless, arts groups will consider live broadcasting or video broadcasting the arts and cultural programmes when conducting them in physical form to attract more audience from different sectors. HKADC will actively encourage arts groups to broadcast the programmes online so as to increase the number of audience while at the same time have more interactions with the audience during the arts activities. If arts groups wish to implement the programmes in a non-physical way, they can also apply for grant from HKADC to fund the expenses involved.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1430)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

On promoting Hong Kong's diversified green tourism, will the Government inform this Committee of the following:

1. As regards the Government's promotion of green tourism, what are the details such as content, format, estimated increase in the number of visitors and expenditure?
2. The Government mentioned that it will enhance the tourism supporting facilities of hiking trails in 2024-25. Please advise us of the details, including the location and length of the hiking trails, the supporting facilities to be enhanced, the implementation timetable and the expenditure.
3. Apart from hiking trails, will the Culture, Sports and Tourism Bureau work with other related government departments to enhance tourism supporting facilities of cycling tracks, camping areas and other facilities? If yes, what are the details, including the locations of the facilities, the supporting facilities to be enhanced, the implementation timetable and the expenditure? If no, what are the reasons?
4. As regards the upgrade of the facilities in the Hong Kong Wetland Park, what are the details, including the facilities to be upgraded, the implementation timetable and the expenditure?
5. What are the number, structure and rank of the Government staff responsible for green tourism, and the relevant expenditure?

Asked by: Hon YUNG Hoi-yan (LegCo internal reference no.: 32)

Reply:

The Tourism Commission (TC) has been actively promoting green tourism, including implementing "Yim Tin Tsai Arts Festival" and "Sai Kung Hoi Arts Festival" since 2019, which feature an integration of arts with the islands, allowing visitors to experience the natural landscape, history, culture and heritage of Sai Kung Hoi; and in collaboration with the

Agriculture, Fisheries and Conservation Department (AFCD), enhancing the “Enjoy Hiking” thematic website in 2019 to provide detailed information on hiking trails and green attractions and provide locals and tourists with information on featured attractions in 4 languages, namely Chinese, English, Japanese and Korean. As at end February 2024, there are more than 4.08 million pageviews at the enhanced thematic website.

Besides, the Hong Kong Tourism Board (HKTB) has been promoting Hong Kong’s tourism appeal, including green tourism, in visitor source markets through different approaches to attract visitors to Hong Kong. In recent years, social media has emerged. In particular, the Mainland’s Xiaohongshu, bilibili, WeChat, etc. have huge traffic and their influence is getting more significant. Therefore, HKTB has invited key opinion leaders (KOLs) and “Uploaders” with a large fan base on the aforementioned social media platforms such as Xiaohongshu, Douyin, Weibo and bilibili to visit Hong Kong and experience Hong Kong through customised itineraries on different themes, including visiting nature and participating in water activities, with a view to leveraging their online influence to create positive word-of-mouth for Hong Kong tourism. Riding on the large-scale global promotional campaign “Hello Hong Kong”, HKTB has invited travel trade partners, celebrities and KOLs to produce more than 330 videos featuring urban oases and other travel experiences to be broadcast on over 3 000 platforms worldwide, reaching out to 200 million viewers all over the world.

Through its year-round promotional platform “Hong Kong Great Outdoors”, HKTB will also continue to introduce in detail and promote Hong Kong’s unique natural scenery and countryside experiences under the themes such as hiking, beaches and outdoor activities, sightseeing and island hopping, and actively promote Hong Kong’s nature-based green tourism products and countryside, including the Hong Kong UNESCO Global Geopark, country parks, marine parks, hiking trails and itineraries featuring outlying islands, as well as guided tours and green tourism products organised by the travel trade or other organisations, so as to encourage visitors to appreciate Hong Kong’s mesmerising natural landscape.

HKTB’s website (DiscoverHongKong), social media platforms, as well as visitor centres and visitor hotlines, etc. have been promoting to visitors itineraries and attractions with local characteristics.

In addition, TC has been working with AFCD and relevant government departments to strengthen the appeal of green tourism in Hong Kong through enhancing tourism supporting facilities of hiking trails; planning for developing a green tourism hub at Pak Tam Chung; and upgrading the facilities in the Hong Kong Wetland Park (HKWP). Details and estimated expenditure of the aforementioned tourism projects are as follows:

<b>Tourism project</b>	<b>Details and estimated expenditure</b>
(1) “Enhancement of Hiking Trails - Phase II”	<ul style="list-style-type: none"> <li>TC, in collaboration with AFCD, has been taking forward “Enhancement of Hiking Trails - Phase II” from 2021-22 to 2025-26, to enhance the tourism supporting facilities of another 10 hiking trails in country parks which are popular and with tourism potential, with a view to further enriching green tourism resources. Enhancement works mainly include improvement to existing hiking trail network, control of soil erosion at trails, enhancement of vegetation coverage, addition of lookout points, enrichment of</li> </ul>

Tourism project	Details and estimated expenditure
	<p>visitor information, etc. The funding for the project is \$55 million for 5 years.</p> <ul style="list-style-type: none"> <li>• AFCD completed the enhancement works on Tai Tong to Wong Nai Tun Reservoir (Tai Lam Country Park) and Lion Rock Historic Walk (Lion Rock Country Park) in end 2023. Enhancement works on Tai To Yan Country Trail (Lam Tsuen Country Park), Aberdeen Reservoirs Walk (Aberdeen Country Park), Twisk to Shek Lung Kung (Tai Lam Country Park) and Lantau Trail Section 3 (Lantau South Country Park) commenced in 2022 and are expected to complete in 2024. Enhancement works on Luk Keng War Relics Trail (Pat Sin Leng Country Park), Wang Tsat Ancient Trail (Pat Sin Leng Country Park), Pak Tam Chung to Tai Tun (Sai Kung West Country Park) and Shing Mun War Relics Trail (Shing Mun Country Park) commenced progressively in 2023 and 2024.</li> </ul>
(2) Planning for developing a green tourism hub at Pak Tam Chung	<ul style="list-style-type: none"> <li>• TC, in collaboration with AFCD and the Architectural Services Department, is studying the development of Pak Tam Chung into a green tourism hub to further promote green tourism. Through baseline surveys and a series of public engagement activities, the planning study consultant commissioned by AFCD identified the service needs, formulated the planning parameters and put forth proposals on the general layout, management plan and operation mode of the future visitor service centre as well as the relevant public transport services and supporting facilities. The cost on the planning study is \$2.99 million.</li> <li>• To address and alleviate the potential impact on traffic and transport of Pak Tam Chung area arising from this project, AFCD and TC completed a detailed traffic impact assessment study in 2023-24 and will incorporate the relevant required improvement works and facilities on traffic and transportation proposed in the study into the implementation plan. The estimated expenditure on the above study is \$800,000. AFCD and TC will continue to take forward the green tourism hub project at Pak Tam Chung in 2024-25.</li> </ul>
(3) Upgrading of the facilities in HKWP	<ul style="list-style-type: none"> <li>• TC and AFCD have formulated a plan of upgrading the exhibition and visitor facilities in HKWP, including updating the content of all themed exhibition galleries and improving the visitor facilities (such as providing new interactive visit-planning kiosks, an audio guide system, etc.) to enrich visitors' experience. The funding for implementing the plan is around \$142 million. The production and installation of the</li> </ul>

<b>Tourism project</b>	<b>Details and estimated expenditure</b>
	exhibits started in November 2023 and are expected to complete in 2025. In parallel, AFCD is also developing and designing new educational activities and teaching resources for HKWP to tie in with the upgraded exhibition and visitor facilities.

Moreover, TC always fully supports relevant policy bureaux and provides inputs from the tourism perspective on the development of facilities such as cycling tracks and camping areas.

Since the work mentioned above is jointly undertaken by TC, AFCD and HKTB, the staff establishment cannot be quantified separately.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB263**

**(Question Serial No. 1433)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

On promoting smart tourism, will the Government inform this Committee of the following:

1. the number, structure, rank and post of staff in the Inter-departmental Working Group on Smart Tourism and the relevant expenditure;
2. the number of travel agents applying for the Information Technology Development Matching Fund Scheme for Travel Agents and the number of applications approved, the number of projects involved and number of projects approved, and the details of the projects involved in the past 5 years; and
3. the number of projects introducing smart technologies (such as adopting AR, providing audio guide) to enhance the promotion of tourism, the details of the projects, the number of visitors reached by the projects and the relevant expenditure in the past 5 years and the estimated information for 2024-25?

Asked by: Hon YUNG Hoi-yan (LegCo internal reference no.: 35)

Reply:

Pursuant to the Chief Executive's 2023 Policy Address announcing the setting up of an inter-departmental Working Group on Smart Tourism (the Working Group) to formulate and implement initiatives to promote smart tourism, the Working Group was set up in January 2024 under the leadership of the Secretary for Culture, Sports and Tourism and comprising members of 12 policy bureaux and departments (B/Ds). Major tasks of the Working Group include coordinating and promoting the effective use of smart technology by individual B/D members, and formulating and implementing measures and initiatives that can enhance visitors' travel experiences or strengthen Hong Kong's competitiveness as a major tourist destination. As the work of the Working Group's secretariat is absorbed by the existing manpower of the Tourism Commission (TC), it is difficult to quantify the manpower concerned separately.

The Government allocated a total of \$40 million in the 2016-17 and 2018-19 Budgets to implement the Pilot Information Technology Development Matching Fund Scheme for Travel Agents (the Pilot Scheme) through the Travel Industry Council of Hong Kong (TIC) to subsidise small and medium-sized travel agents, on a matching basis, to make use of information technology to enhance the competitiveness of the industry. All applications received in the last of the 13 rounds of applications under the Pilot Scheme were processed in May 2022. Pursuant to the Government’s announcement of an injection of \$30 million for launching the Information Technology Development Matching Fund Scheme for Travel Agents (the Matching Fund Scheme) in the 2023-24 Budget, the Matching Fund Scheme was launched in March 2023. The numbers of applications received and approved up to late March 2024 are not available yet.

The numbers of travel agents and projects applying for the Pilot Scheme, and the numbers of travel agents and projects approved in the past 5 years are as follows:

Financial Year	Number of approved travel agents (Number of application received <sup>Note 1</sup> )	Number of approved projects (Number of application received <sup>Note 1</sup> )
2019-20	49 (137)	58 (183)
2020-21	132 (61)	200 (100)
2021-22	0 <sup>Note 2</sup>	0 <sup>Note 2</sup>
2022-23	87 (91)	140 (148)
2023-24	0 <sup>Note 3</sup>	0 <sup>Note 3</sup>

Note 1: The numbers of travel agents and projects applying for the Pilot Scheme are gathered based on the application periods of the 13 rounds of the Pilot Scheme.

Note 2: In 2021-22, the amount of funding approved was close to the total allocation for the Pilot Scheme and some approved projects were postponed, revised or withdrawn due to the pandemic. Thus, no projects were approved by TIC during the period.

Note 3: All applications received in the last round were processed in May 2022. Hence, no applications were received and approved in 2023-24.

Details of the projects approved under the Pilot Scheme in the past 5 years are as follows:

Financial Year	2019-20	2020-21	2021-22 <sup>Note2</sup>	2022-23	2023-24 <sup>Note3</sup>
<b>Categories<sup>Note4</sup></b>					
Relevant to website creation	26	38	0	25	0
Online booking system	18	23	0	13	0
Development of social media marketing	6	7	0	6	0
Search engine development	8	5	0	5	0
Mobile application	3	3	0	7	0
Customer relations management system	19	74	0	66	0
Office automation	12	16	0	5	0
Procurement or update of relevant hardware	10	5	0	6	0

E-levy system	20	69	0	62	0
Online security	10	42	0	27	0
Total	132	282	0	222	0

Note 4: Categorisation is made according to project content and hence there is double-counting in terms of project numbers.

Major projects launched by TC and the Hong Kong Tourism Board (HKTB) in 2019-22 and 2023-24 with the incorporation of smart elements to enhance visitors' experiences and their respective expenditures are as follows:

Project	Expenditure/ estimated expenditure
<b>2019-20</b>	
TC extended its official landing page for tourists, "Visit Hong Kong", to cover Lok Ma Chau Spur Line Control Point, so that visitors could access useful information about travelling in Hong Kong via mobile devices for free upon arrival at Hong Kong's boundary control points.	Around \$1.2 million (including website enhancement and promotion)
<b>2020-21</b>	
TC enhanced and maintained its official landing page for tourists, "Visit Hong Kong", so that visitors could easily access useful information about travelling in Hong Kong via mobile devices for free upon arrival at Hong Kong's boundary control points.	Around \$1.34 million (including website enhancement)
TC launched phase I of the "City in Time" project, which covered locations around Central, Jordan, the Peak, Sham Shui Po and Yau Ma Tei. The project deployed augmented reality and creative multimedia technology through mobile application to bring back to life the history of individual landmarks of Hong Kong. It enabled visitors to understand the historical landscape and community culture, thereby enhancing their experience in Hong Kong.	Around \$21 million (total expenditure for 3 years)
HKTB fully revamped its one-stop digital platform "discoverhongkong.com" in 2018-19. The revamped website launched in 2020 included new features including responsive design, personalised content delivery, content targeting optimisation, and a new artificial intelligence-driven application to help visitors plan their itineraries.	Around \$27 million (total expenditure for 3 years)
<b>2021-22</b>	
HKTB developed a new one-stop digital platform in 2021-22 to provide visitors with first-hand information and promotional offers and open up new business opportunities for the trade. HKTB also enhanced the security system of its websites and online applications.	Around \$21 million (for 2021-22)

Project	Expenditure/ estimated expenditure
<p><b>2022-23</b></p> <p>HKTB continued to develop and enhance its one-stop website to gather offers from shops across the city to facilitate local residents as well as Mainland and overseas visitors to view and download these offers through a one-stop promotion and travel information platform and the “Hong Kong Goodies” WeChat Mini Programme. HKTB also provided visitors with the latest information and round-the-clock enquiry services and enhanced information technology support to analyse and grasp visitors’ latest needs.</p> <p>Moreover, HKTB enhanced the navigation framework and layout design of PartnerNet, reinforced the content in relation to the Guangdong-Hong Kong-Macao Greater Bay Area and enhanced the webpage design and contents of the Hong Kong Specialist online training courses.</p>	<p>Around \$25 million</p>
<p><b>2023-24</b></p> <p>HKTB continued to improve the existing one-stop website, optimise its artificial intelligence platform to provide information on relevant attractions, and enhance its round-the-clock enquiry services. HKTB also kept maintaining and enhancing the e-platform on its one-stop website to provide visitors with various offers and local businesses with an additional promotional channel.</p> <p>In view of the huge data volume and heavy network traffic arising from HKTB’s large-scale activities and promotions including distribution of event e-tickets or coupons via its digital platforms, HKTB utilised its resources to upgrade its system and strengthen its processing power and capacity. HKTB also sent SMS messages to visitors and locals to provide important notifications such as event reminders. Besides, HKTB maintained and enhanced the servers for the web hosting of various websites and e-platforms, strengthened its data analysis capabilities and system security management, and kept updating its software on a regular basis.</p> <p>In addition, HKTB gradually developed a centralised system for collecting, managing and disseminating contents, so as to gather and consolidate information on different attractions, tourism promotions, etc. in Hong Kong and disseminate the information to visitors through various platforms to facilitate their itinerary planning.</p>	<p>Around \$40 million</p>

Major projects to be launched by TC and HKTB in 2024-25 with the incorporation of smart elements to enhance visitors’ experiences and their respective estimated expenditures are as follows:

Project	Estimated expenditure
TC is planning to launch phase II of the “City in Time” project within 2024. The first stage is expected to be rolled out in the first half of this year.	Around \$20 million
<p>HKTB will establish data infrastructures for better analysing visitors’ preferences and behaviour, so that it can better formulate promotional strategies to enhance visitors’ experiences and connect the trade. Major initiatives are as follows:</p> <p>(I) Developing a centralised content hub to collect and manage the information on visitors’ preferences, feedback, etc. collected through various channels, including its website, instant messaging applications, emails, artificial intelligence chatbot, and its promotions and activities, etc. The new hub will enable HKTB to have a better grasp on the visitors’ travel pattern and preferences, and hence analyse the latest trends and formulate the strategies.</p> <p>(II) Given the increasing demand from visitors for digital experiences, HKTB will strengthen the application of its one-stop e-platform and work with travel-related trade partners to disseminate information on products, activities, discounts and offerings to stimulate visitors’ spending in town. HKTB will also set up interactive information kiosks in its visitor centres to provide visitors with tailor-made itineraries or suggestions based on the consolidated information about tourism in Hong Kong, and send reminders to visitors during their stay to facilitate their itinerary planning.</p>	Around \$44 million

Moreover, TC incorporated the use of virtual tour technology in various tourism projects. For instance, the websites of “Yim Tin Tsai Arts Festival” and “Sai Kung Hoi Arts Festival” both provide virtual tours with a 360-degree virtual reality function and audio guides to facilitate visitors’ further understanding of the creative concepts of artworks. In the “Design District Hong Kong” (#ddHK) project, virtual sculptures produced through the application of augmented reality were displayed in Wan Chai District during the event held in 2018 to showcase local livelihoods of the district in the past. In its event held in 2023, the project adopted augmented reality technology to combine the visual of the diverse species found in Tai Mo Shan with a physical art installation, “Tsuen Wan: Into the Landscape” for display in urban Tsuen Wan to enhance the visual experience of visitors. That event also provided a digital map for visitors to explore with their mobile phones the art installations, historical monuments, as well as dining and photo hotspots in the district.

The Government also used QR codes in various tourism projects and facilities. For example, all the artworks and signage of the “Yim Tin Tsai Arts Festival” from 2019 to 2021 and the “Sai Kung Hoi Arts Festival” from 2022 to 2024 were provided with QR codes connecting to the websites of the Festivals. Besides, QR codes were adopted under #ddHK in 2023 to provide extended information on local stories and characteristics. QR codes were also embedded in the upgraded facilities of the Wong Nai Chung Gap Trail and Wisdom Path, as

well as the art work along the Sun Yat Sen Historical Trail, to help visitors understand the history along the trails. Real-time weather panels and interpretation panels with QR codes linked to the Agriculture, Fisheries and Conservation Department's "Enjoy Hiking" thematic website and TC's website were also introduced under the Enhancement of Hiking Trails to facilitate visitors in getting more information.

In the project of upgrading the Hong Kong Wetland Park's exhibitions and visitor facilities, latest technologies are adopted to enhance the quality of screen display of exhibits, and an immersive environment with simulated visual features will be provided, so as to bring a more interesting and interactive visiting experience to visitors.

The number of participants of the first phase of #ddHK creative tourism project from 2018 to 2021 was over 384 000, while the number of participants in the 2023 event was over 390 000. The number of visitors as well as participants joining guided tours and programmes under the first two editions of the "Sai Kung Hoi Arts Festival" in 2022 and 2023 exceeded 144 000. As for those other major projects mentioned above, since both locals and visitors were welcome to visit or participate in the projects, it is difficult to categorise the participants and count the number of visitors.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB264****(Question Serial No. 2871)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (7) Subvention: Hong Kong Tourism BoardControlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Regarding the Hong Kong Tourism Board's aims of promoting inbound tourism and maximising visitors' spending, please inform this Committee of:

1. the respective numbers of inbound visitors during the Lunar New Year holidays with a breakdown by the Mainland and Macao, Southeast Asian countries and other countries, the respective proportions of inbound visitors from those regions and countries, the spending of visitors, and the respective proportions of different spending items (e.g. accommodation, meals and transportation) in the past 2 years (i.e. 2023 and 2024);
2. the respective numbers of overnight visitors during the Lunar New Year holidays, the average duration of stay of inbound visitors excluding those leaving on the same day, the spending of overnight visitors, and the respective proportions of different spending items (e.g. accommodation, meals and transportation) in the past 2 years (i.e. 2023 and 2024); and
3. the total value of vouchers distributed to inbound visitors after the resumption of normal travel between Hong Kong and the Mainland, and the spending driven by those vouchers.

Asked by: Hon ZHANG Xinyu, Gary (LegCo internal reference no.: 1)Reply:

The numbers of inbound visitors from the Mainland and other markets during the Chinese New Year Golden Week of the Mainland in 2023 and 2024 are as follows:

	2023 (21 to 27 January)		2024 (10 to 17 February)	
	Arrivals	Percentage	Arrivals	Percentage
Total arrivals	164 000	100%	1 436 000	100%
The Mainland	95 000	58%	1 255 000	87%
Macao	29 000	18%	35 000	2%
Southeast Asian countries	13 000	7%	46 000	3%
Other countries/regions	27 000	17%	100 000	7%

Note: Southeast Asian countries include Indonesia, Malaysia, the Philippines, Singapore, Thailand, Brunei, Myanmar, East Timor, Cambodia, Laos and Vietnam.

The numbers of overnight visitors during the Chinese New Year Golden Week of the Mainland and their average duration of stay in 2023 and 2024 are as follows:

	2023 (21 to 27 January)	2024 (10 to 17 February)
Total number of overnight visitors	129 000	712 000
Average duration of stay	3.0 days	2.2 days

As for the figures on the per capita spending of overnight visitors during the Chinese New Year Golden Week in 2023 and 2024, the sample size of the Departing Visitor Survey conducted by the Hong Kong Tourism Board (HKTB) during those periods is not sufficient for comparison. The per capita spending of overnight visitors in 2023 according to the results of the Departing Visitor Survey conducted by HKTB is as follows:

2023	Per capita spending	Shopping	Accommodation	Meals	Transportation	Others
Overnight visitors	\$6,900	\$3,200	\$1,700	\$1,400	\$300	\$400

Note: Figures might not add up to the total due to rounding.

To welcome inbound visitors from all over the world, HKTB distributed 2 million “Hong Kong Goodies” visitor consumption vouchers (each valued at HK\$100) since February 2023 for visitors to redeem offers or free welcome drinks at nearly 4 000 designated catering outlets, retailers or attractions across the city.

Besides, HKTB distributed 1 million sets of HK\$100 “Hong Kong Night Treats” visitor dining vouchers to inbound visitors since November 2023 with the aim of encouraging them to enjoy Hong Kong’s night-time wine and dine experiences. After collecting a free dining voucher, a visitor can use it at any of the 1 200 bars and Quality Tourism Services Scheme-accredited restaurants in Hong Kong to receive HK\$100 discount off in respect of their spending on food and drinks from 6 pm onwards.

The objective of the “Hong Kong Goodies” visitor consumption vouchers and “Hong Kong Night Treats” visitor dining vouchers was to show hospitality, and both were well received by visitors. Some Mainland visitors even included collecting “Hong Kong Goodies” in their “must-do list”. By giving out these vouchers, HKTB provided an additional promotional channel for the trade, connected merchants and visitors, and stimulated visitors’ spending in Hong Kong.

The aforesaid campaigns were well received by the trades. For instance, the number of merchants participating in the “Hong Kong Goodies” campaign continuously increased from 1 500 at the beginning to nearly 4 000 at the later stage, successfully bringing more business opportunities to the trades.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB265**

**(Question Serial No. 2876)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget, the Government will stage more mega events, boost their promotion and co-ordination and maximise their economic and publicity benefits. It is mentioned in paragraph 59 of the Budget Speech that a Mega Events Coordination Group (Coordination Group) has been set up and \$100 million will be earmarked to boost mega-event promotions over the next 3 years. Please inform this Committee of the following:

1. What are the respective proportions and numbers of representatives from policy bureaux, departments and statutory bodies in the Coordination Group? What are the differences between the Coordination Group and the dedicated team under the Hong Kong Tourism Board for promoting mega event economy in terms of role, positioning and scope of work?
2. What are the specific priorities and plans of the Coordination Group, including the projects it has worked on, is currently working on or plans to work on within this year?
3. What are the preliminary plans and directions for the upcoming mega-event promotions? Is there a list of target events expected to be introduced? What are the estimated expenditure and manpower involved in carrying out the relevant work?
4. Will the Government conduct studies on areas such as the long-term strategic planning for Hong Kong's tourism industry and the benefits of mega events? If so, how much resources the Government plans to commit? If not, what are the reasons?

Asked by: Hon ZHANG Xinyu, Gary (LegCo internal reference no.: 6)

Reply:

The Mega Events Coordination Group (the Coordination Group) set up by the Government is chaired by the Deputy Financial Secretary with the Secretary for Culture, Sports and Tourism as deputy. Members include representatives from relevant policy bureaux, departments and statutory bodies.

The Coordination Group provides high-level steer on mega events, including steering relevant policy bureaux, departments and statutory bodies to reach out proactively for mega events to

be staged in Hong Kong, and further strengthening the communication and collaboration among various policy bureaux and departments for such events to be successfully held in Hong Kong. As the first point of contact, the Hong Kong Tourism Board (HKTB) will ensure that organisers who intend to stage mega events in Hong Kong are given timely response and necessary support if they are unsure of which policy bureaux, departments or statutory bodies to contact. HKTB will carry out preliminary assessments of event proposals, refer event proposals to relevant policy bureaux or departments for follow-up with event organisers, and submit recommendations to the Coordination Group.

In addition, the Coordination Group provides steer on the promotion of mega events, as well as the launching or consolidation of publicity campaigns. The Coordination Group will also offer advice for different policy bureaux or departments on publicity for mega events, with a view to encouraging citywide participation and enhancing the atmosphere of mega events.

The Culture, Sports and Tourism Bureau serves as the Secretariat of the Coordination Group. The manpower establishment and expenditure involved are absorbed by existing resources.

As regards the long-term strategic planning for the tourism industry, the Government published in 2017 the Development Blueprint for Hong Kong's Tourism Industry, which sets out a clear vision and mission for the local tourism industry of developing Hong Kong into a world-class premier travel destination and ensuring balanced, healthy and sustainable development of the industry. The Government is currently updating the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) to further unite different industries to promote speedy and high-quality development of the local tourism industry. We will launch a trade consultation shortly. Our target is to publish the Blueprint 2.0 this year.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB266**

**(Question Serial No. 2902)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to the launch of a new Hong Kong tourism brand proposed in paragraph 68 of the Budget Speech, please inform this Committee of the following:

1. What is the difference between this new brand and the current “Hong Kong • Asia’s World City” tourism brand adopted by the Hong Kong Tourism Board? What are the target source markets and market positioning of the new brand?
2. Further to the above question, what are the details of the promotion of the new tourism brand, including the promotion plan/timetable, event location and expenditure, in the future?
3. Further to the above question, what specific indicators does the Government use when reviewing the outcome of the relevant projects? Did the listed projects achieve the expected outcome?

Asked by: Hon CHEUNG Yu-yan, Tommy (LegCo internal reference no.: 24)

Reply:

The Hong Kong Tourism Board (HKTB) will step up the promotion of Hong Kong’s tourism brand and has conducted a series of studies to analyse tourism trends and other factors to formulate a new promotional plan. Depending on the actual situation of individual markets, the promotion will be launched by phases to demonstrate Hong Kong’s diverse and unparalleled appeal as Asia's World City to visitors worldwide.

In 2024-25, the total amount of the recurrent and additional funding received by HKTB from the Government amounts to \$1.52 billion, of which \$1.12 billion is budgeted for marketing. The strategic focuses and relevant budgets with its percentage to the total expenditures are as follows:

Strategic Focus	Budget (\$ (%))
Developing diversified tourism experiences <ul style="list-style-type: none"> <li>• Revamping “A Symphony of Lights” light-and-sound show</li> <li>• Continue to carry out promotions on the “Hong Kong Neighbourhoods” campaign and other immersive experiences such as city walks, hiking and outlying island tours</li> </ul>	183 million (16%)
Staging and supporting large-scale international events <ul style="list-style-type: none"> <li>• Supporting the Mega Events Coordination Group and promoting mega events</li> <li>• Staging mega events and supporting major international events in the city</li> </ul>	414 million (37%)
Developing diverse visitor source markets and stepping up promotions <ul style="list-style-type: none"> <li>• Continuing to carry out and stepping up promotions in various visitor source markets</li> </ul>	316 million (28%)
Launching new courtesy campaign and providing continuous support for the travel trade <ul style="list-style-type: none"> <li>• Launching new promotional initiatives to encourage the travel trade and members of the public to show hospitality</li> <li>• Enhancing products and services for potential visitor segments such as the Muslim community</li> </ul>	135 million (12%)
Carrying out ongoing promotions	76 million (7%)
Total	1.124 billion

Among the visitor source markets, the Muslim market is one with great potential. HKTB has been actively promoting Hong Kong tourism in Muslim source markets. In the coming year, HKTB will cooperate with the trade to further enhance the publicity of the infrastructure with a view to promoting Muslim travel. HKTB will also invite credible Muslim accreditation organisation to collaborate with local accreditation organisation for establishing various classification of Muslim standards and assessment criteria, while helping trade partners in different sectors such as hotels, shopping arcades and attractions to be certified in order to develop Hong Kong as a Muslim-friendly destination.

As for the member states of the Cooperation Council for the Arab States of the Gulf, HKTB will, apart from enhancing the measures and arrangements targeting Muslim travel market, strengthen Hong Kong’s brand image and promotion programmes, participate in the Arabian Travel Market to be held in Dubai in May 2024, collaborate with the local media by anchoring a series of international cultural mega events as well as Chinese and Western festive occasions in Hong Kong to attract visitors from the young and family segments through articles and

social media clips covering various contents; cooperate with airlines to offer tour packages targeting different segments. HKTB will also invite Muslim representatives from the trade, media and their KOLs to visit Hong Kong and experience Muslim-friendly facilities in the city.

Moreover, HKTB will continue to join hands with other Greater Bay Area (GBA) cities to promote multi-destination tourism in GBA in overseas markets through organising events and inviting broadcasters to produce travel programmes to promote GBA tourism resources and the connectivity between the destinations.

HKTB introduced a new city-wide promotional campaign “Hong Kong Summer Treats” in May 2022, incorporating initiatives such as Spend-to-Redeem “Local Tours”, “Staycation Delights”, “Feast ‘n’ Treats”, and “Hot Summer Deals” to provide the public with city-wide offers while encouraging the public to be “our city’s own tourists” and stimulating local consumption. Among the different initiatives, HKTB unveiled the “Hot Summer Deals” for the first time in summer of 2022. Through the e-platform on the Discover Hong Kong website, the promotion consolidated about 200 000 limited offers from retail, dining outlets, theme parks to attractions across the city for the public to boost local consumption. Besides, HKTB also offered 20 000 sets of cash coupons at half-price from more than 850 outlets of over 190 Quality Tourism Services (QTS) Scheme-accredited food & beverage (F&B) merchants under the “Feast ‘n’ Treats” promotion. Together with new rounds of Spend-to-Redeem “Local Tours” and “Staycation Delights”, the series of campaigns benefitted more than 300 tour operators, more than 100 hotels, over 200 attractions and QTS-accredited retail and F&B merchants, providing tourism and related sectors with a direct support of about \$110 million.

Information on mega events hosted by the Hong Kong Tourism Board (HKTB) in 2022-23 is tabulated below:

<b>Event</b>	<b>Date of event</b>	<b>Description of event</b>	<b>Expenditure on organising and promoting the event (HK\$)</b>	<b>Number of participants<sup>Note</sup></b>
Hong Kong Harbour Fiesta	July 2022	A special edition of “A Symphony of Lights” on the theme of “A New Era – Stability • Prosperity • Opportunity” was staged every night at over 50 buildings and locations on both sides of the Victoria Harbour. The multi-media music and light show showcased Hong Kong’s appeal as	Around 29 million	Since members of the public could enjoy the show on both sides of the Victoria Harbour during the event and there were no designated viewing locations, the number of participants was not available.

<b>Event</b>	<b>Date of event</b>	<b>Description of event</b>	<b>Expenditure on organising and promoting the event (HK\$)</b>	<b>Number of participants<sup>Note</sup></b>
		“Asia’s World City” to the Mainland and overseas countries.		
Hong Kong Wine & Dine Festival	November 2022	HKTB collaborated with the trade to bring the Hong Kong Wine & Dine Festival to various districts across Hong Kong, giving out 50 000 Wine & Dine e-coupons to encourage the public to “Taste Around Town”. More than 700 restaurants and bars participated in the event.	Around 29 million	It was difficult to estimate the number of participants as members of the public were encouraged to join the event in various districts.
Hong Kong WinterFest	25 November 2022 to 1 January 2023	In addition to launching “Christmas Wonderland” with the six-storey Christmas tree at the West Kowloon Cultural District, HKTB invited Korean superstar Rain to Hong Kong to officiate at the event.	Around 22 million	Over 1 million
Hong Kong Cyclothon	18 December 2022	Held after a four-year suspension, the Hong Kong Cyclothon was the biggest outdoor sporting event in town in 2022. Nearly 4 000 cyclists sped across the bustling city, showcasing Hong Kong’s dynamism and vibrancy.	Around 23 million	Nearly 4 000 cyclists
Hong Kong New Year Countdown Celebrations	31 December 2022	With the Victoria Harbour as the stage, young performers delivered a spectacular cultural and sporting	Around 29 million	Around 330 000

Event	Date of event	Description of event	Expenditure on organising and promoting the event (HK\$)	Number of participants <sup>Note</sup>
		performance to kick off 2023 alongside an enhanced version of “A Symphony of Lights” multimedia show with pyrotechnic effects.		
“Fortune Around Hong Kong” Chinese New Year Celebrations	19 January to 5 February 2023	HKTB set up 4 interactive Chinese New Year checkpoints at the harbourfront in Central, Admiralty, Wan Chai and Tsim Sha Tsui, and collaborated with the trade to offer special deals for harbour tours to encourage the public to celebrate Chinese New Year in Hong Kong.	Around 19 million	Since the interactive Chinese New Year checkpoints were set up in various districts and there were no designated viewing locations, the number of participants was not available.

Note: Participants of the above events were mainly members of the public due to the COVID-19 epidemic.

Moreover, in support of the launch of “Hello Hong Kong” large-scale global promotional campaign by the Government in February 2023, HKTB rolled out a series of promotional activities. Highlights of the campaign include:

Sending the greatest welcome to the world	<p>HKTB invited trade representatives, celebrities and KOLs to take part in the production of more than 330 video clips featuring travel experiences in Hong Kong to send a welcome message to the world. These videos were broadcast on more than 3 000 platforms worldwide. During the period, the “Hello Hong Kong Dance Challenge” launched on social media platform TikTok attracted over 1.2 million video clips from netizens with 1.5 billion global viewership. The challenge became TikTok’s promotional campaign with the highest traffic in the Southeast Asian market in the first quarter of 2023 and brought 300 000 new followers to HKTB’s official account, increasing the total number of followers to around 2 million.</p> <p>To welcome inbound visitors from all over the world, provide an additional promotional channel for local merchants and create business opportunities, HKTB distributed about 2 million “Hong Kong Goodies”</p>
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	<p>visitor consumption vouchers (each valued at HK\$100 or more) for visitors to redeem offers or free welcome drinks at one of the 4 000 designated catering outlets, retailers or attractions across the city.</p> <p>At the same time, HKTB supported the promotion of the Airport Authority Hong Kong’s giveaway of 500 000 air tickets in various visitor source markets.</p>
Seeing is believing – inviting guests to Hong Kong for first-hand experience	HKTB invited over 2 000 trade and media representatives, celebrities, KOLs and HKTB’s “Hong Kong Super Fans” from the Mainland, Southeast Asia, Europe and other markets to visit the city in person for tailor-made thematic itineraries to showcase Hong Kong’s diverse tourism appeal and create positive word-of-mouth, thereby telling good stories of Hong Kong.
Reaching out to the world – showcasing Hong Kong’s appeal	HKTB took the initiative in leading the trade to reach out to the world by participating in more than 20 large-scale travel fairs and trade events related to meetings, incentive travels, conventions and exhibitions (MICE) held in the Mainland and overseas markets, so as to demonstrate Hong Kong’s tourism appeal and help the trade explore business opportunities.

HKTB organised seven flagship events one after another with active participation of both locals and visitors in 2023-24, thereby stimulating consumption and economy and creating vibrant city-wide ambience. The events also attracted local and international media exposure, bringing global publicity value and reinforcing the city’s status as the “Events Capital of Asia”:

<b>Event</b>	<b>Event date</b>	<b>Event content</b>	<b>Expenditure on organising and carrying out global promotion (HK\$)</b>	<b>Number of participants</b>
Hong Kong International Dragon Boat Races	24 to 25 June 2023	The event was held at the Tsim Sha Tsui East Waterfront, featuring international, Greater Bay Area and local races. Also, elements such as “LINE FRIENDS Hello Hong Kong Dragon Boats Photo Spots” were set up along the Avenue of Stars for the event.	Around 16 million	Around 120 000
Harbour Chill Carnival	8 July to 6 August 2023 (on	The carnival was held on 5 consecutive weekends at Wan Chai Harbourfront,	Around 56 million	Around 200 000



Event	Event date	Event content	Expenditure on organising and carrying out global promotion (HK\$)	Number of participants
	Saturday and Sunday nights)	<p>featuring activities such as music shows in the Harbour, street performances, X-Games performances, etc.</p> <p>An enhanced waterfront pyrotechnic edition of “A Symphony of Lights” was also staged on every weekend evening.</p>		
Hong Kong Cyclothon	22 October 2023	The event was held across the territory, including 7 cycling activities and professional races, such as 50 km and 30 km rides, Family Fun Ride, CEO Charity & Celebrity Ride, etc. The Union Cycliste Internationale (UCI) Class 1.1 Road Race was the highlight of the event.	Around 35 million	Around 32 000
Hong Kong Wine & Dine Festival and Taste Around Town	26 to 29 October 2023 (Hong Kong Wine & Dine Festival) and 1 to 30 November 2023 (Taste Around Town)	<p>The event was held for 4 consecutive days at the Central Harbourfront Event Space, with about 300 wine and food stalls offering culinary delights from 36 countries and regions, and fine wine from 17 countries and regions.</p> <p>During Taste Around Town held in November, HKTB collaborated with nearly 400 restaurants and bars in town for rolling out a series of culinary events and special offers, etc. offered by key wine districts and restaurants.</p>	Around 79 million	Around 140 000

<b>Event</b>	<b>Event date</b>	<b>Event content</b>	<b>Expenditure on organising and carrying out global promotion (HK\$)</b>	<b>Number of participants</b>
Hong Kong WinterFest	24 November 2023 to 1 January 2024	A 20-metre-tall giant Christmas tree and a Christmas Town were set up in the West Kowloon Cultural District with Santa Claus invited to the Lodge to spread festive joy during Christmas.  During the event, “Winter Harbourfront Pyrotechnic” shows were also staged to enhance the festive atmosphere.	Around 35 million	Around 1 200 000
Hong Kong New Year Countdown Celebrations	31 December 2023 to 1 January 2024	A 12-minute firework musical was held at the Victoria Harbour.	Around 29 million	Around 480 000
Hong Kong International Chinese New Year Night Parade and promotion of Lunar New Year celebratory activities	10 February 2024 and during Lunar New Year	The parade stretched from Hong Kong Cultural Centre to Tsim Sha Tsui on the first night of Chinese New Year. After the parade, the floats were displayed at the Urban Council Centenary Garden in Tsim Sha Tsui.  Other festive happenings throughout the Chinese New Year, such as the Lunar New Year Fireworks Display and the Chinese New Year Cup, etc., were also recommended to visitors.	Around 62 million	Since members of the public enjoyed the show along the parade route, the number of participants was not available.

In support of the Government’s call for boosting night-time ambience, HKTB handed out one million sets of “Hong Kong Night Treats” visitor consumption vouchers starting from November 2023. Each voucher offered visitors a HK\$100 discount on night-time dine-in experience in town to encourage visitors to enjoy Hong Kong’s night-time gastronomic experiences. Night-time open-top sightseeing bus offers were also available for visitors to explore Hong Kong in the evening. HKTB also extended the “Hong Kong Night Treats” to

the public by giving away 200 000 night-time dining vouchers to encourage the locals to spend in the evening, thereby stimulating the local economy.

The effectiveness of HKTB's work cannot be assessed entirely in quantifiable terms. However, HKTB sets a host of indicators, including visitor arrivals, tourism expenditure associated with inbound tourism, per capita expenditure of overnight visitors, length of stay of overnight visitors and satisfaction of overnight visitors every year to illustrate the overall position and forecasts of the Hong Kong tourism industry. In addition, HKTB sets various indicators, such as the number of visitors to website, audience reach of social media and views of promotional videos, based on the nature of the aforesaid publicity and promotional work to assess its effectiveness.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB267**

**(Question Serial No. 2335)**

Head: (132) Government Secretariat : Culture, Sports and Tourism Bureau

Subhead (No. & title): ()

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism  
(Mr Joe WONG)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The construction works and relevant impact assessments, detailed design work and investigation studies of the piers at Deep Water Bay and Tai Shue Wan will be carried out this year. In this connection, will the Government inform this Committee of:

- (a) the manpower establishments and estimates for the preliminary work of the above works;
- (b) the facilities for marine tourism at the piers at Deep Water Bay and Tai Shue Wan; and
- (c) the commencement dates, the expected completion dates, the key performance indicators for the expected work progress and the costs paid or estimated costs?

Asked by: Hon CHAN Wing-yan, JoePHY (LegCo internal reference no.: 36)

Reply:

The Civil Engineering and Development Department (CEDD) commenced a consultancy to conduct investigation and design studies for the pier projects at Deep Water Bay and Tai Shue Wan in July 2022. The Tourism Commission is currently reviewing the estimates for the usage of the two piers. These tasks are expected to be completed in the second half of 2024. The project design, works commencement date and completion date will be subject to the findings of the consultancy studies, the estimates for the usage of the piers and the Government's considerations for the urgency and priority of various capital works.

Since the launch of the project, CEDD's total expenditure on the above consultancy studies is around \$3.10 million. This amount includes the consultancy fee and cost for site investigation. The projects mentioned above mainly involve 2 professional officers in CEDD and the total annual expenditure on their remuneration is around \$1.67 million. The two professional officers are also responsible for other projects under CEDD. Besides, there are directorate officers overseeing the works mentioned above and other technical and clerical

staff providing support as part of their overall duties. CEDD does not have a separate breakdown of the remuneration of those staff.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB268****(Question Serial No. 1498)**Head: (22) Agriculture, Fisheries and Conservation DepartmentSubhead (No. & title): (000) Operational expensesProgramme: (2) Nature Conservation and Country ParksControlling Officer: Director of Agriculture, Fisheries and Conservation  
(Dr LEUNG Siu-fai)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

It is mentioned in the Matters Requiring Special Attention in 2024-25 that the Bureau will “upgrade the facilities in Hong Kong Wetland Park (HKWP)”. At present, the HKWP has temporarily closed the exhibition and visitor facilities in the Visitor Centre for upgrading in phases. In this connection, please advise of the following:

1. the respective numbers of visitors and actual operating expenses of the HKWP over the past 3 years;
2. the construction expenditure and the repair and maintenance costs of various facilities in the HKWP over the past 3 years;
3. the specific details, works schedule and estimated expenditure of the facility upgrading project as well as the expected benefits after facility upgrading; and
4. the number of visitors to the HKWP since its establishment; whether consideration will be given to launching thematic activities related to green tourism to increase the number of visitors in the coming year; if yes, the details; if not, the reasons.

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 30)Reply:

1. and 4. The number of visitors to the Hong Kong Wetland Park (HKWP) over the past 5 years is tabulated below:

<b>Year</b>	<b>Number of Visitors<sup>#</sup></b>
2019	393 424
2020	192 105
2021	337 883
2022	264 756
2023	410 857

<sup>#</sup> The number of visitors decreased between 2019 and 2022 owing to the social incidents and the COVID-19 epidemic.

In 2024-25, the HKWP will pool resources in upgrading the exhibition and visitor facilities as well as developing new education, community and promotion activities. The HKWP will also organise thematic programmes targeted at family visitors (including small-scale interactive exhibition, workshops, etc.) to attract a wider spectrum of visitors.

The actual operating expenses of the HKWP over the past 3 years are tabulated below:

<b>Year</b>	<b>Actual Operating Expenses (\$ million)*</b>
2021-22	70.9
2022-23	67.8
2023-24 (revised estimate)	72.3

\* The actual operating expenses include the repair and maintenance expenditure as well as other recurrent expenditure.

2. The HKWP did not have major facilities constructed in the past 3 years. The repair and maintenance costs of the HKWP over the past 3 years are tabulated below:

<b>Year</b>	<b>Repair and Maintenance Costs (\$ million)</b>
2021-22	12.8
2022-23	13.3
2023-24 (revised estimate)	14.7

3. The Tourism Commission and the AFCD have formulated a plan of upgrading the exhibition and visitor facilities in the HKWP, including updating the content of all themed exhibition galleries and improving the visitor facilities (such as providing new interactive visit-planning kiosks, an audio guide system, etc.) to enrich visitors' experience. The funding for implementing the plan is around \$142 million. The production and installation of the exhibits started in November 2023 and are expected to complete in 2025. The upgraded exhibition and visitor facilities will include new interactive elements with visitors by applying technologies such as augmented reality and virtual reality, etc. Coupled with newly designed education and promotional activities, it is expected that the attractiveness of the HKWP to visitors will be enhanced.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB269**

**(Question Serial No. 3011)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (000) Operational Expenses

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding large-scale arts events, Hong Kong will be the host city of the 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival) and be responsible for the planning of the entire Festival. More than 100 cultural and arts activities are planned for Hong Kong and other cities in the GBA. Please provide a list of:

1. the programmes held in Hong Kong and other GBA cities, and the manpower and expenditure involved in the last edition of the Festival; and
2. the estimated manpower and expenditure involved in this year’s Festival.

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 18)

Reply:

1. In the third “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival) hosted by Guangzhou in 2023, the Leisure and Cultural Services Department (LCSD) held the following programmes in Hong Kong and other GBA cities:

Location	Programme
Hong Kong	- Chinese Opera Festival 2023: <i>Bless This Land</i> – Cantonese Opera Showcase under the Bamboo Theatre at Victoria Park - Mid-Autumn Lantern Carnivals 2023 - Exhibition on Documents Collection of the Hong Kong Central Library
Other GBA cities	- <i>The Lily of the Valley</i> by Actors’ Family - Musicus Society’s <i>Dream of the Red Chamber Capriccio &amp; Romantic Cello Works</i> by Trey Lee - “Art < Creativity” Exhibition Series in the GBA “The Concrete Jungle” - <i>Everlasting Cantonese Music: Concert for Centennial Cantonese Music Classic</i> by Windpipe Chinese Music Ensemble (Online Programme) - <i>Dunhuang Reflections Grand Dance Poem</i> by Hong Kong Dance Federation (Online Programme)



The LCSD co-ordinated the inclusion of appropriate programmes into the Festival using mainly the Department's prevailing resources without any additional manpower or funding.

2. It is stated in the 2023-24 Budget that the Government would allocate \$20 million to support the hosting of the 4th Festival. Work in this regard includes planning the opening programme, supporting arts groups of Hong Kong and other GBA cities in the co-production of touring programmes during the Festival, guest reception, programme promotion and publicity campaigns. In addition, the LCSD will continue to work with different stakeholders to consolidate the Department's existing resources and co-ordinate the inclusion of appropriate programmes into the Festival. The Festival is organised solely with the existing manpower of the LCSD without any additionally created posts.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB270****(Question Serial No. 3016)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): ()Programme: (1) Recreation and SportsControlling Officer: Director of Leisure and Cultural Services (Vincent LIU)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Matters Requiring Special Attention in 2024-25 under the Programme include continuing to make the public play spaces (PPSs) more innovative and fun by transforming more than 170 PPSs across the territory over the 5 years from 2020-21 onwards. Please provide a list of:

1. the number of PPSs where transformation had been completed in the past 3 years, the expenditure involved and the completion dates;
2. the planned number of PPSs to be transformed in the coming year, the estimated expenditure and the estimated completion dates.

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 25)Reply:

The Government announced in the 2019 Policy Address the launch of a five-year plan to transform more than 170 public play spaces (PPSs) under the Leisure and Cultural Services Department (LCSD) across Hong Kong, in the hope of offering PPSs with different degrees of challenges and fun, introducing more natural elements to the PPSs, and making them more innovative, challenging and interesting.

As at February 2024, the 116 launched PPS transformation projects covered children's play equipment under the LCSD across the 18 districts of Hong Kong. Please refer to **Annex I** for a list of the relevant venues. Of these PPSs, the following 7 have completed transformation and are open for public use:

District	Name of Venue	Opening Date
Wong Tai Sin	Shung Ling Street Playground	December 2022
Eastern	King's Road Playground	January 2023
Yuen Long	Fung Cheung Road Garden	February 2023
North	Hung Leng Children's Playground	February 2023

<b>District</b>	<b>Name of Venue</b>	<b>Opening Date</b>
Sham Shui Po	Sham Shui Po Park	November 2023
Kwai Tsing	Tsing Yi Promenade (Stage I)	January 2024
Southern	Aberdeen Promenade (Stage I)	February 2024

The list of projects planned for construction works in 2024-25 is tabulated at **Annex II**.

The estimated total expenditure on the entire plan is \$686 million, covering the costs of preliminary investigation of underground public utilities, engagement of professional companies for different projects, staff remuneration of the LCSD and the Architectural Services Department, and recurrent expenditure. Hence, the Department is unable to provide a breakdown of the expenditure on the PPS transformation projects.

**List of venues with commenced PPS projects**

District	Venue
<b>Hong Kong Island</b>	
Central and Western District	(i) Sun Yat Sen Memorial Park (ii) Third Street Playground (iii) Kwong Hon Terrace Garden (iv) Caine Road Garden (v) Hollywood Road Park (vi) Central and Western District Promenade – Western Wholesale Food Market Section
Southern District	(i) Aberdeen Promenade [ <b>Stage I completed</b> ] (ii) Shek Pai Wan Road Playground (iii) Ap Lei Chau Park (iv) Apleichau Bridge (North) Children’s Playground (v) Hong Fu Playground (vi) Stanley Beach Road Children’s Playground
Eastern District	(i) King’s Road Playground [ <b>completed</b> ] (ii) Quarry Bay Park (iii) Yee Tai Street Sitting-out Area (iv) Heng Fa Chuen Playground (v) Healthy Village Playground (vi) Tong Shui Road Garden
Wan Chai District	(i) Tung Lo Wan Garden (ii) Kwai Fong Street Playground (iii) Morrison Hill Road Playground (iv) Tak Yan Street Children’s Playground (v) Wun Sha Street Children’s Playground (vi) Southorn Playground
<b>Kowloon</b>	
Sham Shui Po District	(i) Sham Shui Po Park [ <b>completed</b> ] (ii) Shun Ning Road Recreation Ground (iii) Maple Street Playground (iv) Cheung Sha Wan Playground (v) Shek Kip Mei Central Playground
Kwun Tong District	(i) Jordan Valley Park (ii) Ngau Tau Kok Road Sports Centre (iii) Sam Ka Tsuen Recreation Ground (iv) Lam Tin Park (v) Lok Wah Playground (vi) Jordan Valley Playground

District	Venue
Yau Tsim Mong District	<ul style="list-style-type: none"> <li>(i) Tong Mei Road Children's Playground</li> <li>(ii) Saigon Street Playground</li> <li>(iii) Haiphong Road Children's Playground</li> <li>(iv) Lok Kwan Street Park</li> <li>(v) Ferry Street Playground</li> <li>(vi) Sai Yee Street Garden</li> <li>(vii) Hong Tat Path Garden</li> </ul>
Wong Tai Sin District	<ul style="list-style-type: none"> <li>(i) Shung Ling Street Playground <b>[completed]</b></li> <li>(ii) Morse Park (Park No. 4)</li> <li>(iii) Ngau Chi Wan Park (Children's Play Area on Upper Platform)</li> <li>(iv) Tsz Wan Shan Estate Central Playground</li> <li>(v) Fung Tak Park</li> <li>(vi) Tsz Wan Shan Road Playground</li> <li>(vii) Muk Lun Street Playground</li> </ul>
Kowloon City District	<ul style="list-style-type: none"> <li>(i) Tai Wan Shan Park</li> <li>(ii) Fat Kwong Street Garden No. 1</li> <li>(iii) To Kwa Wan Recreation Ground</li> <li>(iv) Moray Road Children's Playground</li> <li>(v) Carmel Village Street Garden</li> <li>(vi) Ko Shan Road Park</li> <li>(vii) Pui Ching Road Playground</li> </ul>
<b>New Territories</b>	
Islands District	<ul style="list-style-type: none"> <li>(i) Cheung Chau Park</li> <li>(ii) Yung Shue Wan Playground</li> <li>(iii) Peng Chau Playground</li> <li>(iv) Tai O Recreation Ground, Lantau Island</li> <li>(v) Tung Chung North Park</li> <li>(vi) Leung Uk Children's Playground, Tai O</li> </ul>
Kwai Tsing District	<ul style="list-style-type: none"> <li>(i) Tsing Yi Promenade <b>[Stage I completed]</b></li> <li>(ii) Shek Yam Lei Muk Road Park</li> <li>(iii) Mei King Playground</li> <li>(iv) Shek Pai Street Park</li> <li>(v) Hing Shing Road Playground</li> <li>(vi) Tai Wong Ha Playground</li> <li>(vii) Cheung Wan Street Rest Garden</li> <li>(viii) Lai King Hill Road Playground</li> </ul>

District	Venue
Tsuen Wan District	<ul style="list-style-type: none"> <li>(i) Pak Lam Road Garden</li> <li>(ii) Jockey Club Tak Wah Park</li> <li>(iii) Tsuen Wan Park (Phase II)</li> <li>(iv) Tsuen Wan Tin Hau Temple Garden</li> <li>(v) Kwok Shui Road Park</li> <li>(vi) Tsuen Fu Street Garden</li> </ul>
Sai Kung District	<ul style="list-style-type: none"> <li>(i) Po Tsui Park</li> <li>(ii) Sai Kung Waterfront Park</li> <li>(iii) Mau Tai Road Garden</li> <li>(iv) Man Yee Playground</li> <li>(v) Pui Shing Garden</li> <li>(vi) Sha Kok Mei Playground and Garden</li> <li>(vii) Yau Yue Wan Children's Playground</li> </ul>
Sha Tin District	<ul style="list-style-type: none"> <li>(i) Che Kung Miu Road Playground</li> <li>(ii) Sha Tin Park</li> <li>(iii) Ma On Shan Promenade (Children's Playgrounds No. 3 and No. 4)</li> <li>(iv) Tsang Tai Uk Recreation Ground</li> <li>(v) Ngau Pei Sha Street Playground</li> <li>(vi) Yuen Chau Kok Park</li> <li>(vii) A Kung Kok Playground</li> <li>(viii) Lok Yuen Path Children's Playground</li> </ul>
Tai Po District	<ul style="list-style-type: none"> <li>(i) Yuen Shin Park</li> <li>(ii) Chung Nga Road Children's Playground</li> <li>(iii) Yuen Chau Tsai Park</li> <li>(iv) Tai Po Waterfront Park – Senses Children's Playground</li> <li>(v) Tong Min Tsuen Playground</li> <li>(vi) Tai Po Waterfront Park – Technology Children's Playground</li> </ul>
North District	<ul style="list-style-type: none"> <li>(i) Hung Leng Children's Playground <b>[completed]</b></li> <li>(ii) Wo Hing Playground</li> <li>(iii) Po Wing Road Playground</li> <li>(iv) Luen Wo Hui Playground</li> <li>(v) Shek Wu Hui Jockey Club Playground</li> <li>(vi) Lung Yeuk Tau San Wai Children's Playground</li> <li>(vii) Wai Ming Street Garden</li> </ul>

<b>District</b>	<b>Venue</b>
Yuen Long District	<ul style="list-style-type: none"> <li>(i) Fung Cheung Road Garden <b>[completed]</b></li> <li>(ii) Tin Shui Wai Park</li> <li>(iii) Yuen Long Park</li> <li>(iv) Tin Ho Road Playground</li> <li>(v) Yuen Long Jockey Club Town Square</li> <li>(vi) Shek Po Tsuen Playground</li> <li>(vii) Kam Tin Shi Children's Playground</li> <li>(viii) Town Park South Playground (Yuen Long Town Park)</li> </ul>
Tuen Mun District	<ul style="list-style-type: none"> <li>(i) Tsing Shan Children's Playground</li> <li>(ii) Butterfly Beach Park</li> <li>(iii) Yeung Siu Hang Garden</li> <li>(iv) King Fung Children's Playground</li> </ul>

**Projects Planned for On-site Construction Works in 2024-25**

<b>Planned Venue</b>	<b>Project Commencement Time</b>	<b>Anticipated Completion Time</b>
Tin Shui Wai Park	Fourth quarter of 2022 (Commenced)	Third quarter of 2024
Quarry Bay Park	Second quarter of 2023 (Commenced)	Fourth quarter of 2024
Che Kung Miu Road Playground	Third quarter of 2023 (Commenced)	First quarter of 2024
Jordan Valley Playground	Third quarter of 2023 (Commenced)	Fourth quarter of 2024
Tong Mei Road Children's Playground	First quarter of 2024 (Commenced)	Third quarter of 2024
Po Tsui Park	Second quarter of 2024	Fourth quarter of 2024
Tsing Yi Promenade (Stage II)	Second quarter of 2024	Fourth quarter of 2024
Aberdeen Promenade (Stage II)	Second quarter of 2024	First quarter of 2025
Morse Park (Park No. 4)	Second quarter of 2024	Third quarter of 2025
Saigon Street Playground, Yau Ma Tei	Second quarter of 2024	Third quarter of 2025
Shek Yam Lei Muk Road Park	Second quarter of 2024	Fourth quarter of 2025
Sha Tin Park	Second quarter of 2024	Fourth quarter of 2025
Tsuen Wan Park (Phase II)	Second quarter of 2024	Second quarter of 2026
Kwai Fong Street Playground	Third quarter of 2024	Fourth quarter of 2024
Cheung Chau Park	Third quarter of 2024	Second quarter of 2025
Tai Wan Shan Park	Fourth quarter of 2024	Second quarter of 2025
To Kwa Wan Recreation Ground	Fourth quarter of 2024	Second quarter of 2026
Tung Lo Wan Garden	First quarter of 2025	Third quarter of 2025
Sun Yat Sen Memorial Park	First quarter of 2025	Third quarter of 2025
Yuen Shin Park	First quarter of 2025	Fourth quarter of 2025
Pak Lam Road Garden	First quarter of 2025	Fourth quarter of 2025
Ap Lei Chau Park	First quarter of 2025	First quarter of 2027
Po Wing Road Playground	First quarter of 2025	First quarter of 2027

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB271**

**(Question Serial No. 3049)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (000) Operational Expenses

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please set out the major exhibitions to be organised by the Hong Kong Museum of Art, Hong Kong Museum of History, Hong Kong Heritage Museum and Hong Kong Science Museum in 2024-25, the dates of the exhibitions, the manpower involved and the estimated expenditure.

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 16)

Reply:

The major exhibitions to be organised by the Hong Kong Museum of Art, Hong Kong Museum of History, Hong Kong Heritage Museum and Hong Kong Science Museum under the Leisure and Cultural Services Department (LCSD) in 2024-25 are tabulated below. The manpower involved in organising these major exhibitions are to be absorbed by existing resources of the Department.

Venue	Exhibition Title	Exhibition Period	Estimated Expenditure <sup>Note</sup> (\$ million)
Hong Kong Museum of History	The Ancient Civilisation of the Xia, Shang and Zhou Dynasties in Henan Province	April to July 2024	21.8
Hong Kong Museum of Art	Fragrance of Time – In Search of Chinese Art of Scent	June to October 2024	8
Hong Kong Museum of History and Hong Kong Science Museum	Exhibition for 75th Anniversary of the Founding of the People's Republic of China (tentative title)	September to December 2024	6
Hong Kong Heritage Museum	Multiverse – Hong Kong International Poster Triennial Exhibition 2024 (tentative title)	December 2024 to May 2025	1.85

Venue	Exhibition Title	Exhibition Period	Estimated Expenditure <sup>Note</sup> (\$ million)
Hong Kong Museum of Art	Paul Cézanne and Auguste Renoir from the Collection of the Musée de l'Orangerie and Musée d'Orsay (tentative title)	January to May 2025	21.9

Note: Estimated expenditure to be borne by the LCSD (including funding from sponsorship).

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB272**

**(Question Serial No. 2493)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To beautify the cityscape, the Government will focus on the development of the Shing Mun River and Yuen Long Nullah into flower viewing hotspots. In this connection, would the Government inform this Committee of:

- the details of such developments, including their specific locations and the species of vegetation to be planted;
- the estimated expenditure;
- the anticipated completion times;
- whether the Government has assessed the impacts of weather conditions on such developments, given that riverside locations are exposed to stronger wind during extreme climate conditions like typhoons. If so, what are the details?

Asked by: Hon CHAN Hak-kan (LegCo internal reference no.: 35)

Reply:

To dovetail with the “Shining City Project” as mentioned in the Chief Executive’s 2023 Policy Address, the Leisure and Cultural Services Department (LCSD) has, since mid-2023, planned for phased delivery of cityscape beautification projects in areas along the Shing Mun River and around Yuen Long Nullah to develop such areas into flower viewing hotspots by extensively planting flowering trees and shrubs, thereby further enhancing the quality of cityscape and riverscape.

The scope of the beautification project along the Shing Mun River will mainly cover its northern shore in vicinity of the amphitheatre and viewing terrace of Sha Tin Park, and its southern shore along the section between Sand Martin Bridge and Shing Mun River Promenade Garden No. 1. Under the project, flowering trees such as *Bauhinia variegata* and *Tabebuia chrysantha*, various species of flowering shrubs and herbaceous perennials

including Cosmos, Begonia, Angelonia, Tagetes, Antirrhinum, Ipomoea, Petrea and Hibiscus will be planted at the said locations.

The beautification project for areas around the Yuen Long Nullah will mainly include planting of flowering shrubs and plants such as *Bougainvillea spectabilis* and *Bougainvillea glabra* at the roadside flowerbeds from Long Ping MTR Station to Ma Tong Road, as well as setting up a floral archway at an appropriate location near the roadside flowerbeds outside Long Ping MTR Station, where a collection of riotous flowers, such as Bougainvilleas, Cosmos, Angelonia, Hydrangea and Begonia, will be planted in creation of an arcade adorned with flowers. Besides, the LCSD will place flower racks and pots on both sides of the Nullah for planting Bougainvilleas to further enhance the quality of the landscape, thereby developing the site into a flower viewing hotspot.

Such 2 beautification projects are anticipated to be completed in mid-2024. The estimated expenditure will be approximately \$10 million, covering the costs related to the removal of senescent *Acacia confusa*, transplant of some trees and plants to make room for enhanced landscaping layout, formation of flowerbeds, provision of gardening features such as floral archways and rockeries, purchase and planting of flowering trees, shrubs and herbaceous perennials, as well as maintenance work.

In planning for the beautification projects and selecting plant species, the LCSD has strictly adhered to the guideline of “Right Plant, Right Place” issued by the Development Bureau by selecting those species suitable for planting in light of the actual circumstances and conditions. The LCSD will conduct inspections on growth of trees, carry out maintenance work and implement risk mitigation measures as appropriate before wet season. The LCSD will also make immediate tree inspections after inclement weather to check their conditions and carry out maintenance work as necessary.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB273****(Question Serial No. 0985)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): ()Programme: (1) Recreation and SportsControlling Officer: Director of Leisure and Cultural Services (Vincent LIU)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

On continuing to make the public play spaces (PPSs) more innovative and fun by transforming more than 170 PPSs across the territory over the 5 years from 2020-21 onwards:

1. How many PPSs have completed transformation in the past 4 years? What are the details of the enhancement projects and their distribution by district? Has there been any evaluation of the feedback of the general public after the transformation?
2. For the remaining PPSs, will all the transformation projects be completed in 2025? If not, will the measure be extended? What are the details of the enhancement projects and the distribution of such PPSs?
3. After this five-year plan expires, will there be an evaluation of its effectiveness, and will the general public be consulted of their views on the newly enhanced facilities?

Asked by: Hon CHAN Han-pan (LegCo internal reference no.: 1)Reply:

1. The Government announced in the 2019 Policy Address the launch of a five-year plan to transform more than 170 public play spaces (PPSs) under the Leisure and Cultural Services Department (LCSD) across Hong Kong, in the hope of offering PPSs with different degrees of challenges and fun, introducing more natural elements to the PPSs, and making them more innovative, challenging and interesting.

As at February 2024, the following 7 PPSs have completed transformation and are open for public use:

<b>District</b>	<b>Name of Venue</b>	<b>Opening Date</b>
Wong Tai Sin	Shung Ling Street Playground	December 2022
Eastern	King's Road Playground	January 2023
Yuen Long	Fung Cheung Road Garden	February 2023

<b>District</b>	<b>Name of Venue</b>	<b>Opening Date</b>
North	Hung Leng Children's Playground	February 2023
Sham Shui Po	Sham Shui Po Park	November 2023
Kwai Tsing	Tsing Yi Promenade (Stage I)	January 2024
Southern	Aberdeen Promenade (Stage I)	February 2024

The transformed PPSs are very popular among members of the public, especially the first large-scale project at Sham Shui Po Park, where the currently tallest and longest slide among those at LCSD playgrounds is located. The facility concerned has been well received by users and widely covered by the media since its opening.

2. The 116 launched PPS transformation projects cover children's play equipment under the LCSD across the 18 districts of Hong Kong. Please refer to the **Annex** for a list of the relevant venues. The Department anticipates that over 170 projects can be launched as planned by 2025.
3. In addition to trial play days and site visit, the LCSD also collected public opinions and views about the completed PPSs through online questionnaire survey (<https://www.lcsd.gov.hk/en/pps/news.html>) for future reference when planning PPSs.

**List of venues with commenced PPS projects**

<b>District</b>	<b>Venue</b>
<b>Hong Kong Island</b>	
Central and Western District	(i) Sun Yat Sen Memorial Park (ii) Third Street Playground (iii) Kwong Hon Terrace Garden (iv) Caine Road Garden (v) Hollywood Road Park (vi) Central and Western District Promenade – Western Wholesale Food Market Section
Southern District	(i) Aberdeen Promenade [ <b>Stage I completed</b> ] (ii) Shek Pai Wan Road Playground (iii) Ap Lei Chau Park (iv) Apleichau Bridge (North) Children’s Playground (v) Hong Fu Playground (vi) Stanley Beach Road Children’s Playground
Eastern District	(i) King’s Road Playground [ <b>completed</b> ] (ii) Quarry Bay Park (iii) Yee Tai Street Sitting-out Area (iv) Heng Fa Chuen Playground (v) Healthy Village Playground (vi) Tong Shui Road Garden
Wan Chai District	(i) Tung Lo Wan Garden (ii) Kwai Fong Street Playground (iii) Morrison Hill Road Playground (iv) Tak Yan Street Children’s Playground (v) Wun Sha Street Children’s Playground (vi) Southorn Playground
<b>Kowloon</b>	
Sham Shui Po District	(i) Sham Shui Po Park [ <b>completed</b> ] (ii) Shun Ning Road Recreation Ground (iii) Maple Street Playground (iv) Cheung Sha Wan Playground (v) Shek Kip Mei Central Playground
Kwun Tong District	(i) Jordan Valley Park (ii) Ngau Tau Kok Road Sports Centre (iii) Sam Ka Tsuen Recreation Ground (iv) Lam Tin Park (v) Lok Wah Playground (vi) Jordan Valley Playground

District	Venue
Yau Tsim Mong District	<ul style="list-style-type: none"> <li>(i) Tong Mei Road Children's Playground</li> <li>(ii) Saigon Street Playground</li> <li>(iii) Haiphong Road Children's Playground</li> <li>(iv) Lok Kwan Street Park</li> <li>(v) Ferry Street Playground</li> <li>(vi) Sai Yee Street Garden</li> <li>(vii) Hong Tat Path Garden</li> </ul>
Wong Tai Sin District	<ul style="list-style-type: none"> <li>(i) Shung Ling Street Playground <b>[completed]</b></li> <li>(ii) Morse Park (Park No. 4)</li> <li>(iii) Ngau Chi Wan Park (Children's Play Area on Upper Platform)</li> <li>(iv) Tsz Wan Shan Estate Central Playground</li> <li>(v) Fung Tak Park</li> <li>(vi) Tsz Wan Shan Road Playground</li> <li>(vii) Muk Lun Street Playground</li> </ul>
Kowloon City District	<ul style="list-style-type: none"> <li>(i) Tai Wan Shan Park</li> <li>(ii) Fat Kwong Street Garden No. 1</li> <li>(iii) To Kwa Wan Recreation Ground</li> <li>(iv) Moray Road Children's Playground</li> <li>(v) Carmel Village Street Garden</li> <li>(vi) Ko Shan Road Park</li> <li>(vii) Pui Ching Road Playground</li> </ul>
<b>New Territories</b>	
Islands District	<ul style="list-style-type: none"> <li>(i) Cheung Chau Park</li> <li>(ii) Yung Shue Wan Playground</li> <li>(iii) Peng Chau Playground</li> <li>(iv) Tai O Recreation Ground, Lantau Island</li> <li>(v) Tung Chung North Park</li> <li>(vi) Leung Uk Children's Playground, Tai O</li> </ul>
Kwai Tsing District	<ul style="list-style-type: none"> <li>(i) Tsing Yi Promenade <b>[Stage I completed]</b></li> <li>(ii) Shek Yam Lei Muk Road Park</li> <li>(iii) Mei King Playground</li> <li>(iv) Shek Pai Street Park</li> <li>(v) Hing Shing Road Playground</li> <li>(vi) Tai Wong Ha Playground</li> <li>(vii) Cheung Wan Street Rest Garden</li> <li>(viii) Lai King Hill Road Playground</li> </ul>



District	Venue
Tsuen Wan District	<ul style="list-style-type: none"> <li>(i) Pak Lam Road Garden</li> <li>(ii) Jockey Club Tak Wah Park</li> <li>(iii) Tsuen Wan Park (Phase II)</li> <li>(iv) Tsuen Wan Tin Hau Temple Garden</li> <li>(v) Kwok Shui Road Park</li> <li>(vi) Tsuen Fu Street Garden</li> </ul>
Sai Kung District	<ul style="list-style-type: none"> <li>(i) Po Tsui Park</li> <li>(ii) Sai Kung Waterfront Park</li> <li>(iii) Mau Tai Road Garden</li> <li>(iv) Man Yee Playground</li> <li>(v) Pui Shing Garden</li> <li>(vi) Sha Kok Mei Playground and Garden</li> <li>(vii) Yau Yue Wan Children's Playground</li> </ul>
Sha Tin District	<ul style="list-style-type: none"> <li>(i) Che Kung Miu Road Playground</li> <li>(ii) Sha Tin Park</li> <li>(iii) Ma On Shan Promenade (Children's Playgrounds No. 3 and No. 4)</li> <li>(iv) Tsang Tai Uk Recreation Ground</li> <li>(v) Ngau Pei Sha Street Playground</li> <li>(vi) Yuen Chau Kok Park</li> <li>(vii) A Kung Kok Playground</li> <li>(viii) Lok Yuen Path Children's Playground</li> </ul>
Tai Po District	<ul style="list-style-type: none"> <li>(i) Yuen Shin Park</li> <li>(ii) Chung Nga Road Children's Playground</li> <li>(iii) Yuen Chau Tsai Park</li> <li>(iv) Tai Po Waterfront Park – Senses Children's Playground</li> <li>(v) Tong Min Tsuen Playground</li> <li>(vi) Tai Po Waterfront Park – Technology Children's Playground</li> </ul>
North District	<ul style="list-style-type: none"> <li>(i) Hung Leng Children's Playground <b>[completed]</b></li> <li>(ii) Wo Hing Playground</li> <li>(iii) Po Wing Road Playground</li> <li>(iv) Luen Wo Hui Playground</li> <li>(v) Shek Wu Hui Jockey Club Playground</li> <li>(vi) Lung Yeuk Tau San Wai Children's Playground</li> <li>(vii) Wai Ming Street Garden</li> </ul>

<b>District</b>	<b>Venue</b>
Yuen Long District	(i) Fung Cheung Road Garden <b>[completed]</b> (ii) Tin Shui Wai Park (iii) Yuen Long Park (iv) Tin Ho Road Playground (v) Yuen Long Jockey Club Town Square (vi) Shek Po Tsuen Playground (vii) Kam Tin Shi Children's Playground (viii) Town Park South Playground (Yuen Long Town Park)
Tuen Mun District	(i) Tsing Shan Children's Playground (ii) Butterfly Beach Park (iii) Yeung Siu Hang Garden (iv) King Fung Children's Playground

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB274**

**(Question Serial No. 0986)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department will set up self-test fitness corners at its fitness rooms in the 18 districts. Please advise of:

1. the amount of expenditure to be spent on the set-up of such fitness corners in the 18 districts in 2024-25;
2. the unit cost of individual fitness corners, and whether they will be connected to smart fitness equipment;
3. the estimated amount of expenditure required for subsequent maintenance, servicing and system upgrading.

Asked by: Hon CHAN Han-pan (LegCo internal reference no.: 2)

Reply:

Regarding the questions on the self-test fitness corners to be set up by the Leisure and Cultural Services Department (LCSD) in the 18 districts, the reply is as follows:

1. To facilitate members of the public to monitor their fitness levels, the LCSD has launched a pilot scheme on self-test fitness corners in January 2024, which involved the set-up of Bioelectrical Impedance Analysers (BIAs) at 8 sports centres. The pilot scheme will be extended to the remaining 10 districts by the end of 2024, with the estimated expenditure for 2024-25 being about \$1.22 million.
2. & 3. Under the pilot scheme, the unit cost of individual fitness corners, inclusive of the set-up and system services of the BIAs, is approximately \$110,000. The estimated annual expenditure on subsequent maintenance, servicing and system upgrading of the 18 fitness corners will amount to a total of about \$860,000.

Given a trial run for smart fitness equipment will be carried out in the fourth quarter of 2024, the fitness corner system will not be connected to them in such an early

stage. The Government will explore the feasibility of such a connection pending system maturity.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB275**

**(Question Serial No. 2914)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Matters Requiring Special Attention in 2024-25 in the Programme that the Government would “continue to strengthen the promotion of urban sports to encourage participation of more young people and to identify and nurture junior athletes with relevant potential”. In this connection, would the Government inform this Committee of:

1. the information on the promotion of urban sports by the Government in the past year, including the content of the activities held, the numbers of times that the activities were held, the numbers of participants and the expenditure involved;
2. the information on the facilities and venues currently available for conducting urban sports under the Government (please list their locations, attendances, usage rates and numbers of hours used as urban sports venues);
3. whether the Government will explore the construction of more urban sports venues and facilities in the future, and whether consideration will be given to making good use of idle government sites, vacant school premises, rooftops, spaces underneath flyovers and factory buildings by converting them into urban sports venues and leasing them to the relevant parties for use on a short-term basis; if so, the details; if not, the reasons for that;
4. the Government's plans, apart from the provision of more venues, to continue strengthening the promotion of urban sports and the relevant estimated expenditure.

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 35)

Reply:

1. Under the Sports Subvention Scheme, the Leisure and Cultural Services Department (LCSD) provided subvention to the national sports associations (NSAs) promoting urban sports in 2023-24, including Basketball Association of Hong Kong, China; Football Association of Hong Kong, China; Hong Kong, China Mountaineering and Climbing Union; DanceSport Association of Hong Kong, China; and Hong Kong China Federation of Roller Sports and Skateboarding to organise over 400 activities, including 3-on-3 basketball, futsal, sport climbing, breaking and skateboarding, with a total of about 30 000 participants. Meanwhile, the LCSD organised some 370 urban sports programmes in 2023-24 for about 15 300 participants. Among these programmes are those held in the 9th Hong Kong Games (HKG) between 2023 and 2024, during which the LCSD continues to organise futsal events, replaces 5-on-5 basketball competition with 3-on-3 basketball competition which is more popular among the youth, and introduces new urban sports which are popular among young people, including women's futsal, sport climbing, breaking and skateboarding. The LCSD also organised "The Star-studded Classroom: Elite Athletes' Demonstration and Exchange Programmes" with play-in sessions for futsal, sport climbing, breaking and skateboarding in 2023, during which elite athletes and experienced coaches shared their experience, conducted skill demonstration and exchange, and had play-in sessions with all participants. In addition, in the Corporate Games 2023 held last year, the original 7-a-side soccer competition was replaced by futsal competition. The estimated expenditure on the aforesaid programmes is about \$12.8 million.
2. At present, the facilities available for conducting urban sports under the LCSD include 13 indoor and outdoor sport climbing facilities, some 500 basketball courts, 8 skateboard grounds, 5 skateparks, over 190 dance rooms/multipurpose activity rooms and over 140 5-a-side soccer pitches. Please visit <https://www.lcsd.gov.hk/en/USP/facilities.html> for locations of these facilities. Among them, basketball courts, dance rooms/activity rooms, 5-a-side soccer pitches and skateparks are multipurpose facilities. The LCSD does not have a breakdown of the usage of the above facilities for urban sports. Separately, the LCSD does not have information about the usage rates of skateboard grounds, which can be used without booking. As for indoor and outdoor sport climbing facilities, users of which must be trained and have obtained relevant certificates, their average usage rates in 2023 were 32% and 23% respectively.
3. The Government will, when planning new sports facilities (including urban sports facilities) and improving the existing ones, consider various relevant factors, including the current provision of sports facilities across Hong Kong and at the district levels, policy objectives of sports development and utilisation of existing facilities. The LCSD will identify suitable locations for the development of sports facilities through relevant government departments. In the meantime, the Department keeps an open mind about looking into the possibility of implementing other conversion projects, such as the conversion of idle government sites (including vacant school premises and municipal services buildings) into urban sports venues. It is also necessary for the LCSD to take into account a basket of relevant factors, including the locations of idle sites, compatibility of the proposed facilities with the uses and environment of the land in the vicinity, accessibility, site area, whether the internal structures are suitable to be converted into urban sports facilities, as well as views of the NSAs, District Councils

and stakeholders concerned. The conversion of some floors of the Kwun Chung Municipal Services Building into an urban sports centre is one example.

4. Under the Sports Subvention Scheme, the LCSD will continue to provide subvention to the NSAs promoting urban sports in 2024-25, including Basketball Association of Hong Kong, China; Football Association of Hong Kong, China; Hong Kong, China Mountaineering and Climbing Union; DanceSport Association of Hong Kong, China; and Hong Kong China Federation of Roller Sports and Skateboarding to organise urban sports activities. They will co-ordinate participation in overseas competitions and organise locally-hosted international events, sports training programmes, local competitions, as well as staff and referee training with respect to urban sports. Meanwhile, the LCSD plans to organise some 340 programmes covering urban sports, including such events in the 9th HKG as futsal and 3-on-3 basketball competitions, as well as women's futsal, sport climbing, breaking and skateboarding which are featured in the Games as demonstration sports events. The estimated expenditure on the aforesaid programmes is about \$15.8 million.

In addition, under the Urban Sports Funding Scheme (funding scheme), the Culture, Sports and Tourism Bureau (CSTB) will, with the assistance of The Schools Sports Federation of Hong Kong, China, continue to provide direct funding to primary and secondary schools for organising urban sports training courses. It is anticipated that about 430 training courses will be held in the 2023/24 school year, providing about 8 000 students with an opportunity to take part in urban sports. In the meantime, the CSTB is liaising with the relevant NSAs and organisations to look into the promotion of the funding scheme outside schools. The estimated annual expenditure on the funding scheme is \$16 million.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB276**

**(Question Serial No. 2915)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that ‘the Intangible Cultural Heritage (ICH) Office launched the 5th round of “Community-driven Projects” and “Partnership Projects” under the ICH Funding Scheme in 2023 to strengthen the preservation, research, education, promotion and transmission of local ICH items’. In this connection, would the Government inform this Committee of the following:

1. Regarding the “Community-driven Projects” and “Partnership Projects” awarded with a grant under the ICH Funding Scheme last year, please list in a table such details as project names, grantees, details of projects and amounts of grant.
2. What are the manpower and expenditures involved in supporting the above projects? Please provide a breakdown by rank, work nature and salary.
3. The Government will announce new items for the “ICH Inventory of Hong Kong” and the “Representative List of the ICH of Hong Kong” in 2024-25. Before the announcement, what actual measures will the Government adopt to support, safeguard and promote highly valuable local cultural heritage items that have not been inscribed onto the inventory or the list?
4. ICH bearers are prominent representatives of handicraft artists. How will the Government step up its efforts in safeguarding ICH bearers in the future? Will it consider setting up a well-designed system for ICH bearers by drawing on the experience of the relevant national cultural authorities? If yes, what are the details? If no, what are the reasons?

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 36)

Reply:

1. Details of the projects funded in “Community-driven Projects” and “Partnership Projects” under the Intangible Cultural Heritage (ICH) Funding Scheme last year are at **Annex I**.



2. Under the staff establishment of the ICH Office, 3 members of staff are directly involved in supporting the ICH Funding Scheme. Their ranks, nature of work and salaries are set out as follows:

Rank	Nature of Work	Salary <sup>Note</sup> (\$)
Assistant Curator I	To organise and implement the ICH Funding Scheme, including vetting of applications, monitoring of project implementation, financial management, handling of public enquiries, and publicity and promotion.	62,895 - 79,135
Assistant Curator II		32,430 - 60,065
Assistant Clerical Officer	To provide clerical and records management support for the ICH Funding Scheme, and handle disbursement of funds.	16,695 - 34,060

Note: Based on the Master Pay Scale.

3. The ICH Office has been subsidising universities and researchers to conduct surveys and researches on valuable local cultural heritage items through the “Partnership Projects” under the ICH Funding Scheme since 2019. Upon completion of the surveys and researches as well as consultations, the ICH Office will update the “ICH Inventory of Hong Kong” in batches.
4. The Ministry of Culture and Tourism (MoCT) began the nomination exercise on national ICH bearers since 2007. In response to the invitation of the MoCT, 3 persons from the Hong Kong Special Administrative Region (HKSAR) have been designated as national ICH bearers. In 2022, the HKSAR Government recommended 2 persons to be national ICH bearers in the Sixth Round of Nomination Exercise. The results have yet to be released.

By making reference to the *Measures for Designation and Administration of National ICH Bearers* endorsed by the MoCT in 2019 and put into implementation in 2020, the ICH Office is now developing the method of identifying bearers of items on the “Representative List of the ICH of Hong Kong”.

**Intangible Cultural Heritage (ICH) Funding Scheme  
Projects Funded under “Community-driven Projects” and “Partnership Projects”  
Projects Approved in the 4th Round (2022)**

(i) Projects funded under the “Community-driven Projects”

	Project Name	Grantee	Details	Amount of Grant (\$)
1.	Intangible Cultural Heritage Mart	Intangible Cultural Heritage Earthpulse Society Limited	Workshops and ICH Mart (including performances, game booths and exhibitions)	840,000
2.	Celebration of Pak Sha Wan Kwun Yum Festival	Pak Sha Wan Tsuen Committee	2 years of Kwun Yum Festival celebration (including 2 years of traditional bamboo theatre building), guided tours, workshops and talks	812,000
3.	Cantonese Opera Pronunciation Dictionary	Yeung Ming Cantonese Opera Troupe (Charity) Limited	Development of Cantonese opera pronunciation dictionary app	756,000
4.	“Baby Nanyin Sing with Me” Kids Education Kit and Online Programme	TroVessional	Production of animation-based teaching materials and lyrics collection (online publication)	719,000
5.	“Touching Puppetry Performance in <i>Jiao</i> ” Traditional Hand Puppetry Promotion Programme	Chan Kam To	Talks, demonstrations and performances	683,000
6.	Promotion and Education Project of Hong Kong’s Intangible Cultural Heritage at 18 Districts (Tsuen Wan and Kwai Tsing Districts)	Hulu Culture Limited	Talks, demonstrations, guided tours and publication of books	665,000

	Project Name	Grantee	Details	Amount of Grant (\$)
7.	Courses on Hong Kong Traditional Paper Crafting Technique – Series II	Hong Kong Traditional Paper Crafting Arts Union	Courses (paper crafting of Chinese unicorns and flower-canons) and exhibitions	663,000
8.	Sea Parade and Celebration of Tin Hau Festival in Leung Shuen Wan	Tin Hau Kung Association of Leung Shuen Wan	2 years of Tin Hau Festival celebration (including 1 year of traditional bamboo theatre building) and guided tours	617,000
9.	The 2nd Training and Promotion of Hakka <i>Pixiu</i> Dance	Chung Ho Sing	Courses and carnivals	580,000
10.	Pok Fu Lam Village Mid-Autumn Fire Dragon Dance: Roadshow in Southern District	Siu Kwan Lun	Workshops, briefings, demonstrations, fire dragon parades and exhibitions	522,000
11.	Transmission of Flower Button Making Technique	Mak Yuen Sze	Courses and exhibitions	500,000
12.	Preserving Craftsmanship - Innovative Heritage Hand-carved Mahjong Programme	Cheung Hoi Yan Karen	Production of educational picture books and videos (online publication)	497,000
13.	Renaissance on the Intangible Hakka Culture Heritage in Yin Tim Tsai	The Salt & Light Preservation Centre Limited	Workshops	489,000
14.	Researching and Recording the Ghost Festival at Wah Fu (II) Estate	Dr Wong Pui Fung Gary	Production of documentaries, written reports and architectural drawings (online publication)	469,000
15.	Database of Hong Kong Local Traditional Folksongs	Dr Cheung Kwok Hung	Database development, talks and workshops	462,000

	Project Name	Grantee	Details	Amount of Grant (\$)
16.	Collection and Collation of Materials on Movable-type Printing Technique in Hong Kong from Post-war to Present	Hong Kong Open Printshop Limited	Research reports, oral history recordings and interview summaries (online publication)	460,000
17.	Birdcage Making Technique in Hong Kong	Hong Kong Birdcage Making Society	Courses, exhibitions and guided tours	435,000
18.	Po Toi Island <i>Jiao</i> Festival	Po Toi Island Welfare Association Limited	1 year of <i>Jiao</i> Festival celebration (including traditional bamboo theatre building) and guided tours	413,000
19.	Preservation, Exhibition, Dialogue: Dragon Boat Race, Fishermen and the Culture of Fishermen Community	Wong Wai Lok Richard	Videos, written reports and photo exhibitions (online publication)	365,000
20.	Wooden Boat Building Technique - Intangible Cultural Heritage Record and Promotion Programme	The Warehouse Teenage Club	Internship, written records, illustrations and videos (online publication)	354,000
21.	Preservation, Transmission and Education Programme of Hakka Unicorn Dance in Hang Hau	Joint Association of Traditional Hakka Unicorn in Sai Kung and Hang Hau, Hong Kong	Courses and ICH Day	342,000
22.	Journey of HKICH - Experiencing the Traditional Cultural Customs of Villages in Shatin	Community Development Pulsation	Research reports (online publication)	331,000
23.	Ho Sheung Heung Hung Shing Festival	Hau Wing Chung	1 year of Hung Shing Festival celebration, guided tours and carnivals	321,000
24.	Transmission of Intangible Cultural Heritage in Tai Hang: Promotion	Tai Hang Fire Dragon Heritage Centre Limited	Courses, workshops, experimental activities, guided tours and dialogue/sharing sessions	309,000

	Project Name	Grantee	Details	Amount of Grant (\$)
	Activities on Fire Dragon Dance			
25.	Our Sugar Time	Sit Kim Ping Anne	Workshops and courses	251,000

(ii) Projects funded under the “Partnership Projects”

	Project Name	Grantee	Details	Amount of Grant (\$)
1.	Thinking Beyond ICH	Hulu Culture Limited	Through training courses and internship, local tertiary/senior secondary students get to take part in organising and curating the ICH items in Hong Kong for cultural transmission and promotion	625,000
2.	Thinking Beyond ICH	The Warehouse Teenage Club	Through training courses and internship, local tertiary/senior secondary students get to take part in organising and curating the ICH items in Hong Kong for cultural transmission and promotion	476,000

	Project Name	Grantee	Details	Amount of Grant (\$)
3.	ICH for All	The Ebenezer School and Home for the Visually Impaired Limited	<i>Nanyin</i> inheritors teach the <i>Nanyin</i> Singing Course and the <i>Nanyin</i> Accompaniment Instrument Training Course to people with visual impairment, organise lecture demonstrations/ concerts on <i>Nanyin</i> and produce teaching materials	1,305,000
4.	ICH for All	Fair Trade Hong Kong Foundation Limited	Provide courses on writing/putting up <i>huichun</i> and Cantonese for different groups of people living in Hong Kong, and share project outcomes and students' works in webpage format	746,000
5.	Survey and Research for Enriching the "ICH Inventory of Hong Kong" (No. of research items: 6)	Dr Wong Tin Kei	Survey and research items <ul style="list-style-type: none"> <li>• Hoisanva (Taishanese)/Taishan and Kaiping Dialects</li> <li>• Shanghai Dialect/Hu Dialect</li> <li>• Dongguan (Tung Koon) Dialect</li> <li>• Chinese Opera School of Bone-setting</li> <li>• Chinese Medicinal Oil</li> <li>• Traditional Paddle Production Technique</li> </ul>	490,000

	Project Name	Grantee	Details	Amount of Grant (\$)
6.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 5)	Chan Tsz On	<p>Survey and research items</p> <ul style="list-style-type: none"> <li>• Worship of <i>Shetan</i>/Beliefs and Customs of Worshipping Earth God</li> <li>• Gratuitous Graves and Public Memorial Ceremonies (excluding Visits to Gratuitous Graves for the Anonymous Dead by the Ma Wan Rural Committee, Ching Ming Festival Public Memorial Ceremonies held by the Hong Kong Chiu Chow Chamber of Commerce and the Spring and Autumn Ancestral Worships by the Lok Sin Tong Benevolent Society)</li> <li>• <i>Jiao</i> Festival of Tin Hau Temple at Kat O Village</li> <li>• Traditional Rope Production Technique</li> <li>• Local Hong Kong Delicacies (excluding the items in the ICH Inventory and Egg Waffle Making Technique)</li> </ul>	420,000
7.	Survey and Research for Enriching the “ICH Inventory of Hong Kong”	The Hong Kong Polytechnic University	<p>Survey and research items</p> <ul style="list-style-type: none"> <li>• Chiu Chow Puppet Show</li> </ul>	363,000

	Project Name	Grantee	Details	Amount of Grant (\$)
	(No. of research items: 5)		<ul style="list-style-type: none"> <li>• Pak Hok Pai (White Crane) Fist</li> <li>• <i>Yiquan</i></li> <li>• Hung Shing Choi Lee Fat Fist</li> <li>• Old Tree and Potted Plant Growing Method</li> </ul>	

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB277**

**(Question Serial No. 0936)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned in Programme (1) that the Leisure and Cultural Services Department would continue to enhance utilisation of existing sports facilities. There were, however, members of the public who indicated that few of the sports facilities in their neighbourhood looked dilapidated compared to those in other districts, thereby discouraging them from using such facilities. In this connection, would the Government inform this Committee of:

- 1) the usage rates of sports facilities in each of the districts across Hong Kong in 2023-24?
- 2) the specific measures and targets for enhancing utilisation of the sports facilities in the coming year?
- 3) whether the Government will consider renovating the sports facilities to enhance the quality of venues and their utilisation?

Asked by: Hon CHAN Kin-por (LegCo internal reference no.: 19)

Reply:

- 1) The usage rates of major sports facilities under the Leisure and Cultural Services Department (LCSD) in 2023 with a breakdown by districts are at **Annex**.
- 2) The LCSD will continue to allow concessionary use of such facilities by schools, non-governmental organisations receiving subvention allocation from the Social Welfare Department, citizens aged 60 or above and full-time students during non-peak hours. Organisations for people with disabilities can also enjoy concessionary rates at all times. Moreover, to encourage greater public use of sports facilities, the LCSD will continue to upgrade the standard of its sports facilities and organise major promotional events such as Sport For All Day, as well as fun days, training courses and competitions.
- 3) The LCSD has always been committed to providing quality and safe recreation and sports facilities for the public. In general, the LCSD will take into consideration the serviceable lifespan, actual and safety conditions of facilities and views from

stakeholders when making facility repair arrangements and prioritising their replacement or renovation in conjunction with the relevant works departments, with a view to meeting the actual needs, thereby enhancing the quality of venues and their utilisation.

**Usage rates/Attendance of Major Sports Facilities in 2023**

District	Sports Centres (Arena)	Sports Grounds	Turf Pitches <sup>(1)</sup>	Tennis Courts	Swimming Pools (Attendance)
<b>Hong Kong Island</b>					
Central and Western	95%	No provision	_(2)	No provision	852 941
Eastern	93%	100%	82%	93%	569 007
Southern	87%	100%	67%	93%	94 480
Wan Chai	94%	100%	67%	92%	1 145 630
<b>Kowloon</b>					
Kowloon City <sup>(3)</sup>	92%	100%	78%	81%	361 349
Kwun Tong	91%	100%	77%	72%	1 312 400
Sham Shui Po	94%	100%	84%	81%	1 034 466
Wong Tai Sin	94%	100%	74%	79%	674 525
Yau Tsim Mong	96%	No provision	80%	86%	812 643
<b>New Territories</b>					
Islands	73%	89%	73%	23%	321 788
Kwai Tsing	89%	100%	73%	66%	449 041
North	91%	100%	71%	69%	416 467
Sai Kung	90%	100%	65%	82%	380 927
Sha Tin	93%	100%	65%	77%	947 675
Tai Po	90%	100%	71%	80%	523 681
Tsuen Wan	92%	100%	83%	74%	540 998
Tuen Mun	89%	100%	64%	58%	787 198
Yuen Long	90%	99%	68%	71%	915 732
<b>Total</b>	<b>91%</b>	<b>99%</b>	<b>72%</b>	<b>79%</b>	<b>12 140 948</b>

Notes

- (1) As natural and artificial turf pitches are used to support the same types of sports and functions, their average usage rates are presented as one item for easier interpretation.

- (2) The artificial turf pitch of Sun Yat Sen Memorial Park, the only turf pitch in Central and Western District, was temporarily closed for maintenance from 1 December 2022 to 7 January 2024.
- (3) Kowloon Tsai Swimming Pool has been temporarily closed since 2020 for redevelopment works.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB278**

**(Question Serial No. 0937)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In Programme (1), the Leisure and Cultural Services Department states that it will continue to develop the SmartPLAY system and implement the enhanced functions of Phase 2. In fact, there has been feedback from the general public that even with the adoption of real-name registration and more convenient mobile application, cases of touting still exist and legitimate users of venues need to buy the right of use from third parties at higher prices. In this connection, would the Government inform this Committee of the following:

- 1) the effectiveness of the measures adopted in the SmartPLAY system in stamping out touting activities in 2023-24;
- 2) the number of breaches found when the identities of hirers or users were checked during inspections and the total number of warnings issued in 2023-24; and
- 3) whether the mechanisms of SmartPLAY will be reviewed, such as the prevention of venue booking by any programs or bots, so as to raise the usage rate of venues by legitimate users.

Asked by: Hon CHAN Kin-por (LegCo internal reference no.: 20)

Reply:

- 1) The Leisure and Cultural Services Department (LCSD) has all along been paying attention to the unauthorised transfer or touting activities in relation to recreation and sports facilities. In recent years, the LCSD has adopted a multi-pronged approach to combating touting activities, including enhancing the booking arrangement, imposing penalty arrangements and stepping up inspections etc. To combat the touting of recreation and sports facilities more effectively, the LCSD has already incorporated functions preventing touting of venues in the design of the SmartPLAY system, including:
  - a) real-name registration;

- b) the new function of allocating certain recreation and sports facilities by ballot on top of the first-come-first-served allocation mechanism;
- c) requiring the hirer, when submitting balloting application for turf soccer pitches or booking on a first-come-first-served basis, to fill in the account numbers of 4 other SmartPLAY users with whom the hirer will use the facility, 3 of whom are required to check in together with the hirer and be present during the use of the booked session;
- d) requiring members of the public, when booking facilities via the SmartPLAY system and when checking in, to declare and undertake that they will be present during the use of the booked session(s) and that the user permit will not be transferred by any means. Anyone failing to do so may commit the offence of fraud under section 16A of the Theft Ordinance (Cap. 210) and be liable to prosecution and imprisonment of up to 14 years upon conviction; and
- e) allowing hirers to cancel bookings up to 1 day before the booked session via different channels, including the internet/mobile app/smart self-service stations, but the cancelled session(s) will not be immediately released for booking on the new system to prevent using the cancellation of booking as a means of transferring the user permit of the booked session for touting activities. Cancelled session(s), including those of turf soccer pitches, will be posted on the LCSD website and at the section titled “Cancelled sessions to be released for booking” on the system at 1 am on the following day. They will be available for booking again from 7 am on the same day through various booking channels on a first-come-first-served basis.

The LCSD will continue to keep an eye on the effectiveness of the new measures, and will further enhance the SmartPLAY system and launch more anti-touting measures when needed.

- 2) According to the “Conditions of Use of Recreation and Sports Facilities” of the LCSD, the hirer must be present during the use of the booked session(s). Venue staff will conduct random inspections during the booked sessions. If the hirer is found absent during the use of the booked session(s), it will be counted as 1 breach. Any hirer who has 2 breaches within 60 consecutive days will be suspended from booking fee-charging facilities under the LCSD for 90 days. From 1 April 2023 to 29 February 2024, a total of 821 hirers or users of facilities were found to be absent during the use of the booked session(s), and among them, 18 hirers have been suspended from booking fee-charging facilities under the LCSD for 90 days due to 2 accumulated breaches.
- 3) To effectively stamp out login by computer programs, the SmartPLAY system adopts a new generation of Web Application Firewall and anti-bot solution. Once unusual login or booking is detected, the anti-bot solution will instantly conduct analysis and intercept bot access.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB279**

**(Question Serial No. 1031)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (000) Operational expenses

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Department will “launch a series of exhibitions and programmes on Chinese history and culture, including the history of the War of Resistance, as well as pop culture” in the coming year.

1. What are the contents, numbers and total expenditure of exhibitions and programmes on Chinese history and culture which involved government participation and support in the past 3 years?
2. What will be the estimated manpower and expenditure for promoting Chinese history and culture?
3. Will the Department collaborate with the Education Bureau and relevant Mainland authorities? If yes, what will be the manpower and expenditure earmarked for the purpose?

Asked by: Hon CHAN Yung (LegCo internal reference no.: 10)

Reply:

1. The Culture, Sports and Tourism Bureau has been promoting Chinese culture and history to the public including the young people through various channels to deepen their understanding of our country and enhance their sense of national identity.

The museums under the Leisure and Cultural Services Department (LCSD) enable the public to gain a better understanding of Chinese culture and history in a relaxed and pleasant environment through thematic exhibitions, public and educational programmes, as well as school and community activities. Relevant exhibitions held in the past 3 years included “Art of the South Nanling: A Selection of Guangdong Painting from the Hong Kong Museum of Art” and “#popcolours: The Aesthetics of Hues in Antiquities from the HKMoA Collection” in 2021; “Women and Femininity in Ancient China – Treasures from the Nanjing Museum”, “Dunhuang: Enchanting Tales for Millennium” and “Mastering Masterpieces: The Essentials of Chinese Landscape

Paintings” in 2022; and “China Manned Space Exhibition”, “A Tale of Three Cities: Guangdong-Hong Kong-Macao Greater Bay Area and Export of Silk Products in the Ming and Qing” and “Genesis and Spirit – Tea for Harmony · Yaji Cultural Salon: Exhibition of the Tea Culture of Zhejiang” in 2023.

The Hong Kong Public Libraries (HKPL) also organises book displays in different libraries to introduce their collections of books on Chinese culture and history, and hold extension activities for the public such as subject talks, fun workshops and thematic exhibitions. Relevant activities organised by the HKPL in the past 3 years included “Talk on Chinese Classics”, “Hok Hoi Lectures on Chinese Wisdom and Life Pursuits”, “Subject Talk Series on Hong Kong Memory”, “Heritage Talk Series”, “Chinese Poetry Writing Competition”, “Appreciation of Arts and Literature – Chinese Traditional Arts and Cultural Heritage in Hong Kong” Series and “Traditional Arts and Crafts @ North District”.

The many performing arts activities of the LCSD also showcase the rich and diverse Chinese culture and traditional arts in such areas as Chinese opera, music, film, and traditional handicraft. For example, in the past 3 years, “Chinese Film Panorama” “18dART Community Arts Scheme”, “Community Cultural Ambassador Scheme”, “Concert by Hong Kong City Chinese Orchestra”, touring programmes in Guangdong-Hong Kong-Macao Greater Bay Area, “Cantonese Opera Day” and lantern displays were held annually to cultivate and enhance the public’s interest in and knowledge about traditional Chinese arts.

In the past 3 years, the LCSD organised an average of about 900 sessions of exhibitions and activities related to Chinese culture and history annually. In 2023, the LCSD also launched a new Chinese History and Culture series on its Edutainment Channel, an online platform covering informative and learning materials on aspects of culture and leisure, with a view to giving the public an insight into the long-standing Chinese culture and history so as to enhance their national identity and sense of belonging.

Currently, the expenditure and manpower involved in the LCSD’s regular exhibitions and programmes to promote Chinese culture and history are all absorbed by the existing resources of the Department.

2. In addition to the current exhibitions and programmes on offer, the LCSD will also establish the Chinese Culture Promotion Office (CCPO) in April 2024, and launch various activities progressively to promote Chinese culture and history, including a “General History of China Exhibition Series” which gives a systematic introduction on Chinese historical development, a Teaching and Learning Series designed for teachers and students, a Community Series targeting all walks of life in the community, different forms of exchange activities on various themes, and a Chinese Culture Festival to be held from June to September annually. In response to the 75th anniversary of the founding of the People’s Republic of China in 2024, the CCPO will launch the “Exhibition on the 75th Anniversary of the Founding of the People’s Republic of China” at the Hong Kong Science Museum and Hong Kong Museum of History to showcase our country’s development and achievements in such domains as culture, sports and science over the years. In 2024-25, the LCSD will receive additional funding



amounting to \$77.8 million and create 11 civil service posts for operating the CCPO and implementing the above initiatives.

3. The LCSD will continue to strengthen its co-operation with the Education Bureau by launching the “Train-the-Trainer Workshops” to provide schools with teaching resources and learning opportunities related to Chinese culture and history beyond the school curriculum. The LCSD will also continue to collaborate with different Mainland authorities to organise exhibitions and activities related to Chinese culture and history, including the following in the coming year: “War of Resistance Activities of East River Column in Shenzhen and Hong Kong Areas” (tentative) and “The 4th GBA Culture and Arts Festival – Shenzhen Opera & Dance Theatre *Wing Chun* Special Edition” co-organised with the Shenzhen Municipal Bureau of Culture, Sports, Tourism, Radio and Television, “The Ancient Civilisation of the Xia, Shang and Zhou Dynasties in Henan Province Exhibition” co-organised with Henan Museum, and “Fragrance of Time – In Search of Chinese Art of Scent Exhibition” co-organised with Shanghai Museum.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB280**

**(Question Serial No. 1032)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (000) Operational expenses

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Department will 'convert the existing "Hong Kong Museum of Coastal Defence" into the "Hong Kong Museum of the War of Resistance and Coastal Defence"' in the coming year.

1. What is the specific timetable for the conversion plan?
2. What are the estimated manpower and expenditure involved in the conversion?
3. Are there any plans for collaboration with relevant Mainland authorities and visits to relevant museums in the Mainland? If yes, what are the estimated numbers of visits and participants?

Asked by: Hon CHAN Yung (LegCo internal reference no.: 11)

Reply:

1. The Government plans to table its proposed amendments to the Designation of Museums Order (Cap. 132, section 105G) at the Legislative Council in May 2024 with a view to implementing the conversion of the "Hong Kong Museum of Coastal Defence" (HKMCD) into the "Hong Kong Museum of the War of Resistance and Coastal Defence" through negative vetting. The scheduled date of conversion is September 2024.
2. The expenditure and manpower involved in the conversion will be absorbed by the Leisure and Cultural Services Department through a re-allocation of existing resources.
3. The HKMCD is currently in discussion with the Shenzhen Municipal Cultural Relics Bureau, the Dongjiang Column Memorial Hall in Shenzhen, and the Memorial Hall for the Great Rescue of Chinese Cultural Celebrities about holding an exhibition tentatively titled "Fight as one: War of Resistance Activities of East River Column in Shenzhen and Hong Kong Areas" at the HKMCD in September 2024. Staff of the HKMCD will conduct duty visits to the above 2 museums to exchange views with their counterparts. Where necessary, the HKMCD will liaise with other relevant authorities and museums

in the Mainland to arrange further visits and exchanges. In 2024-25, the HKMCD plans to arrange 2 visits to museums or historical sites in the Mainland related to the War of Resistance, and expects to assign 2 members of its staff to participate in each visit.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB281**

**(Question Serial No. 1855)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the tree management work undertaken by the Leisure and Cultural Services Department (LCSD) in the past 3 years, would the Government inform this Committee of the following:

- (1) What is the number of trees currently managed by the LCSD?
- (2) Please list the (i) establishment, (ii) strength, (iii) number of new recruits, (iv) wastage of manpower, (v) number of retirees and (vi) number of staff members having opted for extension of service of the tree management personnel under the LCSD, with a breakdown by rank and grade.
- (3) What are the number of outsourced service contracts awarded by the LCSD and the annual expenditure involved for tree management work?
- (4) There are concerns over the fact that the LCSD does not request information, including those on staff attendance, time records and project items undertaken, from outsourced tree management service contractors upon completion of works, rendering it difficult for the Department to assess the cost-effectiveness of service contracts. Given this, will the Government consider reviewing such a practice? If so, what are the details? If not, what are the reasons?
- (5) What are the number and types of tree work training courses organised by the LCSD for its staff, as well as the number of course attendees? and
- (6) Will the Government consider inviting experienced arborists from the Mainland to share and exchange experience in horticulture and amenities management with the tree management personnel across departments in a bid to enhance their technical expertise in tree management? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHAU Siu-chung (LegCo internal reference no.: 10)

Reply:

- (1) As at February 2024, the number of trees managed by the Leisure and Cultural Services Department (LCSD) is 543 000.
- (2) A breakdown of the establishment and strength of the tree management personnel under the LCSD by rank and grade is set out below. Given members of these grades will be deployed to posts not specifically tasked with tree management, the LCSD does not keep information on the number of new recruits, wastage of manpower, number of retirees and number of staff members having opted for extension of service.

Grade	Rank	As at 31 March 2022		As at 31 March 2023		Projected as at 31 March 2004	
		Establishment	Strength	Establishment	Strength	Establishment	Strength
Leisure Services Manager	Senior Leisure Services Manager	1	1	1	1	1	1
	Leisure Services Manager	9	9	9	9	9	9
	Assistant Leisure Services Manager I	24	24	24	24	24	24
Amenities Assistant	Senior Amenities Assistant	18	18	18	16	18	18
	Amenities Assistant I	40	39	40	40	40	40
	Amenities Assistant II	35	34	35	35	35	34
Senior Artisan (General Duties)		34	33	34	33	34	30
Artisan (General Duties)		68	55	68	61	68	64
Workman I		34	34	34	29	34	29

- (3) The LCSD engages outsourced horticultural contractors to assist with the daily horticulture maintenance, which includes tree maintenance and maintenance for shrubs, groundcovers, lawns and trees. Such being the case, we are unable to provide a breakdown on the expenditure incurred by tree maintenance alone. The total expenditure involved is as follows:

Year	2021-22	2022-23	2023-24 (projected)
Annual expenditure (\$ million)	252	250	245

- (4) Various contractual requirements are defined by the LCSD based on the needs and nature of tree work, with tenders setting out in detail the service specifications, performance targets and standards, manpower ratios of various service personnel, as well as the qualifications, experience, training and skills required for the jobs. Under the current tree management contracts with the LCSD, contractors are required to submit photos accompanying their work reports, as evidence of completed work and satisfaction with contractual requirements. The LCSD has also developed a contract management guideline to ensure contractors attained the service performance indicators and complied with contractual requirements. Aside from regular on-site or surprise inspections, supervisory staff from the LCSD will also arrange meetings with the contractors so as to monitor the performance of contractors and their staff. If contractors are found to be non-compliant with contractual requirements, the contractors in question will be issued verbal advice or advisory letters by venue management staff under the contractual terms. For severe cases, default notices will be issued and a fee will be deducted from the monthly service fee in the form of liquidated damages. Follow-up actions such as suspension of service or termination of contract will also be considered and taken as appropriate. Besides, the venue management staff will conduct monthly assessments on the performance of the contractors to ensure that they comply with all the contract provisions and meet the contractual requirements. On the whole, the LCSD has put in place measures and made use of management tools to monitor service quality, with a view to ensuring that the tree management work is up to the required standards in terms of quantity, quality and costs.
- (5) The number and types of tree work training courses organised by the LCSD for its staff, as well as the number of course attendees are tabulated below:

Year	2021-22 <sup>1</sup>		2022-23		2023-24	
	No. of courses	Participants	No. of courses	Participants	No. of courses	Participants
In-house training courses <sup>2</sup>	98	1 406	127	2 042	128	2 107
Training by local institutes/tree experts <sup>3</sup>	44	973	48	1 633	66	1 485
Overseas specialist training programmes	1	3	1	2	2	8
Total	143	2 382	176	3 677	196	3 600

#### Notes

- <sup>1</sup> In response to the preventive measures for COVID-19, some in-house courses, courses organised by local institutes and tree experts, as well as an overseas specialist training programme, originally scheduled for 2021-22 had to be postponed. The numbers of courses and attendees were therefore lower than those in 2022-23 and 2023-24.
- <sup>2</sup> In-house training courses include practical and theory training on arboriculture, tree risk assessment and tree work.
- <sup>3</sup> These refer to diploma and certificate programmes and seminars/tree conferences organised by the Development Bureau, local institutes and tree experts.

- (6) The Government creates platforms for local, Mainland and overseas experts and scholars to share knowledge and experiences in all areas of urban forestry by convening regular meetings of the Urban Forestry Advisory Panel and organising the Hong Kong International Urban Forestry Conferences. Tree management personnel across various departments have also taken part and conducted exchanges in such advisory panel meetings and conferences to enhance their tree management capabilities.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB282**

**(Question Serial No. 0362)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government plans to continue to take forward initiatives for enhancing the funding support for and the governance of “national sports associations” (NSAs). In this connection, would the Government inform this Committee of the following:

- 1) What are the amounts of subvention granted to individual NSAs under the Sports Subvention Scheme in each of the past 3 years?
- 2) How will the Government monitor the operation of the NSAs and their sports training work to ensure that the subvention is well spent?

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 21)

Reply:

- 1) The Leisure and Cultural Services Department (LCSD) provides subvention to “national sports associations” (NSAs) through the Sports Subvention Scheme to support the promotion and development of sports in Hong Kong. The detailed breakdown of the subvention granted to individual NSAs in the past 3 years from 2021-22 to 2023-24 is at **Annex**.
- 2) To ensure that the subvention allocated to NSAs is used properly, the LCSD enters into annual Subvention Agreements with individual NSAs. Under the Agreements, NSAs have the obligation to use the subvention to implement the planned programmes in strict accordance with the requirements stated in the Agreements. The Government and the Audit Commission may enquire into, examine and audit all records and accounts in respect of the subvention as well as their management and control procedures. NSAs are also required to respond and follow up on any corruption prevention advice rendered by the Independent Commission Against Corruption and the Government. In addition, NSAs have to disclose all information relevant to the subvention funding as and when necessary.



NSAs are required to submit quarterly reports on their programmes, and annual accounts audited by certified public accountants. They are also required to formulate and comply with a Code of Conduct, Accounting Procedures Guidelines and Procurement Practices and Guidelines to avoid conflicts of interest and to ensure due process is followed. The LCSD conducts regular on-site inspections of the subvented programmes as well as periodic quality assurance inspections to ensure the quality of programmes provided by NSAs, the adoption of proper accounting procedures and their compliance with the terms of the Subvention Agreements.

**Subvention to national sports associations (NSAs) under the Sports Subvention Scheme from 2021-22 to 2023-24**

	<b>NSA</b>	<b>2021-22 (\$'000)</b>	<b>2022-23 (\$'000)</b>	<b>2023-24 (\$'000)</b>
1.	Archery Association of Hong Kong, China	6,053	6,979	7,241
2.	Hong Kong, China Association of Athletics Affiliates Limited	8,507	10,183	11,234
3.	Badminton Association of Hong Kong, China Limited	20,513	23,239	24,936
4.	The Baseball Association of Hong Kong, China Limited	8,950	11,176	12,303
5.	Basketball Association of Hong Kong, China Limited	14,105	15,857	16,826
6.	Billiard Sports Council of Hong Kong China Limited	5,625	6,488	6,995
7.	Hong Kong China Bodybuilding and Fitness Association	3,120	4,051	4,342
8.	The Boxing Association of Hong Kong, China Limited	3,437	4,733	5,220
9.	Hong Kong China Canoe Union Limited	6,610	8,500	9,512
10.	Chinese Martial Arts Dragon and Lion Dance Association of Hong Kong, China Limited	4,108	5,023	5,467
11.	Cricket Hong Kong, China Limited	6,942	8,207	8,779
12.	The Cycling Association of Hong Kong, China Limited	14,027	16,285	17,284
13.	DanceSport Association of Hong Kong, China Limited	6,692	8,871	10,317
14.	Hong Kong China Dragon Boat Association	4,758	6,255	6,782
15.	The Equestrian Federation of Hong Kong, China	4,264	6,068	6,712
16.	Hong Kong Fencing Association	8,068	9,904	10,622
17.	Flying Disc Federation of Hong Kong, China Limited	2,721	3,980	4,281
18.	The Football Association of Hong Kong, China Limited	19,998	23,876	24,180
19.	Hong Kong, China Gateball Association Co. Limited	2,872	3,430	3,755
20.	Golf Association of Hong Kong, China Limited	4,082	5,615	6,082

	<b>NSA</b>	<b>2021-22 (\$'000)</b>	<b>2022-23 (\$'000)</b>	<b>2023-24 (\$'000)</b>
21.	The Gymnastics Association of Hong Kong, China	8,624	10,761	11,691
22.	Handball Association of Hong Kong, China Limited	11,225	13,035	13,629
23.	Hockey Hong Kong, China	5,461	6,147	6,527
24.	Hong Kong, China Ice Hockey Association Limited	5,215	6,690	7,084
25.	The Judo Association of Hong Kong, China	5,858	7,548	8,101
26.	The Karatedo Federation of Hong Kong, China Limited	4,349	5,707	6,876
27.	Karting Association of Hong Kong, China Limited	3,233	4,637	5,086
28.	The Kendo Association of Hong Kong, China Limited	2,760	3,224	3,698
29.	Hong Kong China Korfball Association Limited	2,916	3,777	4,714
30.	Hong Kong, China Lacrosse Association Limited	2,129	3,231	4,288
31.	Lawn Bowls Association of Hong Kong, China	5,663	7,583	8,077
32.	Hong Kong China Life Saving Society	8,181	9,782	10,316
33.	Hong Kong, China Mountaineering and Climbing Union Limited	7,197	9,186	10,242
34.	Muaythai Association of Hong Kong, China Limited	2,438	3,381	3,739
35.	Netball Hong Kong, China Limited	3,335	4,082	4,661
36.	Orienteering Association of Hong Kong, China Limited	6,257	8,010	8,576
37.	Hong Kong China Federation of Roller Sports and Skateboarding Limited	4,209	4,851	5,478
38.	Hong Kong, China Rowing Association	9,940	12,021	13,282
39.	Hong Kong, China Rugby	8,320	10,740	11,944
40.	Sailing Federation of Hong Kong, China	3,227	4,213	4,601
41.	The Schools Sports Federation of Hong Kong, China	9,897	11,530	12,123
42.	Hong Kong, China Shooting Association	6,436	7,832	8,284
43.	Shuttlecock Association of Hong Kong, China Limited	4,134	5,566	6,381

	<b>NSA</b>	<b>2021-22 (\$'000)</b>	<b>2022-23 (\$'000)</b>	<b>2023-24 (\$'000)</b>
44.	Hong Kong China Skating Union Limited	3,477	4,499	4,913
45.	Hong Kong China Softball Association	5,337	5,879	6,391
46.	Hong Kong, China Sports Association of the Deaf Company Limited	4,745	6,283	4,979
47.	Hong Kong, China Sports Association for Persons with Intellectual Disability	12,601	15,309	16,655
48.	Sports Association for the Physically Disabled of Hong Kong, China	9,626	12,511	13,231
49.	Squash Association of Hong Kong, China	16,929	19,842	21,227
50.	Hong Kong China Swimming Association	14,548	17,435	19,278
51.	Hong Kong, China Table Tennis Association Limited	21,811	20,818	21,963
52.	Hong Kong, China Taekwondo Association Limited	4,588	6,204	6,601
53.	The Hong Kong, China Tennis Association Limited	16,620	19,730	18,693
54.	Hong Kong, China Tenpin Bowling Congress Limited	4,163	5,481	5,886
55.	Triathlon Association of Hong Kong China Limited	5,577	6,989	7,292
56.	Hong Kong China Underwater Association Limited	1,908	2,325	2,470
57.	The University Sports Federation of Hong Kong, China Limited	2,511	4,317	4,677
58.	Volleyball Association of Hong Kong, China Limited	17,253	15,718	21,672
59.	Hong Kong, China Waterski Association Limited	1,956	3,064	3,425
60.	The Hong Kong, China Weightlifting and Powerlifting Association Limited	2,304	3,011	3,141
61.	Windsurfing Association of Hong Kong, China	10,330	13,233	14,333
62.	Hong Kong, China Wushu Union Limited	6,634	8,258	8,820

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB283**

**(Question Serial No. 0359)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has planned to continue strengthening the promotion of urban sports to encourage greater participation by young people and to identify and nurture junior athletes with relevant potential. In this connection, please inform this Committee of:

- 1) the specific types of urban sports that the Government will promote in the future and the estimated expenditure to be involved;
- 2) the number of facilities and venues currently available for conducting urban sports, and a list of their locations and attendances;
- 3) the details on the planned conversion works projects for urban sports facilities, as well as the estimated expenditure on and manpower requirement of such conversion.

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 18)

Reply:

- 1) Under the Sports Subvention Scheme, the Leisure and Cultural Services Department (LCSD) will continue to provide subvention to the national sports associations (NSAs) promoting urban sports in 2024-25, including Basketball Association of Hong Kong, China; Football Association of Hong Kong, China; Hong Kong, China Mountaineering and Climbing Union; DanceSport Association of Hong Kong, China; and Hong Kong China Federation of Roller Sports and Skateboarding to organise events of 3-on-3 basketball, futsal, sport climbing, breaking and skateboarding. They will co-ordinate participation in overseas competitions and organise locally-hosted international events, sports training programmes, local competitions, as well as staff and referee training with respect to urban sports. Meanwhile, the LCSD plans to organise some 340 programmes covering urban sports, including such events in the 9th Hong Kong Games as futsal and 3-on-3 basketball competitions, as well as women's futsal, sport climbing, breaking and skateboarding which are featured in the Games as demonstration sports events. The estimated expenditure on the aforesaid programmes is about \$15.8 million.

In addition, under the Urban Sports Funding Scheme (funding scheme), the Culture, Sports and Tourism Bureau (CSTB) will, with the assistance of The Schools Sports Federation of Hong Kong, China, continue to provide direct funding to primary and secondary schools for organising urban sports training courses. It is anticipated that about 430 training courses will be held in the 2023/24 school year, providing about 8 000 students with an opportunity to take part in urban sports. In the meantime, the CSTB is liaising with the relevant NSAs and organisations to look into the promotion of the funding scheme outside schools. The estimated annual expenditure on the funding scheme is \$16 million.

- 2) At present, the facilities available for conducting urban sports under the LCSD include 13 indoor and outdoor sport climbing facilities, some 500 basketball courts, 8 skateboard grounds, 5 skateparks, over 190 dance rooms/multipurpose activity rooms and over 140 5-a-side soccer pitches. Please visit <https://www.lcsd.gov.hk/en/USP/facilities.html> for locations of these facilities. Among them, basketball courts, dance rooms/activity rooms, 5-a-side soccer pitches and skateparks are multipurpose facilities, and the LCSD is unable to provide a breakdown of the usage of such facilities for urban sports. Separately, the LCSD does not have information about the usage rates of skateboard grounds, which can be used without booking. As for indoor and outdoor sport climbing facilities, users of which must be trained and have obtained relevant certificates, their average usage rates in 2023 were 32% and 23% respectively.
- 3) It was announced in the 2023-24 Budget that the CSTB was examining the conversion of some floors of the Kwun Chung Municipal Services Building into an urban sports centre, so as to provide a suitable venue for activities such as sport climbing and skateboarding. The technical feasibility study of the conversion project is in progress. The Government will provide the details on estimated expenditure and implementation schedule, which have yet to be confirmed, when consulting the relevant Legislative Council panel and the Public Works Subcommittee and seeking funding approval from the Finance Committee.

In addition, the LCSD is launching various works projects to provide urban sports facilities. Details of the urban sports facility projects expected to be completed by 2024 are listed at **Annex**. As the construction or conversion of urban sports facilities forms part of the overall estimate of relevant projects, the LCSD does not have information about the expenditure on individual projects.

**Works projects providing facilities for urban sports  
expected to be completed by 2024**

Item	District	Project Title	Dedicated Venue	Multipurpose Venue	
			Skateboarding	3-on-3 Basketball (Note 1)	Breaking (Note 2)
1	Yau Tsim Mong	Open Space at Hoi Fan Road, Tai Kok Tsui	0	2	0
2	Yau Tsim Mong/ Kowloon City	Open Space at Hung Hom Waterfront	0	1	0
3	Wong Tai Sin	Re-provisioning of Portion of Ma Chai Hang Recreation Ground (a Shatin to Central Link project)	0	1	3
4	Tai Po	Ha Hang Village Playground in Area 31, Tai Po	0	1	0
5	North District	Re-provisioning of On Lok Mun Street Playground #	1	0	0

Note 1: Including indoor or outdoor basketball courts

Note 2: Including the arena, secondary hall or activity room

# As the facilities of the skatepark will be upgraded to internationally accredited standard after the re-provisioning, this works project is included in this table.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB284**

**(Question Serial No. 2518)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In last year's Policy Address, the Government stated that it would set up a museum to showcase the development and achievements of our country. In this regard, please inform this Committee of the following:

- (a) Where is the site for constructing the museum?
- (b) What is the timetable for the construction of the museum?
- (c) Prior to the completion of the museum, will the Government make any preparations such as setting up a temporary exhibition at another site? If yes, what are the details?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 18)

Reply:

- (a) & (b) The Chief Executive announced in the 2023 Policy Address that the Government would set up a museum to showcase the development and achievements of our country, covering such areas as its history, politics, economic development and culture. The Leisure and Cultural Services Department (LCSD) is currently holding discussions and conducting a study with the Development Bureau and other related departments with a view to identifying an optimal site for the new museum. The newly established Chinese Culture Promotion Office, under the lead of the Culture, Sports and Tourism Bureau and the LCSD, will co-ordinate in formulating appropriate proposals for the exhibition content, curatorial directions and implementation timetable of the new museum.
- (c) Before the commissioning of the new museum, the LCSD will hold an exhibition at a temporary location to display some of the relevant contents, such as thematic exhibitions on our country's development and its achievements in science, so as to deepen public understanding of our country and national affairs.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB285**

**(Question Serial No. 2519)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The 2022 Policy Address announced that the Government would explore the feasibility of setting up a Pop Culture Centre in the long term. In this connection, would the Government advise this Committee of:

- (a) the latest progress in the construction of the Pop Culture Centre;
- (b) the expenditure involved in the Hong Kong Pop Culture Festival 2023;
- (c) the effectiveness of promoting pop culture through the Hong Kong Pop Culture Festival 2023, its attendance figures and economic benefits; and
- (d) any initiatives adopted by the Government in the past 3 years to promote local pop culture as well as support Hong Kong pop culture practitioners participating in or holding exhibitions in Hong Kong and other parts of the Guangdong-Hong Kong-Macao Greater Bay Area?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 19)

Reply:

- (a) At present, the Government is conducting long-term planning for the facilities of the "Pop Culture Centre" in terms of the location and site area required. The Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department (LCSD) are working closely with the Development Bureau and other relevant departments/organisations to explore and identify the optimal site. At the same time, we are also in discussion and consultation with various stakeholders, including expert advisers, on matters related to the long-term planning of the "Pop Culture Centre", such as its collection, curatorial approach and exhibition contents, with a view to formulating appropriate plans for developing it into a landmark for local pop culture and a tourist attraction. In the short term, we plan to reserve a designated gallery in the Hong Kong Heritage Museum (HKHM) for holding exhibitions and extension activities on pop

culture so as to expand the collaboration network and build up the collections on pop culture.

- (b) The production costs for the programmes of the inaugural Hong Kong Pop Culture Festival (Culture Festival) in 2023 were around \$25 million.
- (c) There were a total of 21 programmes organised/sponsored by the LCSD in the inaugural Culture Festival, many of which were offered free of charge with a view to promoting local pop culture. The programmes attracted an attendance of around 530 000 and an online audience of about 75 000.
- (d) In order to provide local artists/arts groups with more platforms for performances and promote local pop culture to the public, the LCSD has actively collaborated with various stakeholders since 2023 to organise the Culture Festival, which includes concerts, thematic exhibitions, film screenings, and a series of extension and educational outreach activities. The LCSD will also enrich museum collections by contacting relevant stakeholders, attracting the attention of copyright owners of the works or personal collections of pop artists, and persuading them to donate the same to the permanent museum collections. Meanwhile, we are exploring the feasibility of setting up a “Pop Culture Centre” as a landmark for pop culture and a tourist attraction in the long run.

After the epidemic, the LCSD has actively resumed its arrangements for touring performances in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) in 2023-24. Such work included staging film screenings in cities such as Wuhan, Changsha and Shanghai to promote films of the Culture Festival to Mainland cities through collaboration with the Offices of the Hong Kong Special Administrative Region in the Mainland and relevant Mainland cultural authorities; loaning out collections of the HKHM to thematic exhibitions on Jin Yong held in Wuhan and Shanghai to promote Hong Kong pop culture; and arranging for the participation of young local singer-songwriters or groups in touring performances in GBA cities such as Zhongshan and Guangzhou so as to create more opportunities for local artists/arts groups to perform in the GBA.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB286**

**(Question Serial No. 2521)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Culture, Sports and Tourism Bureau will “continue to strengthen the promotion of urban sports”. In this connection, please inform this Committee of the following:

1. It was mentioned in the 2023-24 Budget that the Government would examine the conversion of some underutilised floors of the Kwun Chung Municipal Services Building into an urban sports centre. What is the progress of the conversion works concerned?
2. What are the estimated amount of time, expenditure and manpower required for the conversion?
3. Will the Government consider inviting the youth or relevant users to participate in the design of the centre? If yes, what are the details? If no, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 26)

Reply:

1. & 2. It was announced in the 2023-24 Budget that the Culture, Sports and Tourism Bureau was examining the conversion of some floors of the Kwun Chung Municipal Services Building into an urban sports centre, so as to provide a suitable venue for activities such as sport climbing and skateboarding. The technical feasibility study of the conversion project is in progress. The Government will provide the details on estimated expenditure and implementation schedule, which have yet to be confirmed, when consulting the relevant Legislative Council panel and the Public Works Subcommittee and seeking funding approval from the Finance Committee.
3. The Leisure and Cultural Services Department (LCSD) consulted the Yau Tsim Mong District Council in March 2023 about the plan to convert Kwun Chung Market into an urban sports centre, and the plan was supported by the District

Council. The LCSD will continue to proceed with the project according to the established procedures of public works projects, during which it will consult the views of different stakeholders, such as relevant national sports associations and sports organisations, district sports associations, and youth groups.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB287**

**(Question Serial No. 2524)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In connection with the implementation of the Ten-year Development Blueprint for Sports and Recreation Facilities (the Blueprint) to provide diversified recreation and sports facilities in a sustainable manner, would the Government inform this Committee of the following:

1. Among the 16 works projects recommended for implementation in Phase 1 of the Blueprint, please set out the progress of each project, including (i) the commencement date; (ii) the estimated works expenditure; and (iii) the types of sports or recreation facilities to be provided;
2. It is mentioned in Phase 1 of the Blueprint that technical feasibility studies would be conducted for 15 works projects. What are the progress of the studies and the details of the projects?
3. The 2023 Policy Address has proposed the construction of a swimming pool suitable for hosting international competitions and an arena with fencing training and competition facilities. What are the relevant preparatory work, the proposed sites, the estimated works expenditure and the commencement dates?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 17)

Reply:

1. The Ten-year Development Blueprint for Sports and Recreation Facilities (the Blueprint) will involve about 30 works projects of sports and recreation facilities, which include sports centres, swimming pools, sports grounds and parks. We plan to commence 16 projects for sports and recreation facilities in the first 5 years (the list of which is at Annex). Funding approval involving around \$2.7 billion has been obtained from the Legislative Council for 2 of the 16 projects. The 2 projects, namely Quarry Park in Anderson Road Quarry and the Joint-user Complex at Site G2, Anderson Road Quarry, commenced construction in 2023, with the former expected to be completed in 2026 while the latter in 2027. The remaining projects are currently at various planning

stages, and details of the projects concerned, including the commencement dates, estimated expenditure and types of facilities, are yet to be confirmed.

2. Under the Blueprint, we plan to conduct technical feasibility studies for about 15 works projects in the first 5 years. The Government will, under the fiscal consolidation programme, review the order of priority, necessity and importance of the works projects under planning, such as conducting reviews on how to use public resources more effectively and the cost-effectiveness of the projects. For projects that are currently at the preliminary planning or conceptual stage, the implementation schedule will be adjusted in light of their importance, etc. Since the projects concerned are still at the preliminary planning stage, the schedule is not available for the time being.
3. To further promote and raise the standard of swimming and fencing, the Government will plan for a swimming pool suitable for hosting international competitions and an arena with fencing training and competition facilities. The feasibility of incorporating the projects into newly built facilities or converting existing facilities is under active consideration. As such, there is no final decision on the sites for the time being. In taking forward works projects, the Government has to adhere to the public works procedures from, inter alia, conducting technical feasibility studies, design and tendering to seeking funding approval. The estimated expenditure and implementation schedule of the projects concerned are not available at this stage.

**Ten-year Development Blueprint for Sports and Recreation Facilities  
List of Projects Recommended for Implementation in Phase 1**

Project	District	Project title
1	Islands	Joint-user complex in Area 107, Tung Chung
2	Islands	Waterfront Promenade in Tung Chung East
3	Islands	Cycle Park cum Skatepark in Area 147, Tung Chung
4	Eastern	Sports Centre and Open Space at Aldrich Bay
5	Kowloon City	Sung Wong Toi Park
6	Southern	Redevelopment of Sports and Recreation Facilities in Wong Chuk Hang
7	Sai Kung	Joint-user Complex at Site G2, Anderson Road Quarry
8	Sai Kung	Quarry Park in Anderson Road Quarry
9	Sai Kung	Sports Centre and Town Plaza at Sai Kung
10	Sai Kung	Water Sports Centre in Area 77, Tseung Kwan O
11	Sham Shui Po	Sports Centre, Outdoor Sports and Recreation Facilities, Social Welfare Facilities and Underground Public Vehicle Park at Po Lun Street, Lai Chi Kok (formerly Sports Centre at Lai Chi Kok)
12	Sha Tin	Whitehead Sports Park
13	Tai Po	Sports Centre, Social Welfare Facilities and Public Vehicle Park in Area 6, Tai Po
14	Wan Chai	Redevelopment of Hong Kong Stadium
15	Yuen Long	Leisure and Cultural Complex in Tin Yip Road, Tin Shui Wai – Phase II (formerly Sports Centre in Area 109, Tin Shui Wai)
16	Yuen Long	Sports Centre in Area 12, Yuen Long

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB288**

**(Question Serial No. 2530)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the launch of SmartPLAY, the new intelligent sports and recreation services booking and information system, would the Government inform this Committee of the following:

1. the details of the manpower required and the expenditure involved since the launch of the SmartPLAY system, the number of registered users of the system and the percentage of such users over active users of the previous system;
2. in respect of the research and development of Phase 2 of the system, the manpower concerned and the estimated budget, and whether there is a timetable for the work;
3. as it is learnt that the problem of touting still exists, whether the Government has considered conducting undercover operations or other enforcement actions to tackle touts; if so, the details of the measures; if not, the reasons for that.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 35)

Reply:

1. The Leisure and Cultural Services Department (LCSD) has deployed a dedicated team consisting of 7 time-limited posts (1 Chief Leisure Services Manager, 1 Senior Leisure Services Manager, 2 Leisure Services Managers, 2 Assistant Leisure Services Managers I and 1 Assistant Clerical Officer) and 3 permanent posts (1 Information Technology Manager, 1 Analyst/Programmer I and 1 Analyst/Programmer II) to take charge of project development and system monitoring and evaluation, and to ensure that the contractor takes follow-up action in accordance with the contract. The total staff cost of the entire dedicated team is around \$90 million. During the period from the launch of user registration on 3 July 2023 till February 2024, the number of registered users of the system had exceeded 500 000 and among them, over 170 000 were patrons of Leisure Link, the previous system, which amounted to roughly 70% of the frequent users.



2. Following the launch of the core functions of Phase 1 in November 2023, the dedicated team of the LCSD and the contractor are pressing ahead the development and testing of Phase 2, and plan to roll out the enhanced functions of Phase 2 in the second half of 2024 progressively, including bookings by organisation, major events management, room/bay allotment for camps and campsites, fitness room management, water sports facilities management, as well as swimming lane booking and management. As the enhanced functions are part of the service contract for the development and maintenance of the entire system, the LCSD is unable to provide a breakdown of the expenditure on the functions of Phase 2.
  
3. The LCSD has all along been paying attention to the unauthorised transfer or touting activities in relation to recreation and sports facilities, and has been examining the possibility of imposing deterrent criminal penalties or fines on persons engaging in unauthorised transfer of the user permit of facilities pursuant to the existing legislation. After the launch of the new system, when booking and checking in facilities, individual hirers and organisation hirers are required to declare and undertake that the user permit will not be transferred by any means. Hirers failing to do so may have contravened the Theft Ordinance (Cap. 210) which may result in criminal liability. The LCSD is stepping up the monitoring of unauthorised transfer and touting of recreation and sports venues, including closely monitoring and regularly searching social media platforms for information on venues and facility sessions of suspected touting cases, and working closely with the Police to take appropriate enforcement actions regarding any suspected cases of unauthorised transfer.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB289**

**(Question Serial No. 2531)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department (LCSD) implements the Pilot Scheme on Subvention for New Sports to support the development of new sports. In this connection, please advise this Committee of:

1. the local sports organisations receiving the subvention, the amount of subvention granted, the events held by such organisations and the attendance over the past 3 years;
2. whether the Bureau has considered enhancing or expanding the Pilot Scheme to support the long-term development of the new sports organisations, given the concerns over the Pilot Scheme's failure to promote their development by supporting elite sports and maintaining Hong Kong as a centre for major international sports events. If so, what are the details? If not, what are the reasons?
3. whether the Government will consider making a comprehensive review of the effectiveness of the Pilot Scheme. If so, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 36)

Reply:

1. The Leisure and Cultural Services Department (LCSD) launched the Pilot Scheme on Subvention for New Sports (the Pilot Scheme) in May 2021 to provide subvention to eligible sports organisations on a project basis, in a bid to support and promote the development of new sports. Over the past 3 years (i.e. in 2021-22, 2022-23 and 2023-24), the LCSD has provided subvention to 6, 18 and 21 eligible sports organisations respectively under the Pilot Scheme. The sports organisations receiving subvention to organise new sports projects under the Pilot Scheme and the sports items so covered are at **Annex**. The total amount of subvention, the number of events held and the attendance are tabulated below:

Year	Total Amount of Subvention	Number of New Sports Events Held		Attendance	
		Estimated	Actual	Estimated	Actual
2021-22	\$0.38 million	93	5*	2 600	103*
2022-23	\$1.64 million	175	157	7 800	5 793
2023-24	\$2.1 million	332	Not available (due to ongoing events)	12 800	Not available (due to ongoing events)

\* A significant number of subvented events had been cancelled due to the COVID-19 epidemic, leading to a drop in attendance.

2. To promote sports for all, the LCSD has introduced the Pilot Scheme, where subvention is provided to local sports organisations to promote and develop new sports, thereby offering more opportunities and choices for members of the public to experience new sports and encouraging greater participation in sports. To encourage the eligible organisations to step up promotion of new sports, the LCSD has, since implementation of the Pilot Scheme in 2021, increased the ceiling on subvention to each successful sports organisation on two occasions, the first from \$100,000 in 2021-22 to \$150,000 in 2022-23, and the second to \$180,000 in 2024-25. Such organisations may alternatively receive 85% of the total eligible expenditure of individual activities, whichever is lower.
3. The Advisory Committee of the Pilot Scheme on Subvention for New Sports under the LCSD will evaluate the performance of the Pilot Scheme from time to time, and provide advice on its implementation, including those aspects related to the subvention mechanism for new sports and the publicity and promotion strategies, to better suit the needs and development of new sports.

**Sports Organisations Receiving Subvention to Organise New Sports Projects  
under the Pilot Scheme and their Sports Items**

No.	Name of Sports Organisation	Sports Item	2021-22	2022-23	2023-24
1.	Floorball Federation of Hong Kong, China Limited	Floorball	✓	✓	✓
2.	Hong Kong Kin-Ball Association Limited	Kin-ball	✓	✓	✓
3.	Multi-Bowls Association of Hong Kong, China Limited	Pétanque	✓	✓	✓
4.	Sepaktakraw Federation of Hong Kong, China Limited	Sepak Takraw	✓	✓	✓
5.	Hong Kong Surf and Standup Paddle Association Limited	Standup Paddle	✓	✓	✓
6.	Tchoukball Association of Hong Kong, China Limited	Tchoukball	✓	✓	✓
7.	Hong Kong Kabaddi Federation Limited	Kabaddi		✓	✓
8.	Hong Kong Kyudo Association	Kyudo		✓	✓
9.	World Nunchaku Association (HKNA) Limited	Nunchaku		✓	✓
10.	Hong Kong Sport Stacking Association Limited	Sport Stacking		✓	✓
11.	Cheerleading Federation of Hong Kong China Limited	Cheerleading		✓	✓
12.	Hong Kong Dodgeball Association Limited	Dodgeball		✓	✓
13.	Dodgeball Association of Hong Kong, China Limited	Dodgeball		✓	✓
14.	Health Qigong Association of Hong Kong, China Limited	Health Qigong		✓	✓
15.	The Kurash Federation of Hong Kong China Limited	Kurash		✓	✓
16.	Molkky Association of Hong Kong, China Limited	Molkky		✓	✓
17.	Pickleball Sport Association of Hong Kong, China Limited	Pickleball		✓	✓
18.	Sambo Federation of Hong Kong China Limited	Sambo		✓	✓
19.	Sports Performance and Functional Fitness Federation of Hong Kong, China Limited	Functional Fitness			✓
20.	Hong Kong China Paragliding Association Limited	Paragliding			✓
21.	Hong Kong VX Association Limited	VX Ball			✓

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB290**

**(Question Serial No. 3298)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the management of swimming pool facilities, please advise this Committee of:

1. the attendance at individual swimming pools in the 18 districts across Hong Kong over the past 3 years, breaking down the figures by year;
2. the numbers of complaints about the cleanliness of the pools received over the past 3 years, breaking down the figures by year and type.
3. the progress of those swimming pool projects under the Leisure and Cultural Services Department planned for construction/redevelopment and still under redevelopment, providing the information on the progress of redevelopment, works dates and anticipated completion dates for each of such pools.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 44)

Reply:

1. The Leisure and Cultural Services Department (LCSD) manages a total of 45 public swimming pools across Hong Kong. The total attendance at each of the pools over the past 3 years is at **Annex I**.
2. The numbers of complaints against public swimming pools received over the past 3 years are at **Annex II**. Such complaints were mainly about, inter alia, the cleanliness, water quality, water temperature, opening and access arrangements of the pools, as well as contractors' performance. The LCSD does not keep a breakdown of the types of complaints received.
3. Details on swimming pool construction or redevelopment projects that have obtained funding approval from the Finance Committee of the Legislative Council are at **Annex III**.

**Total attendance at each of the public swimming pools from 2021 to 2023**

	<b>Public swimming pool</b>	<b>2021<sup>(1)</sup></b>	<b>2022<sup>(1)</sup></b>	<b>2023</b>
1	Kennedy Town Swimming Pool	408 056	351 261	515 195
2	Sun Yat Sen Memorial Park Swimming Pool	267 143	235 189	337 746
3	Chai Wan Swimming Pool	143 594	104 372	126 375
4	Island East Swimming Pool	64 292	54 598	133 681
5	Siu Sai Wan Swimming Pool	200 699	193 207	308 951
6	Pao Yue Kong Swimming Pool	111 007	81 532	94 480
7	Morrison Hill Swimming Pool	285 256	270 833	453 827
8	Victoria Park Swimming Pool	481 430	469 270	554 704
9	Wan Chai Swimming Pool	102 286	90 841	137 099
10	Ho Man Tin Swimming Pool <sup>(2)</sup>	-	85 630	127 376
11	Kowloon Tsai Swimming Pool <sup>(3)</sup>	-	-	-
12	Tai Wan Shan Swimming Pool	277 210	216 469	233 973
13	Jordan Valley Swimming Pool	64 116	78 711	78 427
14	Kwun Tong Swimming Pool	893 996	616 474	955 479
15	Lam Tin Swimming Pool	174 668	173 696	278 494
16	Lai Chi Kok Park Swimming Pool	449 834	430 391	620 157
17	Lei Cheng Uk Swimming Pool	157 755	108 913	129 889
18	Sham Shui Po Park Swimming Pool	302 094	242 017	284 420
19	Hammer Hill Road Swimming Pool	89 798	241 678	186 931
20	Morse Park Swimming Pool <sup>(4)</sup>	222 217	-	487 594
21	Kowloon Park Swimming Pool	472 269	521 192	661 452
22	Tai Kok Tsui Swimming Pool	98 235	89 838	151 191
23	Mui Wo Swimming Pool	14 359	14 897	18 445
24	Tung Chung Swimming Pool	213 843	193 301	303 343
25	Kwai Shing Swimming Pool	97 741	74 501	68 092
26	North Kwai Chung Jockey Club Swimming Pool	58 911	41 890	73 757
27	Tsing Yi Swimming Pool	192 338	172 239	184 283
28	Tsing Yi Southwest Swimming Pool	71 796	59 795	122 909
29	Fanling Swimming Pool	318 057	264 830	358 207
30	Sheung Shui Swimming Pool	18 463	51 796	58 260
31	Sai Kung Swimming Pool	84 894	82 822	64 948

	<b>Public swimming pool</b>	<b>2021<sup>(1)</sup></b>	<b>2022<sup>(1)</sup></b>	<b>2023</b>
32	Tseung Kwan O Swimming Pool	251 246	228 408	315 979
33	Hin Tin Swimming Pool	296 125	286 289	423 508
34	Ma On Shan Swimming Pool	188 934	176 890	215 249
35	Sha Tin Jockey Club Swimming Pool	267 711	228 003	308 918
36	Tai Po Swimming Pool	213 110	172 576	198 322
37	Tung Cheong Street Swimming Pool <sup>(5)</sup>	-	121 845	325 359
38	Shing Mun Valley Swimming Pool	326 709	317 171	497 149
39	Tsuen King Circuit Wu Chung Swimming Pool	39 138	36 985	43 849
40	The Jockey Club Yan Oi Tong Swimming Pool	6 063	16 139	16 984
41	Tuen Mun North West Swimming Pool	381 083	329 678	513 696
42	Tuen Mun Swimming Pool	249 474	199 309	256 518
43	Ping Shan Tin Shui Wai Swimming Pool	154 996	167 598	321 594
44	Tin Shui Wai Swimming Pool	135 918	160 060	204 193
45	Yuen Long Swimming Pool	331 791	275 629	389 945

Notes

- (1) In view of the situation of COVID-19, all public swimming pools were closed during the following periods:
- (i) from 1 January to 1 April 2021; and
  - (ii) from 7 January to 11 or 15 May 2022.
- (2) Ho Man Tin Swimming Pool was closed in 2021 given its use as a Community Vaccination Centre.
- (3) Kowloon Tsai Swimming Pool has been closed since 2020 for redevelopment works.
- (4) Morse Park Swimming Pool had been closed since 2022 for conversion works, and was reopened on 22 March 2023.
- (5) Tung Cheong Street Swimming Pool was opened on 22 August 2022.

**Numbers of complaints against public swimming pools received from 2021 to 2023**

<b>Year</b>	<b>2021<sup>(1)(2)(3)</sup></b>	<b>2022<sup>(1)(3)(4)(5)</sup></b>	<b>2023<sup>(3)(4)</sup></b>
<b>No. of swimming pools</b>	44	45	45
<b>No. of complaints</b>	1 244	366	1 026

Notes

- (1) In view of the situation of COVID-19, all public swimming pools were closed during the following periods:
  - (i) from 1 January to 1 April 2021; and
  - (ii) from 7 January to 11 or 15 May 2022.
- (2) Ho Man Tin Swimming Pool was closed in 2021 given its use as a Community Vaccination Centre.
- (3) Kowloon Tsai Swimming Pool has been closed since 2020 for redevelopment works.
- (4) Morse Park Swimming Pool had been closed since 2022 for conversion works, and was reopened on 22 March 2023.
- (5) Tung Cheong Street Swimming Pool was opened on 22 August 2022.



**Swimming pool construction or redevelopment projects that have obtained funding approval from the Finance Committee of the Legislative Council**

<b>Project</b>	<b>Commencement Date</b>	<b>Tentative Completion Date</b>
1. Swimming Pool Complex and Open Space in Area 107, Tin Shui Wai	2018	2024
2. Redevelopment of Kowloon Tsai Swimming Pool	2020	2024
3. Amenity Complex in Area 103, Ma On Shan (Pre-construction activities)	2020	2024

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB291**

**(Question Serial No. 3550)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Museums play a role in molding people into cultured citizens. In this regard, please advise this Committee of:

- (a) the attendance figure of each museum or art space under the Leisure and Cultural Services Department (LCSD), in tabulated form, in the past 5 years; and
- (b) the operating expenses of each museum or art space under the LCSD in the past 5 years.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 48)

Reply:

- (a) The attendance figures of the museums and art spaces under the Leisure and Cultural Services Department (LCSD) in the past 5 years are set out at **Annex I**.
- (b) The recurrent expenditures (excluding staff salaries) of the museums and art spaces under the LCSD in the past 5 years are set out at **Annex II**.

**Attendances of Museums and Art Spaces  
under the Leisure and Cultural Services Department from 2019-20 to 2023-24**

<b>Museum/Art Space</b>		<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24<sup>(1)</sup></b>
1	Hong Kong Museum of Art	116 493 <sup>(2)</sup>	233 273	579 036	583 537	1 440 297
2	Hong Kong Museum of History <sup>(3)</sup>	654 849	132 298	257 145	325 248	549 197
3	Hong Kong Heritage Museum	538 610	94 243	326 427	450 561	697 489
4	Hong Kong Science Museum	875 809	101 930	1 074 769	1 101 143	1 277 858
5	Hong Kong Space Museum	652 833	55 466 <sup>(4)</sup>	497 269 <sup>(4)</sup>	608 456	957 366
6	Hong Kong Museum of Coastal Defence <sup>(5)</sup>	-	-	-	84 953	153 457
7	Dr Sun Yat-sen Museum	56 184	10 811	47 386	68 747	81 334
8	Fireboat Alexander Grantham Exhibition Gallery	40 021	18 849	50 346	63 511	56 935
9	Flagstaff House Museum of Tea Ware	108 760	24 267	55 407	78 135	85 647
10	Hong Kong Railway Museum	200 702	66 779	134 354	168 518	219 044
11	Law Uk Folk Museum	9 771	2 875	7 880	9 331	16 751
12	Lei Cheng Uk Han Tomb Museum	35 033	9 041	19 107	21 845	26 207
13	Sam Tung Uk Museum	68 339	9 189	33 764	57 387	92 179
14	Sheung Yiu Folk Museum	30 015	16 860	26 592 <sup>(6)</sup>	17 380 <sup>(6)</sup>	33 395
15	Hong Kong Visual Arts Centre	42 494	12 907	38 640	44 147	44 963
16	Oi!	129 708	39 011	81 835	623 175 <sup>(7)</sup>	635 966
17	Hong Kong Film Archive	106 203	21 205	44 497	64 354	88 231
<b>Total</b>		<b>3 665 824<sup>(8)</sup></b>	<b>849 004<sup>(8)</sup></b>	<b>3 274 454<sup>(8)</sup></b>	<b>4 370 428<sup>(8)</sup></b>	<b>6 456 316</b>

**Notes**

- (1) Attendance as at 29 February 2024.
- (2) The Hong Kong Museum of Art was temporarily closed from 3 August 2015 to 29 November 2019 for renovation.
- (3) The permanent exhibition of the Hong Kong Museum of History has been temporarily closed for revamp since 19 October 2020.

- (4) The Space Theatre of the Hong Kong Space Museum was temporarily closed from 1 May 2020 to 30 June 2021 for renovation.
- (5) The Hong Kong Museum of Coastal Defence was temporarily closed from 17 September 2018 to 23 November 2022 for major repair and renovation.
- (6) The Sheung Yiu Folk Museum was temporarily closed from 1 December 2021 to 22 December 2022 for repair.
- (7) Oi! underwent an expansion project in 2019. The new extension opened on 24 May 2022.
- (8) Due to the impact of the COVID-19 epidemic, museums and venues under the LCSD were temporarily and intermittently closed from 2020 to 2022.

**Recurrent Expenditures (Excluding Staff Salaries) of Museums and Art Spaces  
under the Leisure and Cultural Services Department from 2019-20 to 2023-24**

	<b>Museum/Art Space</b>	<b>2019-20 (Actual Expenditure) (\$ million)</b>	<b>2020-21 (Actual Expenditure) (\$ million)</b>	<b>2021-22 (Actual Expenditure) (\$ million)</b>	<b>2022-23 (Actual Expenditure) (\$ million)</b>	<b>2023-24 (Revised Estimate) (\$ million)</b>
1	Hong Kong Museum of Art and its branch museum <sup>(1)</sup>	103.63	121.85	107.86	133.99 <sup>(2)</sup>	120.32
2	Hong Kong Museum of History and its branch museums <sup>(3)</sup>	105.46	102.54	101.12	121.45	106.1
3	Hong Kong Heritage Museum and its branch museums <sup>(4)</sup>	83.6	94.79	102.95 <sup>(5)</sup>	84.54	95.51
4	Hong Kong Science Museum and its branch museum <sup>(6)</sup>	124.7	132.45	138.16	142.72	136.92
5	Intangible Cultural Heritage Office <sup>(7)</sup>	21.03	17.91	21.93	21.98	23.68
6	Art Promotion Office <sup>(8)</sup>	37.31	44.33	49.53	47.71	65.88 <sup>(9)</sup>
7	Hong Kong Film Archive	42.23	50.73	57.43	57.65	53.56

**Notes**

- (1) Including the Flagstaff House Museum of Tea Ware. The Hong Kong Museum of Art (HKMoA) was temporarily closed from 3 August 2015 to 29 November 2019 for renovation.
- (2) The increase in the expenditure in 2022-23 was due to the organisation of various exhibitions and activities by the HKMoA in 2022 in celebration of its 60th anniversary.
- (3) Including the Dr Sun Yat-sen Museum, the Fireboat Alexander Grantham Exhibition Gallery, the Hong Kong Museum of Coastal Defence, the Law Uk Folk Museum and the Lei Cheng Uk Han Tomb Museum. The Hong Kong Museum of Coastal Defence was temporarily closed from 17 September 2018 to 23 November 2022 for major repair and renovation.
- (4) Including the Hong Kong Railway Museum and the Sheung Yiu Folk Museum.
- (5) The increase in the expenditure in 2021-22 was due to the revamp of the “Bruce Lee: Kung Fu • Art • Life” exhibition organised by the Hong Kong Heritage Museum after it ended on 31 December 2020.
- (6) Including the Hong Kong Space Museum.
- (7) Including the Sam Tung Uk Museum.
- (8) Including the Hong Kong Visual Arts Centre and Oi!.
- (9) The increase in the revised estimated expenditure of the Art Promotion Office in 2023-24 is due to the organisation of Art@Harbour 2024.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB292**

**(Question Serial No. 3556)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department (LCSD) organises recreation and sports programmes on a regular basis to promote "Sport for All". In this connection, please advise this Committee of the following:

1. The estimated number of programmes to be organised under the School Sports Programme in 2024 is 7 200. What are the estimated expenditure, manpower and number of participants of such programmes?
2. About 370 programmes were launched in promotion of urban sports. What were the number of participants and details of expenditure of such programmes?
3. Has the LCSD considered promoting its recreation and sports programmes in collaboration with community groups to invite greater participation from young people or members of the public in such programmes? If so, what are the details? If not, what are the reasons?
4. The LCSD organises "Sport For All Day" every August to provide free sports programmes and facilities as well as online sports demonstrations. Has the Department kept statistics on the numbers of participants and views of the relevant web pages for 2023? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 54)

Reply:

1. The Leisure and Cultural Services Department (LCSD) has earmarked \$39.51 million for the School Sports Programme for 2024-25. About 7 200 programmes will be organised for around 610 000 participants.
2. In 2023-24, the LCSD organised about 370 activities of urban sports including 3-on-3 basketball, sport climbing, breaking, skateboarding and futsal for around 15 300 participants, with an estimated expenditure of about \$2.76 million.

3. The LCSD strives to promote “Sport for All” by organising diversified recreation and sports activities every year to encourage members of the public of varying ages and abilities to develop regular exercise habits. Such programmes are mostly conducted in the form of elementary training courses or play-in sessions, encouraging wider public participation in various activities. In the course of planning, the LCSD will seek, from time to time, consultation with respective national sports associations, while working with relevant groups to promote its recreation and sports programmes. The LCSD plans to organise about 37 900 activities in 2024-25 for 2.73 million participants, in a bid to help the public develop regular exercise habits.
4. The Sport For All Day 2023 was held on 6 August 2023 with an attendance of almost 200 000. Among them were over 21 000 who participated in free recreation and sports programmes; more than 160 000 who enjoyed recreation facilities free-of-charge; as well as over 15 000 who viewed live webcasts of sports demonstrations on the dedicated website and the “LCSD Pluss” Facebook page on the event day.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB293**

**(Question Serial No. 3761)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Leisure and Cultural Services Department will set up exhibition galleries at the Hong Kong Museum of History to showcase the development and achievements of our country before commissioning of the new museum, and convert the existing Hong Kong Museum of Coastal Defence into the Hong Kong Museum of the War of Resistance and Coastal Defence. In this regard, please inform this Committee of the following:

1. When will the exhibition galleries to showcase the development and achievements of our country at the Hong Kong Museum of History be opened? How long will be the exhibition period?
2. What will be the specific categories and contents of national development and achievements to be displayed?
3. Where will be the site of the future museum showcasing the development and achievements of our country? When will it be constructed and completed? Will there be any task force to handle the exhibition on national development and achievements? What will be the staffing establishment and estimated overall expenditure?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 65)

Reply:

1. In response to the 75th anniversary of the founding of the People's Republic of China, the Hong Kong Museum of History (HKMH) will join hands with the Hong Kong Science Museum in organising the "Exhibition on the 75th Anniversary of the Founding of the People's Republic of China" from September to December 2024 to showcase our country's development and achievements in such domains as culture, sports and science over the years. Subsequently, the Leisure and Cultural Services Department (LCSD) will continue to hold thematic exhibitions on relevant contents at the exhibition galleries of the HKMH every year until the commissioning of the new museum showcasing the development and achievements of our country.



2. The exhibitions in the new museum are expected to cover such aspects as our country's history (including the foreign invasion into China and the War of Resistance, the development of the Communist Party of China, the founding of the New China, reform and opening up of our country), politics, science, economic development, national security, sports accomplishments, technological advancements, aerospace technology and culture development (including ancient Chinese culture and intangible cultural heritage) to illustrate our country's development and achievements in various domains, and its road to strength and prosperity. Local circumstances will also be incorporated into different areas to make it easier for citizens to understand the close relationship between Hong Kong and our country's development.
3. The LCSD is currently holding discussions and conducting a study with the Development Bureau and other related departments with a view to identifying an optimal site for the new museum. The newly established Chinese Culture Promotion Office, under the lead of the Culture, Sports and Tourism Bureau and the LCSD, will co-ordinate in formulating appropriate proposals for the implementation timetable of the new museum. As the project is still at its planning stage, the project cost and manpower required have yet to be confirmed.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB294**

**(Question Serial No. 3763)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned under this Programme that the Leisure and Cultural Services Department will continue to make the public play spaces (PPSs) more innovative and fun by transforming more than 170 public play spaces across the territory over the 5 years from 2020-21 onwards. At the same time, the Department is responsible for developing and managing leisure and sports facilities such as sports centres, parks and gardens. In this connection, would the Government inform this Committee of the following:

1. Please provide the details on the progress of transforming the 170 PPSs by their location and the expenditure involved;
2. Please provide the attendance of the inclusive playground in Sham Shui Po, which has been quite popular among the local residents since its opening in January this year. Among the 170 PPSs, how many of them are inclusive playgrounds?
3. While the Department is responsible for developing and managing leisure and sports facilities including parks, the open space site at Hoi Fai Road, Tai Kok Tsui, which was proposed in 2008 and endorsed in the 2017 Policy Address, only began construction in 2020-21. The original completion date of 2022-23 was postponed until 2024. Please advise of the specific completion date of the open space, which will provide fitness equipment and space for Tai Chi training, and the reasons for delay in the project.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 67)

Reply:

1. As at February 2024, the Leisure and Cultural Services Department (LCSD) launched 116 public play space (PPS) transformation projects and is preparing for the rest to be launched later. Please refer to the Annex for a list of the relevant venues. Of these PPSs, 7 have completed transformation and are open for public use, including Shung Ling Street Playground in Wong Tai Sin District, King's Road Playground in Eastern District, Fung Cheung Road Garden in Yuen Long District, Hung Leng Children's Playground in North District, Sham Shui Po Park in Sham Shui Po District, Tsing Yi

Promenade (Stage I) in Kwai Tsing District and Aberdeen Promenade (Stage I) in Southern District.

The estimated total expenditure on the entire plan is \$686 million, covering the costs of preliminary investigation of underground public utilities, engagement of professional companies for different projects, staff remuneration of the LCSD and the Architectural Services Department (ArchSD), and recurrent expenditure. Hence, the Department is unable to provide a breakdown of the expenditure on the PPS transformation projects.

2. As Sham Shui Po Park is open all day for free access by the public, the LCSD is unable to provide the attendance of playground users.

The LCSD is committed to providing inclusive play equipment when transforming PPSs. All the PPSs that have completed transformation have currently incorporated different types of inclusive play equipment to allow children of different ages and abilities to enjoy playing and learn different skills for balanced development, facilitating greater integration across generation, physical abilities and society as a whole.

3. The serious shortage of manpower and materials supply and logistic issues caused by the COVID-19 epidemic in the past 2 years, as well as the inclement and extreme weather conditions, have caused some degree of disruption to the works. Despite various challenges and difficulties, the project of the open space at Hoi Fai Road has been substantially completed. The ArchSD is going through the venue handover process with the LCSD. To buy time, while issues are being identified for rectification or improvement during the handover process, the contractor is following up on the relevant remedial or improvement works required in tandem, in the hope that the venue handover can be completed within the shortest possible time. The LCSD strives to open the open space at Hoi Fai Road for public use in the second quarter of 2024.

**List of venues with commenced PPS projects**

<b>District</b>	<b>Venue</b>
<b>Hong Kong Island</b>	
Central and Western District	(i) Sun Yat Sen Memorial Park (ii) Third Street Playground (iii) Kwong Hon Terrace Garden (iv) Caine Road Garden (v) Hollywood Road Park (vi) Central and Western District Promenade – Western Wholesale Food Market Section
Southern District	(i) Aberdeen Promenade [ <b>Stage I completed</b> ] (ii) Shek Pai Wan Road Playground (iii) Ap Lei Chau Park (iv) Apleichau Bridge (North) Children’s Playground (v) Hong Fu Playground (vi) Stanley Beach Road Children’s Playground
Eastern District	(i) King’s Road Playground [ <b>completed</b> ] (ii) Quarry Bay Park (iii) Yee Tai Street Sitting-out Area (iv) Heng Fa Chuen Playground (v) Healthy Village Playground (vi) Tong Shui Road Garden
Wan Chai District	(i) Tung Lo Wan Garden (ii) Kwai Fong Street Playground (iii) Morrison Hill Road Playground (iv) Tak Yan Street Children’s Playground (v) Wun Sha Street Children’s Playground (vi) Southorn Playground
<b>Kowloon</b>	
Sham Shui Po District	(i) Sham Shui Po Park [ <b>completed</b> ] (ii) Shun Ning Road Recreation Ground (iii) Maple Street Playground (iv) Cheung Sha Wan Playground (v) Shek Kip Mei Central Playground
Kwun Tong District	(i) Jordan Valley Park (ii) Ngau Tau Kok Road Sports Centre (iii) Sam Ka Tsuen Recreation Ground (iv) Lam Tin Park (v) Lok Wah Playground (vi) Jordan Valley Playground

District	Venue
Yau Tsim Mong District	<ul style="list-style-type: none"> <li>(i) Tong Mei Road Children's Playground</li> <li>(ii) Saigon Street Playground</li> <li>(iii) Haiphong Road Children's Playground</li> <li>(iv) Lok Kwan Street Park</li> <li>(v) Ferry Street Playground</li> <li>(vi) Sai Yee Street Garden</li> <li>(vii) Hong Tat Path Garden</li> </ul>
Wong Tai Sin District	<ul style="list-style-type: none"> <li>(i) Shung Ling Street Playground <b>[completed]</b></li> <li>(ii) Morse Park (Park No. 4)</li> <li>(iii) Ngau Chi Wan Park (Children's Play Area on Upper Platform)</li> <li>(iv) Tsz Wan Shan Estate Central Playground</li> <li>(v) Fung Tak Park</li> <li>(vi) Tsz Wan Shan Road Playground</li> <li>(vii) Muk Lun Street Playground</li> </ul>
Kowloon City District	<ul style="list-style-type: none"> <li>(i) Tai Wan Shan Park</li> <li>(ii) Fat Kwong Street Garden No. 1</li> <li>(iii) To Kwa Wan Recreation Ground</li> <li>(iv) Moray Road Children's Playground</li> <li>(v) Carmel Village Street Garden</li> <li>(vi) Ko Shan Road Park</li> <li>(vii) Pui Ching Road Playground</li> </ul>
<b>New Territories</b>	
Islands District	<ul style="list-style-type: none"> <li>(i) Cheung Chau Park</li> <li>(ii) Yung Shue Wan Playground</li> <li>(iii) Peng Chau Playground</li> <li>(iv) Tai O Recreation Ground, Lantau Island</li> <li>(v) Tung Chung North Park</li> <li>(vi) Leung Uk Children's Playground, Tai O</li> </ul>
Kwai Tsing District	<ul style="list-style-type: none"> <li>(i) Tsing Yi Promenade <b>[Stage I completed]</b></li> <li>(ii) Shek Yam Lei Muk Road Park</li> <li>(iii) Mei King Playground</li> <li>(iv) Shek Pai Street Park</li> <li>(v) Hing Shing Road Playground</li> <li>(vi) Tai Wong Ha Playground</li> <li>(vii) Cheung Wan Street Rest Garden</li> <li>(viii) Lai King Hill Road Playground</li> </ul>

District	Venue
Tsuen Wan District	(i) Pak Lam Road Garden (ii) Jockey Club Tak Wah Park (iii) Tsuen Wan Park (Phase II) (iv) Tsuen Wan Tin Hau Temple Garden (v) Kwok Shui Road Park (vi) Tsuen Fu Street Garden
Sai Kung District	(i) Po Tsui Park (ii) Sai Kung Waterfront Park (iii) Mau Tai Road Garden (iv) Man Yee Playground (v) Pui Shing Garden (vi) Sha Kok Mei Playground and Garden (vii) Yau Yue Wan Children's Playground
Sha Tin District	(i) Che Kung Miu Road Playground (ii) Sha Tin Park (iii) Ma On Shan Promenade (Children's Playgrounds No. 3 and No. 4) (iv) Tsang Tai Uk Recreation Ground (v) Ngau Pei Sha Street Playground (vi) Yuen Chau Kok Park (vii) A Kung Kok Playground (viii) Lok Yuen Path Children's Playground
Tai Po District	(i) Yuen Shin Park (ii) Chung Nga Road Children's Playground (iii) Yuen Chau Tsai Park (iv) Tai Po Waterfront Park – Senses Children's Playground (v) Tong Min Tsuen Playground (vi) Tai Po Waterfront Park – Technology Children's Playground
North District	(i) Hung Leng Children's Playground <b>[completed]</b> (ii) Wo Hing Playground (iii) Po Wing Road Playground (iv) Luen Wo Hui Playground (v) Shek Wu Hui Jockey Club Playground (vi) Lung Yeuk Tau San Wai Children's Playground (vii) Wai Ming Street Garden

<b>District</b>	<b>Venue</b>
Yuen Long District	(i) Fung Cheung Road Garden <b>[completed]</b> (ii) Tin Shui Wai Park (iii) Yuen Long Park (iv) Tin Ho Road Playground (v) Yuen Long Jockey Club Town Square (vi) Shek Po Tsuen Playground (vii) Kam Tin Shi Children's Playground (viii) Town Park South Playground (Yuen Long Town Park)
Tuen Mun District	(i) Tsing Shan Children's Playground (ii) Butterfly Beach Park (iii) Yeung Siu Hang Garden (iv) King Fung Children's Playground

- End -

**CONTROLLING OFFICER'S REPLY****CSTB295****(Question Serial No. 3859)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): ()Programme: (4) Performing ArtsControlling Officer: Director of Leisure and Cultural Services (Vincent LIU)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

The benefits of concert economy in boosting spending generated by peripheral tourism activities are apparent. Last year, we saw a number of international idols giving concerts in Hong Kong, which not only brought economic benefits to the city, but also demonstrated our cultural soft power. In this connection, please inform this Committee of:

- (a) the utilisation rate of various concert venues in Hong Kong (including but not limited to the Hong Kong Coliseum), the number of concerts held, the operating expenses and the attendances.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 25)Reply:

- (a) Regarding the Hong Kong Coliseum (HKC) and the Queen Elizabeth Stadium (QES) of the Leisure and Cultural Services Department, the utilisation rate, number of concerts held, attendances of concerts and operating expenses (excluding staff salaries) in 2023-24 (as at 29 February 2024) are set out below:

<b>Year</b>	<b>Venue</b>	<b>Utilisation Rate<sup>Note</sup></b>	<b>Number of Concerts</b>	<b>Attendances of Concerts</b>	<b>Operating Expenses<sup>Note</sup></b>
2023-24	HKC	100%	14	806 717	About \$42.7 million
	QES	99%	6	29 843	About \$31.1 million

Note: The utilisation rate and expenses refer to the overall utilisation rate and operating expenses of the HKC and the QES in 2023-24, which include the relevant utilisation rate and expenses of non-concert programmes.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB296**

**(Question Serial No. 0393)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the preservation and transmission of intangible cultural heritage (ICH), would the Government inform this Committee of the following:

1. What are the total number of funded projects and the total amount of grant under the Intangible Cultural Heritage Funding Scheme (ICH Funding Scheme) as at February 2024? Please provide a breakdown of the projects by (a) name; (b) organisation in-charge; (c) category (i.e. protection/research/education/promotion/transmission work in relation to ICH); and (d) amount of grant; and
2. Apart from the ICH Funding Scheme, is there any expenditure earmarked for the promotion of the ICH of the Guangdong-Hong Kong-Macao Greater Bay Area as a means of patriotic education?

Asked by: Hon CHOW Man-kong (LegCo internal reference no.: 28)

Reply:

1. There were a total of 124 funded projects under the Intangible Cultural Heritage (ICH) Funding Scheme as at February 2024, involving a total grant of \$102,364,127. Please refer to Annex<sup>1</sup> for details.
2. The Leisure and Cultural Services Department has earmarked expenditure in 2024-25 for holding a programme tentatively titled "Guangdong-Hong Kong-Macao Greater Bay Area (GBA) ICH Showcase" to promote the ICH items of the GBA, as one of the programmes in celebration of the 75th anniversary of the founding of the People's Republic of China.

<sup>1</sup> As the ICH Funding Scheme 2023 is still undergoing assessment, the projects listed in Annex are those approved in or before 2022.

**List of Projects funded under  
the Intangible Cultural Heritage (ICH) Funding Scheme**

A. 2019

(i) Projects funded under the “Partnership Projects”

	Name	Organisation in-charge	Category	Amount of Grant (\$)
1.	ICH Mobile Centre	The Hong Kong Resource Centre for Heritage Limited	Education and promotion	8,412,100
2.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research items: Hakka Unicorn Dance in Hang Hau in Sai Kung, Tai O Dragon Boat Water Parade, Mid-Autumn Festival - the Tai Hang Fire Dragon Dance, Tin Hau Festival in Hong Kong, Taoist Ritual Tradition of the <i>Zhengyi</i> School)	The Hong Kong University of Science and Technology	Research and promotion	2,366,500
3.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research items: Hong Kong-style Milk Tea Making Technique, Technique of Making Hong Kong Cheongsam and <i>Kwan Kwa</i> Wedding Costume)	Lingnan University	Research and promotion	2,119,600
4.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: Mid-Autumn Festival - the Pok Fu Lam Fire Dragon Dance)	Hong Kong Baptist University	Research and promotion	1,385,700

	Name	Organisation in-charge	Category	Amount of Grant (\$)
5.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: Paper Crafting Technique)	Dr Wong King Chung	Research and promotion	844,700
6.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: Herbal Tea)	Dr Tang Ka Jau Billy	Research and promotion	650,800
7.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: Wong Tai Sin Belief and Customs)	Prof Yau Chi On	Research and promotion	563,000
8.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 26 items)	Dr Lui Wing Sing	Research	1,283,600
9.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 15 items)	Hong Kong Shue Yan University	Research	760,600
10.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 12 items)	Dr Hung Tak Wai	Research	530,500
11.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 9 items)	Hong Kong Metropolitan University	Research	503,800
12.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 8 items)	Dr Wong King Chung	Research	337,660

## (ii) Projects funded under the “Community-driven Projects”

	Name	Organisation in-charge	Category	Amount of Grant (\$)
1.	Searching for the Past: Promotion Scheme on Ancestral Worship in Hong Kong	The Conservancy Association Centre for Heritage Limited	Education and promotion	1,548,300
2.	2023 Yu Lan Cultural Festival	Federation of Hong Kong Chiu Chow Community Organisations Charity Funds Limited	Promotion	1,320,000
3.	Promotion and Education Project of Hong Kong's Intangible Cultural Heritage at 18 Districts (Yuen Long and Tuen Mun Districts)	Hulu Culture Limited	Promotion	1,094,900
4.	Three Yu Lan Festivals: Research, Transmission and Promotion	Hong Kong Shue Yan University	Research and promotion	1,004,400
5.	Seeds for Intangible Cultural Heritage	The Hong Kong University of Science and Technology	Promotion and transmission	730,500
6.	Tracing the Legacy and Origin of the Cantonese Narrative <i>Nanyin</i>	The Chinese University of Hong Kong	Promotion, education and transmission	696,400
7.	Back to Thy Roots for Sheer Happiness	Caritas - Hong Kong	Promotion	657,267
8.	The 4th Intangible Cultural Heritage Mart	Intangible Cultural Heritage Earthpulse Society Limited	Promotion	626,700
9.	Mid-Autumn Fire Dragon Dance at Pok Fu Lam	Pokfulam Village Fire Dragon Association	Promotion and transmission	602,200
10.	Hong Kong Kung Fu Master: Tung Kong Chow Ka Praying Mantis Boxing	Lai Yat Nam	Research and promotion	500,000
11.	Marital Tide on Sea: the Traditional Marriage of Hoklos in Hong Kong	So Man Ying	Promotion and transmission	500,000
12.	The Intangible Cultural Heritage of Martial Arts: The Online Transmission Project of <i>Tai Shing Pek Kwar Moon</i> (Monkey and Axe Hammer) Style	The Great China Intangible Cultural Heritage Association	Promotion and education	499,100

	Name	Organisation in-charge	Category	Amount of Grant (\$)
13.	Traditional Craftsmanship: Promotion of Crafting Technique of Paper Flower Boards	Chan Ka Sing	Research	490,500
14.	Course on Hong Kong Traditional Paper Crafting Technique	Hong Kong Traditional Paper Crafting Arts Union	Transmission	392,900
15.	History and Social Context of Tai Hang Fire Dragon Dance: Oral History Recording and Publication Project	Tai Hang Residents' Welfare Association	Research and promotion	380,500
16.	Transmission Programmes on <i>Dishui Nanyin</i>	The Heaven of Angels	Promotion	268,900
17.	Tin Hau Fest! Yaumatei	Tung Wah Group of Hospitals	Promotion	268,640
18.	The Art of Paper Crafting Technique: The Past and the Future	High Achievers Foundation Limited	Education and promotion	226,200
19.	Festival of Hong Kong People: Tin Hau Festival at Kowloon City	Kowloon City Tin Hau Association Limited	Safeguarding, transmission and promotion	200,000
20.	Yu Lan Festival @ Kowloon City	Kowloon City Chiu Kiu Yue Lan Association Limited	Safeguarding, transmission and promotion	200,000
21.	Ancestral Worship of the Kwok Clan in Kowloon City (A Celebration to Mark the 70th Anniversary of the Event)	Kwok Fan Yeung Virtue-Promoting Association, Hong Kong Limited	Safeguarding, transmission and promotion	200,000

B. 2020

(i) Projects funded under the “Partnership Projects”

	Name	Organisation in-charge	Category	Amount of Grant (\$)
1.	ICH Domain	UNESCO Hong Kong Association Limited	Education	3,017,000
2.	Picture Book Series on ICH of Hong Kong	Ng Chi Ching Leslie	Education and promotion	2,663,000
3.	ICH Hub	Siu Kwok Kin Stanley	Promotion	5,858,000
4.	ICH for All	Hong Kong Network for the Promotion of Inclusive Society Limited	Promotion	631,000
5.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research items: Spring and Autumn Ancestral Worship of Clans, Bamboo Theatre Building Technique)	Lingnan University	Research and promotion	2,193,000
6.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: <i>Sek Pun</i> (Basin Feast))	Hong Kong Baptist University	Research and promotion	1,479,000
7.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: <i>Nanyin</i> (Southern Tunes))	The Chinese University of Hong Kong	Research and promotion	987,000
8.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: Yu Lan Festival of the Hong Kong Chiu Chow Community)	The Conservancy Association Centre for Heritage Limited	Research and promotion	857,000

	Name	Organisation in-charge	Category	Amount of Grant (\$)
9.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: Cheung Chau <i>Jiao</i> Festival)	The Hong Kong Resource Centre for Heritage Limited	Research and promotion	857,000
10.	Monograph Series on ICH of Hong Kong: “Hong Kong ICH in the Natural and Cultural Settings of Lingnan” (Title of monograph: Herbal Tea in the Community)	The Chinese University of Hong Kong	Research and promotion	1,389,000
11.	Monograph Series on ICH of Hong Kong: “Hong Kong ICH in the Natural and Cultural Settings of Lingnan” (Title of monograph: Representing Lingnan: Regional Culture of Hong Kong’s Intangible Cultural Heritage)	Hong Kong Metropolitan University	Research and promotion	775,000
12.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 13 items)	Dr Wong Tin Kei	Research	618,000
13.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 15 items)	Dr Yip Tak Ping	Research	313,000
14.	Survey on ICH of Different Groups in Hong Kong (No. of groups for conducting research: 9 groups)	The Chinese University of Hong Kong	Research	1,046,000

(ii) Projects funded under the “Community-driven Projects”

	Name	Organisation in-charge	Category	Amount of Grant (\$)
1.	“ICH-experience” Drama Series	Class 7A Drama Group Limited	Education and promotion	853,000
2.	<i>Jiao</i> Festival and Tin Hau Festival of Po Toi Island	Po Toi Island Welfare Association	Safeguarding, transmission and promotion	808,300

	Name	Organisation in-charge	Category	Amount of Grant (\$)
3.	Hakka Culture Festival	Heung Yee Kuk Foundation Limited	Promotion	798,700
4.	Deciphering <i>Guangcai</i> - an Ever-innovative ICH of Hong Kong	Ngai Tak Lung	Promotion	791,400
5.	Continuity and Transformation - the Routine Plays in Cantonese Opera	Lum Man Yee	Research and promotion	770,700
6.	Preservation and Promotion Project on Hong Kong Traditional Paper Crafting Technique	Au Yeung Ping Chi	Promotion	673,400
7.	The 7th Taoist Music Concert & the 5th Intangible Cultural Heritage Mart	Intangible Cultural Heritage Earthpulse Society Limited	Promotion	633,700
8.	Costume Brilliance of Cantonese Opera - a Case Study of the Hong Kong Heritage	Hong Kong Arts Culture And Education Development Centre Limited	Research and promotion	620,900
9.	Traditional Craftsmanship · Transmission of Paper Crafting Technique	Hui Ka Hung	Transmission	593,100
10.	Courses and Database on Hong Kong Cheongsam	Technological and Higher Education Institute of Hong Kong	Education and transmission	581,700
11.	Sik Sik Yuen Celebration for HKSAR 25th Anniversary: Roving Exhibitions on Centenary Wong Tai Sin Belief and Customs in Hong Kong	Sik Sik Yuen	Promotion	526,490
12.	Hang Hau ICH Day & Traditional Hakka Unicorn Dance Conservation Project	Joint Association of Traditional Hakka Unicorn in Sai Kung and Hang Hau, Hong Kong	Education, transmission and promotion	443,410
13.	Illustrating the Yu Lan Festival at 30 Houses	Tse Tak Lung	Research	390,400
14.	Inheritance Hong Kong Porcelain Paintings, <i>Guangcai</i>	Tso Ip Ching Kiu Ruby	Promotion and transmission	366,860
15.	Ap Lei Chau Hung Shing Culture Festival 2023	Ap Lei Chau Kai Fong Tung Hing Association	Promotion and transmission	339,450



	Name	Organisation in-charge	Category	Amount of Grant (\$)
16.	The Preservation and Promotion of the Seven Star School of Praying Mantis Martial Arts	Dr Wong Wai Ying	Transmission and research	334,200
17.	Transmission Programmes on <i>Dishui Nanyin</i>	The Heaven of Angels	Education and promotion	332,790
18.	The Production and Transmission of Guangdong Hand Puppetry	Chan Kam To	Promotion	326,400
19.	A Fluid Tradition - the Techniques and Transmission of Floating Colours Parade at Cheung Chau	Prof Leung Mee Ping	Promotion	296,000
20.	Discovering Traditional Dragon Boat @ Aberdeen	Southern District Dragon Boat Racing Committee	Education and promotion	222,800
21.	Fat Tong Mun Tin Hau <i>Jiao</i> Festival	Fat Tong Mun Tin Hau Jiao Festival Association	Safeguarding, transmission and promotion	217,460

C. 2021

(i) Projects funded under the “Partnership Projects”

	Name	Organisation in-charge	Category	Amount of Grant (\$)
1.	ICH@Schools	The Education University of Hong Kong	Education	1,216,000
2.	“Meet the Masters” Series	Hulu Culture Limited	Promotion	2,053,000
3.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: Cantonese Opera)	Lum Man Yee	Research and promotion	1,307,000
4.	Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: The Arts of the <i>Guqin</i> (The Craft of <i>Qin</i> Making))	Choi Chang Sau Qin Making Society	Research and promotion	1,140,000

	Name	Organisation in-charge	Category	Amount of Grant (\$)
5.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 10 items)	Dr Hung Tak Wai	Research	604,000

(ii) Projects funded under the “Community-driven Projects”

	Name	Organisation in-charge	Category	Amount of Grant (\$)
1.	New Territories Traditional Culture Festival	Heung Yee Kuk Foundation Limited	Education, research and promotion	1,584,000
2.	Transmission of Craftsmanship: Education Project on the Technique of Making <i>Kwan Kwa</i> Wedding Costume	Society of Hong Kong History Limited	Research and promotion	1,286,000
3.	The Craftsmanship of Hong Kong Men’s Cheongsam - Archive, Analysis, Inheritance, and Implementation	The Hong Kong Polytechnic University	Research and promotion	993,000
4.	Text-to-Speech App for Hong Kong Indigenous Wai Tau and Hakka Dialects	Association for Conservation of Hong Kong Indigenous Languages	Research and promotion	980,000
5.	Tai O Fan Lau Tin Hau Festival	Tai O Fan Lau Tin Hau Festival Association	Safeguarding, transmission and promotion	837,000
6.	Po Toi Island Tin Hau Festival	Po Toi Island Welfare Association Limited	Safeguarding, transmission and promotion	827,000
7.	Hang Hau Tin Hau Festival	Hang Hau Tin Hau Kung	Safeguarding, transmission and promotion	785,000
8.	Po Toi O Hung Shing Festival	Po Toi O Village Rural Affairs Committee	Safeguarding, transmission and promotion	763,000
9.	The 2nd Traditional Craftsmanship · Transmission of Paper Crafting Technique	Hui Ka Hung	Transmission	754,000
10.	Intangible Cultural Heritage Mart 2023	Intangible Cultural Heritage Earthpulse Society Limited	Promotion	702,000

	Name	Organisation in-charge	Category	Amount of Grant (\$)
11.	Inheritage Flower Boards	Choi Wing Kei	Education and promotion	528,000
12.	Hand Puppet Cantonese Opera Performances and Demonstrations	Chan Kam To	Education and promotion	513,000
13.	Inheritage Hong Kong Porcelain Paintings, <i>Guangcai</i>	Tso Ip Ching Kiu Ruby	Promotion and transmission	489,000
14.	Triangular Island <i>Jiao</i> Festival	Triangular Island Goddess of Tin Hau Shrine of Peace Association Limited	Safeguarding, transmission and promotion	418,000
15.	Fat Tong Mun Tin Hau <i>Jiao</i> Festival	Fat Tong Mun Tin Hau <i>Jiao</i> Festival Association	Safeguarding, transmission and promotion	410,000
16.	Experience the Dragon Boat Culture of Fishermen	Southern District Dragon Boat Racing Committee	Education and promotion	337,000
17.	Field Study and Picture Book on Traditional Chinese Medicine	Hong Kong History and Culture Society	Education and promotion	275,000
18.	Training and Promotion of Hakka <i>Pixiu</i> Dance	Chung Ho Sing	Promotion and transmission	263,000
19.	<i>Nanyin</i> Audiobook	The Gong Strikes One	Research and transmission	250,000

#### D. 2022

##### (i) Projects funded under the “Partnership Projects”

	Name	Organisation in-charge	Category	Amount of Grant (\$)
1.	Thinking Beyond ICH	Hulu Culture Limited	Education	625,000
2.	Thinking Beyond ICH	The Warehouse Teenage Club	Education	476,000
3.	ICH for All	The Ebenezer School and Home for the Visually Impaired Limited	Promotion and transmission	1,305,000
4.	ICH for All	Fair Trade Hong Kong Foundation Limited	Promotion	746,000
5.	Survey and Research for Enriching the “ICH Inventory of Hong Kong”	Dr Wong Tin Kei	Research	490,000

	Name	Organisation in-charge	Category	Amount of Grant (\$)
	(No. of research items: 6 items)			
6.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 5 items)	Chan Tsz On	Research	420,000
7.	Survey and Research for Enriching the “ICH Inventory of Hong Kong” (No. of research items: 5 items)	The Hong Kong Polytechnic University	Research	363,000

(ii) Projects funded under the “Community-driven Projects”

	Name	Organisation in-charge	Category	Amount of Grant (\$)
1.	Intangible Cultural Heritage Mart	Intangible Cultural Heritage Earthpulse Society Limited	Promotion	840,000
2.	Celebration of Pak Sha Wan Kwun Yum Festival	Pak Sha Wan Tsuen Committee	Safeguarding, transmission and promotion	812,000
3.	Cantonese Opera Pronunciation Dictionary	Yeung Ming Cantonese Opera Troupe (Charity) Limited	Research	756,000
4.	“Baby <i>Nanyin</i> Sing with Me” Kids Education Kit and Online Programme	TroVessional	Education and promotion	719,000
5.	“Touching Puppetry Performance in <i>Jiao</i> ” Traditional Hand Puppetry Promotion Programme	Chan Kam To	Promotion	683,000
6.	Promotion and Education Project of Hong Kong’s Intangible Cultural Heritage at 18 Districts (Tsuen Wan and Kwai Tsing Districts)	Hulu Culture Limited	Promotion	665,000
7.	Courses on Hong Kong Traditional Paper Crafting Technique - Series II	Hong Kong Traditional Paper Crafting Arts Union	Transmission	663,000
8.	Sea Parade and Celebration of Tin Hau Festival in Leung Shuen Wan	Tin Hau Kung Association of Leung Shuen Wan	Safeguarding, transmission and promotion	617,000

	Name	Organisation in-charge	Category	Amount of Grant (\$)
9.	The 2nd Training and Promotion of Hakka <i>Pixiu</i> Dance	Chung Ho Sing	Transmission and promotion	580,000
10.	Pok Fu Lam Village Mid-Autumn Fire Dragon Dance: Roadshow in Southern District	Siu Kwan Lun	Promotion and transmission	522,000
11.	Transmission of Flower Button Making Technique	Mak Yuen Sze	Transmission	500,000
12.	Preserving Craftsmanship - Innovative Heritage Hand-carved Mahjong Programme	Cheung Hoi Yan Karen	Promotion	497,000
13.	Renaissance on the Intangible Hakka Culture Heritage in Yin Tim Tsai	The Salt & Light Preservation Centre Limited	Education and promotion	489,000
14.	Researching and Recording the Ghost Festival at Wah Fu (II) Estate	Dr Wong Pui Fung Gary	Research	469,000
15.	Database of Hong Kong Local Traditional Folksongs	Dr Cheung Kwok Hung	Research and promotion	462,000
16.	Collection and Collation of Materials on Movable-type Printing Technique in Hong Kong from Post-war to Present	Hong Kong Open Printshop Limited	Research	460,000
17.	Birdcage Making Technique in Hong Kong	Hong Kong Birdcage Making Society	Transmission and promotion	435,000
18.	Po Toi Island <i>Jiao</i> Festival	Po Toi Island Welfare Association Limited	Safeguarding, transmission and promotion	413,000
19.	Preservation, Exhibition, Dialogue: Dragon Boat Race, Fishermen and the Culture of Fishermen Community	Wong Wai Lok Richard	Research and promotion	365,000
20.	Wooden Boat Building Technique - Intangible Cultural Heritage Record and Promotion Programme	The Warehouse Teenage Club	Research and transmission	354,000
21.	Preservation, Transmission and Education Programme of Hakka Unicorn Dance in Hang Hau	Joint Association of Traditional Hakka Unicorn in Sai Kung and Hang Hau, Hong Kong	Transmission and promotion	342,000

	Name	Organisation in-charge	Category	Amount of Grant (\$)
22.	Journey of HKICH - Experiencing the Traditional Cultural Customs of Villages in Shatin	Community Development Pulsation	Research	331,000
23.	Ho Sheung Heung Hung Shing Festival	Hau Wing Chung	Safeguarding, transmission and promotion	321,000
24.	Transmission of Intangible Cultural Heritage in Tai Hang: Promotion Activities on Fire Dragon Dance	Tai Hang Fire Dragon Heritage Centre Limited	Promotion	309,000
25.	Our Sugar Time	Sit Kim Ping Anne	Education and promotion	251,000

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB297**

**(Question Serial No. 1972)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival) mentioned in paragraph 176 of the Budget Speech is a major platform for taking forward high-quality cultural development, and an indispensable opportunity for developing Hong Kong into a core demonstration zone for multi-destination tourism. In this connection, please inform this Committee of the following:

1. Are there any relevant details and work schedule? What is the estimated expenditure on publicity work?
2. What were the numbers of performances in Hong Kong, attendances, expenditures and manpower arrangements for the past 3 editions of the Festival?
3. In order to successfully organise the 4th edition of the Festival this year, does the Government have any plan to provide facilitation measures for arts troupes engaging in cross-border performances so as to implement the objective of “jointly developing a cultured Bay Area” as stated in the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area?
4. The Government has indicated that arts groups in the GBA will be invited to co-produce performances with local artists. What are the latest progress and expenditure in that regard?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 2)

Reply:

1. The 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival), co-organised by the Ministry of Culture and Tourism of the People’s Republic of China, the People’s Government of Guangdong Province, the Government of the Hong Kong Special Administrative Region (HKSAR) and the Government of the Macao Special Administrative Region, will be hosted by the HKSAR for the first time in 2024. The Festival is scheduled to be held from

October 19 to November with over 100 performances and exchange activities to take place in Hong Kong and other cities in the GBA. The Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department (LCSD) have actively commenced preparations, including planning the opening programme and supporting arts groups of Hong Kong and other GBA cities in the co-production of touring programmes and joint publicity work during the Festival. We expect the actual programmes to be confirmed in the second quarter of this year, and various publicity campaigns will be launched in the third quarter with an estimated expenditure of \$3 million.

2. In the past 3 editions of the Festival, the LCSD co-ordinated the inclusion of appropriate programmes into the Festival using mainly the Department's existing resources without allocating any additional manpower or funding. The numbers of performances and attendances of fee-charging programmes of the past 3 editions held in Hong Kong and other parts of the GBA are as follows:

Year	Number of Performances	Attendance
2019	18	7 800
2022 <sup>Note</sup>	4	3 100
2023	36	13 300

Note:

Due to the impact of the COVID-19 epidemic, the relevant figures for the 2nd Festival are lower.

3. In order to ensure smooth launch of the 4th Festival this year, the LCSD will actively negotiate with theatre chains and cultural institutions in the GBA on providing appropriate assistance and facilitation for arts troupes engaging in cross-border performances. Relevant work includes providing venue and ticketing services through partners, arranging local accommodation and transportation, co-ordinating arrangements for arrival endorsement and applying for programme approvals. Support will also be provided for Guangdong, Hong Kong and Macao artists/arts groups by motivating them to participate in the performance series and brand series of each other, recommending their programmes for inclusion in the 4th Festival, and facilitating the flow of the artists/arts groups. All these measures will help to achieve cultural inter-connectivity in the GBA in fulfilment of the objective of "jointly developing a cultured Bay Area" as stated in the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area.
4. As the host city of the 4th Festival, Hong Kong is expected to present 8 co-productions. The LCSD is currently working with Hong Kong artists/arts groups and municipal governments/arts organisations in the GBA to confirm 6 co-productions, including the opening programme of the Festival. The LCSD expects to incur a total additional expenditure of \$20 billion for the whole Festival, including an estimated total production cost of approximately \$14.5 million for the co-productions.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB298**

**(Question Serial No. 1984)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Development of urban sports is one of the sports business targets of the Hong Kong Special Administrative Region. Urban sports events will also be introduced in the 9th Hong Kong Games this year. Please inform this Committee of the following:

1. What are the resources that the Bureau has earmarked to further support urban sports? Has it considered increasing relevant subvention to further popularise urban sports?
2. Is there enough assistance rendered to urban sports organisations to support their participation in international competitions? There are views that local skateparks do not meet international standards, rendering regular training conducted there futile for enhancing performance in competitions. Has the Government formulated any comprehensive refurbishment plans to increase the supply of standardised facilities for urban sports?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 14)

Reply:

1. Under the Sports Subvention Scheme, the Leisure and Cultural Services Department (LCSD) will continue to provide subvention to the national sports associations promoting urban sports in 2024-25, including Basketball Association of Hong Kong, China; Football Association of Hong Kong, China; Hong Kong, China Mountaineering and Climbing Union; DanceSport Association of Hong Kong, China; and Hong Kong China Federation of Roller Sports and Skateboarding to organise events of 3-on-3 basketball, futsal, sport climbing, breaking and skateboarding. They will co-ordinate participation in overseas competitions and organise locally-hosted international events, sports training programmes, local competitions, as well as staff and referee training with respect to urban sports. Meanwhile, the LCSD plans to organise some 340 programmes covering urban sports, including such events in the 9th Hong Kong Games as futsal and 3-on-3 basketball competitions, as well as women's futsal, sport climbing, breaking and skateboarding which are featured in the Games as demonstration sports events. The estimated expenditure on the aforesaid programmes

in 2024-25 is about \$15.8 million, representing an increase of about 24% compared to that in 2023-24.

2. The LCSD has always been committed to providing quality and safe recreation and sports facilities for the public. At present, the facilities available for conducting urban sports under the LCSD include 13 indoor and outdoor sport climbing facilities, some 500 basketball courts, 8 skateboard grounds, 5 skateparks, over 190 dance rooms/multipurpose activity rooms and over 140 5-a-side soccer pitches.

In general, the LCSD will take into consideration the serviceable lifespan, actual and safety conditions of facilities and views from stakeholders when making facility repair arrangements and prioritising their replacement or renovation in conjunction with relevant works departments with a view to meeting the actual needs. For example, the LCSD converted the skatepark in Lai Chi Kok Park under its management into a “street style” skatepark meeting international standards in 2019. In addition, the re-provisioning works of On Lok Mun Street Playground are in progress. The skatepark there will be upgraded to an internationally accredited level upon re-provisioning.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB299**

**(Question Serial No. 1986)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Since the launch of the core functions of Phase 1 of the SmartPLAY system, the new intelligent sports and recreation services booking and information system, by the Leisure and Cultural Services Department in November 2023, various sectors have been concerned about the effectiveness. Please inform this Committee of:

1. the details on the complaints and feedback received so far, whether there is a summary and review report, and whether improvement strategies have been formulated to facilitate the research and development process of the enhanced functions of Phase 2;
2. whether evaluation has been made to determine if the number of users and usage rate of the application can achieve the intended objective of a full implementation of e-Government in 2024, including the provision of full e-payment and the enhancement of GPS check-in to improve the effectiveness in monitoring the operation of venues, etc., so as to tie in with the policy direction of "Sport for All".

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 16)

Reply:

1. Different issues had arisen when the new system was first launched, including system instability that had resulted in login difficulty, slow system response, double bookings, and duplicate or rejected payment. With the meticulous adjustments and enhancements by the Leisure and Cultural Services Department (LCSD) and the contractor, the system is operating smoothly now. Meanwhile, members of the public have also familiarised themselves with the operation of the new system. According to the public opinion survey on the new system conducted by the LCSD in late February 2024, the majority of the public has positive comments about the system, especially regarding the booking of non-fee charging hard-surface ball courts, means of e-payment, self check-in and taking up of booked facilities. The comments received in recent months are mainly recommendations for enhancement, including such aspects as the uploading of qualifications, procedures and quotas for balloting, search function and check-in via smartphones. The LCSD will continue to closely monitor the system and

make appropriate adjustments when necessary to meet the public's needs. Furthermore, to ensure sufficient load capacity of the system during the launch of the enhanced functions of Phase 2, the LCSD will, in accordance with the guidelines laid down by the Office of the Government Chief Information Officer, arrange for an independent third party to conduct additional tests, including load tests and stress tests. The enhanced functions of Phase 2 will be launched only after the test results are confirmed.

2. According to the record, as at February 2024, the proportion of facility bookings and activity enrolment done via the new mobile application "My SmartPLAY App" amounted to nearly 2/3. This shows that the mobile application has provided convenient services for members of the public. The arrangement of paying through e-payment means is also widely popular among members of the public. About 96% of the current booking transactions are made in the form of e-payment, including Faster Payment System, the new e-payment method. Moreover, after the launch of the new system, hirers of non-fee charging hard-surface ball courts can check in via the global navigation satellite system of their phones, thereby improving the effectiveness in monitoring the operation of venues.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB300**

**(Question Serial No. 1987)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned in Programme (1) that the Leisure and Cultural Services Department (LCSD) would continue to provide subvention to sea activity centres managed by 11 non-government organisations. It was, however, noted that the actual attendance at such sea activity centres had failed to meet the targets in the past 3 years. In this connection, please advise this Committee of:

- a. the amount of Government subvention provided to each of such sea activity centres and their respective number of users served over the past 5 years;
- b. the plans put in place by the Government to assist the relevant organisations in boosting the usage rates of their facilities, and whether it has drawn up a concrete implementation timetable, devised effectiveness indicators and established a review mechanism under which subvention is pegged to such indicators, in a bid to ensure optimal utilisation of resources.

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 17)

Reply:

- a. The Leisure and Cultural Services Department (LCSD) provides annual subvention to the 4 sea activity centres managed by non-government organisations, in a bid to provide more sea activities/camping services to members of the public. The amount of subvention provided to the 4 sea activity centres and their respective attendance over the past 5 years are tabulated below:

## (i) Subvention provided to sea activity centres

Name of sea activity centre managed by non-government organisations	2019-20 (\$'000)	2020-21 (\$'000)	2021-22 (\$'000)	2022-23 (\$'000)	2023-24 (\$'000)
The Hong Kong Girl Guides Association – Leung Sing Tak Sea Activities Training Centre	525	466	476	547	597
The Hong Kong Federation of Youth Groups – Tai Mei Tuk Outdoor Activities Centre	960	966	966	883	802
The Hong Kong Federation of Youth Groups – Jockey Club Stanley Outdoor Training Camp	1,001	996	971	1,004	983
Scout Association of Hong Kong – Pak Sha Wan Tam Wah Ching Sea Activity Centre	1,613	1,680	1,715	1,779	1,928

Note: The above subventions are provided by financial year.

## (ii) Attendance at sea activity centres

Name of sea activity centre managed by non-government organisations	2019	2020 <sup>(1)</sup>	2021 <sup>(1)</sup>	2022 <sup>(1)</sup>	2023
The Hong Kong Girl Guides Association – Leung Sing Tak Sea Activities Training Centre	1 643	170	446	1 521	6 360
The Hong Kong Federation of Youth Groups – Tai Mei Tuk Outdoor Activities Centre	7 197	2 170	6 602 <sup>(2)</sup>	4 878	7 841
The Hong Kong Federation of Youth Groups – Jockey Club Stanley Outdoor Training Camp <sup>(3)</sup>	3 178	1 080	1 632	6 487	8 532

Name of sea activity centre managed by non-government organisations	2019	2020 <sup>(1)</sup>	2021 <sup>(1)</sup>	2022 <sup>(1)</sup>	2023
Scout Association of Hong Kong – Pak Sha Wan Tam Wah Ching Sea Activity Centre	27 137	3 233	10 299	3 249 <sup>(4)</sup>	10 192

Notes:

- (1) The attendance at the sea activities centres has been significantly affected by the COVID-19 epidemic and the implementation of social distancing measures in the past few years.
  - (2) The attendance at the Hong Kong Federation of Youth Groups – Tai Mei Tuk Outdoor Activities Centre in 2021 was close to the normal level, which was mainly attributed to the hiring of the facilities therein by Windsurfing Association of Hong Kong, China for training of elite athletes.
  - (3) Services available at the Hong Kong Federation of Youth Groups – Jockey Club Stanley Outdoor Training Camp were partially affected by the redevelopment works between 2017 and 2022.
  - (4) Services available at the Scout Association of Hong Kong – Pak Sha Wan Tam Wah Ching Sea Activity Centre were partially affected by the major renovation works between July 2022 and July 2023.
- b. Subvented organisations are required to enter into agreements with the Government for each financial year, under which they must meet the obligations including target attendance and usage rates of facilities. Meanwhile, such organisations must submit quarterly statistical reports and annual financial reports issued by certified public accountants to the Government. The LCSD's staff will conduct regular inspections of their operations and services rendered, and hold periodic meetings with such organisations to monitor the use of the subvention. If the subvented organisations fail to fulfil the agreements or deliver the service to the Government's satisfaction, the Government reserves the rights to suspend, adjust, reduce or cancel, in full or in part, the subvention provided to the subvented organisations in question, or, alternatively, seek full or partial return of subvention, so as to ensure the best use of public money.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB301**

**(Question Serial No. 1991)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the review on the operational efficiency of the Hong Kong Heritage Museum (HKHM), please inform this Committee of the following:

1. Please tabulate the numbers of visitors to the permanent exhibitions, virtual exhibitions and outbound exhibitions of the HKHM in the past 5 years.
2. What are the production costs for the virtual exhibitions and the expenditure on the maintenance of information and technology systems?
3. Please provide specific expenditures and details on the day-to-day maintenance, renovation works and conservation of museum collections carried out by the HKHM in the past 5 years.

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 21)

Reply:

1. The attendances of the permanent exhibitions of the Hong Kong Heritage Museum (HKHM) in the past 5 years are tabulated below:

	<b>2019 – 2020<sup>(1)</sup></b>	<b>2020 – 2021<sup>(1)</sup></b>	<b>2021 – 2022<sup>(1)</sup></b>	<b>2022 – 2023<sup>(1)</sup></b>	<b>2023 – 2024</b>
T.T. Tsui Gallery of Chinese Art	322 918	31 960	173 913	261 444	431 095
Chao Shao-an Gallery	317 995	24 671	153 201	154 063	303 233
Cantonese Opera Heritage Hall	308 816	24 443	162 165	281 138	462 024



	2019 – 2020 <sup>(1)</sup>	2020 – 2021 <sup>(1)</sup>	2021 – 2022 <sup>(1)</sup>	2022 – 2023 <sup>(1)</sup>	2023 – 2024
Children’s Discovery Gallery	398 519	12 274	187 680	318 033	524 666
Jin Yong Gallery	378 165	37 416	180 754	269 282	410 545
Hong Kong Pop 60+	_(2)	_(2)	163 332 <sup>(2)</sup>	316 741	482 979

#### Notes

- (1) Due to the impact of the COVID-19 epidemic, museums and venues under the Leisure and Cultural Services Department (LCSD) were temporarily and intermittently closed from 2020 to 2022.
- (2) The new permanent exhibition “Hong Kong Pop 60+” at the HKHM was opened to the public on 28 July 2021.

In the past 5 years, the HKHM held 7 virtual exhibitions, namely “Freeman Lau & Design: Inter-dependent Decisions”, “The Story of Jao Tsung-i”, “TIME WILL TELL/anothermountainman x stanley wong/40 years of work”, “Between the Lines – The Legends of Hong Kong Printing”, “20/20 Hong Kong Print Art Exhibition”, “Hand-in-Hand for Benevolence – Tung Wah’s Fundraising Culture and Social Development” and “Virtually Versailles”, with a cumulative total of over 45 000 views.

In 2022, the HKHM collaborated with the Hong Kong Economic and Trade Offices in Wuhan and Shanghai and loaned out exhibits to the “Jin Yong Exhibition” held at the Hubei Provincial Library in Wuhan and the Shanghai Library East in Shanghai. The 2 exhibitions attracted more than 90 000 visitors.

2. Last year, the HKHM’s expenditure on producing virtual exhibitions was around \$180,000. The day-to-day operation and maintenance of its website were undertaken by the Information Technology Office (ITO) of the LCSD. The ITO does not maintain a breakdown of the expenditure involved for each museum.
3. The day-to-day maintenance of the museums under the LCSD is mainly undertaken by the Architectural Services Department and the Electrical and Mechanical Services Department. Work includes the maintenance and refurbishment of buildings and relevant facilities, as well as the installation, operation, monitoring, day-to-day maintenance, routine inspection and testing for electrical, mechanical, air-conditioning, electronic and building services installations. The HKHM does not maintain a breakdown of the expenditure involved in the aforesaid work.

In the past 5 years, the HKHM’s expenditure on the renewal of permanent exhibitions was around \$28 million, which covered research on the themes of the permanent exhibitions, acquisition of exhibits, application for usage rights for photos and images, production of multimedia programmes, and commissioning of exhibition production houses for fabrication of exhibits and fitting-out of exhibition galleries.

The conservation of all collections of the LCSD museums is undertaken by the Conservation Office (CO) of the Department. The CO does not maintain a breakdown of the expenditure involved for each museum.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB302**

**(Question Serial No. 1996)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To promote reading for all, the Government has designated 23 April each year as the “Hong Kong Reading for All Day” starting from 2024. On that day, the Hong Kong Public Libraries will collaborate with different stakeholders to organise an array of large-scale territory-wide reading activities. A number of proposals have been brought up by various sectors in this regard. To follow up on the preparatory work, please inform this Committee of the following:

1. What is the expenditure to be involved in promoting this activity? What is the current manpower planning for preparation?
2. Compared with the reading activities in previous years, what is the percentage change this year in terms of the estimates and the scale of the activities?
3. What is the progress of inviting participation of other organisations from different sectors from Mainland and overseas cities?
4. The Government mentioned earlier that CreateHK would sponsor the publishing sector in Hong Kong to organise reading promotion activities during the “Hong Kong Reading for All Day”. Please set out in tabular form such details as the sponsorship applications, their approval status and the format of the approved reading activities.
5. As indicated in the target of “attendance at extension activities programmes” under the key performance measures of library services, both the actual attendance in 2023 and the estimated attendance in 2024 fall significantly short of the target attendance. What measures will be put in place to build a stronger reading culture and cultivate a reading habit among the public?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 26)

Reply:

1. To support the “Hong Kong Reading for All Day” on 23 April, the Hong Kong Public Libraries (HKPL) under the Leisure and Cultural Services Department (LCSD) will collaborate with different stakeholders to launch the first “Hong Kong Reading Week” from 20 to 28 April 2024 by holding a series of large-scale reading activities. The expenditure involved in such activities and publicity is around \$9 million. The LCSD will deploy existing manpower resources to organise the activities of the “Hong Kong Reading Week”. No additional manpower is required.
  
2. To support the “World Book Day” on 23 April and promote a reading culture, the HKPL organised a number of activities every year, such as creative competitions, fun days and storytelling workshops. To tie in with the first “Hong Kong Reading for All Day”, the HKPL will beef up past activities by organising additional reading promotion activities in collaboration with different stakeholders in the first “Hong Kong Reading Week”. Such activities include collaborating with the radio programme “One-minute Reading” of the Radio Television Hong Kong; holding the launching ceremony of the “Hong Kong Reading Week” at a shopping mall; participating in the “2024 Hong Kong Reading+” organised by the publishing sector; holding the reading event “Read Together for Half an Hour” at schools, in the community and at leisure and cultural venues; organising reading activities on Chinese culture at selected libraries across the 18 districts; arranging outreach activities at shopping malls with pop-up libraries and holding online reading clubs. Compared with last year, an additional 186 activities will be held this year, with the expenditure on these activities (excluding publicity expenses) increasing by \$5.3 million.
  
3. To tie in with the “Hong Kong Reading for All Day”, libraries in Guangdong, Hong Kong and Macao will continue to jointly promote reading and create a favourable reading environment in the cities through various brand activities including the “4·23 World Book Day Creative Competition”, “Read Together for Half an Hour” and “Reading in the Greater Bay Area” 9+2 Cities Book Tour’. The “2024 Hong Kong Reading+”, organised by the Hong Kong Publishing Federation and sponsored by CreateHK, will feature the exhibition “SZ&HK Co-Reading: Shenzhen Zone”. While confirming participation in the event, the Publicity Department of the CPC Shenzhen Municipal Committee will also give full support by providing exhibits. In addition, the “2024 Hong Kong Reading+” will invite Mainland and overseas speakers to give talks during the exhibition, with a view to bringing a reading culture to the community, sharing and promoting the fun of reading, and further enriching a taste for culture and creativity among the public.
  
4. The reading promotion activity organised by the Hong Kong’s publishing sector and sponsored by CreateHK during the “Hong Kong Reading for All Day” is tabulated below:

Name of Activity	Application	Sponsorship Approval Status	Format of the Approved Reading Activities
2024 Hong Kong Reading+	Application submitted by the Hong Kong Publishing Federation to the “CreateSmart Initiative”	\$7,293,600 has been approved	Exhibition, book fair, cultural activities, etc.

5. The HKPL has been fostering a consistent reading habit among members of the public through quality and diversified collections and reading activities on various platforms. More than 23 000 reading promotion activities are being planned for 2024-25, with highlights including the “Hong Kong Reading Week” and “Summer Library Festival”. At the same time, social media platforms will be better utilised to further expand the reading community through interactive activities, games and promotions. The HKPL will also enhance outreach activities, including on-going visits to different communities and schools by specially designed small trucks “Library-on-Wheels”, participation in the “Hong Kong Book Fair” and setting up of reading corners at large-scale exhibitions of the LCSD’s museums to further promote extended reading on various exhibition themes such as art, science and history. To tie in with major arts festivals such as the “Hong Kong Pop Culture Festival”, “Asia+ Festival” and “Chinese Culture Festival” and the establishment of the new Chinese Culture Promotion Office, the HKPL also plans to launch reading activities on related themes, recommend thematic books and offer e-reading experiences to the public, so as to extend the reach of reading promotion and expand the readership.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB303**

**(Question Serial No. 2002)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned in Matters Requiring Special Attention in 2024-25 that the Government would continue to enhance utilisation of existing sports facilities. It was, however, noted that both the actual attendance at public swimming pools in 2023 and the planned attendance for 2024 were well below the target. Among the 45 public swimming pool complexes under the Leisure and Cultural Services Department, only 28 with heated swimming facilities were opened during winter, with the rest being closed for maintenance for nearly most of the year. Please advise this Committee of:

- a. the annual expenditure on heated swimming facilities and the maintenance costs for swimming pools during closure; whether the Department has studied the feasibility of providing heated facilities at all swimming pools; as well as the expenditure on such works in the past;
- b. the respective proportion and expenditure on remuneration of civil service lifeguards, contract lifeguards and seasonal lifeguards among those currently employed; as well as whether the Department has a plan to recruit additional non-civil service lifeguards under the Labour Importation Schemes, given closure of some swimming pools due to lack of lifeguards?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 32)

Reply:

- a. There are 28 heated swimming pools under the Leisure and Cultural Services Department (LCSD), all of which are opened during winter. The estimated expenditure in 2023-24 was about \$896 million. In addition to co-ordinating annual maintenance by various works departments, the LCSD also repairs and replaces defective parts in a timely manner in response to wear and tear of facilities. Given that such maintenance and repair works are undertaken by various works departments, and costs related to repair, maintenance, improvement, refurbishment and equipment procurement are included in the overall expenditure of those departments, the LCSD

does not keep a breakdown of cost figures for the repair and maintenance works during closure of swimming pools.

Generally speaking, the Government will, when planning new sports facilities (including heated swimming pools) and improving the existing ones, consider various relevant factors, including the current provision of sports facilities across Hong Kong and at the district levels, policy objectives of sports development, utilisation of existing facilities, demographic changes, views of District Councils and relevant stakeholders, site availability and technical feasibility.

Details on the heated swimming pool projects completed or under construction/conversion by the LCSD in recent years are at **Annex**. As the expenditure on construction of new heated swimming pools or conversion of existing swimming pools forms part of the project estimate, the LCSD does not keep a breakdown of expenditure figures for such projects.

- b. As at 1 August 2023, the actual number of lifeguards on long-term employment with the LCSD (excluding civil service senior lifeguards) was 1 251. The number of contract lifeguards (including non-civil service contract (NCSC) Contract Full-year Lifeguards, NCSC full-time Seasonal Lifeguards and Post-Retirement Service Contract Seasonal Lifeguards) was 309, representing about 20% of the total number of lifeguards. As at 1 March 2024, the LCSD's total expenditure on remuneration of lifeguards on long-term employment in 2023-24, calculated based on notional annual mid-point salary value, was about \$290 million, while that of contract lifeguards was about \$63 million. The LCSD is actively preparing for the outsourcing of lifesaving services at selected public swimming pools, and will continue to study the feasibility of importing qualified lifeguards from the Mainland/overseas in consultation with bureaux/departments and relevant organisations.

**Details on the heated swimming pool projects  
completed or under construction by the LCSD in recent years**

<b>Project title</b>	<b>Works related to heated swimming pools</b>	<b>Remarks</b>
1. Sports Centre, Community Hall and Football Pitches in Area 1, Tai Po	Provision of 1 new indoor heated swimming pool and 1 new indoor heated training pool	Opened in 2022
2. Provision of Heated Swimming Pool through Conversion of Morse Park Swimming Pool, Wong Tai Sin	Construction of 1 secondary pool with water heating systems in-situ	Opened in 2023
3. Redevelopment of Kowloon Tsai Swimming Pool	Provision of 1 indoor heated main pool	Anticipated to be completed by end 2024
4. Swimming Pool Complex and Open Space in Area 107, Tin Shui Wai	Provision of 1 new indoor heated training pool	Anticipated to be completed by end 2024
5. Amenity Complex in Area 103, Ma On Shan – Pre-construction Activities	Provision of 2 indoor heated training pools and 1 indoor heated teaching pool	Pre-construction activities anticipated to be completed by end 2024

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB304**

**(Question Serial No. 0954)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There has been an increase in collision accidents involving vessels and swimmers in recent years. Given this, please advise of:

- a) public beaches aside, the waters where members of the public can swim legally, so far as the whole of Hong Kong waters is concerned;
- b) the current measures put in place by the Government to ensure safety of swimmers and marine stakeholders at locations with heavy vessel traffic;
- c) the total number of the above accidents in Hong Kong over the past 3 years.

Asked by: Hon HO Chun-yin, Steven (LegCo internal reference no.: 7)

Reply:

- a) The Leisure and Cultural Services Department (LCSD) is responsible for management of 42 gazetted beaches within Hong Kong waters. The LCSD does not keep information on, public beaches aside, the waters where members of the public can swim legally.
- b) & c) The LCSD manages gazetted public beaches under the Public Health and Municipal Services Ordinance (Cap. 132) and Bathing Beaches Regulation (Cap. 132E), its subsidiary legislation. Under Section 11(1) of Bathing Beaches Regulation, save with the permission in writing of the Director of Leisure and Cultural Services, no person shall bring into or use in, the waters of any bathing beach set aside for sole use of swimmers, any vessel, boat, canoe or similar craft or any surf-board or water-skis or any board designed or adapted for use in water by being propelled by wind. Lifeguards on patrol monitor the activities on public beaches and in swimming areas, while beach management personnel immediately stop unauthorised activities, if any, that take place there, in a bid to safeguard the public's safety.

There have been no records of collision accidents involving vessels and swimmers on the beaches under the LCSD over the past 3 years.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB305**

**(Question Serial No. 0850)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department (LCSD) provides subvention to eligible national sports associations (NSAs) through the Sports Subvention Scheme to promote and develop the respective sports. In this connection, would the Government inform this Committee of the following:

1. Please list in a table the NSAs receiving subvention from the Government and the amount of subvention involved in each of the past 5 financial years. Have there been any changes to the list of the NSAs receiving subvention over such a period?
2. What will be the number and names of the NSAs receiving subvention and the estimated amount of subvention in 2024-25?
3. Please list in a table the NSAs receiving subvention from the Government and the respective number of their athlete members in 2023.
4. It is suggested in the information provided by the Government that the NSAs applying for the Sports Subvention Scheme must meet the criteria, such as being a member of the Sports Federation and Olympic Committee of Hong Kong, China; being affiliated to the International Federation/International Federation Association of the respective sport recognised by the International Olympic Committee; and being a non-profit-making sports organisation registered under the Companies Ordinance and with Articles of Association. Have the Government conducted full scrutiny of those applicant NSAs based on the above criteria? and
5. The NSAs may cover their personnel, office and programme expenses with the subvention from the Government, and the programme expenses may include, inter alia, "national", youth and regional squad training. Have the NSAs duly submitted their financial estimates to the Government and given a full account of the expenditure involved over the past 5 financial years? Have the NSAs provided the two-year sports development plans required for applying for sports subvention? What follow-up measures will be taken by the Government in the event of incomplete information?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 4)

Reply:

1. The Leisure and Cultural Services Department (LCSD) provides subvention to national sports associations (NSAs) under the Sports Subvention Scheme (the Scheme) to support the promotion and development of sports in Hong Kong. The breakdown of the subvention granted to individual NSAs in the past 5 years (i.e. from 2019-20 to 2023-24) is at Annex.
2. The amount of subvention to be allocated to individual NSAs in 2024-25 under the Scheme is subject to finalisation.
3. The LCSD does not keep the number of athlete members of NSAs receiving subvention under the Scheme.
4. Those sports organisations wishing to apply for “Sports Subvention (Block Grant)” under the Scheme must fulfil all mandatory requirements: being a member of the Sports Federation and Olympic Committee of Hong Kong, China; being affiliated to the International Federation/International Federation Association of the respective sport recognised by the International Olympic Committee; being a non-profit-making sports organisation registered under the Companies Ordinance (Cap. 622) and with Articles of Association; having a proven record of successful experience of organising sports development programmes of various levels and being able to provide records of active public participation for the past 3 years and a two-year sports development plan required for applying for sports subvention; promoting those sports, except demonstration sports, which are, or have the potential to be, included in major games; having in place sound organisational structures and accountable, transparent and control policies to meet the corporate governance requirements under the Companies Ordinance and the Scheme; and having in place comprehensive strategic development and promotion plans, which cover organisation of mass participation programmes, nurturing of potential athletes and development of coaches and officials, with practicable implementation timetables to foster sustainable sports development. The LCSD will scrutinise the eligibility of sports organisations to apply for the Scheme and the information they provide.
5. The LCSD enters into annual Subvention Agreements with NSAs receiving subvention, under which the funding terms and conditions are clearly laid out for such NSAs to comply with and fulfil, including those related to submission of quarterly reports on their programmes and annual audit accounts prepared by certified public accountants to the LCSD. In each of the past 5 years, NSAs receiving subvention have been required to submit annual plans, including those on sports development, required for applying for sports subvention to the LCSD, and furnish in a timely manner reports on their annual programmes and the relevant expenditure. To ensure the compliance of NSAs with the requirement to submit reports, the LCSD would deduct 1% of subvention provided to NSAs in the event of failure on the part of such NSAs to make timely submission of necessary reports and rectify as required within specified time frames following repeated reminders from the LCSD. Such a deduction rate would be increased to 2% if the NSAs in question fail to make timely submission of annual accounts or certified

reports for 2 consecutive years or more. Such a penalty would remain in place until all relevant documents are duly submitted.

**Subvention provided to national sports associations (NSAs) under the Sports Subvention Scheme from 2019-20 to 2023-24**

	NSA	2019-20 (\$'000)	2020-21 (\$'000)	2021-22 (\$'000)	2022-23 (\$'000)	2023-24 (\$'000)
1.	Archery Association of Hong Kong, China	4,606	4,388	6,053	6,979	7,241
2.	Hong Kong, China Association of Athletics Affiliates Limited	7,487	7,416	8,507	10,183	11,234
3.	Badminton Association of Hong Kong, China Limited	16,999	18,638	20,513	23,239	24,936
4.	The Baseball Association of Hong Kong, China Limited	6,917	7,269	8,950	11,176	12,303
5.	Basketball Association of Hong Kong, China Limited	13,354	14,061	14,105	15,857	16,826
6.	Billiard Sports Council of Hong Kong China Limited	3,556	3,504	5,625	6,488	6,995
7.	Hong Kong China Bodybuilding and Fitness Association	2,028	2,056	3,120	4,051	4,342
8.	The Boxing Association of Hong Kong, China Limited	2,415	2,721	3,437	4,733	5,220
9.	Hong Kong China Canoe Union Limited	5,632	5,601	6,610	8,500	9,512
10.	Chinese Martial Arts Dragon and Lion Dance Association of Hong Kong, China Limited	3,892	2,964	4,108	5,023	5,467
11.	Cricket Hong Kong, China Limited	5,512	5,583	6,942	8,207	8,779
12.	The Cycling Association of Hong Kong, China Limited	12,504	12,598	14,027	16,285	17,284
13.	DanceSport Association of Hong Kong, China Limited	5,065	4,881	6,692	8,871	10,317
14.	Hong Kong China Dragon Boat Association	3,787	3,723	4,758	6,255	6,782
15.	The Equestrian Federation of Hong Kong, China	3,478	3,551	4,264	6,068	6,712
16.	Hong Kong Fencing Association	7,302	7,261	8,068	9,904	10,622
17.	Flying Disc Federation of Hong Kong, China Limited*	-	-	2,721	3,980	4,281
18.	The Football Association of Hong Kong, China Limited	20,894	20,255	19,998	23,876	24,180

	NSA	2019-20 (\$'000)	2020-21 (\$'000)	2021-22 (\$'000)	2022-23 (\$'000)	2023-24 (\$'000)
19.	Hong Kong, China Gateball Association Co. Limited	2,680	2,516	2,872	3,430	3,755
20.	Golf Association of Hong Kong, China Limited	3,022	2,935	4,082	5,615	6,082
21.	The Gymnastics Association of Hong Kong, China	6,618	6,808	8,624	10,761	11,691
22.	Handball Association of Hong Kong, China Limited	8,177	9,222	11,225	13,035	13,629
23.	Hockey Hong Kong, China	4,589	4,649	5,461	6,147	6,527
24.	Hong Kong, China Ice Hockey Association Limited	4,025	4,117	5,215	6,690	7,084
25.	The Judo Association of Hong Kong, China	4,887	4,851	5,858	7,548	8,101
26.	The Karatedo Federation of Hong Kong, China Limited	2,575	3,464	4,349	5,707	6,876
27.	Karting Association of Hong Kong, China Limited	2,334	2,191	3,233	4,637	5,086
28.	The Kendo Association of Hong Kong, China Limited	1,890	1,799	2,760	3,224	3,698
29.	Hong Kong China Korfball Association Limited	2,467	2,410	2,916	3,777	4,714
30.	Hong Kong, China Lacrosse Association Limited*	-	-	2,129	3,231	4,288
31.	Lawn Bowls Association of Hong Kong, China	4,263	4,762	5,663	7,583	8,077
32.	Hong Kong China Life Saving Society	6,340	7,468	8,181	9,782	10,316
33.	Hong Kong, China Mountaineering and Climbing Union Limited	4,907	5,667	7,197	9,186	10,242
34.	Muaythai Association of Hong Kong, China Limited	2,268	2,188	2,438	3,381	3,739
35.	Netball Hong Kong, China Limited	2,486	2,565	3,335	4,082	4,661
36.	Orienteering Association of Hong Kong, China Limited	5,426	5,297	6,257	8,010	8,576
37.	Hong Kong China Federation of Roller Sports and Skateboarding Limited	3,963	3,749	4,209	4,851	5,478
38.	Hong Kong, China Rowing Association	8,697	8,670	9,940	12,021	13,282
39.	Hong Kong, China Rugby	7,685	7,723	8,320	10,740	11,944

	NSA	2019-20 (\$'000)	2020-21 (\$'000)	2021-22 (\$'000)	2022-23 (\$'000)	2023-24 (\$'000)
40.	Sailing Federation of Hong Kong, China	2,561	2,700	3,227	4,213	4,601
41.	The Schools Sports Federation of Hong Kong, China	8,677	8,750	9,897	11,530	12,123
42.	Hong Kong, China Shooting Association	5,193	5,130	6,436	7,832	8,284
43.	Shuttlecock Association of Hong Kong, China Limited	2,788	2,543	4,134	5,566	6,381
44.	Hong Kong China Skating Union Limited	2,056	2,188	3,477	4,499	4,913
45.	Hong Kong China Softball Association	3,976	3,911	5,337	5,879	6,391
46.	Hong Kong, China Sports Association of the Deaf Company Limited	2,445	2,588	4,745	6,283	4,979
47.	Hong Kong, China Sports Association for Persons with Intellectual Disability	11,368	11,227	12,601	15,309	16,655
48.	Sports Association for the Physically Disabled of Hong Kong, China	8,987	8,856	9,626	12,511	13,231
49.	Squash Association of Hong Kong, China	15,506	15,453	16,929	19,842	21,227
50.	Hong Kong China Swimming Association	12,110	12,242	14,548	17,435	19,278
51.	Hong Kong, China Table Tennis Association Limited	19,071	19,871	21,811	20,818	21,963
52.	Hong Kong, China Taekwondo Association Limited	3,513	3,412	4,588	6,204	6,601
53.	The Hong Kong, China Tennis Association Limited	13,428	13,492	16,620	19,730	18,693
54.	Hong Kong, China Tenpin Bowling Congress Limited	3,369	3,305	4,163	5,481	5,886
55.	Triathlon Association of Hong Kong China Limited	4,729	4,719	5,577	6,989	7,292
56.	Hong Kong China Underwater Association Limited	1,623	1,564	1,908	2,325	2,470
57.	The University Sports Federation of Hong Kong, China Limited	1,699	1,592	2,511	4,317	4,677
58.	Volleyball Association of Hong Kong, China Limited	14,268	14,864	17,253	15,718	21,672



	<b>NSA</b>	<b>2019-20 (\$'000)</b>	<b>2020-21 (\$'000)</b>	<b>2021-22 (\$'000)</b>	<b>2022-23 (\$'000)</b>	<b>2023-24 (\$'000)</b>
59.	Hong Kong, China Waterski Association Limited	1,582	1,515	1,956	3,064	3,425
60.	The Hong Kong, China Weightlifting and Powerlifting Association Limited	1,965	1,799	2,304	3,011	3,141
61.	Windsurfing Association of Hong Kong, China	9,729	9,557	10,330	13,233	14,333
62.	Hong Kong, China Wushu Union Limited	4,828	4,768	6,634	8,258	8,820

\* Since 2021-22, Flying Disc Federation of Hong Kong, China Limited and Hong Kong, China Lacrosse Association Limited have been those NSAs receiving subvention.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB306**

**(Question Serial No. 0852)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the work and plan to promote Hong Kong's pop culture, would the Government inform this Committee of the following:

1. What are the numbers and attendances of the concerts, film screenings, thematic exhibitions, performances and other activities of the "Hong Kong Pop Culture Festival 2023", which opened in April last year? What are the expenditure and revenue involved?
2. Regarding the setting up of a "Pop Culture Centre" as a landmark for pop culture and a tourist attraction in the long run, what is the latest progress of the relevant study in terms of the preliminary plan and concepts for the site, area and collection?
3. The "Pop Culture Centre" aims to stimulate the vitality of Hong Kong's younger generation, preserve our cultural heritage, and give tourists from the Mainland and abroad an insight into Hong Kong's achievements in pop culture. What were the work in promoting the "Hong Kong Pop Culture Festival" internationally and the expenditure involved in 2023? Are there any work plan and budget for marketing Hong Kong pop culture works to other parts of our country and the world?
4. What are the Government's plans on resource allocation and talent nurturing in support of Hong Kong's continuous achievements in pop culture? How will the Government take advantage of the synergy of the Guangdong-Hong Kong-Macao Greater Bay Area to muster more strength for collaborative promotion of Hong Kong's and Cantonese pop culture?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 7)

Reply:

1. There were a total of 21 programmes organised/sponsored by the Leisure and Cultural Services Department (LCSD) in the inaugural "Hong Kong Pop Culture Festival" (Culture Festival), many of which were offered free of charge. Programmes of the

Culture Festival attracted an attendance of around 530 000 and an online audience of about 75 000. The total production costs for the programmes were around \$25 million.

2. At present, the Government is conducting long-term planning for the essential facilities of the “Pop Culture Centre” in terms of the location and site area. The Culture, Sports and Tourism Bureau and the LCSD are working closely with the Development Bureau and other relevant departments/organisations to explore and identify the optimal site. At the same time, we are also in discussion and consultation with various stakeholders, including expert advisers, on matters related to the long-term planning of the “Pop Culture Centre”, such as its choice of site, facilities, collection, curatorial approach and exhibition contents, with a view to formulating appropriate plans for developing it into a landmark for local pop culture and a tourist attraction. In the short term, we plan to reserve a designated gallery in the Hong Kong Heritage Museum (HKHM) for holding exhibitions and extension activities on pop culture so as to expand the collaboration network and build up the collections on pop culture.
3. For the inaugural Culture Festival in 2023, the LCSD set up a new official website and a dedicated account on Instagram to disseminate information on the Culture Festival and promotion of Hong Kong’s pop culture. At the same time, the LCSD also made use of social media platforms, such as “Xiaohongshu”, as well as cultural tourism gurus for online publicity so as to increase the number of followers from different regions. The expenditure on such publicity work was around \$1.58 million. Meanwhile, the LCSD collaborated with various stakeholders, including the Hong Kong Tourism Board, the Offices of the Government of the Hong Kong Special Administrative Region in the Mainland and the Economic and Trade Offices (ETOs) overseas to disseminate information about the Culture Festival via their platforms on the Internet to tourists, the media and the public.

The LCSD also actively markets Hong Kong’s pop culture works externally and promotes Hong Kong’s pop culture by collaborating with various partners such as the ETOs. For example, the HKHM has supported the loan of its exhibits to the Hong Kong ETOs in Wuhan and Shanghai for display at the “Jin Yong Exhibition” at Hubei Provincial Library in Wuhan and Shanghai Library East in Shanghai respectively. In 2024-25, the Department plans to arrange for the participation of young local pop singer-songwriters or groups in touring performances in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), and organise screenings of Hong Kong films in Mainland cities. The estimated expenditures involved are around \$2.1 million.

4. The LCSD has been striving to build collaborative relationships in the GBA and actively creating platforms for the local arts and culture sector to perform in the GBA as well as cities in other Mainland provinces. Apart from promoting our local pop culture to partner institutions and organisations by inviting them to Hong Kong for programmes of the Culture Festival, we are also discussing with them potential touring performances of different programmes of the Culture Festival in the GBA.

Separately, Create Hong Kong (CreateHK), through the “Film Development Fund” and the “CreateSmart Initiative”, promotes the development of Hong Kong’s creative industries, including nurturing talent and promoting Hong Kong’s creative works to the

Mainland and overseas. For the music industry, CreateHK provided over \$23 million through the “CreateSmart Initiative” to the industry in 2023 to nurture local singer-songwriters and bands, and support them to participate in music festivals in the United Kingdom, Spain, Korea, Singapore, Canada and the Philippines as well as music performances held in different cities of the GBA (Shenzhen, Zhuhai and Guangzhou).

Moreover, to promote Hong Kong’s pop culture to go global, the Chief Executive announced in the 2022 Policy Address to support the co-production of television variety programmes by local television stations with Mainland/Asian production teams to enhance the influence of our pop culture. In this connection, CreateHK, through the enhancement of the “CreateSmart Initiative” in 2023, invited local television stations to submit the first-round proposals, and the 3 local television stations each had 1 project got approved.

In addition, the “Film Development Fund” launched the “Hong Kong-Asian Film Collaboration Funding Scheme” in February 2023, subsidising film projects co-produced by filmmakers in Hong Kong and Asian countries to produce films that are rich in Hong Kong and Asian culture, and enabling Hong Kong films to go global. The original “Hong Kong-Asian Film Collaboration Funding Scheme” will be expanded into the “Hong Kong-Europe-Asian Film Collaboration Funding Scheme”, which will subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures, thereby further expanding the overseas market.

CreateHK organises the “Hong Kong Film Show in Guangdong” in the GBA annually. In 2023, 11 Hong Kong films were shown in 66 screenings. It helps promote Hong Kong films to the local audiences and enhance the development of film industry in the GBA.

CreateHK will continue to sponsor the industries to organise projects in the Mainland and overseas to promote Hong Kong’s pop culture. Details and expenditure of individual funded project will be subject to the content of the respective application and the approved plan.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB307**

**(Question Serial No. 1062)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As far as the pet facilities under the Leisure and Cultural Services Department (LCSD) and their planning are concerned, would the Government inform this Committee of the following:

1. Since the implementation of the trial scheme of “Inclusive Park for Pets” by the LCSD in 2019, there have been, as at 2022, 117 “Inclusive Parks for Pets” (parks) completed. How many additional parks are planned for construction in the coming 3 years? What will be the estimated expenditure involved?
2. Since neither booking nor registration is required for members of the public using the parks, the LCSD does not hold any information on the number of users of, and the animal species having been brought into, such parks. What measures are put in place to assess the usage rates of, and the animal species having been brought into, the parks?
3. The original purpose of setting up the parks is to meet the public’s aspiration for provision of recreation facilities and spaces for pet owners to enjoy. However, there have been public concerns that the areas for various animals were not separated from one another, thus posing potential dangers to weaker animals. What were the LCSD’s staffing arrangements for enhanced site inspection and issue of reminders to pet owners about proper use of the parks in 2023?
4. What review has the Government made of the planned improvements to the parks over the past 3 years? Has it solicited feedback from park users on how to enhance the park facilities and create a more inclusive environment for them and their pets?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 29)

Reply:

The Leisure and Cultural Services Department (LCSD) launched the trial scheme of “Inclusive Park for Pets” by opening up 6 LCSD parks in January 2019 for the public to visit with their pets. As the trial scheme was well-received, the LCSD has regularised the arrangement at the 6 parks under the scheme, and continues to identify suitable venues for

opening up as “Inclusive Parks for Pets”. At present, there are more than 170 “Inclusive Parks for Pets” in total across Hong Kong to meet public demand.

The LCSD has been taking an open and proactive approach towards the enhancement of the “Inclusive Parks for Pets” scheme. However, given the mixed public views on the scheme, the LCSD will continue to review the usage of “Inclusive Parks for Pets”, give due consideration to various practical needs of the public and issues such as facilities management, and will designate suitable sites as additional “Inclusive Parks for Pets” after consulting the District Councils concerned.

The concept of “Inclusive Parks for Pets” is to open up existing parks for the public and their pets to enjoy the facilities together. To keep in line with the concept of enabling the shared use of park facilities among different users, members of the public are required to keep their dogs on a leash and under proper control in the venues so as to avoid causing nuisance to other dogs and users. In addition, the Users’ Code for Inclusive Park for Pets will be displayed in the venues to remind pet owners to keep their pets under proper control to avoid causing nuisance to others. The LCSD staff will also conduct inspections at venues to remind pet owners to follow the users’ code.

The LCSD currently provides different channels, including telephone, email and 1823 government hotline, to collect public views on the implementation of the “Inclusive Parks for Pets” scheme. In addition, venue staff will observe the use of the “Inclusive Parks for Pets” and collect the views of users and pet owners on the use of facilities during site inspections to enhance the venue facilities.

The LCSD has implemented the “Inclusive Parks for Pets” scheme with existing resources and manpower, and the cost and daily operation of the relevant facilities are part of the overall operation of the venues. Therefore, it does not compile a breakdown of the expenditure and manpower for the scheme.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB308**

**(Question Serial No. 1068)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As regards the cultural and arts, and community recreation and sports activities held in the 18 districts across Hong Kong, would the Government inform this Committee of the following:

Please list in a table, by each of the 18 districts and the respective programmes of the activities, the attendance of, and the per capita expenditure incurred by the Government on, such activities over the past 5 years.

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 37)

Reply:

The Leisure and Cultural Services Department (LCSD) strives to promote “Sport for All” to encourage members of the public of varying ages and abilities to take part in recreation and sports activities to develop regular exercise habits. Every year the LCSD organises diversified recreation and sports activities for the public, including those related to swimming, aerobic dance, fitness (multi-gym), badminton, tennis, residential camp activities, gateball, basketball, outreach programmes, as well as carnivals, encouraging their wider participation in various activities.

On another front, the LCSD spares no effort in planning for cultural and arts activities at the community level, with a view to enriching the public’s cultural life, while associating culture and arts with everyday life. Diversified district events include the Community Cultural Ambassador Scheme, the Community Oral History Theatre Project, the 18dART Community Arts Scheme, storytelling activities for children, subject talks, reading programmes, reading clubs, outreach programmes on reading promotion, exhibitions held outside museums like those on outreach vehicles and roving exhibitions at shopping centres, as well as public art displays.

The types of community recreation and sports as well as cultural and arts activities organised by the LCSD in the 18 districts across Hong Kong, the attendance of, and the per capita expenditure incurred by the Government on, such activities over the past 5 years (i.e. from 2019-20 to 2023-24) are tabulated at **Annexes I** and **II** respectively for reference.

**Community Recreation and Sports Activities Organised in the 18 Districts in 2019-20**

District	Attendance			Attendance in Each District
	Individual Game	Team Game	Other Activity <sup>1</sup>	
Central and Western	48 674	1 204	17 328	67 206
Southern	39 312	3 201	15 567	58 080
Yau Tsim Mong	70 759	2 492	7 820	81 071
Eastern	74 815	2 940	17 620	95 375
Wan Chai	36 861	2 207	12 973	52 041
Sham Shui Po	39 633	3 648	33 510	76 791
Wong Tai Sin	42 678	1 802	21 732	66 212
Kwun Tong	61 230	4 469	34 053	99 752
Kowloon City	55 630	2 946	23 582	82 158
Tai Po	26 331	2 752	47 017	76 100
Sha Tin	43 776	2 834	52 840	99 450
Sai Kung	76 527	2 866	13 331	92 724
Islands	22 637	2 530	17 790	42 957
Kwai Tsing	37 787	1 617	26 457	65 861
Tsuen Wan	29 092	1 482	32 586	63 160
North	34 008	3 576	27 040	64 624
Tuen Mun	36 775	2 049	51 285	90 109
Yuen Long	33 879	6 510	40 454	80 843
<b>Total Attendance:</b>				<b>1 354 514<sup>2</sup></b>

<sup>1</sup> Examples include the Community Garden Programme, carnivals and outreach programmes.

<sup>2</sup> Attendance under the impact of the COVID-19 epidemic.

The total attendance of community recreation and sports activities in 2019-20 was 1 354 514 and the per capita expenditure was \$84.



## Community Recreation and Sports Activities Organised in the 18 Districts in 2020-21

District	Attendance			Attendance in Each District
	Individual Game	Team Game	Other Activity <sup>1</sup>	
Central and Western	8 713	0	798	9 511
Southern	3 553	0	1 516	5 069
Yau Tsim Mong	5 382	0	338	5 720
Eastern	7 151	75	267	7 493
Wan Chai	5 377	8	542	5 927
Sham Shui Po	3 501	30	418	3 949
Wong Tai Sin	2 967	0	583	3 550
Kwun Tong	3 946	27	352	4 325
Kowloon City	4 959	36	2 313	7 308
Tai Po	4 327	0	486	4 813
Sha Tin	3 795	22	1 956	5 773
Sai Kung	13 513	0	192	13 705
Islands	2 996	29	491	3 516
Kwai Tsing	4 870	0	2 246	7 116
Tsuen Wan	2 500	0	757	3 257
North	3 669	0	744	4 413
Tuen Mun	5 081	13	1 456	6 550
Yuen Long	3 658	13	4 922	8 593
<b>Total Attendance:</b>				<b>110 588<sup>2</sup></b>

<sup>1</sup> Examples include the Community Garden Programme, carnivals and outreach programmes.

<sup>2</sup> Attendance under the impact of the COVID-19 epidemic.

The total attendance of community recreation and sports activities in 2020-21 was 110 588 and the per capita expenditure was \$177.

## Community Recreation and Sports Activities Organised in the 18 Districts in 2021-22

District	Attendance			Attendance in Each District
	Individual Game	Team Game	Other Activity <sup>1</sup>	
Central and Western	25 046	618	3 420	29 084
Southern	11 211	501	6 510	18 222
Yau Tsim Mong	16 095	517	1 520	18 132
Eastern	20 981	1 156	2 312	24 449
Wan Chai	14 903	624	1 173	16 700
Sham Shui Po	11 000	689	3 094	14 783
Wong Tai Sin	14 799	708	4 770	20 277
Kwun Tong	13 905	1 572	10 417	25 894
Kowloon City	6 970	201	1 980	9 151
Tai Po	12 870	1 381	2 437	16 688
Sha Tin	11 210	930	9 175	21 315
Sai Kung	29 862	637	4 863	35 362
Islands	5 384	1 103	1 975	8 462
Kwai Tsing	9 765	632	10 293	20 690
Tsuen Wan	4 813	325	3 372	8 510
North	8 119	756	3 151	12 026
Tuen Mun	13 585	735	9 732	24 052
Yuen Long	11 303	1 164	15 742	28 209
<b>Total Attendance:</b>				<b>352 006<sup>2</sup></b>

<sup>1</sup> Examples include the Community Garden Programme, carnivals and outreach programmes.

<sup>2</sup> Attendance under the impact of the COVID-19 epidemic.

The total attendance of community recreation and sports activities in 2021-22 was 352 006 and the per capita expenditure was \$171.

## Community Recreation and Sports Activities Organised in the 18 Districts in 2022-23

District	Attendance			Attendance in Each District
	Individual Game	Team Game	Other Activity <sup>1</sup>	
Central and Western	30 523	1 114	9 302	40 939
Southern	16 884	1 609	12 948	31 441
Yau Tsim Mong	24 346	1 154	2 257	27 757
Eastern	33 023	2 652	4 605	40 280
Wan Chai	15 061	1 009	1 638	17 708
Sham Shui Po	16 566	1 701	8 698	26 965
Wong Tai Sin	18 608	728	8 852	28 188
Kwun Tong	17 121	1 105	9 589	27 815
Kowloon City	17 759	1 210	3 514	22 483
Tai Po	12 536	1 332	3 619	17 487
Sha Tin	13 891	2 500	17 220	33 611
Sai Kung	41 595	2 142	3 869	47 606
Islands	8 329	1 820	3 137	13 286
Kwai Tsing	17 925	1 887	19 431	39 243
Tsuen Wan	14 164	1 059	3 568	18 791
North	21 052	2 879	6 007	29 938
Tuen Mun	18 698	1 356	5 793	25 847
Yuen Long	16 168	3 395	25 640	45 203
<b>Total Attendance:</b>				<b>534 588<sup>2</sup></b>

<sup>1</sup> Examples include the Community Garden Programme, carnivals and outreach programmes.

<sup>2</sup> Attendance under the impact of the COVID-19 epidemic.

The total attendance of community recreation and sports activities in 2022-23 was 534 588 and the per capita expenditure was \$115.

## Community Recreation and Sports Activities Organised in the 18 Districts in 2023-24

District	Attendance (Estimate)			Attendance in Each District (Estimate)
	Individual Game	Team Game	Other Activity <sup>1</sup>	
Central and Western	56 620	2 632	26 154	85 406
Southern	44 812	4 507	24 265	73 584
Yau Tsim Mong	85 923	2 982	6 954	95 859
Eastern	96 207	5 102	25 206	126 515
Wan Chai	44 086	2 298	12 491	58 875
Sham Shui Po	43 640	3 234	31 685	78 559
Wong Tai Sin	57 362	2 814	28 105	88 281
Kwun Tong	43 421	8 116	81 153	132 690
Kowloon City	51 156	2 911	35 700	89 767
Tai Po	30 292	3 316	58 574	92 182
Sha Tin	56 380	3 880	64 121	124 381
Sai Kung	92 530	2 989	25 855	121 374
Islands	30 035	4 017	20 632	54 684
Kwai Tsing	44 310	2 875	57 282	104 467
Tsuen Wan	34 407	2 325	42 028	78 760
North	43 829	4 046	33 166	81 041
Tuen Mun	47 223	3 402	47 612	98 237
Yuen Long	42 692	7 931	54 003	104 626
<b>Total Attendance (Estimate):</b>				<b>1 689 288<sup>2</sup></b>

<sup>1</sup> Examples include the Community Garden Programme, carnivals and outreach programmes.

<sup>2</sup> Attendance under the impact of the COVID-19 epidemic.

The estimated total attendance of community recreation and sports activities in 2023-24 is 1 689 288 and the estimated per capita expenditure is \$91.

**Community Cultural and Arts Activities Organised in the 18 Districts in 2019-20**

District	Attendance			Attendance in Each District
	Performing Arts Activity	Library Activity	Heritage and Museums Activity	
Central and Western	6 966	55 660	45	62 671
Southern	7 987	62 567	29 177	99 731
Yau Tsim Mong	9 250	74 240	29 177	112 667
Eastern	5 945	61 252	8 965	76 162
Wan Chai	4 980	22 132	45	27 157
Sham Shui Po	11 212	117 749	30 397	159 358
Wong Tai Sin	11 097	58 915	29 177	99 189
Kwun Tong	8 234	134 166	29 177	171 577
Kowloon City	20 361	70 658	31 260	122 279
Tai Po	7 025	78 890	29 177	115 092
Sha Tin	13 162	202 789	45	215 996
Sai Kung	9 692	78 114	29 177	116 983
Islands	1 788	33 966	45	35 799
Kwai Tsing	7 830	123 992	45	131 867
Tsuen Wan	6 738	42 017	45	48 800
North	8 443	53 779	45	62 267
Tuen Mun	7 683	244 076	29 177	280 936
Yuen Long	10 846	220 323	45	231 214
			<b>Total Attendance:</b>	<b>2 169 745</b>

The attendance of community cultural and arts activities in 2019-20 was 2 169 745 and the per capita expenditure was \$12.

## Community Cultural and Arts Activities Organised in the 18 Districts in 2020-21

District	Attendance			Attendance in Each District
	Performing Arts Activity	Library Activity	Heritage and Museums Activity	
Central and Western	352	12 839	68 020	81 211
Southern	538	5 618	0	6 156
Yau Tsim Mong	333	8 166	0	8 499
Eastern	329	6 656	0	6 985
Wan Chai	861	2 269	0	3 130
Sham Shui Po	505	29 475	0	29 980
Wong Tai Sin	713	3 974	0	4 687
Kwun Tong	1 255	10 272	0	11 527
Kowloon City	926	5 732	163 995	170 653
Tai Po	746	8 091	0	8 837
Sha Tin	754	4 367	9 185	14 306
Sai Kung	3 118	9 207	0	12 325
Islands	40	6 680	9 185	15 905
Kwai Tsing	156	24 486	0	24 642
Tsuen Wan	338	8 509	0	8 847
North	228	18 344	9 185	27 757
Tuen Mun	515	43 513	0	44 028
Yuen Long	576	28 766	9 185	38 527
<b>Total attendance:</b>				<b>518 002<sup>1</sup></b>

<sup>1</sup> Attendance under the impact of the COVID-19 epidemic.

The total attendance of community cultural and arts activities in 2020-21 was 518 002 and the per capita expenditure was \$44.

## Community Cultural and Arts Activities Organised in the 18 Districts in 2021-22

District	Attendance			Attendance in Each District
	Performing Arts Activity	Library Activity	Heritage and Museums Activity	
Central and Western	27 654	25 228	0	52 882
Southern	2 509	28 187	0	30 696
Yau Tsim Mong	1 702	51 648	112 703	166 053
Eastern	2 570	22 994	0	25 564
Wan Chai	3 550	10 009	0	13 559
Sham Shui Po	1 493	37 654	0	39 147
Wong Tai Sin	3 349	25 180	0	28 529
Kwun Tong	4 788	64 078	0	68 866
Kowloon City	2 920	44 588	0	47 508
Tai Po	4 412	27 272	0	31 684
Sha Tin	4 510	144 846	0	149 356
Sai Kung	4 279	29 974	0	34 253
Islands	1 143	19 158	27 815	48 116
Kwai Tsing	1 582	74 865	617	77 064
Tsuen Wan	1 759	16 737	0	18 496
North	1 706	21 207	0	22 913
Tuen Mun	3 022	94 155	6 799	103 976
Yuen Long	1 855	80 525	0	82 380
<b>Total Attendance:</b>				<b>1 041 042<sup>1</sup></b>

<sup>1</sup> Attendance under the impact of the COVID-19 epidemic.

The total attendance of community cultural and arts activities in 2021-22 was 1 041 042 and the per capita expenditure was \$44.

## Community Cultural and Arts Activities Organised in the 18 Districts in 2022-23

District	Attendance			Attendance in Each District
	Performing Arts Activity	Library Activity	Heritage and Museums Activity	
Central and Western	20 314	35 058	1 379	56 751
Southern	5 479	30 139	1 379	36 997
Yau Tsim Mong	13 806	136 890	2 645	153 341
Eastern	3 998	37 761	1 379	43 138
Wan Chai	1 824	19 126	1 379	22 329
Sham Shui Po	7 043	81 315	1 379	89 737
Wong Tai Sin	3 955	32 612	1 379	37 946
Kwun Tong	6 132	85 599	2 645	94 376
Kowloon City	6 076	48 305	1 379	55 760
Tai Po	4 976	38 635	1 379	44 990
Sha Tin	8 356	146 435	2 645	157 436
Sai Kung	10 733	42 595	2 645	55 973
Islands	3 008	25 807	1 379	30 194
Kwai Tsing	4 674	105 783	2 645	113 102
Tsuen Wan	5 870	16 079	1 379	23 328
North	3 003	37 733	1 379	42 115
Tuen Mun	4 102	77 560	1 379	83 041
Yuen Long	7 192	131 367	2 765	141 324
<b>Total Attendance:</b>				<b>1 281 878<sup>1</sup></b>

<sup>1</sup> Attendance under the impact of the COVID-19 epidemic.

The total attendance of community cultural and arts activities in 2022-23 was 1 281 878 and the per capita expenditure was \$36.



## Community Cultural and Arts Activities Organised in the 18 Districts in 2023-24

District	Attendance (Estimate)			Attendance in Each District (Estimate)
	Performing Arts Activity	Library Activity	Heritage and Museums Activity	
Central and Western	6 573	41 772	10 932	59 277
Southern	5 248	45 531	3 458	54 237
Yau Tsim Mong	9 904	136 886	3 458	150 248
Eastern	7 568	42 881	13 922	64 371
Wan Chai	6 871	27 967	2 678	37 516
Sham Shui Po	6 640	96 003	3 113	105 756
Wong Tai Sin	6 317	40 572	11 756	58 645
Kwun Tong	8 081	113 621	10 932	132 634
Kowloon City	7 051	73 725	3 893	84 669
Tai Po	10 606	45 288	3 458	59 352
Sha Tin	16 364	194 168	11 756	222 288
Sai Kung	19 944	47 993	59 547	127 484
Islands	7 029	30 485	10 152	47 666
Kwai Tsing	8 942	151 257	10 976	171 175
Tsuen Wan	5 058	21 126	2 678	28 862
North	7 358	36 792	1 854	46 004
Tuen Mun	7 184	96 928	1 854	105 966
Yuen Long	14 913	173 475	3 458	191 846
<b>Total Attendance (Estimate):</b>				<b>1 747 996</b>

The estimated total attendance of community cultural and arts activities in 2023-24 is 1 747 996 and the estimated per capita expenditure is \$31.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB309**

**(Question Serial No. 0148)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To strengthen lifesaving services at public swimming pools, the Leisure and Cultural Services Department (LCSD) has commenced the trial of an artificial intelligence drowning detection system (the system) developed by the University of Hong Kong's Sports Artificial Intelligence Laboratory at the outdoor secondary pool of Kwun Tong Swimming Pool since July 2023. In this connection, would the Government inform this Committee of the following:

- (1) a breakdown of the number of drowning cases by public swimming pools in each of the past 5 years;
- (2) whether information on the number of drowning cases in places other than public swimming pools has been compiled; if so, the details in each of the past 5 years; if not, the reasons for that;
- (3) the amount of funding for the system from the Innovation and Technology Fund of the Innovation and Technology Commission;
- (4) the expenditure involved in the trial of the system; and
- (5) whether a review of the effectiveness of the system has been carried out; if so, the results of the review; if not, the time to conduct such a review.

Asked by: Hon LAI Tung-kwok (LegCo internal reference no.: 35)

Reply:

- (1) & (2) At present, the Leisure and Cultural Services Department (LCSD) is responsible for managing 45 public swimming pools across Hong Kong. The record of the numbers of drowning cases at public swimming pools in the past 5 years is set out at **Annex**. The LCSD does not maintain a record of the number of drowning cases at facilities other than public swimming pools (e.g. the swimming pools of private residences or clubhouses).

(3), (4) & (5) To strengthen lifesaving services at public swimming pools, the LCSD has commenced the trial of an artificial intelligence (AI) drowning detection system (the system) at the outdoor secondary pool of Kwun Tong Swimming Pool starting from 31 July 2023. The system is developed by the Sports Artificial Intelligence Laboratory of the University of Hong Kong, and is allocated funding support of about \$920,000 from the Innovation and Technology Fund of the Innovation and Technology Commission for the trial of the system. Hence, no additional manpower and resources are involved on the LCSD's part. With the use of AI detection technology, the system calculates the probability of drowning by analysing the videos and images captured by the camera. If drowning is detected, the system will alert lifeguards with a warning signal. According to the information provided by the research and development team, during the trial period from August to October 2023, the effectiveness of the detection system is satisfactory, with an overall accuracy of 95%. To enhance lifesaving services at swimming pools, the LCSD is working with the research and development team to further improve the existing system and extend the detection range.

In addition, the LCSD will install another AI drowning detection system developed overseas at the Sun Yat Sen Memorial Park Swimming Pool. It is expected that the trial will commence during the 2024 swimming season.

**Record of the numbers of drowning cases at public swimming pools  
in the past 5 years<sup>(1)</sup>**

<b>Swimming Pool<sup>(2)</sup></b>		<b>2019</b>	<b>2020<sup>(3)</sup></b>	<b>2021<sup>(3)</sup></b>	<b>2022<sup>(3)</sup></b>	<b>2023</b>
1	Kennedy Town Swimming Pool	1	0	1	0	1
2	Sun Yat Sen Memorial Park Swimming Pool	2	0	0	2	0
3	Chai Wan Swimming Pool	0	0	0	1	0
4	Island East Swimming Pool	0	0	1	0	0
5	Siu Sai Wan Swimming Pool	1	0	2	0	3
6	Pao Yue Kong Swimming Pool	3	0	0	0	0
7	Morrison Hill Swimming Pool	2	0	0	0	1
8	Victoria Park Swimming Pool	1	0	1	1	1
9	Wan Chai Swimming Pool	1	0	0	0	0
10	Kowloon Tsai Swimming Pool <sup>(4)</sup>	1	2	Not Applicable		
11	Jordan Valley Swimming Pool	0	0	1	1	2
12	Kwun Tong Swimming Pool	10	0	3	4	15
13	Lai Chi Kok Park Swimming Pool	0	0	0	0	2
14	Lei Cheng Uk Swimming Pool	0	0	1	0	0
15	Sham Shui Po Park Swimming Pool	1	2	6	4	1
16	Hammer Hill Road Swimming Pool	0	0	0	0	1
17	Morse Park Swimming Pool <sup>(5)</sup>	0	0	1	Not Applicable	1
18	Kowloon Park Swimming Pool	2	0	1	1	1
19	Kwai Shing Swimming Pool	5	0	0	0	0
20	North Kwai Chung Jockey Club Swimming Pool	7	3	0	0	0
21	Tsing Yi Swimming Pool	0	0	3	1	1
22	Fanling Swimming Pool	0	0	1	0	0
23	Hin Tin Swimming Pool	0	0	0	1	2
24	Ma On Shan Swimming Pool	1	0	0	0	1
25	Sha Tin Jockey Club Swimming Pool	0	0	0	1	0
26	Tai Po Swimming Pool	1	0	0	0	3
27	Tung Cheong Street Swimming Pool <sup>(6)</sup>	Not Applicable			0	2
28	Shing Mun Valley Swimming Pool	2	0	0	1	2
29	Tuen Mun North West Swimming Pool	1	0	1	0	1
30	Tuen Mun Swimming Pool	1	0	1	0	0
	<b>Total</b>	<b>43</b>	<b>7</b>	<b>24</b>	<b>18</b>	<b>41</b>

Notes

- (1) Including all rescue and drowning cases.
- (2) Public swimming pools with no drowning incident in the past 5 years are not listed in the above table.
- (3) In view of the situation of COVID-19, all public swimming pools were closed during the following periods:
  - (i) from 29 January to 20 May, from 15 July to 17 September and from 2 to 31 December 2020;
  - (ii) from 1 January to 1 April 2021; and
  - (iii) from 7 January to 11 or 15 May 2022.
- (4) Kowloon Tsai Swimming Pool has been closed since 2020 for redevelopment works.
- (5) Morse Park Swimming Pool had been closed since 2022 for conversion works, and was reopened on 22 March 2023.
- (6) Tung Cheong Street Swimming Pool was opened on 22 August 2022.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB310**

**(Question Serial No. 1813)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the operation of the new intelligent sports and recreation services booking and information system SmartPLAY (the SmartPLAY system), would the Government inform this Committee of the following:

- (1) a comparison of the following information between the Leisure Link Computerised Booking System and the SmartPLAY system in table form: (i) the number of registered users, (ii) the number of hours booked for recreation and sports facilities via the systems, (iii) the number of bookings made for recreation and sports facilities via the systems, (iv) the amount of payment handled via the systems and (v) the average time required for processing bookings;
- (2) the number of complaints received by the Government each month due to system malfunctions or faults since the launch of the SmartPLAY system;
- (3) a tabulated breakdown of the number of cases of malfunctions or faults of the SmartPLAY system by nature of malfunction, including but not limited to double booking, charging wrong amount of booking fee and unavailability of self check-in service;
- (4) the total number of hours of disruption of facility booking services due to malfunctions of the SmartPLAY system;
- (5) the expenditure on system repair and maintenance arisen from the malfunctions mentioned in (3) and (4);
- (6) a breakdown of the number of calls to the SmartPLAY hotline each month by nature of enquiry;
- (7) the amount of additional staff employed by the Government to assist members of the public in the use of the SmartPLAY system and the expenditure incurred;

- (8) the number of SmartPLAY customer service ambassadors stationing at recreation venues daily, broken down by District Council district;
- (9) the following information since the launch of the SmartPLAY system: (i) the number of complaints about suspected touting activities received by the Government; (ii) the number of cases of suspended right for booking fee-charging facilities due to the breaching of “not taking up booked session(s)/not being present during the use of the booked session(s)” on two occasions within 30 consecutive days; (iii) the number of cases of denied use of facilities due to inconsistency between the information on the identity document provided by the facility user (including the hirer and the user(s) of the venue) and the information provided for making the booking; (iv) the number of breaches spotted by Government staff during inspections; and (v) the number of prosecutions made by the Government due to illegal transfer of the user permit by the hirer;
- (10) as it has been reported that in recent months, there are still “venue touting gangs” soliciting handling charges for booking facilities on behalf of others illegally, and selling the facility sessions by guaranteeing to check in and be present throughout the booked session, whether the Government will consider amending the Places of Public Entertainment Ordinance to criminalise touting of sessions of facilities under the Leisure and Cultural Services Department, and adopting other measures to combat touting activities; if so, the details of the measures; if not, the reasons for that;
- (11) the reduction in manpower requirement anticipated by the Government from streamlined operation procedures with the use of the SmartPLAY system; and
- (12) the expenditure involved in continuing to develop the SmartPLAY system and launching the enhanced functions of phase 2.

Asked by: Hon LAM Chun-sing (LegCo internal reference no.: 5)

Reply:

- (1) As the new intelligent sports and recreation services booking and information system SmartPLAY (the new system) was just officially launched on 9 November 2023, only about 4 months’ statistics are available at present. Therefore, for items (ii), (iii) and (iv), a comparison is made between the average monthly figures for the Leisure Link Computerised Booking System (Leisure Link) and the new system in the same months. Information on Leisure Link and the new system is as follows:

	Item	Leisure Link	The new system
(i)	Number of registered users	448 000 (as at 5 November 2023)	500 000 (as at 29 February 2024)
(ii)	Average total number of hours/sessions booked for recreation and sports facilities via the systems per month	661 460#	800 006*
(iii)	Average number of booking transactions made for	295 494#	326 548*

	Item	Leisure Link	The new system
	recreation and sports facilities via the systems per month		
(iv)	Average amount of payment handled via the systems per month	\$26,142,376#	\$31,483,864*
(v)	Average time required for processing bookings during morning peak hours (i.e. 7:00-7:30 a.m.)	About 2.5 to 3 minutes (via the online system)	About 1.8 minutes

# Leisure Link: the average monthly figures from 1 November 2022 to 28 February 2023

\* The new SmartPLAY System: the average monthly figures from 9 November 2023 to 29 February 2024

(2), (3) & (6) Different issues had arisen when the new system was first launched, including system instability that had resulted in login difficulty, slow system response, double bookings, and duplicate or rejected payment. With the meticulous adjustments and enhancements by the Leisure and Cultural Services Department (LCSD) and the contractor, the system is operating smoothly now. Meanwhile, members of the public have also familiarised themselves with the operation of the new system. According to the public opinion survey on the new system conducted by the LCSD in late February 2024, the majority of the public has positive comments about the system, especially regarding the booking of non-fee charging hard-surface ball courts, means of e-payment, self check-in and taking up of booked facilities. The comments received in recent months are mainly recommendations for enhancement, including such aspects as the uploading of qualifications, procedures and quotas for balloting, search function and check-in via smartphones. The LCSD will continue to closely monitor the system and make appropriate adjustments when necessary to meet the public's needs. With respect to the enquiries and complaints concerning the new system (including cases referred from the enquiry hotline, 1823 and other channels), the daily number of cases received has dropped from about 600 during the initial period of implementation to an average of about 200 in February this year.

(4) Although the new system had been unstable when it was first launched, its services were not suspended. Since the launch of the new system, there has been an average of over 10 000 successful bookings daily.

(5) The cost of enhancement during system nursing is already included in the estimated expenditure of \$500 million for the whole development project. As the new system has just been launched, the project is still under the nursing period and has not entered the maintenance stage. The estimated maintenance cost is thus currently not available.



- (7) & (8) The LCSD has set aside about \$30 million for the employment of customer service ambassadors at major recreation and sports venues in the 18 districts, including the District Leisure Services Offices (DLSO), sports centres, major parks, public swimming pools, holiday camps and water sports centres. From June 2023 to February 2024, customer service ambassadors were present for about 8 hours daily to assist venue users, including elderly ones, with user registration and operation of the new system, and handle their enquiries. As each district would deploy customer service ambassadors to various venues according to actual circumstances, the number of customer service ambassadors stationing at each recreation and sports venue in the 18 districts daily was subject to adjustment, and relevant details are not available.
- (9) From the launch of the new system on 9 November 2023 till 29 February 2024, the LCSD received a total of 15 complaints about suspected touting activities. After preliminary investigations, there was insufficient evidence to prove that the cases involved breaches of “Conditions of Use of Recreation and Sports Facilities” (“Conditions of Use”) or constituted illegal acts. As stipulated in the LCSD’s “Conditions of Use”, hirers must check in for the use of the facilities at SmartPLAY smart self-service stations or self-service check-in devices before using the facilities, and be present during the booked session(s). Any hirer who has failed to take up and/or be present during booked session(s) on 2 occasions within 60 consecutive days will be suspended from booking LCSD fee-charging facilities for 90 days. From 9 November 2023 to 29 February 2024, a total of 278 hirers had been suspended from booking LCSD fee-charging facilities for 90 days due to failure to take up and/or be present during the booked session(s) on 2 cumulative occasions. Moreover, during the aforementioned period, there had been no cases of hirers being refused the use of facilities due to inconsistency between the identity document and the booking record, nor were there cases where unauthorised transfer of user permit had led to prosecution.
- (10) The LCSD has been examining the possibility of imposing deterrent criminal penalties or fines on persons engaging in unauthorised transfer of the user permit of facilities pursuant to the existing legislation. After the launch of the new system, when booking and checking in facilities, individual hirers and organisation hirers are required to declare and undertake that the user permit will not be transferred by any means. Hirers failing to do so may have contravened the Theft Ordinance (Cap. 210) which may result in criminal liability. The LCSD is stepping up the monitoring of unauthorised transfer and touting of recreation and sports venues, including closely monitoring and regularly searching social media platforms for information on venues and facility sessions of suspected touting cases, and working closely with the Police to take appropriate follow-up actions regarding any suspected cases of unauthorised transfer. The LCSD will continue to keep an eye on the effectiveness of the anti-touting measures, and will further enhance the SmartPLAY system and roll out more stringent administrative measures to combat touting when needed.

- (11) Since the launch of the new system in November last year, the LCSD still maintains services of booking counters (including DLSOs in the 18 districts) to cater for users who are not ready for the full adoption of the electronic platform. After the public become familiarised with the operation of the new system, booking counters will cease to provide booking services and be converted to services counters in phases to reduce the manpower required. The remaining staff will continue to provide other customer services for members of the public via services counters, such as providing guidance to them in using smart self-service stations, verifying and updating their eligibility for concession, processing check-in procedures of booked sessions for temporary users, and providing services relating to the standby arrangement for facilities. The LCSD will pay close attention to the general public's usage of the new system, and will conduct timely review of various arrangements in accordance with actual operational needs.
- (12) Following the launch of the core functions of Phase 1 in November 2023, the LCSD and the contractor are pressing ahead the development and testing of Phase 2. It is planned that the enhanced functions of Phase 2, including bookings by organisation, major events management, room/bay allotment for camps and campsites, fitness room management, water sports facilities management, as well as swimming lane booking and management, will be rolled out in the second half of 2024 progressively. The enhanced functions are part of the service contract for the development and maintenance of the entire system. The LCSD is unable to provide a breakdown of the expenditure for the functions of Phase 2.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB311**

**(Question Serial No. 0576)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department (LCSD) will continue the transformation of over 170 public play spaces (PPSs) across the territory to make them more innovative and fun. Please inform this Committee of the following:

- 1) a list of the venues where the transformation of PPSs was completed, the completion dates, the expenditure involved and the attendances;
- 2) a list of the venues where the transformation of PPSs is yet to be completed, the estimated completion dates and the expenditure involved;
- 3) further to the above, whether the LCSD has evaluated the risk of delayed completion of the outstanding projects mentioned above; if so, the measures adopted to strengthen the monitoring of contractors to ensure timely completion of the projects;
- 4) for the PPSs of which transformation was completed, has the LCSD invited community stakeholders to provide their feedback so as to enhance the design of other new public play facilities?

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 34)

Reply:

- 1) The Government announced in the 2019 Policy Address the launch of a five-year plan to transform more than 170 public play spaces (PPSs) under the Leisure and Cultural Services Department (LCSD) across Hong Kong, in the hope of offering PPSs with different degrees of challenges and fun, introducing more natural elements to the PPSs, and making them more innovative, challenging and interesting.

As at February 2024, the following 7 PPSs have completed transformation and are open for public use:

District	Name of Venue	Opening Date
Wong Tai Sin	Shung Ling Street Playground	December 2022
Eastern	King's Road Playground	January 2023
Yuen Long	Fung Cheung Road Garden	February 2023
North	Hung Leng Children's Playground	February 2023
Sham Shui Po	Sham Shui Po Park	November 2023
Kwai Tsing	Tsing Yi Promenade (Stage I)	January 2024
Southern	Aberdeen Promenade (Stage I)	February 2024

The estimated expenditure on the entire plan is \$686 million, covering the costs of preliminary investigation of underground public utilities, engagement of professional companies for different projects, staff remuneration of the LCSD and the Architectural Services Department, and recurrent expenditure. Hence, the LCSD is unable to provide a breakdown of the expenditure on the PPS transformation projects. In addition, since members of the public are free to enter and leave most of the LCSD parks and playgrounds throughout the day, the LCSD does not have a record of such attendances.

- 2) The LCSD has launched 116 PPS transformation projects and is preparing for the rest to be launched later. Launched transformation projects are currently in different planning phases, and a list of projects planned for construction works in 2024-25 is tabulated at **Annex**.
- 3) The LCSD and the works department will closely monitor progress of the projects through different channels, such as regular meetings and site inspections, to ensure timely completion of the projects. In case a project shows signs of delay, the LCSD will immediately enquire the contractor about the reasons for such delay and assist the contractor in solving the problems of the project as soon as possible. Meanwhile, the contractor will also be instructed to take proactive follow-up actions to reduce the risk of delays.
- 4) In the course of transformation of PPSs, the LCSD encourages and promotes community participation and gauges the views of stakeholders in a proactive manner. After the completion of the transformation project of Sham Shui Po Park, between August and October 2023, the LCSD invited organisations in Sham Shui Po to participate in Trial Play Days, on which Playright Children's Play Association was invited as the activity ambassador to provide guidance and assistance to participants on the spot, and asked for their opinions about the management arrangements of the facilities. The LCSD also organised site tours, inviting stakeholders such as Sham Shui Po District Council Members and members of a community project comprising 7 units of Integrated Children and Youth Services and the project's "Playground Planners" to join. Views were collected extensively in order to enhance the operation and management of the park. Moreover, the LCSD also collects public opinions and views about the completed PPSs through online questionnaire survey (<https://www.lcsd.gov.hk/en/pps/news.html>) for future reference when planning PPSs.

**Projects Planned for On-site Construction Works in 2024-25**

<b>Planned Venue</b>	<b>Project Commencement Time</b>	<b>Anticipated Completion Time</b>
Tin Shui Wai Park	Fourth quarter of 2022 (Commenced)	Third quarter of 2024
Quarry Bay Park	Second quarter of 2023 (Commenced)	Fourth quarter of 2024
Che Kung Miu Road Playground	Third quarter of 2023 (Commenced)	First quarter of 2024
Jordan Valley Playground	Third quarter of 2023 (Commenced)	Fourth quarter of 2024
Tong Mei Road Children's Playground	First quarter of 2024 (Commenced)	Third quarter of 2024
Po Tsui Park	Second quarter of 2024	Fourth quarter of 2024
Tsing Yi Promenade (Stage II)	Second quarter of 2024	Fourth quarter of 2024
Aberdeen Promenade (Stage II)	Second quarter of 2024	First quarter of 2025
Morse Park (Park No. 4)	Second quarter of 2024	Third quarter of 2025
Saigon Street Playground, Yau Ma Tei	Second quarter of 2024	Third quarter of 2025
Shek Yam Lei Muk Road Park	Second quarter of 2024	Fourth quarter of 2025
Sha Tin Park (South Garden Children's Playground)	Second quarter of 2024	Fourth quarter of 2025
Tsuen Wan Park (Phase II)	Second quarter of 2024	Second quarter of 2026
Kwai Fong Street Playground	Third quarter of 2024	Fourth quarter of 2024
Cheung Chau Park	Third quarter of 2024	Second quarter of 2025
Tai Wan Shan Park	Fourth quarter of 2024	Second quarter of 2025
To Kwa Wan Recreation Ground	Fourth quarter of 2024	Second quarter of 2026
Tung Lo Wan Garden	First quarter of 2025	Third quarter of 2025
Sun Yat Sen Memorial Park	First quarter of 2025	Third quarter of 2025
Yuen Shin Park	First quarter of 2025	Fourth quarter of 2025
Pak Lam Road Garden	First quarter of 2025	Fourth quarter of 2025
Ap Lei Chau Park	First quarter of 2025	First quarter of 2027
Po Wing Road Playground	First quarter of 2025	First quarter of 2027

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB312**

**(Question Serial No. 0577)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government continues to implement the Ten-year Development Blueprint for Sports and Recreation Facilities to provide diversified leisure and sports facilities in a sustainable manner. Please inform this Committee of:

- 1) the details of the proposed construction of more than 30 sports and recreation facilities, including the planning progress and the anticipated commencement and completion dates of the projects (please set out in a table);
- 2) further to the above, the estimated expenditure of the projects and manpower deployment.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 37)

Reply:

- 1) The Ten-year Development Blueprint for Sports and Recreation Facilities (the Blueprint) will involve about 30 works projects of sports and recreation facilities, which include sports centres, swimming pools, sports grounds and parks. We plan to commence 16 projects for sports and recreation facilities (the list of which is at Annex) and carry out technical feasibility studies for about 15 projects in the first 5 years. Funding approval involving around \$2.7 billion has been obtained from the Legislative Council (LegCo) for 2 of the 16 projects to be implemented in the first 5 years. The 2 projects, namely Quarry Park in Anderson Road Quarry and the Joint-user Complex at Site G2, Anderson Road Quarry, commenced construction in 2023, with the former expected to be completed in 2026 while the latter in 2027. The remaining projects are currently at various planning stages.
- 2) We will provide the details on estimated expenditure of the projects and manpower arrangements, which have yet to be confirmed, when consulting the relevant LegCo panels and Public Works Subcommittee and seeking funding approval of the Finance Committee.

**Ten-year Development Blueprint for Sports and Recreation Facilities  
List of Projects Recommended for Implementation in Phase 1**

Project	District	Project title
1	Islands	Joint-user complex in Area 107, Tung Chung
2	Islands	Waterfront Promenade in Tung Chung East
3	Islands	Cycle Park cum Skatepark in Area 147, Tung Chung
4	Eastern	Sports Centre and Open Space at Aldrich Bay
5	Kowloon City	Sung Wong Toi Park
6	Southern	Redevelopment of Sports and Recreation Facilities in Wong Chuk Hang
7	Sai Kung	Joint-user Complex at Site G2, Anderson Road Quarry
8	Sai Kung	Quarry Park in Anderson Road Quarry
9	Sai Kung	Sports Centre and Town Plaza at Sai Kung
10	Sai Kung	Water Sports Centre in Area 77, Tseung Kwan O
11	Sham Shui Po	Sports Centre, Outdoor Sports and Recreation Facilities, Social Welfare Facilities and Underground Public Vehicle Park at Po Lun Street, Lai Chi Kok (formerly Sports Centre at Lai Chi Kok)
12	Sha Tin	Whitehead Sports Park
13	Tai Po	Sports Centre, Social Welfare Facilities and Public Vehicle Park in Area 6, Tai Po
14	Wan Chai	Redevelopment of Hong Kong Stadium
15	Yuen Long	Leisure and Cultural Complex in Tin Yip Road, Tin Shui Wai – Phase II (formerly Sports Centre in Area 109, Tin Shui Wai)
16	Yuen Long	Sports Centre in Area 12, Yuen Long

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB313**

**(Question Serial No. 0578)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department provides, manages and develops library services to meet community needs for knowledge, life-long learning, information, research and recreation. Would the Government inform this Committee of the following:

1. As far as the Government's provision for public library services is concerned, what were the specific expenditure levels for such areas as collection acquisition, renewal of facilities and promotion of activities in the past 3 years?
2. Please list the annual and average daily attendance and the number of loans of library collections of each of the public libraries across Hong Kong in the past 3 years, as well as the number of participants in library promotion and education activities;
3. Please list by districts the total library collections and the per capita library collections of the public libraries;
4. Please list the titles of the top 10 printed books and e-books in terms of circulation and their number of loans in the past year;
5. How much resources will be set aside by the Department for acquisition of electronic collections? What publicity will be undertaken by the Department for the popularisation of digital reading?

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 36)

Reply:

1. The expenditure on the acquisition of library materials, renewal of facilities and extension activities regarding the Hong Kong Public Libraries (HKPL) under the Leisure and Cultural Services Department (LCSD) in the past 3 years are tabulated below:



Financial year	Expenditure on the acquisition of library materials <sup>(1)</sup> (\$ million)	Expenditure on the renewal of facilities <sup>(2)</sup> (\$ million)	Expenditure on extension activities <sup>(3)</sup> (\$ million)
2021-22	111.45	39.83	26.21
2022-23	100.74	48.56	33.44
2023-24 (As at 29 February 2024)	99.16	125.25	16.54

Note(1): The expenditure on the acquisition of library materials includes acquiring/subscribing to printed books, non-print materials, e-resources, newspapers, periodicals, etc. The expenditure excludes the cost of book binding.

Note(2): The expenditure on the renewal of facilities includes replacing furniture, equipment and air-conditioner components, improving lighting systems, updating computer systems and facilities of the HKPL, etc. Starting from 2022-23, equipment with application of radio frequency identification (RFID) technology has been gradually deployed to the HKPL to tie in with the development of the “Smart Library System”, resulting in a larger increase in expenditure since that year.

Note(3): Extension activities include book displays, exhibitions, storytelling for children, subject talks, literary/creative competitions, reading programmes, reading clubs, outreach activities to promote reading, etc.

- The annual and average daily attendance and the number of loans of library materials of each library in the past 3 years are tabulated in **Annex I** and **Annex II** respectively; while the number of participants in library extension activities are tabulated below:

Financial year	The number of participants in extension activities
2021-22	8 125 281
2022-23	9 630 638
2023-24 (As at 29 February 2024)	11 740 920

- The collection of the HKPL is inter-connected by an integrated computer system, so that users may easily reserve, borrow or return library materials across libraries through the Library Catalogue and computer system without restrictions on districts. As at 31 December 2023, the library (printed) collection has about 15.39 million items, with the per capita library collection being about 2.05 items.
- Of the top 10 Chinese and English printed books in terms of circulation and e-books in terms of usage in the HKPL in 2023, their titles and number of loans/usage are set out in **Annex III** and **Annex IV** respectively.
- In 2024-25, the HKPL will acquire or subscribe to 19 e-book collections, replenishing about 20 000 e-books to bring the total to 540 000, with a view to providing more diverse categories of Chinese and English e-books for borrowing by members of the public. The estimated expenditure is about \$12.9 million. In promoting digital reading, the

HKPL will enhance the promotion of e-books, e-magazines and e-databases during reading activities, and will continue to disseminate the latest information on its e-resources and promote its e-books and e-databases on various topics to the public through social media platforms and the HKPL website. Furthermore, the HKPL will enhance its outreach programmes through initiatives such as visits of Library-on-Wheels to communities, participation in the Hong Kong Book Fair, provision of reading corners to tie in with large-scale exhibitions at the LCSD's museums as well as visits to schools and community groups to promote the e-book collections and e-reading to various sectors of the community.

**Annex I to Reply Serial No. CSTB313**

**The annual and average daily attendance of the HKPL from 2021-22 to 2023-24**

District	Library	Attendance of library					
		2021-22 <sup>(1)</sup>		2022-23 <sup>(1)</sup>		2023-24 <sup>(2)</sup>	
		Annual	Average daily	Annual	Average daily	Annual	Average daily
Central & Western	City Hall	342 414	1 274	522 852	1 541	517 655	1 737
	Shek Tong Tsui	157 691	572	192 520	565	240 160	804
	Smithfield	101 888	438	123 333	430	151 421	607
Eastern	Chai Wan	186 998	686	263 388	776	264 340	885
	Electric Road	78 881	342	86 719	300	113 043	453
	North Point	91 321	336	125 108	364	169 770	569
	Quarry Bay	140 426	515	175 575	517	209 430	706
	Siu Sai Wan	169 850	731	197 377	686	194 206	777
	Yiu Tung	52 514	226	58 756	204	61 935	248
Southern	Aberdeen	178 326	644	194 624	570	257 383	865
	Ap Lei Chau	53 651	234	68 093	240	77 126	309
	Pok Fu Lam	58 815	253	57 441	201	65 685	263
	Stanley	43 914	188	49 210	173	65 925	264
Wanchai	Hong Kong Central Library	1 412 349	5 136	1 437 666	4 185	1 796 194	6 042
	Lockhart Road	157 270	576	211 174	619	271 939	911
	Wong Nai Chung	48 700	210	61 628	214	79 598	319
Kowloon City	Hung Hom	105 103	456	132 342	460	157 352	630
	Kowloon	210 743	766	277 499	814	345 693	1 158
	Kowloon City	73 428	316	85 322	297	105 642	423
	To Kwa Wan	155 017	560	238 372	696	368 763	1 238

District	Library	Attendance of library					
		2021-22 <sup>(1)</sup>		2022-23 <sup>(1)</sup>		2023-24 <sup>(2)</sup>	
		Annual	Average daily	Annual	Average daily	Annual	Average daily
Kwun Tong	Lam Tin	227 310	831	321 540	941	421 807	1 413
	Lei Yue Mun	51 306	221	63 476	222	73 962	296
	Ngau Tau Kok	143 101	526	190 791	560	247 079	829
	Sau Mau Ping	86 452	377	106 729	372	100 711	403
	Shui Wo Street	172 073	629	208 844	612	249 925	836
	Shun Lee Estate	59 829	259	73 507	255	85 855	344
Sham Shui Po	Lai Chi Kok	244 500	884	288 349	846	357 609	1 199
	Po On Road	271 668	990	365 424	1 064	485 398	1 625
	Sham Shui Po <sup>(3)</sup>	-	-	6 985	3 493	618 707	2 071
	Shek Kip Mei	98 754	429	123 634	427	142 846	573
	Un Chau Street	76 411	336	100 457	348	138 702	556
Wong Tai Sin	Fu Shan	53 537	233	58 054	202	68 016	273
	Lok Fu	80 171	349	91 753	320	104 755	420
	Lung Hing	65 721	283	81 289	282	101 093	405
	Ngau Chi Wan	136 535	495	154 735	452	193 567	648
	San Po Kong	282 285	1 024	328 443	961	430 159	1 442
	Tsz Wan Shan	108 352	467	122 916	426	155 260	622
Yau Tsim Mong	Fa Yuen Street	211 265	765	242 157	711	253 987	856
	Tai Kok Tsui	94 269	405	112 271	389	144 002	578
	Tsim Sha Tsui	61 782	270	83 162	288	85 172	342
	Yau Ma Tei	226 568	839	361 753	1 063	373 582	1 254

District	Library	Attendance of library					
		2021-22 <sup>(1)</sup>		2022-23 <sup>(1)</sup>		2023-24 <sup>(2)</sup>	
		Annual	Average daily	Annual	Average daily	Annual	Average daily
Islands	Cheung Chau	53 793	194	65 125	197	60 630	204
	Mui Wo	11 909	56	16 920	64	17 645	78
	North Lamma	18 380	85	17 974	69	13 741	60
	Peng Chau	13 382	63	15 088	57	18 800	81
	South Lamma	336	5	516	5	441	5
	Tai O	3 490	16	4 697	17	6 244	27
	Tung Chung	207 077	737	224 300	657	244 973	821
Kwai Tsing	North Kwai Chung	263 280	954	327 382	961	285 463	958
	South Kwai Chung	285 380	1 045	354 703	1 014	329 737	1 106
	Tsing Yi	358 190	1 283	413 982	1 218	419 932	1 407
North	Fanling	265 755	955	317 185	926	339 456	1 136
	Fanling South	145 894	624	165 856	574	170 624	665
	Sha Tau Kok	17 956	88	22 149	84	20 602	90
	Sheung Shui	246 513	887	288 358	838	374 531	1 253
Sai Kung	Sai Kung	143 124	513	166 391	488	162 106	543
	Tiu Keng Leng	418 978	1 513	483 409	1 442	515 446	1 729
	Tseung Kwan O	327 635	1 179	357 643	1 061	319 944	1 072
Sha Tin	Lek Yuen	34 583	166	37 284	140	31 764	137
	Ma On Shan	451 547	1 626	519 917	1 530	483 052	1 620
	Sha Tin	463 799	1 667	539 516	1 588	579 438	1 942
	Yuen Chau Kok	317 980	1 151	358 469	1 067	339 641	1 138
Tai Po	Tai Po	433 205	1 570	528 346	1 543	523 938	1 757
Tsuen Wan	Shek Wai Kok	26 622	128	27 057	102	27 678	122
	Tsuen Wan	492 965	1 786	517 099	1 526	521 589	1 749
Tuen Mun	Butterfly Estate	51 237	243	61 176	232	77 430	341
	Tai Hing	95 916	349	121 934	355	142 200	477
	Tuen Mun	652 215	2 321	770 986	2 248	754 876	2 531

District	Library	Attendance of library					
		2021-22 <sup>(1)</sup>		2022-23 <sup>(1)</sup>		2023-24 <sup>(2)</sup>	
		Annual	Average daily	Annual	Average daily	Annual	Average daily
Yuen Long	Ping Shan Tin Shui Wai	354 093	1 295	482 907	1 411	611 618	2 050
	Tin Shui Wai North	98 119	454	102 057	380	94 410	407
	Yuen Long	476 856	1 726	551 838	1 623	704 318	2 362
Mobile Library 1		23 962	121	23 961	102	23 317	115
Mobile Library 2		7 359	42	10 861	44	8 495	43
Mobile Library 3		11 193	58	13 797	55	13 474	67
Mobile Library 4		8 784	46	10 602	44	14 070	61
Mobile Library 5		6 695	54	9 518	43	9 950	51
Mobile Library 6		7 141	41	8 957	37	9 886	49
Mobile Library 7		14 821	78	19 336	74	16 893	74
Mobile Library 8		17 403	89	22 758	90	25 030	111
Mobile Library 9		19 063	97	27 807	106	27 120	121
Mobile Library 10		9 811	51	14 770	59	13 606	63
Mobile Library 11		8 887	52	7 452	40	7 817	44
Mobile Library 12		9 416	50	8 161	45	6 756	46

Notes

- (1) Due to the impact of the COVID-19 epidemic, all public libraries under the LCSD were closed temporarily and intermittently starting from 29 January 2020 in light of the epidemic development.
- (2) Attendance as at 31 January 2024.
- (3) Sham Shui Po Public Library (District Library) came into operation on 30 March 2023.

**Annex II to Reply Serial No. CSTB313****The number of loans of library materials of the HKPL from 2021-22 to 2023-24**

District	Library	Number of loans of library materials		
		2021-22 <sup>(1)</sup>	2022-23 <sup>(1)</sup>	2023-24 <sup>(2)</sup>
Central & Western	City Hall	491 030	514 566	446 393
	Shek Tong Tsui	231 781	244 066	203 940
	Smithfield	104 805	111 926	92 504
Eastern	Chai Wan	303 399	315 372	255 363
	Electric Road	91 567	105 071	101 891
	North Point	110 317	129 862	119 792
	Quarry Bay	307 375	303 303	254 266
	Siu Sai Wan	106 599	98 370	83 249
	Yiu Tung	80 961	78 823	76 616
Southern	Aberdeen	282 619	279 231	253 584
	Ap Lei Chau	101 433	111 917	95 212
	Pok Fu Lam	135 873	120 775	98 569
	Stanley	86 834	85 253	68 273
Wanchai	Hong Kong Central Library	758 505	860 061	751 522
	Lockhart Road	194 076	212 717	189 882
	Wong Nai Chung	64 856	68 508	59 020
Kowloon City	Hung Hom	141 399	154 873	132 250
	Kowloon	442 140	469 504	403 236
	Kowloon City	139 623	149 213	130 754
	To Kwa Wan	182 188	213 415	190 220
Kwun Tong	Lam Tin	285 677	326 722	263 367
	Lei Yue Mun	89 864	109 891	91 375
	Ngau Tau Kok	205 253	223 406	192 347
	Sau Mau Ping	129 312	155 972	122 938
	Shui Wo Street	213 642	228 247	189 836
	Shun Lee Estate	186 698	190 165	146 325

District	Library	Number of loans of library materials		
		2021-22 <sup>(1)</sup>	2022-23 <sup>(1)</sup>	2023-24 <sup>(2)</sup>
Sham Shui Po	Lai Chi Kok	368 796	400 760	259 007
	Po On Road	259 289	295 094	228 501
	Sham Shui Po <sup>(3)</sup>	-	10 454	481 603
	Shek Kip Mei	228 387	222 721	141 029
	Un Chau Street	77 575	90 799	72 727
Wong Tai Sin	Fu Shan	50 417	51 619	46 101
	Lok Fu	99 904	111 502	92 993
	Lung Hing	73 531	81 402	77 667
	Ngau Chi Wan	243 825	252 341	226 687
	San Po Kong	266 881	284 189	246 710
	Tsz Wan Shan	197 871	176 005	138 157
Yau Tsim Mong	Fa Yuen Street	184 154	214 073	183 065
	Tai Kok Tsui	210 993	206 676	153 351
	Tsim Sha Tsui	129 012	128 882	100 005
	Yau Ma Tei	403 271	395 444	309 356
Islands	Cheung Chau	28 704	29 709	21 806
	Mui Wo	14 292	14 978	13 535
	North Lamma	16 049	14 487	9 855
	Peng Chau	28 596	28 828	25 182
	South Lamma	195	242	163
	Tai O	12 639	11 160	4 847
	Tung Chung	356 338	356 421	303 669
Kwai Tsing	North Kwai Chung	146 093	182 434	170 904
	South Kwai Chung	324 098	351 322	271 710
	Tsing Yi	310 821	331 812	269 503
North	Fanling	279 959	285 326	252 853
	Fanling South	117 797	115 478	94 639
	Sha Tau Kok	4 944	4 307	5 061
	Sheung Shui	219 268	239 084	214 928
Sai Kung	Sai Kung	168 357	151 651	110 389
	Tiu Keng Leng	545 783	569 686	467 733
	Tseung Kwan O	672 411	626 232	510 668



District	Library	Number of loans of library materials		
		2021-22 <sup>(1)</sup>	2022-23 <sup>(1)</sup>	2023-24 <sup>(2)</sup>
Sha Tin	Lek Yuen	41 456	42 547	37 591
	Ma On Shan	459 705	493 128	406 599
	Sha Tin	748 236	707 656	561 946
	Yuen Chau Kok	334 061	340 762	257 076
Tai Po	Tai Po	373 049	396 290	337 261
Tsuen Wan	Shek Wai Kok	32 629	39 093	27 083
	Tsuen Wan	605 489	605 774	494 643
Tuen Mun	Butterfly Estate	59 834	62 510	53 951
	Tai Hing	74 173	82 204	73 532
	Tuen Mun	826 442	886 387	673 714
Yuen Long	Ping Shan Tin Shui Wai	590 255	620 438	500 606
	Tin Shui Wai North	65 450	70 010	59 969
	Yuen Long	425 608	458 326	377 800
	Mobile Library 1	48 010	48 177	41 301
	Mobile Library 2	11 050	15 042	9 728
	Mobile Library 3	16 701	17 480	13 448
	Mobile Library 4	20 043	20 245	18 138
	Mobile Library 5	10 018	13 237	12 150
	Mobile Library 6	10 921	13 480	13 538
	Mobile Library 7	30 073	35 824	29 789
	Mobile Library 8	34 648	45 599	42 942
	Mobile Library 9	37 503	52 206	45 838
	Mobile Library 10	14 364	18 293	13 651
	Mobile Library 11	17 371	14 156	11 889
	Mobile Library 12	18 316	15 529	9 605

#### Notes

- (1) Due to the impact of the COVID-19 epidemic, all public libraries under the LCSD were closed temporarily and intermittently starting from 29 January 2020 in light of the epidemic development.
- (2) Number of loans as at 31 January 2024.
- (3) Sham Shui Po Public Library (District Library) came into operation on 30 March 2023.

**Hong Kong Public Libraries  
Top 10 Printed Book Titles in Terms of Circulation in 2023**

Table 1 (Chinese Printed Books)

Item	Title	Number of Loans
1.	西遊記 <sup>(1)</sup>	9 192
2.	三國演義 <sup>(1)</sup>	8 915
3.	京阪神攻略完全制霸 <sup>(1)</sup>	8 272
4.	九州攻略完全制霸 <sup>(1)</sup>	7 324
5.	北海道攻略完全制霸 <sup>(1)</sup>	6 908
6.	東京攻略完全制霸 <sup>(1)</sup>	6 668
7.	九州 <sup>(1)</sup>	6 047
8.	東京食玩買終極天書 <sup>(1)</sup>	6 026
9.	東京達人天書 <sup>(1)</sup>	5 933
10.	關西近郊攻略完全制霸 <sup>(1)</sup>	5 904

Table 2 (English Printed Books)

Item	Title	Number of Loans
1.	My little pony: friendship is magic	2 946
2.	Hong Kong Diploma of Secondary Education Examination. English language 2022. <sup>(2)</sup>	2 802
3.	The battle for Crystal Castle: the thirteenth adventure in the Kingdom of Fantasy (Kingdom of fantasy) <sup>(2)</sup>	2 668
4.	Harry Potter and the chamber of secrets <sup>(1)(2)</sup>	2 636
5.	Time warp: the seventh journey through time (Journey through time) <sup>(2)</sup>	2 537
6.	Super Peppa! (Peppa Pig) <sup>(1)(2)</sup>	2 463
7.	The sewer rat stink (Geronimo Stilton, the graphic novel) <sup>(2)</sup>	2 401
8.	Dog Man: grime and punishment (Dog Man) <sup>(2)</sup>	2 350
9.	Magical mission (Geronimo adventures) <sup>(1)(2)</sup>	2 265
10.	The hunt for the hundredth key: plus a bonus mini mystery and cheesy jokes! (Geronimo Stilton) <sup>(2)</sup>	2 171

Notes:

- (1) Including books of different editions/years of publication of the same title.
- (2) For a series of books under the same title, only the information of the books with the highest circulation will be provided.

**Hong Kong Public Libraries  
Top 10 e-Book Titles in Terms of Usage in 2023**

Table 1 (Chinese e-Books)

Item	Title	Usage	Title of e-Book Collection
1.	原子習慣：細微改變帶來巨大成就的實證法則	8 091	HyRead ebook
2.	被討厭的勇氣：自我啟發之父「阿德勒」的教導	7 693	HyRead ebook
3.	超治癒の小毛球樂園. 3，家有櫻花雪米糍	7 412	SUEP e-Book
4.	麵包狗：住在麵包屋的小狗狗們	4 310	HyRead ebook
5.	微表情心理學：入門觀察攻略	3 709	SUEP e-Book
6.	歡迎光臨夢境百貨：您所訂購的夢已銷售一空	3 460	HyRead ebook
7.	燒腦IQ大作戰. 1	3 363	Pop-up e-Book
8.	6分鐘日記的魔法：最簡單的書寫，改變你的一生	3 063	HyRead ebook
9.	電影版 角落小夥伴 魔法繪本裡的新朋友：紙上電影書	2 895	HyRead ebook
10.	超治癒の小毛球樂園. 2，宅男與他的好動鼠	2 865	SUEP e-Book

Table 2 (English e-Books)

Item	Title	Usage	Title of e-Book Collection
1.	A New World Power: America from 1920 to 1945	537	Britannica Collective <sup>(1)</sup>
2.	America Between the Civil War and the 20th Century: 1865 to 1900	376	Britannica Collective <sup>(1)</sup>
3.	El océano (Ocean)	330	Britannica Collective <sup>(1)</sup>
4.	Animales bebés (Animal Babies)	226	Britannica Collective <sup>(1)</sup>
5.	American Indians of California, the Great Basin, and the Southwest	212	Britannica Collective <sup>(1)</sup>
6.	The Getaway	194	OverDrive eBooks
7.	The Arts	188	Britannica Collective <sup>(1)</sup>
8.	Legends, Myths, and Folktales	172	Britannica Collective <sup>(1)</sup>
9.	The Deep End	167	OverDrive eBooks
10.	The Psychology of Money: Timeless lessons on wealth, greed, and happiness	157	OverDrive eBooks

Note:

(1) Formerly known as Britannica eBooks.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB314**

**(Question Serial No. 1497)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (000) Operational expenses

Programme: (3) Heritage and Museums, (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has mentioned that it will “provide steer on the enhancement of public museum and library services”. In this connection, please advise this Committee of the following:

1. What progress has been made since 2022 with regard to the planning study on the museum to be set up in the Northern Metropolis?
2. What will be the construction costs, theme, location, area and estimated staffing expenses in relation to the museum to be set up in the Northern Metropolis?
3. According to the latest statistics released by the Hong Kong Public Libraries, there are currently 25, 16 and 30 libraries in Kowloon, on Hong Kong Island and in the New Territories respectively. On what basis will the Government determine the distribution of libraries when planning and constructing libraries? Will the Government consider building more libraries in the New Territories? If yes, what are the specific plan and estimated expenditure? If no, what are the reasons?
4. Will the Government consider setting up an exhibition hall in the Northern Metropolis so as to enable more enterprises and members of the public to understand the future development of the New Territories North? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 29)

Reply:

- 1., 2. & 4. The Government is planning to build a cultural complex in the Northern Metropolis, which will include a major museum. As the project is still at the preliminary planning stage, the project costs, theme and implementation details are yet to be confirmed.

3. In planning and providing library facilities, the Leisure and Culture Services Department (LCSD) makes reference to the Hong Kong Planning Standards and Guidelines and a host of relevant factors, including the geographical location, transport facilities and demographic characteristics of the district/community concerned; the distribution and utilisation of existing libraries; the development of infrastructural facilities of the district and the changing needs (including demographic changes) of the community; the land supply situation; as well as the availability of long-term resources and the cost-effectiveness of the services. To tie in with the Government's overall social development policies, the LCSD plans to study the construction of a new library in the Northern Metropolis. Details of the new library project currently under construction in the New Territories are tabulated below:

<b>Project</b>	<b>Estimated Total Construction Costs of the Capital Works Project <sup>(1)</sup></b>	<b>Progress</b>
Joint-user Complex (JUC) Project at Site G2, Anderson Road Quarry, Sai Kung (Including the construction of a small public library with a students' study room)	\$2.025 billion (in money-of-the-day prices)	Construction of the JUC commenced in the third quarter of 2023. Upon the estimated completion at the end of 2027, the library will be opened in 2028.

Note (1): As the construction of the library is part of the capital works project of the JUC, a separate breakdown on the library costs is not available.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB315**

**(Question Serial No. 2533)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Last November, the Leisure and Cultural Services Department (LCSD) officially launched SmartPLAY, the new intelligent sports and recreation services booking and information system, to replace the original Leisure Link computerised booking system. In this connection, would the Government inform this Committee of the following:

- (1) the number of Leisure Link users in each of the past 3 years;
- (2) the number of registered users of the current SmartPLAY system who have completed the authentication process;
- (3) the serviceable lifespan of and the estimated expenditure involved in the 375 smart self-service stations of SmartPLAY across Hong Kong;
- (4) the expenditure on developing SmartPLAY and the estimated expenditure on the annual maintenance in the subsequent years;
- (5) the number of sessions of the "SmartPLAY" Smart Way Workshop organised by the Government to teach members of the public to register and use SmartPLAY and the expenditure involved; and
- (6) given that members of the public are required to make a declaration in the course of their booking and checking-in via SmartPLAY, undertaking that they will be present during the use of the booked session and that the user permit will not be transferred by any means, failing which may lead to prosecution, how many people have reneged on their undertaking as mentioned above since the launch of SmartPLAY, and how many of them were prosecuted?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 1)

Reply:

- (1) The cumulative numbers of Leisure Link patrons for the years between 2021 and 2023 were about 264 000, 351 000 and 448 000 respectively.
- (2) As at February 2024, the number of registered SmartPLAY users who had completed the authentication process had exceeded 500 000.
- (3) & (4) The budget for the project of developing the SmartPLAY system is about \$500 million, including system development and implementation, and the procurement and installation of 375 smart self-service stations. As the new system has just been launched, the project is still under the nursing period and has not entered the maintenance stage. The estimated maintenance cost is thus currently not available.
- (5) During the initial period of launch of the new system, the Leisure and Cultural Services Department (LCSD) organised a total of 286 sessions of “SmartPLAY” Smart Way Workshop in the 18 districts teaching members of the public to use the new system. The expenditure involved was about \$1.3 million.
- (6) After the launch of the new system, when booking and checking in facilities, individual hirers and organisation hirers are required to declare and undertake that the user permit will not be transferred by any means. Hirers failing to do so may have contravened the Theft Ordinance (Cap. 210) which may result in criminal liability. The LCSD is stepping up the monitoring of unauthorised transfer and touting of recreation and sports venues, including closely monitoring and regularly searching social media platforms for information on venues and facility sessions of suspected touting cases, and working closely with the Police to take appropriate follow-up actions regarding any suspected cases of unauthorised transfer.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB316**

**(Question Serial No. 2534)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To echo the “Night Vibes Hong Kong” campaign to promote night activities, the Leisure and Cultural Services Department (LCSD) has extended the weekend opening hours of 3 of its museums since late September 2023. Would the Government inform this Committee of the following:

1. Please tabulate the respective annual attendance figures of the museums under the LCSD in the past 3 years.
2. Please tabulate the respective monthly attendance figures of the museums under the LCSD in the past 3 years.
3. Are there any statistics on the monthly increase in attendance for each museum during the period of extended weekend opening hours? If yes, what are the figures? If no, how will the Government monitor the effectiveness of the extension to echo the “Night Vibes Hong Kong” campaign?
4. What is the total additional expenditure incurred as a result of the extension of weekend opening hours of the 3 museums?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 2)

Reply:

1. & 2. The annual and monthly attendance figures of the museums and art spaces under the Leisure and Cultural Services Department (LCSD) in the past 3 years are set out at **Annex**.
3. To echo the “Night Vibes Hong Kong” campaign, the Hong Kong Museum of Art, the Hong Kong Science Museum and the Hong Kong Space Museum extended their opening hours from 29 September 2023 to 1 January 2024. The additional monthly attendances of each museum during the extension are tabulated below:

Month	Increase in Attendance (Number of Extended Opening Hours <sup>Note</sup> )		
	Hong Kong Museum of Art	Hong Kong Science Museum	Hong Kong Space Museum
September 2023	2 048 (7 hours)	79 (4 hours)	184 (2 hours)
October 2023	3 865 (43 hours)	402 (22 hours)	633 (13 hours)
November 2023	5 027 (40 hours)	1 210 (20 hours)	325 (12 hours)
December 2023	10 666 (51 hours)	1 031 (27 hours)	404 (15 hours)
January 2024	399 (3 hours)	7 (1 hour)	19 (1 hour)

Note: Given the different opening hours of the 3 museums, the numbers of extended opening hours vary accordingly.

4. The additional expenditure involved in the extension of the opening hours of the Hong Kong Museum of Art, the Hong Kong Science Museum and the Hong Kong Space Museum from 29 September 2023 to 1 January 2024 is about \$1.54 million.

**Attendance at Museums and Art Spaces  
under the Leisure and Cultural Services Department in 2021-22**

Museum/Art Space		April 2021	May 2021	June 2021	July 2021	August 2021	September 2021	October 2021	November 2021	December 2021	January 2022 <sup>(1)</sup>	February 2022 <sup>(1)</sup>	March 2022 <sup>(1)</sup>	Total
1	Hong Kong Museum of Art	46 893	69 860	79 601	95 881	92 167	59 380	52 006	34 569	43 189	5 490	-	-	579 036
2	Hong Kong Museum of History	26 469	27 823	29 984	44 818	47 591	21 612	21 691	15 550	19 660	1 947	-	-	257 145
3	Hong Kong Heritage Museum	17 821	22 805	34 033	52 091	59 341	34 202	34 255	29 015	37 471	5 393	-	-	326 427
4	Hong Kong Science Museum	60 649	82 034	97 578	147 792	242 809	137 058	127 613	101 291	71 716	6 229	-	-	1 074 769
5	Hong Kong Space Museum	30 123	32 032	35 822	98 515	101 057	53 590	50 878	37 407	52 000	5 845	-	-	497 269
6	Hong Kong Museum of Coastal Defence <sup>(2)</sup>	-	-	-	-	-	-	-	-	-	-	-	-	-
7	Dr Sun Yat-sen Museum	3 248	3 179	2 754	5 830	6 929	5 016	6 242	6 093	7 144	951	-	-	47 386
8	Fireboat Alexander Grantham Exhibition Gallery	9 013	4 394	3 297	4 741	5 819	3 320	6 361	5 526	6 471	1 404	-	-	50 346
9	Flagstaff House Museum of Tea Ware	6 576	6 084	7 769	6 353	5 980	4 761	5 451	5 053	6 503	877	-	-	55 407
10	Hong Kong Railway Museum	22 910	15 472	11 083	12 460	13 824	10 717	14 401	14 852	15 773	2 862	-	-	134 354
11	Law Uk Folk Museum	717	590	453	1 638	1 535	635	736	691	715	170	-	-	7 880
12	Lei Cheng Uk Han Tomb Museum	2 685	2 191	1 884	1 892	2 004	1 494	2 122	1 922	2 498	415	-	-	19 107

Museum/Art Space		April 2021	May 2021	June 2021	July 2021	August 2021	September 2021	October 2021	November 2021	December 2021	January 2022 <sup>(1)</sup>	February 2022 <sup>(1)</sup>	March 2022 <sup>(1)</sup>	Total
13	Sam Tung Uk Museum	3 122	2 801	2 233	2 661	2 614	1 991	3 278	6 449	7 729	886	-	-	33 764
14	Sheung Yiu Folk Museum	6 066	3 021	1 087	1 454	1 543	1 462	5 309	6 650	-(3)	-(3)	-(3)	-(3)	26 592 <sup>(3)</sup>
15	Hong Kong Visual Arts Centre	4 116	4 508	3 256	3 929	4 747	3 743	4 750	4 711	4 251	629	-	-	38 640
16	Oi!	9 660	8 098	6 050	6 461	6 215	7 396	13 389	9 972	12 411	2 183	-	-	81 835
17	Hong Kong Film Archive	2 184	5 005	4 668	6 237	5 855	4 854	5 590	4 939	4 508	657	-	-	44 497
													<b>Total</b>	3 274 454

**Attendance at Museums and Art Spaces  
under the Leisure and Cultural Services Department in 2022-23**

Museum/Art Space		April 2022 <sup>(1)</sup>	May 2022	June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	Total
1	Hong Kong Museum of Art	9 356	44 059	44 319	75 091	78 728	56 079	58 829	31 127	41 764	38 824	41 087	64 274	583 537
2	Hong Kong Museum of History	4 073	19 453	20 645	53 353	48 145	26 416	26 890	23 065	21 967	21 614	22 161	37 466	325 248
3	Hong Kong Heritage Museum	6 211	24 439	25 590	34 223	48 643	50 477	52 783	44 341	36 281	40 733	43 273	43 567	450 561
4	Hong Kong Science Museum	13 830	62 310	54 873	157 538	209 199	120 118	129 562	92 732	72 600	75 920	70 313	42 148	1 101 143
5	Hong Kong Space Museum	10 929	47 889	48 685	85 826	77 073	47 467	46 014	39 414	52 259	53 944	45 951	53 005	608 456
6	Hong Kong Museum of Coastal Defence	_(2)	_(2)	_(2)	_(2)	_(2)	_(2)	_(2)	6 923	22 246	17 490	15 518	22 776	84 953 <sup>(2)</sup>
7	Dr Sun Yat-sen Museum	1 262	5 181	4 931	7 076	6 637	4 862	5 993	7 883	6 534	5 861	5 720	6 807	68 747
8	Fireboat Alexander Grantham Exhibition Gallery	1 932	5 274	3 288	3 462	4 007	3 166	6 076	7 533	7 095	9 028	6 539	6 111	63 511
9	Flagstaff House Museum of Tea Ware	1 553	5 829	4 773	5 383	6 909	6 764	8 776	6 579	7 470	8 027	6 988	9 084	78 135
10	Hong Kong Railway Museum	3 773	11 796	9 847	10 028	11 524	9 650	15 164	12 215	18 707	22 485	19 428	23 901	168 518
11	Law Uk Folk Museum	145	403	401	468	563	583	712	826	908	1 136	1 488	1 698	9 331
12	Lei Cheng Uk Han Tomb Museum	362	1 763	1 741	2 046	1 745	1 747	2 373	1 995	1 757	1 801	2 089	2 426	21 845
13	Sam Tung Uk Museum	746	3 266	4 801	4 249	3 668	3 252	4 268	6 093	6 790	5 126	6 168	8 960	57 387
14	Sheung Yiu Folk Museum	_(3)	_(3)	_(3)	_(3)	_(3)	_(3)	_(3)	_(3)	3 003	5 175	4 362	4 840	17 380 <sup>(3)</sup>

Museum/Art Space		April 2022 <sup>(1)</sup>	May 2022	June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	Total
15	Hong Kong Visual Arts Centre	1 075	4 039	3 922	3 468	3 624	3 431	4 007	4 309	3 676	3 137	4 968	4 491	44 147
16	Oi!	2 675	22 995	46 040	46 472	54 044	59 280	62 185	62 841	68 661	68 628	59 792	69 562	623 175 <sup>(4)</sup>
17	Hong Kong Film Archive	853	3 412	4 027	4 914	5 863	6 523	5 778	5 476	6 852	5 740	7 018	7 898	64 354
													<b>Total</b>	4 370 428

**Attendance at Museums and Art Spaces  
under the Leisure and Cultural Services Department in 2023-24<sup>(5)</sup>**

Museum/Art Space		April 2023	May 2023	June 2023	July 2023	August 2023	September 2023	October 2023	November 2023	December 2023	January 2024	February 2024	Total <sup>(5)</sup>
1	Hong Kong Museum of Art	89 082	77 318	87 592	162 171	184 752	93 431	136 653	118 933	163 294	151 657	175 414	1 440 297
2	Hong Kong Museum of History	42 022	40 844	49 576	87 843	93 451	48 388	62 923	4 066 <sup>(6)</sup>	39 969	40 042	40 073	549 197
3	Hong Kong Heritage Museum	110 354	76 929	72 176	77 751	62 994	48 124	44 632	45 303	58 175	55 691	45 360	697 489
4	Hong Kong Science Museum	87 549	64 261	92 694	171 276	184 986	61 463	88 966	68 485	143 485	165 863	148 830	1 277 858
5	Hong Kong Space Museum	82 695	61 229	82 586	141 194	152 112	51 521	78 838	55 037	73 670	77 487	100 997	957 366
6	Hong Kong Museum of Coastal Defence	23 608	14 338	13 161	15 985	14 320	7 727	13 484	13 757	14 844	12 228	10 005	153 457
7	Dr Sun Yat-sen Museum	8 418	7 529	6 363	8 335	8 345	4 775	7 875	6 704	7 438	8 033	7 519	81 334
8	Fireboat Alexander Grantham Exhibition Gallery	6 807	5 973	2 547	3 151	3 351	2 476	4 762	11 763	5 534	4 674	5 897	56 935
9	Flagstaff House Museum of Tea Ware	10 085	7 297	6 666	6 939	8 218	5 464	8 626	8 348	7 392	9 094	7 518	85 647
10	Hong Kong Railway Museum	27 428	17 961	13 725	15 796	16 635	3 861	19 738	24 483	27 570	27 184	24 663	219 044
11	Law Uk Folk Museum	2 654	1 730	1 148	1 130	1 457	1 009	1 548	1 570	1 634	1 897	974	16 751
12	Lei Cheng Uk Han Tomb Museum	3 449	2 457	1 962	2 278	2 209	2 128	2 581	2 319	2 449	2 461	1 914	26 207
13	Sam Tung Uk Museum	8 884	8 393	6 821	8 628	9 091	5 722	7 005	10 869	11 442	7 498	7 826	92 179
14	Sheung Yiu Folk Museum	4 853	2 853	1 609	1 430	1 502	583	3 923	5 466	4 532	3 143	3 501	33 395

Museum/Art Space		April 2023	May 2023	June 2023	July 2023	August 2023	September 2023	October 2023	November 2023	December 2023	January 2024	February 2024	Total <sup>(5)</sup>
15	Hong Kong Visual Arts Centre	5 682	3 436	3 876	4 728	4 410	2 827	4 042	4 407	3 510	4 205	3 840	44 963
16	Oi!	66 352	65 008	59 926	64 793	67 608	55 482	65 910	52 408	46 064	49 463	42 952	635 966
17	Hong Kong Film Archive	9 706	7 950	7 862	9 896	8 914	6 712	7 078	7 420	8 017	8 067	6 609	88 231
												<b>Total</b>	<b>6 456 316</b>

### Notes

- (1) Due to the impact of the COVID-19 epidemic, museums and venues under the Leisure and Cultural Services Department were temporarily closed from 7 January 2022 to 20 April 2022.
- (2) The Hong Kong Museum of Coastal Defence was temporarily closed from 17 September 2018 to 23 November 2022 for major repair and renovation.
- (3) The Sheung Yiu Folk Museum was temporarily closed from 1 December 2021 to 22 December 2022 for repair.
- (4) Oi! underwent an expansion project in 2019. The new extension opened on 24 May 2022.
- (5) Attendance as at 29 February 2024.
- (6) The Hong Kong Museum of History was partially closed from 2 to 30 November 2023 for the preparation of the “China Manned Space Exhibition”.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB317**

**(Question Serial No. 2536)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was announced in the 2019 Policy Address that the Government would launch a five-year plan to transform more than 170 public play spaces (PPSs) under the Leisure and Cultural Services Department (LCSD) with a total estimated expenditure of \$686 million. In this connection, would the Government inform this Committee of the following:

- (1) the number of PPS transformation projects implemented, the actual expenditure or revised estimated expenditure involved in their implementation, and the number of completed projects for each of the past 4 years; and
- (2) a list of PPSs transformed by the LCSD broken down by the 18 districts and the occupied site of each project for each of the past 4 years.

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 4)

Reply:

The Government announced in the 2019 Policy Address the launch of a five-year plan to transform more than 170 public play spaces (PPSs) under the Leisure and Cultural Services Department (LCSD) across Hong Kong, in the hope of offering PPSs with different degrees of challenges and fun, introducing more natural elements to the PPSs, and making them more innovative, challenging and interesting.

As at February 2024, the 116 launched PPS transformation projects cover children's play equipment under the LCSD across the 18 districts of Hong Kong. Please refer to the **Annex** for a list of the relevant venues. Of these PPSs, 7 have completed transformation and are open for public use, including Shung Ling Street Playground in Wong Tai Sin District, King's Road Playground in Eastern District, Fung Cheung Road Garden in Yuen Long District, Hung Leng Children's Playground in North District, Sham Shui Po Park in Sham Shui Po District, Tsing Yi Promenade (Stage I) in Kwai Tsing District and Aberdeen Promenade (Stage I) in Southern District.

The total estimated expenditure on the entire plan is \$686 million, covering the costs of preliminary investigation of underground public utilities, engagement of professional companies for different projects, staff remuneration of the LCSD and the Architectural Services Department, and recurrent expenditure. Hence, the Department is unable to provide a breakdown of the expenditure on the PPS transformation projects.

**List of venues with commenced PPS projects between 2020-21 and 2023-24**

<b>District</b>	<b>Venue</b>
<b>Hong Kong Island</b>	
Central and Western District	(i) Sun Yat Sen Memorial Park (ii) Third Street Playground (iii) Kwong Hon Terrace Garden (iv) Caine Road Garden (v) Hollywood Road Park (vi) Central and Western District Promenade – Western Wholesale Food Market Section
Southern District	(i) Aberdeen Promenade [ <b>Stage I completed</b> ] (ii) Shek Pai Wan Road Playground (iii) Ap Lei Chau Park (iv) Apleichau Bridge (North) Children’s Playground (v) Hong Fu Playground (vi) Stanley Beach Road Children’s Playground
Eastern District	(i) King’s Road Playground [ <b>completed</b> ] (ii) Quarry Bay Park (iii) Yee Tai Street Sitting-out Area (iv) Heng Fa Chuen Playground (v) Healthy Village Playground (vi) Tong Shui Road Garden
Wan Chai District	(i) Tung Lo Wan Garden (ii) Kwai Fong Street Playground (iii) Morrison Hill Road Playground (iv) Tak Yan Street Children’s Playground (v) Wun Sha Street Children’s Playground (vi) Southorn Playground
<b>Kowloon</b>	
Sham Shui Po District	(i) Sham Shui Po Park [ <b>completed</b> ] (ii) Shun Ning Road Recreation Ground (iii) Maple Street Playground (iv) Cheung Sha Wan Playground (v) Shek Kip Mei Central Playground
Kwun Tong District	(i) Jordan Valley Park (ii) Ngau Tau Kok Road Sports Centre (iii) Sam Ka Tsuen Recreation Ground (iv) Lam Tin Park (v) Lok Wah Playground (vi) Jordan Valley Playground

District	Venue
Yau Tsim Mong District	<ul style="list-style-type: none"> <li>(i) Tong Mei Road Children's Playground</li> <li>(ii) Saigon Street Playground</li> <li>(iii) Haiphong Road Children's Playground</li> <li>(iv) Lok Kwan Street Park</li> <li>(v) Ferry Street Playground</li> <li>(vi) Sai Yee Street Garden</li> <li>(vii) Hong Tat Path Garden</li> </ul>
Wong Tai Sin District	<ul style="list-style-type: none"> <li>(i) Shung Ling Street Playground <b>[completed]</b></li> <li>(ii) Morse Park (Park No. 4)</li> <li>(iii) Ngau Chi Wan Park (Children's Play Area on Upper Platform)</li> <li>(iv) Tsz Wan Shan Estate Central Playground</li> <li>(v) Fung Tak Park</li> <li>(vi) Tsz Wan Shan Road Playground</li> <li>(vii) Muk Lun Street Playground</li> </ul>
Kowloon City District	<ul style="list-style-type: none"> <li>(i) Tai Wan Shan Park</li> <li>(ii) Fat Kwong Street Garden No. 1</li> <li>(iii) To Kwa Wan Recreation Ground</li> <li>(iv) Moray Road Children's Playground</li> <li>(v) Carmel Village Street Garden</li> <li>(vi) Ko Shan Road Park</li> <li>(vii) Pui Ching Road Playground</li> </ul>
<b>New Territories</b>	
Islands District	<ul style="list-style-type: none"> <li>(i) Cheung Chau Park</li> <li>(ii) Yung Shue Wan Playground</li> <li>(iii) Peng Chau Playground</li> <li>(iv) Tai O Recreation Ground, Lantau Island</li> <li>(v) Tung Chung North Park</li> <li>(vi) Leung Uk Children's Playground, Tai O</li> </ul>
Kwai Tsing District	<ul style="list-style-type: none"> <li>(i) Tsing Yi Promenade <b>[Stage I completed]</b></li> <li>(ii) Shek Yam Lei Muk Road Park</li> <li>(iii) Mei King Playground</li> <li>(iv) Shek Pai Street Park</li> <li>(v) Hing Shing Road Playground</li> <li>(vi) Tai Wong Ha Playground</li> <li>(vii) Cheung Wan Street Rest Garden</li> <li>(viii) Lai King Hill Road Playground</li> </ul>

District	Venue
Tsuen Wan District	<ul style="list-style-type: none"> <li>(i) Pak Lam Road Garden</li> <li>(ii) Jockey Club Tak Wah Park</li> <li>(iii) Tsuen Wan Park (Phase II)</li> <li>(iv) Tsuen Wan Tin Hau Temple Garden</li> <li>(v) Kwok Shui Road Park</li> <li>(vi) Tsuen Fu Street Garden</li> </ul>
Sai Kung District	<ul style="list-style-type: none"> <li>(i) Po Tsui Park</li> <li>(ii) Sai Kung Waterfront Park</li> <li>(iii) Mau Tai Road Garden</li> <li>(iv) Man Yee Playground</li> <li>(v) Pui Shing Garden</li> <li>(vi) Sha Kok Mei Playground and Garden</li> <li>(vii) Yau Yue Wan Children's Playground</li> </ul>
Sha Tin District	<ul style="list-style-type: none"> <li>(i) Che Kung Miu Road Playground</li> <li>(ii) Sha Tin Park</li> <li>(iii) Ma On Shan Promenade (Children's Playgrounds No. 3 and No. 4)</li> <li>(iv) Tsang Tai Uk Recreation Ground</li> <li>(v) Ngau Pei Sha Street Playground</li> <li>(vi) Yuen Chau Kok Park</li> <li>(vii) A Kung Kok Playground</li> <li>(viii) Lok Yuen Path Children's Playground</li> </ul>
Tai Po District	<ul style="list-style-type: none"> <li>(i) Yuen Shin Park</li> <li>(ii) Chung Nga Road Children's Playground</li> <li>(iii) Yuen Chau Tsai Park</li> <li>(iv) Tai Po Waterfront Park – Senses Children's Playground</li> <li>(v) Tong Min Tsuen Playground</li> <li>(vi) Tai Po Waterfront Park – Technology Children's Playground</li> </ul>
North District	<ul style="list-style-type: none"> <li>(i) Hung Leng Children's Playground <b>[completed]</b></li> <li>(ii) Wo Hing Playground</li> <li>(iii) Po Wing Road Playground</li> <li>(iv) Luen Wo Hui Playground</li> <li>(v) Shek Wu Hui Jockey Club Playground</li> <li>(vi) Lung Yeuk Tau San Wai Children's Playground</li> <li>(vii) Wai Ming Street Garden</li> </ul>

<b>District</b>	<b>Venue</b>
Yuen Long District	(i) Fung Cheung Road Garden <b>[completed]</b> (ii) Tin Shui Wai Park (iii) Yuen Long Park (iv) Tin Ho Road Playground (v) Yuen Long Jockey Club Town Square (vi) Shek Po Tsuen Playground (vii) Kam Tin Shi Children's Playground (viii) Town Park South Playground (Yuen Long Town Park)
Tuen Mun District	(i) Tsing Shan Children's Playground (ii) Butterfly Beach Park (iii) Yeung Siu Hang Garden (iv) King Fung Children's Playground

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB318**

**(Question Serial No. 1116)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was proposed in the 2023 Policy Address that the Constitution and Basic Law Promotion Steering Committee, led by the Chief Secretary for Administration, would extend its scope to cover patriotic education. The Committee would establish a Working Group on Patriotic Education, co-ordinating the work of government departments and non-governmental organisations in taking forward national education and dovetailing with the Patriotic Education Law of the People's Republic of China, with a view to enhancing education on our country's history, culture and current affairs on different fronts, thereby promoting patriotism and ensuring its continuity from generation to generation.

1. Regarding the Chinese Culture Promotion Office, which will be tasked to plan and implement programmes to promote Chinese culture and history, when will it be established, and what will be the staff establishment, estimated expenditure, proposed work plans, and key performance indicators for each work plan?
2. What is the launch date of the "Chinese Culture Festival" to be held this year? What programmes will be included, and what is the estimated expenditure?
3. What is the latest progress in the setting up of the museum to showcase the development and achievements of our country, as well as the Hong Kong Museum of the War of Resistance and Coastal Defence?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 2)

Reply:

1. & 2. The Chinese Culture Promotion Office (CCPO) will be set up in April 2024. It will launch various activities progressively to promote Chinese culture and history, including a "General History of China Exhibition Series" which gives a systematic introduction on Chinese historical development, a Teaching and Learning Series designed for teachers and students, a Community Series targeting all walks of life in the community, and different forms of exchange activities on various themes. In response to the 75th anniversary of the founding of the People's Republic of

China, the CCPO will launch the “Exhibition on the 75th Anniversary of the Founding of the People’s Republic of China” at the Hong Kong Science Museum and the Hong Kong Museum of History to showcase our country’s development and achievements in such domains as culture, sports and science over the years.

In addition, starting from 2024, the LCSD will organise a “Chinese Culture Festival” on a regular basis to present a series of performing arts programmes in different art forms, such as Chinese dance, music, Chinese opera, multi-arts and film. Apart from including the popular “Chinese Opera Festival”, the “Chinese Culture Festival” will see the addition of more extension activities on the promotion and inheritance of Chinese culture; a showcase of outstanding local works recognised by the China National Arts Fund; large-scale performances or exhibitions organised in collaboration with arts and cultural groups with Chinese cultural backgrounds and networks; and Hong Kong film series and activities that are related to Chinese history and culture. All these will provide the public with more opportunities to enjoy programmes on Chinese culture, and a more comprehensive and multifaceted understanding of the essence of Chinese culture and Hong Kong’s cultural heritage, which shares the same roots and origins with that of the Mainland. The first “Chinese Culture Festival” will be held from June to September this year.

In 2024-25, the LCSD will receive additional funding amounting to \$77.8 million and create an additional 11 civil service posts for operating the CCPO and implementing the above initiatives. Of the additional funding received, \$20 million will be allocated for organising the “Chinese Culture Festival”, the inaugural edition of which is expected to comprise nearly 100 sessions of programmes in total, and benefit more than 100 000 people. The CCPO expects to organise annually a thematic exhibition to showcase the development and achievements of our country, and over 50 activities (around 200 sessions) to promote Chinese culture and history. The annual total attendance of all the above activities is initially estimated at more than 700 000.

3. The LCSD is working with the Development Bureau and other relevant departments to explore and identify the optimal site for the new museum. The CCPO will then play a co-ordinating role in formulating appropriate plans for the contents, curatorial approach and implementation schedule of the new museum.

Regarding the conversion of the Hong Kong Museum of Coastal Defence into the Hong Kong Museum of the War of Resistance and Coastal Defence, the Government plans to table its proposed amendments to the Designation of Museums Order (Cap. 132, section 105G) at the Legislative Council in May 2024 with a view to completing the statutory procedures through negative vetting. The scheduled date of conversion is September 2024.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB319**

**(Question Serial No. 1117)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned in the 2023 Policy Address that the Government would enhance education on our country's history, culture and current affairs on different fronts, thereby promoting patriotism and ensuring its continuity from generation to generation.

- (1) Does the initiative include supporting the community's promotion of patriotic education and promotional programmes on Chinese culture? If yes, what are the details? If no, what are the reasons?
- (2) Apart from providing resources, will the Bureau consider enhancing the public's understanding of our country and national affairs by consolidating local history resources, such as setting up a historical trail relating to the East River Column in Hong Kong during the War of Resistance, or incorporating the contents of the Hong Kong Sha Tau Kok Anti-Japanese War Memorial Hall? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 3)

Reply:

- (1) The newly established Chinese Culture Promotion Office (CCPO) is committed to establishing a platform for social partnership. It will actively work with different cultural groups and stakeholders to create synergies in promoting Chinese culture and patriotic education, and is currently liaising with organisations which it intends to collaborate with. For example, it is discussing with the Academy of Chinese Studies the possibility of co-producing video programmes and school activities; planning to collaborate with the Hong Kong Resource Centre for Heritage to launch school outreach activities; and negotiating with the Hong Kong Federation of Youth Groups about co-organising Mainland study tours on history and culture for young people. The CCPO will explore collaborations in organising different forms of promotional activities on Chinese culture and make effective use of the existing social networks, district resources and professional knowledge of individual collaborators, so as to

introduce excellent cultural programmes to every segment of the audience, thereby disseminating Chinese culture more extensively in the community.

- (2) The CCPO will curate and organise diversified series of activities to promote Chinese culture from multiple perspectives to various audiences by fully utilising and co-ordinating the abundant resources related to Chinese culture and history within the Leisure and Cultural Services Department (LCSD), including museum collections, cultural programmes, library resources and film materials, in partnership with the museums, libraries, performance venues, and other recreational and cultural facilities under the LCSD. Such activities include a “General History of China Exhibition Series” which gives a systematic introduction to Chinese historical development, a Teaching and Learning Series designed for teachers and students, a Community Series targeting all walks of life in the community, and exchange activities. In addition, the CCPO will also organise annually a “Chinese Culture Festival”, which aims at promoting Chinese culture to the public comprehensively and systematically. Apart from mobilising the LCSD’s resources, the CCPO will form partnership with other government departments, cultural institutions and stakeholders, with a view to making optimal use of the strengths and resources of various parties for organising joint programmes to promote Chinese culture.

The LCSD has organised, and will continue to organise, field trips to historical sites in Sai Kung, Wu Kau Tang, Sha Tau Kok, Yuen Long and other areas relating to the War of Resistance against Japanese Aggression, with a view to enhancing the public’s understanding of and interest in that part of history. On another front, the LCSD has also liaised with the Hong Kong Sha Tau Kok Anti-Japanese War Memorial Hall to discuss the feasibility of co-organising activities on the history of the War of Resistance in the future.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB320**

**(Question Serial No. 1143)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Among the Indicators for Specified Tasks in the 2023 Policy Address, there are the tasks of setting up the Hong Kong Museum of the War of Resistance and Coastal Defence within 2024 and the Chinese Culture Promotion Office under the Leisure and Cultural Services Department (LCSD) in the second quarter of 2024. Starting from 2024, the LCSD will organise over 50 activities to promote Chinese culture and history annually, and a major thematic exhibition to showcase the development and achievements of our country annually. A total attendance of more than 700 000 per year are expected for the above initiatives. What are the progress and estimated expenditure of these tasks?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 29)

Reply:

The Government plans to table its proposed amendments to the Designation of Museums Order (Cap. 132, section 105G) at the Legislative Council in May 2024 with a view to implementing the conversion of the Hong Kong Museum of Coastal Defence into the Hong Kong Museum of the War of Resistance and Coastal Defence through negative vetting. The scheduled date of conversion is September 2024. The expenditure involved in the conversion will be absorbed by the Leisure and Cultural Services Department (LCSD) through a re-allocation of existing resources.

In addition, the LCSD will set up the Chinese Culture Promotion Office (CCPO) in April 2024 to launch various activities progressively to promote Chinese culture and history, including a "General History of China Exhibition Series" which gives a systematic introduction on Chinese historical development, a Teaching and Learning Series designed for teachers and students, a Community Series targeting all walks of life in the community, different forms of exchange activities on various themes, and a "Chinese Culture Festival" to be held from June to September annually. In response to the 75th anniversary of the founding of the People's Republic of China in 2024, the CCPO will launch the "Exhibition on the 75th Anniversary of the Founding of the People's Republic of China" at the Hong Kong Science Museum and Hong Kong Museum of History to showcase our country's development and achievements in such domains as culture, sports and science over the years.

In 2024-25, the LCSD will receive additional funding amounting to \$77.8 million for operating the CCPO and implementing the above initiatives.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB321**

**(Question Serial No. 1666)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 176 of the Budget Speech that the Government will organise the 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival), with more than 100 arts and cultural activities taking place in Hong Kong and different cities of the GBA. In this connection, please inform this Committee of the following:

What is the current status of the preparation for the Festival? Will the Government strengthen its cooperation with the Hong Kong Tourism Board to package this mega event as a tourism project that attracts Mainland and overseas tourists?

Will the Government communicate with relevant Mainland authorities to encourage more National Class One Performers (such as Peking opera actors with distinctive Chinese characteristics) to perform in Hong Kong and take part in exchange activities so as to promote Chinese culture and give Hong Kong an additional selling point in respect of the integration of tourism and culture?

Asked by: Hon LEE Wai-wang, Robert (LegCo internal reference no.: 36)

Reply:

The 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival), co-organised by the Ministry of Culture and Tourism of the People’s Republic of China, the People’s Government of Guangdong Province, the Government of the Hong Kong Special Administrative Region (HKSAR) and the Government of the Macao Special Administrative Region, will be hosted by the HKSAR for the first time in 2024. The Festival is scheduled to be held from October 19 to November with over 100 performances and exchange activities to take place in Hong Kong and other cities in the GBA. The Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department (LCSD) have actively commenced preparations, including planning the opening programme and supporting arts groups of Hong Kong and other GBA cities in the co-production of touring programmes and joint publicity work during the Festival. We expect the programmes to be confirmed in

the second quarter of this year, and various publicity campaigns will be launched in the third quarter.

The LCSD will collaborate closely with the Hong Kong Tourism Board (HKTB) and the tourism industry at all times in various ways, including actively promoting the Festival to Mainland and overseas tourists through the HKTB's network and platforms, and leveraging on different social media platforms such as Facebook, WeChat, Xiaohongshu and other channels to step up publicity. In addition, information about the Festival will be shared through the networks of the Mainland Offices and the overseas Economic and Trade Offices of the HKSAR Government to attract tourists to Hong Kong to enjoy performances and participate in cultural activities during the Festival.

The LCSD is currently negotiating with various municipal governments/arts organisations in the GBA to confirm the performances by visiting artists and exchange activities to be held in Hong Kong during the Festival so as to showcase works from the GBA with a flavour of Lingnan culture, many of which are based on the theme of promoting Chinese culture. These will include many outstanding artistic gems, such as a special edition of the dance drama "Wing Chun" co-produced with the Shenzhen Municipal Bureau of Culture, Sports, Tourism, Radio & Television; Hong Kong premiere of the Cantonese opera film "The Legend of White Snake" co-organised with the Foshan Cantonese Opera Troupe, with Li Shuqin, the leading female actor and National Class One Performer, to be invited to Hong Kong for a talk and a sharing session; and the new historical Cantonese opera "Princess Wencheng", which is produced by the Guangzhou Cantonese Opera Troupe and stars Li Xiyi, a National Class One Performer and winner of the China Theatre Plum Blossom Award.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB322**

**(Question Serial No. 2451)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Since 2021, the Leisure and Cultural Services Department has implemented the Pilot Scheme on Subvention for New Sports under the Sports Subvention Scheme, providing subvention to support the development of new sports in community. Would the Government inform this Committee of:

1. the sports organisations receiving the subvention and the sports involved for each of the years since implementation of the Pilot Scheme;
2. the number of sports receiving the subvention and the number of participants of such sports for each of the years since implementation of the Pilot Scheme;
3. whether the amount of subvention totalled \$380,000 under the Pilot Scheme and the amount of subvention used for each of the years;
4. the total number of applications received as at the deadline for application for the Pilot Scheme for 2024-25 in February;
5. whether the Government has plans to regularise the Pilot Scheme and increase the level of subvention for promotion of local sports development.

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 136)

Reply:

1. The Leisure and Cultural Services Department (LCSD) launched the Pilot Scheme on Subvention for New Sports (the Pilot Scheme) in May 2021 to provide subvention to eligible sports organisations on a project basis, in a bid to support and promote the development of new sports. Over the past 3 years (i.e. in 2021-22, 2022-23 and 2023-24), the LCSD has provided subvention to 6, 18 and 21 eligible sports organisations respectively under the Pilot Scheme. The sports organisations receiving subvention to organise new sports projects under the Pilot Scheme and the sports items so covered are at [Annex](#).

2. & 3. The total amount of subvention under the Scheme, the number of subvented new sports events held and the attendance over the past 3 years are tabulated below:

Year	Total Amount of Subvention	Number of New Sports Events Held		Attendance	
		Estimated	Actual	Estimated	Actual
2021-22	\$0.38 million	93	5*	2 600	103*
2022-23	\$1.64 million	175	157	7 800	5 793
2023-24	\$2.1 million	332	Not available (due to ongoing events)	12 800	Not available (due to ongoing events)

\* A significant number of subvented events had been cancelled due to the COVID-19 epidemic, leading to a drop in attendance.

4. A total of 31 applications from sports organisations for the 2024-25 Pilot Scheme have been received by the LCSD when application closed on 23 February 2024.
5. To encourage the eligible organisations to step up promotion of new sports, the LCSD has, since implementation of the Pilot Scheme in 2021, increased the ceiling on subvention to each successful sports organisation on two occasions, the first from \$100,000 in 2021-22 to \$150,000 in 2022-23, and the second to \$180,000 in 2024-25. Such organisations may alternatively receive 85% of the total eligible expenditure of individual activities, whichever is lower. The Advisory Committee of the Pilot Scheme on Subvention for New Sports under the LCSD evaluates from time to time the performance of the Pilot Scheme, and provides advice on its implementation, including those aspects related to the subvention mechanism for new sports and the publicity and promotion strategies, to better suit the needs and development of new sports. The evaluation of the Pilot Scheme will be conducted in 2024 to review its performance, explore the feasibility of regularising such a scheme and propose the way forward.



**Sports Organisations Receiving Subvention to Organise New Sports Projects  
under the Pilot Scheme and their Sports Items**

No.	Name of Sports Organisation	Sports Item	2021-22	2022-23	2023-24
1.	Floorball Federation of Hong Kong, China Limited	Floorball	✓	✓	✓
2.	Hong Kong Kin-Ball Association Limited	Kin-ball	✓	✓	✓
3.	Multi-Bowls Association of Hong Kong, China Limited	Pétanque	✓	✓	✓
4.	Sepaktakraw Federation of Hong Kong, China Limited	Sepak Takraw	✓	✓	✓
5.	Hong Kong Surf and Standup Paddle Association Limited	Standup Paddle	✓	✓	✓
6.	Tchoukball Association of Hong Kong, China Limited	Tchoukball	✓	✓	✓
7.	Hong Kong Kabaddi Federation Limited	Kabaddi		✓	✓
8.	Hong Kong Kyudo Association	Kyudo		✓	✓
9.	World Nunchaku Association (HKNA) Limited	Nunchaku		✓	✓
10.	Hong Kong Sport Stacking Association Limited	Sport Stacking		✓	✓
11.	Cheerleading Federation of Hong Kong China Limited	Cheerleading		✓	✓
12.	Hong Kong Dodgeball Association Limited	Dodgeball		✓	✓
13.	Dodgeball Association of Hong Kong, China Limited	Dodgeball		✓	✓
14.	Health Qigong Association of Hong Kong, China Limited	Health Qigong		✓	✓
15.	The Kurash Federation of Hong Kong China Limited	Kurash		✓	✓
16.	Molky Association of Hong Kong, China Limited	Molky		✓	✓
17.	Pickleball Sport Association of Hong Kong, China Limited	Pickleball		✓	✓
18.	Sambo Federation of Hong Kong China Limited	Sambo		✓	✓
19.	Sports Performance and Functional Fitness Federation of Hong Kong, China Limited	Functional Fitness			✓
20.	Hong Kong China Paragliding Association Limited	Paragliding			✓
21.	Hong Kong VX Association Limited	VX Ball			✓

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB323**

**(Question Serial No. 3624)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department launches the “Green Volunteer Scheme” in the 18 districts across Hong Kong to encourage members of the public to participate in voluntary services of greening activities; to assist in tree surveillance work and report problematic or damaged trees; and to assist in promoting horticulture and greening activities.

Those interested can register as the “Green Volunteers” under the Scheme, which will provide basic horticultural training and practical sessions for new recruits.

1. What quotas are currently set for the Green Volunteers in each of the districts? How many of those attending the Scheme are aged under 12 and are accompanied by parents or guardians?
2. How many basic horticultural training and practical sessions will be provided yearly to the Green Volunteers across districts?
3. What was the number of applicants for the Green Volunteers across the 18 districts in each of the past 3 years? What were the oversubscription rates?
4. Are there any annual restrictions on the length of serving time as the Green Volunteers? If yes, what are the details? If not, what are the reasons?
5. Will the Department consider, given the effectiveness of the Scheme and the feedback from the participants, increasing the quotas for the Green Volunteers and strengthening the action plans for each of the districts to enhance promotion of horticulture and greening activities?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 135)

Reply:

- 1., 3., 4. & 5. The Leisure and Cultural Services Department (LCSD) proactively recruits those members of the public interested in horticulture as Green Volunteers for community greening work. There is no ceiling on the number of Green Volunteers that can be recruited across districts and the length of their serving time. As at end of December 2023, the number of Green Volunteers was already over 6 900, about 68 of whom were aged 12 or below.

The numbers of new recruits in 2021, 2022 and 2023 were 70, 140 and 140 respectively.

2. Every year the LCSD organises various training activities, workshops and seminars on basic horticultural knowledge, tree care, tree maintenance and tree problems for Green Volunteers across districts to equip them with basic knowledge in horticulture and in spotting signs of problematic trees. The Green Volunteers also enhance their horticultural knowledge and put it into practice by attending the greening events held by the LCSD such as planting days and the Flower Show. The LCSD has organised a total of 380 workshops, seminars and volunteering activities for the Green Volunteers in 2023.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB324**

**(Question Serial No. 3625)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department is responsible for the management of 2 public artificial beaches, namely Golden Beach in Tuen Mun and Tai Po Lung Mei Beach. In this connection, would the Government provide information on the following:

1. Previously, there was serious sand loss at Golden Beach in Tuen Mun. What was the situation of sand loss of that beach in the past 3 years?
2. What was the situation of sand loss of Tai Po Lung Mei Beach since its opening in 2021?
3. Did the Department replenish or replace the sand layers of the 2 artificial beaches in the past 3 years? If yes, what was the cost required for each year?
4. Did the Department conduct a survey on the sand loss of public artificial beaches in the past 3 years? If yes, are there any improvement methods and measures? Will the sand be replenished regularly at the 2 beaches?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 137)

Reply:

1. Water currents, tides, waves, geographical environment and special weather conditions (such as typhoon or persistent heavy rain) will cause sand loss or displacement at the beach. The sand washed away will normally be brought back to the beach gradually by tides. There is minor sand loss or displacement at Golden Beach in Tuen Mun under the Leisure and Cultural Services Department (LCSD), yet the Department does not maintain information on the quantity of sand loss.
2. The LCSD has all along been paying attention to the sand movement at Tai Po Lung Mei Beach and has not found any sand loss.
3. & 4. According to observation, there is minor sand loss or displacement at Golden Beach in Tuen Mun. The LCSD has conducted minor works at Golden Beach in winter

and pushed the alluvial sand deposited nearby back to Golden Beach based on the actual situation, and the costs involved in doing so in the past 3 financial years (i.e. 2021-22, 2022-23 and 2023-24) were around \$380,000, \$440,000 and \$380,000 respectively. Sand loss has not been found at Tai Po Lung Mei Beach since its opening in 2021. Therefore, no replenishment or replacement of sand is needed.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB325**

**(Question Serial No. 2956)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated under this Programme that the Government will continue to strengthen the promotion of urban sports to engage participation of more young people and to identify and nurture junior athletes with relevant potential. In this connection, would the Government inform this Committee of the following:

1. the specific details, numbers of participants and effectiveness of the Government's promotion of urban sports, including 3-on-3 basketball, sport climbing, skateboarding, breaking and futsal, in 2023 and 2024;
2. whether the Leisure and Cultural Services Department (LCSD), schools and sports organisations have budgeted for the training programmes, competitions and experience programmes of urban sports in the coming year, the expenditure involved and the estimated number of participants;
3. how the Government will provide suitable venues in the community as support for the aforesaid urban sports, and whether that entails enhancing the existing sports centre facilities to facilitate the organisation of relevant training and competitions; if so, the expenditure involved.

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 26)

Reply:

1. Under the Sports Subvention Scheme, the Leisure and Cultural Services Department (LCSD) provided subvention to the national sports associations (NSAs) promoting urban sports in 2023-24, including Basketball Association of Hong Kong, China; Football Association of Hong Kong, China; Hong Kong, China Mountaineering and Climbing Union; DanceSport Association of Hong Kong, China; and Hong Kong China Federation of Roller Sports and Skateboarding to organise over 400 activities, including 3-on-3 basketball, futsal, sport climbing, breaking and skateboarding, with a total of about 30 000 participants. Meanwhile, the LCSD organised some 370 urban sports programmes in 2023-24 for about 15 300 participants. Among these programmes are

those held in the 9th Hong Kong Games (HKG) between 2023 and 2024, during which the LCSD continues to organise futsal events, replaces 5-on-5 basketball competition with 3-on-3 basketball competition which is more popular among the youth, and introduces new urban sports which are popular among young people, including women's futsal, sport climbing, breaking and skateboarding. The LCSD also organised "The Star-studded Classroom: Elite Athletes' Demonstration and Exchange Programmes" with play-in sessions for futsal, sport climbing, breaking and skateboarding in 2023, during which elite athletes and experienced coaches shared their experience, conducted skill demonstration and exchange, and had play-in sessions with all participants. In addition, in the Corporate Games 2023 held last year, the original 7-a-side soccer competition was replaced by futsal competition. The estimated expenditure on the aforesaid programmes is about \$12.8 million.

2. Under the Sports Subvention Scheme, the LCSD will continue to provide subvention to the NSAs promoting urban sports in 2024-25, including Basketball Association of Hong Kong, China; Football Association of Hong Kong, China; Hong Kong, China Mountaineering and Climbing Union; DanceSport Association of Hong Kong, China; and Hong Kong China Federation of Roller Sports and Skateboarding to organise events of 3-on-3 basketball, futsal, sport climbing, breaking and skateboarding. They include co-ordinating participation in overseas competitions and organising locally-hosted international events, sports training programmes, local competitions, as well as staff and referee training with respect to urban sports, with around 30 000 participants in estimation. Meanwhile, the LCSD plans to organise some 340 programmes covering urban sports for about 12 600 participants, including such events in the 9th HKG as futsal and 3-on-3 basketball competitions, as well as women's futsal, sport climbing, breaking and skateboarding which are featured in the Games as demonstration sports events. The estimated expenditure on the aforesaid programmes is about \$15.8 million.

In addition, under the Urban Sports Funding Scheme (funding scheme), the Culture, Sports and Tourism Bureau (CSTB) will, with the assistance of The Schools Sports Federation of Hong Kong, China, continue to provide direct funding to primary and secondary schools for organising urban sports training courses. It is anticipated that about 430 training courses will be held in the 2023/24 school year, providing about 8 000 students with an opportunity to take part in urban sports. In the meantime, the CSTB is liaising with the relevant NSAs and organisations to look into the promotion of the funding scheme outside schools. The estimated annual expenditure on the funding scheme is \$16 million.

3. At present, the facilities available for conducting urban sports under the LCSD include 13 indoor and outdoor sport climbing facilities, some 500 basketball courts, 8 skateboard grounds, 5 skateparks, over 190 dance rooms/multipurpose activity rooms and over 140 5-a-side soccer pitches. Please visit <https://www.lcsd.gov.hk/en/USP/facilities.html> for locations of these facilities.

In general, the LCSD will take into consideration the serviceable lifespan, actual and safety conditions of facilities and views from stakeholders when making facility repair arrangements and prioritising their replacement or renovation in conjunction with relevant works departments with a view to meeting the actual needs. This also applies

to the renovation of existing venues to cater for different types of sports competitions, training and events. Hence, the LCSD does not maintain a breakdown of the expenditure on upgrading facilities that are available for conducting urban sports in sports centres.

- End -



**CONTROLLING OFFICER'S REPLY**

**CSTB326**

**(Question Serial No. 3275)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding children's play equipment under Indicators in the Programme, would the Government inform this Committee of the following:

1. the current progress of the transformation of public play spaces (PPSs) under the Leisure and Cultural Services Department (LCSD); how the Government integrates different themes into the PPSs and provides different degrees of challenges and fun when constructing and transforming PPSs; whether the District Councils concerned have been consulted on the transformation of the PPSs; and the average time required for completing a transformation project;
2. the number of inclusive playgrounds among the over 600 children's playgrounds under the LCSD, and whether there are plans to increase the number of inclusive playgrounds/transform more existing playgrounds into inclusive playgrounds in the future;
3. whether the LCSD inspects the wear and tear of facilities in children's playgrounds regularly; the number of children's play facilities that required repair or replacement in the past 3 years, the average repair time required, and the expenditure involved.

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 40)

Reply:

1. As at February 2024, the Leisure and Cultural Services Department (LCSD) launched 116 public play space (PPS) transformation projects and is preparing for the rest to be launched later. Please refer to the Annex for a list of venues concerned. Of these PPSs, 7 have completed transformation and are open for public use, including Shung Ling Street Playground in Wong Tai Sin District, King's Road Playground in Eastern District, Fung Cheung Road Garden in Yuen Long District, Hung Leng Children's Playground in North District, Sham Shui Po Park in Sham Shui Po District, Tsing Yi Promenade (Stage I) in Kwai Tsing District and Aberdeen Promenade (Stage I) in Southern District.

To encourage and facilitate public participation during the process of PPS transformation, the LCSD uses different means such as workshops or questionnaires to consult local communities including students and their parents, related stakeholders and representatives of organisations for their feedback, so as to make play equipment more innovative, inclusive, challenging and fun. After collating and analysing the feedback collected, the design team will adopt the feasible and suitable opinions with which they will come up with a preliminary design concept of the PPS, and duly consult the District Council. As the transformation projects vary in scope as well as complexity, the time required for each project is different. Generally speaking, it takes around 3 to 5 years for PPS transformation projects to proceed from the stages of preliminary planning such as commissioning professional consultancy to conduct community participation activities, determining the preliminary design, preparing for tendering of the works and conducting tender assessment, conducting detailed design with the awarded contractor, and on-site construction, to the completion of the project.

2. At present, the LCSD provides some 600 recreation venues with outdoor children's playgrounds, of which about 70% offer diversified inclusive play equipment. When constructing and transforming children's playgrounds, the LCSD strives to provide inclusive play equipment to allow children of different ages and abilities to enjoy playing and learn different skills for balanced development.
3. To ensure that outdoor recreation facilities are safe and functioning properly, the LCSD deploys staff to inspect all of its outdoor play, recreation and sports facilities at least fortnightly. Since children's play equipment is part of a park or playground, its inspection and repair are conducted together with those of other park or recreation facilities. As such, breakdown figures on children's play equipment requiring repair or replacement are not available.

At present, the procedures and time for repair of outdoor play equipment depend on factors such as the scope of repair, the extent of damage of the facilities and whether the facilities are still within the warranty period. Generally speaking, minor repair projects of facilities can be completed in about 2 to 3 weeks; if large-scale refurbishment is involved, e.g. replacement of a whole set of climbing frames, the repair time will be longer as the parts need to be delivered from overseas. The overall expenditure on repair covers such works as repair, maintenance, improvement and refurbishment; equipment procurement; staff remuneration of the LCSD and various works departments; and recurrent expenditure. Therefore, a detailed breakdown of the expenditure on the repair or maintenance works of children's play equipment is not available.

**List of venues with commenced PPS projects**

<b>District</b>	<b>Venue</b>
<b>Hong Kong Island</b>	
Central and Western District	(i) Sun Yat Sen Memorial Park (ii) Third Street Playground (iii) Kwong Hon Terrace Garden (iv) Caine Road Garden (v) Hollywood Road Park (vi) Central and Western District Promenade – Western Wholesale Food Market Section
Southern District	(i) Aberdeen Promenade [ <b>Stage I completed</b> ] (ii) Shek Pai Wan Road Playground (iii) Ap Lei Chau Park (iv) Apleichau Bridge (North) Children’s Playground (v) Hong Fu Playground (vi) Stanley Beach Road Children’s Playground
Eastern District	(i) King’s Road Playground [ <b>completed</b> ] (ii) Quarry Bay Park (iii) Yee Tai Street Sitting-out Area (iv) Heng Fa Chuen Playground (v) Healthy Village Playground (vi) Tong Shui Road Garden
Wan Chai District	(i) Tung Lo Wan Garden (ii) Kwai Fong Street Playground (iii) Morrison Hill Road Playground (iv) Tak Yan Street Children’s Playground (v) Wun Sha Street Children’s Playground (vi) Southorn Playground
<b>Kowloon</b>	
Sham Shui Po District	(i) Sham Shui Po Park [ <b>completed</b> ] (ii) Shun Ning Road Recreation Ground (iii) Maple Street Playground (iv) Cheung Sha Wan Playground (v) Shek Kip Mei Central Playground
Kwun Tong District	(i) Jordan Valley Park (ii) Ngau Tau Kok Road Sports Centre (iii) Sam Ka Tsuen Recreation Ground (iv) Lam Tin Park (v) Lok Wah Playground (vi) Jordan Valley Playground

District	Venue
Yau Tsim Mong District	<ul style="list-style-type: none"> <li>(i) Tong Mei Road Children's Playground</li> <li>(ii) Saigon Street Playground</li> <li>(iii) Haiphong Road Children's Playground</li> <li>(iv) Lok Kwan Street Park</li> <li>(v) Ferry Street Playground</li> <li>(vi) Sai Yee Street Garden</li> <li>(vii) Hong Tat Path Garden</li> </ul>
Wong Tai Sin District	<ul style="list-style-type: none"> <li>(i) Shung Ling Street Playground <b>[completed]</b></li> <li>(ii) Morse Park (Park No. 4)</li> <li>(iii) Ngau Chi Wan Park (Children's Play Area on Upper Platform)</li> <li>(iv) Tsz Wan Shan Estate Central Playground</li> <li>(v) Fung Tak Park</li> <li>(vi) Tsz Wan Shan Road Playground</li> <li>(vii) Muk Lun Street Playground</li> </ul>
Kowloon City District	<ul style="list-style-type: none"> <li>(i) Tai Wan Shan Park</li> <li>(ii) Fat Kwong Street Garden No. 1</li> <li>(iii) To Kwa Wan Recreation Ground</li> <li>(iv) Moray Road Children's Playground</li> <li>(v) Carmel Village Street Garden</li> <li>(vi) Ko Shan Road Park</li> <li>(vii) Pui Ching Road Playground</li> </ul>
<b>New Territories</b>	
Islands District	<ul style="list-style-type: none"> <li>(i) Cheung Chau Park</li> <li>(ii) Yung Shue Wan Playground</li> <li>(iii) Peng Chau Playground</li> <li>(iv) Tai O Recreation Ground, Lantau Island</li> <li>(v) Tung Chung North Park</li> <li>(vi) Leung Uk Children's Playground, Tai O</li> </ul>
Kwai Tsing District	<ul style="list-style-type: none"> <li>(i) Tsing Yi Promenade <b>[Stage I completed]</b></li> <li>(ii) Shek Yam Lei Muk Road Park</li> <li>(iii) Mei King Playground</li> <li>(iv) Shek Pai Street Park</li> <li>(v) Hing Shing Road Playground</li> <li>(vi) Tai Wong Ha Playground</li> <li>(vii) Cheung Wan Street Rest Garden</li> <li>(viii) Lai King Hill Road Playground</li> </ul>

District	Venue
Tsuen Wan District	<ul style="list-style-type: none"> <li>(i) Pak Lam Road Garden</li> <li>(ii) Jockey Club Tak Wah Park</li> <li>(iii) Tsuen Wan Park (Phase II)</li> <li>(iv) Tsuen Wan Tin Hau Temple Garden</li> <li>(v) Kwok Shui Road Park</li> <li>(vi) Tsuen Fu Street Garden</li> </ul>
Sai Kung District	<ul style="list-style-type: none"> <li>(i) Po Tsui Park</li> <li>(ii) Sai Kung Waterfront Park</li> <li>(iii) Mau Tai Road Garden</li> <li>(iv) Man Yee Playground</li> <li>(v) Pui Shing Garden</li> <li>(vi) Sha Kok Mei Playground and Garden</li> <li>(vii) Yau Yue Wan Children's Playground</li> </ul>
Sha Tin District	<ul style="list-style-type: none"> <li>(i) Che Kung Miu Road Playground</li> <li>(ii) Sha Tin Park</li> <li>(iii) Ma On Shan Promenade (Children's Playgrounds No. 3 and No. 4)</li> <li>(iv) Tsang Tai Uk Recreation Ground</li> <li>(v) Ngau Pei Sha Street Playground</li> <li>(vi) Yuen Chau Kok Park</li> <li>(vii) A Kung Kok Playground</li> <li>(viii) Lok Yuen Path Children's Playground</li> </ul>
Tai Po District	<ul style="list-style-type: none"> <li>(i) Yuen Shin Park</li> <li>(ii) Chung Nga Road Children's Playground</li> <li>(iii) Yuen Chau Tsai Park</li> <li>(iv) Tai Po Waterfront Park – Senses Children's Playground</li> <li>(v) Tong Min Tsuen Playground</li> <li>(vi) Tai Po Waterfront Park – Technology Children's Playground</li> </ul>
North District	<ul style="list-style-type: none"> <li>(i) Hung Leng Children's Playground <b>[completed]</b></li> <li>(ii) Wo Hing Playground</li> <li>(iii) Po Wing Road Playground</li> <li>(iv) Luen Wo Hui Playground</li> <li>(v) Shek Wu Hui Jockey Club Playground</li> <li>(vi) Lung Yeuk Tau San Wai Children's Playground</li> <li>(vii) Wai Ming Street Garden</li> </ul>

District	Venue
Yuen Long District	<ul style="list-style-type: none"> <li>(i) Fung Cheung Road Garden [<b>completed</b>]</li> <li>(ii) Tin Shui Wai Park</li> <li>(iii) Yuen Long Park</li> <li>(iv) Tin Ho Road Playground</li> <li>(v) Yuen Long Jockey Club Town Square</li> <li>(vi) Shek Po Tsuen Playground</li> <li>(vii) Kam Tin Shi Children's Playground</li> <li>(viii) Town Park South Playground (Yuen Long Town Park)</li> </ul>
Tuen Mun District	<ul style="list-style-type: none"> <li>(i) Tsing Shan Children's Playground</li> <li>(ii) Butterfly Beach Park</li> <li>(iii) Yeung Siu Hang Garden</li> <li>(iv) King Fung Children's Playground</li> </ul>

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB327**

**(Question Serial No. 3287)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that sports and recreation facilities will continue to be planned and developed under the Ten-year Development Blueprint for Sports and Recreation Facilities from 2022-23 onwards. Would the Government inform this Committee of the following:

1. Regarding the 16 projects in Phase 1 of the Blueprint, what is the progress of implementation at present?
2. Regarding the plan to develop Hong Kong's second sports park at Whitehead of Ma On Shan in Phase 1 of the Blueprint, what is the expected completion date of the sports park?
3. It is mentioned in the Blueprint that about 30 sports and recreation facilities will be provided in 2 Phases. When will the planning for Phase 2 be announced?
4. Would the Government consider introducing more interesting facilities to attract members of the public to do more exercise?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 55)

Reply:

1. The Ten-year Development Blueprint for Sports and Recreation Facilities (the Blueprint) will involve about 30 works projects of sports and recreation facilities, which include sports centres, swimming pools, sports grounds and parks. We plan to commence 16 projects for sports and recreation facilities in the first 5 years (the list of which is at Annex). Funding approval involving around \$2.7 billion has been obtained from the Legislative Council for 2 of the 16 projects. The 2 projects, namely Quarry Park in Anderson Road Quarry and the Joint-user Complex at Site G2, Anderson Road Quarry, commenced construction in 2023, with the former expected to be completed in 2026 while the latter in 2027. The remaining projects are currently at various

planning stages, and details of the projects concerned, including the commencement dates and the estimated expenditure, are yet to be confirmed.

2. In a continuous effort to promote the development of sports in Hong Kong, the Government plans to construct Whitehead Sports Park in Ma On Shan to provide various large-scale recreation and sports facilities. Since Whitehead Sports Park is a large-scale and complex project involving numerous massive recreation and sports facilities, site formation works, transportation infrastructure, etc., the Government has commissioned a consultancy for the preliminary study of the overall planning of the project with a view to commencing the relevant technical feasibility study.
3. Under the Blueprint, we plan to conduct technical feasibility studies for about 15 works projects in the first 5 years. The Government will, under the fiscal consolidation programme, review the order of priority, necessity and importance of the works projects under planning, such as conducting reviews on how to use public resources more effectively and the cost-effectiveness of the projects. For projects that are currently at the preliminary planning or conceptual stage, the implementation schedule will be adjusted in light of their importance, etc. Since the projects concerned are still at the preliminary planning stage, the schedule is not available for the time being.
4. To encourage members of the public to develop the habit of regular exercise, the Leisure and Cultural Services Department (LCSD) organises diversified recreation and sports programmes for participation by people of different ages and abilities. In addition, the LCSD will begin to provide smart fitness equipment in the fourth quarter this year, and will continue to conduct study for more new and fun facilities so as to encourage members of the public to exercise more.



**Ten-year Development Blueprint for Sports and Recreation Facilities  
List of Projects Recommended for Implementation in Phase 1**

Project	District	Project title
1	Islands	Joint-user complex in Area 107, Tung Chung
2	Islands	Waterfront Promenade in Tung Chung East
3	Islands	Cycle Park cum Skatepark in Area 147, Tung Chung
4	Eastern	Sports Centre and Open Space at Aldrich Bay
5	Kowloon City	Sung Wong Toi Park
6	Southern	Redevelopment of Sports and Recreation Facilities in Wong Chuk Hang
7	Sai Kung	Joint-user Complex at Site G2, Anderson Road Quarry
8	Sai Kung	Quarry Park in Anderson Road Quarry
9	Sai Kung	Sports Centre and Town Plaza at Sai Kung
10	Sai Kung	Water Sports Centre in Area 77, Tseung Kwan O
11	Sham Shui Po	Sports Centre, Outdoor Sports and Recreation Facilities, Social Welfare Facilities and Underground Public Vehicle Park at Po Lun Street, Lai Chi Kok (formerly Sports Centre at Lai Chi Kok)
12	Sha Tin	Whitehead Sports Park
13	Tai Po	Sports Centre, Social Welfare Facilities and Public Vehicle Park in Area 6, Tai Po
14	Wan Chai	Redevelopment of Hong Kong Stadium
15	Yuen Long	Leisure and Cultural Complex in Tin Yip Road, Tin Shui Wai – Phase II (formerly Sports Centre in Area 109, Tin Shui Wai)
16	Yuen Long	Sports Centre in Area 12, Yuen Long

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB328**

**(Question Serial No. 3771)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned in Programme (2) that the Leisure and Cultural Services Department would “expand the existing Green Volunteer Scheme to enhance community involvement and public participation in tree surveillance”. Please advise of:

1. the existing number of Green Volunteers and the number of new recruits over the past 3 years;
2. the number of problematic or damaged trees reported by the Green Volunteers over the past 3 years;
3. the target number of recruits in the context of expanding the existing Green Volunteer Scheme, and whether there is a plan to promote greater participation from students in the Scheme to enhance young people’s understanding of local ecology.

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 53)

Reply:

1. The Leisure and Cultural Services Department (LCSD) proactively recruits those members of the public interested in horticulture as Green Volunteers. As at end of December 2023, the number of Green Volunteers was over 6 900. The numbers of new recruits in 2021, 2022 and 2023 were 70, 140 and 140 respectively.
2. The LCSD sets up the Green Volunteer Scheme (the Scheme) to encourage the Green Volunteers to assist in tree surveillance work and report problematic trees. Given that they will report any problematic trees to the 1823 hotline for referral to various government departments for follow-up, the LCSD has no records on such reports.
3. The number of participants has been on the increase since implementation of the Scheme in the 18 districts across Hong Kong in 2003. Whilst there is no specific target number for the coming year, the LCSD will continue to work with local communities to promote the Scheme and recruit more Green Volunteers, and promote greater participation from

students through schools to increase understanding and awareness of the greening work among young people.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB329**

**(Question Serial No. 1693)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned in Matters Requiring Special Attention that the Department would increase the provision of “Inclusive Park for Pets” in 18 districts. In this connection, please advise this Committee of:

- a) the average expenditure on providing an inclusive park for pets, the number of such additional parks confirmed to be provided and their locations;
- b) the average time required for constructing an inclusive park for pets, the number of such additional parks to be provided in the coming 3 years and their details.

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 26)

Reply:

The Leisure and Cultural Services Department (LCSD) launched the trial scheme of “Inclusive Park for Pets” by opening up 6 LCSD parks in January 2019 for the public to visit with their pets. As the trial scheme was well-received, the LCSD has regularised the arrangement at the 6 parks under the scheme, and continues to identify suitable venues for opening up as “Inclusive Parks for Pets”. At present, there are more than 170 “Inclusive Parks for Pets” in total across Hong Kong to meet public demand.

The concept of “Inclusive Parks for Pets” is to open up existing parks for the public and their pets to enjoy the facilities together. The LCSD has implemented the “Inclusive Parks for Pets” scheme with existing resources and manpower, and the cost and daily operation of the relevant facilities are part of the overall operation of the venues. Therefore, it does not compile a breakdown of the expenditure for the scheme.

The LCSD has been taking an open and proactive approach towards the enhancement of the “Inclusive Parks for Pets” scheme. However, given the mixed public views on the scheme, the LCSD will continue to review the usage of “Inclusive Parks for Pets”, give due consideration to various practical needs of the public and issues such as facilities

management, and will designate suitable sites as additional “Inclusive Parks for Pets” after consulting the District Councils concerned.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB330**

**(Question Serial No. 0056)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Bureau has been developing urban sports in recent years, and stated last year that it would examine the conversion of some underutilised floors of the Kwun Chung Municipal Services Building in Jordan into the first urban sports centre in Hong Kong to promote urban sports. In this connection, would the Government inform this Committee of the following:

1. What is the progress of the preliminary technical feasibility study of the above conversion project? Would the Bureau inform this Committee of the estimated expenditure and implementation schedule of the project, if any?
2. The Government strives to promote urban sports; nevertheless, there is a lack of formal venues for various types of urban sports. Would the Bureau inform this Committee of any current plans to convert other government buildings into urban sports centres, in addition to the Kwun Chung Municipal Services Building?
3. Futsal is one of the urban sports specifically promoted by the Bureau. The Government announced a five-year plan for upgrading football pitches in 2021 and stated that there would be a significant increase in the number of 5-a-side football pitches meeting international standards. Would the Bureau inform this Committee of the increase in the number of 5-a-side football pitches meeting international standards in Hong Kong since the launch of the plan? What are the estimates?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 7)

Reply:

1. It was announced in the 2023-24 Budget that the Culture, Sports and Tourism Bureau was examining the conversion of some floors of the Kwun Chung Municipal Services Building into an urban sports centre, so as to provide a suitable venue for activities such as sport climbing and skateboarding. The technical feasibility study of the conversion project is in progress. The Government will provide the details on estimated expenditure and implementation schedule, which have yet to be confirmed, when

consulting the relevant Legislative Council panel and the Public Works Subcommittee and seeking funding approval from the Finance Committee.

2. At present, the venues available for conducting urban sports include 13 indoor and outdoor sport climbing facilities, 8 skateboard grounds, 5 skateparks, over 140 5-a-side football pitches, some 500 basketball courts and over 190 dance rooms/multipurpose activity rooms. Apart from the Kwun Chung Municipal Services Building, the Leisure and Cultural Services Department (LCSD) currently has no plan to convert other government buildings into integrated urban sports centres. Nevertheless, the LCSD will, having regard to actual circumstances, provide urban sports facilities when planning the construction of new sports facilities.
3. The Government earmarked \$318 million in the 2021-22 Budget to implement a five-year plan for upgrading over 70 5-, 7- and 11-a-side football pitches. The LCSD along with the works departments will commission necessary improvement works as appropriate, including turfing, repainting of line-markings and enhancement of ancillary facilities such as provision of spectator stands, having regard to the actual conditions and surface areas of such pitches and the existing ancillary facilities. Since the launch of the plan, the LCSD has provided 50 additional 5-a-side football pitches meeting international standards. The LCSD will continue to actively look into the technical feasibility of improvement works with the works departments concerned and confirm the remaining venues for improvement works in due course.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB331**

**(Question Serial No. 1294)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (000) Operational expenses

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Regarding the organisation of the “Chinese Culture Festival”, what are the specific contents apart from the incorporation of the “Chinese Opera Festival”? What is the estimated expenditure? Will the expenditure be subsumed under the recurrent expenditure of the Leisure and Cultural Services Department (LCSD) or other items?
2. The estimated provision for the year is \$68.4 million or 4.2% higher than the revised estimate for the previous year. Please list the items of operating expenses and subsidies contributing to the increase and their respective amounts.
3. There will be a net decrease of 8 posts in the Department in the year. Please provide the reasons for the decrease and the ranks involved, and explain how the duties of the posts will be re-assigned.
4. Please tabulate the actual categories, countries, numbers of visiting staff/artists and attendances (if any) in respect of the visiting cultural programmes in 2023.
5. The work in relation to overseas promotion and exchange for culture and arts in Hong Kong currently undertaken by the LCSD will be shared by the overseas Hong Kong Economic and Trade Offices and the Offices of the Government of the Hong Kong Special Administrative Region in the Mainland in future. How will the LCSD collaborate with the above offices outside Hong Kong? Will there be any need for adjustment to its staff establishment?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 30)

Reply:

1. Starting from 2024, the Leisure and Cultural Services Department (LCSD) will organise a “Chinese Culture Festival” every year to present a series of performing arts programmes in different art forms, such as Chinese dance, music, Chinese opera, multi-arts and film. Apart from including the popular “Chinese Opera Festival”, the “Chinese Culture Festival” will see the addition of more extension activities on the



promotion and inheritance of Chinese culture; a showcase of outstanding local works recognised by the China National Arts Fund; large-scale performances or exhibitions organised in collaboration with arts and cultural groups with Chinese cultural backgrounds and networks; and film series and activities that are related to Chinese history and culture. All these will provide the public with more opportunities to enjoy programmes on Chinese culture, and a more comprehensive and multifaceted understanding of the essence of Chinese culture and Hong Kong’s cultural heritage, which shares the same roots and origins with that of the Mainland.

The first “Chinese Culture Festival” will be held from June to September this year. The Government has earmarked \$20 million in 2024-25 for organising the “Chinese Culture Festival”, covering expenditures on the production of different types of programmes, marketing and publicity.

2. The estimated expenditure for Programme (4) of this Head in 2024-25 will increase mainly due to the following projects:

Project	Estimated expenses (\$m)
Organising an annual “Chinese Culture Festival” and other activities to promote Chinese culture and history	40
Launching the “Pilot Scheme on the Use of School Venues by Arts Groups” in collaboration with the Education Bureau	1.4
Organising the 4th “Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival”	19.5
Regularising the “Community Arts Scheme”	20

Note: Increased provisions for expenses were partly offset by the expected decrease in cash flow for capital account items in 2024-25.

3. In 2024-25, the posts deleted under Programme (4) of this Head fell under the ranks of Office Assistant, Artisan, Workman I and Workman II. In view of the changes in the work model of the LCSD in recent years, there is no operational need for the deleted posts above.
4. The LCSD presented 49 and sponsored 13 visiting cultural programmes in 2023, attracting an audience of more than 850 000. The performance categories, countries/regions of origin, numbers of staff and artists visiting Hong Kong, and audience sizes are set out at Annex I and Annex II respectively.
5. Different bureaux and departments have been in close collaboration with each other to promote Hong Kong’s culture and arts to the Mainland and other parts of the world through various means and channels. While performing their respective functions, the LCSD, the Offices of the Hong Kong Special Administrative Region in the Mainland, and the Hong Kong Economic and Trade Offices (ETOs) overseas complement each other in helping our culture to “go global”. In planning overseas cultural exchange activities, the LCSD will keep utilising the local networks established by the ETOs to liaise with local counterparts and government authorities to explore various performance platforms for outstanding Hong Kong artists/arts groups, and to assist in local publicity

and promotion. The major work of the LCSD will continue to be the planning and curation of programmes, and the presentation of the most exciting high-quality cultural and arts programmes of Hong Kong to Mainland and overseas audiences. As regards staff establishment, the Department will handle additional work through internal deployment, and engage additional manpower where necessary. There is no need for adjustment to the existing staff establishment.

**Visiting cultural programmes presented by the LCSD in 2023**

Category of performance	No. of programmes	Country/Region	No. of staff and artists visiting Hong Kong	Audience size
Music	15	The Mainland of China (Beijing and Changsha), Mongolia, Spain, United States, Netherlands, France, Germany, United Kingdom, Greece, Italy, Ireland, Japan, South Korea and Denmark	440	41 681
Dance	9	The Mainland of China (mainly Shanghai, Beijing and Yunnan Province); Macao, China; United Kingdom; Greece; United States; Australia; Russia and Japan	287	70 813
Theatre	3	The Mainland of China (Shanghai), Australia and United Kingdom	70	6 284
Chinese Opera/ Cantonese opera	9	The Mainland of China (Shanghai, Henan Province, Sichuan Province, Wuhan in Hubei Province, Zhejiang Province, Jiangsu Province, Shaoxing, Ningbo and Guangzhou) and Macao, China	818	16 801
Multi-arts	5	South Korea, Japan, Singapore, India, Germany, Australia and Czech Republic	60	5 755
Film	5	The Mainland of China, Hungary, India, Israel, Finland, Latvia, Spain, Georgia, Australia, Canada, Czech Republic, Croatia, Slovenia, Italy, Russia, Ireland, United States, Austria, Luxembourg, Switzerland, Belgium, United Kingdom, Germany, France, Netherlands, Denmark, Norway, Sweden, Japan and Armenia	0	11 056
Others <sup>(1)</sup>	3	The Mainland of China (Foshan, Guangdong and Guangxi); Macao, China; Spain and Canada	76	665 984

**Note**

- (1) Other performing arts programmes included such activities as acrobatics, large-scale lantern displays and demonstrations of intangible cultural heritage/traditional handicraft.

**Visiting cultural programmes sponsored by the LCSD in 2023**

Category of performance	No. of programmes	Country/Region	No. of staff and artists visiting Hong Kong	Audience size
Music	4	The Mainland of China; Taiwan, China; United Kingdom; United States; France; Spain; Norway; Austria; Russia; Germany; Italy; Georgia; Uruguay; Australia; Ireland; Japan and South Korea	74	10 182
Theatre	2	France and South Korea	44	3 119
Film	7	The Mainland of China, United States, France, United Kingdom, Austria, Germany, Netherlands, Denmark, Switzerland, Belgium, Italy, Romania, Turkey, Argentina, Spain, Greece, Iran, Japan, South Korea, Malaysia, Thailand and India	0	21 112

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB332**

**(Question Serial No. 0096)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in Programme (4) that the Culture, Sports and Tourism Bureau will provide steer on the enhancement of library services next year. As the Ombudsman's investigation has revealed that the longest waiting time required for an e-book is 5 years, will the Bureau provide steer to the Leisure and Cultural Services Department on enhancing the review on the loan of library materials and acquisition of more copies of popular e-books? If yes, what are the details? What are the respective manpower and expenditure involved?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 17)

Reply:

In response to the public demand for popular e-books, the Hong Kong Public Libraries (HKPL) monitors the usage of e-books from time to time. Each month, the HKPL systematically selects e-books that are more popular according to data such as their accumulative reservation counts and those with the largest usage as provided by service providers. Arrangements will then be made to acquire or subscribe to additional copies of these e-books to shorten their waiting time based on different factors such as their usage, the number of patrons on the waiting list and the waiting time for reserved items.

In the past year, the HKPL maintained close contact with service providers and acquired about 700 additional copies of popular e-books so that the average waiting time for most of the popular e-books was reduced from a few months previously to about 3 weeks. However, due to the commercial considerations of service providers or copyright restrictions, the HKPL cannot acquire additional copies of some popular e-books, resulting in longer waiting time for them. In 2024-25, the HKPL will acquire or subscribe to 19 e-book collections and acquire about 20 000 additional copies of e-books so that the total number of e-books will reach 540 000, thereby providing more Chinese and English e-books of different categories for the public to borrow. The estimated expenditure in this regard is about \$12.9 million. The above work is undertaken by 29 Librarian grade members among their other library duties.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB333**

**(Question Serial No. 0744)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

One of the duties of the Leisure and Cultural Services Department (LCSD) is to develop and manage recreation and sports facilities, including swimming pools and gazetted beaches. In this connection, would the Government provide information on:

1. the number of days of temporary closure of various swimming pools and beaches under the LCSD due to inadequate lifeguards in each of the past 5 years; and
2. whether sufficient funding has been earmarked in the estimates for employing adequate lifeguards to take up shifts at swimming pools and beaches so as to ensure that such facilities will not be closed as a result of inadequate lifeguards; if so, the details; if not, the reasons for that.

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 31)

Reply:

1. The numbers of days of temporary closure of public swimming pools and gazetted beaches under the Leisure and Cultural Services Department (LCSD) (i.e. swimming pools with facilities fully closed and lifesaving services suspended at beaches) due to inadequate lifeguards in the past 5 years are set out in Annex I and Annex II respectively.
2. The LCSD has all along earmarked in the estimates sufficient funding for the expenditure on employing adequate lifeguards to take up shifts at public swimming pools and gazetted beaches. For the peak period during the swimming season in 2024-25, the LCSD has already earmarked funding for the expenditure on the employment of some 2 000 lifeguards to take up shifts at public swimming pools and gazetted beaches.

**Numbers of days of full closure of public swimming pool facilities  
due to inadequate lifeguards in the past 5 years**

<b>Public Swimming Pool<sup>(1)</sup></b>		<b>2019</b>	<b>2020<sup>(2)</sup></b>	<b>2021<sup>(2)</sup></b>	<b>2022<sup>(2)</sup></b>	<b>2023</b>
<b>Central and Western District</b>						
1	Sun Yat Sen Memorial Park Swimming Pool	2	-	-	-	-
<b>Wan Chai</b>						
2	Morrison Hill Swimming Pool	2	-	-	-	-
<b>Islands</b>						
3	Mui Wo Swimming Pool	-	-	29	-	-
<b>Kwai Tsing</b>						
4	North Kwai Chung Jockey Club Swimming Pool	1	-	-	-	-
<b>Tsuen Wan</b>						
5	Tsuen King Circuit Wu Chung Swimming Pool	-	-	1	-	-

Notes

- (1) Public swimming pools where facilities were not fully closed due to inadequate lifeguards in the past 5 years were not listed in the above table.
- (2) In view of the situation of COVID-19, all public swimming pools were closed during the following periods:
  - (i) from 29 January to 20 May, from 15 July to 17 September and from 2 to 31 December 2020;
  - (ii) from 1 January to 1 April 2021; and
  - (iii) from 7 January to 11 or 15 May 2022.

**Numbers of days of suspension of lifesaving services at gazetted beaches  
due to inadequate lifeguards in the past 5 years**

<b>Beach<sup>(1)</sup></b>		<b>2019</b>	<b>2020<sup>(2)</sup></b>	<b>2021<sup>(2)</sup></b>	<b>2022<sup>(2)</sup></b>	<b>2023</b>
<b>Southern District</b>						
1	Big Wave Bay Beach	-	21	-	123	-
2	Middle Bay Beach	-	53	213	180	184
3	Shek O Beach	1	-	-	-	-
4	Stanley Main Beach	-	-	-	48	-
5	South Bay Beach	1	41	152	123	30
6	Repulse Bay Beach	1	-	-	-	-
7	St. Stephen's Beach	-	53	213	180	180
8	Chung Hom Kok Beach	-	53	213	180	160
9	Turtle Cove Beach	-	53	213	180	214
<b>Tuen Mun</b>						
10	Cafeteria Old Beach	-	53	213	180	214
11	Castle Peak Beach	1	21	182	180	214
12	Golden Beach	-	-	-	1	-
13	Cafeteria New Beach	1	21	152	124	153
14	Butterfly Beach	1	-	-	-	-
15	Kadoorie Beach	-	53	213	56	30
<b>Sai Kung</b>						
16	Silverstrand Beach	1	21	-	-	-
17	Clear Water Bay First Beach	1	41	213	123	153
18	Clear Water Bay Second Beach	6	-	-	-	1
19	Trio Beach	-	21	152	48	153
20	Kiu Tsui Beach	-	53	213	180	214
<b>Tsuen Wan</b>						
21	Ting Kau Beach	-	21	152	56	30
22	Anglers' Beach <sup>(3)</sup>	-	53	213	-	-
23	Approach Beach	-	41	213	180	214
24	Hoi Mei Wan Beach	-	53	213	180	214
<b>Islands</b>						
25	Kwun Yam Beach	1	53	213	180	214
26	Upper Cheung Sha Beach	-	53	213	180	214
27	Lower Cheung Sha Beach	-	41	161	93	214
28	Pui O Beach	1	-	106	-	-



<b>Beach<sup>(1)</sup></b>		<b>2019</b>	<b>2020<sup>(2)</sup></b>	<b>2021<sup>(2)</sup></b>	<b>2022<sup>(2)</sup></b>	<b>2023</b>
29	Cheung Chau Tung Wan Beach	1	-	14	28	-
30	Tong Fuk Beach	-	53	213	180	214
31	Lo So Shing Beach	2	53	213	180	214
32	Hung Shing Yeh Beach	1	-	-	-	-

Notes

- (1) Gazetted beaches where lifesaving services were not suspended due to inadequate lifeguards in the past 5 years were not listed in the above table.
- (2) In view of the situation of COVID-19, all beaches were closed during the following periods:
- (i) from 29 January to 22 May, from 15 July to 2 November and from 10 to 31 December 2020;
  - (ii) from 1 January to 1 April 2021; and
  - (iii) from 7 January to 4 May 2022.
- (3) Anglers' Beach was temporarily closed for conversion works of the Main Building from 29 November 2021 to 30 April 2023.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB334**

**(Question Serial No. 0798)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The work of the Leisure and Cultural Services Department involves managing 14 public museums on art, science and history; 2 visual art centres and the Hong Kong Film Archive. In this connection, would the Government inform this Committee of the following:

1. In response to the Night Vibes Hong Kong campaign to promote night activities, the Hong Kong Museum of Art, the Hong Kong Science Museum and the Hong Kong Space Museum had extended their opening hours to 10 pm on Fridays, Saturdays, Sundays and public holidays from 29 September 2023 to 1 January 2024. What were the attendance, staffing arrangements and breakdown of the expenditure involved during the extended opening hours of the 3 museums?
2. Does the Government have plans to further extend the opening hours of the above 3 museums, other museums or visual art centres? If so, what is the estimated expenditure involved? If not, what are the reasons?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 32)

Reply:

1. So far as the Hong Kong Museum of Art, the Hong Kong Science Museum and the Hong Kong Space Museum under the Leisure and Cultural Services Department (LCSD) are concerned, the attendance, total numbers of extended opening hours and breakdown of the additional expenditure involved during such extension from 29 September 2023 to 1 January 2024 are tabulated below. No additional manpower is involved.

	Hong Kong Museum of Art	Hong Kong Science Museum	Hong Kong Space Museum
Attendance	22 005	2 729	1 565
Service Contracts <sup>(1)</sup> and Overtime or Shift Duty Allowances	\$640,000	\$420,000	\$20,000
Special Programmes	\$90,000	\$20,000	\$50,000
Electricity	\$180,000	\$110,000	\$10,000
Total Number of Extended Opening Hours <sup>(2)</sup>	144	74	43

Notes:

- (1) Inclusive of cleaning, security and front counter services contracts.  
(2) Given the different opening hours of the 3 museums, their total numbers of extended opening hours vary accordingly.

2. Upon comprehensive consideration, the LCSD decided to align the opening hours of the Hong Kong Museum of Art, the Hong Kong Science Museum and the Hong Kong Space Museum on Saturdays, Sundays and public holidays to 9:00 pm with effect from 2 January 2024. The estimated annual expenditure involved in such extension is about \$1.3 million.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 0815)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2024-25, the Leisure and Cultural Services Department (LCSD) will continue to develop the SmartPLAY system and implement the enhanced functions. In this connection, would the Government inform this Committee of the following:

1. the number of active users of the SmartPLAY system since its launch in November 2023 and among them, the number of those who were also active users of Leisure Link, the previous system;
2. whether resources and manpower have been allocated to monitor the contractor's maintenance of the SmartPLAY system to ensure smooth operation; if so, the details of the measures, manpower deployment and a breakdown of the estimated expenditure; and
3. whether the LCSD has earmarked funding in the budget to strengthen the promotion of SmartPLAY and enhance the system; if so, the details; if not, the reasons for that.

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 33)

Reply:

1. Since the launch of user registration on 3 July 2023 till February 2024, the number of registered users had exceeded 500 000 and among them, over 170 000 were patrons of Leisure Link, the previous system.
2. & 3. A dedicated team under the Leisure and Cultural Services Department (LCSD) is responsible for the development, monitoring and evaluation of the system to ensure that the contractor takes follow-up action in accordance with the contract. The total staff cost of the dedicated team is about \$90 million. In addition, the cost of enhancement during system nursing is already included in the estimated expenditure of \$500 million for the whole development project. As the new system has just been launched, the project is still under the nursing period and has

not entered the maintenance stage. The estimated maintenance cost is thus currently not available.

In addition, the LCSD is making use of the existing provision to introduce to the general public via different channels the details of the new system, such as user registration, account setup, facility booking and enrolment for recreation and sports programmes. Publicity includes printing and production of promotional materials, production of tutorial videos and promotional videos, promotion on social media and newspapers, thematic designs for decoration of venues, as well as recruitment of customer service ambassadors.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB336**

**(Question Serial No. 3738)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the extension of opening hours of museums, please provide the average daily opening hours of the museums at present, the target numbers of opening hours upon extension, and detailed estimates of the additional operating expenditure.

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 484)

Reply:

The average daily opening hours of the museums under the Leisure and Cultural Services Department (LCSD) are around 8 hours at present. Upon comprehensive consideration, the LCSD decided to align the opening hours of the Hong Kong Museum of Art, the Hong Kong Science Museum and the Hong Kong Space Museum on Saturdays, Sundays and public holidays to 9:00 pm with effect from 2 January 2024. Under such an arrangement, there will be an annual increase of around 240 hours in the total opening hours of the museums, involving an estimated annual expenditure of about \$1.3 million.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB337****(Question Serial No. 3741)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): ()Programme: (4) Performing ArtsControlling Officer: Director of Leisure and Cultural Services (Vincent LIU)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Please provide the numbers of performances of cultural and entertainment programmes in Hong Kong in each of the past 5 years, as well as the estimated numbers of, and percentage increases in, additional performances of programmes made possible by the Government's funding schemes in the next 3 years.

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 487)Reply:

The statistics on the numbers of performances of performing arts programmes presented and sponsored <sup>Note 1</sup> by the Leisure and Cultural Services Department (LCSD) in the past 5 years are as follows:

Year	2019-20 (Actual)	2020-21 (Actual)	2021-22 (Actual)	2022-23 (Actual)	2023-24 (Estimate)
No. of performances of performing arts programmes	6 606	2 359 <sup>Note 2</sup>	4 515 <sup>Note 2</sup>	5 498 <sup>Note 2</sup>	6 560

Note 1: Forms of sponsorship include providing part of the programme costs, publicity support and/or free venue and ticketing services.

Note 2: Some programmes were cancelled or postponed due to the COVID-19 epidemic.

The LCSD plans to deliver an additional 205 performances of performing arts programmes in 2024-25, representing an increase of approximately 3% in the total over the previous year. As the concrete programme plans for 2025-26 and 2026-27 are not yet available, we are unable to provide any projections of the numbers of performances of performing arts programmes in the respective years.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB338**

**(Question Serial No. 1235)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Many citizens have reported that the art installations in the exhibition “teamLab: Continuous” at Tamar Park and the Central and Western District Promenade (Central Section) resemble a large number of unhatched Ovomorphs from the thriller movie “Alien”. Apart from being not aesthetic, the installations make it unpleasant for people to relax on the green lawns of the park. In this regard, would the Bureau inform this Committee of the following:

1. What is the amount of public expenditure involved in the display of the above-mentioned group of “Ovomorph” art installations? When will the exhibition end?
2. What procedures and criteria has the Bureau followed in vetting the application for exhibition of the “Ovomorphs”?
3. In view of the negative comments from the public and the inconvenience caused, will any effort be made to shorten the period of the exhibition?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 12)

Reply:

1. The “teamLab: Continuous” exhibition, one of the outdoor art installations of “Art@Harbour 2024”, combines the natural landscape with digital technology. When visitors gently push the exhibits after they have been lit up in the evening, a symphony of colours and sounds harmoniously unfolds, making them totally different from what they are in daytime. The entire “Art@Harbour 2024” comprises the “teamLab: Continuous” and “Science in Art” exhibitions at Tamar Park in Admiralty and the Central and Western District Promenade (Central Section) respectively, as well as outdoor art installations and digital art façades at the Tsim Sha Tsui Clock Tower, K11 MUSEA promenade, and the Sino LuminArt Façade at Tsim Sha Tsui Centre and Empire Centre presented by the First Initiative Foundation, K11 Group and Sino Group respectively. The cost borne by the Leisure and Cultural Services Department (LCSD) is approximately \$50 million, which covers the design and development of the artworks



displayed at Tamar Park in Admiralty and the Central and Western District Promenade (Central Section), overseas transportation, local production, transportation, installation and dismantling of exhibits and related structures, equipment rental, maintenance and repair, electricity, staff at the exhibition venue, security, admission registration platform services, publicity and other expenses. The exhibition period of “Art@Harbour 2024” is from 25 March to 2 June 2024.

2. The LCSD has formulated for its museums a set of procedures and assessment criteria for the selection of public artworks, which are also applicable to the outdoor art installations of “Art@Harbour 2024” for which the LCSD is responsible. The criteria include artistic merits and creativity, artist/art group’s experience, conformity with the environment, technical and financial feasibility, public safety, educational value, display value, and daily management, maintenance and repair. The LCSD has taken into account the comments of the Corruption Prevention Department of the Independent Commission Against Corruption when formulating the above criteria and procedures, and has published the criteria on the websites of the relevant museums.
3. The “teamLab: Continuous” exhibition is extremely popular with the public. The registration quota of nearly 40 000 for all sessions in the first week of the exhibition was fully booked within 2 hours after the commencement of the registration. We have no plan to shorten the exhibition period.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB339**

**(Question Serial No. 1240)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: Not Specified

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There are widespread complaints from members of the public about the long-term over-utilisation of indoor sports centres in districts. Instead of stepping up provision of indoor sports centres, the Government opted to spend \$500 million on upgrading the old booking system to the new SmartPlay system, which has failed to solve the problem of venue touting. The increasingly serious touting activities will only make indoor sports facilities available at even higher costs.

A case in point is indoor badminton courts. Thanks to the medals won by increasing number of local badminton athletes in international events in recent years, there has been a marked increase in the demand for recreational badminton and its training among members of the public of all ages. In this connection, would the Government inform this Committee of:

1. whether it has provided additional indoor sports centres in the 18 districts over the past 3 financial years;
2. whether it has paid attention to the acute under-supply of indoor sports venues;
3. how many badminton courts, based on the established standards, are under-supplied in each of the 18 districts across Hong Kong;
4. whether it has a plan to provide additional indoor badminton courts in 2024-25. If so, what are the details? If not, what are the reasons?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 17)

Reply:

1. The following 3 indoor sports centres were completed over the past 3 years:

District	Name
Kwun Tong	Choi Wing Road Sports Centre
Tai Po	Tung Cheong Street Sports Centre
Sham Shui Po	Sham Shui Po Sports Centre

- 2., 3. & 4. The Leisure and Cultural Services Department (LCSD) is committed to the planning and construction of various recreation and sports facilities including indoor sports centres across Hong Kong to meet the needs of the public. In planning new sports facilities and improving the existing ones, the LCSD not only makes reference to the Hong Kong Planning Standards and Guidelines (HKPSG), but also considers various relevant factors, including the current provision of sports facilities across Hong Kong and at the district levels, policy objectives of sports development, utilisation of existing facilities, demographic changes, views of District Councils and stakeholders, site availability and technical feasibility.

The LCSD provides a total of 823 badminton courts, including those projects under implementation, in the 18 districts across Hong Kong, with distribution set out in the following table:

District	Population projection in 2023	Number of badminton courts suggested by the HKPSG (Note 1)	Number of badminton courts currently provided by the LCSD	Number of additional badminton courts in projects under implementation (Note 2)	Surplus/shortage
Central and Western	233 500	29.2	44		14.8
Wan Chai	167 900	21.0	18		-3.0
Eastern	535 100	66.9	38	24	-4.9
Southern	267 200	33.4	28	12	6.6
Sham Shui Po	459 000	57.4	40	4	-13.4
Kowloon City	433 000	54.1	32		-22.1
Wong Tai Sin	423 100	52.9	38	8	-6.9
Kwun Tong	703 800	88.0	56		-32.0
Yau Tsim Mong	318 800	39.9	42	16	18.1
Kwai Tsing	515 500	64.4	44		-20.4
Tsuen Wan	307 300	38.4	37		-1.4
Tuen Mun	550 400	68.8	43		-25.8
Yuen Long	662 700	82.8	53	34	4.2
North	359 800	45.0	29		-16.0
Tai Po	343 200	42.9	36	8	1.1
Sha Tin	716 500	89.6	47	8	-34.6
Sai Kung	501 900	62.7	39	12	-11.7
Islands	198 000	24.8	21	12	8.2
<b>Across Hong Kong</b>	<b>7 696 700</b>	<b>962.2</b>	<b>685</b>	<b>138</b>	<b>-139.2</b>

Note 1: Under the current HKPSG, the population standard is set at 1 per 8 000 for provision of badminton courts. The above table only gives the number of those facilities provided by the LCSD.

Note 2: Some of the projects involve reprovisioning of existing facilities. The above table gives the number of additional badminton courts, a net number calculated by subtracting the number of badminton courts subject to demolition during reprovisioning from the total number of badminton courts upon reprovisioning.

The “Five-year Plan for Sports and Recreation Facilities” (the Five-year Plan) and the “Ten-year Development Blueprint for Sports and Recreation Facilities” (the Ten-year Blueprint) were announced in the Policy Addresses in 2017 and 2022 respectively. The works projects to be implemented under the Five-year Plan and the Ten-year Blueprint will provide no fewer than a total of 110 badminton courts. Apart from projects under the Five-year Plan and the Ten-year Blueprint, the LCSD also works with the policy bureaux and other government departments such as the Development Bureau and the Civil Engineering and Development Department in planning and taking forward the provision of sports and recreation facilities under other works projects.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB340**

**(Question Serial No. 1522)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To tie in with the activities of the “Night Vibes Hong Kong” campaign, 3 museums under the Leisure and Cultural Services Department (LCSD), namely the Hong Kong Museum of Art, the Hong Kong Science Museum and the Hong Kong Space Museum, have extended their opening hours on Fridays, Saturdays, Sundays and public holidays. Please advise of:

1. the monthly attendance figures of the 3 museums above after the extension of their opening hours compared to the same period last year;
2. the detailed plans, the estimated expenditures allocated to different projects and the implementation schedules for the series of exhibitions and activities relating to Chinese history and culture (including the history of the War of Resistance) and pop culture to be launched by the LCSD; and
3. the status of each museum in respect of their recruitment work under the Docent Recruitment and Training Programme, which ended in 2023, and whether there will be any new training programmes in the future.

Asked by: Hon WONG Kwok, Kingsley (LegCo internal reference no.: 14)

Reply:

1. The attendances at the Hong Kong Museum of Art (HKMoA), the Hong Kong Science Museum (HKScM) and the Hong Kong Space Museum under the Leisure and Cultural Services Department (LCSD) during the extension of opening hours from 29 September 2023 to 1 January 2024, as well as their attendances from September 2022 to January 2023, are at **Annex I**.
2. The LCSD plans to organise exhibitions on Chinese history and culture as well as pop culture in 2024-25. Details are set out at **Annex II** and **Annex III** respectively.
3. The LCSD museums with docent services for visitors include the HKMoA, the Hong Kong Heritage Museum (HKHM), the HKScM, the Hong Kong Museum of History

(HKMH), the Dr Sun Yat-sen Museum, and the Fireboat Alexander Grantham Exhibition Gallery.

The HKMH and the HKMoA launched the Docent Recruitment and Training Programme in 2023, and received 443 and 770 applications respectively. Eventually, 139 and 85 applicants passed the interviews and joined the training programmes of the respective museums. The HKHM will also launch the Docent Training Programme in 2024 to recruit new docents.

The LCSD museums will launch the Docent Recruitment and Training Programme in the future depending on their operational needs.

**Attendances at the Hong Kong Museum of Art,  
the Hong Kong Science Museum and the Hong Kong Space Museum**

(i) From September 2023 to January 2024<sup>(1)</sup>

Museum	Attendance				
	September 2023	October 2023	November 2023	December 2023	January 2024
Hong Kong Museum of Art	93 431	136 653	118 933	163 294	151 657
Hong Kong Science Museum	61 463	88 966	68 485	143 485 <sup>(2)</sup>	165 863 <sup>(2)</sup>
Hong Kong Space Museum	51 521	78 838	55 037	73 670	77 487

Notes:

- (1) To tie in with the activities of the “Night Vibes Hong Kong” campaign, 3 museums under the Leisure and Cultural Services Department extended their opening hours on Fridays, Saturdays, Sundays and public holidays from 29 September 2023 to 1 January 2024.
- (2) The “China Manned Space Exhibition” was held at the Hong Kong Science Museum and the Hong Kong Museum of History from 1 December 2023 to 18 February 2024.

(ii) From September 2022 to January 2023

Museum	Attendance				
	September 2022	October 2022	November 2022	December 2022	January 2023
Hong Kong Museum of Art	56 079	58 829	31 127	41 764	38 824
Hong Kong Science Museum <sup>Note</sup>	120 118	129 562	92 732	72 600	75 920
Hong Kong Space Museum	47 467	46 014	39 414	52 259	53 944

Note: The permanent exhibitions at the Hong Kong Science Museum were fully open to visitors free of charge during the exhibition period of “The Hong Kong Jockey Club Series: The Big Eight – Dinosaur Revelation” (8 July 2022 to 22 February 2023).

**Exhibitions on the promotion of Chinese history and culture to be held  
by the Leisure and Cultural Services Department in 2024-25**

	Date	Name of exhibition	Venue	Estimated expenditure <sup>(1)</sup> (\$million)
1	1 April to 30 June 2024	Pictorial Exhibition on “The National Flag, Emblem and Anthem of the People’s Republic of China”	Lam Tin Public Library Shun Lee Estate Public Library Lei Yue Mun Public Library Shui Wo Street Public Library Ngau Tau Kok Public Library Sau Mau Ping Public Library	-(2)
2	3 April to 8 July 2024	The Ancient Civilisation of the Xia, Shang and Zhou Dynasties in Henan Province	Hong Kong Museum of History	21.8
3	12 April 2024 to May 2025	Art of Gifting: The Fuyun Xuan Collection of Chinese Snuff Bottles	Hong Kong Museum of Art	2.86
4	May 2024	Series on Culture and History of the Islands District Exhibition of Winning Entries of “Bun Carnival 2024 – Student Drawing & Colouring Competition”	Cheung Chau Public Library Tung Chung Public Library	-(2)
5	May to July 2024 (tentative)	Fallen Leaves Returning to their Roots: Bone Repatriation Service of Tung Wah Group of Hospitals and Preservation of its Cultural Heritage	Hong Kong Museum of History	-(3)
6	1 May 2024 to April 2025	Breaking New Ground – Donation Works of Chan Wing Sum	Hong Kong Heritage Museum	0.2
7	28 June to 16 October 2024	Fragrance of Time – In Search of Chinese Art of Scent	Hong Kong Museum of Art	8



	Date	Name of exhibition	Venue	Estimated expenditure <sup>(1)</sup> (\$million)
8	July to December 2024	Brief Introduction on “Hong Kong Memory” Exhibition	Fanling Public Library Chai Wan Public Library Tai Kok Tsui Public Library Shek Tong Tsui Public Library Yuen Long Public Library Sham Shui Po Public Library	0.005
9	1 July to 31 August 2024	Discover the Intangible Cultural Heritage with “Po Po” Panel Exhibition	Lai Chi Kok Public Library Po On Road Public Library Sham Shui Po Public Library	-(2)
10	August to September 2024	Pictorial Exhibition on “China’s War of Resistance Against Japanese Aggression”	Cheung Chau Public Library Tung Chung Public Library	-(2)
11	September 2024	Panel Exhibition: Exploring Literature in Tai Po	Tai Po Public Library	-(2)
12	September 2024	Mid-Autumn Lantern Carnival – Hong Kong Intangible Cultural Heritage – Exhibition on Traditional Craftsmanship of Lantern Making (tentative)	Pitch No. 4, Victoria Park	1.2 <sup>(4)</sup>
13	September to October 2024	“Broadway of Lingnan”: Roving Exhibition related to The Development of Cantonese Opera	Ma On Shan Public Library Yuen Chau Kok Public Library Sha Tin Public Library	-(2)
14	September to December 2024 (tentative)	Exhibition for the 75th Anniversary of the Founding of the People’s Republic of China (tentative)	Hong Kong Museum of History and Hong Kong Science Museum	6
15	September to December 2024 (tentative)	In Retrospect: Moonchu Collection of Early Chinese Photography (tentative)	Hong Kong Museum of History	3.95
16	September to December 2024	Music Exhibition: A Rendezvous with Guqin	LCSD Public Libraries	0.038

	Date	Name of exhibition	Venue	Estimated expenditure <sup>(1)</sup> (\$million)
17	September 2024 to January 2025 (tentative)	Archaic Curator Series: Grace of Glaze (tentative)	Oil Street Art Space	0.68
18	September 2024 to July 2025 (tentative)	Fight as one: War of Resistance Activities of East River Column in Shenzhen and Hong Kong Areas (tentative)	Hong Kong Museum of Coastal Defence	1.4
19	September 2024 to August 2026	Buddhist Pilgrimage – Tibetan Buddhist Treasures from the Donation of The Tsui Art Foundation	Hong Kong Heritage Museum	1.95
20	October to November 2024	Exhibition of “Intangible Cultural Heritage” and Workshops’ Works	Exhibition Hall, G/F, Ping Shan Tin Shui Wai Public Library Yuen Long Public Library	0.008
21	October to December 2024	Intangible Cultural Heritage of Greater Bay Area Exhibition (tentative) (Part of the Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival)	Hong Kong Heritage Museum	3
22	November 2024 (tentative)	Greater Bay Area Document Exhibition – Heritage and Inclusion: Literary Treasures of the Greater Bay Area (tentative)	Hong Kong Central Library	0.68
23	November 2024	“Appreciating Chinese Tea Culture” Exhibition	Aberdeen Public Library	-(2)
24	November 2024 to January 2025	“Intangible Cultural Heritage in Sai Kung – Hakka Unicorn Dance” Exhibition	Sai Kung Public Library Tiu Keng Leng Public Library Tseung Kwan O Public Library	-(2)
25	8 November 2024 to 10 September 2025	From the Court to the Mountain	Hong Kong Museum of Art	0.69

	Date	Name of exhibition	Venue	Estimated expenditure <sup>(1)</sup> (\$million)
26	December 2024 to March 2025	Exhibition on Flower Board	Tuen Mun Public Library Tai Hing Public Library Butterfly Estate Public Library	-(2)
27	January to February 2025	Lunar New Year Lantern Carnival – Hong Kong Intangible Cultural Heritage – Exhibition on Traditional Craftsmanship of Lantern Making (tentative)	Hong Kong Cultural Centre Piazza	1.2 <sup>(4)</sup>

Notes:

- (1) Estimated expenditure to be borne by the Leisure and Cultural Services Department (LCSD) (including funding from sponsorship).
- (2) Exhibition panels will be provided by supporting organisations free of charge.
- (3) The exhibition will be co-organised by the Hong Kong Museum of History under the LCSD, and the relevant expenditure will be borne by the organiser.
- (4) Estimated total expenditure for “Mid-Autumn and Lunar New Year Lantern Carnivals – Hong Kong Intangible Cultural Heritage – Exhibition on Traditional Craftsmanship of Lantern Making”.

**Exhibitions on pop culture to be held by the Leisure and Cultural Services Department in 2024-25**

	Date	Name of exhibition	Venue	Estimated expenditure <sup>(1)</sup> (\$million)
1	1 April to 31 July 2024	The Hong Kong Musicians Series: Exhibition on Music Document Highlights of Joseph Koo & James Wong	Hong Kong Central Library	<sup>-(2)</sup>
2	17 April to 5 May 2024	Arts or Action, Why Not Both? Classic Martial Arts Drama Costumes and Props Exhibition	Foyer, Hong Kong Cultural Centre	1.5
3	8 May to 7 October 2024		Hong Kong Heritage Museum	
4	31 May to 3 November 2024	Coming to a Theatre Near You – Gems of Hong Kong Film Trailers	Hong Kong Film Archive	1.15
5	30 July 2024 to 10 February 2025	A Laugh at the World: James Wong	Hong Kong Heritage Museum	2

Notes:

- (1) Estimated expenditure to be borne by the Leisure and Cultural Services Department.
- (2) As the exhibition is a display of library materials from public libraries, it does not involve any additional expenditure.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB341**

**(Question Serial No. 1954)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government launched the first edition of the Hong Kong Pop Culture Festival in April 2023 to promote Hong Kong's pop culture. Please inform this Committee of:

1. the attendance figures with percentages of tourists and actual expenditures of the different programmes of the Hong Kong Pop Culture Festival 2023;
2. the details, date, organisers, co-organisers and estimated expenditure of the Hong Kong Pop Culture Festival 2024; and
3. the estimated number of tourists that will be attracted to Hong Kong by the Hong Kong Pop Culture Festival 2024.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 20)

Reply:

1. There were a total of 21 programmes organised/sponsored by the Leisure and Cultural Services Department (LCSD) in the inaugural Hong Kong Pop Culture Festival (Culture Festival), which attracted an attendance of around 530 000 and an online audience of about 75 000 in total. The total production costs were around \$25 million. The programmes concerned are set out at **Annex I**. Questionnaire surveys for the audience show that the percentage of visiting tourists over the total attendance is around 15%.
2. The second edition of the Culture Festival is set to be held from April to July 2024, themed "Arts & Action". It features around 20 programmes curated by the LCSD, including thematic exhibitions, film screenings, stage performances and outreach activities, which will showcase all aspects of Hong Kong's vivacious pop culture. Apart from organising/sponsoring programmes, the Department will also collaborate with various industry stakeholders and include programmes that match the theme in the Culture Festival for enhanced synergy. The estimated production costs for the programmes under the ambit of the LCSD are around \$25 million, and the programme details are set out at **Annex II**.

3. The LCSD has strengthened its collaboration with various stakeholders and disseminated information about the Culture Festival to tourists and the public via the Hong Kong Tourism Board and different online platforms, with a view to attracting tens of thousands of tourists to participate in the Culture Festival.

**List of Programmes of the “Hong Kong Pop Culture Festival 2023”  
Organised/Sponsored by the Leisure and Cultural Services Department**

<b>Programme Name</b>		<b>Venue/Date</b>
<b>Performances</b>		
1.	Pre-Festival Programme: Pop Unplugged	Arena, Queen Elizabeth Stadium 7 – 8 April 2023
2.	Outdoor Music x Film Marathon	Piazza C, Hong Kong Cultural Centre 23 April 2023
3.	SENZA x Lucky 6: Pop Grooves	Concert Hall, Hong Kong City Hall 29 April 2023
4.	Indie Pop Concert – Indie Debut	Black Box Theatre, Kwai Tsing Theatre 26 – 28 May 2023
5.	Summer Vibes – Youth Band Marathon	Arena, Queen Elizabeth Stadium 9 July 2023
6.	Festive Korea 2023 – K-Drama OST Live Concert	Concert Hall, Hong Kong Cultural Centre 18 November 2023
<b>Thematic Exhibitions</b>		
7.	Pre-Festival Programme: Miss You Much Leslie Exhibition	Open Space, 2/F, Hong Kong Heritage Museum 29 March – 9 October 2023
8.	Out of Thin Air: Hong Kong Film Arts & Costumes Exhibition	Thematic Galleries 1 & 2, 1/F, Hong Kong Heritage Museum 3 May – 4 September 2023
9.	Tango Between Images – Hong Kong Films & Comics	Exhibition Hall, Hong Kong Film Archive 24 February – 8 October 2023
10.	Cinderella and her Qipao Exhibition	Exhibition Hall, Hong Kong Film Archive November 2023 – May 2024
<b>Thematic Film Screenings</b>		
11.	Opening Programme: When Leslie & Anita Meet Hei & Gin	Grand Theatre, Hong Kong Cultural Centre 22 April 2023
12.	Revisiting the Glory Days – The Legacy of Leslie and Anita	Grand Theatre, Hong Kong Cultural Centre 23 April 2023 Cinema, Hong Kong Film Archive 29 April – 30 December 2023
13.	From Panel to Big Screen – Panorama of Hong Kong’s Comics – Inspired Films	Hong Kong Film Archive 6 May – 2 September 2023
14.	Restored Treasures – Farewell to My Concubine (1993) 4K Restored Version	Grand Theatre, Hong Kong Cultural Centre 30 September 2023
<b>Outreach Programmes</b>		
15.	Public Art Displays for the Hong Kong Pop Culture Festival 2023 and the	Hong Kong Coliseum Hong Kong Cultural Centre

<b>Programme Name</b>		<b>Venue/Date</b>
	40th Anniversary of Hong Kong Coliseum	Hong Kong Film Archive Hong Kong Heritage Museum April – June 2023
16.	My Stage@HKCC 2023/24 – Saturday Music Live by The Hong Kong Federation of Youth Groups	Foyer, Hong Kong Cultural Centre 29 April, 10 June, 8 July, 12 August, 16 September, 14 October and 18 November 2023
17.	Movie Tram	Sheung Wan/Causeway Bay 6 May – 11 June 2023 (Every weekend)
18.	Busking Go Round	Sha Tin Town Hall 7 May 2023 Tsuen Wan Town Hall 14 May 2023 Kwai Tsing Theatre 21 May 2023 Tuen Mun Town Hall 28 May 2023
19.	Culture Café	Catering venue, Hong Kong Cultural Centre 20 May, 17 June, 22 July, 26 August, 23 September, 21 October, 25 November and 16 December 2023
20.	BUSKING@MUSEUM	G/F, Hong Kong Heritage Museum 3, 10, 17 and 24 September 2023
<b>Others (Television/Online Programmes)</b>		
21.	Pop Hong Kong! (The first 4 episodes) (Produced by Radio Television Hong Kong)	Television Broadcast Dates 25 June and 2, 9 and 16 July 2023



**Annex II to Reply Serial No. CSTB341**

**List of Programmes of the “Hong Kong Pop Culture Festival 2024”  
Organised/Sponsored by the Leisure and Cultural Services Department**

Programme Name	Venue	Date
<b>Performances</b>		
1. Opening Programme – ImagineLand	Central Lawn, Victoria Park	6 – 7 April 2024
2. 2024 Fiesta of Music Office Bands, Choirs and Orchestras – Chinese Orchestras Martial Arts • Heroes	Auditorium, Sha Tin Town Hall	21 April 2024
3. The Godfather of Cantopop – Joseph Koo	Theatre, Ngau Chi Wan Civic Centre	17 – 18 May 2024
4. ART!ON POP Concert	Concert Hall, Hong Kong Cultural Centre	21 – 22 July 2024
<b>Thematic Exhibitions</b>		
5. Pre-Festival Programme: Donation of the Bust of Dr. Louis Cha	Jin Yong Gallery, Hong Kong Heritage Museum	16 March 2024
6. Pre-Festival Programme: A Path to Glory – Jin Yong’s Centennial Memorial, Sculpted by Ren Zhe	Thematic Gallery 5, Courtyard and Lobby, Hong Kong Heritage Museum	16 March – 7 October 2024
7. Coming to a Theatre Near You – Gems of Hong Kong Film Trailers	Exhibition Hall, Hong Kong Film Archive	31 May – 3 November 2024
8. A Laugh at the World: James Wong	Thematic Galleries 1 & 2, Hong Kong Heritage Museum	17 July 2024 – 10 February 2025
<b>Thematic Film Screenings</b>		
9. Pre-Festival Programme: Of Fists and Swords – Kaleidoscope of Hong Kong Martial Arts Films	Grand Theatre, Hong Kong Cultural Centre Cinema, Hong Kong Film Archive	27 March and 22 June 2024 6 April – 16 June 2024
<b>Library Activities</b>		
10. Book Display on Martial Arts Novels	Hong Kong Central Library	1 March – 31 August 2024

<b>Programme Name</b>	<b>Venue</b>	<b>Date</b>
11. The Hong Kong Musicians Series: Music Document Highlights of Joseph Koo & James Wong	Arts Document Reading Room, 10/F, Hong Kong Central Library	1 April – 31 July 2024
12. Exhibition on Dr. Louis Cha Collection	Rare Book Reading Room, 8/F, Hong Kong Central Library	1 May – 31 August 2024
13. Subject Talk on Jin Yong's Works	Lecture Theatre, G/F, Hong Kong Central Library	5 July 2024
<b>Outreach Activities</b>		
14. Hong Kong Pop Culture Festival 2024: The Opening Screening of "Of Fists and Swords – Kaleidoscope of Hong Kong Martial Arts Films" Zu: Warriors from the Magic Mountain (1983) (4K Digitally Restored Version) Prelude Programme – Wushu Performance cum Demonstration	Foyer, Hong Kong Cultural Centre	27 March 2024
15. Arts or Action, Why Not Both? Classic Martial Arts Drama Costumes and Props Exhibition	Foyer, Hong Kong Cultural Centre Hong Kong Heritage Museum	17 April – 5 May 2024 8 May – 7 October 2024
16. Arts or Action, Why Not Both? From Arts to Action Music Concert	Foyer, Hong Kong Cultural Centre Theatre, Hong Kong Heritage Museum	20 April and 22 June 2024 19 May 2024
17. Arts or Action, Why Not Both? ICH Extraordinary: Chinese Martial Arts and Films	Foyer, Hong Kong Cultural Centre Theatre, Hong Kong Heritage Museum	20 April and 22 June 2024 26 May 2024
18. My Stage@HKCC 2024/25 – Saturday Music Live	Hong Kong Federation of Youth Groups	27 April, 25 May, 29 June, 6 July and 3 August 2024
19. Fame in a Flash – A Tour of AVON Recording Studios	Avon Recording Studios	8, 15, 22 and 29 June 2024
<b>Online Programme</b>		
20. How are Classic Cantonese Songs Developed?		

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB342**

**(Question Serial No. 1955)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please provide the details of the “Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival” (Festival) in 2024 and the budget for its activities.
2. What are the estimated attendance of the Festival and the percentage of tourists among it?
3. Does the Government have any plan for collaboration with the tourism industry to make good use of the Festival to boost visitor arrivals?

Asked by: Hon YIU Pak-leung, Perry (LegCo internal reference no.: 21)

Reply:

1. The 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival), co-organised by the Ministry of Culture and Tourism of the People’s Republic of China, the People’s Government of Guangdong Province, the Government of the Hong Kong Special Administrative Region (HKSAR) and the Government of the Macao Special Administrative Region, will be hosted by the HKSAR for the first time in 2024. The Festival is scheduled to be held from October 19 to November with more than 100 performances and exchange activities to take place in Hong Kong and other cities in the GBA. It is stated in the 2023-24 Budget that the HKSAR Government would allocate \$20 million to support the hosting of the Festival in 2024. Work in this regard includes planning the opening programme, supporting arts groups of Hong Kong and other GBA cities in the co-production of touring programmes during the Festival, guest reception, programme promotion and publicity campaigns.
2. The Festival, which lasts for more than a month, will integrate high-quality cultural and artistic resources from Guangdong, Hong Kong and Macao, and present a colourful variety of outstanding artistic works in the 9+2 Cities of the GBA through co-operation among cities. It is expected to see the participation of 5 000 local and Mainland arts practitioners and attract an attendance of 140 000, with an estimated total of more than

10 000 visiting tourists participating in the programmes and activities to be held in Hong Kong.

3. The Leisure and Cultural Services Department will collaborate closely with the Hong Kong Tourism Board (HKTB) and the tourism industry at all times in various ways, including actively promoting the Festival to Mainland and overseas tourists through the HKTB's network and platforms, and leveraging on different social media platforms such as Facebook, WeChat, Xiaohongshu and other channels to step up publicity. In addition, information about the Festival will be shared through the platforms of the Mainland Offices and the overseas Economic and Trade Offices of the HKSAR Government to attract tourists to Hong Kong to enjoy performances and participate in cultural activities during the Festival.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB343**

**(Question Serial No. 1956)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please list in a table the manpower and estimated expenditure of the 5 water sports centres under the Leisure and Cultural Services Department (LCSD) in 2023-24 and 2024-25.
2. Please list in a table the areas of, services provided by, and attendance at the 5 water sports centres under the LCSD.
3. What indicators are being used by the Government to assess the usage rates of such 5 water sports centres in order to review whether the services have met the public's needs?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 22)

Reply:

1. The manpower of the 5 water sports centres under the Leisure and Cultural Services Department (LCSD) for 2023-24 and 2024-25 is tabulated below:

Year	Manpower
2023-24 and 2024-25	The total manpower of the 5 water sports centres was and will be 65, comprising: 5 Assistant Leisure Services Manager I 10 Assistant Leisure Services Manager II 2 Amenities Assistant II 3 Assistant Clerical Officer 5 Clerical Assistant 5 Senior Artisan (Lifeguard at Water Sports Centre) 35 Artisan (Lifeguard at Water Sports Centre)

The LCSD does not maintain the estimated operating expenditure of individual recreation and sports facilities including water sports centres.

2. The areas of, services provided by, and attendance at the 5 water sports centres under the LCSD are tabulated below:

Venue	Area	Service	Anticipated attendance	
			2023-24	2024-25
Chong Hing Water Sports Centre	18.3 hectares	1. Providing day camp/tent camp facilities and recreational craft for hire by campers; 2. Organising regular water sports training courses and fun days for eligible members of the public; and 3. Providing canoeing, sailing and windsurfing facilities for hire by eligible members of the public	16 900	26 000
Stanley Main Beach Water Sports Centre	0.2 hectare	1. Organising regular water sports training courses and fun days for eligible members of the public; and	21 700	23 500
St. Stephen's Beach Water Sports Centre	0.2 hectare	2. Providing canoeing, sailing and windsurfing facilities for hire by eligible members of the public	11 100	13 500
Tai Mei Tuk Water Sports Centre	0.7 hectare		26 700	32 200
The Jockey Club Wong Shek Water Sports Centre	0.7 hectare		13 700	16 800

3. Attendance is used by all of the water sports centres under the LCSD to assess service quality. The current annual target attendance of the 5 water sports centres is set at 112 000 in total. With the end of the COVID-19 epidemic, there has been a gradual uptick in the attendance for 2023-24. The attendance for 2024-25 is anticipated to return to the pre-epidemic target level.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB344**

**(Question Serial No. 1957)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please tabulate the areas of public beaches under the management of the Leisure and Cultural Services Department and, among which, the respective areas that can be used for commercial purposes at these beaches.
2. Please tabulate the staff establishment at various public beaches during the swimming and non-swimming seasons (excluding lifeguards).
3. Please tabulate the attendances and the proportion of tourists at various beaches.
4. What are the Government's plans to organise different cultural and sports activities at beaches during the non-swimming season so as to make good use of the beautiful environment of the beaches?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 23)

Reply:

1. The 42 gazetted beaches under the Leisure and Cultural Services Department (LCSD) and their respective areas are set out at **Annex I**. At present, there are already premises for commercial purposes, such as light refreshment kiosks, fast food kiosks, general restaurants, light refreshment restaurants and canoe training centres, at some of the beaches under the LCSD. Information on the areas of such premises is set out at **Annex II**.
2. As the staff specifically tasked with beach management may have to manage more than 1 beach, information on the staff establishment at beaches (excluding lifeguards) broken down by district is set out at **Annex III**.
3. Information on the attendances at the 42 gazetted beaches under the LCSD in 2023 is set out at **Annex IV**. The LCSD does not keep statistics on the proportion of tourists among swimmers.

4. The beaches under the LCSD not only provide a place for members of the public to swim and participate in water sports activities, they are also suitable for hosting large-scale leisure and sports activities. Many organisations hold various kinds of activities, such as sand sculpture competitions, beach carnivals and beach concerts, at the LCSD's beaches. These activities are very popular among members of the public. In order to promote the importance of water safety to the public, the LCSD also organises water safety fun days at beaches to raise public awareness about water safety through the activities.



**Areas of gazetted beaches under the LCSD**

<b>District</b>	<b>Beach</b>	<b>Area (square metres)</b>
Southern	Big Wave Bay Beach	58 000
	Middle Bay Beach	48 900
	Shek O Beach	70 800
	Stanley Main Beach	59 000
	South Bay Beach	60 630
	Repulse Bay Beach	124 440
	Deep Water Bay Beach	74 100
	St. Stephen's Beach	23 640
	Chung Hom Kok Beach	24 000
	Turtle Cove Beach	15 600
	Hairpin Beach	13 500
	Rocky Bay Beach	24 300
Tuen Mun	Cafeteria Old Beach	38 600
	Castle Peak Beach	28 300
	Golden Beach	88 300
	Cafeteria New Beach	29 800
	Butterfly Beach	67 000
	Kadoorie Beach	17 700
Tsuen Wan	Ma Wan Tung Wan Beach	77 800
	Ting Kau Beach	21 920
	Anglers' Beach	10 600
	Approach Beach	57 600
	Lido Beach	41 000
	Casam Beach	
	Hoi Mei Wan Beach	30 400
	Gemini Beaches	3 660
Sai Kung	Silverstrand Beach	34 000
	Clear Water Bay First Beach	23 330
	Clear Water Bay Second Beach	73 070
	Hap Mun Bay Beach	21 410
	Trio Beach	54 200
	Kiu Tsui Beach	29 000
Islands	Kwun Yam Beach	22 500
	Upper Cheung Sha Beach	454 000
	Pui O Beach	297 000
	Cheung Chau Tung Wan Beach	72 600
	Hung Shing Yeh Beach	31 440
	Tong Fuk Beach	86 800
	Silver Mine Bay Beach	103 380
	Lo So Shing Beach	25 310
Lower Cheung Sha Beach	108 000	
Tai Po	Tai Po Lung Mei Beach	54 260

**Annex II to Reply Serial No. CSTB344****Areas that can be used as commercial premises at gazetted beaches under the LCSD**

<b>District</b>	<b>Beach</b>	<b>Area that can be used as commercial premises (square metres)</b>
Southern	Big Wave Bay Beach	41
	Middle Bay Beach	51
	Shek O Beach	246
	Stanley Main Beach	111
	South Bay Beach	49
	Repulse Bay Beach	3 100
	Deep Water Bay Beach	51
	St. Stephen's Beach	16
	Chung Hom Kok Beach	17
Tuen Mun	Cafeteria Old Beach	24
	Castle Peak Beach	297
	Golden Beach	323
	Cafeteria New Beach	18
	Kadoorie Beach	300
Tsuen Wan	Lido Beach	15
Sai Kung	Silverstrand Beach	86
	Clear Water Bay Second Beach	48
	Hap Mun Bay Beach	20
	Trio Beach	36
	Kiu Tsui Beach	21
Islands	Kwun Yam Beach	15
	Upper Cheung Sha Beach	40
	Pui O Beach	32
	Silver Mine Bay Beach	30
	Lo So Shing Beach	18
Tai Po	Tai Po Lung Mei Beach	19

**Information on the staff establishment at gazetted beaches (excluding lifeguards) by district<sup>(1)</sup>**

Grade	Rank	Staff establishment <sup>(2)</sup>					
		Southern District	Islands District	Sai Kung District	Tsuen Wan District	Tuen Mun District	Tai Po District
Amenities Assistant	Senior Amenities Assistant	1	1 <sup>(3)</sup>	1 <sup>(3)</sup>	0	0	0
	Amenities Assistant I	4	1	1	2	2	1
	Amenities Assistant II	11	4	4	2	4	1
	Amenities Assistant III	6	9	8	7	7	1

Notes:

- (1) As the staff specifically tasked with beach management may have to manage more than 1 beach, the above staff establishment information is broken down by district.
- (2) The staff establishment is applicable to both swimming and non-swimming seasons.
- (3) The staff concerned are also responsible for the management of beaches, parks and playgrounds in the district.

**Annex IV to Reply Serial No. CSTB344****Attendances at gazetted beaches under the LCSD**

<b>District</b>	<b>Beach</b>	<b>Attendance in 2023</b>
Southern	Big Wave Bay Beach	49 690
	Middle Bay Beach	28 940
	Shek O Beach	127 208
	Stanley Main Beach	214 295
	South Bay Beach	28 070
	Repulse Bay Beach	1 697 900
	Deep Water Bay Beach	269 250
	St. Stephen's Beach	28 660
	Chung Hom Kok Beach	16 890
	Turtle Cove Beach	31 590
	Hairpin Beach	36 240
	Rocky Bay Beach	Not available <sup>(Note)</sup>
Tuen Mun	Cafeteria Old Beach	237 470
	Castle Peak Beach	281 410
	Golden Beach	561 250
	Cafeteria New Beach	314 200
	Butterfly Beach	402 450
	Kadoorie Beach	131 770
Tsuen Wan	Ma Wan Tung Wan Beach	116 600
	Ting Kau Beach	46 870
	Anglers' Beach	48 430
	Approach Beach	31 104
	Lido Beach	228 420
	Casam Beach	25 980
	Hoi Mei Wan Beach	20 130
	Gemini Beaches	9 880
Sai Kung	Silverstrand Beach	86 005
	Clear Water Bay First Beach	75 880
	Clear Water Bay Second Beach	348 350
	Hap Mun Bay Beach	70 865
	Trio Beach	81 890
	Kiu Tsui Beach	54 560
Islands	Kwun Yam Beach	33 120
	Upper Cheung Sha Beach	97 210
	Pui O Beach	237 550
	Cheung Chau Tung Wan Beach	205 549
	Hung Shing Yeh Beach	129 700
	Tong Fuk Beach	83 545
	Silver Mine Bay Beach	216 595
	Lo So Shing Beach	42 240
Lower Cheung Sha Beach	172 240	
Tai Po	Tai Po Lung Mei Beach	171 660

Note: As there are neither beach facilities nor on-site staff at Rocky Bay Beach, attendance at the beach is not available.

- End -

**CONTROLLING OFFICER'S REPLY****CSTB345****(Question Serial No. 1958)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): ()Programme: (3) Heritage and MuseumsControlling Officer: Director of Leisure and Cultural Services (Vincent LIU)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

- Regarding the Astropark situated at the West Sea Cofferdam of the High Island Reservoir in Sai Kung, please tabulate the estimated expenditures, staff establishments, numbers of visitors, numbers of guided tours provided, and attendances at the guided tours in the past 3 years.
- Does the Government have any plan to make optimal use of the Astropark through better collaboration with nearby facilities?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 24)Reply:

- The daily operation of the Astropark situated at the West Sea Cofferdam of the High Island Reservoir in Sai Kung is undertaken by staff under the existing establishment of the Hong Kong Space Museum (HKSpM). Although no guided tours of the Astropark are available, the HKSpM organises site visits at irregular intervals to the Astropark to introduce participants to ancient Chinese astronomical instruments there and give them an insight into astronomy from multiple perspectives. The recurrent expenditures for and attendances at the Astropark in the past 3 years are tabulated below:

	2021-22	2022-23	2023-24
Recurrent expenditure (\$ million)	0.688	1.124 <sup>(1)</sup>	0.341 <sup>(2)</sup> (Revised estimate)
Attendance	38 118	34 236	35 671 <sup>(3)</sup>

Note

- The increase in recurrent expenditure in 2022-23 was due to the need for facilities maintenance works.
- The lower recurrent expenditure in 2023-24 is due to the decrease in the price of the new security contract.
- Attendance as at 29 February 2024.

2. To further optimise the use of the Astropark and the nearby facilities, the HKSpM will co-organise activities with the Lady MacLehose Holiday Village and Sheung Yiu Folk Museum (SYFM) in the vicinity. Those engaging in recreational and sports activities in the Holiday Village can also explore the life and culture of Hakka people in the SYFM, and learn about ancient Chinese astronomy at the Astropark.

- End -

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 1959)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums, (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please tabulate the attendance figures, the percentage of tourists over the total attendance and the proportions of overseas and Mainland tourists at various museums and art centres under the Leisure and Cultural Services Department (LCSD) in 2023.
2. Does the LCSD have any plan to discuss with the tourism sector the possibility of collaboration in ticketing services for various programmes of the LCSD to attract more tourists to Hong Kong for the programmes?
3. Does the LCSD have any plan to promptly brief the tourism sector on the major exhibitions or performances to be held in the year so that the tourism sector will be aware of these activities well in advance and thus be able to promote them to tourists?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 25)

Reply:

1. In 2023, the total attendance at the museums and art spaces under the Leisure and Cultural Services Department (LCSD) amounted to more than 6.3 million. The attendance figures of the museums and art spaces are set out at **Annex I**. According to the result of online questionnaire surveys conducted between October 2023 and January 2024, the percentages of local, Mainland and overseas visitors to the 5 major museums under the LCSD (namely the Hong Kong Museum of Art, the Hong Kong Museum of History, the Hong Kong Heritage Museum, the Hong Kong Science Museum, and the Hong Kong Space Museum) are 52%, 27.5% and 20.5% respectively.

The programmes at the performing arts venues under the LCSD recorded a total attendance of over 2.9 million. The attendance figures of fee-charging or free programmes at the performing arts venues are set out at **Annex II**. While programmes at performing arts venues under the LCSD are attended by quite a number of foreign visitors, audience members attending the programmes, whether fee-charging or not, are not required to provide information on their place of origin.



Hence, no specific information regarding the percentage of tourists is available. Notwithstanding that, the LCSD has conducted questionnaire surveys for large-scale programmes held at its performing arts venues, for instance the “New Vision Arts Festival” and “Hong Kong Pop Culture Festival” last year. The findings show that the percentages of local, Mainland and overseas audience members of these programmes are around 85%, 11.5% and 3.5% respectively.

2. & 3. The LCSD has been discussing with the tourism sector the possibility of attracting more tourists to Hong Kong for cultural and arts programmes held at venues under the LCSD through collaboration in, among others, ticketing services for various programmes of the Department. Prior to the launch of Art March, the LCSD had already held meetings with the retail and tourism sectors through the Culture, Sports and Tourism Bureau to promote cultural and arts programmes of the LCSD so that members of the sectors could draw up their plans of programmes suitable for tourists in advance. The LCSD will continue to promote its major exhibitions or performances of the year to Mainland and overseas tourists in advance through the Hong Kong Tourism Board, and recommend the LCSD’s programmes on its pages on such online platforms as Instagram, Facebook and Xiaohongshu to promote them to tourists, who can then book tickets for the programmes online in advance.

In the first edition of the “Hong Kong Pop Culture Festival” held last year, the LCSD collaborated with the Travel Industry Council of Hong Kong (TIC) on a trial basis by reserving tickets for one of the programmes “Movie Tram” for tourists and introducing the programme through the TIC’s electronic notification system to travel agents, who were invited to purchase the tickets for their tour groups. The programme took the form of a journey on the tram, during which docents introduced different filming locations of Hong Kong movies along the route and film specialists shared their film-making experiences. The LCSD also reserves daily registration quotas on the ongoing “teamLab: Continuous” exhibition under “Art@Harbour 2024” for travel agents through the TIC during the exhibition period to facilitate tourists’ visits. Currently, the LCSD is working with the TIC to examine the feasibility of systematically reserving the Department’s programme tickets for visiting tourists with the help of ticketing platform technologies.

**Attendance at Museums and Art Spaces  
under the Leisure and Cultural Services Department in 2023**

Museum/Art Space		January to December 2023
1.	Hong Kong Museum of Art	1 257 411
2.	Hong Kong Museum of History	550 323
3.	Hong Kong Heritage Museum	724 011
4.	Hong Kong Science Museum	1 151 546
5.	Hong Kong Space Museum	931 782
6.	Hong Kong Museum of Coastal Defence	187 008
7.	Dr Sun Yat-sen Museum	84 170
8.	Fireboat Alexander Grantham Exhibition Gallery	68 042
9.	Flagstaff House Museum of Tea Ware	93 134
10.	Hong Kong Railway Museum	233 011
11.	Law Uk Folk Museum	18 202
12.	Lei Cheng Uk Han Tomb Museum	28 148
13.	Sam Tung Uk Museum	97 109
14.	Sheung Yiu Folk Museum	41 128
15.	Hong Kong Visual Arts Centre	49 514
16.	Oi!	741 533
17.	Hong Kong Film Archive	94 211
Total:		6 350 283

**Attendance at Performing Arts Venues  
under the Leisure and Cultural Services Department in 2023**

Performing Arts Venue		January to December 2023
1.	Hong Kong Cultural Centre	470 577
2.	Hong Kong City Hall	265 943
3.	Sheung Wan Civic Centre	77 693
4.	Ngau Chi Wan Civic Centre	44 382
5.	Ko Shan Theatre	280 618
6.	Sha Tin Town Hall	184 000
7.	Kwai Tsing Theatre	126 480
8.	Tsuen Wan Town Hall	162 646
9.	Tuen Mun Town Hall	149 477
10.	Yuen Long Theatre	52 670
11.	North District Town Hall	51 598
12.	Hong Kong Coliseum	880 705
13.	Queen Elizabeth Stadium	196 996
Total:		2 943 785

Notes

- (1) The Sai Wan Ho Civic Centre has been closed from April 2022 for a period until 2025 for renovation and improvement works.
- (2) The Yau Ma Tei Theatre has been closed from September 2022 for a period until the first quarter of 2026 for construction of the Yau Ma Tei Theatre Phase 2.
- (3) The Tai Po Civic Centre has been closed from November 2021 for a period until 2025 for facility upgrading works.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB347**

**(Question Serial No. 1961)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please list in a table the establishments and estimates for the Intangible Cultural Heritage (ICH) Office in 2024-25.
2. Please list in a table the exhibitions as well as education and extension activities organised by the ICH Office in 2023-24, the attendance figures (including the percentage of tourists), and the expenditure involved.
3. What are the Government's plans and estimates for promoting Hong Kong's ICH to tourists in 2024-25?

Asked by: Hon YIU Pak-leung, Perry (LegCo internal reference no.: 27)

Reply:

1. With an establishment of 21 civil service posts, the Intangible Cultural Heritage (ICH) Office has an estimated recurrent expenditure (excluding staff salaries) of \$19.41 million in 2024-25.
2. Apart from on-going exhibitions, the ICH Office organises a wide array of activities such as talks, workshops, demonstrations, performances and fun days on a regular basis. The numbers and attendances of exhibitions, education and extension activities held by the ICH Office in 2023-24 and the expenditure involved are set out in the table below. Currently, visitors admitted to the museums of the Leisure and Cultural Services Department are not required to provide information on their place of origin. Hence, no statistics on the numbers of visitors from the Mainland and overseas are available.

	<b>Number (as at 29 February 2024)</b>	<b>Attendance (as at 29 February 2024)</b>	<b>Estimated Expenditure (\$ million)</b>
Exhibitions <sup>(1)</sup>	13	1 354 491	8.02
Education and extension activities <sup>(2)</sup>	956	96 654	6.85

Notes:

- (1): Including exhibitions inside and outside museums as well as outbound exhibitions.
- (2): Including exhibitions and activities under the “ICH Funding Scheme – Partnership Projects”.
3. The ICH Office has all along been promoting the ICH of Hong Kong and relevant exhibitions to the public and visitors through various channels, including online platforms, social media, advertisements, newspapers and magazines. The estimated expenditure on the aforesaid activities for 2024-25 is about \$300,000. The ICH Office also provides bearers and bearer organisations of ICH items with funding under the “ICH Funding Scheme” for organising annual cultural festivals or carnivals with a view to attracting tourists. In addition, the ICH Office will work with the Hong Kong Tourism Board for publicity and promotion of suitable ICH activities to tourists.

- End -

**CONTROLLING OFFICER'S REPLY**

**CSTB348**

**(Question Serial No. 1401)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the new intelligent sports and recreation services booking and information system (SmartPLAY system), would the Government inform this Committee of the following:

1. the number of registered users since the launch of SmartPLAY;
2. the details of system failures since the launch of SmartPLAY, including but not limited to the number of times of app malfunctioning, the issue of duplicated booking by users, the leaking of user information, etc.;
3. the details of, estimated expenditure on and implementation schedule of the enhanced functions of Phase 2 of SmartPLAY;
4. the number of enquiries and complaints received about SmartPLAY, the details of these cases and their progress;
5. the establishment and rank of staff in charge of SmartPLAY, and the relevant expenditure.

Asked by: Hon YUNG Hoi-yan (LegCo internal reference no.: 3)

Reply:

1. During the period from the launch of user registration on 3 July 2023 till February 2024, the number of registered users had exceeded 500 000.
2. Different issues had arisen when the new system was first launched, including system instability that had resulted in login difficulty, slow system response, double bookings, and duplicate or rejected payment. With the meticulous adjustments and enhancements by the Leisure and Cultural Services Department (LCSD) and the contractor, the system is operating smoothly now. An average of more than 10 000 successful bookings have been recorded every day since the system was launched. Meanwhile, members of the public have also familiarised themselves with the operation

of the new system. According to the public opinion survey on the new system conducted by the LCSD in late February 2024, the majority of the public has positive comments about the system, especially regarding the booking of non-fee charging hard-surface ball courts, means of e-payment, self check-in and taking up of booked facilities. The comments received in recent months are mainly recommendations for enhancement, including such aspects as the uploading of qualifications, procedures and quotas for balloting, search function and check-in via smartphones. The LCSD will continue to closely monitor the system and make appropriate adjustments when necessary to meet the public's needs.

3. Following the launch of the core functions of Phase 1 in November 2023, the LCSD plans to roll out the enhanced functions of Phase 2 in the second half of 2024 progressively, including bookings by organisation, major events management, room/bay allotment for camps and campsites, fitness room management, water sports facilities management, as well as swimming lane booking and management. As the enhanced functions of Phase 2 are part of the service contract for the development and maintenance of the entire system, the LCSD is unable to provide a breakdown of the expenditure on this phase.
4. During the initial period of its launch, the new system had been unstable and the LCSD was receiving about 600 enquiries and complaints daily. Regarding the double booking cases that had occurred when the system was newly launched, refund procedures have been completed for all but 6 cases, in which the users concerned were requested to provide their addresses for refund by cheque. With the meticulous adjustments and enhancement by the Department and the contractor, the system is now operating smoothly, and the daily average number of enquiries and complaints received in February 2024 dropped to some 200 cases. In addition to the functions of the system, the enquiries and comments also revolve around eligibility for booking, rules and balloting arrangement. The LCSD is actively processing the relevant comments and cases.
5. The LCSD has deployed 10 members of staff to take charge of project development and system monitoring and evaluation, and to ensure that the contractor takes follow-up action in accordance with the contract. Regarding the posts of the staff, 7 are time-limited (1 Chief Leisure Services Manager, 1 Senior Leisure Services Manager, 2 Leisure Services Managers, 2 Assistant Leisure Services Managers I and 1 Assistant Clerical Officer), and the other 3 are under the Information Technology Office (1 Information Technology Manager, 1 Analyst/Programmer I and 1 Analyst/Programmer II). The total staff cost of the entire dedicated team is around \$90 million.

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**CONTROLLING OFFICER'S REPLY**

**CSTB349**

**(Question Serial No. 1402)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the usage rates of sports centres, tennis courts and sports grounds, would the Government inform this Committee of the following:

1. What are the reasons for an anticipated drop in the average usage rates of sports centres (arena) and tennis courts in 2024?
2. What have been and will be the average usage rates of sports centres (arena) during peak and non-peak hours for the past 3 years and for 2024 in the estimate?
3. The average usage rate of sports grounds has remained, and will remain, at 99% for the past 3 years and for 2024 in the estimate. What has been and will be the percentage of jogging track users?
4. What has been and will be the number of joggers at the 25 sports grounds for the past 3 years and for 2024 in the estimate?
5. What have been and will be the number of monthly hires, hire duration, uses of, and attendance at the main functions of the 25 sports grounds, as well as their respective percentages to the entire average usage rate of the sports grounds, for the past 3 years and for 2024 in the estimate?
6. Currently, the average usage rate of sports grounds is calculated from the actual usage hours and the total hours available for use. This, however, fails to reflect the actual attendance. In this connection, does the Government have plans to review such a calculation approach by, for instance, separately taking statistics for the main functions and jogging activity of the sports grounds? If so, what are the details? If not, what are the reasons?
7. Will the Government provide the public with various free sports services by introducing "smart runway" features such as large interactive smart screens, AI data collectors and



outdoor sports Internet of Things platforms? If so, what are the details including the implementation timetable and expenditure involved? If not, what are the reasons?

Asked by: Hon YUNG Hoi-yan (LegCo internal reference no.: 4)

Reply:

1. The Leisure and Cultural Services Department (LCSD) sets the planned average usage rate of respective sports facilities by making reference to the usage rate of existing facilities, the provision of sports facilities, the expected usage trend as well as the policy objective of sports promotion. The actual average usage rates of sports centres (arena) and tennis courts have remained, respectively, at between 85% and 94% and between 75% and 82% over the past 4 years (from 2020 to 2023).

There was a tight supply of sports facilities during the COVID-19 epidemic due to the use of a number of sports centres for anti-epidemic purposes which, coupled with an increased public demand for outdoor sports facilities, contributed to an increase in the actual average usage rates of sports centres (arena) and tennis courts to 94% and 79% respectively in 2022. Following a full resumption of normalcy in society in early 2023, the actual average usage rate of sports centres (arena) has dropped to 91%, while that of tennis courts has remained flat at 79%.

The LCSD has pitched the planned average usage rate of sports centres (arena) at 85% for the past 3 years, while that of tennis courts has been increased from 66% in 2021 to 70% in both 2022 and 2023. The LCSD will continue to pitch the planned average usage rates of sports centres (arena) and tennis courts in 2024 at 85% and 70% respectively.

2. The usage rates of the sports centres (arena) under the LCSD during peak and non-peak hours from 2021 to 2023 are at Annex 1. The LCSD does not have a breakdown of the planned average usage rates for 2024.
3. The percentages of occurrences where the sports grounds under the LCSD were open for jogging activity from 2021 to 2023 are at Annex 2. The LCSD does not have a breakdown of the planned average usage rates for 2024.
4. For years the LCSD has been using the usage rate of sports grounds to assess the usage of the facilities therein. To facilitate the manpower deployment, resource allocation and daily management of sports grounds, the LCSD has since September 2022 kept the statistics on the number of joggers, which for the period from then to 2023 are at Annex 3. The LCSD does not have a breakdown of the planned average usage rates for 2024.
5. Currently, the LCSD only maintains data on the usage rate of sports grounds block booked by organisations. Given that organisations may hire sports grounds for athletic events, other sports activities including football, rugby and archery, or even other undesignated purposes such as carnivals and performances, the LCSD cannot provide data on the usage of sports grounds for their main functions.

6. Currently, both the number of hours used for athletic meets and training activities and those allocated to jogging activity are included in the calculation of the average usage rate of sports grounds. The LCSD has kept separate statistics on the usage rates of sports grounds for block booking and open for jogging activity for calculating the overall average usage rate of sports grounds.
7. Adopting a proactive and open approach to the application of information technology in enhancing service delivery, the LCSD is setting up, on a pilot basis, smart self-test fitness corners at sports centres and smart fitness equipment in outdoor areas. The LCSD will evaluate in an ongoing manner the effectiveness of such initiatives in review, and consider allocating resources to adopt smart technology at other facilities in future.

**Usage rates of sports centres (Arena) during peak and non-peak hours  
from 2021 to 2023**

Year	Usage Rate during Peak Hours <sup>1</sup>	Usage Rate during Non-peak Hours <sup>2</sup>	Average Usage Rate
2021	98%	90%	94%
2022	98%	90%	94%
2023	96%	84%	91%

<sup>1</sup> Peak hours: At or after 6:00 pm from Mondays to Fridays, and any time on Saturdays, Sundays and public holidays.

<sup>2</sup> Non-peak hours: Before 6:00 pm from Mondays to Fridays, except for public holidays.

**Percentage of occurrences where sports grounds were open for jogging activity  
from 2021 to 2023**

Year	Overall Average Usage Rate	Average Usage Rate of Jogging Activity
2021	99%	93%
2022	99%	89%
2023	99%	83%

Remark: The running track of a sports ground is open to the public for jogging activity only when the sports ground is not hired for exclusive use, which is the case, for example, when a school does not hire the whole sports ground for holding a sports day. During the epidemic, organisations and schools suspended or held fewer athletic meets and competitions, leading to a higher percentage of occurrences where sports grounds were open to the public for jogging activity. Following a full resumption of normalcy in society in early 2023, organisations and schools gradually resumed hosting athletic meets and competitions, which contributed to a drop in the said percentage accordingly.

**Statistics on the Number of Joggers at Sports Grounds  
from September to December 2022**

	Sports Ground	District	Number of Joggers
1.	Siu Sai Wan Sports Ground	Eastern	72 162
2.	Wan Chai Sports Ground <sup>1</sup>	Wan Chai	-
3.	Causeway Bay Sports Ground	Wan Chai	1 604
4.	Aberdeen Sports Ground	Southern	18 965
5.	Sham Shui Po Sports Ground	Sham Shui Po	70 649
6.	Hammer Hill Road Sports Ground	Wong Tai Sin	126 113
7.	Kowloon Bay Sports Ground	Kwun Tong	88 828
8.	Kowloon Tsai Sports Ground	Kowloon City	28 560
9.	Perth Street Sports Ground	Kowloon City	26 733
10.	Cheung Chau Sports Ground	Islands	6 540
11.	Sai Kung Tang Shiu Kin Sports Ground <sup>2</sup>	Sai Kung	4 255
12.	Tseung Kwan O Sports Ground	Sai Kung	87 360
13.	Ma On Shan Sports Ground	Sha Tin	62 107
14.	Sha Tin Sports Ground	Sha Tin	124 771
15.	Tai Po Sports Ground	Tai Po	56 054
16.	Shing Mun Valley Sports Ground	Tsuen Wan	21 830
17.	Kawi Chung Sports Ground	Kwai Tsing	168 660
18.	Tsing Yi Sports Ground	Kwai Tsing	64 667
19.	Wo Yi Hop Road Sports Ground	Kwai Tsing	39 002
20.	Tin Shui Wai Sports Ground	Yuen Long	150 420
21.	Yuen Long Stadium <sup>3</sup>	Yuen Long	-
22.	Siu Lun Sports Ground	Tuen Mun	27 689
23.	Tuen Mun Tang Shiu Kin Sports Ground	Tuen Mun	95 706
24.	Fanling Recreation Ground	North	15 564
25.	North District Sports Ground	North	70 973

<sup>1</sup> There is no public jogging time for the running track at Wan Chai Sports Ground.

<sup>2</sup> Sai Kung Tang Shiu Kin Sports Ground was temporarily closed from September to November 2022 for redevelopment.

<sup>3</sup> Yuen Long Stadium was temporarily closed from 15 August 2022 for redevelopment.

### Statistics on the Number of Joggers at Sports Grounds in 2023

	Sports Ground	District	Number of Joggers
1.	Siu Sai Wan Sports Ground	Eastern	168 617
2.	Wan Chai Sports Ground <sup>1</sup>	Wan Chai	-
3.	Causeway Bay Sports Ground	Wan Chai	5 293
4.	Aberdeen Sports Ground	Southern	67 626
5.	Sham Shui Po Sports Ground	Sham Shui Po	205 380
6.	Hammer Hill Road Sports Ground	Wong Tai Sin	381 627
7.	Kowloon Bay Sports Ground	Kwun Tong	249 823
8.	Kowloon Tsai Sports Ground	Kowloon City	137 000
9.	Perth Street Sports Ground	Kowloon City	82 773
10.	Cheung Chau Sports Ground	Islands	17 880
11.	Sai Kung Tang Shiu Kin Sports Ground	Sai Kung	75 238
12.	Tseung Kwan O Sports Ground	Sai Kung	133 819
13.	Ma On Shan Sports Ground	Sha Tin	100 874
14.	Sha Tin Sports Ground <sup>2</sup>	Sha Tin	74 308
15.	Tai Po Sports Ground	Tai Po	183 712
16.	Shing Mun Valley Sports Ground	Tsuen Wan	72 235
17.	Kawi Chung Sports Ground	Kwai Tsing	294 910
18.	Tsing Yi Sports Ground	Kwai Tsing	170 198
19.	Wo Yi Hop Road Sports Ground	Kwai Tsing	130 329
20.	Tin Shui Wai Sports Ground	Yuen Long	337 973
21.	Yuen Long Stadium <sup>3</sup>	Yuen Long	-
22.	Siu Lun Sports Ground	Tuen Mun	78 540
23.	Tuen Mun Tang Shiu Kin Sports Ground	Tuen Mun	143 596
24.	Fanling Recreation Ground	North	54 493
25.	North District Sports Ground	North	167 463

<sup>1</sup> There is no public jogging time for the running track at Wan Chai Sports Ground.

<sup>2</sup> Sha Tin Sports Ground was temporarily closed from 3 October 2023 for redevelopment.

<sup>3</sup> Yuen Long Stadium was temporarily closed from 15 August 2022 for redevelopment.

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