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Replies to initial questions raised by Legislative Council Members in examining the Estimates of Expenditure 2025-26

Director of Bureau : Secretary for Culture, Sports and Tourism

Session No. : 17

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| CSTB245 | 2572 | Hon YIU Pak-leung | 132 | (7) Subvention: Hong Kong Tourism Board |
| CSTB246 | 2573 | Hon YIU Pak-leung | 132 | (6) Travel and Tourism |
| CSTB247 | 2574 | Hon YIU Pak-leung | 132 | (7) Subvention: Hong Kong Tourism Board |
| CSTB248 | 2575 | Hon YIU Pak-leung | 132 | (7) Subvention: Hong Kong Tourism Board |
| CSTB249 | 2576 | Hon YIU Pak-leung | 132 | (6) Travel and Tourism |
| CSTB250 | 2580 | Hon YIU Pak-leung | 132 | (6) Travel and Tourism |
| CSTB251 | 2581 | Hon YIU Pak-leung | 132 | (3) Sports and Recreation (4) Culture (6) Travel and Tourism |
| CSTB252 | 2586 | Hon YIU Pak-leung | 132 | (6) Travel and Tourism |
| CSTB253 | 2588 | Hon YIU Pak-leung | 132 | (7) Subvention: Hong Kong Tourism Board |
| CSTB254 | 2589 | Hon YIU Pak-leung | 132 | (3) Sports and Recreation |
| CSTB255 | 2590 | Hon YIU Pak-leung | 132 | (6) Travel and Tourism |
| CSTB256 | 2591 | Hon YIU Pak-leung | 132 | (7) Subvention: Hong Kong Tourism Board |
| CSTB257 | 3967 | Hon YIU Pak-leung | 132 | (6) Travel and Tourism |
| CSTB258 | 2971 | Hon ZHANG Xinyu, Gary | 132 | (6) Travel and Tourism |
| CSTB259 | 2991 | Hon ZHANG Xinyu, Gary | 132 | (4) Culture |
| CSTB260 | 3000 | Hon ZHANG Xinyu, Gary | 132 | (4) Culture |
| CSTB261 | 3264 | Hon ZHANG Xinyu, Gary | 132 | (6) Travel and Tourism |
| CSTB262 | 2558 | Hon YIU Pak-leung | 22 | (2) Nature Conservation and Country Parks |
| CSTB263 | 3396 | Hon CHAN Hak-kan | 95 | (2) Horticulture and Amenities |
| CSTB264 | 3401 | Hon CHAN Hak-kan | 95 | (5) Public Libraries |
| CSTB265 | 3402 | Hon CHAN Hak-kan | 95 | (1) Recreation and Sports |

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| CSTB266 | 3403 | Hon CHAN Hak-kan | 95 | (2) Horticulture and Amenities |
| CSTB267 | 1363 | Hon CHAN Hoi-yan | 95 | (1) Recreation and Sports |
| CSTB268 | 1868 | Hon CHAN Hoi-yan | 95 | (1) Recreation and Sports |
| CSTB269 | 406 | Hon CHAN Kapui, Judy | 95 | (4) Performing Arts |
| CSTB270 | 664 | Hon CHAN Kin-por | 95 | (1) Recreation and Sports |
| CSTB271 | 665 | Hon CHAN Kin-por | 95 | (1) Recreation and Sports |
| CSTB272 | 2896 | Hon CHAN Man-ki, Maggie | 95 | (3) Heritage and Museums |
| CSTB273 | 2208 | Hon CHAN Wing-yan, Joephy | 95 | (3) Heritage and Museums (4) Performing Arts |
| CSTB274 | 734 | Hon CHAN Yung | 95 | (3) Heritage and Museums |
| CSTB275 | 735 | Hon CHAN Yung | 95 | (4) Performing Arts |
| CSTB276 | 2874 | Hon CHAU Siu-chung | 95 | |
| CSTB277 | 2905 | Hon CHAU Siu-chung | 95 | (1) Recreation and Sports |
| CSTB278 | 2358 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |
| CSTB279 | 2360 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |
| CSTB280 | 2365 | Hon CHENG Wing-shun, Vincent | 95 | (3) Heritage and Museums |
| CSTB281 | 2366 | Hon CHENG Wing-shun, Vincent | 95 | (3) Heritage and Museums |
| CSTB282 | 2368 | Hon CHENG Wing-shun, Vincent | 95 | (4) Performing Arts |
| CSTB283 | 2369 | Hon CHENG Wing-shun, Vincent | 95 | (4) Performing Arts |
| CSTB284 | 2370 | Hon CHENG Wing-shun, Vincent | 95 | (3) Heritage and Museums |
| CSTB285 | 3861 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |

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| CSTB286 | 3862 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |
| CSTB287 | 3864 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |
| CSTB288 | 3865 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |
| CSTB289 | 3867 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |
| CSTB290 | 3873 | Hon CHENG Wing-shun, Vincent | 95 | (4) Performing Arts |
| CSTB291 | 3874 | Hon CHENG Wing-shun, Vincent | 95 | (4) Performing Arts |
| CSTB292 | 3875 | Hon CHENG Wing-shun, Vincent | 95 | |
| CSTB293 | 3876 | Hon CHENG Wing-shun, Vincent | 95 | (5) Public Libraries |
| CSTB294 | 3881 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |
| CSTB295 | 3887 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports (5) Public Libraries |
| CSTB296 | 3888 | Hon CHENG Wing-shun, Vincent | 95 | (1) Recreation and Sports |
| CSTB297 | 1711 | Hon CHU Kwok-keung | 95 | (2) Horticulture and Amenities |
| CSTB298 | 2970 | Hon CHU Kwok-keung | 95 | (2) Horticulture and Amenities |
| CSTB299 | 1904 | Hon FOK Kai-kong, Kenneth | 95 | (1) Recreation and Sports, (2) Horticulture and Amenities (4) Performing Arts |
| CSTB300 | 1905 | Hon FOK Kai-kong, Kenneth | 95 | (5) Public Libraries |
| CSTB301 | 1907 | Hon FOK Kai-kong, Kenneth | 95 | (3) Heritage and Museums |

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| CSTB302 | 3798 | Hon HO Chun-yin, Steven | 95 | |
| CSTB303 | 1457 | Hon HO King-hong, Adrian Pedro | 95 | (1) Recreation and Sports |
| CSTB304 | 3097 | Hon HO King-hong, Adrian Pedro | 95 | (4) Performing Arts |
| CSTB305 | 3171 | Hon KOON Ho-ming, Peter Douglas | 95 | (1) Recreation and Sports |
| CSTB306 | 1756 | Hon LAM Lam, Nixie | 95 | (5) Public Libraries |
| CSTB307 | 1757 | Hon LAM Lam, Nixie | 95 | (3) Heritage and Museums |
| CSTB308 | 1758 | Hon LAM Lam, Nixie | 95 | (1) Recreation and Sports |
| CSTB309 | 513 | Hon LAM Siu-lo, Andrew | 95 | (3) Heritage and Museums |
| CSTB310 | 514 | Hon LAM Siu-lo, Andrew | 95 | (3) Heritage and Museums |
| CSTB311 | 804 | Hon LEE Tsz-king, Dominic | 95 | (5) Public Libraries |
| CSTB312 | 805 | Hon LEE Tsz-king, Dominic | 95 | (4) Performing Arts |
| CSTB313 | 807 | Hon LEE Tsz-king, Dominic | 95 | (1) Recreation and Sports |
| CSTB314 | 3072 | Hon LEE Tsz-king, Dominic | 95 | (1) Recreation and Sports |
| CSTB315 | 3918 | Hon LEE Wai-king, Starry | 95 | (3) Heritage and Museums (4) Performing Arts |
| CSTB316 | 2121 | Hon LEUNG Hei, Edward | 95 | (2) Horticulture and Amenities |
| CSTB317 | 3451 | Hon LEUNG Hei, Edward | 95 | (1) Recreation and Sports |
| CSTB318 | 1424 | Hon LEUNG Man-kwong | 95 | (2) Horticulture and Amenities |
| CSTB319 | 2658 | Hon LEUNG Yuk-wai, Kenneth | 95 | (1) Recreation and Sports |
| CSTB320 | 2244 | Hon LUK Chung-hung | 95 | (5) Public Libraries |
| CSTB321 | 2000 | Hon LUK Hon-man, Benson | 95 | (3) Heritage and Museums |
| CSTB322 | 2486 | Hon SHANG Hailong | 95 | (1) Recreation and Sports |
| CSTB323 | 2050 | Hon TIEN Puk-sun, Michael | 95 | (1) Recreation and Sports |
| CSTB324 | 3810 | Hon TIK Chi-yuen | 95 | (5) Public Libraries |

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| CSTB325 | 2592 | Hon YIU Pak-leung | 95 | (3) Heritage and Museums |
| CSTB326 | 3237 | Hon YIU Pak-leung | 95 | (3) Heritage and Museums (4) Performing Arts |
| CSTB327 | 3238 | Hon YIU Pak-leung | 95 | (3) Heritage and Museums |
| CSTB328 | 3239 | Hon YIU Pak-leung | 95 | (1) Recreation and Sports |
| CSTB329 | 3292 | Hon YIU Pak-leung | 95 | (4) Performing Arts |
| CSTB330 | 3526 | Hon YIU Pak-leung | 95 | (4) Performing Arts |
| CSTB331 | 1501 | Hon YUNG Hoi-yan | 95 | (1) Recreation and Sports |
| CSTB332 | 1502 | Hon YUNG Hoi-yan | 95 | (4) Performing Arts |

CONTROLLING OFFICER'S REPLY

CSTB001

(Question Serial No. 3385)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In regard to developing panda economy, will the Government inform this Committee:

1. of the number of tourists attracted to Hong Kong to see pandas and participate in relevant activities in 2024;
2. of, further to the above question, the economic benefits brought to Hong Kong by the development of panda economy in 2024; and
3. of the estimated number of first-time tourists to be attracted to Hong Kong in 2025 following the debut of Hong Kong's twin giant panda cubs, "Elder Sister" and "Little Brother"?

Asked by: Hon CHAN Hak-kan (LegCo internal reference no.: 49)

Reply:

The Culture, Sports and Tourism Bureau (CSTB), jointly with the Hong Kong Tourism Board (HKTB) and the Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities themed "Come and Enjoy a Pandastic Hong Kong". The new giant panda family has been serving as Hong Kong's tourism ambassadors to promote "tourism is everywhere" travel experience in Hong Kong, attracting visitors from around the world to Hong Kong and driving tourism development. Different policy bureaux/departments, the tourism industry and related sectors have launched a number of promotional and marketing campaigns on the theme of giant pandas as a result of the active promotion by CSTB. These campaigns have successfully sparked the craze for giant pandas across the city, thereby creating business opportunities and attracting more visitors to Hong Kong. A number of large shopping malls in various districts have displayed giant panda decorations and installations; the catering sector has introduced various giant panda-shaped products; the retail sector has been rolling out a variety of crossover products featuring giant pandas; and MTRCL has collaborated with Ocean Park to offer tourism products bundling High Speed Rail and Airport Express tickets with Ocean Park admission tickets, etc. Ocean Park has also actively partnered with various brands to launch giant panda-themed promotions and merchandise, such as giant panda-designed gold jewellery,

accessories, stationery, household products, Chinese snacks, wood carving items, mobile accessories, red wine, “fai chuns” and red envelopes, etc. Currently, the number of giant panda-themed merchandise under Ocean Park’s catalogue has exceeded 500, which is fourfold of the number before the giant panda cubs were born. Many items of the merchandise are well received and the sales performance is satisfactory.

In 2025-26, CSTB will continue to work with HKTB, Ocean Park and various sectors of the community to better seize the opportunities presented by the Hong Kong giant panda family and exercise creativity by launching more giant panda-related promotional activities and merchandise etc., so as to further promote panda tourism and enhance Hong Kong’s appeal. Besides, CSTB will continue to encourage Ocean Park to capitalise on its advantage of being home to the largest number of giant pandas outside the Mainland by launching more Hong Kong-themed giant panda-related promotional activities, merchandise, cultural and creative products, comics and animation products, video games, tourism products, etc., including those designs using the giant pandas intellectual property (IP) created according to the physical features of the six giant pandas residing in Hong Kong. In addition to the extensive use of the relevant IP in Ocean Park’s social media contents and merchandise, Ocean Park will continue to make use of the relevant IP to launch giant panda-themed festive events, immersive experience activities, light shows, thematic performances, amusement facilities, etc. Ocean Park will also organise giant panda workshops, such as “Giant Panda Poo Paper Workshop” and “Wowotou Studio”, which allow the participants to learn about the physical features and habits of the giant pandas through hands-on experience and observation, as well as acquire knowledge about the conservation of the giant pandas, thereby bringing a unique giant panda experience to both locals and visitors. It is expected that the above promotions and activities will drive up Ocean Park’s attendance and revenue from ticketing and merchandise, etc.

The activities and promotions relating to giant pandas organised by the Government, HKTB and Ocean Park have created social atmosphere and conditions for various trades and industries, encouraging them to explore and seize business opportunities. The effectiveness of the above promotion and publicity work for panda tourism cannot be assessed entirely in quantifiable terms. We will, based on the nature of the different work, set various indicators, such as the number of visitors to website, audience reach of social media, views of promotional videos, etc. to assess its effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB002

(Question Serial No. 1516)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the efforts in developing “immersive videos” mentioned in the Programme,

1. please provide the details of the “immersive videos” produced and streamed over the past year, including video content, upload time, view count on digital and social media platforms, and production costs of the videos;
2. what are the target number of “immersive videos” to be produced in the coming year and the estimated expenditure on the productions?
3. are performance indicators or other specific criteria adopted to assess the outcome of the efforts in developing “immersive videos”? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 30)

Reply:

Riding on various mega events, festivals and promotions, the Hong Kong Tourism Board (HKTB) has developed a series of promotional contents in videos and TV programmes in partnership with renowned media on different themes, ranging from Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy to outdoor activities for promotion in different visitor source markets worldwide. Alongside the contents on the HKTB’s one-stop travel information platform DiscoverHongKong, social media posts and first-hand experiences from KOLs invited to visit Hong Kong, the promotion has created positive word-of-mouth to enhance the promotional effect.

In 2024-25, HKTB produced more than 200 videos in different themes, which were broadcast globally on various social media platforms such as YouTube, Instagram, Facebook, TikTok and Douyin, with a viewership of at least 670 million globally.

Details of the top 5 most-watched videos across all platforms in 2024-25 are as follows:

| | Theme | Upload time | View count |
|---|--|------------------|------------|
| 1 | Event highlight of the Hong Kong New Year Countdown Celebrations | 31 December 2024 | 19 332 883 |
| 2 | Television promotional video on the Giant Panda tourism promotion in Hong Kong | 25 January 2025 | 19 058 125 |
| 3 | Highlight video of 2025 events preview in Hong Kong | 31 December 2024 | 17 931 538 |
| 4 | Highlight video of best moments of 2024 in Hong Kong | 9 January 2025 | 17 279 590 |
| 5 | Pre-heat video for “Arts in Hong Kong” | 15 January 2025 | 15 400 045 |

In 2025-26, HKTB will continue to develop promotional content with different themes in response to the prevailing market trends, catering for the interests and needs of target visitor segments in various markets. This will be complemented by a series of focused promotional efforts across different market channels and media, to ensure that the promotional resources allocated will maximise effectiveness.

When organising various events and promotional campaigns, HKTB produces diverse videos, advertisements, creative social media posts, and engaging online contents with regard to the actual circumstances. It also collaborates with global media and invites KOLs from different source markets to amplify the promotional impact to drum up audiences’ interests in visiting Hong Kong and prompt them to take action to make plans for their trips to Hong Kong. The aforesaid estimated expenses have been subsumed into the overall marketing expenditure and are difficult to quantify separately.

HKTB sets different indicators based on the nature of its promotions and events, such as website views, social media reach, global media exposure, participants’ satisfaction, likelihood to recommend, intention to revisit, etc. to measure the effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB003

(Question Serial No. 3107)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The following pertains to the familiarisation trips arranged by the Hong Kong Tourism Board for key opinion leaders (KOLs), influencers, media and trade partners.

1. Please provide the details of the familiarisation trips arranged by the Government in the past year, including the main participants, itineraries and expenditure.
2. What are the target number of familiarisation trips to be arranged by the Government in the coming year and the estimated expenditure?
3. In addition to inviting people from abroad, will the Government consider inviting local KOLs, influencers, media and trade partners to familiarisation trips? If so, what are the details and estimated expenditure? If not, what are the reasons?

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 31)

Reply:

Over the past year, the Hong Kong Tourism Board (HKTB) proactively invited more than 2 600 key opinion leaders (KOLs), influencers, media and trade partners from different source markets around the world (including the Mainland, Southeast Asia, Taiwan, Japan, South Korea and long-haul markets) to visit Hong Kong and experience its diverse charm.

HKTB has tailor-made a variety of thematic itineraries for these guests, covering Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy and outdoor exploration. This aims to create positive word-of-mouth through their personal experiences and promote Hong Kong's unique appeal to the world by leveraging their vast influence, with a view to attracting more visitors to Hong Kong. In the first month of 2025 alone, HKTB has invited over 100 KOLs, influencers, media and trade partners to Hong Kong.

In the coming year, HKTB will invite more members of the trade to experience in person the diverse tourism programmes in Hong Kong. This is expected to inspire them to develop

more innovative tourism products and promotional contents, thereby attracting more global visitors to Hong Kong.

Apart from overseas visitors, HKTB has also actively collaborated with local KOLs and influencers, inviting them to share their first-hand experiences to maximise the promotional effect. At the same time, HKTB values the participation of local media and trade partners and invites relevant parties to attend the “Hong Kong Tourism Overview” every year in order to keep the local trade informed of the latest tourism trends and future development directions.

In addition, leveraging the Government’s vigorous promotion of the Middle East and the Association of Southeast Asian Nations markets, HKTB has specially invited local Muslim groups to organise briefing sessions for the trade on the needs of Muslim visitors in terms of catering, accommodation and attraction facilities, so as to help the trade create more Muslim-friendly tourism experiences and further expand the Muslim market segment.

Regarding study tours, HKTB is actively co-operating with local educational institutions and the trade to organise thematic familiarisation activities that help participants gain an in-depth understanding of Hong Kong’s study tour resources and explore ways to integrate these resources into tourism products in order to attract more students and educational bodies to visit Hong Kong.

HKTB will continue to deepen the understanding of Hong Kong’s tourism resources among global and local KOLs, influencers, media and trade partners through a variety of visits to further raise Hong Kong’s appeal as an international tourist destination. As the work mentioned above has been subsumed under HKTB’s overall marketing budget, it is difficult to quantify the relevant expenditures separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB004

(Question Serial No. 0250)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government mentioned that, to pursue the concept of “tourism is everywhere” and implement the Development Blueprint for Hong Kong's Tourism Industry 2.0, it will allocate \$1.235 billion to the Hong Kong Tourism Board in the coming year. It will also step up efforts to promote a series of distinctive tourism products such as eco-tourism, panda tourism, horse-racing tourism, etc., to enrich travel experiences in Hong Kong. Will the Government inform this Committee of the following:

- 1) What is the amount of provision earmarked for promoting the 3 aforementioned tourism products, namely eco-tourism, panda tourism, and horse-racing tourism?
- 2) Regarding panda tourism, how will the Government highlight the appeal of the Hong Kong-born giant panda twin cubs? For example, will the Government leverage innovative technologies to build a panda-caretaking simulator for tourists to learn how to take care of panda cubs? If so, what will be the manpower involved?
- 3) Hong Kong has nurtured a number of champion racehorses, such as Indigenous, Fairy King Prawn, Silent Witness, Golden Sixty and Romantic Warrior, which have delivered outstanding performances in international races. What are the details of the horse-racing tourism proposed by the Government? Will racehorse ownership be promoted as a tourism offering? If so, what will be the manpower involved?

Asked by: Hon CHAN Hok-fung (LegCo internal reference no.: 1)

Reply:

On the promotion of panda tourism, the Culture, Sports and Tourism Bureau (CSTB), jointly with the Hong Kong Tourism Board (HKTB) and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

As for horse-racing tourism, horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors’ experiences during their visit. To enhance Hong Kong’s reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong’s long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

On the promotion of island tourism, smart tourism, panda tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 0409)

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 (Ms Vivian SUM)

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, the details, and the estimated expenditure on each measure in 2025-26.

Asked by: Hon CHAN Kapui, Judy (LegCo internal reference no.: 35)

Reply:

(1) & (2)

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

| Disability Sport | 2020-21 | | 2021-22 | | 2022-23 | | 2023-24 | | 2024-25 | | |
|------------------|--|--------------------------|-----------------------------|--------------------------|-----------------------------|--------------------------|-----------------------------|--------------------------|-----------------------------|--------------------------|-----------|
| | 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 | |
| Tier A | | | | | | | | | | | |
| 1. | Boccia (physical disability) | 5.9 | 21 | 6.35 | 22 | 6.4 | 20 | 7.6 | 22 | 8.3 | 22 |
| 2. | Wheelchair fencing (physical disability) | 4.4 | 13 | 4.55 | 14 | 4.6 | 16 | 5.7 | 13 | 6 | 12 |
| 3. | Table tennis (physical disability) | 3.9 | 20 | 4.05 | 19 | 4.1 | 22 | 4.9 | 21 | 6.1 | 22 |
| 4. | Badminton (physical disability) | 3 | 7 | 3.25 | 7 | 3.7 | 8 | 4.8 | 9 | 5.6 | 8 |
| 5. | Table tennis (intellectual disability) | 4.2 | 19 | 3 | 17 | 4.4 | 16 | 4.5 | 17 | 5 | 18 |
| 6. | Swimming (intellectual disability) | 3.3 | 13 | 2.6 | 12 | 3.9 | 12 | 4.1 | 14 | 4.6 | 15 |
| Total: | | 24.7 | 93 | 23.8 | 91 | 27.1 | 94 | 31.6 | 96 | 35.6 | 97 |
| Tier B | | | | | | | | | | | |
| 1. | Lawn bowls (physical disability) | 0.73 | 7 | 1.15 | 6 | 1.5 | 6 | 2 | 7 | 2 | 17 |
| 2. | Tenpin bowling (physical disability) | 0.75 | 10 | 1.15 | 10 | 1.5 | 10 | 2 | 10 | 2 | 15 |
| 3. | Athletics (intellectual disability) | (Not applicable) | | 0.9 | 3 | 1.5 | 4 | 2 | 4 | 2 | 5 |
| Total: | | 1.48 | 17 | 3.2 | 19 | 4.5 | 20 | 6 | 21 | 6 | 37 |

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 |
|------|---------------------------------|---------------------|
|------|---------------------------------|---------------------|

| | | |
|---------------------------|----------------------------|--------|
| 2020-21 ^{Note 1} | 3.17 | 1 400 |
| 2021-22 ^{Note 1} | 3.90 | 7 800 |
| 2022-23 ^{Note 1} | 3.90 | 14 200 |
| 2023-24 ^{Note 1} | 6.11 | 61 600 |
| 2024-25 | 6.78 (revised estimate) | 66 600 |

Note 1: The lower actual expenditures and numbers of participants in 2020-21, 2021-22, 2022-23 and 2023-24 were due to the cancellation of some programmes as a result of the COVID-19 pandemic.

(3) The Government's expenditures ^{Note 2} on supporting AWDs and promoting various disability sports in the past 5 years (i.e. from 2020-21 to 2024-25) are set out below:

| Category of expenditure | 2020-21 (Actual expenditure) (\$ million) | 2021-22 (Actual expenditure) (\$ million) | 2022-23 (Actual expenditure) (\$ million) | 2023-24 (Actual expenditure) (\$ million) | 2024-25 (Revised estimate) (\$ million) |
|--|---|---|---|---|---|
| 1. Support provided by the HKSI (including direct financial support) to elite AWDs | 35.51 | 44.51 | 50.49 | 58.60 | 64.17 |
| 2. Funding support provided by the LCSD to "national sports associations" (NSAs) for disability sports | 24.94 | 28.34 | 35.25 | 36.19 | 34.98 |
| 3. The LCSD's expenditure on promoting "Sport for All" among PWDs in the community | 3.17 ^{Note 1} | 3.90 ^{Note 1} | 3.90 ^{Note 1} | 6.11 ^{Note 1} | 6.78 |

| | | | | | |
|---|--------------|-------------------------|---------------|-------------------------|-------------------------|
| 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) | 1.07 | 12.31 ^{Note 3} | 3.77 | 10.63 ^{Note 3} | 16.09 ^{Note 3} |
| 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 | 4.60 | 7.53 | 9.71 | 13.79 ^{Note 4} | 14.40 ^{Note 4} |
| 6. Grants provided to NSAs for disability sports and AWDs under the Hong Kong Paralympians Fund | 5.97 | 6.52 | 4.77 | 6.24 | 7.30 |
| Total: | 75.26 | 103.11 | 107.89 | 131.56 | 143.72 |

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, 2023-24 and 2024-25 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, the Hangzhou Asian Para Games held in 2023, the Paris 2024 Paralympic Games, and the IBF Para Bowling World Championships held in 2025.

Note 4: The figures include the \$3 million in 2023-24 and the anticipated \$3.68 million in 2024-25 provided to the HKPC for the implementation of the 5-year pilot programme on career and education for AWDs.

- (4) In 2025-26, the Government will continue to provide comprehensive assistance to AWDs in various aspects and give them full support in their preparation for and participation in major international multi-sport games, including the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games held in December 2025. In addition, the Government will continue to collaborate with the HKPC to implement the pilot programme on career and education for AWDs 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 enhance coaches' foundational knowledge and practical skills for coaching PWDs and facilitating the sustainable development of various disability sports.

End -

CONTROLLING OFFICER'S REPLY

CSTB006

(Question Serial No. 2811)

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

Subhead (No. & title): ()

Programme: (1) Director of Bureau's Office

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

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

Question:

As mentioned in paragraph 29 of the Budget Speech, the newly-commissioned Kai Tak Sports Park (KTSP) provides a world-class venue for hosting international mega events, taking forward the development of culture, sports and tourism as an industry in Hong Kong. In this connection, please inform this Committee of the following:

1. As more international sports events will be hosted in Hong Kong following the commissioning of KTSP, the demand for sports dispute resolution will undoubtedly increase. Apart from supporting the industry in launching a pilot scheme on sports dispute resolution in Hong Kong within 2025, are there any plans to establish an organisation or a mechanism specifically for handling sports dispute resolution; and
2. Are there any provisions or specific measures for supporting the industry in launching a pilot scheme on sports dispute resolution in Hong Kong within 2025?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 6)

Reply:

1. and 2.

In order to enhance the local sports dispute resolution landscape, the Government supports the industry in launching a pilot scheme on sports dispute resolution within 2025 for establishing a sports dispute resolution system, thereby leveraging its institutional advantages in dispute resolution. This will also help safeguard the sports system, promote professionalism in the sports sector and the development of sports as an industry, taking Hong Kong forward to develop into a sports hub.

To propel the work of launching a pilot scheme on sports dispute resolution (pilot scheme) in full steam, the Advisory Committee on Sports Dispute Resolution which is chaired by the Deputy Secretary for Justice and comprises representatives from the Culture, Sports and Tourism Bureau, the Hong Kong Bar Association and the Law Society of Hong Kong, was formed in January 2025. The Advisory Committee is responsible for advising the

Government on the design, setting up and implementation of the pilot scheme. The Government is actively considering opinions from all sectors of the community, with a view to formulating a specific mechanism and making arrangements for the pilot scheme, and advancing the development of sports dispute resolution in Hong Kong. It is hoped that the pilot scheme will be launched in the second half of the year. Details will be announced in due course. Currently, the Government is focusing on the preparatory work for launching the pilot scheme and will, having regard to its effectiveness and overall development, consider other policy measures for sports dispute resolution.

- End -

CONTROLLING OFFICER'S REPLY

CSTB007

(Question Serial No. 2830)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Programme (6) mentioned that the Bureau will develop and promote various thematic tourism products in Hong Kong, including island tourism, horse-racing tourism, and panda tourism, with the Hong Kong Tourism Board, relevant government bureaux/departments, the tourism sector and other relevant stakeholders. In this connection, will the Government inform this Committee of the following:

1. The estimated expenditures and human resources involved in developing and promoting thematic tourism products; and
2. Has the Government formulated a work plan with key performance indicators for the coming 5 years? If yes, what are the details; if no, the reasons.

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 20)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Island tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies.

First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled

out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

On the promotion of island tourism, smart tourism, panda tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

Besides, HKTB will, based on the nature of its promotions and events, set different indicators such as website views, social media reach, global media exposure, participants' satisfaction, likelihood to recommend, intention to revisit, etc. to assess the effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB008

(Question Serial No. 2832)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 141 of the Budget Speech, the Culture, Sports and Tourism Bureau will adopt a more strategic approach through the "M" Mark System in continuously attracting sports events which can bring significant economic benefits to Hong Kong. In this connection, please inform this Committee of the following:

1. What were the outcomes and expenditure of the "M" Mark System over the past 3 years? Are there any other plans apart from exploring long-term partnership with LIV Golf under the System? If so, what are the details? If not, what are the reasons?
2. What are the expected outcomes of the discussion with LIV Golf to explore long-term partnership? Have key performance indicators been set for this? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 21)

Reply:

1. & 2.

Hong Kong is a centre for major international sports events. World-class and major sports events, which hold strategic significance for the city, attract visitor arrivals and create business opportunities for various sectors, including hotel, catering, retail and transport, thereby boosting the local economy. In addition, these events can also drive the development of sports as an industry through revenue from ticket sales, peripheral merchandise, and spending on accommodation and consumption by athletes and staff visiting Hong Kong.

A total of 54 major international sports events were supported by the "M" Mark System in Hong Kong over the past 3 years, with the total approved funding amounting to \$624 million.

The Culture, Sports and Tourism Bureau will continue to support the “M” Mark System and Support Packages through the Arts and Sport Development Fund (Sports Portion), and will adopt a more strategic approach in continuously attracting sports events which can bring significant economic benefits to Hong Kong. For example, we are in active discussion with LIV Golf, which has been held in Hong Kong for 2 consecutive years, to explore long-term partnership. Further details will be announced once available.

- End -

CONTROLLING OFFICER'S REPLY

CSTB009

(Question Serial No. 2837)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 129 of the Budget Speech, the Government is committed to promoting the development of cultural and creative sectors as industries. A cumulative total of over 780 cultural and creative projects, some of which with potential for industrialisation, have been approved under the CreateSmart Initiative, involving a total funding of about \$3.4 billion and benefiting more than 30 000 small and medium enterprises. To foster the vibrant development of the local creative industry chain, the Office for Attracting Strategic Enterprises will strategically attract to Hong Kong more cultural and creative enterprises that integrate innovation and technology into their work. In this connection, please inform this Committee of the following?

1. Has the Government devised a plan for the next 3 years regarding the aforementioned initiatives? If so, what are the details?
2. Does the Government have plans to collaborate with international cultural and creative institutions to promote the aforementioned projects? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 25)

Reply:

1. Since its establishment in June 2024, the Cultural and Creative Industries Development Agency (CCIDA) has been proactively implementing the industry-oriented principle to promote the development of arts, culture and creative sectors. It will continue to fund around 50 projects annually in the 7 creative sectors other than film through the CreateSmart Initiative (CSI) to incubate more projects with potential for industrialisation in the cultural and creative industries and facilitate participation in Mainland and overseas industry showcases and exhibitions. These efforts include facilitating industry participation in about 60 delegation visits and around 20 design weeks/fashion weeks/expos/exhibitions each year, and promoting cross-sectoral and cross-genre collaboration projects through CSI, thereby bringing in more diversity and

broader scope for development, adding new momentum to the industries. Furthermore, over the next 5 years starting from 2025, CCIDA will support creators and producers of cultural intellectual property (IP) in driving over 30 cultural IP projects, covering a wide range of cultural and creative industries including the cross-sectoral collaboration of animation and comics, printing and publishing, design, film, arts and technology, so as to broaden the scope for development of the industries .

In addition, the Office for Attracting Strategic Enterprises will reach out at least 350 strategic enterprises, including cultural and creative enterprises that integrate innovation and technology into their work, in 2025 to negotiate for establishing their foothold or expanding their operations in Hong Kong.

2. CCIDA will actively collaborate with international cultural and creative institutions to promote, fund, and lead industry participation in design events around the world. Examples include providing funding support for the industry to showcase works of Hong Kong designers in the Maison&Objet in Paris, France in January 2025, and the Milan Design Week in Milan, Italy in April 2025 by setting up dedicated zones at these exhibitions. Moreover, spearheaded by CCIDA, Maison&Objet curated its first exhibition in Hong Kong in December 2024. A “Maison&Objet Design Factory” pavilion was set up at the DesignInspire, a creative design expo, to showcase the works from approximately 100 brands and designers.

CCIDA will continue to establish strategic partnership with international cultural and creative institutions to reinforce Hong Kong’s position as an East-meets-West centre for international cultural exchange.

- End -

CONTROLLING OFFICER'S REPLY

CSTB010

(Question Serial No. 2838)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 144 of the Budget Speech, visitor sources from the Middle East and the Association of Southeast Asian Nations (ASEAN) will be developed. In collaboration with the Hong Kong Tourism Board, the Government will make extra efforts to develop markets in the Middle East and ASEAN to attract more high-end visitors. The Government is encouraging various sectors of the community to enhance tourism-support facilities, such as providing worship facilities in hotels and stepping up staff training to strengthen the industry's understanding of the visitors' different cultural backgrounds. In this connection, will the Government inform this Committee of the following?

1. Has the Government devised a plan for the next 3 years to take forward the aforementioned initiatives? If so, what are the details?
2. Has the Government formulated key performance indicators to review the effectiveness of the plan in attracting visitors and developing visitor sources from the Middle East and ASEAN? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 26)

Reply:

In collaboration with the Hong Kong Tourism Board (HKTB), the Government is making extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN). Since the beginning of 2024, HKTB has adopted a diversified approach to drive Hong Kong as a "Muslim-friendly" tourist destination through 3 major directions - accreditation, education and promotion. At the same time, HKTB is proactively conducting promotions in source markets with significant Muslim population to attract more Muslim visitors from the ASEAN, Middle East and other countries and regions to Hong Kong.

To encourage the travel trade to enhance Muslim-friendly tourism facilities, HKTB has commissioned the internationally recognised halal travel promotion company CrescentRating since 2024 to carry out a series of work to study how Hong Kong can further enhance its

“Muslim-friendly” tourism facilities, and assess local hotels, attractions and meetings, incentive travels, conventions and exhibitions (MICE) venues based on categories and standards on par with international benchmarks while taking into account Hong Kong’s actual situation. As at mid-March this year, 55 hotels, 5 attractions and MICE venues have successfully applied for and obtained the ratings from CrescentRating.

To encourage restaurants to obtain halal-related certification, HKTB works with the local halal certification authority, the Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT), to promote existing accreditations in the city and encourage food and beverage establishments to apply for certification. As at mid-March this year, the number of certified restaurants has increased from about 100 at the beginning of 2024 to more than 160, which also include high-end Chinese restaurant, Cantonese restaurant and contemporary Hong Kong-style noodle restaurants, etc.

In addition, 4 brands in the city are now offering halal-certified bakery products to provide more choices of souvenirs for Muslim visitors.

In terms of training, HKTB organised large-scale briefing sessions and training seminars for tourism industry partners in June and December 2024 respectively to help them understand the needs of Muslim visitors, as well as encouraging and guiding them to enhance their Muslim-friendly facilities. To enhance capabilities of frontline tourism practitioners in receiving Muslim visitors, HKTB is developing a series of new training materials to familiarise tourism practitioners with the culture and lifestyle of the Muslims, with a view to strengthening their knowledge of receiving visitors from different cultural backgrounds.

With regard to overseas promotion, HKTB proactively promotes Hong Kong tourism in Muslim visitor source markets through various approaches and channels to attract Muslim visitors to Hong Kong. Promotional work carried out in 2024-25 includes the following:

- (1) leading delegates of Hong Kong trade representatives to Dubai to participate in the Arabian Travel Market, an annual large-scale international travel trade exhibition in the Middle East in May 2024;
- (2) signing memoranda of understanding with Emirates, a major airline in the Middle East, and Dnata Travel Group, a top online travel agency in the region, respectively to collaboratively promote Hong Kong as a preferred destination for the Middle East;
- (3) launching a new premium travel guide on Hong Kong, “TRAVEL IN LUXE · HONG KONG”, which showcases the city’s premium travel experiences;
- (4) stepping up market promotions in the Middle East in light of the launch of direct flights between Hong Kong and Saudi Arabia in late October 2024;
- (5) promoting Guangdong-Hong Kong-Macao Greater Bay Area tourism including Hong Kong’s Muslim-friendly facilities in overseas promotions in Jakarta, Indonesia in September 2024;
- (6) inviting the media, television shows, key opinion leaders (KOLs) and members of the travel trade from Indonesia, Malaysia and Singapore to experience Hong Kong first-

hand and presenting them with experiences at local Muslim-friendly facilities and halal delicacies; and

- (7) promoting Hong Kong to representatives of the travel trade and media of Indonesia and Malaysia by hosting Ramadan Iftar dinners in Kuala Lumpur and Jakarta in 2025.

HKTB has also launched a webpage dedicated to Muslim visitors on DiscoverHongKong.com, which consolidates travel information on food, accommodation, prayer facilities, local cultural experiences and activities suitable for Muslim visitors. The webpage is available in 4 languages, namely English, Bahasa Malaysia, Bahasa Indonesia and Arabic.

Moving forward, HKTB will continue its efforts to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. It also plans to partner with major media organisations and travel agents in the Middle East to showcase Hong Kong’s new tourism events and experiences, and jointly promote Hong Kong as an ideal travel destination for Muslim travellers.

While the effectiveness of the performance of HKTB cannot be assessed entirely in quantifiable terms, the Government and the HKTB have set the following 5 indicators every year:

- (1) visitor arrivals;
- (2) tourism expenditure associated with inbound tourism;
- (3) per capita expenditure of overnight visitor;
- (4) length of stay of overnight visitors; and
- (5) satisfaction of overnight visitors.

- End -

CONTROLLING OFFICER'S REPLY

CSTB011

(Question Serial No. 2839)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 136 of the Budget Speech, the Government will step up efforts to promote a series of distinctive tourism products such as eco-tourism, panda tourism, horse-racing tourism, etc., to enrich travel experiences in Hong Kong. In this connection, will the Government inform this Committee of the following:

1. How will the Government step up promoting the series of distinctive tourism projects? Are there any relevant allocations or specific measures for these projects? If so, what are the details; if not, the reasons?
2. Does the Government have resources and specific measures to promote "red tourism"? If so, what are the details; if not, the reasons?

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

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Eco-tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city.

Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

- (a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;
- (b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;
- (c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

The aforementioned promotion work is absorbed by HKTB's overall marketing budget and is difficult to quantify separately.

In regard to red tourism, the Tourism Commission, in collaboration with the Agriculture, Fisheries and Conservation Department (AFCD), has been taking forward the Enhancement of Hiking Trails (the Project) since 2018 to enhance the tourism supporting facilities of 20 hiking trails in country parks which are popular and with tourism potential. The Project covers hiking trails relating to war history, namely Lion Rock Historic Walk, Shing Mun War Relics Trail and Luk Keng War Relics Trail. AFCD completed the enhancement works at Lion Rock Historic Walk in December 2023, whereas those at Shing Mun War Relics Trail

and Luk Keng War Relics Trail are expected to be completed progressively in 2026. In addition, AFCD installed at the Robin's Nest Country Park interpretation panels about its war relics and the deeds of nearby villagers at the War of Resistance, and produced a video for broadcasting on social media platforms, thereby showcasing the history of the War of Resistance at the Robin's Nest Country Park. Besides, to preserve the history of the War of Resistance in Hong Kong, the Hong Kong Museum of the War of Resistance and Coastal Defence under the Leisure and Cultural Services Department has commenced relevant historical research with a view to providing related historical information for the War of Resistance heritage trails to be set up by responsible government departments in the future. The information will offer the public an insight into the history of the War of Resistance, and enrich their travel experience.

- End -

CONTROLLING OFFICER'S REPLY

CSTB012

(Question Serial No. 0547)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in matters requiring special attention in 2025-26, the Hong Kong Tourism Board (HKTB) will curate events and happenings by ways including organising mega events as well as attracting and promoting international events. In this connection, will the Government inform this Committee of the following:

1. The details of events held in the past year, including the number, types, content, and the respective proportions of locals and inbound visitors in attendance;
2. The breakdown of expenditure on the provision for events held in the past year by venues, publicity, materials, etc., as well as the details of the manpower establishment involved in the events, including the titles, ranks and job duties of posts, associated payroll costs, and personnel-related expenditure;
3. The economic benefits brought by the events held in the past year, including the job opportunities created, spending by inbound visitors and development of related industries;
4. Among the events held in the past year, which will be continued and what are the determining criteria?
5. Whether specific assessment guidelines/criteria have been set for the Mega Arts and Cultural Events Fund to better assess the effectiveness and sustainability of the events? If so, what are the details; if not, what are the reasons?

Asked by: Hon CHAN Pui-leung (LegCo internal reference no.: 9)

Reply:

The mega events hosted by the Hong Kong Tourism Board (HKTB) in 2024-25 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 | 15 to 16 June 2024 | 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 Hong Kong Summer Chill Photo Spots” and “Summer Chill Food Lane” were set up along the Avenue of Stars. | Around 16 million | Around 125 000 |
| Hong Kong Cyclothon | 13 October 2024 | <p>The event was held across the territory, including 6 cycling activities and professional races, such as 50 km and 32 km rides, Family Fun Ride, CEO Charity & Celebrity Ride, etc.</p> <p>Besides, a “Cyclothon Carnival” was held in the West Kowloon Cultural District, offering a rich variety of sports experiences and featuring a sports-themed market.</p> | Around 20 million | Around 26 000 |
| Hong Kong Wine & Dine Festival and Taste Around Town | 23 to 27 October 2024 (Hong Kong Wine & Dine Festival) and 28 October to 30 November 2024 (Taste Around Town) | <p>The Hong Kong Wine & Dine Festival was held for 5 consecutive days at the Central Harbourfront Event Space, with more than 300 stalls offering fine wine and culinary delights from 35 countries and regions.</p> <p>During Taste Around Town following the Hong Kong Wine & Dine Festival, HKTB collaborated with more than 450 restaurants and</p> | Around 61 million | Around 155 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|---|--|---|--|
| | | bars in town to roll out a series of dining special offers under 4 themes. | | |
| Hong Kong WinterFest | 22 November 2024 to 1 January 2025 | <p>A Christmas Town and a 20-metre-tall giant Christmas tree were set up featuring light projections in the West Kowloon Cultural District.</p> <p>During the event, 4 “Winter Harbourfront Pyrotechnic” shows were also staged to enhance the festive atmosphere.</p> | Around 29 million | Around 1 114 000 |
| Hong Kong New Year Countdown Celebrations | 31 December 2024 to 1 January 2025 | A 12-minute firework musical was held at the Victoria Harbour. | Around 31 million | Over 400 000 |
| International Chinese New Year Night Parade and promotion of Chinese New Year celebratory activities | 29 January 2025 and during Chinese 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 Lam Tsuen Wishing Square in Tai Po.</p> <p>HKTB also launched a “Ultimate Guide to Chinese New Year in Hong Kong”, a dedicated one-stop webpage on the HKTB’s website, which recommended to visitors other festive happenings throughout the Chinese New Year, such as the Chinese New Year Fireworks Display and the Chinese New Year Cup.</p> | Around 51 million | Since members of the public enjoyed the show along the parade route, the number of participants was not available. |

* Expenditure net of sponsorship and other income

As 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.

Since the work mentioned above is absorbed by the existing manpower of HKTB, it is difficult to quantify the staff establishment separately.

Not only does promoting and hosting mega events bring economic benefits to Hong Kong, but it also, through the diversity and vibrancy of mega events, underpins the city's premiere position in the international community, gains more positive global exposure, and attracts more visitors to and boosting their spending in Hong Kong.

With the positive responses received on HKTB flagship events among the locals and visitors last year, HKTB will continue to stage its six flagship events of various experiences including sports, gastronomy and festivity in 2025-26. Promotions in the Mainland and overseas will also be enhanced to attract locals and visitors to participate in those events. The dates of the six flagship events are as follows:

| Event | Date of event |
|---|---------------------------------------|
| Hong Kong International Dragon Boat Races | June 2025 |
| Hong Kong Cyclothon | Q4 2025 |
| Hong Kong Wine & Dine Festival | October 2025 |
| Hong Kong WinterFest | November 2025 to January 2026 |
| Hong Kong New Year Countdown Celebrations | 31 December 2025 to 1 January 2026 |
| International Chinese New Year Night Parade | Q1 2026 |

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events.

Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, and to further promote the integrated development of culture, sports and tourism, CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. With the objective of attracting and supporting the staging of international or large-scale arts and cultural events which bring both significant arts/cultural and economic value in Hong Kong at the same time, the new assessment criteria emphasise the requirement for the funded events to cover elements that promote tourism and bring economic benefits, with a view to integrating arts and culture with the socio-economic development. Under the new mechanism, the Mega ACE Committee will comprehensively consider factors such as the nature of the event, its appeal to tourists, economic impact on Hong Kong, and the applicant's execution capabilities. The weighting of each consideration is clearly specified in the assessment criteria. In addition, the Mega ACE Fund has introduced a new requirement which requires the organiser of an approved event to conduct an exit survey and submit the documentary proof (such as survey results, online responses, and ticket sales, etc.) for driving the economic impact of the event.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 2071)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Hong Kong Tourism Board (HKTB) has indicated that it will diversify portfolio of visitors through a targeted segment approach. In this connection, please inform this Committee of the following:

1. What were the respective promotion expenditures of HKTB on key source markets (including the Mainland, Southeast Asia and other short-haul markets), emerging markets (including markets in the Middle East and the Association of Southeast Asian Nations (ASEAN)) and long-haul markets in the past 3 years?
2. What were the numbers of inbound visitors from the 3 types of markets mentioned above in the past 3 years? What were the length of stay and per capita spending?
3. How will the Government step up efforts to attract visitors from long-haul markets to Hong Kong?
4. The Government will allocate \$1.235 billion to HKTB in 2025-26, which is nearly 20% less than the provision for the previous financial year. On which areas will HKTB cut expenditure? Will it affect tourism promotion efforts?

Asked by: Hon CHAN Siu-hung (LegCo internal reference no.: 21)

Reply:

The Hong Kong Tourism Board (HKTB) has been closely monitoring and analysing the latest developments in various source markets. Having regard to factors including the resumption of flight services, local economic situations, residents' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different global markets, thereby formulating effective promotional strategies catering to different markets. In addition to launching targeted promotion campaigns in source markets through its offices in the Mainland and overseas countries, HKTB has implemented multiple large-scale global promotion initiatives, such as "Hello, Hong Kong" launched in early 2023, global television programmes produced in collaboration with renowned media, and promotion on major social media platforms and websites. Moreover, HKTB has organised diverse promotion campaigns

targeted at different visitor segments, some of which span various source markets. For instance, the promotion of Muslim-friendly tourism involves various markets in the Middle East and the Association of Southeast Asian Nations (ASEAN), including Malaysia, Indonesia, etc.

HKTB's marketing expenditure on key source markets in the past 3 years is as follows:

| | 2022 (HK\$) | 2023 (HK\$) | 2024 (HK\$) |
|---|----------------|----------------|----------------|
| Mainland markets | 43 million | 69 million | 90 million |
| Short-haul markets (including Indonesia, Malaysia, the Philippines, Singapore, Thailand, South Korea, Japan, etc.) | 57 million | 88 million | 112 million |
| Long-haul markets (including the United States, Canada, the United Kingdom, France, Germany, Australia, etc.) | 28 million | 47 million | 64 million |
| Emerging markets (including India, countries in the Gulf Cooperation Council, Russia, the Netherlands, Vietnam, etc.) | 3.5 million | 7 million | 22 million |

Information on inbound visitors from key source markets in the past 3 years is set out below:

Visitor arrivals

| | 2022 | 2023 | 2024 |
|---|---------|------------|------------|
| Mainland markets | 375 215 | 26 755 563 | 34 043 127 |
| Short-haul markets (including Indonesia, Malaysia, the Philippines, Singapore, Thailand, South Korea, Japan, etc.) | 115 756 | 4 917 243 | 6 854 001 |
| Long-haul markets (including the United States, Canada, the United Kingdom, France, Germany, Australia, etc.) | 96 791 | 1 955 685 | 2 951 522 |
| Emerging markets (including India, countries in the Gulf Cooperation Council, Russia, the Netherlands, Vietnam, etc.) | 16 802 | 371 169 | 654 137 |

Visitor's length of stay (nights)

| | 2022* | 2023* | 2024 |
|---|-------|-------|------|
| Mainland markets | 23.1 | 3.5 | 3.2 |
| Short-haul markets (including Indonesia, Malaysia, the Philippines, Singapore, Thailand, South Korea, Japan, etc.) | 12.3 | 3.3 | 3.0 |
| Long-haul markets (including the United States, Canada, the United Kingdom, France, Germany, Australia, etc.) | 13.3 | 4.8 | 4.0 |
| Emerging markets (including India, countries in the Gulf Cooperation Council, Russia, the Netherlands, Vietnam, etc.) | 12.8 | 4.9 | 3.9 |

* Owing to the pandemic, inbound visitors in 2022 and 2023 came primarily for essential travel purposes such as family visit or business, hence the longer-than-usual length of stay.

Visitor's per capita spending

| | 2022* (HK\$) | 2023# (HK\$) | 2024 (HK\$) |
|---|-----------------|-----------------|----------------|
| Mainland markets | - | \$6,500 | \$5,000 |
| Short-haul markets (including Indonesia, Malaysia, the Philippines, Singapore, Thailand, South Korea, Japan, etc.) | - | \$7,900 | \$6,100 |
| Long-haul markets (including the United States, Canada, the United Kingdom, France, Germany, Australia, etc.) | - | \$8,100 | \$7,500 |
| Emerging markets (including India, countries in the Gulf Cooperation Council, Russia, the Netherlands, Vietnam, etc.) | - | \$10,100 | \$8,100 |

* Owing to the pandemic, the per capita spending in 2022 is unavailable.

Inbound visitors in 2023 came primarily for essential travel purposes such as family visit or business, hence the longer-than-usual length of stay and higher-than-usual per capita spending.

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to HKTB. Of this allocation \$1.036 billion will be earmarked for marketing budgets. HKTB will make every effort to implement the concept of “tourism is everywhere” and the initiatives set out in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its “accreditation, education and promotion” model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city’s position as the “World’s Meeting Place” and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

- End -

CONTROLLING OFFICER'S REPLY

CSTB014

(Question Serial No. 2203)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 135 of the Budget Speech that the Hong Kong Tourism Board will collaborate with more international brands to tell the good stories of Hong Kong's tourism. In this connection, please provide the following information:

- (a) the existing number of international brands with which the Government has entered into collaboration agreements, and the number of international brands the Government is pursuing collaboration agreements for finalisation;
- (b) the number of collaborative projects and their respective expenditures in 2024; and
- (c) the estimated number of collaborative projects and their respective expenditures for 2025.

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 1)

Reply:

The Hong Kong Tourism Board (HKTB) would, based on Hong Kong's tourism characteristics, the nature of the events, etc., identify suitable international brands for collaboration in organising events, enhancing the attractiveness of the events and publicity, and hence maximising the benefits and exposure as well as telling the good stories of Hong Kong. Examples are as follows:

HKTB signed a 3-year global strategic partnership agreement with Art Basel in 2024 to establish immersive experience zones of Hong Kong culture in the 4 Art Basel shows staged around the world every year from 2024 to 2027, thereby strengthening Hong Kong's connection with the global art scene, promoting the national development direction of "shaping tourism with cultural activities and promoting culture through tourism", and injecting new impetus into our tourism industry. HKTB is the first tourism promotion organisation that has signed such an agreement with Art Basel.

At Art Basel Paris held in October 2024, HKTB recreated a Hong Kong-style “Cha Chaan Teng” café at the Grand Palais, inviting visitors to experience firsthand the unique charm of Hong Kong culture. The same “Cha Chaan Teng” concept was adopted again at Art Basel Miami Beach held in December 2024 to promote exchange between Hong Kong’s culture and art.

HKTB is actively preparing for the 4 Art Basel shows in 2025. Under the theme of local culture and Hong Kong Neighbourhoods, the shows will incorporate a variety of Hong Kong elements, such as setting up a specialty bar, to showcase our unique appeal. The 4 shows include Art Basel Hong Kong held in March and the subsequent shows to be held in Paris, Miami Beach and Basel.

In addition, HKTB sealed a 3-year partnership with 50 Best in 2024 to host more gastronomy-related 50 Best award ceremonies in Hong Kong and step up promotion of our gourmet food characterised by a blend of Chinese and Western cultures. For example, riding on the award ceremony of Asia’s 50 Best Bars held in Hong Kong for 2 consecutive years (in 2023 and 2024), HKTB specially launched a Hong Kong bars map to provide visitors with up-to-date information on Hong Kong’s nightlife.

Owing to commercial considerations, HKTB is not in a position to disclose the expenditure involved in the above-mentioned collaborations. The relevant expenditure and budget have been subsumed under HKTB’s marketing expenditure and budget.

HKTB will continue to liaise and collaborate with global brands and event organisers to support them in bringing renowned events to Hong Kong, with a view to reinforcing the city’s status as the “Events Capital of Asia”.

- End -

CONTROLLING OFFICER'S REPLY

CSTB015

(Question Serial No. 2204)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will promote and support the wider application of technology in artistic productions of major performing arts groups (MPAGs) and small and medium-sized arts groups through the Arts Technology Funding Pilot Scheme (ATFPS) and the Arts Capacity Development Funding Scheme (ACDFS). As early as the 2022-23 Budget, it was mentioned that the Government would allocate \$30 million to implement ATFPS in 2023-24 with the aim of encouraging the 9 MPAGs to apply arts technology to enrich their stage production, and would also inject an additional amount of \$10 million into ACDFS in order to encourage small and medium-sized arts groups to further explore the use of arts technology under the scheme. In this connection, please inform this Committee of:

- (a) the current expenditure of the ATFPS and ACDFS respectively, and the balance available in each fund pool;
- (b) the outcomes of these two schemes since their implementation and the application of the latest technology in the 9 MPAGs; and
- (c) the numbers of funding applications for performing arts activities under these 2 schemes and the amounts of funding approved respectively in 2024.

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 2)

Reply:

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 (ATFPS) to encourage the 9 major performing arts groups to further explore the application of arts technology in their stage productions and presentations. 5 approved projects under the ATFPS, with a total funding of about \$17.4 million, are being rolled out progressively.

In 2022-23, the Government injected an additional \$10 million into the Arts Capacity Development Funding Scheme (ACDFS) to encourage small and medium-sized arts groups

to implement more projects that integrate arts and technology. 2 project applications under the “Arts Technology” category of ACDFS were approved in 2024-25, involving a total funding amount of about \$5.9 million.

Upon completion of the funded projects, the arts groups are required to submit reports that evaluate the projects’ effectiveness by using the approved evaluation methods and referencing various qualitative and quantitative performance indicators.

- End -

CONTROLLING OFFICER'S REPLY

CSTB016

(Question Serial No. 2205)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget Speech, the inaugural Hong Kong Performing Arts Expo (Expo) concluded in October 2024, featuring over 1 600 arts leaders and practitioners from more than 60 countries and regions. The Government will organise its second edition next year. In this connection, please provide the following information:

- (a) the visitors attracted to Hong Kong by the inaugural Expo, and the numbers of overnight and same-day visitors during the Expo;
- (b) the expenditure involved in the inaugural Expo; and
- (c) the estimated expenditure and manpower involved in its second edition and the anticipated number of visitors attracted.

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 3)

Reply:

- (a) The inaugural Hong Kong Performing Arts Expo (Expo) attracted over 1 600 arts leaders and practitioners from more than 60 countries and regions, and recorded an attendance of more than 30 000. Almost 800 non-local participants purchased standard passes to attend the event in Hong Kong, while over 200 non-local arts practitioners and crew members came to Hong Kong and participated in the productions and performances.
- (b) The estimated expenditure for the inaugural Expo was approximately \$42 million, which was in line with the original estimate. The actual expenditure will be confirmed upon the completion of the auditing process.
- (c) The Government will allocate \$40 million to recommission the Hong Kong Arts Development Council to organise the second edition of the Expo in 2026, which will not involve additional manpower of the Government. We anticipate that the second edition of the Expo will attract about 2 000 arts leaders and practitioners from around

the world and approximately 40 000 audiences to join the performances, positioning it as a flagship event of Hong Kong's arts and cultural industries.

- End -

CONTROLLING OFFICER'S REPLY

CSTB017

(Question Serial No. 2206)

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

Subhead (No. & title): ()

Programme: (4) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Film Development Fund (FDF) is one of the Government's initiatives to provide strong support for the development of the film industry. To foster co-productions between Hong Kong and the Mainland, FDF has launched the Film Financing Scheme for Mainland Market (the Scheme). The Scheme requires the production budgets of film projects to fall in between HK\$ 25 million and HK\$ 150 million. Approved films must be theatrically released in Hong Kong, and if they are successfully released in Mainland cinemas, the film projects will receive a government funding of HK\$10 million. In this connection, will the Government provide the following information:

- (a) How much expenditure has been approved by the Government since the launch of the Scheme?
- (b) When funding a co-production, is the funding amount provided to the Mainland party and Hong Kong party in a 1:1 ratio? If not, what are the reasons?
- (c) How is the status of applications under the Scheme so far? Please list the film titles, production companies, genres, and completion dates of all film projects.

Asked by: Hon CHAN Wing-yan, JoePHY (LegCo internal reference no.: 4)

Reply:

Since the launch of the Film Financing Scheme for Mainland Market (the Scheme) under the Film Development Fund on 6 May 2024, 3 applications have been received, of which 2 film projects have been approved, with a total funding amount of \$20 million. Funding will be disbursed in instalments according to the production progress of the films. The Scheme is suitable for the films that are co-produced by the Mainland and Hong Kong, as well as for the local Hong Kong films to be imported into the Mainland market, and the funding provided by the Government will be up to 40% of the production budget. For co-produced films, the Scheme does not impose any requirements on the proportion of capital contribution between the Mainland and Hong Kong investors, which conforms with the prevailing practice of co-produced films. Nevertheless, it is required that the film directors must be from Hong Kong.

The details of the two approved projects are as follows:

| | Approved year | Name of Applicant | Project title | Genre | Production status |
|----|----------------------|---------------------------------|----------------------|----------------|--------------------------|
| 1. | 2024 | Ko Chi Sum Productions Limited | Kung Fu Juniors | Drama, action | In filming |
| 2. | 2025 | Entertainment Power Co. Limited | The Butterfly Bone | Drama, romance | In filming |

- End -

CONTROLLING OFFICER'S REPLY

CSTB018

(Question Serial No. 2207)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will support the work of the Mega Arts and Cultural Events Committee to attract mega arts and cultural events to be held in Hong Kong. In this connection, please provide the following information:

- (a) the number and names of events approved, and the expenditures involved since the establishment of the Mega Arts and Cultural Events Committee;
- (b) the estimated number of events to be held in Hong Kong in 2025, the brands/IPs and expenditures involved; and
- (c) the current number of commercial organisations participating in these mega arts and cultural events, and means to be adopted in the future to enhance the participation of commercial organisations.

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 5)

Reply:

The Culture, Sports and Tourism Bureau set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events, including 5 events spanning 2024 and 2025 and to be held in 2025. Details are as follows:

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|----|--|---|-------------------------------|
| 1. | Art Basel Hong Kong 2023 | 15,000,000 | 21-25 March 2023 |
| 2. | Art Central 2023 | 2,531,632 | 21-25 March 2023 |
| 3. | “Madame Song: Pioneering Art and Fashion in China” | 8,000,000 | 29 July 2023 to 14 April 2024 |

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|-----|--|---|--------------------------------------|
| 4. | Freespace Jazz Fest 2023 | 8,000,000 | 3-8 and 26 October 2023 |
| 5. | INK ASIA 2023 | 13,672,155.7 | 4-8 October 2023 |
| 6. | “Botticelli to Van Gogh: Masterpieces from the National Gallery, London” | 15,000,000 | 22 November 2023 to 11 April 2024 |
| 7. | Chubby Hearts Hong Kong | 7,586,657 | 14-24 February 2024 |
| 8. | A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia | 15,000,000 | 15 March to 31 October 2024 |
| 9. | ComplexCon Hong Kong 2024 | 15,000,000 | 22-24 March 2024 |
| 10. | Art Basel Hong Kong 2024 | 15,000,000 | 26-30 March 2024 |
| 11. | Art Central 2024 | 11,000,000 | 27-31 March 2024 |
| 12. | Voyage with Van Gogh | 11,800,000 | 28 March to 31 May 2024 |
| 13. | Chinese Kungfu x Dance Carnival | 14,686,070 | 9-14 July 2024 |
| 14. | ART021 HONG KONG CONTEMPORARY ART FAIR | 15,000,000 | 28 August to 8 September 2024 |
| 15. | Puccini’s Turandot | 700,000** | 23 September to 13 October 2024 |
| 16. | Hypefest Hong Kong 2024 | 15,000,000 | 9-10 November 2024 |
| 17. | The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries ^ | 8,000,000** | 18 December 2024 to 4 May 2025 |
| 18. | The Hong Kong Jockey Club Series: Picasso for Asia—A Conversation ^ | 4,000,000** | 15 March to 13 July 2025 |
| 19. | ComplexCon Hong Kong 2025 | 15,000,000** | 21-23 March 2025 |
| 20. | Art Central 2025 | 9,000,000** | 25-30 March 2025 |
| 21. | Art Basel Hong Kong 2025 | 15,000,000** | 26-30 March 2025 |

^ Ongoing event

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

The Government has been actively promoting the development of the arts, culture and creative sectors as industries with a view to creating economic impetus for the community and enhancing the cultural soft power. As various events may involve other funding sources (including non-governmental funding, commercial sponsorship, and/or donations), we do not have information on the participation of commercial organisation(s) for each event supported by the Mega ACE Fund.

To enhance the level of participation of commercial organisations, the Mega ACE Fund has introduced matching grant in its new application mechanism which took effect from 1 January 2025. The initiative aims to encourage the event organisers to solicit commercial sponsorship, thereby boosting the market feasibility and business potential of events and to follow the over-arching principle of industry building.

- End -

CONTROLLING OFFICER'S REPLY

CSTB019

(Question Serial No. 2209)

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

Subhead (No. & title): ()

Programme: (4) Culture, (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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government supports representative and large-scale local performing arts productions through Signature Performing Arts Programme Scheme (SPAPS). Each selected proposal under SPAPS will receive a direct grant of up to \$10 million for a maximum period of 3 years to support expenses in areas such as creative concepts, stage productions, venue rentals, as well as marketing and promotion of the programme. SPAPS will also provide a matching grant of up to \$5 million to each selected proposal to match private sponsorship raised and income received. In this connection, please provide the following information:

- (a) The estimated number of quotas for this round and the funding amount involved; and
- (b) In regard to assessment, the Government will form an assessment panel, comprising experts, veteran arts and cultural practitioners, professionals with rich business acumen as well as representatives from the Government. What are the respective proportions of personnel from each of these sectors in the assessment panel and the expenditure involved?

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 7)

Reply:

(a) and (b)

The Signature Performing Arts Programme Scheme (SPAPS) will be implemented in two phases, with two quotas and a maximum total funding of \$36 million per phase (i.e. a maximum of \$18 million per selected programme, which includes a direct subsidy capped at \$10 million and a matching fund of up to \$5 million; if the selected programme is successfully held with a profit and the organiser stages a re-run in Hong Kong, the Government will consider providing the organiser with an incentive matching sum of up to \$3 million).

Subject to the genre of the performances covered by the applications received, the Government will invite suitable experts, veteran arts and cultural practitioners, and professionals with rich business acumen and experience as members of the assessment panel. The assessment panel will assess the applications in accordance with the assessment criteria and provide the Government with recommendations. The Culture, Sports, and Tourism Bureau will provide administrative and secretarial support for SPAPS. The administrative work for the assessment of phase 1 is expected to take six months, and involve recruitment of additional short-term staff at an approximate cost of \$900,000.

- End -

CONTROLLING OFFICER'S REPLY

CSTB020

(Question Serial No. 3290)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Programme (7) that the Hong Kong Tourism Board (HKTB) will boost promotion of Hong Kong's positive image in source markets to attract visitor arrivals. In this connection, will the Government inform this Committee of:

- (a) the staff establishment and expenditure involved in the Government's tourism promotion in the past 3 years;
- (b) the breakdown of the Government's expenditure on various promotion channels in the past 3 years by, among others, (i) traditional media (television, newspapers and magazines), (ii) social media (Xiaohongshu, Facebook and YouTube), (iii) mobile applications, and (iv) printed materials;
- (c) further to part (b), the effectiveness of promotion through the above channels (including advertising volume in printed materials, average video views, number of page views on social media websites, usage of mobile applications and audience reach on relevant platforms) and the reasons; and
- (d) the amount of expenditure to be earmarked by the Bureau for the current financial year for arranging familiarisation trips for key opinion leaders (KOLs), influencers, media and trade partners, as well as the criteria for shortlisting and inviting the parties mentioned above?

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 42)

Reply:

Riding on various mega events, festivals and promotions, the Hong Kong Tourism Board (HKTB) has developed a series of promotional contents in videos and TV programmes in partnership with renowned media on different themes, ranging from Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy to outdoor activities for promotion in different visitor source markets worldwide. Alongside the contents on the HKTB's one-stop travel information platform DiscoverHongKong, social media posts and first-hand experiences from KOLs invited to visit Hong Kong, the promotion has created positive word-of-mouth to enhance the promotional effect.

In 2024-25, HKTB produced more than 200 videos in different themes, which were broadcast globally on various social media platforms such as YouTube, Instagram, Facebook, TikTok and Douyin, with a viewership of at least 670 million globally. HKTB also worked with various world-renowned media to launch close to 30 programmes of different genres, including variety shows, entertainment programmes and television drama series. Among them are *MasterChef Australia*, a top-rated culinary TV series, *Irresistible Offer* (Season 6), a workplace reality show in the Mainland and *Begin Again*, a busking performance programme produced in collaboration with South Korean TV company JTBC.

In respect of production of television drama series and programmes, HKTB recently rendered full support and assistance to the filming of season 37 of *The Amazing Race*, winner of the American Emmy Award for Outstanding Reality Competition Program. Premiered on American television channel CBS on 5 March 2025 with Hong Kong as the main competition venue, the programme presented to audience worldwide the diverse appeals of Hong Kong, including the city's world-renowned skyline, the Big Buddha, the Cantonese Opera culture, the tradition of Bun Scrambling in Cheung Chau and the vibrant cityscape, unveiling the unique landmarks and hidden urban oases of Hong Kong.

HKTB also strongly supported the filming of *NEXT TRIP*, a travel programme produced by Japanese television channel BS12, in Hong Kong. In the programme, the host Yumi Wakatsuki (former member of a Japanese idol group Nogizaka46) presented different new attractions of arts and culture in Hong Kong such as M+, the Hong Kong Palace Museum and Tai Kwun in Central, followed by a visit to the Avenue of Stars in Tsim Sha Tsui for the splendid, iconic night view of Victoria Harbour.

In terms of social media, as of the end of 2024, HKTB operates 12 official social media channels globally, including Facebook, Instagram, TikTok, Pinterest, X, YouTube, Douyin, WeChat (a third-party platform), LinkedIn, Xiaohongshu, Weibo and QQ, with a cumulative fan base of over 14.5 million and content reaching over 3 billion people.

In April 2024, HKTB reached a strategic cultural and tourism partnership with Xiaohongshu, launching multiple collaborative projects leveraging Xiaohongshu's platform, which have hundreds of millions of active users, to enhance content visibility. HKTB and Xianhongshu have engaged in content co-creation and sharing by inviting more Mainland and Hong Kong KOLs to experience the unique cultural and tourism offerings of Hong Kong. Through their user-generated contents, the KOLs introduced the city's new experiences and novel ways to explore them, delivering all-round creative travel ideas to inspire Mainland consumers. Moving forward, the two parties will jointly plan and launch thematic promotional campaigns to precisely convey Hong Kong's distinctive appeal as an international metropolis, rich multicultural atmosphere and year-round vibrant events to Mainland consumers.

In addition, in 2024, HKTB proactively invited more than 620 KOLs from various source markets (including the Mainland, Southeast Asia, Taiwan, Japan, South Korea and long-haul markets) to come to Hong Kong for first-hand travel experience. Personalised themed itineraries were tailored for them to showcase the diversity of Hong Kong's tourism appeals. Collectively, these KOLs have a fan base of approximately 380 million, enabling them to share their first-hand experiences and spread positive word-of-mouth to their huge fan base,

telling the good stories of Hong Kong. HKTB will continue to invite more KOLs, media representatives and industry partners to visit Hong Kong.

When identifying the KOLs to be invited, HKTB will consider various factors, such as the size of their fanbase, their social media posts engagement rate, their professional status and image, and whether they tie in with the target source markets and marketing strategies. In the coming year, HKTB will continue to invite more KOLs, media representatives and trade partners to Hong Kong.

When organising events and promotional campaigns, HKTB will take the actual situation into account to precisely develop a variety of targeted videos, advertisements, creative social media posts and website content. It will also collaborate with global media and invite KOLs from various source markets to participate in promotional campaigns, amplifying publicity effects and encouraging viewers to visit Hong Kong and plan their trips in advance. The associated estimated expenses have been subsumed into the overall marketing budget and are difficult to quantify separately.

HKTB sets various indicators based on the nature of the aforesaid promotional work, such as global media exposure, social media reach, website views, video completion rate, etc. to assess its effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB021

(Question Serial No. 0151)

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 (Ms Vivian SUM)

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:

1. Has the Government estimated or assessed the number of inbound visitors in 2025 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.: 26)

Reply:

Hong Kong's tourism industry started to resume normalcy in February 2023 and proceeded to recovery at full speed with a steady increase in the number of visitor arrivals. In 2024, the HKSAR Government adopted a multi-pronged approach to promote the tourism industry. Visitor arrivals for the year reached almost 45 million, representing a year-on-year increase of over 30%.

Taking into account factors such as the various measures introduced by the Central Government to benefit and support Hong Kong, the continuous increase in local air traffic capacity, as well as visitors' interest in visiting Hong Kong, the Hong Kong Tourism Board (HKTB) estimated that visitor arrivals in 2025 will be about 49 million. HKTB will continue to closely monitor the market situation as well as other related developments, and review the estimated figure in a timely manner.

- End -

CONTROLLING OFFICER'S REPLY

CSTB022

(Question Serial No. 0152)

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 (Ms Vivian SUM)

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 2024;
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?
3. the effectiveness of the test events (e.g, the Guangdong-Hong Kong-Macao road cycling race test event and the Shenzhen Bay Port marathon test event) and experience gained from such events held for various sports items of the National Games.

Asked by: Hon CHAN Yuet-ming (LegCo internal reference no.: 27)

Reply:

1. In respect of sports exchange, Guangdong, Hong Kong and Macao have been working closely since signing the Hong Kong, Guangdong and Macao Sports Exchange and Co-operation Agreement in 2003. Exchange programmes such as the Guangdong-Hong Kong-Macao Youth Football Exchange Programme (Guangdong-Hong Kong-Macao Football Programme), the Guangdong-Hong Kong-Macao Youth Basketball Exchange Programme (Guangdong-Hong Kong-Macao Basketball Programme) and the Guangdong-Hong Kong-Macao International Sporting Goods Fair (Sporting Goods Fair) have been held regularly to comprehensively enhance regional sports co-operation. In 2024-25, the Leisure and Cultural Services Department (LCSD) participated in the Sporting Goods Fair hosted by the Sports Bureau of Guangdong Province in Guangzhou. LCSD also sent 32 young athletes aged 10 to 13 to participate in the Guangdong-Hong Kong-Macao Football Programme hosted by the Sports Bureau of the Macao Special

Administrative Region in Macao, as well as arranging 24 young athletes aged 17 or below to participate in the Guangdong-Hong Kong-Macao Basketball Programme hosted by the Hong Kong Special Administrative Region Government in Hong Kong.

In addition, one of the subvented initiatives under the LCSD's Sports Subvention Scheme is Youth Sports Exchange Programme, which encourages subvented national sports associations (NSAs) to organise international and Mainland sports exchange programmes for youth. In 2024, a total of 9 NSAs organised 10 exchange programmes for about 230 athletes through the Scheme in collaboration with cities in the Greater Bay Area (GBA), including Guangzhou, Shenzhen, Foshan, Huizhou, Dongguan, Jiangmen and Zhaoqing.

Apart from the efforts of LCSD, the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) also organised the Greater Bay Area Youth Sports Exchange Programme 3 times in 2024, in which a total of over 240 athletes and staff members participated. The Culture, Sports and Tourism Bureau will continue to provide funding for SF&OC to organise the exchange programme. In addition, the Hong Kong Sports Institute organised or co-organised 48 sports exchange activities with GBA cities in 2024, involving 235 participants, including 166 athletes, 58 coaches, and 11 supporting staff members.

As regards cultural exchange, in 2024-25, 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, to strengthen ties among cities in 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 Zhuhai-Hong Kong-Macao Choral Concert, the exhibition "Celebrating National Day – Auspicious Intangible Cultural Heritage of the Greater Bay Area", "Cultured Bay Area, Brilliant ICH – 2024 Guangdong-Hong Kong-Macao Greater Bay Area Intangible Cultural Heritage Show", the thematic exhibition "Pulse of the GBA: Bridging Cultures" of the Guangdong ICH Museum, '2024 South China Book Festival: Soaring Creativity – Hong Kong Pavilion ICH Exhibition at "Creative Corner"', "Ink Art Ensembles" exhibition series in Greater Bay Area, Shenzhen Branch of "Hong Kong Museum Festival 2024" – "The Beauty of Ingenuity" series of research activities, 4·23 World Book Day Creative Competition, Guangdong-Hong Kong-Macao-Guangxi-Hainan "Read Together for Half an Hour", and the exhibition "Heritage and Inclusion: Literary Treasures of the Greater Bay Area".

Hong Kong hosted the 4th Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival in 2024 for the first time. LCSD planned and co-ordinated over 770 live performances and exchange activities and 70 online programmes, which were held in Hong Kong and other cities in GBA concurrently. The event has brought together over 14 000 local and Mainland arts practitioners, and attracted more than 2.16 million participants and an online viewership of some 46 million. Moreover, LCSD supported over 70 performances and exchange activities in GBA by performing arts groups and artists from Hong Kong, covering different art forms such as Chinese and Western music, jazz, dance, drama, Cantonese opera and family entertainment. Some of these

programmes were invited to be featured in annual arts festivals and performance series organised by the theatres and cultural institutions in GBA. 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 cultural exchange activities of “Intangible Cultural Heritage in Communities” on the theme of “Deeply Rooted Connections Between Shenzhen and Hong Kong, Long-lasting Bonds of Intangible Cultural Heritage”.

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, seminars, performances, cultural exchange and other projects to interact with different cultural institutions and stay abreast of the latest cultural developments in GBA. Meanwhile, in 2024-25, HKADC also funded 3 cultural exchange projects in GBA through the Cultural Exchange Grant.

2. Starting from 2021-22, NSAs can apply for subvention to organise Youth Sports Exchange Programme through the 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 NSAs have organised a total of 70 exchange programmes since then.
3. Co-hosted by Guangdong, Hong Kong and Macao, the 15th National Games will be held from 9 to 21 November 2025. Hong Kong will host 8 competition events and 1 mass participation event, and participate in the organisation of 2 cross-boundary events. As an important part of the preparatory work, the hosts are required to organise test events for all competition events. From last November to early March this year, Hong Kong organised test events for golf, handball (men) and triathlon, and assisted Zhuhai and Shenzhen respectively in organising test events for the 2 cross-boundary events, namely road cycling and marathon. These test events went smoothly in general. We will continue to maintain close contact with relevant departments and organisations to fully prepare for the official events.

- End -

CONTROLLING OFFICER'S REPLY

CSTB023

(Question Serial No. 0153)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Events Capital

The Government has proposed a series of mega events. Will the Government inform this Committee of the following:

1. 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?
2. As mentioned in the Budget, the Government will develop culture, sports and tourism industries, including promoting eco-tourism, in accordance with the unique characteristics of different localities in the Northern Metropolis. What are the follow-up actions of the Culture, Sports and Tourism Bureau? When will these actions be announced?

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

Reply:

We have consulted the Development Bureau and our reply is as follows:

1. To inform members of the public and visitors in advance of the mega events to be held in Hong Kong, the Government has compiled a calendar of mega events in Hong Kong. Members of the public can browse the latest information on various mega events through the website of Brand Hong Kong. The Culture, Sports and Tourism Bureau updates the calendar on an on-going basis and is currently enhancing the presentation of events on the calendar. The enhanced version will present mega events with tourism appeal in clearer and more focused manner, allowing visitors to better plan for their trips to Hong Kong while enabling relevant industries to design and launch tourism services and products in advance.

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.

2. As the major source of land supply for Hong Kong in the future, the Northern Metropolis (NM) is capable of providing some 3 000 hectares (ha) of new development land, promoting the diversified development of various industries (including cultural, sports and tourism industries). Besides development, the fostering of well-integrated urban-rural landscapes, enhancing environmental capacity and developing eco-tourism resources are also important development objectives for the NM.

As regards culture and sports, land has been reserved in San Tin Technopole to accommodate an iconic cultural complex. Land has been reserved in New Territories North New Town for the development of a Cultural Node and a Sports Hub, accommodat ingvarious cultural and sports facilities for promoting the development of Hong Kong’s cultural and sports industry. In the western part of the NM, land has also been reserved in Lau Fau Shan for construction of a dedicated performing arts venue. Moreover, we will provide various recreational and sports facilities in each new development area in accordance with the population-based provision standards as stipulated in the Hong Kong Planning Standards and Guidelines. These planned facilities, along with the New Territories East Cultural Centre under construction, will further enrich the existing cultural and sports resources in the NM, creating higher quality and more comprehensive cultural and recreational experiences for residents.

As regards tourism and eco-tourism, leveraging Hong Kong’s rich cultural and natural resources, the Government has promoted the concept of “tourism is everywhere” in recent years. The NM boasts numerous tourism elements such as cultural heritage sites, traditional rural townships and natural ecosystems, hence it is difficult to holistically deduce the land area reserved for tourism industry. Nevertheless, the Government established the Robin’s Nest Country Park (approximately 530 ha) and opened the Long Valley Nature Park (approximately 37 ha) in 2024 as significant eco-tourism hubs in the NM. The Government also plans to develop the Sam Po Shue Wetland Conservation Park (covering over 300 ha) to further expand the NM’s eco-tourism resources. Moreover, the Development Bureau has reserved land in Tsim Bei Tsui and Pak Nai to develop eco-tourism nodes, with the expression of interest exercise launched in April 2025.

- End -

CONTROLLING OFFICER'S REPLY

CSTB024

(Question Serial No. 0154)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Tests Events at Kai Tak Sports Park (KTSP)

Before the official opening of KTSP, the Government had held multiple large-scale stress tests in preparation for mega events. In this connection, will the Government inform this Committee of the following?

1. What was the total cost of the multiple stress tests held by the Government? What was the expenditure breakdown?
2. It is learnt that civil servants who participated in the stress tests were given a transportation allowance of \$150. Were there similar arrangements for community members or volunteers?
3. What were the outcomes of the multiple large-scale stress tests? Did KTSP meet expectation in terms of co-ordination of entry and exit of large crowds, public transportation, hygiene, noise impact and other aspects?
4. What is the time required to set up and clear out the main stadium at KTSP for a large-scale event? Has the schedule for 2025 been finalised? What is the average number of event days per month?

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

Reply:

1. Since late October last year, the Culture, Sports and Tourism Bureau (CSTB) has worked with relevant policy bureaux and departments, as well as the Kai Tak Sports Park Limited (the Operator) to conduct almost 20 test events and stress tests of different scale across three major venues at Kai Tak Sports Park (KTSP). The expenditure involved is absorbed by the existing resources of the policy bureaux and departments.

2. Regarding the five large-scale stress tests involving civil servants' participation as spectators, the Government provided each participating civil servant with a transportation allowance of \$100. Relevant policy bureau also invited community members to participate in these large-scale stress tests, and provided them with a transportation allowance of \$150, which was slightly higher than that given to civil servants taking into account the time they took to participate in the stress tests for the benefit of the community.
3. From late October last year to February this year, the Government worked with the Operator to conduct almost 20 test events and stress tests of different nature and scale across three major venues in a gradual and orderly manner, with a view to evaluating different operation and contingency arrangements of KTSP to better prepare for its official commissioning. Both sport and non-sport test events took place in the three major venues with particular objectives, allowing relevant departments, the Operator and all participating parties to familiarise themselves with the preparatory work of both the hardware and software of the Sports Park, such as entry and exit arrangements, transportation, stage setup and backstage facilities. With the close collaboration of all parties, the intended outcomes and objectives of the test events and stress tests were achieved with satisfactory results.
4. Over the past few years, the Operator has, all along, been actively maintaining close contact with local stakeholders and international event organisers in the sports, arts and cultural sectors and showcased the advantages of the facilities at KTSP to over 200 local and international bodies. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using different facilities at KTSP for sports and entertainment activities. For example, following the Hong Kong Sevens 2025 held at Kai Tak Stadium in March, multiple concerts of internationally renowned bands and local singers will take place at Kai Tak Stadium from April to June. In general, promotion of events is led by organisers. The Operator will not disclose details of the events before the organisers. A number of major events which have been confirmed will be announced by the organisers gradually, after which the Operator will update the KTSP website accordingly.

The Operator will actively liaise with event organisers to formulate the hiring arrangement and provide suitable venue setup and supporting facilities that cater to the actual operational needs as well as the scale, category, stage design and production requirements of the events with a view to ensuring their smooth staging.

- End -

CONTROLLING OFFICER'S REPLY

CSTB025

(Question Serial No. 0155)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Developing Panda Economy

Hong Kong is currently home to the largest number of pandas outside of the Mainland and the Government is actively promoting the development of panda economy. In this connection, will the Government inform this Committee of the following:

1. Please provide an overview of the activities undertaken by the Government so far to promote panda economy and the relevant expenditure.
2. PANDA GO! FEST HK has attracted special attention of the public. What is the budget for this event? How many visitors or locals will benefit from it?
3. What outcomes have been achieved by the Government so far in promoting panda economy? What are the expected outcomes?

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

Reply:

The Culture, Sports and Tourism Bureau (CSTB) has been promoting and publicising panda tourism mainly through the Hong Kong Tourism Board (HKTB). CSTB, jointly with HKTB and the Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities themed "Come and Enjoy a Pandastic Hong Kong". The new giant panda family has been serving as Hong Kong's tourism ambassadors to promote "tourism is everywhere" travel experience in Hong Kong, attracting visitors from around the world to Hong Kong and driving tourism development.

HKTB has also launched a dedicated one-stop "Giant Panda Special Page" on its tourism information platform "Discover Hong Kong" to enable both locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a giant panda television promotional video featuring the six giant pandas introducing

various world-class tourism experiences in Hong Kong to attract visitors from all over the world to visit and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations and train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Information Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city.

Furthermore, CSTB and HKTB fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. HKTB also arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hong Kong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Apart from the above campaigns, different policy bureaux/departments, the tourism industry and related sectors have launched a number of promotional and marketing campaigns on the theme of giant pandas as a result of the active promotion by CSTB. These campaigns have successfully sparked the craze for giant pandas across the city, thereby creating business opportunities and attracting more visitors to Hong Kong. A number of large shopping malls in various districts have displayed giant panda decorations and installations; the catering sector has introduced various giant panda-shaped products; the retail sector has been rolling out a variety of crossover products featuring giant pandas; and MTRCL has collaborated with Ocean Park to offer tourism products bundling High Speed Rail and Airport Express tickets with Ocean Park admission tickets, etc. Ocean Park has also actively partnered with various brands to launch giant panda-themed promotions and merchandise, such as giant panda-designed gold jewellery, accessories, stationery, household products, Chinese snacks, wood carving items, mobile accessories, red wine, “fai chuns” and red envelopes, etc. Currently, the number of giant panda-themed merchandise under Ocean Park’s catalogue has exceeded 500, which is fourfold of the number before the giant panda cubs were born. Many items of the merchandise are well received and the sales performance is satisfactory.

In 2025-26, CSTB will continue to work with HKTB, Ocean Park and various sectors of the community to better seize the opportunities presented by the Hong Kong giant panda family and exercise creativity by launching more giant panda-related promotional activities and merchandise etc., so as to further promote panda tourism and enhance Hong Kong’s appeal.

Besides, CSTB will continue to encourage Ocean Park to capitalise on its advantage of being home to the largest number of giant pandas outside the Mainland by launching more Hong Kong-themed giant panda-related promotional activities, merchandise, cultural and creative products, comics and animation products, video games, tourism products, etc., including those designs using the giant pandas intellectual property (IP) created according to the physical features of the six giant pandas residing in Hong Kong. In addition to the extensive use of the relevant IP in Ocean Park's social media contents and merchandise, Ocean Park will continue to make use of the relevant IP to launch giant panda-themed festive events, immersive experience activities, light shows, thematic performances, amusement facilities, etc. Ocean Park will also organise giant panda workshops, such as "Giant Panda Poo Paper Workshop" and "Wowotou Studio", which allow the participants to learn about the physical features and habits of the giant pandas through hands-on experience and observation, as well as acquire knowledge about the conservation of the giant pandas, thereby bringing a unique giant panda experience to both locals and visitors. It is expected that the above promotions and activities will drive up Ocean Park's attendance and revenue from ticketing and merchandise, etc.

The activities and promotions relating to giant pandas organised by the Government, HKTB and Ocean Park have created social atmosphere and conditions for various trades and industries, encouraging them to explore and seize business opportunities. As the above promotion and publicity work for panda tourism undertaken by CSTB and HKTB has been subsumed into the overall marketing expenditure of HKTB, it is difficult to quantify the relevant expenditures separately. As for events organised by private organisations, such as the "PANDA GO! FEST HK", the Government does not have the commercial information of these events.

- End -

CONTROLLING OFFICER'S REPLY

CSTB026

(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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Kai Tak Cruise Terminal

In Strategy 2 set out in the Development Blueprint for Hong Kong's Tourism Industry 2.0, it is highlighted that Hong Kong, as Asia's cruise hub, aims to attract more cruise visitors. In this connection, will the Government inform this Committee of:

1. the number of days with ship calls at the Kai Tak Cruise Terminal (KTCT) and the economic benefits brought by relevant cruise passengers to Hong Kong over the previous year;
2. the estimated number of days with ship calls at KTCT in the coming year; and
3. the Government's current plans to facilitate the provision of more multi-functional services and supporting facilities at KTCT?

Asked by: Hon CHAN Yuet-ming (LegCo internal reference no.: 31)

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 private terminal operator under commercial principles, while the Ocean Terminal is a private facility.

In 2024, a total of 150 ship calls were made in Hong Kong, among which 98 were made at KTCT. Currently, it is estimated that 154 ship calls will be made in Hong Kong in 2025, with 111 of them to be made at KTCT.

In addition to the onshore spending of inbound cruise passengers, cruise tourism contributes to Hong Kong's economy in other aspects. These include the expenses incurred in Hong Kong by the cruises (such as expenses for arranging shore excursions or transport for

passengers, reprovisioning for the cruises, berthing at terminals and hiring of ground staff), as well as the onshore spending of crew members on leave etc.

The Culture, Sports and Tourism Bureau published in December 2024 the Action Plan on Development of Cruise Tourism (Action Plan), as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0, with a view to consolidating Hong Kong's position as Asia's hub for international cruise. One of the 5 strategies set out in the Action Plan is to elevate the function of KTCT as a cruise terminal for all, with the following 5 action measures included:

- (1) provide a wide array of transportation options for both cruise and terminal visitors;
- (2) enhance services and amenities for cruise visitors;
- (3) further utilise KTCT for other commercial purposes, including conventions, exhibitions and activities;
- (4) create synergies with nearby new developments; and
- (5) critically examine and refine the operational requirements for KTCT operator in future.

- End -

CONTROLLING OFFICER'S REPLY

CSTB027

(Question Serial No. 0720)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned that the provision for 2025-26 is 134.3% higher than the revised estimate for 2024-25, representing an increase of more than double and a significant rise in percentage terms compared to the corresponding figure for the past financial year. Please inform this Committee of:

1. whether the increase in provision is due to the hosting of the National Games; if yes, whether the provision in this category will be reduced in the future;
2. a breakdown showing items with the largest increase in provision.

Asked by: Hon CHAN Yung (LegCo internal reference no.: 14)

Reply:

1. The estimate under Programme (3) for 2025-26 is 134.3% higher than the revised estimate for 2024-25. This is mainly because Hong Kong will co-host with Guangdong and Macao the 15th National Games (NG), and the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) in November and December 2025 respectively. With the completion of the 15th NG, the 12th NGD and the 9th NSOG, the related dedicated expenditures are expected to decrease.
2. The dedicated funding for the 15th NG, the 12th NGD and the 9th NSOG is approximately \$700 million, which attributes to the main increase in the provision.

- End -

CONTROLLING OFFICER'S REPLY

CSTB028

(Question Serial No. 0721)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Bureau will support the Hong Kong Maritime Museum in providing a representative maritime museum for Hong Kong in the coming financial year:

1. What are the estimated manpower and expenditure involved?
2. What are the details and timeline of the plan?

Asked by: Hon CHAN Yung (LegCo internal reference no.: 15)

Reply:

Currently, the Hong Kong Maritime Museum (HKMM) rents Central Pier No. 8 at nominal rent and receives Government subvention to support its operation. The Culture, Sports and Tourism Bureau anticipates providing an operating grant of up to \$10.4 million and a maintenance fund of up to \$4.2 million to HKMM in 2025-26 to support its operation, activities and maintenance work.

- End -

CONTROLLING OFFICER'S REPLY

CSTB029

(Question Serial No. 0722)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding panda tourism, will the Government inform this Committee of the following:

1) What are the estimated expenditures for promotional programmes of panda tourism? Have dedicated resources been set aside for the organisation of such programmes, such as promotional campaigns and visitor reception arrangements?

2) Are there any plans for the Government to roll out tourism activities in relation to the 2 giant pandas gifted to Hong Kong by the Mainland, such as special exhibitions or educational campaigns? In addition, will exclusive panda-themed IP products (e.g. souvenirs, merchandise with cultural and creative elements and digital content) be developed to enhance tourism appeal?

3) How will the effectiveness of promotional programmes of panda tourism be assessed? Have the details and timelines of these programmes been worked out to ensure smooth implementation? In addition, how will the effectiveness of these programmes be enhanced and the programmes be further improved through the review mechanism?

Asked by: Hon CHAN Yung (LegCo internal reference no.: 16)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) has been promoting and publicising panda tourism mainly through the Hong Kong Tourism Board (HKTB). CSTB, jointly with HKTB and the Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities themed "Come and Enjoy a Pandastic Hong Kong". The new giant panda family has been serving as Hong Kong's tourism ambassadors to promote "tourism is everywhere" travel experience in Hong Kong, attracting visitors from around the world to Hong Kong and driving tourism development.

HKTB has also launched a dedicated one-stop "Giant Panda Special Page" on its tourism information platform "Discover Hong Kong" to enable both locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a giant panda television promotional video featuring the six giant pandas introducing

various world-class tourism experiences in Hong Kong to attract visitors from all over the world to visit and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations and train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Information Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city.

Furthermore, CSTB and HKTB fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. HKTB also arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year.

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In 2025-26, CSTB will continue to work with HKTB, Ocean Park and various sectors of the community to better seize the opportunities presented by the Hong Kong giant panda family and exercise creativity by launching more giant panda-related promotional activities and merchandise etc., so as to further promote panda tourism and enhance Hong Kong’s appeal.

Besides, CSTB will continue to encourage Ocean Park to capitalise on its advantage of being home to the largest number of giant pandas outside the Mainland by launching more Hong Kong-themed giant panda-related promotional activities, merchandise, cultural and creative products, comics and animation products, video games, tourism products, etc., including those designs using the giant pandas intellectual property (IP) created according to the physical features of the six giant pandas residing in Hong Kong. In addition to the extensive use of the relevant IP in Ocean Park's social media contents and merchandise, Ocean Park will continue to make use of the relevant IP to launch giant panda-themed festive events, immersive experience activities, light shows, thematic performances, amusement facilities, etc. Ocean Park will also organise giant panda workshops, such as "Giant Panda Poo Paper Workshop" and "Wowotou Studio", which allow the participants to learn about the physical features and habits of the giant pandas through hands-on experience and observation, as well as acquire knowledge about the conservation of the giant pandas, thereby bringing a unique giant panda experience to both locals and visitors. It is expected that the above promotions and activities will drive up Ocean Park's attendance and revenue from ticketing and merchandise, etc.

As the above promotion and publicity work for panda tourism undertaken by CSTB and HKTB has been subsumed into the overall marketing expenditure of HKTB, it is difficult to quantify the relevant expenditures separately.

The effectiveness of such publicity and promotion work cannot be assessed entirely in quantifiable terms. CSTB and HKTB will, based on the nature of different work, set various indicators, such as the number of visitors to website, audience reach of social media, views of promotional videos, etc., to assess its effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB030

(Question Serial No. 0723)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

At a time when Hong Kong is actively promoting cultural tourism and the tourism industry is undergoing transformation, the Bureau will reduce the financial provision for tourism in the coming financial year. Please list the specific items with reduced provision and explain the reasons.

Asked by: Hon CHAN Yung (LegCo internal reference no.: 17)

Reply:

In Programme (6) Travel and Tourism, the provision for 2025-26 (\$675 million) is about \$257 million lower than the revised estimate for 2024-25 (\$932 million). This is mainly due to a reduction in dedicated and time-limited provision for the Characteristic Local Tourism Incentive Scheme resulting from its conclusion. The Culture, Sports and Tourism Bureau has taken into account the lapse of the relevant provision in the current financial year when planning initiatives to promote tourism development.

- End -

CONTROLLING OFFICER'S REPLY

CSTB031

(Question Serial No. 0818)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in the Budget, the Government has always been a staunch supporter to the development of the film industry. A cumulative total of over \$1.3 billion has been approved by the Film Development Fund (FDF) to support more than 120 film projects. These projects involved more than 110 new directors and producers, and the relevant films have won more than 180 awards. FDF has also launched the Film Financing Scheme for Mainland Market to encourage Hong Kong film companies and Mainland cultural enterprises to invest in and promote productions by Hong Kong directors. In this connection, will the Government inform this Committee of the following:

1. In regard to providing financial support to film projects through FDF, what is the amount of funding directly injected by FDF so far in supporting over 120 films which involved more than 110 new directors and producers, and facilitating these films to win more than 180 awards? What was the government's expenditure on support services for ensuring the smooth implementation of these projects? What specific funding and facilitation measures have been adopted?
2. Regarding the outcomes of FDF-funded film projects in award achievements and talent cultivation, has the Government evaluated the impact of these outcomes on FDF's expenditure? If yes, what specific indicators and methods were adopted? What adjustments have been made to FDF's estimated expenditure in the future? If no, what are the reasons for not doing so?
3. In order to enhance the professional capabilities of Hong Kong film practitioners (including emerging directors, producers, and other film production staff) in areas such as professionalism in film production, creative values, industry ethics, development of film markets at local, national and international levels and, in particular, the implementation of the Film Financing Scheme for Mainland Market, what is the amount of financial resources devoted by FDF and relevant government departments? What was the expenditure on carrying out relevant work? What specific enhancement measures were put in place?
4. In regard to the FDF-funded scheme supporting film companies and directors from Hong Kong to co-produce with their Mainland counterparts and relevant professional exchange activities, what are the approximate numbers of participants in the past 5 years? What was

FDF's expenditure in this regard? What is the approximate number of expected participants in such programmes in 2025-26? What is FDF's estimated expenditure in this regard?

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 8)

Reply:

The Government provides funding support through the Film Development Fund (FDF) for projects conducive to the long-term and healthy development of Hong Kong's film industry. As at the end of February 2025, the FDF has funded over 120 films, involving an amount of over \$500 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, local and international awards attained, as well as the number of participants.

In May 2024, the Government launched the Film Financing Scheme for Mainland Market under the FDF in order to support Hong Kong film companies and the Mainland cultural enterprises to invest in and promote the productions of Hong Kong directors. This helps boost the chance of Hong Kong films releasing in the Mainland market and nurture more local directors capable of entering the Mainland film market. The Scheme covers films with production budgets ranging from \$25 million to \$150 million. Approved film projects will receive a standard government finance of \$10 million, with a view to attracting more private investment to support the production of more Hong Kong films which can enter and fare well in the Mainland film market. As at the end of February 2025, 2 films have been approved, involving a funding of \$20 million.

Moreover, from 2020 to 2024, the FDF supported more than 120 participants in various professional exchange activities with the Mainland with a funding of over \$7 million. In the past 5 years, the Film Production Financing Scheme and Film Production Financing Scheme - Relaxation Plan under the FDF have supported 4 Hong Kong-Mainland co-productions, with a total funding of about \$15 million. The expenditures of relevant funded projects in the coming year will be subject to the content of the individual applications and the approved plans.

Since promoting FDF-funded projects is part of the regular work of the Cultural and Creative Industries Development Agency, the expenditure on the manpower and support involved is included in the overall estimates of the Culture, Sports and Tourism Bureau.

- End -

CONTROLLING OFFICER'S REPLY

CSTB032

(Question Serial No. 0828)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in Volume I General Revenue Account of the Estimates, during 2025-26, the Culture, Sports and Tourism Bureau (CSTB) will continue to implement the Major Sports Events Matching Grant Scheme (the 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, will the Government inform this Committee of:

1. CSTB’s total annual expenditure on the Scheme and a breakdown of such expenditure (by event types, funding amounts, etc.) for each of the past 5 financial year;
2. the average matching ratio (government funding to private sponsorship) of the funded events and the case with the highest single funding amount;
3. the quantitative indicators of the post-event evaluation mechanism (e.g. audience engagement, media exposure, economic benefits).

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

Reply:

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

| | Types of matches | Total Amount Approved ^{Note} (\$ million) |
|---------|--|---|
| 2020-21 | All major sports events were cancelled due to the Covid-19 epidemic. | |
| 2021-22 | Major sports events | 19.5 |
| | Exhibition matches or tournaments | 0 |
| 2022-23 | Major sports events | 47.5 |
| | Exhibition matches or tournaments | 10 |
| 2023-24 | Major sports events | 197.4 |
| | Exhibition matches or tournaments | 0 |
| 2024-25 | Major sports events | 337.5 |

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

2. The Government has been actively promoting Hong Kong as a centre for major international sports events, and has been supporting local National Sports Associations (NSAs) to host such events by providing matching fund and direct grants through the “M” Mark System, launched by the Major Sports Events Committee (MSEC) of the Sports Commission in 2004. In order to enhance support for NSAs to stage international sports events, the Government allocated \$500 million to the “M” Mark System for the implementation of a new Major Sports Events Matching Grant Scheme (the 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.

Under the Scheme, the Government provides a dollar-for-dollar matching grant to the event organiser based on the cash sponsorship solicited from the commercial or private sectors. The maximum amount of \$15 million of matching grant and \$2 million of grants for venue and marketing were provided for hosting the following 3 events in 2024-25:

- (i) 8 to 10 March 2024
LIV Golf Hong Kong
 - (ii) 17 November 2024
Hong Kong International Airport · Standard Chartered Hong Kong Marathon: Three-Runway System 10km International Race
 - (iii) 4 to 9 March 2025
World Snooker Grand Prix
3. Under the current arrangement, 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 as well as to submit an audited statement of accounts and an evaluation report providing information on the number of participants, media coverage, and economic benefits achieved during the event to the Culture, Sports and Tourism Bureau (CSTB) within 6 months 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 before determining the final amount of the grant. Should the organiser fails to hold an event in accordance with its proposal, CSTB may recover all or part of the funding, as the case may be, and would not preclude reducing the grant based on the performance of the organiser or the effectiveness of the event.

- End -

CONTROLLING OFFICER'S REPLY

CSTB033

(Question Serial No. 2352)

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 (Ms Vivian SUM)

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. The amounts of grants approved for and numbers of spectators at the "M" Mark events in the past 3 years in tabulated form.
2. As mentioned in the Budget Speech, the Government will adopt a more strategic approach in continuously attracting sports events which can bring significant economic benefits to Hong Kong. Will the Mega Events Coordination Group established last year take the initiative to bring major sports events into Hong Kong as a desirable host city by further strengthening its roles or taking alternative approaches? If so, what are the details and estimated expenditure? If not, what are the reasons?
3. Following the official opening of the Kai Tak Sports Park, will the Government consider stepping up its efforts in promoting "M" Mark events to local and overseas visitors to enhance their participation? If so, what are the details and estimated expenditure? If not, what are the reasons?
4. Will the Government consider assessing the number of visitors participating in different "M" Mark events and the effectiveness of promoting Hong Kong as an "events capital" by collecting big data, etc. If so, what are the details and estimated expenditure? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 11)

Reply:

1. The information on events supported by the "M" Mark System in the past 3 years are as follows:

| Item | Event Title | Date | Number of Participants ^{Note} | Total Amount Approved ^{Note 2} (\$M) |
|----------------|---|--------------------------------|--|---|
| 2022-23 | | | | |
| 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 |
| 6. | World City Championship | 23-26 March 2023 | 12 797 | 11 |
| 2023-24 | | | | |
| 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 |
| 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 |
| 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 |

| Item | Event Title | Date | Number of Participants ^{Note} | Total Amount Approved ^{Note 2} (\$M) |
|----------------|--|------------------------------------|--|---|
| 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* |
| 2024-25 | | | | |
| 1. | Hong Kong Sevens | 5-7 April 2024 | 98 121 | 16 |
| 2. | FIBA 3x3 Universality Olympic Qualifying Tournament | 12-14 April 2024 | 45 476 | 16* |
| 3. | FIE Foil World Cup – Hong Kong, China | 1-4 May 2024 | 2 702 | 8.1 |
| 4. | FIVB Volleyball Nations League Hong Kong | 11-16 June 2024 | 141 133 | 15* |
| 5. | Hong Kong International Dragon Boat Races | 15-16 June 2024 | 54 526 | No Funding |
| 6. | BOC Life Cup - Kitchee vs Atlético de Madrid | 7 August 2024 | 18 253 | 16 |
| 7. | World Lacrosse Women's U20 Championship | 15-24 August 2024 | 7 543 | 13* |
| 8. | The 12th Yao Foundation Charity Game | 20 August 2024 | 11 565 | 16 |
| 9. | Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500 | 10-15 September 2024 | 52 397 | 11.7* |
| 10. | Hong Kong Tennis 125 | 28 September to 6 October 2024 | 19 667 | 13* |
| 11. | WBSC Baseball5 World Cup | 7-12 October 2024 | 4 835 | 11 |
| 12. | Hong Kong Tennis Open (Women) | 26 October to 3 November 2024 | 5 420 | 15* |
| 13. | Hong Kong Cricket Sixes | 1-3 November 2024 | 9 161 | 15* |
| 14. | Harbour Race | 10 November 2024 | Cancelled due to inclement weather | 4* |
| 15. | HKIA•Standard Chartered HK Marathon: Third-runway System 10km International Race | 17 November 2024 | 25 734 | 17 |

| Item | Event Title | Date | Number of Participants ^{Note} | Total Amount Approved ^{Note 2} (\$M) |
|------|---|------------------------------------|--|---|
| 16. | Hong Kong Open (Golf) | 21-24 November 2024 | 32 916 | 16 |
| 17. | FIBA 3x3 World Tour - Hong Kong Final | 22-24 November 2024 | 30 195 | 16* |
| 18. | Hong Kong 2024 World Taekwondo Championships Poomsae | 30 November to 4 December 2024 | 21 242 | 13* |
| 19. | Hong Kong Squash Open | 2-8 December 2024 | 5 426 | 5.3 |
| 20. | WSF World Team Championship | 9-15 December 2024 | 7 603 | 8.3 |
| 21. | Hong Kong Tennis Open (Men) | 29 December 2024 to 5 January 2025 | 55 257 | 15* |
| 22. | Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon | 5 January 2025 | 13 738 | 12 |
| 23. | IBF World Cup | 5-14 January 2025 | 8 762 | 9.3 |
| 24. | IBF Para Bowling World Championships | 17-24 January 2025 | 9 875 | 7.8 |
| 25. | Chinese New Year Cup | 1 February 2025 | 20 013 | No Funding |
| 26. | Hong Kong Marathon | 9 February 2025 | 188 408 | 16 |
| 27. | Hong Kong International Horse Show | 14-16 February 2025 | 14 170 | 16 |
| 28. | World Snooker Grand Prix | 4-9 March 2025 | 27 273 | 17 |
| 29. | LIV Golf Hong Kong | 7-9 March 2025 | 38 904 | 15 |
| 30. | Hong Kong Sevens | 28-30 March 2025 | 113 052 | 16 |

Note 1: Including competing 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 Mega Events Coordination Group provides high-level steer on mega events and will continue to strengthen the communication and coordination among relevant policy bureaux, departments and statutory bodies in relation to mega events, with a view to fostering a culture that promotes, supports and facilitates the successful staging of mega events in Hong Kong, and attracting different mega events (including mega sports events) to Hong Kong with emphasis on quality and quantity.
- Committed to promoting Hong Kong as a centre for major international sports events, the Government has launched the “M” Mark System to support the staging of such

events in Hong Kong by providing matching fund and direct grants. Following the official commissioning of the Kai Tak Sports Park, the Government will continue to promote “M” Mark events to both locals and overseas visitors in an active manner, including publicising these events through various media. The Culture, Sports and Tourism Bureau will also disseminate information on major local and international sports events on its website for easier public access. Furthermore, we will continue to collaborate with the Hong Kong Tourism Board in the overseas promotion of “M” Mark events, attracting more participation from overseas visitors. The aforementioned work is undertaken by the existing staff establishment, which can hardly be quantified separately.

4. We are currently consolidating the experience gained from the implementation of the “M” Mark events over the past year or so following the introduction of the enhancement measures, and evaluating the effectiveness of these measures. Details about the further enhancement of the “M” Mark System will be announced later.

- End -

CONTROLLING OFFICER'S REPLY

CSTB034

(Question Serial No. 2353)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Kai Tak Sports Park (KTSP) is now officially open. Please inform this Committee of the following:

1. What are the financial details for each financial year since the commencement of its construction works in 2019?
2. It is mentioned in the Programme that the Culture, Sports and Tourism Bureau (CSTB) will continue to work closely with the operator and relevant bureaux/departments to ensure the smooth operation of KTSP. What are the manpower and estimated expenditure required annually?
3. CSTB has indicated that it is actively preparing to form an advisory committee for KTSP comprising representatives from different sectors concerned to provide advice on such areas as KTSP's operation and promotion strategies. What is the current progress of the preparations for the advisory committee?
4. As mentioned in the Budget Speech, resources have been earmarked to strengthen support to the cruise industry, encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. Also, cruise lines will be provided with more concessions to attract cruise ships to berth at the Kai Tak Cruise Terminal (KTCT) during the low season. Will the Government set aside resources to facilitate the collaboration between KTCT and KTSP in product development and to align the arrival of cruise ships in Hong Kong with the schedule of major sports events, so as to achieve synergy between these 2 major infrastructure projects? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (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. The annual actual expenditure from the commencement of works to January 2025 are as follows:

| <u>Financial Year</u> | <u>Actual Expenditure (\$100M)</u> |
|-----------------------|------------------------------------|
| 2018-19 | 3.423 |
| 2019-20 | 19.635 |
| 2020-21 | 26.317 |
| 2021-22 | 40.491 |
| 2022-23 | 56.884 |
| 2023-24 | 65.997 |
| 2024-25 | around 63.900 |

2. Monitoring the operation of KTSP is an ongoing duty of the Culture, Sports and Tourism Bureau (CSTB). The Principal Assistant Secretary (Sports and Recreation)² (PAS(SR)2) of CSTB supervises the operational performance of the Operator in the capacity of the Supervising Officer (Operation) of the Contract, including overseeing the management of KTSP. PAS(SR)2 is supported by the existing manpower and non-civil service contract / post-retirement service contract staff of CSTB. The administrative cost and staff establishment involved are absorbed by the existing resources of CSTB.
3. The Government will establish the KTSP Advisory Committee comprising representatives from different sectors, including those from the sports, cultural, tourism and business sectors as well as members of the Legislative Council, to provide comments and make suggestions on the operation strategy of KTSP and performance of the Operator. The Government will announce further details in due course.
4. Occupying approximately 28 hectares and featuring over 700 000 square feet of retail and dining facilities, KTSP serves as a one-stop destination for sports, leisure, entertainment and shopping. Hosting various types of major sports, cultural and entertainment events at KTSP will bring footfall to the area and drive visitation and spending of tourists. Located next to the Kai Tak Runway Area, the Kai Tak Cruise Terminal (KTCT) is an infrastructure project developed for berthing large cruise ships, bringing cruise passengers from around the world to Hong Kong. CSTB will further make use of KTCT for other commercial purposes, such as conventions, exhibitions and other events, to elevate the function of KTCT as a cruise terminal for all. In preparing the work plans for KTSP and KTCT, we will consider how the two major infrastructure projects could complement each other, with a view to creating synergies by fully leveraging the respective facilities. For example, following the official commissioning of KTSP in March this year, CSTB, in collaboration with cruise lines through the Hong Kong Tourism Board, has developed a new shore excursion itinerary in Kowloon East which includes KTSP.

- End -

CONTROLLING OFFICER'S REPLY

CSTB035

(Question Serial No. 2354)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Bureau stated that it will continue to monitor the delivery of sports and recreational facilities by the Leisure and Cultural Services Department. The Kai Tak Sports Park (KTSP) has become the largest sports venue in Hong Kong since its official opening. Regarding the utilisation rate and positioning of the Hong Kong Stadium (HKS), will the Bureau advise this Committee on the following:

1. What are the details of ball games and other large-scale events held at HKS in the past 3 years?
2. Whether the Bureau has set a new target utilisation rate for HKS upon KTSP's commencement and revised its estimated expenditure? If so, what are the details? If not, what are the reasons?
3. Projects under the first phase of the 10-Year Development Blueprint for Sports and Recreation Facilities include the redevelopment of the Hong Kong Stadium. Nevertheless, the 2024 Policy Address mentioned that the Government will review the redevelopment plan for HKS to ensure its synergy with KTSP. When does the Bureau plan to start and complete the review?
4. During the review period, will the Bureau study short-term solutions, such as re-examining the feasibility of setting up a golf driving range, to boost HKS's utilisation rate? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 13)

Reply:

1. A total of 45 events were held at the Hong Kong Stadium (HKS) in the past 3 years, including 36 ball games and 9 other large-scale community events. The numbers of events are tabulated as follows:

| | 2022 ^{Note} | 2023 | 2024 |
|---|----------------------|------|------|
| Number of ball games | 8 | 14 | 14 |
| Number of other large-scale events | 3 | 3 | 3 |

| | | | |
|---------------------|----|----|----|
| Annual total | 11 | 17 | 17 |
|---------------------|----|----|----|

Note: Due to the COVID-19 epidemic, HKS was closed from 7 January to 20 April 2022.

2. - 3. The Government will closely monitor the usage of the Kai Tak Sports Park (KTSP) in the first 1 to 2 years of its operation and review the positioning of HKS to determine the way forward for the latter. The Culture, Sports and Tourism Bureau will continue to keep in close contact with stakeholders (including the Sports Federation & Olympic Committee of Hong Kong, China) to ensure synergy between KTSP and HKS.

4. The current hiring arrangements of HKS will continue to be adopted before the future positioning of the venue is determined. The Football Association of Hong Kong, China and other organisation hirers have submitted applications for the year-round hiring of HKS in 2025. It is anticipated that the hiring of HKS will be similar to that in recent years. In addition, HKS is also hired by organisations for staging the Scout Rally and charity walks, as well as conducting training/competitions under the “Sports Training Scheme”.

We will continue to closely monitor the usage of HKS and explore feasible enhancement measures for effective management of the venue, thereby fostering sports development.

- End -

CONTROLLING OFFICER'S REPLY

CSTB036

(Question Serial No. 2355)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention in 2025-26 of the estimate, the Culture, Sports and Tourism Bureau will organise the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) in collaboration with Guangdong and Macao, and will continue to provide comprehensive support to Hong Kong athletes for their preparation for and participation in major international multi-sports events, including NG and NSOG. In this connection, will the Government inform this Committee of the following?

1. What is the latest progress of the preparatory work? What are the latest total expenditure and manpower arrangement for NG?
2. Please provide a breakdown of the estimated expenditure by category, including event management, athletes' accommodation, publicity and promotional activities, filming and broadcasting and volunteer recruitment.
3. The athletics marathon and road cycling events, which will be staged by Shenzhen and Zhuhai respectively, will be conducted in a cross-border manner and pass through Hong Kong. What are the estimated expenditure and manpower arrangement for the events?
4. In addition to staging 8 competition events, Hong Kong will also host a mass participation event, namely bowling, and will send athletes to participate in mass participation events held in the Mainland. Does the Government have any plan to take this opportunity to select and promote some mass participation activities that would be fitting for Hong Kong?
5. How long will the National Games Coordination Office (NGCO) be in operation? Upon conclusion of the events, will the Government consider converting NGCO into a permanent establishment to continue to promote the co-organisation of various types of sports events with other cities in the Greater Bay Area?

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

Reply:

1.-3. The National Games Coordination Office (Hong Kong) (NGCO) has been allocated approximately \$700 million in 2025-26 to take forward Hong Kong's preparatory work for the 15th NG, the 12th NGD and the 9th NSOG. At present, NGCO has about 70 time-limited civil service posts and about 150 contract staff. In 2025-26, about 40 additional time-limited civil service posts (set to expire by the end of 2025) will be created in phases to meet the additional manpower demands.

NGCO has been liaising closely with the General Administration of Sport of China, China Disabled Persons' Federation and the governments of Guangdong and Macao to press ahead with various preparatory work, including those relating to event management, the organisation of test events, publicity and promotion, recruitment of volunteers and their training, etc. Hong Kong will also participate in the organisation of 2 cross-boundary events, namely road cycling and marathon. We will adhere to the principle of "simple, safe and wonderful" in organising the Games, and work closely with the Guangdong and Macao authorities to jointly bring this mega event to success.

The manpower and expenditures involved in the aforementioned work will be absorbed by NGCO and relevant policy bureaux and departments. As many work items including event management, tripartite publicity and promotional activities, filming and broadcasting, etc., are still under discussion, we do not have the relevant figures for the time being.

4. Mass participation events of the 15th NG are divided into competition events and demonstration events, with the former covering 19 sports and the latter 4, amounting to 23 sports altogether. The 19 sports to be covered under the competition events include table tennis, badminton, tennis, football, basketball, light volleyball, shuttlecock, roller sports, dragon boating, go, Chinese chess, chess, bridge, Chinese wrestling, orienteering, karate, gateball, modelling, and bowling; while the 4 sports to be covered under the demonstration events include health qigong, tai chi, dragon and lion dancing, and broadcast gymnastics.

To uphold NG's ideal of "benefit ordinary people, make a healthy China", relevant national sports associations or organisations are gradually conducting free-of-charge athlete selections/technical tests to assess the skill level of athletes, so as to select eligible athletes to represent the Hong Kong Special Administrative Region in the mass participation events of the 15th NG. To further promote these activities, the Leisure and Cultural Services Department has launched the "I Want to Join the National Games" promotional campaign in mid-January 2025, and is currently stepping up its promotion through various channels to encourage interested public to participate in the athlete selections/technical tests.

5. CSTB established NGCO in October 2023 to take charge of the co-ordination and implementation of the 15th NG, the 12th NGD and the 9th NSOG. After completing all tasks related to the Games, NGCO will cease operation on 31 March 2026.

- End -

CONTROLLING OFFICER'S REPLY

CSTB037

(Question Serial No. 2356)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to the figures under Programme (3), the financial provision for Sports and Recreation for 2025-26 is \$848.8 million higher than the revised estimate for 2024-25, representing an increase of 134.3%. The Government explained that this is mainly due to the increased provisions for operating expenses on the implementation of ongoing and enhanced sports initiatives including the 15th National Games (NG), the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games (NSOG), as well as the increased cash flow requirements for the Major Sports Events Matching Grant Scheme and the District Sports Programmes Funding Scheme. In this connection, will the Government inform this Committee of the following?

1. What are the respective operating expenses involved in the NG and NSOG, the Major Sports Events Matching Grant Scheme and the District Sports Programmes Funding Scheme in 2025-26?
2. What are the details of funding for each district sports associations under the District Sports Programmes Funding Scheme over the past 2 years, including the funding amounts, the numbers and types of funded activities, and the numbers of participants in the activities? What are the reasons for the increased cash flow requirements for the District Sports Programmes Funding Scheme in 2025-26?
3. What are the estimated number of "M" Mark events in 2025-26, the estimated dates, funding amounts, estimated attendance figures and numbers of inbound visitors brought by these events? What are the reasons for the increased cash flow requirements for the Major Sports Events Matching Grant Scheme in 2025-26?

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

Reply:

1. In 2025-26, a funding of approximately \$700 million is allocated to the National Games Coordination Office (Hong Kong) for organising the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games. The estimated cash flow requirement for the Major Sports Events (MSE)

Matching Grant Scheme is about \$180 million, and the estimated cash flow requirement involved in the District Sports Programmes Funding Scheme (DSPFS) is approximately \$19.5 million.

2. The funding amounts, numbers and types of funded activities, and the numbers of participants for each district sports association (DSA) under the DSPFS over the past 2 years are shown in **Annex**. The estimated increase in cash flow requirement for 2025-26 is primarily due to rising demand from DSAs for organising community sports activities in recent years.
3. In 2025-26, we will continue to support the “M” Mark System through the Arts and Sport Development Fund (Sports Portion) and expect to provide funding support for about 20 large-scale international sports events to take place in Hong Kong. As the applications are still being processed, details of the events receiving funding support are currently not available.

The increase in estimated cash flow requirement for 2025-26 for the MSE Matching Grant Scheme compared to the revised estimate for 2024-25 is mainly due to the increase in the number of “M” Mark events in 2024-25. Owing to the time required in the auditing of event expenditures, funding for some events held in the latter part of 2024-25 will have to be disbursed to the organisers in 2025-26.

| District Sports Programmes Funding Scheme 2023-24* | | | | |
|--|-----------------------------|-------------------------------|-----------------------------|---|
| DSA | Funding Amount (\$m) | Number of Participants | Number of Activities | Types of Activities |
| Eastern District Recreation and Sports Advancement Association | 0.98 | 15 291 | 4 | Futsal, basketball, 3x3 basketball and mini-basketball |
| Wan Chai District Arts, Cultural, Recreational and Sports Association | 0.12 | 1 060 | 1 | Cheerleading |
| Kowloon City District Recreation and Sports Council | 0.56 | 10 500 | 5 | Swimming, new sports, dancing, drone sports and football |
| Kwun Tong Sports Promotion Association | 0.54 | 6 340 | 10 | E-sports, roller skating, trail running, tai chi, dodgebee, running, table tennis, rock climbing and 3x3 basketball |
| Mong Kok District Cultural, Recreational and Sports Association | 0.32 | 4 880 | 3 | Football, futsal, fitness exercise and floor curling |
| Sham Shui Po Sports Association | 0.80 | 660 | 4 | 3x3 basketball, futsal and dodgeball |
| Yaumatei and Tsimshatsui Recreation and Sports Association | 0.20 | 785 | 6 | Bowling, boxing, yoga, rope skipping and floor curling |
| North District Sports Association | 0.98 | 2 370 | 7 | Volleyball, dragon boat racing, badminton, rope skipping, rugby and handball |
| Sai Kung District Sports Association | 0.66 | 683 | 4 | Cheerleading, athletics and canoeing |
| Sha Tin Sports Association | 0.28 | 300 | 1 | Water sports and cycling |
| Tai Po Sports Association | 0.18 | 1 180 | 2 | Dancing and artistic gymnastics |
| The Federation of Tsuen Wan District Sports and Recreation Association | 0.03 | 142 | 1 | Badminton |
| The New Territories Regional Sports Association | 0.85 | 2 238 | 2 | Long-distance running and archery |
| Tuen Mun Sports Association | 0.40 | 340 | 7 | Karatedo and long-distance running |
| Yuen Long District Sports Association | 0.72 | 1 808 | 5 | Pickleball, cheerleading, gymnastics, fencing, floor curling, football, bowling, cycling and swimming |

| | | | | |
|-----------------------------|------|-------|----|---|
| Cross-district applications | 2.35 | 9 594 | 11 | 3x3 basketball, futsal, volleyball, beach volleyball, triathlon and fencing |
|-----------------------------|------|-------|----|---|

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

District Sports Programmes Funding Scheme 2024-25#

| DSA | Funding Amount (\$m) | Number of Participants | Number of Activities | Types of Activities |
|---|-----------------------------|-------------------------------|-----------------------------|---|
| Eastern District Recreation and Sports Advancement Association | 1.53 | 14 520 | 4 | Basketball, 3x3 basketball, mini-basketball and futsal |
| Southern District Recreation and Sports Association | 0.498 | 4 270 | 7 | Futsal |
| Wan Chai District Arts, Cultural, Recreational and Sports Association | 0.16 | 1 000 | 1 | Aerobic dance |
| Kowloon City District Recreation and Sports Council | 0.79 | 9 700 | 4 | Drone sports, football, dodgebee, mölkky 、dodgeball (single ball style) and 3x3 basketball |
| Kwun Tong Sports Promotion Association | 1.19 | 9 484 | 11 | E-sports, roller skating, trail running, tai chi, dodgebee, running, table tennis, rock climbing and 3x3 basketball |
| Mong Kok District Cultural, Recreational and Sports Association | 0.58 | 7 500 | 1 | Karatedo |
| Yaumatei and Tsimshatsui Recreation and Sports Association | 0.39 | 1 146 | 7 | Bowling, pickleball, yoga, rope skipping and floor curling |
| Islands District Sports Association | 0.39 | 5 500 | 3 | Street dance |
| North District Sports Association | 1.79 | 4 137 | 9 | Volleyball, dragon boat racing, badminton, rope skipping, handball, rugby, 7-a-side soccer and dancing |
| Sai Kung District Sports Association | 1.30 | 1 910 | 5 | Taekwondo, athletics, gymnastics, cheerleading and canoeing |
| Sha Tin Sports Association | 0.54 | 2 000 | 4 | Rope skipping (digital rope), triathlon, dancing and orienteering |
| Tai Po Sports Association | 0.27 | 900 | 2 | Artistic gymnastics, dancing, rope skipping, taekwondo, light volleyball, basketball, football, badminton, shuttlecock, karatedo, wing chun, Chinese martial arts, mini-tennis, pickleball and e-sports |

| | | | | |
|---|------|--------|----|--|
| The New Territories Regional Sports Association | 1.55 | 2 880 | 3 | Long-distance running, archery and handball |
| Yuen Long District Sports Association | 1.51 | 3 520 | 8 | Swimming, badminton, hip-hop, table tennis, light volleyball, handball, pickleball, rugby, football, balance bike, fencing and floor curling |
| Cross-district applications | 5.67 | 20 050 | 17 | Dancing, volleyball, handball, beach volleyball, pickleball, swimming, canoe polo, fencing, futsal, cycling and running |

Since the sports activities under the DSPFS 2024-25 are still in progress, the figures above are subject to final reports and audited statement of income and expenditure of the activities submitted by DSAs for final verification.

- End -

CONTROLLING OFFICER'S REPLY

CSTB038

(Question Serial No. 2357)

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 (Ms Vivian SUM)

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 the following:

1. The actual funding amount for each elite sport by the Hong Kong Sports Institute and the number of athletes on funding in 2024-25, together with the estimate for 2025-26, as per following table:

| | 2024-25 | | 2025-26 (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 (NSA) in 2024-25, with a breakdown of the funding allocated to sports training for athletes, development plan, participation in overseas competitions, etc. in percentage terms.

3. Following the promulgation of the Code of Governance by the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) last year, the SF&OC has mandated the implementation of the guidelines within 2 years to enhance the corporate governance of NSAs. Will the Government deploy resources to assist NSAs in need with the enhancement of their corporate governance? If so, what are the details and the estimated expenditure? If not, what are the reasons?

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

Reply:

- The amount of funding provided by the Hong Kong Sports Institute to each Tier A and Tier B sport under the Elite Vote Support System (EVSS) and the number of athletes involved in 2024-25, as well as the estimated figures for 2025-26, are set out below:

| Sport | 2024-25 (Latest Estimate) | | 2025-26 (Estimate) | | |
|----------------------------|---------------------------------|--------------------------------|---------------------------------|--------------------------------|-------|
| | Funding support (\$ million) | Number of athletes involved | Funding support (\$ million) | Number of athletes involved | |
| Tier A Elite Sports | | | | | |
| 1. | Athletics | 9.1 | 153 | 10.6 | 132 |
| 2. | Badminton | 20.0 | 85 | 17.7 | 86 |
| 3. | Billiard sports | 8.6 | 37 | 7.4 | 36 |
| 4. | Cycling | 28.5 | 45 | 27.1 | 46 |
| 5. | Equestrian | 8.2 | 42 | 10.6 | 42 |
| 6. | Fencing | 25.9 | 142 | 27.5 | 134 |
| 7. | Gymnastics | 11.4 | 39 | 11.4 | 44 |
| 8. | Karatedo | 12.1 | 60 | 12.3 | 76 |
| 9. | Rowing | 11.4 | 52 | 13.4 | 53 |
| 10. | Rugby sevens | 17.2 | 106 | 16.1 | 98 |
| 11. | Sailing | 13.3 | 30 | 15.2 | 30 |
| 12. | Skating | 8.9 | 39 | 9.1 | 47 |
| 13. | Squash | 11.1 | 50 | 12.9 | 51 |
| 14. | Swimming | 13.5 | 103 | 13.4 | 101 |
| 15. | Table tennis | 18.4 | 53 | 17.2 | 56 |
| 16. | Tennis | 10.7 | 41 | 8.7 | 39 |
| 17. | Tenpin bowling | 5.1 | 25 | 5.0 | 25 |
| 18. | Triathlon | 9.0 | 62 | 9.1 | 59 |
| 19. | Windsurfing | 14.4 | 38 | 14.6 | 35 |
| 20. | Wushu | 9.6 | 122 | 9.9 | 128 |
| 21. | Golf | Not applicable | | 6.7 | 18 |
| <i>Total:</i> | | 266.4 | 1 324 | 275.9 | 1 336 |
| Tier B Elite Sports | | | | | |
| 1. | Contract bridge | 1.0 | 70 | 1.5 | 70 |
| 2. | Dance sport | 2.0 | 148 | 2.0 | 148 |

| Sport | | 2024-25 (Latest Estimate) | | 2025-26 (Estimate) | |
|---------------|-----------------|---------------------------------|--------------------------------|---------------------------------|--------------------------------|
| | | Funding support (\$ million) | Number of athletes involved | Funding support (\$ million) | Number of athletes involved |
| 3. | Dragon boat | 2.0 | 179 | 2.0 | 179 |
| 4. | Golf | 2.0 | 154 | Not applicable | |
| 5. | Judo | 2.0 | 44 | 2.0 | 44 |
| 6. | Karting | 1.5 | 42 | 1.5 | 42 |
| 7. | Lawn bowls | 1.5 | 37 | 1.5 | 37 |
| 8. | Life saving | 1.5 | 54 | 1.5 | 54 |
| 9. | Mountain-eering | 2.0 | 45 | 2.0 | 45 |
| 10. | Orienteering | 1.5 | 44 | 1.5 | 44 |
| 11. | Roller sports | 2.0 | 213 | 2.0 | 213 |
| 12. | Shuttlecock | 1.5 | 157 | 1.5 | 157 |
| 13. | Taekwondo | 2.0 | 238 | 2.0 | 238 |
| 14. | Chinese chess | Not applicable | | 1.5 | 10 |
| 15. | Canoe | | | 2.0 | 130 |
| 16. | Esports | | | 1.5 | 30 |
| 17. | Go | | | 1.5 | 20 |
| 18. | Woodball | | | 1.5 | 45 |
| 19. | Waterski | | | 1.5 | 25 |
| <i>Total:</i> | | 22.5 | 1 425 | 30.5 | 1 531 |

| Sport | | 2024-25 (Latest Estimate) | | 2025-26 (Estimate) | |
|--|--|---------------------------------|--------------------------------|---------------------------------|--------------------------------|
| | | Funding support (\$ million) | Number of athletes involved | Funding support (\$ million) | Number of athletes involved |
| Tier A Elite Sports (Disability Sports) | | | | | |
| 1. | Boccia (physical disability) | 8.3 | 22 | 8.3 | 23 |
| 2. | Wheelchair fencing (physical disability) | 6.0 | 12 | 6.0 | 12 |
| 3. | Table tennis (physical disability) | 6.1 | 22 | 6.1 | 23 |
| 4. | Badminton (physical disability) | 5.6 | 8 | 5.6 | 8 |

| Sport | | 2024-25 (Latest Estimate) | | 2025-26 (Estimate) | |
|---|---|---------------------------------|--------------------------------|---------------------------------|--------------------------------|
| | | Funding support (\$ million) | Number of athletes involved | Funding support (\$ million) | Number of athletes involved |
| 5. | Table tennis (intellectual disability) | 5.0 | 18 | 5.0 | 19 |
| 6. | Swimming (intellectual disability) | 4.6 | 15 | 4.6 | 15 |
| <i>Total:</i> | | 35.6 | 97 | 35.6 | 100 |
| Tier B Elite Sports (Disability Sports) | | | | | |
| 1. | Lawn bowls (physical disability) | 2.0 | 17 | 2.0 | 17 |
| 2. | Tenpin bowling (physical disability) | 2.0 | 15 | 2.0 | 15 |
| 3. | Athletics (intellectual disability) | 2.0 | 5 | 2.0 | 5 |
| 4. | Swimming (physical disability) | Not applicable | | 2.0 | 5 |
| <i>Total:</i> | | 6.0 | 37 | 8.0 | 42 |

2. The Leisure and Cultural Services Department (LCSD) under the Culture, Sports and Tourism Bureau provides subvention to national sports associations (NSAs) through the Sports Subvention Scheme (the Scheme) to support the promotion and development of sports in Hong Kong. NSAs may use the subvention to cover the expenses on programmes promoting sports development, personnel and offices. 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 amount of subvention granted to individual NSAs in 2024-25, with a breakdown of the subvention allocated to them in percentage, are at **Annex**.
3. To enhance corporate governance of NSAs, the LCSD has organised governance-related thematic courses for directors and management staff of NSAs since 2017-18. These courses are designed to deepen participants' understanding of their roles and responsibilities in organising, managing and strengthening internal controls. Since 2019-20, the LCSD has adopted an outreach approach to provide more flexible training arrangements to allow NSAs to schedule dates, venues and relevant topics so as to accommodate their operational needs and work schedules while enhancing the management's awareness of corporate governance and their responsibilities. In 2025-26, the LCSD will continue to provide thematic seminars and outreach programmes to

directors and management staff of NSAs to deepen their knowledge of corporate governance.

- End -

**Subvention Granted to National Sports Associations (NSAs)
with a Breakdown of Allocated Subvention in Percentage
under the Sports Subvention Scheme in 2024-25**

| | NSA | Subvention Granted in 2024-25 (\$'000) | Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%) | Participatio n in Overseas Competitio ns (%) | Operatin g Expenses (%) | LCSD Notional Venue Charge (%) |
|----|--|---|--|---|--|---|
| 1. | Archery Association of Hong Kong, China | 7,382 | 59.11% | 32.68% | 5.80% | 2.41% |
| 2. | Hong Kong, China Association of Athletics Affiliates Limited | 11,366 | 82.24% | 0.00% | 5.49% | 12.27% |
| 3. | Badminton Association of Hong Kong, China Limited | 25,576 | 65.51% | 2.87% | 4.36% | 27.26% |
| 4. | The Baseball Association of Hong Kong, China Limited | 12,607 | 79.37% | 13.47% | 4.41% | 2.75% |
| 5. | Basketball Association of Hong Kong, China Limited | 17,506 | 76.37% | 7.82% | 2.99% | 12.82% |
| 6. | Billiard Sports Council of Hong Kong, China Limited | 7,234 | 93.34% | 0.00% | 5.45% | 1.21% |
| 7. | Hong Kong China Bodybuilding and Fitness Association | 4,465 | 74.85% | 13.44% | 10.38% | 1.33% |
| 8. | The Boxing Association of Hong Kong, China Limited | 5,548 | 74.38% | 15.49% | 7.56% | 2.57% |
| 9. | Hong Kong China Canoe Union Limited | 9,993 | 75.86% | 15.41% | 6.48% | 2.25% |

| | NSA | Subvention Granted in 2024-25 (\$'000) | Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%) | Participatio n in Overseas Competitio ns (%) | Operatin g Expenses (%) | LCSD Notional Venue Charge (%) |
|-----|--|---|--|---|----------------------------------|--|
| 10. | Chinese Martial Arts Dragon and Lion Dance Association of Hong Kong, China | 4,799 | 66.92% | 22.83% | 8.07% | 2.18% |
| 11. | Cricket Hong Kong, China Limited | 8,948 | 67.11% | 25.31% | 4.89% | 2.69% |
| 12. | The Cycling Association of Hong Kong, China Limited | 17,821 | 70.55% | 8.24% | 3.44% | 17.77% |
| 13. | DanceSport Association of Hong Kong, China Limited | 11,123 | 63.96% | 10.63% | 4.77% | 20.64% |
| 14. | Hong Kong China Dragon Boat Association | 6,951 | 70.73% | 21.34% | 7.93% | 0.00% |
| 15. | The Equestrian Federation of Hong Kong, China | 6,821 | 84.62% | 7.87% | 7.51% | 0.00% |
| 16. | Fencing Association of Hong Kong, China | 10,983 | 90.10% | 0.00% | 6.71% | 3.19% |
| 17. | Flying Disc Federation of Hong Kong, China Limited | 4,727 | 74.71% | 12.87% | 10.27% | 2.15% |
| 18. | The Football Association of Hong Kong, China Limited | 24,500 | 72.28% | 18.79% | 2.62% | 6.31% |
| 19. | Hong Kong, China Gateball Association Co. Limited | 3,805 | 75.01% | 11.35% | 12.31% | 1.33% |

| | NSA | Subvention Granted in 2024-25 (\$'000) | Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%) | Participatio n in Overseas Competitio ns (%) | Operatin g Expenses (%) | LCSD Notional Venue Charge (%) |
|-----|--|---|--|---|----------------------------------|--|
| 20. | Golf Association of Hong Kong, China Limited | 6,227 | 70.79% | 21.22% | 7.99% | 0.00% |
| 21. | The Gymnastics Association of Hong Kong, China | 12,199 | 80.45% | 6.95% | 6.70% | 5.90% |
| 22. | Handball Association of Hong Kong, China Limited | 13,527 | 72.28% | 15.32% | 5.04% | 7.36% |
| 23. | Hockey Hong Kong, China | 6,598 | 70.05% | 17.36% | 7.17% | 5.42% |
| 24. | Hong Kong, China Ice Hockey Association Limited | 7,164 | 68.92% | 27.46% | 3.62% | 0.00% |
| 25. | The Judo Association of Hong Kong, China | 8,303 | 80.31% | 9.75% | 6.17% | 3.77% |
| 26. | The Karatedo Federation of Hong Kong, China Limited | 6,459 | 90.18% | 1.99% | 6.51% | 1.32% |
| 27. | Karting Association of Hong Kong, China Limited | 5,198 | 78.40% | 13.01% | 8.59% | 0.00% |
| 28. | The Kendo Association of Hong Kong, China Limited | 3,830 | 64.16% | 22.69% | 10.83% | 2.32% |
| 29. | Hong Kong China Korfball Association Limited | 4,986 | 70.22% | 12.88% | 9.63% | 7.27% |
| 30. | Hong Kong, China Lacrosse Association Limited | 4,609 | 72.56% | 14.18% | 10.42% | 2.84% |

| | NSA | Subvention Granted in 2024-25 (\$'000) | Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%) | Participatio n in Overseas Competitio ns (%) | Operatin g Expenses (%) | LCSD Notional Venue Charge (%) |
|-----|---|---|--|---|----------------------------------|--|
| 31. | Lawn Bowls Association of Hong Kong, China | 8,201 | 76.50% | 14.67% | 6.10% | 2.73% |
| 32. | Hong Kong China Life Saving Society | 10,509 | 78.93% | 9.76% | 5.02% | 6.29% |
| 33. | Hong Kong, China Mountaineering and Climbing Union Limited | 10,333 | 86.78% | 6.11% | 4.92% | 2.19% |
| 34. | Muaythai Association of Hong Kong, China Limited | 3,839 | 65.40% | 10.00% | 12.03% | 12.57% |
| 35. | Netball Hong Kong, China Limited | 4,480 | 69.38% | 16.92% | 9.20% | 4.50% |
| 36. | Orienteering Association of Hong Kong, China Limited | 8,746 | 66.82% | 27.02% | 6.16% | 0.00% |
| 37. | Hong Kong China Federation of Roller Sports and Skateboarding Limited | 5,789 | 73.45% | 16.98% | 8.12% | 1.45% |
| 38. | Hong Kong, China Rowing Association | 13,485 | 89.83% | 3.64% | 6.19% | 0.34% |
| 39. | Hong Kong China Rugby | 12,255 | 69.07% | 25.22% | 4.36% | 1.35% |
| 40. | Sailing Federation of Hong Kong, China | 4,765 | 73.39% | 17.15% | 9.46% | 0.00% |
| 41. | The Schools Sports Federation of Hong Kong, China | 12,268 | 52.10% | 13.05% | 4.92% | 29.93% |
| 42. | Hong Kong, China Shooting Association | 8,304 | 70.34% | 24.00% | 5.66% | 0.00% |

| | NSA | Subvention Granted in 2024-25 (\$'000) | Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%) | Participatio n in Overseas Competitio ns (%) | Operatin g Expenses (%) | LCSD Notional Venue Charge (%) |
|-----|--|---|--|---|----------------------------------|--|
| 43. | Shuttlecock Association of Hong Kong, China Limited | 6,503 | 71.45% | 19.92% | 5.91% | 2.72% |
| 44. | Hong Kong China Skating Union Limited | 5,026 | 76.90% | 14.92% | 8.18% | 0.00% |
| 45. | Hong Kong China Softball Association | 7,093 | 64.65% | 28.27% | 7.00% | 0.08% |
| 46. | Hong Kong, China Sports Association of the Deaf Company Limited | 5,197 | 75.65% | 13.94% | 9.23% | 1.18% |
| 47. | Hong Kong, China Sports Association for Persons with Intellectual Disability | 15,743 | 72.34% | 18.59% | 5.61% | 3.46% |
| 48. | Sports Association for the Physically Disabled of Hong Kong, China | 13,031 | 79.28% | 13.81% | 5.05% | 1.86% |
| 49. | Squash Association of Hong Kong, China | 22,254 | 84.44% | 0.00% | 4.97% | 10.59% |
| 50. | Hong Kong China Swimming Association | 19,179 | 64.75% | 16.77% | 4.95% | 13.53% |
| 51. | Hong Kong, China Table Tennis Association Limited | 23,103 | 78.63% | 1.07% | 2.28% | 18.02% |
| 52. | Hong Kong, China Taekwondo Association Limited | 6,790 | 68.55% | 21.02% | 9.03% | 1.40% |

| | NSA | Subvention Granted in 2024-25 (\$'000) | Subvention Allocated to Sports Training for Athletes, Development Plan and Staff Cost of NSAs (%) | Participatio n in Overseas Competitio ns (%) | Operatin g Expenses (%) | LCSD Notional Venue Charge (%) |
|-----|--|---|--|---|----------------------------------|--|
| 53. | Hong Kong, China Tennis Association Limited | 23,875 | 47.82% | 3.27% | 2.23% | 46.68% |
| 54. | Hong Kong, China Tenpin Bowling Congress Limited | 6,115 | 91.64% | 0.00% | 8.36% | 0.00% |
| 55. | Triathlon Association of Hong Kong, China Limited | 7,661 | 92.14% | 0.00% | 6.82% | 1.04% |
| 56. | Hong Kong, China Underwater Association Limited | 2,516 | 65.88% | 14.65% | 17.46% | 2.01% |
| 57. | The University Sports Federation of Hong Kong, China Limited | 4,857 | 65.16% | 24.03% | 7.54% | 3.27% |
| 58. | Volleyball Association of Hong Kong, China Limited | 25,815 | 55.37% | 8.57% | 2.04% | 34.02% |
| 59. | Hong Kong, China Waterski Association Limited | 3,743 | 76.77% | 13.03% | 9.94% | 0.26% |
| 60. | The Hong Kong, China Weightlifting and Powerlifting Association Limited | 3,254 | 53.13% | 20.09% | 12.27% | 14.51% |
| 61. | Windsurfing Association of Hong Kong, China | 14,834 | 83.79% | 9.18% | 5.18% | 1.85% |
| 62. | Hong Kong, China Wushu Union Limited | 8,501 | 81.35% | 6.33% | 6.10% | 6.22% |

- End -

CONTROLLING OFFICER'S REPLY

CSTB039

(Question Serial No. 2362)

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

Subhead (No. & title): ()

Programme: Not Specified

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 131 of the Budget Speech, the Government will continue to utilise the Mega Arts and Cultural Events Fund (Mega ACE Fund) and has updated the assessment criteria to require funded events to help promote tourism and bring economic benefits. In this connection, please inform this Committee of the following:

1. What are the number of applications received, the funding amounts approved for events, the respective arts and culture categories of the events, the number of participants for each event, the proportion of visitors, the nature of the events, the number of unsuccessful applications and the reasons for rejection since the establishment of the Mega ACE Fund?
2. The Government has updated the assessment criteria to require funded events to help promote tourism and bring economic benefits. Under the new guidelines, what are the standards for the Government in assessing the economic impacts and value the events will bring to Hong Kong? What are the details?
3. Will the Government consider assisting event organisers in promoting their events both locally and internationally by, inter alia, leveraging the promotion efforts of the Economic and Trade Offices in various cities? If so, what will be the expenditure? Will the Government consider including “the event’s contribution to promoting Chinese culture” in the assessment criteria for further promoting Hong Kong’s development into an East-meets-West centre for international cultural exchange?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 21)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong’s development as an East-meets-West centre for international cultural exchange. The Mega ACE Fund received a total of 90 applications under its original mechanism and has supported 21 mega arts and cultural events so far. 19 projects have been completed, attracting around 4.97

million participants, with the proportion of tourists at individual events ranging from 17% to 72%. Details are as follows:

| | Title of Event (by event date) | Approved Funding Amount (\$) | Arts and culture category (Nature of the event) | Event Date | Number of Participants * |
|-----|--|---|--|-----------------------------------|--|
| 1. | Art Basel Hong Kong 2023 | 15,000,000 | Visual arts (Art fair) | 21-25 March 2023 | 85 990 |
| 2. | Art Central 2023 | 2,531,632 | Visual arts (Art fair) | 21-25 March 2023 | 40 000 |
| 3. | “Madame Song: Pioneering Art and Fashion in China” | 8,000,000 | Visual arts (Exhibition) | 29 July 2023 to 14 April 2024 | 163 141 |
| 4. | Freespace Jazz Fest 2023 | 8,000,000 | Performing arts (Music) | 3-8 and 26 October 2023 | 8 979 |
| 5. | INK ASIA 2023 | 13,672,155.7 | Visual arts (Art fair) | 4-8 October 2023 | 32 889 (the fair) 829 633 (other side programmes) |
| 6. | “Botticelli to Van Gogh: Masterpieces from the National Gallery, London” | 15,000,000 | Visual arts (Exhibition) | 22 November 2023 to 11 April 2024 | 236 950 |
| 7. | Chubby Hearts Hong Kong | 7,586,657 | Visual arts (Large-scale art installation) | 14-24 February 2024 | 730 787 |
| 8. | A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia | 15,000,000 | Visual arts (Exhibition) | 15 March to 31 October 2024 | 214 841 |
| 9. | ComplexCon Hong Kong 2024 | 15,000,000 | Performing arts (Pop culture festival) | 22-24 March 2024 | 32 208 |
| 10. | Art Basel Hong Kong 2024 | 15,000,000 | Visual arts (Art fair) | 26-30 March 2024 | 74 985 (the fair) 5 400 (other programmes) |

| | Title of Event (by event date) | Approved Funding Amount (\$) | Arts and culture category (Nature of the event) | Event Date | Number of Participants * |
|-----|--|---|--|---------------------------------------|---|
| 11. | Art Central 2024 | 11,000,000 | Visual arts (Art fair) | 27-31 March 2024 | 41 313 |
| 12. | Voyage with Van Gogh | 11,800,000 | Visual arts (Large-scale art installation) | 28 March to 31 May 2024 | 2 103 695 |
| 13. | Chinese Kungfu x Dance Carnival | 14,686,070 | Performing arts (Performanc es) | 9-14 July 2024 | 34 300 |
| 14. | ART021 HONG KONG CONTEMPORARY ART FAIR | 15,000,000 | Visual arts (Art fair) | 28 August to 8 September 2024 | 111 622 |
| 15. | Puccini's Turandot | 700,000** | Performing arts (Opera) | 23 September to 13 October 2024 | around 26 676@ (opera and other programmes) |
| 16. | Hypefest Hong Kong 2024 | 15,000,000 | Performing arts (Pop culture festival) | 9-10 November 2024 | 28 356 |
| 17. | The Forbidden City and The Palace of Versailles: China- France Cultural Encounters in the Seventeenth and Eighteenth Centuries ^ | 8,000,000** | Visual arts (Exhibition) | 18 December 2024 to 4 May 2025 | around 250 000@ (estimate) |
| 18. | The Hong Kong Jockey Club Series: Picasso for Asia—A Conversation ^ | 4,000,000** | Visual arts (Exhibition) | 15 March to 13 July 2025 | around 175 000@ (estimate) |
| 19. | ComplexCon Hong Kong 2025 | 15,000,000** | Performing arts (Pop culture festival) | 21-23 March 2025 | around 35 000@ |

| | Title of Event (by event date) | Approved Funding Amount (\$) | Arts and culture category (Nature of the event) | Event Date | Number of Participants * |
|-----|---|---|--|---------------------|-------------------------------------|
| 20. | Art Central 2025 | 9,000,000** | Visual arts (Art fair) | 25-30 March 2025 | around 44 000@ |
| 21. | Art Basel Hong Kong 2025 | 15,000,000** | Visual arts (Art fair) | 26-30 March 2025 | around 91 000@ |

* As of 31 March 2025

^ 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

All projects applying for the Mega ACE Fund are assessed by the Mega ACE Committee according to the criteria set out in the Guide to Application of the Mega ACE Fund. The assessment criteria under the original mechanism include the following:

1. the event is significant in terms of scale and nature;
2. the event is able to attract mass public interest in Hong Kong and/or from overseas, through visitors' attendance and/or media coverage;
3. the event is able to facilitate the development of Hong Kong as an East-meets-West centre for international cultural exchange and a destination for tourists worldwide as well as the development of arts and cultural sectors and creative industries;
4. the event is able to contribute to the industry-building of arts and cultural sectors as well as creative industries, and enhance the ecosystem for arts, cultural and creative industries; and
5. event management capacity and capability including technical feasibility, financial planning and management ability of the applicant and the project team.

The applications were not approved mainly because they failed to meet the above criteria, including the failure to provide sufficient information for assessment of the artistic merit, tourist appeal and economic benefits, etc. of the proposed events. The number of rejected applications was 47.

Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, and to further promote the integrated development of culture, sports and tourism, CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. With the objective of attracting and supporting the staging of international or large-scale arts

and cultural events which bring both significant arts/cultural and economic value in Hong Kong at the same time, the new assessment criteria emphasise the requirement for the funded events to cover elements that promote tourism and bring economic benefits, with a view to integrating arts and culture with the socio-economic development. Under the new mechanism, the Mega ACE Committee will comprehensively consider factors such as the nature of the event, its appeal to tourists, its economic impact on Hong Kong, and the applicant's execution capabilities. The weighting of each consideration is clearly specified in the assessment criteria. In addition, the Mega ACE Fund has introduced a new requirement which requires the organiser of an approved event to conduct an exit survey and submit the documentary proof (such as survey results, online responses, and ticket sales, etc.) for deriving the economic impact of the event. We welcome applications from organisations which are interested in organising mega events related to the promotion of Chinese culture.

With regard to the promotion of mega events, the Hong Kong Tourism Board (HKTB) has been actively leveraging its global network and adopting targeted marketing strategies to promote Hong Kong's mega events in overseas markets. For instance, during this year's "Hong Kong Super March", HKTB placed large-scale outdoor advertisements at major train stations and landmarks in London, Britain and Sydney, Australia, to increase Hong Kong's visibility in these markets. In addition to collaborating with airlines and industry partners to launch travel packages, such as a Hong Kong Sevens flight package tailored for rugby fans in Australia, and flight discounts offered in partnership with Singapore Airlines, HKTB advertised local mega events on its one-stop travel information platform, DiscoverHongKong, to attract more inbound tourists. The related promotional expenditures have been subsumed into the overall marketing budget of HKTB and can hardly be quantified separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB040

(Question Serial No. 2363)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 129 of the Budget, a cumulative total of over 780 cultural and creative projects have been approved under the CreateSmart Initiative. The Office for Attracting Strategic Enterprises (OASES) will strategically attract to Hong Kong more cultural and creative enterprises that integrate I&T into their work. In this connection, please inform this Committee of:

1. the details of the initiatives undertaken by OASES to attract cultural and creative enterprises that integrate I&T into their work to Hong Kong, including the commencement date, the estimated expenditure and the manpower involved; any targeted key cities or regions selected for attracting these enterprises; and the target number of cultural and creative enterprises that successfully set up their business in Hong Kong;
2. the details of the cultural and creative projects approved and the funding amount granted (by respective creative sectors) in the past 2 years; and
3. the total number of applications received, the title and the funding amount of each approved project and the viewership figures for the related programmes in the past 2 years since the announcement of support for the co-production of variety programmes by local TV stations and Mainland/Asian teams through the CreateSmart Initiative.

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

Reply:

1. The Office for Attracting Strategic Enterprises (OASES) has been proactively reaching out to and attracting high-potential, representative enterprises of strategic importance to Hong Kong from around the world. Among the 66 strategic enterprises attracted, 2 are cultural and creative enterprises that integrate innovation and technology (I&T) into their work. OASES will continue to actively lobby high-quality cultural and creative enterprises to develop their business in Hong Kong through various means and channels. In addition to identifying top-notch cultural and creative enterprises around the world, OASES remains committed to follow up on the development and needs of the strategic enterprises in Hong Kong and proactively assist them in integrating into the ecosystems

for the local cultural and creative as well as I&T sectors. This enables the enterprises to fully capitalise on Hong Kong's advantages, such as a well-developed I&T ecosystem, robust capabilities in scientific research, an abundance of capital and a wealth of international talents, to make greater achievements in the development of their creative endeavours. As these strategic enterprises establish their presence in Hong Kong and further expand their operations, it will accelerate the development of the local cultural and creative industries, and facilitate the integrated development of traditional cultural and creative enterprises with innovative technologies, thereby building a more robust ecosystem for the arts, culture and creative industries, and attracting more international and Mainland enterprises in the related areas to Hong Kong. In 2025, OASES will reach out to at least 350 strategic enterprises, including cultural and creative enterprises that integrate I&T into their work to negotiate for establishing their foothold or expanding their operations in Hong Kong.

2. Details of the projects approved and the funding amounts granted under the CreateSmart Initiative (CSI) in the past 2 years are set out in **Annex**.
3. The Cultural and Creative Industries Development Agency (CCIDA) promotes the development of the seven creative sectors other than film (including the television sector) through CSI. To promote Hong Kong's pop culture to go global, the Chief Executive announced in the 2022 Policy Address the support for the co-production of television variety programmes by local television stations and the Mainland/Asian production teams, thereby enhancing the appeal of Hong Kong's pop culture. Since 2023, CCIDA has invited local TV stations to submit project proposals through CSI. Among the 10 applications received from 3 local TV stations, 8 projects were awarded funding. Titles of the approved projects and the funding amount granted under CSI are set out in **Annex**.

**Projects funded by CSI from 2023-24 to 2024-25
(As at end-February 2025)**

| | Sector | Project title | Funding amount (\$) |
|--|--|---|--------------------------------|
| Projects funded by CSI in 2023-24 | | | |
| 1. | Advertising | The 11th Microfilm Production Support Scheme (Music) | 8,544,620 |
| 2. | | The 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. | | The 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 | |
| 29. | Fashion Asia Hong Kong 2023 | 6,865,000 | |

| | Sector | Project title | Funding amount (\$) |
|-----|-------------------------|--|----------------------------|
| 30. | | Sham Shui Po Design and Fashion Base 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. | | Business of Design Week 2024 | 7,755,265 |
| 34. | | DFA Awards 2024 | 3,974,513 |
| 35. | | Knowledge of Design Week 2024 | 1,569,462 |
| 36. | | Nurturing Programme of Hong Kong Young Design Talents 2024 | 7,550,225 |
| 37. | | Fashion Asia Hong Kong 2024 | 6,875,433 |
| 38. | | Sham Shui Po Design and Fashion Project 2024-25 | 92,792,958 |
| 39. | Digital Entertainment | The 11th Animation Support Programme | 9,738,000 |
| 40. | | Organise the 25th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan | 2,063,160 |
| 41. | | 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 |
| 42. | | To Promote HK Comics & Sport by Establishing Comics Park on Wan Chai Harbour Front Promenade | 9,217,600 |
| 43. | | Promoting Hong Kong Comics by Establishing Avenue of Comic Stars (Phase 4) | 9,969,500 |
| 44. | | The 4th Hong Kong Game Enhancement and Promotion Scheme | 9,515,080 |
| 45. | | AI-assisted Animation Production Pilot Scheme | 8,112,000 |
| 46. | | The 3rd Hong Kong Comics Development & Promotion Support Programme | 8,940,496 |
| 47. | | Asia Smart App Awards 2024 | 2,320,600 |
| 48. | | The 6th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme | 6,884,200 |
| 49. | Printing and Publishing | Promoting Hong Kong Picture Book Illustrators and Comics Artists through International Book Fairs | 3,342,300 |
| 50. | | The 3rd Next Writer Publication Funding Scheme | 6,892,340 |
| 51. | | Soaring Creativity — Supports for Hong Kong Children’s and Parent-Child's Publications to Explore External Markets | 9,086,778 |
| 52. | | Hong Kong Reading for All Carnival 2024 | 7,293,600 |
| 53. | | Promotion of Arts and Culture at the Hong Kong Book Fair | 1,500,000 |
| 54. | Television | Asia Video Summit 2023 | 1,388,620 |
| 55. | | CHILL CLUB (Thailand version)# | 8,572,000 |
| 56. | | Spring Gala Festival 2024# | 7,035,250 |
| 57. | | Endless Melody 2# | 9,859,575 |
| 58. | | Asia Video Summit 2024 | 2,740,176 |

| | Sector | Project title | Funding amount (\$) |
|--|---|---|---------------------|
| 59. | Music | “Make Music Work III” - Music Creation and Production Talents Nurturing Scheme | 5,819,980 |
| 60. | | Hong Kong Pop Culture Festival 2024: Outdoor Music x Film Marathon | 10,000,000 |
| 61. | Others | Organising the 5th Cross-Matching Showcase in HK Int’l Licensing Show 2024 | 3,386,857 |
| 62. | | The 6th “HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme” | 4,976,860 |
| 63. | | Promote Hong Kong Designer Toys through Thailand Toy Expo 2024 | 3,272,745 |
| 64. | | Chill 11 | 3,500,000 |
| 65. | | The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights | 3,000,000 |
| Projects funded by CSI in 2024-25 | | | |
| 1. | Advertising | 2024 HK4As Representatives’ Participation in International Awards cum Creative Sharing in HK | 614,547 |
| 2. | Design | A 75A celebratory event : Salone del Mobile's 'SaloneSatellite Permanent Collection' Exhibition Hong Kong + HK Young Design Annex + Young Talks | 9,287,500 |
| 3. | | Fashion Summit (HK) 2024 | 5,989,600 |
| 4. | | Maison&Objet Design Factory | 9,963,400 |
| 5. | | HKFG SS25 | 7,404,000 |
| 6. | | The Fashion Union - A Platform to Celebrate the Beauty of Workwear | 8,228,402 |
| 7. | | deTour 2024 Design Festival | 9,714,000 |
| 8. | | Fashion Atelier Certificate Programme: Transforming Fashion Design with 3 Dimensional Innovation Cutting | 5,921,330 |
| 9. | | Motifx | 7,885,243 |
| 10. | | FabriX - Promotion of Digital Fashion in Paris Fashion Week 2024 & Pitti Uomo in Florence 2025 | 8,231,000 |
| 11. | | HK+FR: Furniture For World Design | 7,784,100 |
| 12. | | VIRTUOSE : The Artistry of Couture | 9,959,700 |
| 13. | | Couture Reverie | 4,678,300 |
| 14. | | "VOGUE Loves Hong Kong” Fashion Campaign | 9,630,000 |
| 15. | | Hong Kong Fashion Fest PR & Marketing Program | 9,658,000 |
| 16. | | Hong Kong Interior Design Week 2025 | 8,251,530 |
| 17. | | Redress Design Award 2025 | 5,708,504 |
| 18. | | Ne-on-Ne-on@Sham Shui Po | 5,135,000 |
| 19. | | “10 Asian Designers To Watch” - A Showcase of Asian Design Excellence | 5,225,300 |
| 20. | | HKFG AW25 | 7,429,000 |
| 21. | | Shanghai Tang and PMQ - Celebrating 30 years of Shanghai Tang | 7,719,500 |
| 22. | A Thousand Youths in Chinese Costume | 2,200,000 | |
| 23. | The 4th edition of Sponsorship for International Design Awards (4th SIDA) | 7,894,900 | |

| | Sector | Project title | Funding amount (\$) |
|-----|---|--|---|
| 24. | | Hong Kong Smart Design Awards 2025 | 7,584,750 |
| 25. | | Establishing a Sample Development Centre for Hong Kong Fashion Designers - Phase III | 9,510,400 |
| 26. | | GBA: Fashion Fusion 2025 | 7,502,800 |
| 27. | | 4th Edition of ReMIX · Yesterday's Future, Invent Tomorrow! 2025-2026 | 8,607,900 |
| 28. | | NEXT @ Fashion InStyle | 7,542,310 |
| 29. | | DesignInspire Online and Offline Promotions | 8,840,890 |
| 30. | | Fashion Promotion Coinciding with CENTRESTAGE 2024 | 20,620,000 |
| 31. | | The 12th Animation Support Programme | 9,878,000 |
| 32. | Digital Entertainment | Promotion of the Animation, Game, Designer Toy and Related Industries of Hong Kong in Exhibitions in Hangzhou and Dongguan | 4,639,920 |
| 33. | | Organise 26th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan | 2,103,760 |
| 34. | | Establishing "Hong Kong Pavilion" at the Augmented World Expo (AWE) EU 2024 to Promote Hong Kong's Creative Industry via Artificial Intelligence | 4,187,365 |
| 35. | | 4th Hong Kong Comics Development & Promotion Support Programme | 9,219,056 |
| 36. | | Hong Kong Comics @Angouleme International Comics Festival 2025 in France (working title) | 3,172,220 |
| 37. | | 2nd AI-assisted Animation Production Support Scheme | 8,575,850 |
| 38. | | Promoting Hong Kong Comics by Organising the International Comics Artist Conference 2025 | 3,948,798 |
| 39. | | 5th Hong Kong Game Enhancement and Promotion Scheme | 9,752,080 |
| 40. | | Printing and Publishing | Color · Method · Master: Promote high quality development of the printing industry and internationalisation of the printing standard initiative of the Guangdong - Hong Kong - Macao Greater Bay Area |
| 41. | Soaring Creativity — O2O Hong Kong Pavilion 2024 (Hong Kong Publishing and Printing Industry Joining Frankfurt Book Fair) | | 7,237,512 |
| 42. | Soaring Creativity — Hong Kong Pavilion 2024: Hong Kong Publishing and Printing Industry Joining the South China Book Festival and Touring Book Fairs at Bookstores in the Greater Bay Area | | 6,892,980 |
| 43. | The 5th Hong Kong Publishing Biennial Awards (2024–2025) | | 3,082,220 |
| 44. | 2nd Go! Illustrators – Hong Kong Picture Book Illustrators at International Book Fairs Promotion Scheme | | 4,754,730 |

| | Sector | Project title | Funding amount (\$) |
|-----|-----------------------------|---|---------------------------|
| 45. | | Hong Kong Reading Carnival 2025 | 8,153,241 |
| 46. | | Soaring Creativity — O2O Hong Kong Pavilion 2025 (Hong Kong Publishing and Printing Industry Joining Bologna Children's Book Fair) | 6,114,652 |
| 47. | | Hong Kong-Shenzhen Co-Reading: The Charm of Cultural Relic and Hong Kong's Intangible Cultural Heritage | 7,067,900 |
| 48. | | Hong Kong Picture Book Publication Support Scheme | 6,326,348 |
| 49. | | Promotion of Arts and Culture at the Hong Kong Book Fair | 2,310,000 |
| 50. | | IP Promotion at the Hong Kong Book Fair | 120,000 |
| 51. | | Television | Midlife, Sing & Shine! 3# |
| 52. | CHILL CLUB (Japan version)# | | 8,697,200 |
| 53. | Jump Jump Jump# | | 9,215,525 |
| 54. | 2025 Spring Festival Gala# | | 7,414,000 |
| 55. | Melodies of Time# | | 9,743,760 |
| 56. | Music | Celebration of National Day - The Next Generation Chorus Performance | 3,624,269 |
| 57. | Others | 12th Microfilm Production Support Scheme (Music) | 8,841,420 |
| 58. | | Hong Kong Creative Pavilion@China (Shenzhen) International Cultural Industry Expo and Trade Fair plus Hong Kong@Shenzhen Cultural Industry Expo (working title) | 8,324,752 |
| 59. | | Promote Hong Kong Art Toys through Jakarta Mall Exhibition 2024 and Thailand Toy Expo 2025 | 9,798,381 |
| 60. | | Organising 6th Cross-Matching Showcase in HK Int'l Licensing Show 2025 | 3,532,633 |
| 61. | | 7th "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme" | 5,250,360 |
| 62. | | Hong Kong Creative Pavilion @ 2024 Hangzhou Cultural & Creative Industry Expo (working title) | 2,852,252 |
| 63. | | Hong Kong Pop Culture Festival 2025: ImagineLand | 10,000,000 |
| 64. | | The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights | 3,506,750 |

Projects funded by CSI in supporting the co-production of television variety programmes by local television stations and Mainland/Asian production teams. "Spring Gala Festival 2024" was broadcast in February 2024 in Hong Kong, the Mainland, Malaysia and Canada with total viewership and online views about 24.36 million and 15.44 million respectively. Since the remaining seven projects are still being broadcast/have yet to be broadcast or pending conclusion of the vetting process for the completion report, relevant information is not available.

- End -

CONTROLLING OFFICER'S REPLY

CSTB041

(Question Serial No. 2364)

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

Subhead (No. & title): ()

Programme: Not specified

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 132 of the Budget Speech that a cumulative total of over \$1.3 billion has been approved by the Film Development Fund. In this connection, please inform this Committee of:

1. the titles, funding amounts and Hong Kong box office receipts of film projects approved for funding in the past 2 years as well as any local and international awards attained by these film projects;
2. the number of applications received since the launch of the Film Financing Scheme for Mainland Market, as well as the titles, funding amounts, and the Mainland box office receipts of the projects concerned; and whether the Bureau has assisted Hong Kong film companies in making contacts with Mainland cultural enterprises. If yes, what are the details?
3. the numbers of applications received under the Content Development Scheme for Streaming Platforms and Hong Kong-Asian Film Collaboration Funding Scheme since their launch, as well as the production units, titles, funding amounts, release platforms, release dates and online viewership ratings of the projects concerned.

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

Reply:

1. The titles, funding amounts, box office receipts of the film projects approved for funding by the Film Development Fund (FDF) between 2023 and 2024, as well as the local and international awards attained by these film projects, are detailed at **Annex**.
2. From its launch on 6 May 2024 to end of 2024, the Film Financing Scheme for Mainland Market (Mainland Market Scheme) received a total of 3 applications. Details of the approved project are set out at **Annex**. Prior to launching the Mainland Market Scheme, the Cultural and Creative Industries Development Agency (CCIDA) visited and briefed the China Film Administration as well as a number of film companies and cultural enterprises on the Mainland Market Scheme, and attended the GRIFF Industry of the China Golden Rooster and Hundred Flowers Film Festival in 2023 to meet

officials and film industry practitioners in the Mainland to exchange views, introduce the Mainland Market Scheme and discuss further collaboration in driving Hong Kong and Mainland film industries. The CCIDA also introduced the details of the Mainland Market Scheme at a press conference held during the 14th Beijing International Film Festival in April 2024, and organised a sharing session on Hong Kong-Mainland co-productions and a briefing session on the Mainland Market Scheme at the Hong Kong International Film and TV Market during the year. A delegation was also sent to the Shanghai International Film Festival to promote the Mainland Market Scheme.

3. The FDF launched the Hong Kong-Asian Film Collaboration Funding Scheme (HKAS) and the Content Development Scheme for Streaming Platforms (Streaming Content Scheme) in 2023. Over 20 eligible applications were received under the HKAS and the details of the approved project are set out at **Annex**.

A total of over 50 eligible applications were received under the Streaming Content Scheme which was run in the form of a competition with multiple rounds. The assessment of phase one projects has been completed, with 10 projects selected to enter phase two to develop their full scripts. The 10 shortlisted projects are as follows:

| Name of applicant(s) | Project title | Funding amount (HK\$) |
|---|---------------------------|------------------------------|
| Merriment Entertainment Company Limited | “Champion turns up” | 800,000 |
| Kowloon Walled City Co. Limited | “Underworld” | 1,200,000 |
| Mega Great Enterprise Limited | “Once There Were Jackals” | 1,000,000 |
| Side By Side Production Company Limited | “Bus Lightyear” | 600,000 |
| TODAY WILL NEVER RETURN LIMITED | “Today Will Never Return” | 700,000 |
| Step By Step Film & TV Production Company Limited | “Spirited Away” | 900,000 |
| Early Bird Production Limited | “Eyes of Sparrow” | 600,000 |
| LAS MULAS LIMITED | “Las Mulas” | 800,000 |
| Beyond Vision Productions Limited | “Kowloon Grand Hotel” | 1,100,000 |
| BALIKBAYAN BOX CLUB LIMITED | “BALIKBAYAN BOX CLUB” | 600,000 |

As the competition is still ongoing and winning production teams have yet to be selected to produce the pilot episodes of their project, the information on the funding amounts approved, release platforms, release dates and online viewership ratings of the projects is currently unavailable.

Film projects funded under the Film Development Fund from 2023 to 2024

| | Approval year | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note 1} (HK\$) | Local and international awards attained |
|---|---------------|--|-----------------------|---|---|
| Film Production Financing Scheme (including Relaxation Plan) | | | | | |
| 1. | 2023 | A Trace of Murderer | 6,569,910 | Yet to be exhibited | - |
| 2. | | Once In A Blue Moon | 1,650,000 | 554,993 | - |
| 3. | | YUM Investigation | 2,750,000 | 3,763,339 | - |
| 4. | 2024 | My Alien Papa | 2,500,000 | Yet to be exhibited | - |
| 5. | | The Excreman – On The Road | 8,710,400 | Yet to be exhibited | - |
| 6. | | Golden Bird | 8,591,200 | Yet to be exhibited | - |
| 7. | | Little Red Sweet | 3,320,000 | 487,867 | - |
| 8. | | Wakesurf Lovers | 5,200,000 | Yet to be exhibited | - |
| 9. | | Too Many Ways To Be No.2 | 5,680,000 | Yet to be exhibited | - |
| 10. | | We have a goal | 3,197,600 | Yet to be exhibited | - |
| 11. | | Non-human | 9,000,000 | Yet to be exhibited | - |
| Directors' Succession Scheme | | | | | |
| 12. | 2023 | 狂人日記 (Film title is now changed to 第四幕) (No English title) | 9,000,000 | Yet to be exhibited | - |
| 13. | 2024 | Whistleblower | 9,000,000 | Yet to be exhibited | - |
| Hong Kong-Asian Film Collaboration Funding Scheme | | | | | |
| 14. | 2024 | 38.83 ^{Note 2} | 9,000,000 | Yet to be exhibited | - |
| Film Financing Scheme for Mainland Market | | | | | |
| 15. | 2024 | Kung Fu Juniors ^{Note 3} | 10,000,000 | Yet to be exhibited | - |
| First Feature Film Initiative | | | | | |
| 8 th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | | |
| 16. | 2024 | “We Are Born Good” | 5,000,000 | Yet to be exhibited | - |
| 17. | | “Sin of Dreams” | 5,000,000 | Yet to be exhibited | - |

| | Approval year | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong^{Note 1} (HK\$) | Local and international awards attained |
|---|----------------------|----------------------|------------------------------|---|--|
| 18. | | “Bad Boy v Momster” | 5,000,000 | Yet to be exhibited | - |
| 8th First Feature Film Initiative (Professional Group) winning projects | | | | | |
| 19. | | “We Are Born Good” | 8,000,000 | Yet to be exhibited | - |
| 20. | | “Sin of Dreams” | 8,000,000 | Yet to be exhibited | - |
| 21. | | “Bad Boy v Momster” | 8,000,000 | Yet to be exhibited | - |

Note 1: Box office receipts as at end February 2025.

Note 2: The applicant for the film project is La Strada Limited.

Note 3: Information on the Mainland box office receipt is unavailable for the film project as it is yet to be released.

- End -

CONTROLLING OFFICER'S REPLY

CSTB042

(Question Serial No. 2367)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government provides quality performing arts programmes for the community and enhances the development of performing arts through the provision of regular funding support to major performing arts groups (MPAGs). In this connection, please inform this Committee of the following:

1. The amount of funding provided to each of the 9 MPAGs receiving subventions in the past 3 years in tabular form, and the progress of the review on the “in-and-out” system for them;
2. The reasons for the year-on-year decrease in the number of MPAGs’ ticketed performances as shown in relevant indicators, and whether the Government has assessed the impact of the reduced ticketed performances on their operating revenues;
3. It is also stated in relevant indicators that the increase in audience outreach in 2025-26 is due to the opening of arts education centres operated by the aforesaid arts groups. Please provide information on the arts groups operating these centres, their locations, operating expenses, and whether the community involvement will be enhanced.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 26)

Reply:

1. The amounts of recurrent subvention provided by the Government to the 9 MAPGs in the past 3 years (from 2022-23 to 2024-25) are as follows -

| MPAGs | Subvention amount in 2022-23 (Actual) (\$) | Subvention amount in 2023-24 (Actual) (\$) | Subvention amount in 2024-25 (Revised Estimate) (\$) |
|----------------------------------|---|---|---|
| Hong Kong Philharmonic Orchestra | 93,483,456 | 93,483,456 | 92,548,622 |
| Hong Kong Chinese Orchestra | 79,630,103 | 79,630,103 | 78,833,803 |
| Hong Kong Sinfonietta | 36,116,630 | 36,116,630 | 35,009,311 |
| Hong Kong Repertory Theatre | 45,148,184 | 45,148,184 | 46,181,068 |
| Chung Ying Theatre Company | 17,764,061 | 18,469,643 | 17,586,420 |
| Zuni Icosahedron | 13,532,637 | 13,532,637 | 14,095,837 |
| Hong Kong Ballet | 46,949,057 | 47,694,728 | 46,479,566 |
| Hong Kong Dance Company | 46,206,444 | 45,460,773 | 45,006,165 |
| City Contemporary Dance Company | 20,816,161 | 20,110,579 | 19,909,473 |
| Total | 399,646,733 | 399,646,733 | 395,650,265 |

The Government will evaluate the performance indicators of MPAGs and assess whether their operations and development align with the Government’s policy directions, thereby encouraging continuous innovation and artistic excellence of MPAGs. It will also enhance the mobility of arts groups on the list of MPAGs through the “in-and-out” system so that the small-and-medium-sized arts groups with potential can have opportunities to advance.

The Government is maintaining close communication with the industry and stakeholders to further derive and refine the details of the “in-and-out” system, with a view to establish a mechanism that provides sufficient incentives for outstanding arts groups and encourages them to continue pursuing artistic excellence.

- MPAGs will adjust their programming in Hong Kong, the Mainland and overseas according to their artistic development strategies. As a result, the number of performing arts programmes and audience building activities in Hong Kong may vary each year. In 2025-26, the number of audience outreached for MPAGs is projected to increase, demonstrating their active implementation of various arts projects.

Apart from box office revenue, which forms part of their overall income, MPAGs also have other financial sources, including sponsorships from the business sector and the community, as well as fees from arts education courses. Therefore, MPAGs should develop effective financial strategies to diversify their financial sources and effectively utilise Government subventions and their reserves to ensure steady operations and financial health.

3. The scope of MPAGs' activities extends beyond producing performing arts programmes to include audience building initiatives, cultural exchanges activities, etc. When considering the overall operational expenses (including those arts education centres), MPAGs need to balance the demands of various activities and devise corresponding financial strategies for their steady operation and healthy development.

The arts education centres launched in 2024 include the Hong Kong Repertory Theatre's HKREP Education Hub in Jordan, the Hong Kong Dance Company's HKDance Arts Space in Quarry Bay, and the Hong Kong Ballet's The Hong Kong Academy of Ballet in Wong Chuk Hang. With these new arts education centres in operation, arts groups will be able to offer more courses and experiential activities, thereby enhancing public interest in and appreciation of the performing arts, further enriching the artistic atmosphere in the community and promoting the popularity of arts and culture.

- End -

CONTROLLING OFFICER'S REPLY

CSTB043

(Question Serial No. 2371)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention in 2025-26 of the Estimate, the Culture, Sports and Tourism Bureau (CSTB) will work with Ocean Park Corporation (Ocean Park) to take forward its development strategy, including the promotion of the 6 giant pandas in the Park. In this connection, please inform this Committee of the following:

1. What are the details of the promotional activities expected to be launched in this financial year, including the promotion timeline, promotion methods, and targeted regions for promotion?
2. Will CSTB consider focusing the promotional efforts on selected Mainland cities and overseas regions to attract visitors to Hong Kong and Ocean Park? If so, what are the details and estimated expenditure?
3. Apart from collaborating with Ocean Park to promote the 6 giant pandas in the Park, will CSTB support other activities related to the promotion of the 6 giant pandas in Hong Kong in the coming year? If so, what are the details of the activities and the estimated resources to be invested?

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

Reply:

The Culture, Sports and Tourism Bureau (CSTB) has been promoting and publicising panda tourism mainly through the Hong Kong Tourism Board (HKTB). CSTB, jointly with HKTB and the Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities themed "Come and Enjoy a Pandastic Hong Kong". The new giant panda family has been serving as Hong Kong's tourism ambassadors to promote "tourism is everywhere" travel experience in Hong Kong, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop "Giant Panda Special Page" on its tourism information platform "Discover Hong Kong" to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB

launched a television promotional video featuring the six giant pandas introducing Hong Kong's various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the "HELLO PANDAS Carnival", the "PANDA GO! FEST HK" and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the "Pandastic Hong Kong. Pandastic Float" to make its debut at the "Cathay International Chinese New Year Night Parade" on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the "Giant Panda Twin Cubs Naming Competition", the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

In 2025-26, CSTB will continue to work with HKTB, Ocean Park and various sectors of the community to better seize the opportunities presented by the Hong Kong giant panda family and exercise creativity by launching more giant panda-related promotional activities and merchandise etc., so as to further promote panda tourism and enhance Hong Kong's appeal. HKTB has been promoting the Hong Kong giant panda family in different visitor source markets through a variety of promotions, such as outdoor advertising, social media marketing, partnership with celebrities and key opinion leaders, etc., so as to attract visitors to Hong Kong. Besides, CSTB will continue to encourage Ocean Park to capitalise on its advantage of being home to the largest number of giant pandas outside the Mainland by launching more Hong Kong-themed giant panda-related promotional activities, merchandise, cultural and creative products, comics and animation products, video games, tourism products, etc., including those designs using the giant pandas intellectual property (IP) created according to the physical features of the six giant pandas residing in Hong Kong. In addition to the extensive use of the relevant IP in Ocean Park's social media contents and merchandise, Ocean Park will continue to make use of the relevant IP to launch giant panda-themed festive events, immersive experience activities, light shows, thematic performances, amusement facilities, etc. Ocean Park will also organise giant panda workshops, such as "Giant Panda

Poo Paper Workshop” and “Wowotou Studio”, which allow the participants to learn about the physical features and habits of the giant pandas through hands-on experience and observation, as well as acquire knowledge about the conservation of the giant pandas, thereby bringing a unique giant panda experience to both locals and visitors.

As the above promotion and publicity work for panda tourism undertaken by CSTB and HKTB has been subsumed into the overall marketing expenditure of HKTB, it is difficult to quantify the relevant expenditures separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB044

(Question Serial No. 3270)

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

Subhead (No. & title): ()

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

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget Speech that land will be reserved for cultural and sports facilities in the Northern Metropolis (NM). In this connection, please inform this Committee of:

1. whether the Bureau has any preliminary plan to construct any specific cultural and sports facilities and the locations involved; if yes, the details; if no, the reasons;
2. the planned levels of development of the cultural and sports facilities to be constructed in the NM; whether such facilities have to be aimed at fostering industry development;
3. whether the Bureau will conduct studies and surveys in this regard to gauge the demand of the sports and culture sectors for relevant facilities; if yes, the details and the estimated expenditure involved; if no, the reasons;
4. whether the Bureau will consider encouraging the industry to expedite the development of quality sports and cultural facilities in the NM through public-private partnership, such as providing incentives in the land sale conditions; if yes, the details; if no, the reasons.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 40)

Reply:

The Government is committed to constructing world-class cultural facilities and multicultural spaces subject to availability of resources, providing more opportunities for the arts sector to organise more local and international cultural and arts activities, and allowing more arts groups and artists to showcase their creative works.

With new land, new communities and the advantage of close connections with the Mainland, the NM will provide new opportunities for the development of cultural facilities. Apart from the New Territories East Cultural Centre currently under construction in Fanling and the Heritage Conservation and Resource Centre in Tin Shui Wai, the Government studies to construct museums and various cultural facilities in new development areas such as Kwu Tung North, San Tin, New Territories North (NTN) New Town and Lau Fau Shan, (including a museum in Kwu Tung North dedicated to showcasing the development and achievements

of our country). It is hoped that these facilities will bring together local and international diversified exhibitions and performance programmes in the future, and work with one another synergistically to promote local cultural tourism and enrich the cultural life in the area, thereby further consolidating Hong Kong's position as the East-meets-West centre for international cultural exchange.

In view of the scale of the NM development, in addition to the land reserved for developing sports and recreation (SR) facilities with reference to the projected population according to the Hong Kong Planning Standards and Guidelines, the Government also plans to provide large-scale SR facilities in NTN New Town. This not only meets community needs, but also provides various facilities and venues for hosting sports events, as well as training venues for local athletes, thereby promoting new and urban sports and the development of the sports industry. Besides, these facilities, given their strategic locations in the NM, can also be used to strengthen the collaboration and exchange with the Greater Bay Area, thereby supporting the development of sports as an industry in Hong Kong.

As the above proposed works of cultural and SR facilities are still at the preliminary planning stage, the relevant details (including the locations of the facilities and the estimated works expenditure) have yet to be finalised. In planning the relevant facilities, we will study in detail the technical feasibility of the works and consult the industry (including the relevant national sports associations and organisations) and stakeholders in a timely manner, with a view to formulating appropriate plans to meet the needs of various parties.

To enhance the speed and quality of the NM development, we will integrate government efforts with market forces, including adopting more diversified development approaches. Among other efforts, the Chief Executive proposed in the 2024 Policy Address to adopt, on a pilot basis, a "large-scale land disposal" approach, whereby sizeable land parcels, including those with commercial value and earmarked for provision of public facilities will be selected and granted to successful bidders for collective development. This approach will provide the enterprises with more opportunities to participate in the NM development and speed up development of the land parcels, and at the same time reduce the financial outlay of the Government. The Development Bureau has identified 3 "large-scale land disposal" pilot areas and launched a three-month Expression of Interest (EOI) exercise in late December 2024 to invite interested parties to submit EOI to help the Government's subsequent finalisation of the tender details and conditions. Under the "baseline scenarios" of the 3 pilot areas, developers are required to construct open spaces (including such facilities as playgrounds and ball courts) and hand them back to the Government.

- End -

CONTROLLING OFFICER'S REPLY

CSTB045

(Question Serial No. 3863)

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 (Ms Vivian SUM)

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 2024. In this connection, please inform this Committee of the following:

1. What are (i) the overall amount of funding received by each of the respective national sports associations of team sports, (ii) the total number of athletes receiving the funding, (iii) the amounts of funding received by athletes of the second-tier squads, and (iv) the number of athletes of the second-tier squads receiving the funding in the new round of programme?
2. What is the number of high-performance coaches engaged for each team sport with the additional dedicated funding after the commencement of the new round of programme?
3. As mentioned in the 2024 Policy Address, the Government will continue to support athletes to participate in different large-scale international competitions, as well as make full use of the Kai Tak Sports Park and other existing venues to host large-scale international competitions so that Hong Kong teams can compete on home soil, building their own audience. Will CSTB consider deploying resources to increase the number of team sports and number of beneficiaries under the programme in line with the new policy direction? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 43)

Reply:

1. After reviewing the effectiveness of the “Development Programme for Team Sports 2018-2023”, the previous round of programme, the Government launched the “Development Programme for Team Sports 2024-2027” as a new round of programme in January 2024 with the endorsement of the Sports Commission, which aims to continue to provide additional funding support to the respective national sports associations (NSAs) of 8 team sports (namely men’s baseball, basketball, handball, hockey, women’s 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 funding period for the “Development Programme for Team Sports 2024-2027” is from January 2024 to March 2027, with an estimated annual expenditure of around \$30 million. The annual amount of funding support (including funding for sports and allowances to athletes) and the number of athletes receiving the funding every year for each team sport are set out below:

| Team sports | Estimated annual amount of funding support (\$ million) | | | |
|--------------------------------|---|------------------------|-------------------|-----------------|
| | Funding for sports | Allowances to athletes | | Overall Funding |
| | | National Squad | Second-tier Squad | |
| (1) Baseball (Men) | 1.61 | 1.34 | 0.29 | 3.24 |
| (2) Basketball (Men and Women) | 2.04 | 1.34 | 0.28 | 3.66 |
| (3) Handball (Men and Women) | 2.62 | 2.02 | 0.38 | 5.02 |
| (4) Hockey (Men and Women) | 2.73 | 2.02 | 0.44 | 5.19 |
| (5) Softball (Women) | 1.04 | 0.96 | 0.19 | 2.19 |
| (6) Volleyball (Men and Women) | 2.13 | 1.54 | 0.34 | 4.01 |
| (7) Water Polo (Men) | 1.07 | 0.72 | 0.16 | 1.95 |
| (8) Football (Women) | 1.26 | 1.15 | 0.28 | 2.69 |

| Team sports | | Estimated number of athletes receiving the funding every year (number of athletes) | |
|-------------|------------------|--|-------------------|
| | | National Squad | Second-tier Squad |
| (1) | Baseball (Men) | 28 | 24 |
| (2) | Basketball (Men) | 14 | 12 |
| | (Women) | 14 | 12 |
| (3) | Handball (Men) | 21 | 16 |
| | (Women) | 21 | 16 |
| (4) | Hockey (Men) | 21 | 18 |
| | (Women) | 21 | 18 |
| (5) | Softball (Women) | 20 | 16 |
| (6) | Volleyball (Men) | 16 | 14 |
| | (Women) | 16 | 14 |
| (7) | Water Polo (Men) | 15 | 13 |
| (8) | Football (Women) | 24 | 23 |

- Under the “Development Programme for Team Sports 2024-2027”, an NSA of team sports receives additional dedicated funding from the Government every year to engage high-performance coaches for training of athletes. Currently, the NSAs engage full-

time or part-time high-performance coaches based on the arrangements of training or competitions for their respective sports. The relevant information is as follows:

| Team sports | | | Number of high-performance coach | |
|-------------|------------|---------|----------------------------------|-----------|
| | | | Full-time | Part-time |
| (1) | Baseball | (Men) | 1 | 0 |
| (2) | Basketball | (Men) | 0 | 1 |
| | | (Women) | 0 | 1 |
| (3) | Handball | (Men) | 0 | 2 |
| | | (Women) | 0 | 2 |
| (4) | Hockey | (Men) | 1 | 0 |
| | | (Women) | 1 | 0 |
| (5) | Softball | (Women) | 1 | 0 |
| (6) | Volleyball | (Men) | 1 | 0 |
| | | (Women) | 1 | 0 |
| (7) | Water Polo | (Men) | 1 | 0 |
| (8) | Football | (Women) | 1 | 0 |

- The Government will review the overall effectiveness of the “Development Programme for Team Sports 2024-2027” and maintain close communication with the sports sector to explore ways to provide policy support to team sports going forward, including, among others, whether to increase the number of team sports covered and the number of athletes receiving the funding.

- End -

CONTROLLING OFFICER'S REPLY

CSTB046

(Question Serial No. 3866)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

On the sustained efforts to develop sports as an industry, please inform this Committee of the following:

1. What were the contribution of the sports industry to Hong Kong's Gross Domestic Product and the number of people employed in related industry in the past 3 years?
2. For the upcoming National Games in November this year, RTHK will spare no efforts to promote the Games and broadcast the events. Will the Bureau plan to procure broadcasting rights and request private TV stations to allocate time slots for the events, allowing more citizens to watch the Games and get the updates in real time? If so, what are the details and the estimated expenditure? If not, what are the reasons?
3. To enhance the professionalism of the sports sector and encourage the development of sports as an industry, the Government has earlier engaged a consultant to study the relevant issues and has advised this Committee that it is implementing a number of measures to promote the development of sports as an industry. With the official commissioning of the Kai Tak Sports Park, will the Bureau continue the study? If so, what are the details and the estimated expenditure? If not, what are the reasons?

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

Reply:

1. According to the latest information from the Census and Statistics Department, the value added of sports and related activities for 2020, 2021 and 2022, its percentage share in Hong Kong's Gross Domestic Product (GDP), as well as the employment of sports and related activities are listed as follows:

| Year | 2020 | 2021 | 2022 |
|--|------------------------|------------------------|------------------------|
| Value added of sports and related activities at basic prices (percentage share in GDP) | \$31 billion (1.2%) | \$38 billion (1.4%) | \$38 billion (1.4%) |
| Employment of sports and related activities (percentage share in total employment) | 75 000 (2.0%) | 74 000 (2.0%) | 74 000 (2.1%) |

2. The National Games Coordination Office (Hong Kong) is currently discussing with the Organising Committee of the 15th National Games (NG) and the Organising Committee of the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) the broadcasting arrangements for the 2 Games (including those events held in Hong Kong). Details will be announced in due course. As the arrangements are still under discussion, the estimated expenditure is not available at present.

3. To enhance the professionalism of the sports sector and encourage the development of sports as an industry, the Government has earlier engaged a consultant to study the relevant issues and consulted the sports and business sectors. Taking into account the recommendations of the consultant's report and the experience of other regions, the Government is implementing a number of measures to promote the development of sports as an industry.

The commissioning of the Kai Tak Sports Park (KTSP) on 1 March 2025, and the hosting of the 15th NG and the 12th NGD and the 9th NSOG in end-2025 will bring more opportunities for sports development in Hong Kong. As Hong Kong's new home stadium, KTSP provides the conditions required for hosting more international mega sports events to promote Hong Kong as a centre for major international sports events. In addition, the proceeds from ticket sales and merchandise of international mega sports events, as well as the spending of athletes and event officials in Hong Kong in terms of accommodation and consumption, can promote the development of sports as an industry. The Government will continue to maintain close liaison with the sports sector to formulate policies for further enhancing professionalism in the sports sector and developing sports as an industry.

- End -

CONTROLLING OFFICER'S REPLY**CSTB047****(Question Serial No. 3868)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (3) Sports and RecreationControlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

As mentioned in the Programme, the Government will continue to expand the Retired Athletes Transformation Programme (RATP) to assist more retired athletes in pursuing new career. Will the Government inform this Committee of the following:

1. How many retired athletes have pursued careers related to sports affairs or coaching through RATP since its launch? Which sports are involved?
2. How many retired athletes have pursued new careers through RATP since its launch? Which fields and sectors are their new jobs in?
3. With the successive opening of large-scale sports facilities such as Kai Tak Sports Park and GO PARK Sai Sha, will the Government allocate resources to encourage or assist relevant organisations to assign positions to be filled by retired athletes through RATP, so as to provide them with more opportunities for transformation? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 48)Reply:

1. The Retired Athletes Transformation Programme (RATP) is organised by the Culture, Sports and Tourism Bureau and administrated by the Hong Kong Athletes Career and Education Department of the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC). 52 retired athletes from 20 sports have pursued careers related to sports affairs or coaching through RATP since its launch in 2018. Details are tabulated below:

| | Sector | Number of Retired Athletes | Sports |
|----|---|-----------------------------------|---|
| 1. | Sports-related administration and event co-ordination | 22 | Rugby, tenpin bowling, windsurfing, taekwondo, fencing, water polo, rowing, swimming, cycling, football, handball |

| | | | |
|----|--|----|--|
| 2. | Sports coaching | 12 | Archery, handball, karate, table tennis, athletics, softball, gymnastics, badminton, triathlon, football |
| 3. | Education (including physical education teacher, assistant teacher, teacher assistant) | 18 | Athletics, cycling, squash, taekwondo, tenpin bowling, triathlon, rowing, handball |
| | Total | 52 | |

2. In addition, 69 retired athletes have pursued their new careers through RATP since its launch in 2018. The fields and sectors involved are as follows:

| | Sector | Number of Retired Athletes ^ |
|----|--|------------------------------|
| 1. | Sports-related administration and event co-ordination | 22 |
| 2. | Sports coaching | 12 |
| 3. | Education (including physical education teacher, assistant teacher, teacher assistant) | 18 |
| 4. | Disciplinary forces | 5 |
| 5. | Non-sports-related administration/ event planning/ event co-ordination/ event support | 5 |
| 6. | Entrepreneurship | 3 |
| 7. | Engineering and construction | 2 |
| 8. | Insurance | 1 |
| 9. | Marketing | 1 |
| | Total | 69 |

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

3. RATP provides retired athletes with transition opportunities by subsidising schools and sports organisations to employ them, so as to facilitate their adjustment to new identities and workplace cultures. The Government will continue collaborating closely with SF&OC to understand athletes' expectations and needs, while exploring the feasibility of expanding RATP to include more beneficiary organisations and a broader range of job opportunities, with an aim of allowing retired athletes to gain diverse work experience. To date, 2 retired athletes have secured positions as an event co-ordinator at the Kai Tak Sports Park and a sports organiser at the GO PARK Sai Sha through RATP.

- End -

CONTROLLING OFFICER'S REPLY

CSTB048

(Question Serial No. 3869)

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 (Ms Vivian SUM)

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). It will also continue to implement the pilot programme on career and education for AWDs to equip them with the knowledge and skill necessary for post-retirement development. Will the Government inform this Committee of the following:

1. What were the expenditures on supporting AWDs and disability sports in the past 3 years? Please provide the details of the expenditure.
2. What is the estimated expenditure on supporting AWDs and disability sports in 2025-26?
3. How many AWDs have received support through the pilot programme on career and education for AWDs since its launch? How many of them have pursued a "second-career"? What fields and industries are their new careers in?
4. Please provide 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, and the expenditures and manpower involved.

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

Reply:

1. The Government's expenditures^{Note 1} on supporting athletes with disabilities (AWDs) and promoting various disability sports in the past 3 years (i.e. from 2022-23 to 2024-25) are set out below:

| Category of expenditure | 2022-23 (Actual expenditure) (\$ million) | 2023-24 (Actual expenditure) (\$ million) | 2024-25 (Revised estimate) (\$ million) |
|---|--|--|--|
| 1. Support provided by the Hong Kong Sports Institute (including direct financial support) to elite AWDs | 50.49 | 58.60 | 64.17 |
| 2. Funding support provided by the Leisure and Cultural Services Department (LCSD) to “national sports associations” (NSAs) for disability sports | 35.25 | 36.19 | 34.98 |
| 3. The LCSD’s expenditure on promoting “Sport for All” among persons with disabilities (PWDs) in the community | 3.90 ^{Note 2} | 6.11 ^{Note 2} | 6.78 |
| 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) | 3.77 | 10.63 ^{Note 3} | 16.09 ^{Note 3} |
| 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 | 9.71 | 13.79 ^{Note 4} | 14.40 ^{Note 4} |
| 6. Grants provided to NSAs for disability sports and AWDs under the Hong Kong Paralympians Fund | 4.77 | 6.24 | 7.30 |

| | | | |
|--------|---------------|---------------|---------------|
| Total: | 107.89 | 131.56 | 143.72 |
|--------|---------------|---------------|---------------|

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 these financial 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 2023-24 and 2024-25 were due to the major multi-sports games held in the financial years, including the Hangzhou Asian Para Games in 2023, the Paris Paralympic Games in 2024 and the IBF Para Bowling World Championships in 2025.

Note 4: The figures include an amount of \$3 million provided in 2023-24 and an estimated amount of \$3.68 million to be provided in 2024-25 to the HKPC for the implementation of the 5-year pilot programme on career and education for AWDs from 2023-24 onwards.

2. In 2025-26, the Government will continue to provide comprehensive assistance to AWDs in various aspects and provide full support for their preparation for and participation in major international multi-sport games, including the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games to be held in December 2025. Besides, the Government will continue to implement the pilot programme on career and education for AWDs in collaboration with HKPC, to equip AWDs with knowledge, skill sets and career planning skills so as to facilitate their integration into society and their pursuit of the second-career after retirement. 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 PWDs' participation in sports. The initiatives include sending coaches or instructors to workshops or centres dedicated for PWDs to provide outreach recreation and sports services, implementing coach training programmes to deepen their basic understanding of PWDs, equip them with practical skills and facilitating sustainable development of various disability sports.

3. The Government has launched, in collaboration with HKPC, a pilot programme on career and education for AWDs (pilot programme) since June 2023. As of March 2025, a total of over 250 AWDs benefited from the career, education and life skills support services, including participation in the skills workshops and life skills training courses, etc., under the pilot programme.

As part of the pilot programme, the retired athletes transformation programme (transformation programme) assists AWDs in planning for their career path during the transitional period through collaboration with different enterprises and organisations. The Government provides financial support to participating schools and sports organisations for employing retired AWDs. As of March 2025,

a total of 4 retired AWDs were employed as school sports promotion coordinators in schools.

4. 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 the programmes according to their respective interests, physical abilities and the programme requirements. Besides, 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 LCSD to promote sport for all among PWDs and the numbers of participants in the past 3 years are set out below:

| Year | Actual expenditure (\$ million) | Number of participants |
|---------------------------|--|-------------------------------|
| 2022-23 ^{Note 5} | 3.90 | 14 200 |
| 2023-24 ^{Note 5} | 6.11 | 61 600 |
| 2024-25 | 6.78 (revised estimate) | 66 600 |

Note 5: The decreases in programme expenditures and numbers of participants in these financial years were due to the cancellation of some programmes as a result of the COVID-19 pandemic.

LCSD also provides a block grant to NSAs which promote disability sports under the Sports Subvention Scheme to support the promotion and development of disability sports in Hong Kong. The subvention may be used to cover expenditures on promoting sports development, including programme expenses, staff emoluments and office expenses. The subventions provided to relevant NSAs by LCSD in the past 3 years are set out below:

| Year | Amount of subvention (block grant) (\$ million) | Number of participants |
|-------------|--|-------------------------------|
| 2022-23 | 35.25 | 6 000 |
| 2023-24 | 36.19 | 13 500 |
| 2024-25 | 34.98 | 14 900 |

The Government launched outreach recreation and sports services in collaboration with NSAs for disability sports in December 2018. Coaches or instructors are sent to workshops, centres or schools for PWDs to provide sports training programmes, covering sitting volleyball, boccia, wheelchair fencing, and disability sports experience days. These programmes aim to enhance the physical activity level of PWDs and encourage their participation in sports. The expenditure is used to cover costs related

to outreach services, including coaching fees, event management personnel fees, sports equipment and gear fees, transportation costs, etc. The expenditures on providing outreach recreation and sports services in collaboration with NSAs for disability sports and HKPC, and the numbers of participants in these programmes in the past 3 years are set out below:

| Year | Expenditure (\$ million) | Number of participants |
|-------------|---------------------------------|-------------------------------|
| 2022-23 | 0.19 | 77 |
| 2023-24 | 0.18 | 64 |
| 2024-25 | 0.17 (revised estimate) | 131 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB049

(Question Serial No. 3870)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding financial provision and staff establishment, it is mentioned in Programme (4) that there is a 10.1% increase in the provision for 2025-26. Please inform this Committee of:

1. the estimated number of programmes to be funded under the Art Development Matching Grants Scheme and the specific reasons for the increased cash flow requirement; and
2. the details of the 5 new posts created in 2025-26, including the types of posts, their scopes of work, and estimated expenditures.

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

Reply:

- (1) Applications to the Art Development Matching Grants Scheme (ADMGS) are made based on arts groups/organisations (instead of individual arts and cultural projects or activities). Eligible arts groups/organisations include the 9 major performing arts groups, the Hong Kong Arts Festival Society, the Hong Kong Arts Development Council, and arts groups which have completed 2 rounds of Springboard Grants under the Arts Capacity Development Funding Scheme.

While the Government estimates that the cash flow of ADMGS will increase by around \$28 million for 2025-26, the actual amounts of matching grants to be disbursed will be subject to the sponsorship secured by the arts groups/organisations applying for the grants. The increase in cash flow is due to our enhancements to be introduced to ADMGS, which include raising the matching grant ceiling and increasing the matching ratio. These enhancements are intended to encourage arts groups/organisations to diversify their funding sources, reduce reliance on government subvention in the long-term, and further promote the business sector to support the arts development of Hong Kong.

- (2) In 2025-26, there will be 5 new time-limited posts created under this Programme for a period of 3 or 4 years, with details as follows:

| Rank | Number of post(s) | Annual emoluments in terms of notional annual mid-point salary (\$) |
|----------------------------------|--------------------------|--|
| Chief Manager, Cultural Services | 1 | 1,645,020 |
| Chief Executive Officer | 2 | 3,290,040 |
| Senior Executive Officer | 2 | 2,442,600 |

The above new posts are created to provide additional manpower for the Culture, Sports and Tourism Bureau to take forward various initiatives to promote the development of arts and culture, which include facilitating the implementation of the strategic directions outlined in the Blueprint for Arts and Culture and Creative Industries Development, strengthening support for the Mega Arts and Cultural Events Fund, and launching the Signature Performing Arts Programme Scheme.

- End -

CONTROLLING OFFICER'S REPLY

CSTB050

(Question Serial No. 3871)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the Signature Performing Arts Programme Scheme (SPAPS), please inform this Committee of the following:

1. Since SPAPS has opened for applications, how many applications have been received so far? When will the selected programmes be announced, and what is the estimated expenditure on implementing SPAPS?
2. The selected productions under SPAPS to be staged as long-run performances are performing arts productions and international cultural brands representative of Hong Kong. What are the assessment criteria of SPAPS? Has a target for attendances at the programmes been set?

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

Reply:

1. The Signature Performing Arts Programme Scheme (SPAPS) is opened for application since 30 December 2024, and will close on 30 May 2025, with a view to announcing application results in the fourth quarter of 2025. As the application process has not yet concluded, information of submitted application(s) will not be disclosed at this stage. SPAPS will be implemented in two phases, with two quotas and a maximum total funding of \$36 million per phase (i.e. a maximum of \$18 million per selected programme, which includes a direct subsidy capped at \$10 million and a matching fund of up to \$5 million; if the selected programme is successfully organised with a profit and the organiser stages a re-run in Hong Kong, the Government will consider providing the organiser with an incentive matching sum of up to \$3 million). Additional short-term staff will be recruited to process the applications at an approximate cost of \$900,000.
2. The following factors will be considered during the assessment of SPAPS:
 - artistic vision and merits of the production or programme;

- representativeness as a production or programme of Hong Kong to showcase characteristics of Hong Kong and the capacity and creativity of local talents;
- commercial and financial viability of the production or programme;
- marketing and promotion strategy that appeals to a broad range of audience, local and abroad;
- potential for long-running; and
- impact on consolidating Hong Kong's position as an East-meets-West centre for cultural exchange.

The maximum subsidy period for each selected proposal is 3 years. The selected proposal must stage at least 15 performances in Hong Kong (which may be implemented in phases) and attract at least 10 000 paid audience members. The Government will provide venue support for the selected proposals, including assistance in seeking venues of the Leisure and Cultural Services Department or private venues for first-round performances, to enable long-term staging of the performances and achieve the objectives of the SPAPS.

- End -

CONTROLLING OFFICER'S REPLY

CSTB051

(Question Serial No. 3872)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned under the Hong Kong Arts Development Council (HKADC)'s Matters Requiring Special Attention in 2025-26 that HKADC will run arts space at different premises. In this connection, please inform this Committee of:

1. The specific locations and number of arts spaces to be run, as well as the rental rates of these spaces;
2. The estimated number of arts spaces in 2025-26 and the estimated expenditure for these spaces.

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

Reply:

1. HKADC operates a total of 52 arts space units, located at Landmark South in Wong Chuk Hang (27 units), Tai Po Arts Centre (21 units), and the Globe in Lai Chi Kok (4 units) respectively, with an occupancy rate of 100%.
2. In 2025-26, the number of art spaces operated by HKADC will remain at 52, with an annual estimated expenditure of around \$1 million.

- End -

CONTROLLING OFFICER'S REPLY

CSTB052

(Question Serial No. 3877)

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

Subhead (No. & title): (0)

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Cultural and Creative Industries Development Agency is tasked to showcase the work of Hong Kong's creative industries to the Mainland and Belt and Road countries/regions. In this connection, will the Government inform this Committee of the following:

1. The names of events organised or sponsored over the past 2 years, amounts of funding approved, the regions involved, the number of participants for each event, and whether the effectiveness of each event has been evaluated;
2. The work plan for 2025-26, including the regions scheduled for holding events, estimated expenditures in relation to these events, and the anticipated number of participants;
3. Whether CCIDA has collaborated with other government departments to promote such events, including but not limited to overseas Hong Kong Economic and Trade Offices, Hong Kong Economic and Trade Office in Guangdong, etc. If yes, what were the related promotional activities and their expenditures?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 57)

Reply:

1. The Cultural and Creative Industries Development Agency (CCIDA) provides funding, mainly through the Film Development Fund (FDF) and the CreateSmart Initiative (CSI), to projects that are conducive to the long-term development of Hong Kong film industry and the promotion of the 7 non-film creative industries respectively. These include projects related to the Mainland and the Belt and Road (B&R) Initiative. Details of the projects held from 2023-24 to 2024-25 are at **Annex 1** and **Annex 2**, respectively.

CCIDA collects data on 15 categories to evaluate the effectiveness of CSI, including: (i) number of approved projects; (ii) number of local participants; (iii) number of non-local participants; (iv) number of viewings/hits received in respect of websites or social media platforms; (v) number of media reports; (vi) number of job opportunities created; (vii) number of small and medium-sized enterprises (SMEs) benefitted; (viii) number of business contacts or inquiries created for SMEs; (ix) number of business deals secured; (x) number of nurturing opportunities created for creative talents and start-ups; (xi) number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA; (xii) number of exhibitions and showcases; (xiii) number of participants in overseas delegation visits; (xiv) number of cultural and creative products/works promoted or produced; and (xv) number of cross-sectoral and cross-genre collaborations. All these help quantify the benefits delivered by the CSI-funded projects more accurately. Regarding FDF, CCIDA 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.

2. CCIDA will continue to provide financial support to the industries to organise projects in the Mainland and B&R countries/regions in 2025-26. The funded projects and funding amounts will be subject to the content of individual applications and the approved projects.
3. From 2023-24 to 2024-25, CCIDA funded overseas Hong Kong Economic and Trade Offices to organise activities that promote Hong Kong films, including screening of Hong Kong films, post-screening talks, exhibitions, and networking events. For the 7 creative sectors other than film, the Mainland and overseas Hong Kong Economic and Trade Offices were the supporting organisations of CCIDA's Hong Kong Pavilions at the book fairs in the Mainland, Europe and the Thailand Toy Expo, as well as the architecture exhibitions in Malaysia and Nanjing to increase the exposure of the designers or companies of the relevant creative industries. Details of the related projects are at **Annex 2**.

Projects related to the Mainland

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|----------------|--|----------------------|---|------------------------|-----------------------------------|
| 2023-24 | | | | | |
| 1. | Organising “Hong Kong Film Show in Guangdong” | March to April 2023 | Guangzhou, Shenzhen, Foshan | 10 400 | About 1.47 |
| 2. | Organising film tour “Making Waves – Navigators of Hong Kong Cinema 2023” | April and June 2023 | Beijing and Shanghai | 5 607 | About 9.0 [#] |
| 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 | 15 000 | About 0.80 |
| 4. | 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 | 2 600 | About 1.23 [#] |
| 5. | 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 | 53 118 | About 7.49 [#] |
| 6. | Sponsoring the film sector to organise “2022 Guangdong-Hong Kong-Macao Greater Bay Area International Film Marketing Certificate Programme” exchange visit | May to June 2023 | Shenzhen, Guangzhou, Zhongshan | 50 | About 0.94 |
| 7. | Sponsoring the publishing sector to organise the “Hong Kong Emerging Writer Gala Presentation in the Greater Bay Area” | June 2023 | Macao, Guangzhou and Shenzhen | - ^ | About 6.60 [#] |
| 8. | Sponsoring the Hong Kong Design Centre to organise | June 2023 | Shanghai | 77 254 | About 4.05 [#] |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|-----|--|---------------------------|-----------------|--|--|
| | an exhibition of winning entries of DFA Awards 2023 in Shanghai | | | | |
| 9. | Sponsoring the architecture sector to organise architecture exhibition in Nanjing | July to August 2023 | Nanjing | - ^ | About 9.93 [#] |
| 10. | Sponsoring the design sector to lead local emerging designer brands to participate in the Shanghai Fashion Week | October 2023 | Shanghai | 1 755 | About 6.46 [#] |
| 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 | 4 976 | About 6.87 [#] |
| 12. | Sponsoring the design sector to participate in the LingNan International Fashion Arts (Invitational) Biennale and organise exhibition, bazaar, etc. in Foshan | November 2023 | Foshan | - ^ | About 7.46 [#] |
| 13. | Organising Hong Kong film screenings at the China Golden Rooster and Hundred Flowers Film Festival | November 2023 | Xiamen | 2 382 | About 0.61 |
| 14. | Organising the SZ&HK Co-Reading series in Shenzhen | November 2023 | Shenzhen | 63 600 (including participants on-site and online) | About 0.19 |
| 15. | Sponsoring the design sector to organise an exhibition and a delegation tour in Zhuhai, and to showcase the works of members of the Design Alliance Asia as well as local designers and brands | November to December 2023 | Zhuhai | 14 209 | About 4.45 [#] |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|----------------|---|-----------------------------|------------------------|-------------------------------|--|
| 16. | Sponsoring the publishing sector to organise showcase of awarded publications of the 4th Hong Kong Publishing Biennial Awards in GBA | November 2023 to March 2024 | Shenzhen and Guangzhou | - ^ | About 0.17 |
| 17. | Sponsoring the design sector to organise a fashion show and an exhibition in Shenzhen | December 2023 | Shenzhen | 30 526 | About 9.97 [#] |
| 18. | Sponsoring the film sector to organise the Young Film Professionals Training Programme (Beijing) of the “Hong Kong Film Professional Overseas Training Program 2020-2022” | December 2023 | Beijing | 2 | About 0.20 |
| 19. | Sponsoring the television sector to co-produce the television variety programme “Spring Festival Gala 2024” with GBA cities | February 2024 | GBA cities | About 24.36 million | About 7.04 [#] |
| 20. | Sponsoring the design sector to lead local emerging designer brands to participate in the Shanghai Fashion Week | March 2024 | Shanghai | - ^ | About 6.82 [#] |
| 2024-25 | | | | | |
| 1. | Sponsoring the first edition of “Young Knitwear Designers’ Contest” to organise fashion show and exhibition during the Shenzhen Fashion Week | April 2024 | Shenzhen | - ^ | About 3.53 [#] |
| 2. | Sponsoring the Hong Kong Design Centre to organise an exhibition of winning entries of DFA Awards 2024 in Guangzhou | April 2024 | Guangzhou | 66 488 | About 3.97 [#] |
| 3. | Organising Hong Kong film screenings, press conference and networking | April 2024 | Beijing | 4 596 | About 1.21 |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|-----|--|------------------------------|---|-------------------------------|--|
| | event at the Beijing International Film Festival | | | | |
| 4. | Sponsoring the design sector to organise fashion shows, music parties and exhibitions in the GBA | April to August 2024 | Guangzhou, Shenzhen, Dongguan, Zhongshan and Zhuhai | - ^ | About 7.65 [#] |
| 5. | Setting up the Hong Kong Pavilion at the China (Shenzhen) International Cultural Industries Fair to showcase the works of Hong Kong's designers and brands | May 2024 | Shenzhen | - ^ | About 5.28 |
| 6. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilions at the "China International Cartoon and Animation Festival" in Hangzhou and the "China International Animation Copyright Fair" in Dongguan | May and October 2024 | Hangzhou and Dongguan | - ^ | About 4.64 [#] |
| 7. | Sponsoring the printing and publishing sectors to set up Hong Kong Pavilion at the Beijing International Book Fair | June 2024 | Beijing | - ^ | About 9.09 [#] |
| 8. | Organising promotion activity for emerging actors and networking event at the Shanghai International Film Festival | June 2024 | Shanghai | About 300 | About 1.49 |
| 9. | Sponsoring the printing and publishing sectors to participate in the South China Book Festival in Guangzhou through physical and virtual Hong Kong Pavilion, and to organise GBA Bookstore Reading Parade | August 2024 to February 2025 | Guangzhou, Macao, Dongguan, Zhongshan and Foshan | - ^ | About 6.89 [#] |
| 10. | Sponsoring the digital entertainment sector to organise delegation tour to | October 2024 | Guangzhou and Dongguan | - ^ | About 0.03 |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|-----|---|--------------------------|--------------------------------|-------------------------------|--|
| | Guangzhou and Dongguan and to attend the award ceremony of the “China Animation and Comic Competition Golden Dragon Award” in Guangzhou | | | | |
| 11. | Sponsoring the design sector to organise a forum in Shenzhen to explore the impact of Artificial Intelligence on creative culture and fashion sector | October 2024 | Shenzhen | - ^ | About 9.74 [#] |
| 12. | Setting up Hong Kong Pavilion at Hangzhou Cultural and Creative Industry Expo to promote Hong Kong’s cultural and creative sectors and brands | October 2024 | Hangzhou | - ^ | About 2.85 |
| 13. | Sponsoring the design sector to lead local emerging designer brands to participate in the Shanghai Fashion Week | October 2024 | Shanghai | - ^ | About 7.40 [#] |
| 14. | Organising “Hong Kong Film Show in Guangdong” | October to November 2024 | Guangzhou, Shenzhen and Foshan | 6 193 | About 1.50 [#] |
| 15. | Organising “Hong Kong’s Participation in the 25th Shenzhen Reading Month”, which included sponsoring the organisation of “The Palace Museum Collections X Hong Kong Intangible Cultural Heritage” exhibition and book fair and reading parade in Shenzhen | November 2024 | Shenzhen | - ^ | About 7.07 [#] |
| 16. | Sponsoring the design sector to showcase the denim fashion items of Hong Kong young designers | November 2024 | Shenzhen | - ^ | About 7.46 [#] |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|-----|--|-----------------------------|--|-------------------------------|--|
| 17. | Organising Hong Kong film screenings, film projects pitching session and networking event at the China Golden Rooster and Hundred Flowers Film Festival | November 2024 | Xiamen | 965 | About 1.14 |
| 18. | Sponsoring the design sector to organise workshops and educational activities of the Redress Design Award 2025 in the GBA, and a launching event in Shanghai | November 2024 to March 2025 | Dongguan, Foshan, Zhongshan and Shanghai | - ^ | About 5.71 [#] |
| 19. | Sponsoring the digital entertainment sector to organise a delegation tour to the GBA to visit related companies for exchanges | December 2024 | Shenzhen | - ^ | About 6.88 [#] |
| 20. | Sponsoring the television sector to co-produce the television variety programme “2025 Spring Festival Gala” with GBA cities | January 2025 | GBA cities | - ^ | About 7.41 [#] |
| 21. | Sponsoring the industry to organise delegation tour for Hong Kong emerging character designers and IP owners to visit the GBA for exchanges | February 2025 | Guangzhou and Dongguan | - ^ | About 0.13 |
| 22. | Sponsoring the printing sector to set up booth at the Printing South China 2025 to promote Colour Tone Value (CTV) as a GBA group printing standard | March 2025 | Guangzhou | - ^ | About 9.29 [#] |
| 23. | Sponsoring the design sector to lead local emerging designer brands to participate in the Shanghai Fashion Week | March 2025 | Shanghai | - ^ | About 7.43 [#] |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|-----|--|-------------|-----------------|-------------------------------|--|
| 24. | Sponsoring the design sector to organise dual-city exhibition on masters' works (Shanghai stop) during the Shanghai Fashion Week | March 2025 | Shanghai | - ^ | About 5.92 [#] |

[#] In addition to the Mainland cities, the project also held activities in other places (including Hong Kong). Since the breakdown of expenditure for individual places is not available, the figure represents the total expenditure/approved amount of the project/activity.

[^] 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 is not available.

Projects related to B&R

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|----------------|--|-------------------------|------------------------------|------------------------|-----------------------------------|
| 2023-24 | | | | | |
| 1. | Sponsoring the industry to set up Hong Kong Pavilion at the Thailand Toy Expo | April 2023 | Thailand | About 20 000 | About 9.41 [#] |
| 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 “Everyone Everywhere” to participate in the Udine Far East Film Festival 25 (Competition Section) | April 2023 | Italy | 764 | About 0.12 |
| 4. | Sponsoring “Vital Signs” to participate in the Udine Far East Film Festival 25 | April 2023 | Italy | 312 | About 0.11 |
| 5. | Organising film tour “Making Waves – Navigators of Hong Kong Cinema 2023” | April to September 2023 | Italy, Indonesia and Hungary | 5 271 | About 9.0 [#] |
| 6. | 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 [#] |
| 7. | Sponsoring “The Sparring Partner” to participate in the 27th Bucheon International Fantastic Film Festival | June to July 2023 | Korea | 291 | About 0.016 |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|-----|---|----------------------------|---|-------------------------------|--|
| 8. | Sponsoring overseas Hong Kong Economic and Trade Offices to organise activities that promote Hong Kong films | July 2023 to June 2024 | Thailand, Malaysia, Poland, Czech, Italy and New Zealand | - ^ | About 2.05 [#] |
| 9. | Sponsoring representatives of the advertising sector to participate in MAD STARS held in Korea | August 2023 | Korea | 15 | About 0.33 |
| 10. | Sponsoring the film sector to organise “Belt and Road Hong Kong Film Gala Presentation” | September 2023 to May 2025 | Thailand, Malaysia, Indonesia, Singapore, Cambodia and the United Arab Emirates | - ^ | About 7.90 [#] |
| 11. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilion in the Augmented World Expo (AWE) EU held in Austria | October 2023 | Austria | 2 000 | About 3.94 [#] |
| 12. | Sponsoring the design sector to organise a fashion show and an exhibition during the Hong Kong Week 2023 | October to November 2023 | Thailand | 736 399 | About 9.97 [#] |
| 13. | Sponsoring the music sector to participate in overseas music festivals | October and November 2023 | Singapore, Korea and the Philippines | About 28 000 | About 8.05 [#] |
| 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. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilion at the Comic Fiesta held in Malaysia to showcase the works | December 2023 | Malaysia | About 10 000 | About 8.18 [#] |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|----------------|---|-----------------------------|---|-------------------------------|--|
| | of local comics start-ups | | | | |
| 16. | Sponsoring the design sector to showcase creative products co-designed by Hong Kong industrial designers and local brands in the Bangkok Design Week held in Thailand | January to February 2024 | Thailand | - ^ | About 6.86 [#] |
| 2024-25 | | | | | |
| 1. | Sponsoring the industry to set up Hong Kong Pavilion at the Thailand Toy Expo | April 2024 | Thailand | About 40 000 | About 3.27 [#] |
| 2. | Sponsoring the printing sector to promote CTV as a printing quality control method in ASEAN | April 2024 to November 2025 | Malaysia | - ^ | About 9.29 [#] |
| 3. | Sponsoring the film sector to organise “Film Masterclass” in Singapore | May 2024 | Singapore | 480 | About 0.25 |
| 4. | Sponsoring the film sector to organise student visit (Korea Jeonju International Film Festival) | May 2024 | Korea | 7 | About 0.24 |
| 5. | Sponsoring overseas Hong Kong Economic and Trade Offices to organise activities that promote Hong Kong films | July 2024 to June 2025 | Malaysia, the Philippines, Indonesia, Cambodia, Portugal, Poland, Czech and Austria | - ^ | About 3.25 [#] |
| 6. | Sponsoring representatives of the advertising sector to participate in MAD STARS held in Korea | August 2024 | Korea | - ^ | About 0.30 |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|-----|--|----------------------------|-------------------|-------------------------------|--|
| 7. | Sponsoring small and medium enterprises to showcase their works at the activities organised by the Cable and Satellite Broadcasting Association of Asia in Korea and Vietnam | August and October 2024 | Korea and Vietnam | - ^ | About 2.74 [#] |
| 8. | Organising film tour “Making Waves – Navigators of Hong Kong Cinema 2024” | September 2024 | Portugal | 905 | - ^ |
| 9. | Sponsoring the television sector to co-produce the television variety programme “Midlife, Sing & Shine! 3” with Malaysia | September 2024 to May 2025 | Malaysia | - ^ | 10.0 [#] |
| 10. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilion in AWE EU held in Austria | October 2024 | Austria | - ^ | About 3.75 [#] |
| 11. | Setting up Hong Kong Pavilion, organising masterclass, discussion panels and networking events at the Busan International Film Festival | October 2024 | Korea | About 1 070 | About 3.05 |
| 12. | Sponsoring the industry to organise exhibition in Jakarta, Indonesia to facilitate Hong Kong’s art toy designers to explore local market | November 2024 | Indonesia | - ^ | About 4.39 |
| 13. | Sponsoring the television sector to co-produce the television variety programme “CHILL CLUB (Thailand Version)” with Thailand | December 2024 | Thailand | - ^ | About 8.57 [#] |

| | Project | Date | Location | Number of Participants | Expenditure Involved (\$ million) |
|-----|---|---------------|-----------------|-------------------------------|--|
| 14. | 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 2024 | Malaysia | - ^ | About 0.89 |

In addition to B&R countries, the project also held activities in other places (including Hong Kong). Since the breakdown of expenditure for individual places is not available, the figure represents the total expenditure/approved amount of the project/activity.

^ 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.

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CONTROLLING OFFICER'S REPLY

CSTB053

(Question Serial No. 3878)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention in 2025-26, the Bureau will promote 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. In this connection, please inform this Committee:

1. of the application situation in respect of the 2 aforementioned schemes in the past 2 years, including the number of applications, the number of successful applications and the names of the organisations, the amounts of funding approved, the activities involving practical application of arts technology and the sizes of audience; and
2. whether the effectiveness of the 2 aforementioned schemes, including how effective the schemes are in encouraging funded arts groups to showcase their works and perform in public spaces with the aim of increasing the size of audience and building the audience base, will be reviewed.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 58)

Reply:

(1) and (2)

Since launching the Arts Technology Funding Pilot Scheme in 2022-23, the Government has vetted a total of 10 applications. Of these, 5 approved projects from the major performing arts groups (MPAGs), namely Chung Ying Theatre Company, Hong Kong Ballet, Hong Kong Dance Company, Hong Kong Repertory Theatre and Zuni Icosahedron, with a total funding of about \$17.4 million, are being rolled out progressively, and are expected to attract more than 300 000 participants. Upon completion of these funded projects, the arts groups are required to submit reports that evaluate the projects' effectiveness by using the approved evaluation methods and referencing various qualitative and quantitative performance indicators.

12 and 9 applications under the “Arts Technology” category of the Arts Capacity Development Funding Scheme (ACDFS) were vetted in 2023-24 and 2024-25 respectively. Of these, 4 projects from MetaBow Limited, STEP OUT Limited, Artists who Love Animals and Nature Limited, and Space and Place Limited were approved, involving a total funding of about \$11.64 million. These projects are anticipated to deliver nearly 50 performances and events and attract close to 40 000 participants. The Government welcomes the integration of technology and various forms of arts in different ways. Therefore, ACDFS no longer maintain “Arts Technology” as a standalone category in 2025-26. Instead, arts groups are encouraged to actively consider integrating art and technology in art creation, applying technology creatively to reach out to and nurture more audiences.

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CONTROLLING OFFICER'S REPLY

CSTB054

(Question Serial No. 3883)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has stated that it will, in collaboration with the Hong Kong Tourism Board, make extra efforts to develop markets in the Middle East and Association of Southeast Asian Nations (ASEAN) to attract more high-end visitors and Muslim visitors. It is also stated in last year's Policy Address that the Government will actively encourage various sectors of the community to enhance support measures for creating a friendly environment for visitors. In this connection, please inform this Committee of the following:

1. What is the current number of hotels in Hong Kong which have obtained relevant international ratings to be recognised as a Muslim-friendly hotel? How will the Government step up efforts in encouraging more hotels to obtain the rating and provide Muslim-friendly facilities, such as worship facilities, and halal food options?
2. What is the current number of restaurants in Hong Kong which have received the Halal-friendly certification given by the Incorporated Trustees of the Islamic Community Fund of Hong Kong? Please provide a breakdown by district. What measures will the Government take to encourage more restaurants to apply for the certification?
3. The Government has stated that it will step up staff training to strengthen the tourism or hotel industries' understanding of visitors' cultural backgrounds. What are the details of the training? When will the training commence? What is the estimated expenditure involved?
4. Will the Government consider encouraging travel agents offering local tours to hire local Muslims to serve as tour guides for Muslim visitors? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 63)

Reply:

In collaboration with the Hong Kong Tourism Board (HKTB), the Government is making extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN). Since the beginning of 2024, HKTB has adopted a diversified approach to drive Hong Kong as a "Muslim-friendly" tourist destination through 3 major directions -

accreditation, education and promotion. At the same time, HKTB is proactively conducting promotions in source markets with significant Muslim population to attract more Muslim visitors from the ASEAN, Middle East and other countries and regions to Hong Kong.

To encourage the travel trade to enhance Muslim-friendly tourism facilities, HKTB has commissioned the internationally recognised halal travel promotion company CrescentRating since 2024 to carry out a series of work to study how Hong Kong can further enhance its “Muslim-friendly” tourism facilities, and assess local hotels, attractions and meetings, incentive travels, conventions and exhibitions (MICE) venues based on categories and standards on par with international benchmarks while taking into account Hong Kong’s actual situation. As at mid-March this year, 55 hotels, 5 attractions and MICE venues have successfully applied for and obtained the ratings from CrescentRating.

To encourage restaurants to obtain halal-related certification, HKTB works with the local halal certification authority, the Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT), to promote existing accreditations in the city and encourage food and beverage establishments to apply for certification. As at mid-March this year, the number of certified restaurants has increased from about 100 at the beginning of 2024 to more than 160, which also include high-end Chinese restaurant, Cantonese restaurant and contemporary Hong Kong-style noodle restaurants, etc.

In addition, 4 brands in the city are now offering halal-certified bakery products to provide more choices of souvenirs for Muslim visitors.

In terms of training, HKTB organised large-scale briefing sessions and training seminars for tourism industry partners in June and December 2024 respectively to help them understand the needs of Muslim visitors, as well as encouraging and guiding them to enhance their Muslim-friendly facilities. To enhance capabilities of frontline tourism practitioners in receiving Muslim visitors, HKTB is developing a series of new training materials to familiarise tourism practitioners with the culture and lifestyle of the Muslims, with a view to strengthening their knowledge of receiving visitors from different cultural backgrounds.

Moving forward, HKTB will continue its efforts to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. It also plans to partner with major media organisations and travel agents in the Middle East to showcase Hong Kong’s new tourism events and experiences, and jointly promote Hong Kong as an ideal travel destination for Muslim travellers.

Since the aforesaid promotional initiatives covered various visitor source markets and areas, relevant estimated expenses have been subsumed under HKTB’s overall market expenditure and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB055

(Question Serial No. 3884)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to encouraging various sectors of the community to enhance tourism-support facilities to attract Muslim visitors from the Middle East, the Association of Southeast Asian Nations (ASEAN) and other regions, please inform this Committee:

1. of the progress of compiling a list of restaurants offering halal food;
2. of the details of the efforts made by the Government to attract visitors from the Middle East and ASEAN since the announcement of the measure to develop visitor sources from these regions in last year's Policy Address, the plans for the coming year;
3. of the details of Hong Kong's existing tourism products specifically offered to these visitors, and how the Government will encourage the tourism industry to launch related tourism products.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 64)

Reply:

In collaboration with the Hong Kong Tourism Board (HKTB), the Government is making extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN). Since the beginning of 2024, HKTB has adopted a diversified approach to drive Hong Kong as a "Muslim-friendly" tourist destination through 3 major directions - accreditation, education and promotion. At the same time, HKTB is proactively conducting promotions in source markets with significant Muslim population to attract more Muslim visitors from the ASEAN, Middle East and other countries and regions to Hong Kong.

In particular, to encourage restaurants to obtain halal-related certification, HKTB works with the local halal certification authority, the Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT), to promote existing accreditations in the city and encourage food and beverage establishments to apply for certification. As at mid-March this year, the number of certified restaurants has increased from about 100 at the beginning of 2024 to more than 160, which also include high-end Chinese restaurant, Cantonese restaurant and contemporary Hong Kong-style noodle restaurants, etc.

HKTB has also launched a webpage dedicated to Muslim visitors on DiscoverHongKong.com, which consolidates travel information on food, accommodation, prayer facilities, local cultural experiences and activities suitable for Muslim visitors. The webpage is available in 4 languages, namely English, Bahasa Malaysia, Bahasa Indonesia and Arabic.

With regard to overseas promotion, HKTB proactively promotes Hong Kong tourism in Muslim visitor source markets through various approaches and channels to attract Muslim visitors to Hong Kong. Promotional work carried out in 2024-25 includes the following:

- (2) leading delegates of Hong Kong trade representatives to Dubai to participate in the Arabian Travel Market, an annual large-scale international travel trade exhibition in the Middle East in May 2024;
- (2) signing memoranda of understanding with Emirates, a major airline in the Middle East, and Dnata Travel Group, a top online travel agency in the region, respectively to collaboratively promote Hong Kong as a preferred destination for the Middle East;
- (3) launching a new premium travel guide on Hong Kong, “TRAVEL IN LUXE · HONG KONG”, which showcases the city’s premium travel experiences;
- (4) stepping up market promotions in the Middle East in light of the launch of direct flights between Hong Kong and Saudi Arabia in late October 2024;
- (5) promoting Guangdong-Hong Kong-Macao Greater Bay Area tourism including Hong Kong’s Muslim-friendly facilities in overseas promotions in Jakarta, Indonesia in September 2024;
- (6) inviting the media, television shows, key opinion leaders (KOLs) and members of the travel trade from Indonesia, Malaysia and Singapore to experience Hong Kong first-hand and presenting them with experiences at local Muslim-friendly facilities and halal delicacies; and
- (7) promoting Hong Kong to representatives of the travel trade and media of Indonesia and Malaysia by hosting Ramadan Iftar dinners in Kuala Lumpur and Jakarta in 2025.

Moving forward, HKTB will continue its efforts to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. It also plans to partner with major media organisations and travel agents in the Middle East to showcase Hong Kong’s new tourism events and experiences, and jointly promote Hong Kong as an ideal travel destination for Muslim travellers.

- End -

CONTROLLING OFFICER'S REPLY

CSTB056

(Question Serial No. 0178)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has earmarked resources to strengthen support to the cruise industry, encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. In this regard, will the Government provide more details, including the additional concessions to be offered to cruise lines, specific strategies and measures, implementation timetable and expenditure to be involved?

Asked by: Hon CHEUNG Yu-yan, Tommy (LegCo internal reference no.: 19)

Reply:

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board (HKTB) for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of the Kai Tak Cruise Terminal (KTCT), the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season .

Since international cruise lines generally finalise the arrangements for their itineraries and put tickets on sale 2 or 3 years in advance, the early earmarking of funding would allow the Culture, Sports and Tourism Bureau and HKTB to take measures during the time when cruise lines commence their planning, so as to attract more ship calls to Hong Kong. Through close

liaison and discussion with cruise lines, we will devise appropriate support and concessionary measures in accordance with the deployment plans, and will review and adjust the strategies from time to time based on the outcomes and feedbacks. For instance, since the second half of 2024, we have been attracting tourists to join cruise itineraries departing from Hong Kong by offering incentives to outbound travel agents in source markets, as well as supporting ships calls with relatively more Mainland passengers through arranging coaches connecting boundary control points and KTCT.

- End -

CONTROLLING OFFICER'S REPLY

CSTB057

(Question Serial No. 0187)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to the Film Development Fund (FDF), will the Government inform this Committee:

1. of the numbers of applications received and approved over the past 3 years;
2. of the box office income and market share of the applications approved, in relation to total films, over the past 3 years;
3. whether it has assessed the effectiveness of the FDF including whether the FDF has enhanced the production capacity of the local film industry, extended the reach of local culture successfully and enhanced cultural soft power; and whether the funded films have sparked discussions in society and exerted a positive impact on social issues?

Asked by: Hon CHEUNG Yu-yan, Tommy (LegCo internal reference no.: 28)

Reply:

The numbers of applications received and approved by the Film Development Fund (FDF) from 2022 to 2024 are as follows:

| | 2022 | 2023 | 2024 |
|-----------------------|-------------|-------------|-------------|
| Applications received | 39 | 62 | 80 |
| Applications approved | 32 | 27 | 68 |

The box office income of approved film applications under FDF and their share in the overall market from 2022 to 2024 are as follows:

| | 2022 | 2023 | 2024 |
|---|-------------|-------------|-------------|
| Box office income of approved film applications in Hong Kong (HK\$) | 1,434,833 | 123,882,708 | 29,508,262 |

| | | | |
|---|---------------|---------------|---------------|
| Annual total box office in Hong Kong (HK\$) | 1,143,932,883 | 1,432,996,395 | 1,343,569,112 |
| Share in the overall market of Hong Kong | 0.1% | 8.6% | 2.2% |

FDF has so far provided funding support to some 120 film projects, involving more than 110 emerging directors and producers. These films have won more than 180 local and international awards. In addition, more than 70 delegations/exhibitions led and supported by FDF participated in film festivals and screenings held in overseas countries and the Mainland, including seminars and panel discussions, Hong Kong film screenings and screenings for marketing, networking events, setting up of a Hong Kong Pavilion to help local film companies showcase the latest Hong Kong films to the world, with a view to facilitating the development of the Hong Kong film market.

- End -

CONTROLLING OFFICER'S REPLY

CSTB058

(Question Serial No. 0763)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in the Budget, the Government will allocate \$1,235 million to the Hong Kong Tourism Board (HKTB) in the coming year to pursue the concept of “tourism is everywhere” and implement the Development Blueprint for Hong Kong's Tourism Industry 2.0. In this connection, what mechanism will the Government put in place to monitor the proper use of the provision by HKTB? Will the Government provide some specific guidelines or set requirements for HKTB? Will HKTB be required to step up its reporting on the use of the provision, and provide comprehensive and useful tourism-related data on all activities?

Asked by: Hon CHIU Duncan (LegCo internal reference no.: 17)

Reply:

The Government has always attached great importance to the work of the Hong Kong Tourism Board (HKTB). In accordance with the Hong Kong Tourism Board Ordinance (Chapter 302), the Government oversees HKTB's internal management and requires HKTB to regularly report its work progress and effectiveness to the Tourism Commission, ensuring that public funds are used appropriately.

While the effectiveness of the performance of HKTB cannot be assessed entirely in quantifiable terms, the Government and HKTB have set the following 5 indicators every year:

1. Visitor arrivals;
2. Tourism expenditure associated with inbound tourism;
3. Per capita expenditure of overnight visitor;
4. Length of stay of overnight visitors; and
5. Satisfaction of overnight visitors.

Every year, we present data on these indicators in the Controlling Officer's Report under the Culture, Sports and Tourism Bureau in the Government's Budget to reflect the overall position and forecasts of Hong Kong's tourism industry.

In addition, the Government requires HKTB to set various indicators based on the nature of its promotions and events, and to regularly report progress and effectiveness to the Government. These performance indicators include website views, social media reach, global media exposure, participants' satisfaction, likelihood to recommend, intention to revisit, etc.

- End -

CONTROLLING OFFICER'S REPLY

CSTB059

(Question Serial No. 0764)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in the Budget, the Government will hold large-scale sports and entertainment events in Kai Tak Sports Park (KTSP), thereby driving visitation and spending. However, according to the information on the KTSP website, only 5 events, including 3 concerts and 2 sports "Master Class", are scheduled from 1 April 2025 to 31 March 2026. In this connection, please inform this Committee of the following:

1. In 2025-26, what plans and strategies will the Government put in place to attract the staging of more large-scale performances and sports events in KTSP? Has the Government set any specific targets and key performance indicators (KPIs)? At this stage, how many events have been tentatively scheduled, pending final confirmation?
2. What is the estimated expenditure on KTSP for 2025-26? What are the top three expenditure categories, and what proportion of the total expenditure does each category account for?
3. For the National Games to be held this year, how many events will take place in KTSP and when will this be finalised? Has KTSP set aside funds for these events for pre-event preparations and contingency purposes? If so, what is the amount involved, and what items are the funds expected to cover?

Asked by: Hon CHIU Duncan (LegCo internal reference no.: 18)

Reply:

1. Kai Tak Sports Park (KTSP) is the largest sports infrastructure project in Hong Kong's history, which will boost sports development and inject impetus into related industries such as recreation, entertainment and tourism, and mega-event economy. Over the past few years, Kai Tak Sports Park Limited (the Operator) has, all along, proactively reached out to local stakeholders and international event organisers from sectors including sports, arts and culture, and showcased the advantages of KTSP's facilities to over 200 local and international organisations. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using different facilities at KTSP for sports and entertainment activities. For example, following the Hong Kong Sevens 2025 held at Kai Tak

Stadium in March, multiple concerts of internationally renowned bands and local singers will take place at Kai Tak Stadium from April to June. In general, promotion of events is led by organisers. The Operator will not disclose details of the events before the organisers. A number of major events which have been confirmed will be announced by the organisers gradually, after which the Operator will update the KTSP website accordingly.

In accordance with its operational requirements, the Operator has to achieve key performance indicators (KPIs) on the hosting of sports events at the major facilities during the operation period. If it fails to achieve the KPIs, the Government can require the Operator to make payment according to the contractual requirements. The KPIs on sports events are listed as follows:

| | Sports events in operating year 1 to 5 | Sports events in operating year 6 to 10 | Performance failure payment |
|--|--|---|---|
| Kai Tak Stadium | 40 days per annum | 54 days per annum | \$500,000 per day below the minimum level |
| Kai Tak Arena's Grand Hall | 76 days per annum | 88 days per annum | \$100,000 per day below the minimum level |
| Kai Tak Youth Sports Ground and the rest of precinct | 69 days per annum | 75 days per annum | \$50,000 per day below the minimum level |
| Total attendance at sports events | 600 000 attendees per annum | 700 000 attendees per annum | \$25 per attendee below the minimum level |

2. The KTSP adopts a “Design, Build and Operate” model, with the Operator being responsible for the design, construction and future operation of the KTSP. The contract is for 25 years, including around five years for design and construction as well as around 20 years for operation. The Operator operates on a self-financing basis. It is required to make fixed payments to the Government on a regular basis and share a percentage of its total income with the Government.
3. The 15th National Games (NG), as well as the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) will be co-hosted by Guangdong, Hong Kong and Macao from 9 to 21 November 2025 and from 8 to 15 December 2025 respectively. Hong Kong will host eight competition events and one mass participation event of the 15th NG, and four competition events and one mass participation event of the 12th NGD and 9th NSOG. Amongst which, KTSP will host the NG competition events for fencing, handball (men) and rugby sevens, and mass

participation event for bowling; as well as competition event of NGD and NSGO for boccia. The Government has earmarked resources for the Games, including the allocation of approximately \$700 million in 2025-26 to the National Games Coordination Office (Hong Kong). The Government will adhere to the principle of “simple, safe and wonderful” in organising the Games, and work closely with the Guangdong and Macao authorities to jointly bring the Games to a success.

- End -

CONTROLLING OFFICER'S REPLY

CSTB060

(Question Serial No. 3216)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget that resources have been earmarked to strengthen support to the cruise industry, encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport, and that we will provide cruise lines with more concessions to attract cruise ships to berth at the Kai Tak Cruise Terminal during the low season. In this connection, will the Government inform this Committee of the following:

1. What are the plans, details and timelines for implementing the aforementioned measures?
2. What is the number of leased shops in the Kai Tak Cruise Terminal mall? What is the proportion of leased shops that are actually in operation? What are the main types of shops?
3. What were the numbers of ship calls and overnight calls in Hong Kong last year? Did the Government compile statistics on the per capita expenditure of cruise passengers in Hong Kong?

Asked by: Hon CHOW Ho-ding, Holden (LegCo internal reference no.: 22)

Reply:

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of the Kai Tak Cruise Terminal (KTCT), the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and

- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

KTCT (including its ancillary commercial areas of 5 600 m²) is currently managed by the terminal operator on commercial principles. Currently, there are 7 merchants of different types operating in the ancillary commercial areas, including, among others, restaurants, a souvenir shop, a money changer and a sports facility etc. Another 2 shops have been put up for lease again following the repossession of these premises due to rent arrears last year.

In 2024, there was a total of 150 ship calls to Hong Kong, among which, 40 were overnight calls berthing for at least 1 night. In addition, the overall per capita spending of overnight visitors to Hong Kong in 2024 was \$5,490.

- End -

CONTROLLING OFFICER'S REPLY

CSTB061

(Question Serial No. 3218)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Speech, the Government will, in collaboration with the Hong Kong Tourism Board, make extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN) to attract more high-end visitors. In this connection, please inform this Committee:

1. of the specific implementation plan, details and timetable in respect of the above initiative;
2. of the estimate for the above initiative; and
3. whether the Government will consider collaborating with attractions with international tourism appeal, such as Hong Kong Disneyland, to promote Hong Kong's tourism industry, and strengthen the promotion of Hong Kong and our tourism appeal in the Middle East and ASEAN markets.

Asked by: Hon CHOW Ho-ding, Holden (LegCo internal reference no.: 24)

Reply:

In collaboration with the Hong Kong Tourism Board (HKTB), the Government is making extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN). Since the beginning of 2024, HKTB has adopted a diversified approach to drive Hong Kong as a "Muslim-friendly" tourist destination through 3 major directions - accreditation, education and promotion. At the same time, HKTB is proactively conducting promotions in source markets with significant Muslim population to attract more Muslim visitors from the ASEAN, Middle East and other countries and regions to Hong Kong.

To encourage the travel trade to enhance Muslim-friendly tourism facilities, HKTB has commissioned the internationally recognised halal travel promotion company CrescentRating since 2024 to carry out a series of work to study how Hong Kong can further enhance its "Muslim-friendly" tourism facilities, and assess local hotels, attractions and meetings, incentive travels, conventions and exhibitions (MICE) venues based on categories and standards on par with international benchmarks while taking into account Hong Kong's actual

situation. As at mid-March this year, 55 hotels, 5 attractions and MICE venues have successfully applied for and obtained the ratings from CrescentRating.

To encourage restaurants to obtain halal-related certification, HKTB works with the local halal certification authority, the Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT), to promote existing accreditations in the city and encourage food and beverage establishments to apply for certification. As at mid-March this year, the number of certified restaurants has increased from about 100 at the beginning of 2024 to more than 160, which also include high-end Chinese restaurant, Cantonese restaurant and contemporary Hong Kong-style noodle restaurants, etc.

In addition, 4 brands in the city are now offering halal-certified bakery products to provide more choices of souvenirs for Muslim visitors.

In terms of training, HKTB organised large-scale briefing sessions and training seminars for tourism industry partners in June and December 2024 respectively to help them understand the needs of Muslim visitors, as well as encouraging and guiding them to enhance their Muslim-friendly facilities. To enhance capabilities of frontline tourism practitioners in receiving Muslim visitors, HKTB is developing a series of new training materials to familiarise tourism practitioners with the culture and lifestyle of the Muslims, with a view to strengthening their knowledge of receiving visitors from different cultural backgrounds.

With regard to overseas promotion, HKTB proactively promotes Hong Kong tourism in Muslim visitor source markets through various approaches and channels to attract Muslim visitors to Hong Kong. Promotional work carried out in 2024-25 includes the following:

- (1) leading delegates of Hong Kong trade representatives to Dubai to participate in the Arabian Travel Market, an annual large-scale international travel trade exhibition in the Middle East in May 2024;
- (2) signing memoranda of understanding with Emirates, a major airline in the Middle East, and Dnata Travel Group, a top online travel agency in the region, respectively to collaboratively promote Hong Kong as a preferred destination for the Middle East;
- (3) launching a new premium travel guide on Hong Kong, “TRAVEL IN LUXE · HONG KONG”, which showcases the city’s premium travel experiences;
- (4) stepping up market promotions in the Middle East in light of the launch of direct flights between Hong Kong and Saudi Arabia in late October 2024;
- (5) promoting Guangdong-Hong Kong-Macao Greater Bay Area tourism including Hong Kong’s Muslim-friendly facilities in overseas promotions in Jakarta, Indonesia in September 2024;
- (6) inviting the media, television shows, key opinion leaders (KOLs) and members of the travel trade from Indonesia, Malaysia and Singapore to experience Hong Kong first-hand and presenting them with experiences at local Muslim-friendly facilities and halal delicacies; and

- (7) promoting Hong Kong to representatives of the travel trade and media of Indonesia and Malaysia by hosting Ramadan Iftar dinners in Kuala Lumpur and Jakarta in 2025.

HKTB has also launched a webpage dedicated to Muslim visitors on DiscoverHongKong.com, which consolidates travel information on food, accommodation, prayer facilities, local cultural experiences and activities suitable for Muslim visitors. The webpage is available in 4 languages, namely English, Bahasa Malaysia, Bahasa Indonesia and Arabic.

Moving forward, HKTB will continue its efforts to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. It also plans to partner with major media organisations and travel agents in the Middle East to showcase Hong Kong’s new tourism events and experiences, and jointly promote Hong Kong as an ideal travel destination for Muslim travellers.

Since the aforesaid promotional initiatives covered various visitor source markets and areas, the relevant estimated expenses have been subsumed under HKTB’s overall market expenditure and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB062

(Question Serial No. 1886)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To consolidate and enhance Hong Kong's position as a creative capital, the Government restructured Create Hong Kong and established the Cultural and Creative Industries Development Agency (CCIDA) in June 2024. CCIDA aims to promote the development of creative industries and is responsible for administering the CreateSmart Initiative (CSI). As shown in Programme (2), the actual expenditure for 2024-25 is 9% less than the original estimate. However, as shown in the Budget, the estimated expenditure on creative industries for this financial year is \$1.215 billion, representing a 25.3% increase compared to the actual expenditure in 2024-25. Please inform this Committee of the following:

1. What are the details of the projects currently applying for CSI, their approval status, and the funding amount for each project? The number of projects funded by CSI in 2024-25 increased by 25%. Did the Government evaluate the effectiveness of the projects, including whether they have met the 13 performance indicators set by the Government?
2. Of the \$2.9 billion the Government injected into CSI in 2024-25, \$1.18 billion was earmarked for designated projects. Will the Government set business matching requirements for other project applications to enhance the effectiveness of the remaining \$1.72 billion funding, while encouraging market investment to jointly promote the development of the cultural and creative sectors as industries?
3. What are the financial expenditures involved in the manpower establishment and operation of CCIDA since its establishment?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 11)

Reply:

1. The list of projects funded by the CreateSmart Initiative (CSI) by category and their funding amounts for 2024-25 are set out in **Annex**.

Since its establishment in 2009, CSI has created 35 300 jobs and received more than 51 200 requests and enquiries on building business connections. To sum up, CSI has benefitted 31 990 small and medium-sized enterprises and provided nearly 92 000 nurturing opportunities. The feedback from the participants of CSI-funded projects shows that 98% of them rated the programmes as “excellent”, “very satisfactory” or “satisfactory” in overall rating. More than 80% of the participants of CSI-funded programmes considered that the programmes could help them explore new business opportunities, expand their network, and enhance their understanding of the industry’s position in the global market. The Cultural and Creative Industries Development Agency (CCIDA) will review CSI from time to time to ensure its smooth and effective operation, so that its intended objectives of promoting and enhancing the development of the cultural and creative industries in Hong Kong can be achieved.

2. CCIDA will, through CSI, provide financial support to projects conducive to the development of cultural and creative industries in Hong Kong, with a view to nurturing talents, facilitating start-ups, exploring markets, fostering a creative atmosphere in the community, and promoting cross-sectoral and cross-genre collaboration. It will identify suitable and promising projects in different sectors, organise more business-matching activities and provide additional market information on intellectual property (IP) trading and professional support services. It will also devise promotional strategies to expand the market and create commercialisation opportunities for cultural and creative institutions through various media promotion initiatives, thereby driving the creation of local cultural IP.
3. The revised estimate for Programme (2): Creative Industries in 2024-25 is approximately \$969 million, while the estimated expenditure for 2025-26 is approximately \$1.215 billion. CCIDA has the manpower of approximately 130 (including civil service posts and contract staff positions).

**Projects funded by CSI in 2024-25
(As at end-February 2025)**

| | Sector | Project title | Funding amount (\$) |
|-----|---------------|---|----------------------------|
| 1. | Advertising | 2024 HK4As Representatives' Participation in International Awards cum Creative Sharing in HK | 614,547 |
| 2. | Design | A 75A celebratory event : Salone del Mobile's 'SaloneSatellite Permanent Collection' Exhibition Hong Kong + HK Young Design Annex + Young Talks | 9,287,500 |
| 3. | | Fashion Summit (HK) 2024 | 5,989,600 |
| 4. | | Maison&Objet Design Factory | 9,963,400 |
| 5. | | HKFG SS25 | 7,404,000 |
| 6. | | The Fashion Union - A Platform to Celebrate the Beauty of Workwear | 8,228,402 |
| 7. | | deTour 2024 Design Festival | 9,714,000 |
| 8. | | Fashion Atelier Certificate Programme: Transforming Fashion Design with 3 Dimensional Innovation Cutting | 5,921,330 |
| 9. | | Motifx | 7,885,243 |
| 10. | | FabriX - Promotion of Digital Fashion in Paris Fashion Week 2024 & Pitti Uomo in Florence 2025 | 8,231,000 |
| 11. | | HK+FR: Furniture For World Design | 7,784,100 |
| 12. | | VIRTUOSE : The Artistry of Couture | 9,959,700 |
| 13. | | Couture Reverie | 4,678,300 |
| 14. | | "VOGUE Loves Hong Kong" Fashion Campaign | 9,630,000 |
| 15. | | Hong Kong Fashion Fest PR & Marketing Program | 9,658,000 |
| 16. | | Hong Kong Interior Design Week 2025 | 8,251,530 |
| 17. | | Redress Design Award 2025 | 5,708,504 |
| 18. | | Ne-on-Ne-on@Sham Shui Po | 5,135,000 |
| 19. | | "10 Asian Designers To Watch" - A Showcase of Asian Design Excellence | 5,225,300 |
| 20. | | HKFG AW25 | 7,429,000 |
| 21. | | Shanghai Tang and PMQ - Celebrating 30 years of Shanghai Tang | 7,719,500 |
| 22. | | A Thousand Youths in Chinese Costume | 2,200,000 |
| 23. | | The 4th edition of Sponsorship for International Design Awards (4th SIDA) | 7,894,900 |
| 24. | | Hong Kong Smart Design Awards 2025 | 7,584,750 |
| 25. | | Establishing a Sample Development Centre for Hong Kong Fashion Designers - Phase III | 9,510,400 |
| 26. | | GBA: Fashion Fusion 2025 | 7,502,800 |
| 27. | | 4th Edition of ReMIX · Yesterday's Future, Invent Tomorrow! 2025-2026 | 8,607,900 |
| 28. | | NEXT @ Fashion InStyle | 7,542,310 |
| 29. | | DesignInspire Online and Offline Promotions | 8,840,890 |

| | Sector | Project title | Funding amount (\$) |
|-----|---|--|---|
| 30. | | Fashion Promotion Coinciding with CENTRESTAGE 2024 | 20,620,000 |
| 31. | Digital Entertainment | The 12th Animation Support Programme | 9,878,000 |
| 32. | | Promotion of the Animation, Game, Designer Toy and Related Industries of Hong Kong in Exhibitions in Hangzhou and Dongguan | 4,639,920 |
| 33. | | Organise 26th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan | 2,103,760 |
| 34. | | Establishing “Hong Kong Pavilion” at the Augmented World Expo (AWE) EU 2024 to Promote Hong Kong's Creative Industry via Artificial Intelligence | 4,187,365 |
| 35. | | 4th Hong Kong Comics Development & Promotion Support Programme | 9,219,056 |
| 36. | | Hong Kong Comics @Angouleme International Comics Festival 2025 in France (working title) | 3,172,220 |
| 37. | | 2nd AI-assisted Animation Production Support Scheme | 8,575,850 |
| 38. | | Promoting Hong Kong Comics by Organising the International Comics Artist Conference 2025 | 3,948,798 |
| 39. | | 5th Hong Kong Game Enhancement and Promotion Scheme | 9,752,080 |
| 40. | | Printing and Publishing | Color · Method · Master: Promote high quality development of the printing industry and internationalisation of the printing standard initiative of the Guangdong - Hong Kong - Macao Greater Bay Area |
| 41. | Soaring Creativity — O2O Hong Kong Pavilion 2024 (Hong Kong Publishing and Printing Industry Joining Frankfurt Book Fair) | | 7,237,512 |
| 42. | Soaring Creativity — Hong Kong Pavilion 2024: Hong Kong Publishing and Printing Industry Joining the South China Book Festival and Touring Book Fairs at Bookstores in the Greater Bay Area | | 6,892,980 |
| 43. | The 5th Hong Kong Publishing Biennial Awards (2024–2025) | | 3,082,220 |
| 44. | 2nd Go! Illustrators – Hong Kong Picture Book Illustrators at International Book Fairs Promotion Scheme | | 4,754,730 |
| 45. | Hong Kong Reading Carnival 2025 | | 8,153,241 |
| 46. | Soaring Creativity — O2O Hong Kong Pavilion 2025 (Hong Kong Publishing and Printing Industry Joining Bologna Children's Book Fair) | | 6,114,652 |

| | Sector | Project title | Funding amount (\$) |
|-----|---------------|---|----------------------------|
| 47. | | Hong Kong-Shenzhen Co-Reading: The Charm of Cultural Relic and Hong Kong's Intangible Cultural Heritage | 7,067,900 |
| 48. | | Hong Kong Picture Book Publication Support Scheme | 6,326,348 |
| 49. | | Promotion of Arts and Culture at the Hong Kong Book Fair | 2,310,000 |
| 50. | | IP Promotion at the Hong Kong Book Fair | 120,000 |
| 51. | Television | Midlife, Sing & Shine! 3 | 10,000,000 |
| 52. | | CHILL CLUB (Japan version) | 8,697,200 |
| 53. | | Jump Jump Jump | 9,215,525 |
| 54. | | 2025 Spring Festival Gala | 7,414,000 |
| 55. | | Melodies of Time | 9,743,760 |
| 56. | Music | Celebration of National Day - The Next Generation Chorus Performance | 3,624,269 |
| 57. | Others | 12th Microfilm Production Support Scheme (Music) | 8,841,420 |
| 58. | | Hong Kong Creative Pavilion@China (Shenzhen) International Cultural Industry Expo and Trade Fair plus Hong Kong@Shenzhen Cultural Industry Expo (working title) | 8,324,752 |
| 59. | | Promote Hong Kong Art Toys through Jakarta Mall Exhibition 2024 and Thailand Toy Expo 2025 | 9,798,381 |
| 60. | | Organising 6th Cross-Matching Showcase in HK Int'l Licensing Show 2025 | 3,532,633 |
| 61. | | 7th "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme" | 5,250,360 |
| 62. | | Hong Kong Creative Pavilion @ 2024 Hangzhou Cultural & Creative Industry Expo (working title) | 2,852,252 |
| 63. | | Hong Kong Pop Culture Festival 2025: ImagineLand | 10,000,000 |
| 64. | | The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights | 3,506,750 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB063

(Question Serial No. 1887)

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

Subhead (No. & title): ()

Programme: ()

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 133 of the Budget Speech, the Government attaches importance to cultural intellectual property (IP) and is committed to enhancing its communication power and sales value. In this connection, please advise the Committee of the following:

1. In order to strive to achieve the goal of acquiring institutional autonomy in conducting substantive examination for original grant patents by 2030, the Government is recruiting and training more patent examiners with the relevant professional knowledge. Please provide details on the resources and specific expenditures involved. Has an effectiveness evaluation been conducted on the current progress?

2. The Government allocated \$3 million through the CreateSmart Initiative to enhance the Asia IP Exchange Portal in the past year. Has the Government assessed the portal's performances, including its usage rate, transaction volume, and role in promoting transactions of cultural IP? Will additional resources be invested in the future to enhance the portal's international competitiveness?

3. To further consolidate Hong Kong's position as a regional intellectual property trading centre, the Government has earmarked \$45 million for the establishment of a World Intellectual Property Organization Technology and Innovation Support Centre. The preparatory work for the establishment commenced in December 2024. Please advise on the progress of such preparatory work, the expected completion date, and the plan for future operation. Are the allocated resources sufficient to achieve the intended objective?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 12)

Reply:

1. After the launch of the "original grant patent" (OGP) system in December 2019, the Intellectual Property Department (IPD) has been striving to recruit and nurture more patent examiners. By March 2025, the OGP examination team of the IPD has grown from 5 patent examiners from the start to 34, with establishment covering the 3 major

technology fields of electricity, chemistry and mechanical engineering. The IPD has been allocated around \$34 million each year over the 3 financial years from 2025-26 to 2027-28 to support the OGP examination work and to continue strengthening the examination team. We will enhance the OGP system and elevate the examination capabilities of patent examiners progressively, advancing towards the goal of acquiring institutional autonomy in conducting substantive patent examination.

As regards training, we will arrange for newly recruited patent examiners to attend a 4-month induction examiner training programme provided by the China National Intellectual Property Administration (CNIPA). On-the-job training and work guidance will continue to be provided to the patent examiners by their team heads and in-house solicitors of the IPD, so as to enhance their examination skills and legal knowledge. To further enhance the examination knowledge and capabilities of the patent examiners, the IPD has arranged for them to participate in the short-term attachment programme at the CNIPA Patent Examination Cooperation Center in batches starting from 2024. This will allow them to engage in substantive examination work under the guidance of experienced examiners of the CNIPA, broadening their professional perspectives and experience. Preliminary assessments indicate that the substantive examination capabilities of the current OGP team have improved, enabling them to conduct prior art searches and analyses of patentability for patent applications in various technology fields, including healthcare technology, biotechnology, information technology, mechanical engineering and logistics technology.

2. The Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau allocated \$3 million through the CreateSmart Initiative to the Hong Kong Trade Development Council (HKTDC) in 2023-24 to enhance the Asia Intellectual Property Exchange Portal (the Portal). The first phase of work included: (i) conducting a consultancy study referencing overseas intellectual property (IP) platforms to develop a framework for improving the Portal's design and system; (ii) organising data sources of creative IP projects; and (iii) establishing a dedicated page on creative IP protection to create favourable conditions for development of cultural and creative sectors as industries. CCIDA, having regarded to the above consultancy study's recommendations, allocated an additional \$3.5 million to HKTDC to commence the second phase of the enhancement work by the end of 2024 upon successful completion of work in the first phase, so as to boost the Portal's international competitiveness. The enhanced Portal will feature a database for arts, cultural and creative IPs, facilitating potential buyers in searching for relevant information and thus promoting IP transactions. It will also introduce more elements of market transaction, such as business matching events and enhanced market information and professional service packages on IP trading to foster cross-sectoral collaboration. At the same time, we will facilitate more registration of local and non-local cultural and creative products on the Portal to promote transactions and transformation of cultural IP, thereby helping the industries to explore business opportunities and enhancing economic benefits. CCIDA will closely monitor the second phase of the enhancement work and evaluate the effectiveness of the enhanced Portal after its launch.
3. In December 2024, the Hong Kong Productivity Council (HKPC), along with 50 other service institutions on the Mainland, has been designated jointly by the CNIPA and the World Intellectual Property Organization (WIPO) as part of the new batch of

organisations for establishing Technology and Innovation Support Centres (TISCs)¹, and the HKPC has commenced the preparatory work that will span a period of one year. Upon completion of the establishment period, the CNIPA and WIPO will conduct an evaluation and authorise the HKPC to officially operate the TISC in Hong Kong after confirming that the required conditions are met. The TISC in Hong Kong will focus on providing local start-ups and small and medium enterprises with high-quality IP (especially patents) information and services to assist them in exploring their innovation potential as well as creating, protecting, managing and commercialising their IPs, with a view to better protecting their research and development outcomes, increasing their values, thereby promoting IP trading.

The IPD has conducted preliminary discussions with the HKPC on the resources required for the establishment and operation of the TISC in the first 3 years. From 2024-25, the Government has reserved \$45 million for the various expenses, including salaries, rent, office equipment, infrastructure building (including development of information technology systems and websites, connection to databases, etc.), consultancy fees and other administrative expenses. To achieve TISC's operational targets, the IPD has been discussing with the HKPC to formulate and finalise the overall work plan and detailed implementation arrangements, including the manpower involved, detailed service content, scope of responsibilities borne by the HKPC, timetable for the establishment and key performance indicators, etc.

- End -

¹ With the addition of this latest batch, there are now approximately 200 TISCs either in operation or in the process of being established in Mainland China.

CONTROLLING OFFICER'S REPLY

CSTB064

(Question Serial No. 1889)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The matters requiring special attention in 2025-26 under Programme (3) include further promoting sports development in Hong Kong, in particular by supporting its major sports policy through a five-pronged approach, namely, by promoting sports in the community, supporting elite sports, maintaining Hong Kong as a centre for major international sports events, enhancing professionalism in the sports sector and developing sports as an industry. In this connection, please inform this Committee:

1. of the details of the annual expenditure for each area under the five-pronged approach for sports development since 2021-22;
2. of the details of the specific programmes which have been implemented under the major sports policy objectives over the previous year, including the staff establishment and expenditure involved; and
3. whether there are any statistics on the number of participants in these programmes. If so, please provide specific data and analyses to assess the actual effectiveness of these programmes in promoting sports development.

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 14)

Reply:

1. In the past 4 years (i.e. 2021-22, 2022-23, 2023-24 and 2024-25) and the upcoming year (i.e. 2025-26), the breakdown of the Government's expenditures on sports development ^{Note} by policy objectives is set out below:

| Objective | 2021-22 (Actual) (\$ million) | 2022-23 (Actual) (\$ million) | 2023-24 (Actual) (\$ million) | 2024-25 (Latest estimate) | 2025-26 (Estimate) (\$ million) |
|------------------|--|--|--|--|--|
| | | | | | |

| | | | | (\$ million) | |
|---|--------------|--------------|--------------|--------------|--------------|
| Promoting sports in the community | 5,413 | 5,458 | 5,868 | 5,953 | 6,482 |
| Supporting elite sports and enhancing professionalism | 965 | 957 | 1,102 | 1,335 | 1,626 |
| Promoting Hong Kong as a centre for major international sports events and development sports as an industry | 128 | 112 | 255 | 515 | 1,047 |
| Total : | 6,506 | 6,527 | 7,225 | 7,803 | 9,155 |

Note

The figures include expenditures of the former Home Affairs Bureau (Head 53), the Culture, Sports and Tourism Bureau (CSTB) (Head 132) and the Leisure and Cultural Services Department (LCSD) (Head 95), as well as the funding provided under the the Elite Athletes Development Fund, the Sir David Trench Fund for Recreation Main Fund and its sub-funds (including the Arts and Sport Development Fund (Sports Portion) and the Hong Kong Athletes Fund).

2. and 3. The CSTB strives to promote sports development in Hong Kong by promoting sports in the community, supporting elite sports, promoting Hong Kong as a centre for major international sports events, enhancing professionalism in the sports sector and developing sports as an industry. These efforts include strengthening the support to athletes, attracting major international sports events to Hong Kong, and further promoting the city's sports development through enhanced professionalism in the sports sector and the development of sports as an industry. In addition, we endeavour to promote sports at the community and school levels, increase and enhance sports and recreation facilities, and encourage collaboration across all sectors in the community in fostering a strong sporting culture.

On promoting sports in the community, the LCSD has been organising recreation and sports programmes at the community level to encourage members of the public to develop a habit of regular exercise. To meet the needs of different target groups, the LCSD provides diversified programmes for the public, including designated activities for persons with disabilities; parent-child activities suitable for families (such as badminton, orienteering and flying disc); activities with young people as target participants (such as track cycling, sailing, canoeing and long-distance running); and less physically demanding activities for people who exercise less frequently (such as dance, body and mind relaxation and fitness walking). In addition, the LCSD also promotes sports at the school and

community levels through programmes such as the School Sports Programme and Sport for All Day. In 2024-25, the LCSD organised about 37 500 programmes on promoting sports in the community, which attracted approximately 2.8 million participants in total, incurring an expenditure of about \$239 million.

On supporting elite sports, the Government allocated about \$941 million from the Elite Athletes Development Fund to the Hong Kong Sports Institute (HKSI) in 2024-25 to nurture elite athletes and to help them strive for good results in the international sports arena. In 2024, HKSI's Sports Medicine Centre recruited 1 Director and 1 Associate Director in sports medicine to strengthen its manpower and enhance its professional standards. HKSI has also set up a committee to oversee the development of sports medicine and sports science. In addition, the new facilities building of HKSI, which was commissioned in December 2024, provides athletes with more advanced training and support facilities, and enhances support services in areas such as strength and conditioning, sports science and sports medicine.

On promoting Hong Kong as a centre for major international sports events, a total of 30 major international sports events receiving support under the "M" Mark System were staged in Hong Kong in 2024-25, which registered a record high over the past years. These events included the Hong Kong Sevens, the LIV Golf Hong Kong and other annual world-class sports events, as well as the Standard Chartered Hong Kong Marathon, which gathered runners from all over the world, and the Hong Kong International Horse Show, which drew in high-end tourists. These events attracted over 900 000 participants and not only fostered a sustainable sports culture in Hong Kong, but also helped enhance the city's image as a centre for mega international sports events and brought tangible economic benefits to the community.

On promoting professionalism in the sports sector and developing sports as an industry, the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) concluded its review on the corporate governance and operation of national sports associations (NSAs) and released the review report and the Code of Governance (the Code) on 20 November 2024. All NSAs are required to fully implement the Code by the end of 2026. The Code aims at enhancing the corporate governance and operational efficiency of NSAs, ensuring a fairer and more professional environment for the development of the sports industry. Over the past year, the Government engaged with key stakeholders in the sports sector to gauge their views on setting up a uniform dispute resolution system. In this regard, the Government supports the industry in launching a pilot scheme on sports dispute resolution within 2025 and establishing a sports dispute resolution system. Through the professional handling of disputes, the protection of sports activities in Hong Kong and the competitiveness of the sports industry could be enhanced.

The Government will continue to collaborate with the SF&OC to provide coaches with more professional training and internship opportunities to enhance their professional standards as well as the quality of training for athletes. Besides, the Government and the Hong Kong Jockey Club Charities Trust have jointly contributed a total of \$300 million to set up the Sports Science and Research

Funding Scheme, with the aim of enhancing the competitiveness of athletes in international sports events through research in sports science and sports medicine, thereby enhancing professionalism of sports. Since its launch in 2022, 9 batches of applications have been approved so far, involving 27 sports science and research projects, with total funding of around \$183 million.

On staff establishment, the total establishment under Programme (3) Sports and Recreation in 2024-25 was 165 posts, representing a net increase of 57 posts. The additional manpower was 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.

- End -

CONTROLLING OFFICER'S REPLY

CSTB065

(Question Serial No. 1894)

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

Subhead (No. & title): ()

Programme: Not Specified

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 141 of the Budget Speech, the Government “will adopt a more strategic approach in continuously attracting sports events”, including high valued-added activities such as LIV Golf, “which can bring significant economic benefits to Hong Kong”. In this connection, will the Government inform this Committee of the following:

1. What are the details of the specific strategies for attracting major sports events, including the strategic objectives (e.g. economic benefits, enhancement of international image, public participation) and focus sports (e.g. golf, tennis and marathon)? What is the anticipated number of major sports events that Hong Kong will attract and stage in the coming 3 years? Please provide a breakdown by types of sports and anticipated economic benefits, and specify the implementation timetable of these strategies.

2. The “M” Mark System was enhanced in April 2023. Has a review been conducted on the details of expenditures for attracting major sports events? What were the expenditures on items including venue preparation, promotion and marketing, international collaboration, and event operation? Were these expenditures in line with projections? Please also give an account of the evaluation of the enhancement’s impact on the number of event participants, economic benefits (e.g. tourism income, commercial sponsorships) and local sports industry.

3. Will additional resources or new measures be in place to continue attracting more high value-added sports events to Hong Kong? Will the international cooperation network be expanded? Will venue facilities in Hong Kong be upgraded? What are the estimated expenditures and progress of relevant plans?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 19)

Reply:

1. Hong Kong is a centre for major international sports events. World-class and major sports events, which hold strategic significance for the city, attract visitors and create

business opportunities for various sectors, including hotel, catering, retail and transport, thereby boosting the local economy. In addition, these international events can drive the development of sports as an industry through revenue from ticket sales, peripheral merchandise, and expenditures on accommodation and consumption by athletes and staff visiting Hong Kong.

The Culture, Sports and Tourism Bureau (CSTB) will continue to support the “M” Mark System and Support Packages through the Arts and Sport Development Fund (Sports Portion), with a view to attracting and supporting international and major sports events to be staged in Hong Kong. In addition, CSTB will adopt a more strategic approach in continuously attracting sports events which can bring significant economic benefits to Hong Kong. For example, we are in active discussion with LIV Golf, which has been held in Hong Kong for 2 consecutive years, to explore long-term partnership.

It is anticipated that about 20 major international sports events will take place in Hong Kong in each of the coming 3 financial years. As the applications are still being processed, details on the events receiving funding support are currently not available.

2. The enhancement of the “M” Mark System has proven to be effective since its introduction. In the 2023-24 financial year, the number of major international sports events supported by the “M” Mark System increased to 18 (as compared to a maximum of 14 events per year in the past), including, among others, LIV Golf Hong Kong and the World Triathlon Cup which were held in Hong Kong for the first time. These events attracted more than 500 000 participants in total. Hong Kong saw a record high of 30 major international sports events supported by the “M” Mark System with more than 900 000 participants in the 2024-25 financial year, including annual world-class sports events such as the Hong Kong Sevens and LIV Golf Hong Kong, the Standard Chartered Hong Kong Marathon that gathered runners from all over the world, and the Hong Kong International Horse Show that drew in high-end tourists. These mega sports events help enhance Hong Kong’s image as a centre for major international sports events, bringing tangible economic benefits to the community.
3. We will continue to support the “M” Mark System through the Arts and Sport Development Fund (Sports Portion) and expect to stage about 20 major international sports events in Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB066

(Question Serial No. 1902)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the financial provision under Programme (3), please inform this Committee of the following:

1. Please explain the reasons for the 134.3% increase in the estimate for 2025-26 compared to the corresponding figure for 2024-25 and give a detailed account of the projects including expenditure involved and indicators such as estimated number of participants.
2. With regard to the provision of sports and recreational facilities, is there any plan to comprehensively upgrade Hong Kong's major sports and recreational facilities to international standards, thereby providing better facilities for the public as well as cultivating young athletes with potential?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 27)

Reply:

1. The estimated provision for Programme (3) Sports and Recreation in 2025-26 is \$1.4808 billion, which is \$848.8 million higher (representing an increase of 134.3%) than the revised estimate in 2024-25. This is mainly due to the allocation of approximately \$700 million for the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games, jointly hosted by Guangdong, Hong Kong, and Macao, which will take place in November and December 2025, and the increased cash flow requirements for the Major Sports Events (MSE) Matching Grant Scheme and the District Sports Programmes Funding Scheme with estimated expenditures of approximately \$180 million and \$19.5 million respectively for 2025-26. As these projects are still under preparation, the estimated number of participants are not available at this stage.
2. The Government is committed to providing high-quality and diverse sports and recreational facilities to meet public needs. When planning new sports facilities or

improving the existing ones, the Government will take into account various factors, including the policy objectives of sports development, utilisation of existing facilities, demographic changes, views of District Councils and relevant stakeholders, site availability, the need to upgrade facilities to international standards and technical feasibility.

In the 2021-22 Budget, the Government announced the earmarking of resources to implement a five-year plan for upgrading football pitches, with an aim of providing more football pitches meeting international standards. These standardised football pitches will enable “national sports associations” and their affiliates, district football groups, schools and other organisations to organise more football training programmes and football matches, creating more favourable conditions for the long-term development of local football. The Chief Executive’s 2024 Policy Address also mentioned the construction of a swimming complex suitable for hosting international competitions to promote sports in the community, as well as elevating the standard of swimming. The recently commissioned Kai Tak Sports Park also provides several multi-purpose venues that meet international standards.

Moreover, the Leisure and Cultural Services Department’s re-provisioning of the On Lok Mun Street Playground is expected to be completed by the second quarter of 2025. The bowl-type and street-style facilities in the Playground, accredited by World Skate, can promote the development of the sport.

- End -

CONTROLLING OFFICER'S REPLY

CSTB067

(Question Serial No. 1451)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Following the introduction of the time-limited Relaxation Plan for the Film Production Financing Scheme (FPFS) in July 2020, an optimised version known as the Film Production Financing Scheme 2.0 (FPFS 2.0) was launched on 15 January 2025, with enhancement measures such as increasing the Government's maximum funding amount, disbursing funding at an earlier stage and relaxing quotas for applicants and main financiers. FPFS 2.0 is not time-limited and is open for application throughout the year. In this connection, will the Government inform this Committee:

1. of a tabulated breakdown of the number of applications received, the total funding amounts and the details of expenditure under FPFS in the previous year;
2. of the estimated financial provision for FPFS 2.0 for the coming 3 financial years following its introduction; and
3. whether performance indicators, such as the number of quotas granted, have been set for the optimised FPFS 2.0 to ensure effective measurement of its effectiveness and facilitate review.

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 10)

Reply:

1. The Film Production Financing Scheme (FPFS) (including the Relaxation Plan) received 12 applications last year. The table below sets out the names of the approved film projects and their funding amounts.

**Film projects funded by FPFS (including the Relaxation Plan) under
the Film Development Fund in 2024**

| | Approval year | Project title | Funding amount (HK\$) |
|----|----------------------|----------------------------|------------------------------|
| 1. | 2024 | My Alien Papa | 2,500,000 |
| 2. | | The Excreman – On The Road | 8,710,400 |
| 3. | | Golden Bird | 8,591,200 |
| 4. | | Little Red Sweet | 3,320,000 |
| 5. | | Wakesurf Lovers | 5,200,000 |
| 6. | | Too Many Ways To Be No.2 | 5,680,000 |
| 7. | | We have a goal | 3,197,600 |
| 8. | | Non-human | 9,000,000 |

As for the details of expenditure, funding will be disbursed to the successful applicants of the approved film projects in instalments according to the progress of production and submission of documents. Cost reports in respect of pre-production, principal photography and post-production must be submitted to the Government for review after the completion of each stage mentioned above. In the above table, 5 of the approved film projects have yet to sign the contract, while the other 3 have already received funding up to the third instalment according to the progress of production and submission of documents.

2. Based on the number of applications under the previous FPFS (including the Relaxation Plan), it is expected that 5 film projects will be approved under FPFS 2.0 in 2025, involving a total funding amount of approximately HK\$50 million. Considering that the number of applications will vary depending on market conditions, it is not possible to estimate the total amount of government funding to be approved in the next 3 financial years.

3. Launched in January 2025, FPFS 2.0 aims to provide government funding for small-and medium-budgeted film productions to reduce the risks faced by film investors, thereby boosting local film productions, providing financial support and incentives for film productions, increasing local film productions, creating more jobs and development opportunities, stimulating corporate investment and promoting the long-term development of the Hong Kong film industry. The Government will assess the effectiveness of FPFS 2.0 based on approved film projects' performance in terms of talent training, job creation, box office receipts, and the number of local and international awards won.

- End -

CONTROLLING OFFICER'S REPLY

CSTB068

(Question Serial No. 1452)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Film Development Fund (FDF) was established in 1999 with the aim of promoting the long-term development of the film industry in Hong Kong. In this connection, will the Government provide the following information:

1. the details of each funded project (including projects withdrawn after approval is granted) under the schemes of FDF in the past 3 financial years, including the applicant's name, project title, funding amount, release status, box office receipts in Hong Kong and around the world, as well as local and international awards attained.
2. the names of the approved film projects whose production was completed but failed to be officially released in the past 3 financial years and the reasons for not being officially released;
3. the names of film projects withdrawn after approval is granted in the past 3 financial years, and the reasons for the withdrawal.
4. Has the Government conducted any reviews on some of the funded film projects that have incurred losses? If yes, please specify the future enhancement measures and the estimate for such efforts to ensure that FDF is utilised effectively to enhance the industry's economic benefits and competitiveness. If no, what are the reasons?
5. The current total amount of remaining fund in FDF, and whether the Government has plans to make further injection in the future?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 11)

Reply:

The names of the applicants, project titles, funding amounts, box office receipts in Hong Kong and worldwide, as well as local and international awards attained of the projects funded by

the Film Development Fund (FDF) (including projects withdrawn after approval is granted) from 2022 to 2024 are detailed in **Annex**. In the past 3 years, there were no approved film projects with completed productions which could not be officially released, and the film projects withdrawn after approval were withdrawn by the applicants on their own initiative (Note (2) of **Annex**).

The funding schemes under the FDF have all along been aimed at supporting the industry as a whole, with a view to providing impetus to local film production and film investment. The objective of FDF has never been to obtain financial gains by subsidising the industry, but to assist in the development of the local film industry and create more film activities and employment opportunities. The Government will continue to maintain communication with the industry and conduct timely reviews. As at end February 2025, the balance of the FDF is about \$1.6 billion. The Government will continue to closely monitor the utilisation of the FDF and review the need for injection of fund timely.

Projects funded under the Film Development Fund from 2022 to 2024

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|---|------------------------------------|----------------------|------------------------------|---|--|---|
| Film Production Financing Scheme (including Relaxation Plan) | | | | | | |
| 2022 | | | | | | |
| 1. | Sil-Metropole Organisation Limited | Look Up | 2,489,730 | 1,434,833 | - | - |
| 2. | Blue Sea Productions Limited | Someone Like Me | 3,200,000 | Yet to be exhibited | Yet to be exhibited | - |
| 3. | Shine Wise Corporation Limited | Inexternal | 6,400,000 | 320,295 | - | - |
| 4. | Mega Ascent Limited | A Guilty Conscience | 8,866,250 | 115,090,049 | 239,967,655 | The 42nd Hong Kong Film Awards - Best Film |
| 5. | Word By Word Limited | PaPa | 7,246,400 | 22,432,670 | - | The 31st Hong Kong Film Critics Society Awards - Best Director (Yung Tsz Kong Philip) - Best Actor (Sean Lau) - Selected as the Film of Merit The 18th Asian Film Awards - Best Actor (Sean Lau) |
| 6. | MM2 Studios Hong Kong Limited | Back Home | 3,599,200 | 5,058,975 | 2,829,649 | - |
| 2023 | | | | | | |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|-----|------------------------------------|------------------------------|-----------------------|--|---|---|
| 7. | Charm Accord Limited | Ready Or Rot Note(2) | Not applicable | Not applicable | Not applicable | Not applicable |
| 8. | Red Dot Films Production Limited | A Trace of Murderer | 6,569,910 | Yet to be exhibited | Yet to be exhibited | - |
| 9. | Success Dimension Limited | Once In A Blue Moon | 1,650,000 | 554,993 | - | - |
| 10. | New Voice Film Productions Limited | All Shall Be Well Note(2) | Not applicable | Not applicable | Not applicable | Not applicable |
| 11. | Shine Wise Corporation Limited | YUM Investigation | 2,750,000 | 3,763,339 | 13,567 | - |

2024

| | | | | | | |
|-----|------------------------------------|----------------------------|-----------|---------------------|---------------------|---|
| 12. | HK Entertainment Corporation Ltd. | My Alien Papa | 2,500,000 | Yet to be exhibited | Yet to be exhibited | - |
| 13. | Powerful Nature Limited | The Excreman - On The Road | 8,710,400 | Yet to be exhibited | Yet to be exhibited | - |
| 14. | Treasure Island Production Limited | Golden Bird | 8,591,200 | Yet to be exhibited | Yet to be exhibited | - |
| 15. | Golden Gate Productions Limited | Little Red Sweet | 3,320,000 | 487,867 | - | - |
| 16. | Audience Pictures Limited | Wakesurf Lovers | 5,200,000 | Yet to be exhibited | Yet to be exhibited | - |
| 17. | Films Station Production Limited | Too Many Ways To Be No.2 | 5,680,000 | Yet to be exhibited | Yet to be exhibited | - |
| 18. | Entertaining Power Co. Limited | We have a goal | 3,197,600 | Yet to be exhibited | Yet to be exhibited | - |
| 19. | Entertaining Power Co. Limited | Non-human | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |

Directors' Succession Scheme

2022

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|--|---|---|-----------------------|--|---|---|
| 20. | Mabel Cheung / Wong Hoi and Norris Wong | Tango For Four | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 21. | Stanley Kwan / Chu Hoi-ying | 事過境遷 (No English title) | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 22. | Wilson Yip / Cheng Wai-ki | 咎 · 贖 (No English title) | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 23. | Sylvia Chang / Kung Siu-ping | Measure in Love | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 24. | Fruit Chan / Chan Kin-long | Sap Yi (Film title is now changed to The Burning House) | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 2023 | | | | | | |
| 25. | Derek Yee / Wong Keane T K | 狂人日記 (Film title is now changed to 第四幕) (No English title) | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 2024 | | | | | | |
| 26. | Dante Lam / Tong Wai-hon | Whistleblower | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| Hong Kong-Asian Film Collaboration Funding Scheme | | | | | | |
| 2024 | | | | | | |
| 27. | La Strada Limited | 38.83 | 9,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| Film Financing Scheme for Mainland Market | | | | | | |
| 2024 | | | | | | |
| 28. | Ko Chi Sum Productions Limited | Kung Fu Juniors | 10,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| Funded Other Film-related Projects | | | | | | |
| 2022 | | | | | | |
| 29. | Hong Kong Film Directors' Guild Limited | Hong Kong Film Directors' Guild - In-depth Professional Training 2022 | 9,241,050 | Not applicable | Not applicable | Not applicable |
| 30. | Hong Kong International Film Festival Society Limited | The 20th Hong Kong-Asia Film Financing Forum | 4,797,550 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|-----|---|--|------------------------------|---|--|--|
| 31. | Hong Kong Film Composers' Association Limited | The 1st Hong Kong Original Film Music Master Class | 2,595,760 | Not applicable | Not applicable | Not applicable |
| 32. | 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 | Not applicable | Not applicable |
| 33. | Hong Kong Film Awards Association Limited | The 40th Hong Kong Film Awards | 9,583,380 | Not applicable | Not applicable | Not applicable |
| 34. | 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 | Not applicable | Not applicable |
| 35. | 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 | Not applicable | Not applicable |
| 36. | Hong Kong Trade Development Council | Entertainment Expo Hong Kong 2022 | 1,135,000 | Not applicable | Not applicable | Not applicable |
| 37. | Hand-Roll Cigarette Film | Sponsorship for "Hand Rolled | 120,000 | Not applicable | Not applicable | Udine Far East Film |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|---|---|--|------------------------------|---|--|---|
| | Production Company Limited | Cigarette” to participate in the “Udine Far East Film Festival 2021” (Competition Section) | | | | Festival - White Mulberry Award for First Time Director |
| 38. | Asian Film Awards Academy Limited | Hong Kong Film Culture and Audience Development Program (HKFCADP)(Year 2022-2024) | 6,754,498 | Not applicable | Not applicable | Not applicable |
| 39. | Hong Kong International Film Festival Society Limited | HKIFFS Audience Development Programme 2022 | 2,779,560 | Not applicable | Not applicable | Not applicable |
| 40. | Asian Film Awards Academy Limited | The 16th Asian Film Awards | 8,718,410 | Not applicable | Not applicable | Not applicable |
| 41. | Hong Kong International Film Festival Society Limited | HAF Film Lab 2022 | 812,272 | Not applicable | Not applicable | Not applicable |
| 42. | Create Hong Kong | Content Development Scheme for Streaming Platforms | 3,500,000 | Not applicable | Not applicable | Not applicable |
| 43. | Create Hong Kong | Hong Kong-Asian Film Collaboration Funding Scheme | 7,000,000 | Not applicable | Not applicable | Not applicable |
| 7th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | | | |
| 44. | baat3 baat3 luk6 Films Limited | “Dead End” | 5,000,000 | Yet to be exhibited | Yet to be exhibited | - |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|--|---|--|-----------------------|--|---|---|
| 45. | Flowing River Production Limited | “Eternal Sunshine Life-saving Squad” | 5,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 46. | Bird Paradise Limited | “Bird Paradise” | 5,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 7th First Feature Film Initiative (Professional Group) winning projects | | | | | | |
| 47. | THIS Pictures Limited | “Spare Queens” | 8,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 48. | AIM Creative Limited | “Love & Sex on Streaming” | 8,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 49. | Stuntman Film Production Co. Limited | “Stuntman” | 8,000,000 | 9,032,557 | - | The 37th China Golden Rooster and Hundred Flowers Film Festival - Most Anticipated Chinese-Language Films Award |
| 2023 | | | | | | |
| 50. | Hong Kong Trade Development Council | Entertainment Expo Hong Kong 2023 | 1,404,000 | Not applicable | Not applicable | Not applicable |
| 51. | Hong Kong International Film Festival Society Limited | The 21st Hong Kong-Asia Film Financing Forum | 6,515,480 | Not applicable | Not applicable | Not applicable |
| 52. | Hong Kong Film Awards Association Limited | The 41st Hong Kong Film Awards | 9,739,675 | Not applicable | Not applicable | Not applicable |
| 53. | Hong Kong Film Alliance Limited | Love Your Life Film Festival 2023-2024 | 3,218,250 | Not applicable | Not applicable | Not applicable |
| 54. | Create Hong Kong | Promotional expenses for the | 1,540,000 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|-----|---|--|------------------------------|---|--|--|
| | | 8th First Feature Film Initiative | | | | |
| 55. | Hong Kong International Film Festival Society Limited | HKIFFS Audience Development Programme 2023 | 3,700,200 | Not applicable | Not applicable | Not applicable |
| 56. | 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 | Not applicable | Not applicable |
| 57. | Hong Kong Theatres Association Limited | Cinema Day 2023 | 9,651,080 | Not applicable | Not applicable | Not applicable |
| 58. | Create Hong Kong | Promotional campaign for Hong Kong films in the Mainland and Overseas | 9,850,000 | Not applicable | Not applicable | Not applicable |
| 59. | mm2 Studios Hong Kong Limited | Sponsorship for “Drifting” to participate in an overseas film festival | 4,075 | Not applicable | Not applicable | The 58th Golden Horse Awards - Best Adapted Screenplay |
| 60. | The Hong Kong Society for the Blind | Development of Audio Description Services for Hong Kong Films 2023-2025 | 4,269,195 | Not applicable | Not applicable | Not applicable |
| 61. | Emperor Film Production | Sponsorship for the distribution of “Just 1 Day” | 500,000 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|-----|---|---|------------------------------|---|--|--|
| | Company Limited | (Cantonese Version) in the Mainland | | | | |
| 62. | Hong Kong International Film Festival Society Limited | Hong Kong International Film Festival Society- Cine Fan Programme Edition 6 | 8,803,410 | Not applicable | Not applicable | Not applicable |
| 63. | Hong Kong International Film Festival Society Limited | HAF Film Lab 2023 | 1,122,200 | Not applicable | Not applicable | Not applicable |
| 64. | Asian Film Awards Academy Limited | International Film Camp | 3,650,000 | Not applicable | Not applicable | Not applicable |
| 65. | Asian Film Awards Academy Limited | Belt and Road Hong Kong Film Gala Presentation | 7,906,826 | Not applicable | Not applicable | Not applicable |
| 66. | Hong Kong Theatres Association Limited | 1st October Movie Fiesta: Half-price Spectacular | 9,977,430 | Not applicable | Not applicable | Not applicable |
| 67. | Federation of Hong Kong Filmmakers Limited | Screenwriting Apprenticeship Programme | 4,814,000 | Not applicable | Not applicable | Not applicable |
| 68. | Asian Film Awards Academy Limited | The 17th Asian Film Awards | 9,910,500 | Not applicable | Not applicable | Not applicable |
| 69. | Flowing Water Production Limited | Sponsorship for "Lost Love" to participate in the "Udine Far East Film Festival 25" (Competition Section) | 12,658 | Not applicable | Not applicable | Udine Far East Film Festival - White Mulberry Award for a First Feature Film (Special Mention) |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|-------------|---|--|------------------------------|---|--|--|
| 70. | mm2 Studios Hong Kong Limited | Sponsorship for “The Narrow Road” to participate in the “Osaka Asian Film Festival 2023” (Competition Section) | 4,446,100 | Not applicable | Not applicable | Not applicable |
| 71. | Hong Kong Film Directors’ Guild Limited | Master Class in Film Directing 2024 (formerly “Master Class in Film Directing 2023”) | 4,712,243 | Not applicable | Not applicable | Not applicable |
| 72. | Create Hong Kong | Film Financing Scheme for Mainland Market | 6,200,000 | Not applicable | Not applicable | Not applicable |
| 2024 | | | | | | |
| 73. | Hong Kong Film Awards Association Limited | The 42nd Hong Kong Film Awards | 8,000,000 | Not applicable | Not applicable | Not applicable |
| 74. | Hong Kong Trade Development Council | Entertainment Expo Hong Kong 2024 | 1,404,000 | Not applicable | Not applicable | Not applicable |
| 75. | Hong Kong International Film Festival Society Limited | The 22nd Hong Kong - Asia Film Financing Forum | 7,005,512 | Not applicable | Not applicable | Not applicable |
| 76. | Salon Media Lab Limited | Asia Content Business Summit Annual Conference | 681,430 | Not applicable | Not applicable | Not applicable |
| 77. | Hong Kong Film Composers’ Association Limited | Hong Kong Film Music Art Festival | 1,807,790 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|-----|---|--|------------------------------|---|--|--|
| 78. | Hong Kong Screen Writers' Guild Limited | Tribute to Screenwriter Barry Wong (formerly "The Talented Screenwriter of the Golden Age - Tribute to Barry Wong") | 506,000 | Not applicable | Not applicable | Not applicable |
| 79. | Mei Ah Film Production Company Limited | Sponsorship for "Where The Wind Blows" to represent Hong Kong to compete for Best International Feature Film in the 95th Academy Award | 400,000 | Not applicable | Not applicable | Not applicable |
| 80. | Dot 2 Dot Production Limited | Sponsorship for "Everyphone Everywhere" to participate in the Udine "Far East Film Festival 25" (Competition Section) | 120,000 | Not applicable | Not applicable | Not applicable |
| 81. | Mandarin Motion Pictures Limited | Sponsorship for "Master Z: the Ip Man Legacy" to participate in the "23rd Busan International Film Festival" (Non-competition Section) | 100,000 | Not applicable | Not applicable | Not applicable |
| 82. | Create Hong Kong | Film Festival Promotion Scheme - Beijing | 2,741,000 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|-----|--|---|------------------------------|---|--|--|
| | | International Film Festival 2024 | | | | |
| 83. | Create Hong Kong and Hong Kong Trade Development Council | Film Festival Promotion Scheme - Festival de Cannes 2024 | 5,749,000 | Not applicable | Not applicable | Not applicable |
| 84. | Hong Kong Theatres Association Ltd | Cinema Day 2024 | 9,935,978 | Not applicable | Not applicable | Not applicable |
| 85. | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Local Publicity Expenses | 500,000 | Not applicable | Not applicable | Not applicable |
| 86. | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Venice Film Festival 2024 | 1,960,000 | Not applicable | Not applicable | Not applicable |
| 87. | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Toronto International Film Festival 2024 | 2,530,000 | Not applicable | Not applicable | Not applicable |
| 88. | Sun Entertainment Culture Limited | Sponsorship for "Limbo" to participate in "The 71st Berlin International Film Festival" (Non-competition Section) | 16,500 | Not applicable | Not applicable | Not applicable |
| 89. | Golden Scene Company Limited | Sponsorship for "First Night Nerves" to participate in "The 23rd Busan | 61,720.90 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|-----|--|--|------------------------------|---|--|--|
| | | International Film Festival” | | | | |
| 90. | Hong Kong International Film Festival Society Limited | HAF Film Lab 2024 | 1,122,200 | Not applicable | Not applicable | Not applicable |
| 91. | Hong Kong International Film Festival Society Limited | HKIFFS Audience Development Programme 2024/25 | 7,721,842 | Not applicable | Not applicable | Not applicable |
| 92. | Hong Kong Film Alliance Limited | Love Your Life Film Festival 2024-2025 | 4,694,760 | Not applicable | Not applicable | Not applicable |
| 93. | Cultural and Creative Industries Development Agency | Overseas Promotional Campaigns for Hong Kong Films 2024-2025 | 9,968,988 | Not applicable | Not applicable | Not applicable |
| 94. | Cultural and Creative Industries Development Agency and Hong Kong Theatres Association Limited | 1st October Movie Fiesta: Half-price Spectacular 2024 | 9,923,046 | Not applicable | Not applicable | Not applicable |
| 95. | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Key Visual Design & Premium Production Fee | 680,000 | Not applicable | Not applicable | Not applicable |
| 96. | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - China Golden Rooster & Hundred Flowers Film Festival 2024 | 1,823,000 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|------|---|--|------------------------------|---|--|--|
| 97. | Cultural and Creative Industries Development Agency and Hong Kong Trade Development Council | Film Festival Promotion Scheme - Busan International Film Festival 2024 | 3,052,120 | Not applicable | Not applicable | Not applicable |
| 98. | Cultural and Creative Industries Development Agency and Hong Kong Trade Development Council | Film Festival Promotion Scheme - Tokyo International Film Festival 2024 | 3,839,000 | Not applicable | Not applicable | Not applicable |
| 99. | Mei Ah Film Production Company Limited | Sponsorship for "The Sparring Partner" to participate in "The 27th Bucheon International Fantastic Film Festival" | 16,311.46 | Not applicable | Not applicable | Not applicable |
| 100. | Sun Entertainment Culture Limited | Sponsorship for "Limbo" to participate in "The 23rd Udine Far East Film Festival" | 25,650 | Not applicable | Not applicable | Udine Far East Film Festival - Purple Mulberry Award |
| 101. | A Light Never Goes Out Limited | Sponsorship for "A Light Never Goes Out" to participate in "The 35th Tokyo International Film Festival" (Competition Sections) | 89,648.17 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|------|---|---|------------------------------|---|--|--|
| 102. | MakerVille Company Limited | Sponsorship for “Mad Fate” to participate in the “73rd Berlin International Film Festival” (Non-competition Sections) | 100,000 | Not applicable | Not applicable | Not applicable |
| 103. | One Pictures Limited | Cool Sponsorship for “Vital Sign” to participate in “The 25th Udine Far East Film Festival” | 112,220 | Not applicable | Not applicable | Not applicable |
| 104. | One Pictures Limited | Cool Sponsorship for “In Broad Daylight” to participate in “The 25th Shanghai International Film Festival” (Competition Sections) | 120,000 | Not applicable | Not applicable | Not applicable |
| 105. | Asian Awards Academy Limited | Film Asian Film Culture and Hong Kong Audience Development Program (AFCADP) (Year 2024-2026) | 6,754,498 | Not applicable | Not applicable | Not applicable |
| 106. | Asian Awards Academy Limited | Film The 18th Asian Film Awards | 9,966,000 | Not applicable | Not applicable | Not applicable |
| 107. | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Udine Far East Film Festival 2025 | 2,205,600 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|---|--|--|------------------------------|---|--|--|
| 108. | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Berlin Film Festival 2025 | 2,997,000 | Not applicable | Not applicable | Not applicable |
| 109. | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Sponsorship for Hong Kong films to compete in 2024/25 prestigious film awards | 3,000,000 | Not applicable | Not applicable | Not applicable |
| 110. | Hong Kong Trade Development Council | Entertainment Expo Hong Kong 2025 | 1,404,000 | Not applicable | Not applicable | Not applicable |
| 111. | Hong Kong Film Composers' Association Limited | The 2nd Hong Kong Film Music Art Festival | 2,169,900 | Not applicable | Not applicable | Not applicable |
| 112. | Federation of Hong Kong Filmmakers Limited | Safety Awareness Campaign in Hong Kong Film Industry | 2,778,600 | Not applicable | Not applicable | Not applicable |
| 113. | Hong Kong International Film Festival Society Limited | The 23rd Hong Kong-Asia Film Financing Forum (HAF) | 7,134,428 | Not applicable | Not applicable | Not applicable |
| 8th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | | | |
| 114. | Director and Scriptwriter: YEUNG Leung-chuen Producer: CHENG Lai-chun | "We Are Born Good" | 5,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 115. | Director and Scriptwriter: MA Yue | "Sin Dreams" of | 5,000,000 | Yet to be exhibited | Yet to be exhibited | - |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|--|---|-------------------------------|-----------------------|--|---|---|
| | Producer: Saville CHAN | | | | | |
| 116. | Director: WONG Wai-hung Producer: MAN Pui-hing Scriptwriter: LEE Chun-yin | “Bad Boy v Momster” | 5,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 8th First Feature Film Initiative (Professional Group) winning projects | | | | | | |
| 117. | Director: Irving CHEUNG Producer: Jacqueline LIU Scriptwriter: CHEUK Yick-him | “Fine Dying” | 8,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 118. | Producer: Amy CHIN Scriptwriter: KONG Ho-yan, LI ling-long | “Somebody Up There Writes Me” | 8,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| 119. | Director and Scriptwriter: Bernard CHEUNG Producer: PANG Ho-cheung | “See How They Fall” | 8,000,000 | Yet to be exhibited | Yet to be exhibited | - |
| Content Development Scheme for Streaming Platforms - Phase one shortlisted projects | | | | | | |
| 120. | Merriment Entertainment Company Limited | “Champion turns up” | 800,000 | Not applicable | Not applicable | Not applicable |
| 121. | Kowloon Walled City Co. Limited | “Underworld” | 1,200,000 | Not applicable | Not applicable | Not applicable |
| 122. | Mega Great Enterprise Limited | “Once There Were Jackals” | 1,000,000 | Not applicable | Not applicable | Not applicable |
| 123. | Side By Side Production | “Bus Lightyear” | 600,000 | Not applicable | Not applicable | Not applicable |

| | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) | Box office receipts worldwide Note (1) (HK\$) | Local and international awards attained |
|------|---|---------------------------|------------------------------|---|--|--|
| | Company Limited | | | | | |
| 124. | TODAY WILL NEVER RETURN LIMITED | “Today Will Never Return” | 700,000 | Not applicable | Not applicable | Not applicable |
| 125. | Step By Step Film & TV Production Company Limited | “Spirited Away” | 900,000 | Not applicable | Not applicable | Not applicable |
| 126. | Early Bird Production Limited | “Eyes of Sparrow” | 600,000 | Not applicable | Not applicable | Not applicable |
| 127. | Las Mulas Limited | “Las Mulas” | 800,000 | Not applicable | Not applicable | Not applicable |
| 128. | Beyond Vision Productions Limited | “Kowloon Grand Hotel” | 1,100,000 | Not applicable | Not applicable | Not applicable |
| 129. | BALIKBAYAN BOX CLUB LIMITED | “BALIKBAYAN BOX CLUB” | 600,000 | Not applicable | Not applicable | Not applicable |

Note (1): Box office receipts as at end February 2025.

Note (2): The applicant withdraws the project(s) after approval is granted.

- End -

CONTROLLING OFFICER'S REPLY

CSTB069

(Question Serial No. 1453)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To promote the development of Cantonese opera in Hong Kong, the Government provides funding support for projects and activities relating to the study, promotion and continuing development of Cantonese opera through the Cantonese Opera Development Fund (CODF). It also has introduced a priority venue hiring policy and implements special booking arrangements for Cantonese opera performances, under which a total of 70 days of time slots are reserved each year for such performances. In this connection, will the Government inform this Committee of the following:

1. What were the title, amount of funding and performance venue of each item within the "Local Performance" category approved under the CODF, as well as the percentage of the funding of that category accounted for all the funding granted under the CODF in each of the past 3 financial years?
2. Has the Government reviewed and assessed the number of performances by Cantonese opera troupes that will have to be staged in government venues instead, as well as the additional manpower and expenditure involved in handling extra venue hiring applications as a result of the closure of the Sunbeam Theatre in March 2025? If so, what are the details? If not, what are the reasons?
3. Does the Government have any plans to review and optimise the prevailing priority venue hiring policy and special booking arrangements for Cantonese opera performances to address the needs of Cantonese opera troupes? If so, what are the details and the estimated expenditure? If not, what are the reasons?
4. Will the Government provide targeted subsidies for Cantonese opera troupes and practitioners that will have to shift to other venues following the closure of The Sunbeam Theatre? If so, what are the details and the amount of subsidies? If not, what are the reasons?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 12)

Reply:

- (1) The Cantonese Opera Development Fund (CODF) provides assistance to the Cantonese opera sector in various aspects, including performances of traditional plays and new creation plays, cultural exchanges, arts education and community promotion, children/youth training and performances, professional training, research, preservation and publication projects. The details of the subvented projects of local Cantonese opera performances and the percentage of the funding of those projects accounted for all the funding granted under the CODF in the past 3 financial years are as follows:

| Year | Total amount of funding for local Cantonese opera performances (HK\$) | As percentage of annual funding approved under the CODF | Details of projects |
|-------------|--|--|----------------------------|
| 2022-23 | 5,410,947.00 | 31% | Annex 1 |
| 2023-24 | 7,270,581.20 | 40% | Annex 2 |
| 2024-25 | 2,842,485.00 | 25% | Annex 3 |

- (2) We have not observed a significant shift of Cantonese opera troupes hiring government venues for staging performances due to the closure of the Sunbeam Theatre. While operating the theatre or not was a commercial consideration, when discussions about whether the Sunbeam Theatre would continue to operate started as early as 2005, the Government was aware of the Cantonese opera sector's concern over the availability of performance venues, and has timely allocated funds over the past decade or so to construct a number of public venues of various scales specifically for Cantonese opera and other xiqu performances. These venues include the Yau Ma Tei Theatre (300 seats), commissioned in 2012, the Auditorium of the Ko Shan Theatre New Wing (596 seats), commissioned in 2014, and the Grand Theatre (1 075 seats) and the Tea House Theatre (200 seats) of the Xiqu Centre at the West Kowloon Cultural District, commissioned in 2019. Collectively, these venues have provided over 2 000 additional seats.
- (3) In addition to the priority venue hiring policy for Cantonese opera performances introduced at the Ko Shan Theatre and the Yau Ma Tei Theatre, the Leisure and Cultural Services Department (LCSD) also implements special booking arrangements for local professional Cantonese opera troupes at the Ko Shan Theatre and other 5 major performing arts venues (the Grand Theatre of the Hong Kong Cultural Centre, the Concert Hall of the Hong Kong City Hall, the Auditorium of the Tsuen Wan Town Hall, the Auditorium of the Kwai Tsing Theatre and the Auditorium of the Sha Tin Town Hall), reserving a total of 70 days of time slots each year for Cantonese opera performances. In addition, through the Venue Partnership Scheme, the LCSD has been fostering partnership between its performance venues and performing arts groups/organisations (including Cantonese opera troupes) with the objectives of enhancing the artistic image and characteristics of the venues and its partners, as well as enlarging the audience base. [The current round of the Venue Partnership Scheme runs from April 2022 until March 2026 with 4 Cantonese opera troupes as venue partners.]

In order to provide Cantonese opera troupes with a regular basic training and rehearsal venue for continuous cultivation of professional talent, the LCSD has kick-started the

Construction of Yau Ma Tei Theatre Phase 2 to extend the existing foyer and side stage and provide additional rehearsal facilities. The venue is expected to reopen in 2026.

The Government will continue to address the needs of the Cantonese opera sector where practicable and maintain close communication with them to support the inheritance and development of Cantonese opera in various aspects.

- (4) Cantonese opera troupes are welcome to apply for hiring performance venues of the LCSD or other venues. In fact, there are still time slots available at the venues under the special booking arrangements mentioned above. We encourage the Cantonese opera sector to make good use of the arrangements for staging Cantonese opera performances.

Cantonese opera troupes or practitioners are also welcome to submit funding applications to the CODF for projects and activities relating to the performance, training, education and continuing development of Cantonese opera.

**“Local Cantonese Opera Performance” Projects Funded by
the Cantonese Opera Development Fund in 2022-23**

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|-----------------------|---|-------------------------------|-------------------------------|---------------------------------------|
| 3/2021 | Hung Ka Po Cantonese Opera Gallery | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Kwan and Fung Opera Troupe | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Sum Ming Cantonese Opera Development Society | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Kam Yuk Tong Cantonese Opera Troupe | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Dan Fung Cantonese Opera | 1 | 65,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Shan Opera | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Sparkling Crystal Arts Promotion Association | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Cantonese Opera Promotion Centre | 1 | 60,000 | Hong Kong City Hall (Concert Hall) |
| | Millennium Cantonese Operatic Song & Music Troupe | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Hong Wah Cantonese Opera Troupe | 1 | 56,272 | Ko Shan Theatre (Theatre) |
| | Xi Qu House | 1 | 55,000 | Ko Shan Theatre (Theatre) |
| | Sensational Sprouts Cantonese Opera Association | 1 | 60,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Prosperity Cantonese Opera Production Studio | 1 | 70,000 | Sha Tin Town Hall (Auditorium) |
| | Chun Sheng Workshop | 1 | 70,000 | Sunbeam Theatre |
| | Evergreen Opera Troupe | 2 | 351,060 | Sha Tin Town Hall (Auditorium) |
| Hong Kong Xiqu Troupe | 1 | 150,000 | Ko Shan Theatre (Theatre) | |

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|---------------------|---|-------------------------------|-------------------------------|---------------------------------------|
| 3/2021 | Ngai Ching Wan Cantonese Opera Troupe | 2 | 448,615 | Ko Shan Theatre (New Wing Auditorium) |
| | Wing Cheong Cantonese Opera Promotion Association | 1 | 70,000 | Sha Tin Town Hall (Auditorium) |
| 1/2022 | Fung Cheung Hung Troupe | 1 | 70,000 | Xiqu Centre - Grand Theatre |
| | Kim Lun Cantonese Opera Troupe | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Ie Quan Chinese Opera Society | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Purple Maple Chinese Opera | 1 | 65,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Eden for Chinese Opera | 1 | 50,000 | Ko Shan Theatre (New Wing Auditorium) |
| | S Theatre and Arts Production | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| | Hong Kong Youth Cantonese Opera Troupe | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Trend Fore Drama Group | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Wealth Art Association | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Dragon Opera Development Society | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Chinese Opera Garden | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Tung Ling Chinese Traditional Opera Centre | 1 | 55,000 | Ko Shan Theatre (Theatre) |
| | Jong Yuen Hung Cantonese Opera Troupe | 1 | 65,000 | Sha Tin Town Hall (Auditorium) |
| | Sunrise Art Workshop | 2 | 140,000 | Ko Shan Theatre (Theatre) |
| | Forever Excellence Opera Troupe | 1 | 70,000 | Sha Tin Town Hall (Auditorium) |
| | Jade Lotus Chinese Opera Stage Art | 1 | 70,000 | Ko Shan Theatre (Theatre) |

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|---------------------|--|-------------------------------|-------------------------------|---------------------------------------|
| 1/2022 | Alis Arts Centre | 1 | 60,000 | Sha Tin Town Hall (Auditorium) |
| | Versatile Winner | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Shan Shan Chinese Opera | 1 | 55,000 | Ko Shan Theatre (Theatre) |
| | Yeung Ming Cantonese Opera Troupe (Charity) Limited | 2 | 450,000 | Xiqu Centre - Grand Theatre |
| 2/2022 | Kwan and Fung Opera Troupe | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Ying Ngai Studio | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | 翠羽紅裳粵劇團 | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Vintage Opera | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Dewen Ruan Fans Club | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Ngai Ching Wan Cantonese Opera Troupe | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Hung Ka Po Cantonese Opera Gallery | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Shining Pearl Cantonese Opera Troupe | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Sing Ping Singing Club | 1 | 55,000 | Ko Shan Theatre (Theatre) |
| | Dan Fung Cantonese Opera | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Dragon Art Society | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Tin Ma Music & Opera Association Ltd. | 1 | 60,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Glory Chinese Opera Institute | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Hei Fung Ming Cantonese Opera Troupe | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Tin Heng Estate Neighbourhood Mutual Aid Association | 1 | 55,000 | Ko Shan Theatre (Theatre) |

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|--------------------------|--|-------------------------------|-------------------------------|---------------------------------------|
| 2/2022 | Association for the Development of Traditional | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Rainbow Opera | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Nan Art Workshop | 1 | 70,000 | Sha Tin Town Hall (Auditorium) |
| | Shan Opera | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Eternal Limelight Opera | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | On and Off Stage | 2 | 215,000 | Ko Shan Theatre (Theatre) |
| | The Glamorous Opera Troupe | 1 | 65,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Grand Xiqu | 2 | 250,000 | Ko Shan Theatre (Theatre) |
| Total amount in 2022-23: | | | 5,410,947 | |

**“Local Cantonese Opera Performance” Projects Funded by
the Cantonese Opera Development Fund in 2023-24**

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|--|---|-------------------------------|--------------------------------|---------------------------------------|
| 3/2022 | Sensational Sprouts Cantonese Opera Association | 1 | 60,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Smart Opera Troupe | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Link of Galaxies Cantonese Opera Association | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| | Trend Fore Drama Group | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Hong Kong Youth Cantonese Opera Troupe | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| | Millennium Cantonese Operatic Song & Music Troupe | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Wing Mui Club Cantonese Opera Society | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Sparkling Crystal Arts Promotion Association | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Hong Kong Society for the Promotions of the Cantonese Opera | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| | 紫竹紅梅粵劇團 | 1 | 55,000 | Ko Shan Theatre (Theatre) |
| | Tak Wai Cantonese Opera Promotion Association | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| | Sunshining Cantonese Opera | 1 | 60,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Brilliant Jade Opera Troupe | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| Ming Yeung Art House | 1 | 65,000 | Xiqu Centre - Grand Theatre | |
| Prosperity Cantonese Opera Production Studio | 2 | 220,000 | Sha Tin Town Hall (Auditorium) | |
| 3/2022 | Wing Ko Cantonese Opera Promotion Association | 1 | 60,000 | Sunbeam Theatre |

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|--------------|---|------------------------|------------------------|---------------------------------------|
| | Arte of Xiqu | 2 | 210,000 | Ko Shan Theatre (Theatre) |
| | Choi Fung Ming Cantonese Opera Troupe | 2 | 450,000 | Sunbeam Theatre |
| | Canto Op | 2 | 250,000 | Xiqu Centre - Grand Theatre |
| | Praise Fairlady Cantonese Opera Group | 2 | 250,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Purple Maple Chinese Opera | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Jong Yuen Hung Cantonese Opera Troupe | 2 | 250,000 | Sha Tin Town Hall (Auditorium) |
| | Hong Kong Xiqu Troupe | 2 | 450,000 | Ko Shan Theatre (Theatre) |
| | Serving Love and Care | 1 | 70,000 | Sunbeam Theatre |
| 1/2023 | Shiny Light Troupe | 1 | 50,000 | Ko Shan Theatre (New Wing Auditorium) |
| | East Sing Cantonese Opera Troupe | 1 | 65,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Sun Fung Ming Cantonese Opera | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Ching Ngai Cantonese Performing Arts Society | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Wealth Art Association | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Good Harvest Cantonese Opera Troupe | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Dragon & Phoenix Cantonese Opera Troupe | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | The Glamorous Opera Troupe | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Dragon Art Society | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Euphonia | 1 | 60,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Wing Cheong Cantonese Opera Promotion Association | 1 | 60,000 | Sha Tin Town Hall (Auditorium) |
| | 新藝粵劇藝術推廣社 | 1 | 65,000 | Ko Shan Theatre (Theatre) |

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|---|---|-------------------------------|-------------------------------|---------------------------------------|
| 1/2023 | Man's Art Workshop | 1 | 50,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Yat Sing Culture and Arts Promotion Association | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Kim Ching Cantonese Opera Association | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Nan Art Production Company Limited | 2 | 125,000 | Ko Shan Theatre (Theatre) |
| | Arte of Xiqu Company Limited | 2 | 250,000 | Xiqu Centre - Grand Theatre |
| | Yeung Ming Cantonese Opera Troupe | 2 | 250,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Chant Chinese Opera Association | 1 | 49,000 | Xiqu Centre - Grand Theatre |
| | Dan Fung Cantonese Opera | 1 | 49,000 | Xiqu Centre - Grand Theatre |
| 2/2023 | Sunny Cantonese Opera Troupe | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Versatile Winner | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Smart Opera Troupe | 1 | 60,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Millennium Cantonese Operatic Song & Music Troupe | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Sunrise Art Workshop | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Sing Ping Singing Club | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| | Glory Chinese Opera Institute | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | 文化藝術粵劇粵曲協會 | 1 | 55,000 | Ko Shan Theatre (Theatre) |
| | Pro Art Cantonese Opera Group | 1 | 55,000 | Ko Shan Theatre (Theatre) |
| | S Theatre and Arts Production | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| Happy Spring Arts Promotion Association | 1 | 70,000 | Ko Shan Theatre (Theatre) | |

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|--------------------------|---|-------------------------------|-------------------------------|---------------------------------------|
| 2/2023 | Workshop for the Art Au Fait | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| | Hong Kong Young Talent Cantonese Opera Troupe Company Ltd. | 1 | 110,075 | Ko Shan Theatre (New Wing Auditorium) |
| | Hong Kong Society for the Promotions of the Cantonese Opera | 2 | 326,300 | Sha Tin Town Hall (Auditorium) |
| | Leung Seung Cantonese Opera Troupe | 2 | 376,506.20 | Ko Shan Theatre (New Wing Auditorium) |
| | Spring-Time Chinese Opera | 4 | 344,700 | Xiqu Centre - Grand Theatre |
| | Young Xiqu | 1 | 150,000 | Ko Shan Theatre (Theatre) |
| | Ngai Ching Wan Cantonese Opera Troupe | 2 | 250,000 | Xiqu Centre - Grand Theatre |
| | Sum Ming Cantonese Opera Development Society | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Yotaka Performing Arts Society | 1 | 65,000 | Xiqu Centre - Grand Theatre |
| | Hong Kong Cantonese Opera Troupe Limited | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Wing Ko Cantonese Opera Promotion Association | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| Total amount in 2023-24: | | | 7,270,581.20 | |

**“Local Cantonese Opera Performance” Projects Funded by
the Cantonese Opera Development Fund in 2024-25**

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|---------------------|---|-------------------------------|-------------------------------|---------------------------------------|
| 3/2023 | Alis Arts Centre | 1 | 60,000 | Sha Tin Town Hall (Auditorium) |
| | Wing Cheong Cantonese Opera Promotion Association | 1 | 60,000 | Sha Tin Town Hall (Auditorium) |
| | Eternal Limelight Opera | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Shining Pearl Cantonese Opera Troupe | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Tung Ling Chinese Traditional Opera Centre | 1 | 60,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Tak Wai Cantonese Opera Promotion Association | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | 翠羽紅裳粵劇團 | 1 | 55,000 | Ko Shan Theatre (Theatre) |
| | Shan Shan Chinese Opera | 1 | 50,000 | Ko Shan Theatre (Theatre) |
| | Jong Yuen Hung Cantonese Opera Troupe | 1 | 65,000 | Sha Tin Town Hall (Auditorium) |
| | Purple Maple Chinese Opera | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | Tin Ma Music and Opera Association Ltd. | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Chun Sheng Workshop | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| 1/2024 | Forever Excellence Opera Troupe | 1 | 70,000 | Sha Tin Town Hall (Auditorium) |
| | Yue Ling Loong Cantonese Opera | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Wing Ko Cantonese Opera Promotion Association | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | 文化藝術粵劇粵曲協會 | 1 | 60,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Dragon Art Society | 1 | 60,000 | Ko Shan Theatre (Theatre) |
| | On and Off Stage | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |

| Grant Period | Name of Grantee | Number of performances | Approved Amount (HK\$) | Venue |
|---------------------------------------|---|-------------------------------|-------------------------------|---------------------------------------|
| 1/2024 | Shan Opera | 1 | 60,000 | Xiqu Centre - Grand Theatre |
| | Hong Kong Xiqu Troupe | 2 | 250,000 | Ko Shan Theatre (Theatre) |
| | Kim Yuk Tong Cantonese Opera Troupe | 1 | 49,000 | Ko Shan Theatre (Theatre) |
| 2/2024 | Purple Maple Chinese Opera | 1 | 65,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Chant Chinese Opera Association | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Dewen Ruan Fans Club | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | 新藝粵劇藝術推廣社 | 1 | 65,000 | Ko Shan Theatre (Theatre) |
| | Nan Art Workshop | 1 | 70,000 | Sha Tin Town Hall (Auditorium) |
| | Hong Wah Cantonese Opera Troupe | 1 | 50,595 | Ko Shan Theatre (Theatre) |
| | Prosperity Cultural Development Association | 1 | 70,000 | Ko Shan Theatre (Theatre) |
| | Tung Ling Chinese Traditional Opera Centre | 1 | 55,000 | Ko Shan Theatre (New Wing Auditorium) |
| | Hong Kong Society for the Promotions of the Cantonese Opera | 1 | 60,000 | Sha Tin Town Hall (Auditorium) |
| | Ngai Ching Wan Cantonese Opera Troupe | 2 | 327,890 | Ko Shan Theatre (Theatre) |
| | Praise Fairlady Cantonese Opera Group | 2 | 250,000 | Ko Shan Theatre (New Wing Auditorium) |
| Choi Fung Ming Cantonese Opera Troupe | 2 | 250,000 | Xiqu Centre - Grand Theatre | |
| Total amount in 2024-25: | | | 2,842,485 | |

- End -

CONTROLLING OFFICER'S REPLY

CSTB070

(Question Serial No. 1454)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the Cultural and Creative Industries Development Agency (CCIDA), which is specifically responsible for promoting the development of Hong Kong's cultural and creative industries, please advise on the following:

1. According to CCIDA's website, "The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development and Belt and Road Initiative open new doors and create immense business opportunities for Hong Kong's creative industries". CCIDA has been providing funding to various creative sectors in Hong Kong to hold exhibitions, exchange programmes and other activities in other GBA cities and Belt and Road (B&R) countries or co-organise different projects with other GBA cities. Please list the projects funded or supported in different fields in relation to GBA and B&R over the past 3 years, along with the type and funding amount of each project.

2. Recently, CCIDA provided funding to the latest season of a TV variety show (i.e. the new series of Midlife, Sing and Shine!). In the past 3 years, how many applications pertaining to TV programmes were received and what was the funding amount for projects approved? Have any specific targets set for these projects approved? If so, what are the details?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 13)

Reply:

1. The Cultural and Creative Industries Development Agency (CCIDA) provides funding, mainly through the Film Development Fund and the CreateSmart Initiative (CSI), to projects that are conducive to the long-term development of Hong Kong film industry and the promotion of the 7 non-film creative industries respectively. These include projects related to the Greater Bay Area (GBA) and the Belt and Road (B&R). Details of the projects held from 2022-23 to 2024-25 are set out in **Annexes 1 and 2** respectively.

2. To promote the global expansion of Hong Kong’s pop culture, the Chief Executive announced in the 2022 Policy Address the support for the co-production of television (TV) variety programmes by local TV stations and Mainland/Asian production teams to enhance the influence of our pop culture. CCIDA has invited local TV stations to submit project proposals through CSI since 2023, with a total of 10 applications received from the 3 local TV stations and 8 of them having successfully secured funding. Details of the approved projects are as follows:

| | Year of approval | Name of applicant | Programme title | Funding amount (HK\$) |
|----|-------------------------|--|-------------------------------|------------------------------|
| 1. | 2023 | HOY TV LIMITED | Spring Festival Gala 2024 | About 7.04 million |
| 2. | 2023 | Hong Kong Television Entertainment Company Limited | CHILL CLUB (Thailand version) | About 8.57 million |
| 3. | 2023 | Television Broadcasts Limited | Endless Melody 2 | About 9.86 million |
| 4. | 2024 | Television Broadcasts Limited | Midlife, Sing & Shine! 3 | 10.0 million |
| 5. | 2024 | Hong Kong Television Entertainment Company Limited | CHILL CLUB (Japan version) | About 8.70 million |
| 6. | 2024 | Hong Kong Television Entertainment Company Limited | Jump Jump Jump | About 9.22 million |
| 7. | 2024 | HOY TV LIMITED | 2025 Spring Festival Gala | About 7.41 million |
| 8. | 2024 | HOY TV LIMITED | Melodies of Time | About 9.74 million |

Upon project completion, the 3 local TV stations are required to submit key statistics and broadcasting data, such as the number of viewers/viewership rating, download/click rates on online platforms and social media, to the CSI Vetting Committee for evaluating the effectiveness of the funded projects based on the reports concerned and taking the findings as a consideration for the final disbursement of funding. In vetting a new project application, the CSI Vetting Committee will also refer to the effectiveness of the projects completed by respective TV stations.

Projects related to GBA

| | Project | Date | Location | Expenditure Involved (\$ million) |
|----------------|---|-----------------------------|---|-----------------------------------|
| 2022-23 | | | | |
| 1. | 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 | About 7.08 [#] |
| 2. | Sponsoring the exporter sector to showcase winning entries of the Hong Kong Smart Design Awards 2022 in a trade fair held in Shenzhen | June 2022 | Shenzhen | About 6.05 [#] |
| 3. | Co-organising “Hong Kong Film Show in Guangdong for Celebration of the 25 th Anniversary of the establishment of the Hong Kong Special Administrative Region” with the Film Administration of Guangdong Province | June to August 2022 | Guangzhou, Shenzhen, Zhuhai, Foshan, Dongguan and Zhongshan | About 0.66 |
| 4. | Sponsoring the printing and publishing sectors to promote and publicise the Publishing 3.0 e-Book Publishing Conversion Platform and Hong Kong Smart e-Book Hub at South China Book Festival in Guangzhou | August to September 2022 | Guangzhou | About 5.71 [#] |
| 5. | Sponsoring the printing and publishing sectors to participate in the 2022 South China Book Festival in Guangzhou through virtual Hong Kong Pavilion | August to September 2022 | Guangzhou | About 6.35 [#] |
| 6. | Sponsoring the exporter sector to organise exhibitions and participate in trade fairs and a design week in the GBA | August 2022 to March 2023 | Shenzhen, Guangzhou, Zhuhai and Foshan | About 8.42 [#] |
| 7. | Sponsoring the film sector to organise “2022 Guangdong-Hong Kong-Macao Greater Bay Area International Film Marketing Certificate Programme” | September 2022 to June 2023 | Zhongshan, Shenzhen and Guangzhou | About 1.44 |

| | Project | Date | Location | Expenditure Involved (\$ million) |
|----------------|--|-----------------------------|---|--|
| 8. | Sponsoring the design sector to organise Renewed Creativity exhibitions in the Mainland to showcase the works of Hong Kong designers in different areas | November 2022 to March 2023 | Shenzhen and Guangzhou | About 9.19 [#] |
| 9. | Sponsoring the architecture sector to set up Hong Kong Pavilion for participation in the Shenzhen & Hong Kong Bi-City Biennale of Urbanism\Architecture (Shenzhen) | December 2022 to March 2023 | Shenzhen | About 6.07 [#] |
| 10. | Sponsoring the music sector to participate in music shows held in GBA through pre-recorded videos | February 2023 | Guangzhou, Shenzhen and Zhuhai | About 8.11 [#] |
| 11. | Sponsoring the design sector to showcase Hong Kong designers' installations during Guangzhou Design Week | March 2023 | Guangzhou | About 5.95 [#] |
| 12. | Sponsoring the design sector to organise a fashion show in Guangzhou | March 2023 | Guangzhou | About 7.49 [#] |
| 2023-24 | | | | |
| 1. | Organising "Hong Kong Film Show in Guangdong" | March to April 2023 | Guangzhou, Shenzhen, Foshan | About 1.47 |
| 2. | 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 |
| 3. | 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 [#] |
| 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 [#] |

| | Project | Date | Location | Expenditure Involved (\$ million) |
|----------------|--|-----------------------------|-------------------------------|--|
| 5. | Sponsoring the publishing sector to organise the “Hong Kong Emerging Writer Gala Presentation in the Greater Bay Area” | June 2023 | Macao, Guangzhou and Shenzhen | About 6.60 [#] |
| 6. | Sponsoring the design sector to participate in the LingNan International Fashion Arts (Invitational) Biennale and organise exhibition, bazaar, etc. in Foshan | November 2023 | Foshan | About 7.46 [#] |
| 7. | Sponsoring the publishing sector to organise the showcase of awarded publications of the 4th Hong Kong Publishing Biennial Awards in GBA | November 2023 to March 2024 | Shenzhen and Guangzhou | About 0.17 |
| 8. | Organising the SZ&HK Co-Reading series in Shenzhen | November 2023 | Shenzhen | About 0.19 |
| 9. | Sponsoring the design sector to organise an exhibition and a delegation tour in Zhuhai, and to showcase the works of members of the Design Alliance Asia as well as local designers and brands | November to December 2023 | Zhuhai | About 4.45 [#] |
| 10. | Sponsoring the design sector to organise a fashion show and an exhibition in Shenzhen | December 2023 | Shenzhen | About 9.97 [#] |
| 11. | Sponsoring the television sector to co-produce the television variety programme “Spring Festival Gala 2024” with GBA cities | February 2024 | GBA cities | About 7.04 [#] |
| 2024-25 | | | | |
| 1. | Sponsoring the first edition of “Young Knitwear Designers’ Contest” to organise fashion show and exhibition during the Shenzhen Fashion Week | April 2024 | Shenzhen | About 3.53 [#] |
| 2. | Sponsoring the film sector to organise “International Film Camp” in Macao | April 2024 | Macao | About 3.65 |
| 3. | Sponsoring the Hong Kong Design Centre to organise an | April 2024 | Guangzhou | About 3.97 [#] |

| | Project | Date | Location | Expenditure Involved (\$ million) |
|-----|--|------------------------------|---|--|
| | exhibition of winning entries of DFA Awards 2024 in Guangzhou | | | |
| 4. | Sponsoring the design sector to organise fashion shows, music parties and exhibitions in the GBA | April to August 2024 | Guangzhou, Shenzhen, Dongguan, Zhongshan and Zhuhai | About 7.65 [#] |
| 5. | Setting up the Hong Kong Pavilion at the China (Shenzhen) International Cultural Industries Fair to showcase the works of Hong Kong's designers and brands | May 2024 | Shenzhen | About 5.28 |
| 6. | Sponsoring the printing and publishing sectors to participate in the South China Book Festival in Guangzhou through physical and virtual Hong Kong Pavilion, and to organise GBA Bookstore Reading Parade | August 2024 to February 2025 | Guangzhou, Macao, Dongguan, Zhongshan and Foshan | About 6.89 [#] |
| 7. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilion at the "China International Animation Copyright Fair" in Dongguan | October 2024 | Dongguan | About 1.50 |
| 8. | Sponsoring the digital entertainment sector to organise delegation tour to Guangzhou and Dongguan and to attend the award ceremony of the "China Animation and Comic Competition Golden Dragon Award" in Guangzhou | October 2024 | Guangzhou and Dongguan | About 0.03 |
| 9. | Sponsoring the design sector to organise a forum in Shenzhen to explore the impact of Artificial Intelligence on creative culture and fashion sector | October 2024 | Shenzhen | About 9.74 [#] |
| 10. | Organising "Hong Kong Film Show in Guangdong" | October to November 2024 | Guangzhou, Shenzhen and Foshan | About 1.50 [#] |
| 11. | Organising "Hong Kong's Participation in the 25th Shenzhen Reading Month", which included | November 2024 | Shenzhen | About 7.07 [#] |

| | Project | Date | Location | Expenditure Involved (\$ million) |
|-----|---|-----------------------------|-----------------------------|--|
| | sponsoring the organisation of “The Palace Museum Collections X Hong Kong Intangible Cultural Heritage” exhibition and book fair and the reading parade in Shenzhen | | | |
| 12. | Sponsoring the design sector to showcase the denim fashion items of Hong Kong young designers | November 2024 | Shenzhen | About 7.46 [#] |
| 13. | Sponsoring the design sector to organise workshops and educational activities of the Redress Design Award 2025 in the GBA | November 2024 to March 2025 | Dongguan, Foshan, Zhongshan | About 5.71 [#] |
| 14. | Sponsoring the digital entertainment sector to organise a delegation tour to the GBA to visit related companies for exchanges | December 2024 | Shenzhen | About 6.88 [#] |
| 15. | Sponsoring the television sector to co-produce the television variety programme “2025 Spring Festival Gala” with GBA cities | January 2025 | GBA cities | About 7.41 [#] |
| 16. | Sponsoring the industry to organise delegation tour for Hong Kong emerging character designers and IP owners to visit the GBA for exchanges | February 2025 | Guangzhou and Dongguan | About 0.13 |
| 17. | Sponsoring the printing sector to set up booth at the Printing South China 2025 to promote Colour Tone Value (CTV) as a GBA group printing standard | March 2025 | Guangzhou | About 9.29 [#] |

In addition to GBA cities, the project also held activities in other places (including Hong Kong). Since the breakdown of expenditure for individual places is not available, the figure represents the total expenditure/approved amount of the project/activity.

Projects related to B&R

| | Project | Date | Location | Expenditure Involved (\$ million) |
|----------------|--|------------------------|---|-----------------------------------|
| 2022-23 | | | | |
| 1. | Organising film tour and film-related photo exhibition “Making Waves – Navigators of Hong Kong Cinema” | April to December 2022 | Italy, Indonesia, Thailand, Korea, Singapore, Czech, the United Arab Emirates | About 16.76 [#] |
| 2. | Sponsoring the design sector to showcase furniture co-created by Hong Kong and British designers, and furniture design of Hong Kong young designers in the Milan Design Week | June 2022 | Italy | About 8.83 [#] |
| 3. | Sponsoring representatives of the advertising sector to participate in the AD Stars held in Korea | August 2022 | Korea | 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 [#] |
| 5. | Organising Hong Kong film screenings at Salento International Film Festival in Tricase, Italy | September 2022 | Italy | About 0.056 |
| 6. | Sponsoring the film sector to organise the Asian Cinerama – Film Roadshows at the Bali International Film Festival in Jakarta, Indonesia | September 2022 | Indonesia | About 0.21 |
| 7. | Sponsoring the film sector to organise the Asian Cinerama – Film Roadshows in Kuala Lumpur, Malaysia | October 2022 | Malaysia | 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 | About 7.39 [#] |

| | Project | Date | Location | Expenditure Involved (\$ million) |
|----------------|---|-------------------------|------------------------------|--|
| 9. | Sponsoring the design sector to showcase creative products co-designed by Hong Kong industrial designers and local brands at the Bangkok International Gifts and Bangkok International Houseware Fair at STYLE Bangkok held in Thailand | March 2023 | Thailand | About 4.39 [#] |
| 10. | Sponsoring the printing and publishing sectors to set up Hong Kong Pavilion at book fairs including Bologna Children's Book Fair | March 2023 | Italy | About 9.39 [#] |
| 2023-24 | | | | |
| 1. | Sponsoring the industry to set up Hong Kong Pavilion at the Thailand Toy Expo | April 2023 | Thailand | About 9.41 [#] |
| 2. | Sponsoring "Lost Love" to participate in the Udine Far East Film Festival 25 (Competition Section) | April 2023 | Italy | About 0.013 |
| 3. | Sponsoring "Everyphone Everywhere" to participate in the Udine Far East Film Festival 25 (Competition Section) | April 2023 | Italy | About 0.12 |
| 4. | Sponsoring "Vital Signs" to participate in the Udine Far East Film Festival 25 | April 2023 | Italy | About 0.11 |
| 5. | Organising film tour "Making Waves – Navigators of Hong Kong Cinema 2023" | April to September 2023 | Italy, Indonesia and Hungary | About 9.0 [#] |
| 6. | 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 [#] |
| 7. | Sponsoring "The Sparring Partner" to participate in the 27th Bucheon International Fantastic Film Festival | June to July 2023 | Korea | About 0.016 |

| | Project | Date | Location | Expenditure Involved (\$ million) |
|-----|---|----------------------------|---|--|
| 8. | Sponsoring overseas Hong Kong Economic and Trade Offices to organise activities that promote Hong Kong films | July 2023 to June 2024 | Thailand, Malaysia, Poland, Czech, Italy and New Zealand | About 2.05 [#] |
| 9. | Sponsoring representatives of the advertising sector to participate in MAD STARS held in Korea | August 2023 | Korea | About 0.33 |
| 10. | Sponsoring the film sector to organise “Belt and Road Hong Kong Film Gala Presentation” | September 2023 to May 2025 | Thailand, Malaysia, Indonesia, Singapore, Cambodia and the United Arab Emirates | About 7.90 [#] |
| 11. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilion in the Augmented World Expo (AWE) EU held in Austria | October 2023 | Austria | About 3.94 [#] |
| 12. | Sponsoring the design sector to organise a fashion show and an exhibition during the Hong Kong Week 2023 | October to November 2023 | Thailand | About 9.97 [#] |
| 13. | Sponsoring the music sector to participate in overseas music festivals | October and November 2023 | Singapore, Korea and the Philippines | About 8.05 [#] |
| 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 | About 0.22 |
| 15. | 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 [#] |
| 16. | Sponsoring the design sector to showcase creative products co-designed by Hong Kong industrial designers and local brands in the Bangkok Design Week held in Thailand | January to February 2024 | Thailand | About 6.86 [#] |

| | Project | Date | Location | Expenditure Involved (\$ million) |
|----------------|--|-----------------------------|---|--|
| 2024-25 | | | | |
| 1. | Sponsoring the industry to set up Hong Kong Pavilion at the Thailand Toy Expo | April 2024 | Thailand | About 3.27 [#] |
| 2. | Sponsoring the printing sector to promote CTV as a printing quality control method in ASEAN | April 2024 to November 2025 | Malaysia | About 9.29 [#] |
| 3. | Sponsoring the film sector to organise “Film Masterclass” in Singapore | May 2024 | Singapore | About 0.25 |
| 4. | Sponsoring the film sector to organise student visit (Korea Jeonju International Film Festival) | May 2024 | Korea | About 0.24 |
| 5. | Sponsoring overseas Hong Kong Economic and Trade Offices to organise activities that promote Hong Kong films | July 2024 to June 2025 | Malaysia, the Philippines, Indonesia, Cambodia, Portugal, Poland, Czech and Austria | About 3.25 [#] |
| 6. | Sponsoring representatives of the advertising sector to participate in MAD STARS held in Korea | August 2024 | Korea | About 0.30 |
| 7. | Sponsoring small and medium enterprises to showcase their works at the activities organised by the Cable and Satellite Broadcasting Association of Asia in Korea and Vietnam | August and October 2024 | Korea and Vietnam | About 2.74 [#] |
| 8. | Organising film tour “Making Waves – Navigators of Hong Kong Cinema 2024” | September 2024 | Portugal | - ^ |
| 9. | Sponsoring the television sector to co-produce the television variety programme “Midlife, Sing & Shine! 3” with Malaysia | September 2024 to May 2025 | Malaysia | 10.0 [#] |
| 10. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilion in AWE EU held in Austria | October 2024 | Austria | About 3.75 [#] |

| | Project | Date | Location | Expenditure Involved (\$ million) |
|-----|---|---------------|-----------------|--|
| 11. | Setting up Hong Kong Pavilion, organising masterclass, discussion panels and networking events at the Busan International Film Festival | October 2024 | Korea | About 3.05 |
| 12. | Sponsoring the industry to organise exhibition in Jakarta, Indonesia to facilitate Hong Kong's art toy designers to explore local market | November 2024 | Indonesia | About 4.39 |
| 13. | Sponsoring the television sector to co-produce the television variety programme "CHILL CLUB (Thailand Version)" with Thailand | December 2024 | Thailand | About 8.57 [#] |
| 14. | 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 2024 | Malaysia | About 0.89 |

In addition to B&R countries, the project also held activities in other places (including Hong Kong). Since the breakdown of expenditure for individual places is not available, the figure represents the total expenditure/approved amount of the project/activity.

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

- End -

CONTROLLING OFFICER'S REPLY

CSTB071

(Question Serial No. 1455)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports, and Tourism Bureau set up the National Games Coordination Office (Hong Kong) (NGCO) in 2023 to co-ordinate and execute the preparatory work for the 15th National Games (NG). In this connection, please inform this Committee of the following:

1. What are the establishment, strength, expenditure or estimated expenditure on remuneration, and total expenditure or estimated total expenditure of NGCO in the past year and 2025-26?
2. What are the expenditures or estimated expenditures of NGCO on areas other than manpower, and the projects involved in the past year and 2025-26?
3. Quality medical services are crucial for participating athletes. What are the details of the medical service arrangements for NG, the National Games for Persons with Disabilities (NGD) and the National Special Olympic Games (NSOG)? What are the expenditure on the remuneration for medical personnel and other related expenditures?
4. When does the Government plan to announce the arrangements for NG, NGD and NSOG, including event management, publicity and promotional activities, ticketing, etc.?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 14)

Reply:

1. & 2. The National Games Coordination Office (Hong Kong) (NGCO) has been allocated about \$200 million, including approximately \$152 million for the estimated expenditure on human resources, in 2024-25, and about \$700 million, including approximately \$187 million for the estimated expenditure on human resources, in 2025-26. The staff costs and operating expenditures for various preparatory work of the 15th NG, the 12th NGD and the 9th NSOG, including those relating to event management, the organisation of test events, publicity and promotion, recruitment of volunteers and their training, etc., are absorbed by these allocations.

At present, NGCO has approximately 70 time-limited civil service posts with about 65 being filled, and approximately 150 non-civil service contract or post-retirement service contract staff in total. In 2025-26, about 40 additional time-limited civil service posts (set to expire by the end of 2025) will be created in phases to meet the additional manpower demands.

3. One of the Coordinating Committees established under the Steering Committee chaired by the Permanent Secretary for Culture, Sports and Tourism (CSTB) is specifically responsible for co-ordinating medical services, comprising members from various relevant government departments and organisations. During the 15th NG, the 12th NGD and the 9th NSOG, Hospital Authority, Hong Kong Fire Services Department, Auxiliary Medical Service, and Hong Kong St. John Ambulance will, in accordance with the relevant requirements of the “Technical Guidance on Organisation of National Multi-sports Event” and the circumstances of individual events, provide appropriate medical services to athletes and other individuals at various competition venues and designated hotels. As the associated manpower and expenditures are to be absorbed by NGCO and relevant departments and organisations, NGCO does not have a breakdown of the relevant figures for the time being.

4. Hong Kong will host 8 of the 34 competition events and 1 of the 23 mass participation events of the 15th NG, as well as 4 of the 35 competition events and 1 of the 11 mass participation events of the 12th NGD and 9th NSOG. As the 15th NG, the 12th NGD and the 9th NSOG will be co-hosted by Guangdong, Hong Kong and Macao, the three places have to co-ordinate with each other in drawing up an event schedule for submission to the General Administration of Sport of China and the China Disabled Persons’ Federation for approval. Once the schedule is approved, we will publicise the arrangements in due course.

CSTB is working with relevant government departments and organisations to launch territory-wide publicity and promotion campaigns through various online and offline channels, with a view to enhancing the awareness of and interest in the 15th NG, the 12th NGD and the 9th NSOG among different sectors of the community. The initiatives include conducting multi-channel publicity through traditional media, social media, city dress-up and roving exhibitions; organising community and school promotion programmes in co-operation with local organisations and schools; hosting feature events such as exchanges with athletes and sports experiential activities in collaboration with sports organisations; and launching a dedicated website and applications for digital marketing. The first stage of the publicity and promotion campaigns was launched from November to December 2024 to tie in with the one-year countdown to the 15th NG, the 12th NGD and the 9th NSOG. The second stage commenced in January 2025, with initiatives including city dress-up and photo-taking spots featuring the mascots of the Games, enhancing the design of the thematic website, enriching social media content, etc. At the same time, we are also stepping up the promotion of the mass participation events for the 15th NG, the 12th NGD and the 9th NSOG. The Leisure and Cultural Services Department (LCSD) has launched the “I Want to Join the National Games” campaign in mid-January 2025. These include setting up a thematic website and disseminating information about athlete selections through relevant national sports associations/organisations. LCSD will further expand the promotion through various events such as the Hong Kong Flower Show 2025 and the upcoming broadcast of athlete promotional videos, encouraging the public to participate in the athlete selections for the mass participation events to be held in Hong Kong. The third stage will begin in August 2025 and cover the

100-day countdown, torch relay, etc. We will do our utmost to foster a welcoming atmosphere and enhance the popularity and participation of the Games in Hong Kong, whilst encouraging Hong Kong people and tourists to be spectators of the Games and cheer for the athletes.

As for ticketing, Guangdong, Hong Kong, and Macao are discussing the ticketing plans and sales arrangements for the 15th NG, the 12th NGD and the 9th NSOG. The 3 places will adopt the same sales platform. Details will be announced in due course.

- End -

CONTROLLING OFFICER'S REPLY

CSTB072

(Question Serial No. 1456)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Ocean Park (OP) has received non-recurrent funding and financial support from the Government in recent years. Regarding OP's operation status, will the Government advise on the following:

1. Has OP reported on the usage of the Government funding it received in recent years? Please tabulate the activities, programmes, works, etc., supported by the additional funding, as well as their respective expenditures, completion progress, and impacts on OP's operation.
2. The monthly attendance at OP in the past 2 years with a breakdown by local, Mainland and overseas tourists in a tabulated format;
3. The respective spending by visitors at OP on admission tickets, food and beverages, merchandise, etc. and other items in the past 2 years with a breakdown by local, Mainland and overseas tourists in a tabulated format;
4. The Government's annual funding of \$280 million for OP will expire in 2026. Has the park provided its subsequent operational strategies and revenue projections to show how it will make up for the shortfall when the Government's funding ceases?
5. OP has to start repaying the loan granted by the Government from 2028. What is the park's repayment plan? How will the Government ensure OP's financial stability?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 15)

Reply:

The Government's financial assistance to Ocean Park (OP) in recent years are detailed as follows:

| Project | Funding/ subvention amount | Project progress |
|--|---|--|
| <p>In May 2020, the Legislative Council Finance Committee (FC) approved funding to support OP's operation for its Financial Year 2020-21 (i.e. 1 July 2020 to 30 June 2021), repay OP's commercial loans (including the related financing costs) and settle the outstanding costs for completing the Tai Shue Wan Development Project.</p> | <p>\$5.426 billion</p> | <p>Based on the audit results presented by an independent auditor, the Government provided OP with a funding of \$4.81 billion, which was about \$620 million less than the amount approved by the FC. OP has fully repaid its commercial loans (including the related financing costs), and Water World was officially open in September 2021.</p> |
| <p>In March 2021, the FC approved funding to support OP's operation from July 2021 onwards and implementation of the development strategy for OP.</p> | <p>\$1.664 billion</p> | <p>The Government had offered the full amount of funding to OP. Following OP's announcement in 2021 of its transformation into a resort destination which focuses on C&E, grounded in nature and complemented by adventure and leisure elements to enhance visitors' experience, the Government and OP have been actively implementing various initiatives, including completing relevant legislative amendments, making ongoing efforts to strengthen C&E work both inside and outside the park, trying out activities of different types and nature in the park, completing the Water World project, and taking forward outsourcing arrangements for different themed zones within the park.</p> |
| <p>A time-limited subvention of no more than \$280 million per year was provided to OP for 4 financial years between 2022-23 and 2025-26 to support its C&E efforts.</p> | <p>No more than \$1.12 billion</p> | <p>A subvention totalling \$840 million had been provided to OP in 2022-23, 2023-24 and 2024-25 to support its C&E efforts. OP has continued to strengthen its C&E efforts both inside and outside the park according to its development plan, and expanded the target groups of its programmes and activities to include more schools, families, corporate clients and visitors of different ages. OP, now being an important conservation and education base in Hong Kong, has endeavoured to extend its services to the Mainland and overseas. It has become the only entity outside the Mainland successfully certified by the Guangdong Province Study Tour Association and the Guangzhou Study</p> |

| Project | Funding/ subvention amount | Project progress |
|----------------|---|---|
| | | Tour Association as a “Study Tour Base in Guangdong Province” and the “Fourth Batch of Study Tours Base for Primary and Secondary School Students in Guangzhou” respectively. |

The annual attendances at OP (including Water World), ticket proceeds and the total revenues on catering services and merchandise in 2022-23 and 2023-24 are set out in the table below:

| | Year 2022-23 (1 July 2022 to 30 June 2023) | Year 2023-24 (1 July 2023 to 30 June 2024) |
|--|---|---|
| Attendance at OP (including Water World) | 2.36 million | 3.14 million |
| Ticket proceeds | \$427.3 million | \$659.9 million |
| Total revenues on catering services | \$163.8 million | \$215.4 million |
| Total revenues on merchandise | \$101.5 million | \$132.5 million |

The attendance in the second half of 2024 will be reflected in the annual attendance in 2024-25 and announced in OP’s 2024-25 Annual Report, along with the figures on the ticket proceeds, and the total revenues on catering services and merchandise for the year.

The Government will cease to provide OP with the annual subvention of not more than \$280 million for its C&E undertakings after Financial Year 2025-26. OP will continue to drive forward various initiatives under its development strategy and enhance its operational efficiency through different operating models and projects, including partnering with other organisations to take forward new facility development projects and organise large-scale festive events; providing team building programmes, consultancy services and block booking of venues for more enterprises and organisations; organising local study tours for overseas students; introducing new visitor experiences and retail concepts; soliciting sponsorship and donation from like-minded organisations and brands, etc. to explore revenue streams. At the same time, OP will continue to control costs with prudence through different measures, including making rest day adjustments according to the seasonal change in visitor attendance, allocating human resources flexibly, streamlining the team structure and size through natural attrition, controlling discretionary and non-urgent expenses, etc. Looking ahead, OP will progressively take forward different initiatives according to its development strategy, including closely monitoring the development and completion of the new adventure zone at the upper park, continuing to strengthen its C&E efforts both inside and outside the park, and leveraging the advantage of being home to the largest number of giant pandas outside the Mainland, with a view to enhancing OP’s overall appeal and hospitality, driving up attendance and revenue, and achieving long-term financial sustainability.

According to OP’s repayment schedule in respect of the \$5.4 billion loans from the Government, repayment will be made in instalments over a period of 31 years from September 2028: \$37 million to be repaid annually in the first to 19th years and \$45 million to \$539 million in the 20th to 31st years. At present, OP has adequate financial reserves, with bank

balance and cash in hand totalling about \$1.66 billion as at end-June 2024. Repayment to the Government will commence in September 2028 as scheduled.

- End -

CONTROLLING OFFICER'S REPLY

CSTB073

(Question Serial No. 1458)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the various funding schemes provided by the Hong Kong Sports Institute (HKSI) for athletes, 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 financial year?
2. Among the athletes on funding under different schemes, how many are members of the Hong Kong teams and have participated in competitions? What are the number and percentage of junior athletes within this group? Please tabulate the information by sport.
3. What are the plans and estimated expenditures for nurturing talent for different sports in Hong Kong in the coming 3 years?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 17)

Reply:

1. In 2024-25, the amounts of funding for Tier A and Tier B elite sports (including disability 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:

(a) Tier A Elite Sports

| | Sport | Funding support (\$ million) | Number of athletes benefitted |
|---|-----------------|-------------------------------------|--------------------------------------|
| 1 | Athletics | 9.1 | 153 |
| 2 | Badminton | 20.0 | 85 |
| 3 | Billiard sports | 8.6 | 37 |

| | Sport | Funding support (\$ million) | Number of athletes benefited |
|----|----------------|-------------------------------------|-------------------------------------|
| 4 | Cycling | 28.5 | 45 |
| 5 | Equestrian | 8.2 | 42 |
| 6 | Fencing | 25.9 | 142 |
| 7 | Gymnastics | 11.4 | 39 |
| 8 | Karatedo | 12.1 | 60 |
| 9 | Rowing | 11.4 | 52 |
| 10 | Rugby sevens | 17.2 | 106 |
| 11 | Sailing | 13.3 | 30 |
| 12 | Skating | 8.9 | 39 |
| 13 | Squash | 11.1 | 50 |
| 14 | Swimming | 13.5 | 103 |
| 15 | Table tennis | 18.4 | 53 |
| 16 | Tennis | 10.7 | 41 |
| 17 | Tenpin bowling | 5.1 | 25 |
| 18 | Triathlon | 9.0 | 62 |
| 19 | Windsurfing | 14.4 | 38 |
| 20 | Wushu | 9.6 | 122 |
| | Total: | 266.4 | 1 324 |

(b) Tier B Elite Sports

| | Sport | Funding support (\$ million) | Number of athletes benefited |
|---|-----------------|-------------------------------------|-------------------------------------|
| 1 | Contract bridge | 1.5 | 70 |
| 2 | Dance sport | 2 | 148 |
| 3 | Dragon Boat | 2 | 179 |
| 4 | Golf | 2 | 154 |
| 5 | Judo | 2 | 44 |

| Sport | | Funding support (\$ million) | Number of athletes benefited |
|---------------|-----------------|------------------------------|------------------------------|
| 6 | Karting | 1.5 | 42 |
| 7 | Lawn bowls | 1.5 | 37 |
| 8 | Life saving | 1.5 | 54 |
| 9 | Mountain-eering | 2.0 | 45 |
| 10 | Orienteering | 1.5 | 44 |
| 11 | Roller sports | 2.0 | 213 |
| 12 | Shuttlecock | 1.5 | 157 |
| 13 | Taekwondo | 2.0 | 238 |
| Total: | | 23 | 1 425 |

(c) Tier A Elite Sports (Disability Sports)

| Sport | | Funding support (\$ million) | Number of athletes benefited |
|---------------|--|------------------------------|------------------------------|
| 1 | Boccia (physical disability) | 8.3 | 22 |
| 2 | Wheelchair fencing (physical disability) | 6.0 | 12 |
| 3 | Table tennis (physical disability) | 6.1 | 22 |
| 4 | Badminton (physical disability) | 5.6 | 8 |
| 5 | Table tennis (intellectual disability) | 5.0 | 18 |
| 6 | Swimming (intellectual disability) | 4.6 | 15 |
| Total: | | 35.6 | 97 |

(d) Tier B Elite Sports (Disability Sports)

| Sport | | Funding support (\$ million) | Number of athletes benefited |
|---------------|--------------------------------------|------------------------------|------------------------------|
| 1 | Lawn bowls (physical disability) | 2.0 | 17 |
| 2 | Tenpin bowling (physical disability) | 2.0 | 15 |
| 3 | Athletics (intellectual disability) | 2.0 | 5 |
| Total: | | 6.0 | 37 |

2. The number of junior athletes (i.e. athletes who are eligible to represent Hong Kong, China in youth competitions) who received training in HKSI and represented Hong Kong, China in competitions in 2024-25, as well as their respective sports are detailed as follows:

| | Sport | Total number of athletes | Number of junior athletes | Number of junior athletes (in percentage) |
|----|-----------------|---------------------------------|----------------------------------|--|
| 1 | Athletics | 153 | 110 | 72% |
| 2 | Badminton | 85 | 57 | 67% |
| 3 | Billiard sports | 37 | 14 | 38% |
| 4 | Cycling | 45 | 22 | 49% |
| 5 | Equestrian | 42 | 31 | 74% |
| 6 | Fencing | 142 | 105 | 74% |
| 7 | Gymnastics | 39 | 32 | 82% |
| 8 | Karatedo | 60 | 45 | 75% |
| 9 | Rowing | 52 | 34 | 65% |
| 10 | Rugby sevens | 106 | 43 | 41% |
| 11 | Sailing | 30 | 22 | 73% |
| 12 | Skating | 39 | 29 | 74% |
| 13 | Squash | 50 | 27 | 54% |
| 14 | Swimming | 103 | 71 | 69% |
| 15 | Table tennis | 53 | 33 | 62% |
| 16 | Tennis | 41 | 34 | 83% |
| 17 | Bowling | 25 | 18 | 72% |
| 18 | Triathlon | 62 | 50 | 81% |
| 19 | Windsurfing | 38 | 34 | 89% |
| 20 | Wushu | 122 | 99 | 81% |
| | Total: | 1 324 | 910 | 69% |

3. The Government is committed to enhancing professionalism in the sports sector and nurturing talents in this respect. In terms of nurturing sports talents, the Government provides annual funding to HKSI through the Elite Athletes Development Fund to nurture elite athletes and help them pursue excellence in the international sporting arena. In 2025-26, the Government plans to allocate about \$1 billion to HKSI. In addition, in

terms of training for coaches, the Government will continue to support 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.

- End -

CONTROLLING OFFICER'S REPLY

CSTB074

(Question Serial No. 1469)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau has a dedicated team to monitor the contractor's performance in the operation of Kai Tak Sports Park (KTSP). Please inform this Committee of the following:

1. Is the dedicated team aware of this year's repair and maintenance expenditure on (i) Main Stadium, (ii) Public Sports Ground, (iii) Indoor Sports Centre, (iv) Open Spaces, and (v) retail and catering facilities, and parking lot in KTSP? If yes, what are the details? If no, what are the reasons?
2. What were/will be the establishment, strength, remuneration expenditure or estimated remuneration expenditure, and total expenses or estimated total expenses for the dedicated team last year and for the 2025-26 financial year?
3. How will the dedicated team ensure the future proper operation of KTSP under the contractor's operation?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 28)

Reply:

1. Kai Tak Sports Park (KTSP) adopts a "Design, Build and Operate" model, with the Kai Tak Sports Park Limited (the Operator) being responsible for the design, construction and future operation of the KTSP. The contract is for 25 years, including around five years for design and construction as well as around 20 years for operation. The Operator operates on a self-financing basis, including managing and maintaining the facilities at KTSP. The daily operation of KTSP does not involve government expenditure. [Note: To be align with 764(2)]
2. Monitoring the operation of KTSP is an ongoing duty of the Culture, Sports and Tourism Bureau (CSTB). The Principal Assistant Secretary (Sports and Recreation)²

(PAS(SR)2) of CSTB supervises the operational performance of the Operator in the capacity of the Supervising Officer (Operation) of the Contract, including overseeing the management of KTSP. PAS(SR)2 is supported by the existing manpower and non-civil service contract / post-retirement service contract staff of CSTB. The administrative cost and staff establishment involved are absorbed by the existing resources of CSTB.

3. The Operator is responsible for the daily operation of KTSP upon its commissioning. CSTB and the Operator will form a Joint Review Committee to oversee the daily operation of KTSP, including booking and usage of facilities, event schedule, facility maintenance, key performance indicators, etc. CSTB will continue to monitor the performance of the Operator and maintain close liaison with both the Operator and relevant stakeholders to jointly seize the opportunities presented by this world-class infrastructure project, with a view to unleashing the potential of KTSP to promote the development of sports and mega-event economy as well as bringing more mega sports and entertainment events to Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB075

(Question Serial No. 1470)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the Opening up School Facilities for Promotion of Sports Development Scheme (the Scheme), will the Government advise on the following:

1. The numbers of eligible schools for the Scheme, participating schools, schools paired with sports organisations, sports organisations paired with schools, programmes successfully held, beneficiaries, and the expenditure involved in disbursing subsidies in each of the past 3 years;
2. Whether records are kept on the utilisation rate of facilities under the Scheme? If yes, what are the basis of calculation and the utilisation rates of the past 3 years? If no, what are the reasons?
3. Among the schools successfully hired out their facilities to eligible organisations and were therefore eligible to apply for subsidies under the Sir David Trench Fund for Recreation in the past 3 years, what are the respective numbers of schools granted with subsidies under the Capital Works Project category and Special Project category and the subsidy amounts involved in each year?
4. How does the Government plan to enhance the arrangements of the Scheme in the future to allow greater utilisation of school facilities for sports programmes and promote the development of sporting culture?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 29)

Reply:

1. For the past 3 years (i.e. the 2022/23, 2023/24 and 2024/25 school years), the numbers of eligible schools for the Opening up School Facilities for Promotion of Sports Development Scheme (the Scheme), the numbers of participating schools, the numbers of schools paired up with sports organisations, the numbers of sports organisations paired up with schools, the

numbers of programmes successfully held, the numbers of attendances, and the expenditures involved in subsidy disbursement, are set out below:

| School year | 2022/23 | 2023/24 | 2024/25 Note 1 |
|---|----------------|----------------|--------------------------|
| No. of eligible schools for the Scheme | 989 | 989 | 983 |
| No. of participating schools | 136 | 225 | 264 |
| No. of schools paired up with sports organisations | 82 | 116 | 155 |
| No. of sports organisations paired up with schools | 51 | 70 | 94 |
| No. of programmes successfully held | 390 | 535 | 735 |
| No. of attendances | 13 578 | 24 504 | Not yet available |
| Expenditures involved in subsidy disbursement ^{Note 2} (\$ million) | 8.12 | 15.56 | 21.02 |

Note 1: As the 2024/25 school year has not concluded yet, the above figures are pending final verification.

Note 2: The figures include subsidies granted by the Culture, Sports and Tourism Bureau (CSTB) and the Education Bureau (EDB).

2. The usage of school facilities hired under the Scheme depends on the demand of eligible sports organisations. The Government does not maintain records on the utilisation rate of facilities under the Scheme.

3. Below are the details of grants to schools that were eligible for the Sir David Trench Fund for Recreation (Main Fund) under the “Special Project” category due to their participation under the Scheme over the past 3 years:

| Year | No. of schools | Amount of approved grants (\$) |
|--------------|-----------------------|---------------------------------------|
| 2022-23 | 1 | 1,049,250 |
| 2023-24 | 3 | 4,795,518 |
| 2024-25 | 2 | 641,512 |
| Total | | 6,486,280 |

Over the past 3 years, there were no schools receiving grants under the “Capital Works Project” category.

4. To encourage more schools to open up their campus facilities for sports programmes, in the 2023/24 school year, the CSTB and the EDB further increased the subsidy rates for schools, included more eligible sports organisations, broadened the ambit of the subsidy, and extended the usage period of the relevant subsidy. In future, the Government will continue to collect feedback from participating schools and sports organisations to review and enhance various aspects of the Scheme.

- End -

CONTROLLING OFFICER'S REPLY

CSTB076

(Question Serial No. 3168)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government launched the five-year District Sports Programmes Funding Scheme (DSPFS) in 2022. In this connection, please inform this Committee of the following:

1. The events approved and the funding amount for each district sports association (DSA), as well as the sports category and the number of participants of each event since the launch of the Scheme;
2. It is learnt that the Government has earmarked \$100 million for the Scheme. Based on current projection, will this provision be sufficient to fully implement the Scheme over its original five-year implementation period?
3. Apart from supporting DSAs, are there any other support measures and funding schemes for private groups or organisations to organise district-based sports activities and competitions?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 41)

Reply:

1. Details of funding approved for each district sports association (DSA) since the launch of the District Sports Programmes Funding Scheme (DSPFS) are at Annex.
2. The DSPFS was launched for five years starting from 2022-23. It is projected that there are sufficient funds for the DSPFS to meet the demands of DSAs in the remaining 2 financial years.
3. To promote community building, the Home Affairs Department has also implemented the Community Involvement Programme for eligible non-governmental organisations and local organisations to apply for funding to organise various community involvement projects, including district recreational and sports activities.

Annex

| District Sports Programmes Funding Scheme 2022-23* | | | | |
|---|-----------------------------|-------------------------------|-----------------------------|---|
| DSA | Funding Amount (\$m) | Number of Participants | Number of Activities | Types of Activities |
| Eastern District Recreation and Sports Advancement Association | 0.51 | 485 | 2 | Basketball and football |
| Southern District Recreation and Sports Association | 0.18 | 1 773 | 1 | Futsal |
| The Central and Western District Recreation and Sports Association | 0.03 | 200 | 1 | Table tennis |
| Wan Chai District Arts, Cultural, Recreational and Sports Association | 0.24 | 1 240 | 1 | E-sports and taekwondo |
| Kowloon City District Recreation and Sports Council | 0.44 | 4 100 | 5 | Futsal, dancing, new sports, drone sports and judo |
| Kwun Tong Sports Promotion Association | 0.24 | 1 008 | 6 | E-sports, roller skating, trail running, tai chi and dodgebee |
| Mong Kok District Cultural, Recreational and Sports Association | 0.16 | 450 | 1 | Futsal, football and karatedo |
| Sham Shui Po Sports Association | 0.43 | 177 | 2 | Futsal and 3x3 basketball |
| Yaumatei and Tsimshatsui Recreation and Sports Association | 0.11 | 564 | 5 | Bowling, boxing, yoga, rope skipping and floor curling |
| North District Sports Association | 0.35 | 910 | 7 | Volleyball, rugby, badminton, rope skipping and cycling |
| Sai Kung District Sports Association | 0.58 | 431 | 3 | Taekwondo, canoeing and cheerleading |
| Sha Tin Sports Association | 0.50 | 1 585 | 3 | Wushu, e-sports and rope skipping |
| Tai Po Sports Association | 0.07 | 75 | 1 | Artistic gymnastics |
| The New Territories Regional Sports Association | 0.17 | 364 | 1 | Archery |
| Tuen Mun Sports Association | 0.44 | 160 | 4 | Table tennis, karatedo and running |
| Yuen Long District Sports Association | 0.35 | 1 300 | 2 | Cheerleading and pickleball |

| | | | | |
|-----------------------------|------|-------|---|---------------------------------|
| Cross-district applications | 0.97 | 4 704 | 6 | Lacrosse, volleyball and futsal |
|-----------------------------|------|-------|---|---------------------------------|

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

| District Sports Programmes Funding Scheme 2023-24* | | | | |
|--|-----------------------------|-------------------------------|-----------------------------|---|
| DSA | Funding Amount (\$m) | Number of Participants | Number of Activities | Types of Activities |
| Eastern District Recreation and Sports Advancement Association | 0.98 | 15 291 | 4 | Futsal, basketball, 3x3 basketball and mini-basketball |
| Wan Chai District Arts, Cultural, Recreational and Sports Association | 0.12 | 1 060 | 1 | Cheerleading |
| Kowloon City District Recreation and Sports Council | 0.56 | 10 500 | 5 | Swimming, new sports, dancing, drone sports and football |
| Kwun Tong Sports Promotion Association | 0.54 | 6 340 | 10 | E-sports, roller skating, trail running, tai chi, dodgebee, running, table tennis, rock climbing and 3x3 basketball |
| Mong Kok District Cultural, Recreational and Sports Association | 0.32 | 4 880 | 3 | Football, futsal, fitness exercise and floor curling |
| Sham Shui Po Sports Association | 0.80 | 660 | 4 | 3x3 basketball, futsal and dodgeball |
| Yaumatei and Tsimshatsui Recreation and Sports Association | 0.20 | 785 | 6 | Bowling, boxing, yoga, rope skipping and floor curling |
| North District Sports Association | 0.98 | 2 370 | 7 | Volleyball, dragon boat racing, badminton, rope skipping, rugby and handball |
| Sai Kung District Sports Association | 0.66 | 683 | 4 | Cheerleading, athletics and canoeing |
| Sha Tin Sports Association | 0.28 | 300 | 1 | Water sports and cycling |
| Tai Po Sports Association | 0.18 | 1 180 | 2 | Dancing and artistic gymnastics |
| The Federation of Tsuen Wan District Sports and Recreation Association | 0.03 | 142 | 1 | Badminton |
| The New Territories Regional Sports Association | 0.85 | 2 238 | 2 | Long-distance running and archery |
| Tuen Mun Sports Association | 0.40 | 340 | 7 | Karatedo and long-distance running |

| | | | | |
|---------------------------------------|------|-------|----|---|
| Yuen Long District Sports Association | 0.72 | 1 808 | 5 | Pickleball, cheerleading, gymnastics, fencing, floor curling, football, bowling, cycling and swimming |
| Cross-district applications | 2.35 | 9 594 | 11 | 3x3 basketball, futsal, volleyball, beach volleyball, triathlon and fencing |

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

| District Sports Programmes Funding Scheme 2024-25* | | | | |
|---|-----------------------------|-------------------------------|-----------------------------|---|
| DSA | Funding Amount (\$m) | Number of Participants | Number of Activities | Types of Activities |
| Eastern District Recreation and Sports Advancement Association | 1.53 | 14 520 | 4 | Basketball, 3x3 basketball, mini-basketball and futsal |
| Southern District Recreation and Sports Association | 0.498 | 4 270 | 7 | Futsal |
| Wan Chai District Arts, Cultural, Recreational and Sports Association | 0.16 | 1 000 | 1 | Aerobic dance |
| Kowloon City District Recreation and Sports Council | 0.79 | 9 700 | 4 | Drone sports, football, dodgebee, mölkky 、dodgeball (single ball style) and 3x3 basketball |
| Kwun Tong Sports Promotion Association | 1.19 | 9 484 | 11 | E-sports, roller skating, trail running, tai chi, dodgebee, running, table tennis, rock climbing and 3x3 basketball |
| Mong Kok District Cultural, Recreational and Sports Association | 0.58 | 7 500 | 1 | Karatedo |
| Yaumatei and Tsimshatsui Recreation and Sports Association | 0.39 | 1 146 | 7 | Bowling, pickleball, yoga, rope skipping and floor curling |
| Islands District Sports Association | 0.39 | 5 500 | 3 | Street dance |
| North District Sports Association | 1.79 | 4 137 | 9 | Volleyball, dragon boat racing, badminton, rope skipping, handball, rugby, 7-a-side soccer and dancing |
| Sai Kung District Sports Association | 1.30 | 1 910 | 5 | Taekwondo, athletics, gymnastics, cheerleading and canoeing |

| | | | | |
|---|------|--------|----|---|
| Sha Tin Sports Association | 0.54 | 2 000 | 4 | Rope skipping (digital rope), triathlon, dancing and orienteering |
| Tai Po Sports Association | 0.27 | 900 | 2 | Artistic gymnastics, dancing, rope skipping, taekwondo, light volleyball, basketball, football, badminton, shuttlecock, karatedo, wing chun, Chinese martial arts, mini-tennis, pickleball and e-sports |
| The New Territories Regional Sports Association | 1.55 | 2 880 | 3 | Long-distance running, archery and handball |
| Yuen Long District Sports Association | 1.51 | 3 520 | 8 | Swimming, badminton, hip-hop, table tennis, light volleyball, handball, pickleball, rugby, football, balance bike, fencing and floor curling |
| Cross-district applications | 5.67 | 20 050 | 17 | Dancing, volleyball, handball, beach volleyball, pickleball, swimming, canoe polo, fencing, futsal, cycling and running |

* Since the sports activities under the DSPFS 2024-25 are still in progress, the figures above are subject to final reports and audited statement of income and expenditure of the activities submitted by DSAs for final verification.

- End -

CONTROLLING OFFICER'S REPLY

CSTB077

(Question Serial No. 1144)

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

Subhead (No. & title): ()

Programme: (2) Creative Industries, (4) Culture, (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Development Plans for Cultural Industry of the Culture, Sports and Tourism Bureau (CSTB)

As mentioned in the Budget, CSTB will launch a number of development plans for cultural industry to promote the development of Hong Kong's cultural and creative industries. What specific projects will be included in these plans? How will the government ensure the effective implementation of these plans and evaluate their long-term impacts on Hong Kong's cultural industry?

Asked by: Hon HO Kwan-yiu, Junius (LegCo internal reference no.: 15)

Reply:

The Cultural and Creative Industries Development Agency (CCIDA) of the Culture, Sports and Tourism Bureau (CSTB) promotes the 8 creative industries (including film, advertising, architecture, design, digital entertainment, music, printing and publishing, and television) through the Film Development Fund (FDF) and the CreateSmart Initiative (CSI).

FDF will continue to foster the long-term development of the local film industry along 4 directions, namely, nurturing talent, enhancing local production, expanding markets and building audience.

In May 2024, the Film Financing Scheme for Mainland Market was launched under FDF to support Hong Kong film companies and Mainland cultural enterprises to invest in and promote the productions of Hong Kong directors. This helps boost the chance of Hong Kong films releasing in the Mainland market while nurturing more local directors capable of entering the Mainland film market to tell good stories of Hong Kong through their works.

Besides, the Film Production Financing Scheme 2.0 was launched under FDF in January 2025 to continue to provide funding and greater incentives for local film production, with a view

to increasing local film production in the short term, creating more job and development opportunities, and promoting the long-term development of the Hong Kong film industry.

The Film Production Grant Scheme for Promoting Chinese Culture was launched under FDF in February 2025, with a view to encouraging Hong Kong's directors to incorporate Chinese cultural elements into film productions, thereby promoting the charm and diversity of Chinese culture and presenting the fine traditional Chinese culture to audience.

CCIDA will continue to provide funding through CSI to the 7 creative sectors other than film to nurture cultural and creative projects with potentials for industrialisation, identify and explore more opportunities for industry showcases and exhibitions, enhance cross-sectoral collaborations, leverage market resources, and help explore business opportunities for the cultural and creative industries.

Since its establishment in June 2024, CCIDA has been proactively implementing the industry-oriented principle to promote the development of arts, culture and creative sectors. It will continue to fund around 50 projects annually in the 7 non-film creative industries through CSI to support more projects with potential for industrialisation in the cultural and creative industries and facilitate participation in industry showcases and exhibitions in the Mainland and overseas. These efforts include facilitating industry participation in about 60 delegation visits with around 20 design weeks/fashion weeks/expos/exhibitions each year, and promoting cross-sectoral and cross-genre collaborations through CSI, thereby achieving diversification in the cultural and creative industries, and bringing in new impetus. Furthermore, within 5 years starting from 2025, CCIDA will support cultural intellectual property (IP) creators and producers to propel more than 30 cultural IP projects cumulatively, covering a wide range of cultural and creative sectors including cross-sectoral collaboration of animation and comics, printing and publishing, design, film, arts and technology, thereby enhancing the development of the cultural and creative industries.

CCIDA will timely review the effectiveness of FDF and CSI to ensure their smooth and effective operation in order to achieve their intended targets, thereby promoting and enhancing the development of Hong Kong's cultural and creative industries.

- End -

CONTROLLING OFFICER'S REPLY

CSTB078

(Question Serial No. 1294)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With reference to the expenditure analysis under Head 132 — Culture, Sports and Tourism Bureau, for the 2023-24, 2024-25 and 2025-26 fiscal years, the actual, revised and estimated expenditures for Programme (2) Creative Industries are \$664 million, \$969 million and \$1.2 billion respectively. In this connection, will the Government inform this Committee of the reasons for:

1. the 46% increase in the revised estimate for the 2024-25 fiscal year compared to the actual expenditure for the 2023-24 fiscal year, as well as the uses of the additional funding; and
2. the 25.3% increase in the estimated expenditure for the 2025-26 fiscal year compared to the revised expenditure for the 2024-25 fiscal year, as well as the uses of the additional funding.

Asked by: Hon IP LAU Suk-ye, Regina (LegCo internal reference no.: 18)

Reply:

1. The revised estimate under Programme (2): Creative Industries for 2024-25 is approximately \$969 million, around \$305 million higher than the actual expenditure for 2023-24. The main reason is that after the restructuring of the former Create Hong Kong as the Cultural and Creative Industries Development Agency in June 2024, extra recurrent expenditure is required to strengthen the support for the development of the arts, cultural and creative sectors under the industry-oriented principle. This includes an increase in the funding for approved projects of the “CreateSmart Initiative” (CSI) in 2024-25 and the dedicated funding for the Hong Kong Trade Development Council for the implementation and enhancement of designated projects in the amount of about \$123 million and \$16.35 million respectively. In addition, there is an increase in the dedicated funding for the Hong Kong Design Centre (HKDC) in 2024-25 for the implementation of the Sham Shui Po Design and Fashion Base (the Base), and postponement of disbursement of funding originally reserved for the Base in 2023-24 to 2024-25, leading to an increase in the cash flow requirement of about \$145 million.

2. The estimated expenditure under Programme (2): Creative Industries for 2025-26 is approximately \$1.215 billion, around \$246 million higher than the revised estimate for 2024-25, representing an increase of 25.3%. The main reasons are as follows:
- (a) The estimate for CSI increases by around \$130 million. This is mainly due to the measure announced in the 2024 Policy Address to incubate more cultural and creative projects with potential for industrialisation, resulting in an increase in the estimated number of approved projects; postponement of some projects originally scheduled for commencement or completion in 2024-25 to 2025-26; and an increase in the dedicated funding for the Hong Kong Trade Development Council, leading to an increase in the cash flow requirement of about \$188 million. As the one-off renovation cost for the Base was disbursed in 2024-25, there is a decrease of about \$57 million in the cash flow requirement for HKDC, offsetting the increase in the estimate for CSI to around \$130 million; and
 - (b) The cash flow requirement for the Film Development Fund (FDF) is expected to increase by about \$87 million. This is mainly due to the launch of a new funding schemes (namely the Film Production Grant Scheme for Promoting Chinese Culture) and the Film Production Financing Scheme 2.0 under FDF. As the number of approved projects is expected to increase and some projects originally commenced in 2024-25 will be postponed to 2025-26, leading to an increase in the cash flow requirement.

- End -

CONTROLLING OFFICER'S REPLY

CSTB079

(Question Serial No. 1295)

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

Subhead (No. & title): (0)

Programme: (2) Creative Industries

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Cultural and Creative Industries Development Agency (CCIDA) is responsible for the administration of the CreateSmart Initiative (CSI) and the Film Development Fund (FDF), and the promotion of the development of the creative industries across different cultural and creative sectors. In this connection, will the Government inform this Committee of:

1. the staff establishment, the breakdown of the expenditures and the total expenditure of CCIDA for the 2024-25 fiscal year;
2. the staff establishment, the breakdown of the expenditures and the total estimated expenditure of CCIDA for the 2025-26 fiscal year; and
3. whether CCIDA has set performance indicators to evaluate the effectiveness of CSI, FDF as well as other funding schemes and support programmes; if so, the details; if not, the reasons?

Asked by: Hon IP LAU Suk-ye, Regina (LegCo internal reference no.: 19)

Reply:

- (1)&(2) The revised estimate for Programme (2): Creative Industries in 2024-25 is approximately \$969 million, while the estimated expenditure for 2025-26 is approximately \$1.215 billion. Major expenditures include providing funding support for creative industries and relevant stakeholders to organise activities and projects that promote the 8 major creative industries (including film, advertising, architecture, design, digital entertainment, music, printing and publishing, and television) through the CreateSmart Initiative (CSI) and the Film Development Fund (FDF), as well as general departmental expenses. The Cultural and Creative Industries Development Agency (CCIDA) has the manpower of approximately 130 (including civil service posts and contract staff positions).
- (3) CCIDA collects data of 15 categories to evaluate the effectiveness of CSI, including (i) number of approved projects; (ii) number of local participants; (iii) number of non-local participants; (iv) number of viewings/hits received in respect of websites or social media platforms; (v) number of media reports; (vi) number of

job opportunities created; (vii) number of small and medium-sized enterprises (SMEs) benefitted; (viii) number of business contacts or inquiries created for SMEs; (ix) number of business deals secured; (x) number of nurturing opportunities created for creative talents and start-ups; (xi) number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA; (xii) number of exhibitions and showcases; (xiii) number of participants in overseas delegation visits; (xiv) number of cultural and creative products/works promoted or produced; and (xv) number of cross-sectoral and cross-genre collaborations. All these help quantify the benefits delivered by the CSI-funded projects more accurately.

Regarding FDF, the Government evaluates the effectiveness of the approved projects from 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 -

CONTROLLING OFFICER'S REPLY**CSTB080****(Question Serial No. 1311)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (6) Travel and TourismControlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

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 encouraging the trade to develop more signature tourism products, such as tours themed on national history, green ecology, marine, traditional culture and pop culture, intangible cultural heritage experiences, and night time adventure, thereby promoting the long-term and sustainable development of the tourism industry. In this connection, will the Government inform this Committee of the (i) approved incentive amount, (ii) numbers of inbound tourists and tour groups involved, (iii) average length of stay of inbound tourists, and (iv) number of eligible travel agents granted the maximum incentive amount under CTIS as of February 2025.

Asked by: Hon IP LAU Suk-ye, Regina (LegCo internal reference no.: 36)Reply:

The Characteristic Local Tourism Incentive Scheme (CTIS) was implemented in 2 phases, with the first phase from 1 January to 30 September 2024, and the second phase from 1 October 2024 to 31 March 2025. Relevant information of CTIS as at end February 2025 is set out in the table below:

| Approved Incentive Amount (\$) | Number of Participating Inbound Tourists | Number of Tour Groups | Average Length of Stay of Participating Inbound Tourists | Number of Eligible Travel Agents Granted the Maximum Incentive Amount |
|--------------------------------|--|-----------------------|--|---|
| About 113 million | 216 193 | 8 763 | 2 | 553 (the first phase) 147 (the second phase, |

| | | | | |
|--|--|--|--|--------------------------|
| | | | | as at end February 2025) |
|--|--|--|--|--------------------------|

- End -

CONTROLLING OFFICER'S REPLY

CSTB081

(Question Serial No. 1313)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in Programme (7) Subvention: Hong Kong Tourism Board (HKTB), the provision for HKTB for 2025-26 is \$292 million lower than the revised estimate for 2024-25. The Government has stated that this is due to the lapse of additional provision for some tourism initiatives. In this connection, will the Government advise this Committee:

1. An itemised breakdown of the details about the tourism initiatives, along with their respective expenditures, staff establishment, and effectiveness (including the number of tourists attracted and total consumption generated); and
2. Whether the Government will review HKTB's current staff establishment and appropriately delete posts with overlapping functions. If yes, what are the details and implementation timeline? If no, what are the reasons?

Asked by: Hon IP LAU Suk-ye, Regina (LegCo internal reference no.: 38)

Reply:

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of "tourism is everywhere" and the initiatives set out in the Development Blueprint for Hong Kong's Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of "Hong Kong Super March".

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong's unique tourism elements under the concept of "+Tourism" to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong's green tourism products and countryside experiences through its year-round promotional platform "Hong Kong Great Outdoors", which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city's four corners – north, south, east and west – showcasing Hong Kong's diverse scenery. To cater for visitors pursuing experiences of "citywalks", HKTB will also enrich the contents in various campaigns under its "Hong Kong Neighbourhoods", with a view to encouraging visitors to explore the city's authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade", incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong's positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong's tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong's connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macao and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB's own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

While the effectiveness of the performance of HKTB cannot be assessed entirely in quantifiable terms, the Government and the HKTB have set the following 5 indicators every year:

- (1) visitor arrivals;
- (2) tourism expenditure associated with inbound tourism;
- (3) per capita expenditure of overnight visitor;
- (4) length of stay of overnight visitors; and
- (5) satisfaction of overnight visitors.

In addition, HKTB will also set different indicators based on the nature of its promotions and events, such as website views, social media reach, global media exposure, participants' satisfaction, likelihood to recommend, intention to revisit, etc. to measure the effectiveness.

The total headcount of HKTB is 400, including around 120 stationing outside Hong Kong. In launching various promotional activities, HKTB will flexibly deploy manpower resources in response to market needs. HKTB will also review or adjust its staffing position regularly to meet operational needs.

- End -

CONTROLLING OFFICER'S REPLY

CSTB082

(Question Serial No. 2923)

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
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in paragraph 142 of the Budget Speech, the Central Government resumed at the end of last year the multiple-entry Individual Visit Endorsements for Shenzhen permanent residents and expanded the arrangement to Shenzhen residence permit holders. In this connection, will the Government inform this Committee:

- 1) of the numbers of visitors travelling to Hong Kong using multiple-entry Individual Visit Endorsements each month, the year-on-year rates of change, the percentages out of the total number of visitors, and the economic benefits since the implementation of the new measure (presented in a table);
- 2) of the numbers of visitors travelling to Hong Kong via the Individual Visit Scheme each year, the year-on-year rates of change, the percentages out of the total number of visitors, and the economic benefits in the past 3 years (2022 to 2024) (presented by city in a table);
- 3) whether it will actively seek the Central Government's support for extending the scope of the multiple-entry endorsement and one trip per week endorsement to cover other Mainland cities, and for increasing the number of Individual Visit Scheme cities; if so, the details?

Asked by: Hon KAN Wai-mun, Carmen (LegCo internal reference no.: 7)

Reply:

The Central Government resumed the multiple-entry Individual Visit Scheme (IVS) for Shenzhen permanent residents and expanded the multiple-entry IVS to Shenzhen residence permit holders on 1 December 2024. According to the latest data (as at 24 March 2025) provided by the Immigration Department, since the resumption and expansion of the multiple-entry IVS for Shenzhen, the average daily visitor arrivals from the Mainland is about 100 000 representing a 20.8% increase over the average daily visitor arrivals in November prior to the implementation of the new measure, with more than 1.1 million visitors to Hong Kong under the multiple-entry IVS. The Tourism Commission (TC) does not maintain the number of visitors travelling to Hong Kong under the multiple-entry IVS by month. The multiple-entry

IVS facilitates eligible Shenzhen residents to visit Hong Kong in a more convenient way and experience Hong Kong's diverse and vibrant tourism activities throughout the year, thus bringing very positive effect on boosting various tourism-related industries.

In the past 3 years (2022 to 2024), the numbers of visitors travelling to Hong Kong under IVS each year, the year-on-year rate of change, the percentage out of the total number of visitors are tabulated below:

| | 2022 | 2023 | 2024 |
|---|-------|------------|------------|
| Number of Mainland visitors travelling to Hong Kong under IVS | N/A* | 16 320 388 | 18 550 645 |
| Year-on-year rate of change | N/A * | N/A * | +13.7% |
| Percentage out of the total number of visitors | N/A * | 48% | 42% |

Note: * Due to the pandemic, the TC does not have data applicable for year-on-year comparison.

TC does not have information on the breakdown by city and the economic benefits brought about by the relevant visitors as mentioned in the question.

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. Regarding proposals to enhance IVS in an orderly manner, the Government will maintain communication and discuss with relevant Mainland authorities in due course to provide Mainland visitors with more convenient and flexible ways to visit Hong Kong and enriching travel experience to facilitate the vibrant development of tourism-related industries.

- End -

CONTROLLING OFFICER'S REPLY

CSTB083

(Question Serial No. 3827)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 134 of the Budget Speech, to pursue the concept of “tourism is everywhere” and implement the Development Blueprint for Hong Kong’s Tourism Industry 2.0, the Government will allocate \$1.235 billion to the Hong Kong Tourism Board (HKTB). In this connection, please inform this Committee:

- 1) of the numbers of mega events and activities staged by the Government in the past 5 financial years from 2020-21 to 2024-25, including the names, dates, numbers of participants and promotion channels of the events, as well as the manpower and actual expenditure involved;
- 2) of the numbers of events to be staged by the Government in the coming 3 years, including the names, dates and promotion channels of the events, as well as the manpower and estimated expenditure to be involved;
- 3) of the sources of finance, staff establishment and actual expenditures of the Tourism Commission (TC) and HKTB in each of the past 5 financial years from 2020-21 to 2024-25 (set out in a breakdown);
- 4) of the work plan and estimated expenditure of TC in 2025-26 (set out in a table);
- 5) how HKTB will make use of the funding of \$1.235 billion in 2025-26 by setting out its work plan and estimated expenditure in a table; and
- 6) whether the Government has reviewed the functions and resource provisions of TC and HKTB to avoid overlapping in these aspects; if so, of the details and improvement measures; if not, of the reasons.

Asked by: Hon KAN Wai-mun, Carmen (LegCo internal reference no.: 46)

Reply:

- (1) In 2020-21, the mega events which the Hong Kong Tourism Board (HKTB) originally planned to organise included “Hong Kong Dragon Boat Carnival”, “Hong Kong Cyclothon”, “Hong Kong Wine & Dine Festival”, “Hong Kong WinterFest”, “Hong Kong New Year Countdown Celebrations” and “International Chinese New Year

Celebrations”. However, in view of the COVID-19 epidemic, HKTb decided to cancel “Hong Kong Dragon Boat Carnival” and “Hong Kong Cyclothon”. Other mega events were changed to online or offline formats. Details of the mega events concerned are tabulated below:

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|---|-----------------------------------|---|--|---|
| Hong Kong Wine & Dine Festival | 11 November to 15 December 2020 | Changed to the “Online + Offline” format with a one-stop online platform to provide online and offline activities, including online wine shop and 34 masterclasses; promoted offers and food events offered by hundreds of restaurants in Hong Kong, etc. | Around 29.6 million | One-stop online platform: 560 000 page views 34 online master classes: around 860 000 viewership |
| Hong Kong WinterFest | 4 December 2020 to 3 January 2021 | Changed to the “Online” format with virtual Christmas Town, promotions on various festive events organised by attractions and organisations in the city. | Around 9.5 million | Virtual Christmas Town: around 200 000 page views |
| Hong Kong New Year Countdown Celebrations | 31 December 2020 | Changed to online broadcast of a 2-minute countdown video on HKTb’s website and social media platforms. | Around 9 million | Over 5 million viewership |
| “Fortunes at | 8 to 26 | Changed to the | Around | Campaign |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|-------------------|---|--|------------------------------------|
| Home” (in place of International Chinese New Year Celebrations) | February 2021 | “Online + Offline” format with a campaign website to promote online Chinese New Year market and offline offers from hotels, attractions, restaurants and the retail sector. | 9.6 million | website: around 510 000 page views |

* Expenditure net of sponsorship and other income

In 2021-22, on the premise of safeguarding public health and safety, HKTB resumed staging mega events, including the “Hong Kong Wine & Dine Festival” held in the “Online + Offline” format, as well as the “Hong Kong WinterFest” and the “Hong Kong New Year Countdown Concert” held in physical format.

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--------------------------------|-----------------------|--|--|---|
| Hong Kong Wine & Dine Festival | 1 to 30 November 2021 | Held in the “Online + Offline” format, the event featured the launch of “Digital Tasting Pass”, holders of which could enjoy menus with special offers at participating restaurants and bars and live streaming of online wine tasting sessions. It also featured the promotion of Omakase menus | Around 22.8 million | One-stop online platform: 760 000 page views Live streaming of 9 online wine tasting sessions: 570 000 viewership in total |

| | | | | |
|--------------------------------------|------------------------------------|---|---------------------|---|
| | | curated by Chinese culinary masters , etc. | | |
| Hong Kong WinterFest | 26 November 2021 to 2 January 2022 | The event was held in the West Kowloon Cultural District, where a Christmas Town and a 20-metre-tall giant Christmas tree were set up. | Around 10 million | Around 910 000 |
| Hong Kong New Year Countdown Concert | 31 December 2021 to 1 January 2022 | An outdoor concert was held in the West Kowloon Cultural District. The live television broadcast and live streaming of the concert were available to audiences all over the world. At the countdown, an enhanced version of “A Symphony of Lights” was staged at the Victoria Harbour to kick off the celebration of the 25th anniversary of the establishment of the Hong Kong Special Administrative Region. | Around 29.5 million | 3 000 tickets were given out to members of the public for attending the concert in a lucky draw. The event was covered by many media agencies worldwide, reaching an estimated worldwide audience of over 2.4 billion. |

* Expenditure net of sponsorship and other income

Information on the mega events hosted by HKTB in 2022-23 is tabulated below:

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--------------------------------|---------------|--|---|---|
| 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 “Asia’s World City” to the Mainland and overseas countries. | Around 29 million | Since members of the public enjoyed 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. |
| 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. |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|---|------------------------------------|--|---|------------------------|
| Hong Kong WinterFest | 25 November 2022 to 1 January 2023 | In addition to launching “Christmas Wonderland” with the six-storey Christmas tree in 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-yearsuspension, 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 13.3 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 performance to kick off 2023 alongside an enhanced version of “A | Around 29 million | Around 330 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|-------------------------------|--|--|---|
| | | 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. |

* Expenditure net of sponsorship and other income

The mega events hosted by 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, | Around 14.1 million | Around 120 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|------------------------|---|---|---|------------------------|
| | | 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. | | |
| Harbour Chill Carnival | 8 July to 6 August 2023 (on Saturday and Sunday nights) | <p>The carnival was held on 5 consecutive weekends at the 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 and | Around 25.6 million | Around 32 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|--|--|---|------------------------|
| | | Celebrity Ride, etc. The Union Cycliste Internationale (UCI) Class 1.1 Road Race was the highlight of the event. | | |
| 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 Hong Kong Wine & Dine Festival 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 51.8 million | Around 140 000 |
| Hong Kong WinterFest | 24 November 2023 to 1 January 2024 | A 20-metre-tall giant Christmas tree and a Christmas Town | Around 35 million | Around 1 200 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|--|---|---|--|
| | | <p>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> | | |
| 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 |
| International Chinese New Year Night Parade and promotion of Chinese New Year celebratory activities | 10 February 2024 and during Chinese 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 Chinese New Year Fireworks</p> | Around 54.4 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 |
|--------------|-------------------|--|--|-------------------------------|
| | | Display and the Chinese New Year Cup, etc., were also recommended to visitors. | | |

* Expenditure net of sponsorship and other income

The mega events hosted by HKTB in 2024-25 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 | 15 to 16 June 2024 | 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 Hong Kong Summer Chill Photo Spots” and “Summer Chill Food Lane ” were set up along the Avenue of Stars. | Around 16 million | Around 125 000 |
| Hong Kong Cyclothon | 13 October 2024 | The event was held across the territory, including 6 cycling activities and professional races, such as 50 km and 32 km rides, Family Fun | Around 20 million | Around 26 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|---|---|---|------------------------|
| | | <p>Ride, CEO Charity & Celebrity Ride, etc.</p> <p>Besides, a Cyclothon Carnival was held in the West Kowloon Cultural District, offering a rich variety of sports experiences and featuring a sports-themed market.</p> | | |
| Hong Kong Wine & Dine Festival and Taste Around Town | 23 to 27 October 2024 (Hong Kong Wine & Dine Festival) and 28 October to 30 November 2024 (Taste Around Town) | <p>The Hong Kong Wine & Dine Festival was held for 5 consecutive days at the Central Harbourfront Event Space, with more than 300 stalls offering fine wine and culinary delights from 35 countries and regions.</p> <p>During Taste Around Town following the Hong Kong Wine & Dine Festival, HKTB collaborated with more than 450 restaurants and bars in town to roll out a series of dining special</p> | Around 61 million | Around 155 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|---|--|---|--|
| | | offers under 4 themes. | | |
| Hong Kong WinterFest | 22 November 2024 to 1 January 2025 | <p>A Christmas Town and a 20-metre-tall giant Christmas tree were set up featuring light projections in the West Kowloon Cultural District.</p> <p>During the event, 4 “Winter Harbourfront Pyrotechnic” shows were also staged to enhance the festive atmosphere.</p> | Around 29 million | Around 1 114 000 |
| Hong Kong New Year Countdown Celebrations | 31 December 2024 to 1 January 2025 | A 12-minute firework musical was held at the Victoria Harbour. | Around 31 million | Over 400 000 |
| International Chinese New Year Night Parade and promotion of Chinese New Year celebratory activities | 29 January 2025 and during Chinese 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 Lam Tsuen Wishing Square in Tai Po.</p> <p>HKTB also launched a “Ultimate Guide to Chinese New Year in Hong</p> | Around 51 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 |
|--------------|-------------------|---|--|-------------------------------|
| | | Kong”, a dedicated one-stop webpage on the HKTB’s website, which recommended to visitors other festive happenings throughout the Chinese New Year, such as the Chinese New Year Fireworks Display and the Chinese New Year Cup. | | |

* Expenditure net of sponsorship and other income

- (2) With the positive responses received on HKTB flagship events among the locals and visitors last year, HKTB will continue to stage its six flagship events of various experiences including sports, gastronomy and festivity in 2025-26. Promotions in the Mainland and overseas will also be enhanced to attract locals and visitors to participate in those events. The dates of the six flagship events are as follows:

| Event | Date of event |
|---|------------------------------------|
| Hong Kong International Dragon Boat Races | June 2025 |
| Hong Kong Cyclothon | Q4 2025 |
| Hong Kong Wine & Dine Festival | October 2025 |
| Hong Kong WinterFest | November 2025 to January 2026 |
| Hong Kong New Year Countdown Celebrations | 31 December 2025 to 1 January 2026 |
| International Chinese New Year Night Parade | Q1 2026 |

HKTB will plan for the events to be held in 2026-27 and 2027-28 in a timely manner, with the details of which to be announced.

- (3) Prior to the establishment of the Culture, Sports and Tourism Bureau (CSTB) in July 2022, the expenditures of the Tourism Commission (TC) and the HKTB were set out in Programme 6 and Programme 7 under Head 152 – Government Secretariat: Commerce and Economic Development Bureau (Commerce, Industry and Tourism Branch) respectively. After the establishment of CSTB, such expenditures are set out in

Programme 6 and Programme 7 under Head 132 – Government Secretariat: Culture, Sports and Tourism Bureau respectively.

The establishment of TC and expenditures of TC and subventions to HKTB are tabulated as follows:

| | Establishment of TC | Actual Expenditures of TC (\$m) (Programme (6): Travel and Tourism) | Subventions to HKTB (\$m) (Programme (7): Subvention:HKTB) |
|---------|---------------------|--|---|
| 2020-21 | 90 | 4,740 | 1,498.2 |
| 2021-22 | 75 | 1,793.8 | 1,493.2 |
| 2022-23 | 73 | 1,536.5 | 1,356.8 |
| 2023-24 | 64 | 934.3 | 1,394.3 |
| 2024-25 | 64 | 931.7* | 1,526.9* |

*Figures are 2024-25 revised estimate, final expenditures to be confirmed.

In 2024-25, the total headcount of HKTB was 400, including around 120 stationing outside Hong Kong.

- (4) The major work of TC in 2025-26 is to implement the 4 development strategies and 133 measures proposed by Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0). TC actively promotes the development of island tourism, panda tourism and horse-racing tourism in joint efforts with the HKTB, relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Island tourism

In the Blueprint 2.0 published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational

fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of "Come and Enjoy a Pandastic Hong Kong", with the new giant panda family serving as Hong Kong's tourism

ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong, in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors’ experiences during their visit. To enhance

Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

The estimated expenditure of TC in 2025-26 is 675 million.

- (5) As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the HKTB. HKTB will make every effort to implement the concept of "tourism is everywhere" and the initiatives set out in the Blueprint 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of "Hong Kong Super March".

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong's unique tourism elements under the concept of "+Tourism" to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong's green tourism products and countryside experiences through its year-round promotional platform "Hong Kong Great Outdoors", which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city's four corners – north, south, east and west – showcasing Hong Kong's diverse scenery. To cater for visitors pursuing experiences of "citywalks", HKTB will also enrich the contents in various campaigns under its "Hong Kong Neighbourhoods", with a view to encouraging visitors to explore the city's authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade", incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong's positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong's tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong's connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB's own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

- (6) TC's responsibility is to formulate policies on tourism development and co-ordinate implementation of tourism projects and initiatives. It also works with HKTB to promote inbound tourism, further orientate itself to both local and visitors and maximise the socio-economic contribution that tourism makes to Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB084

(Question Serial No. 1246)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports, and Tourism Bureau's estimate for 2025-26 is \$675 million, representing a 36% reduction compared to the original estimate for last financial year.

1. Please state the reasons for the significant reduction in the estimate under this Programme in the current financial year compared to last financial year;
2. Did the Government compile any statistics on the number of business sessions organised through Hong Kong Tourism Board's platform during last financial year? What were the main themes of these business sessions? And
3. What is the study progress on the promotion of horse-racing tourism? Has the Government worked out any specific timeline for this initiative?

Asked by: Hon KONG Yuk-foon, Doreen (LegCo internal reference no.: 9)

Reply:

Under Programme (6): Travel and Tourism, the provision for 2025-26 (\$675 million) is approximately \$257 million lower than the revised estimate for 2024-25 (\$932 million). This is mainly due to a reduction in designated provision for the Characteristic Local Tourism Incentive Scheme resulting from its conclusion. The reduced provision is a provision on a time-limited basis. The Culture, Sports, and Tourism Bureau has taken into account the lapse of the relevant provision in the current financial year when planning initiatives to promote tourism development. The Hong Kong Tourism Board (HKTB) organises various types of meetings and events throughout the year in local and global source markets to facilitate closer exchange and collaboration within the industry, thereby creating more business opportunities. Due to the large number of meetings hosted, it is impossible to list them exhaustively. Examples of major business meetings and large-scale briefing sessions are as follows:

| Date | Theme | Industry / number of participants |
|-------------------|--|--|
| 24 April 2024 | Mega MICE Agent Familiarization Tour - Business Networking with MICE agents from Mainland, Southeast Asia, India and Korea | Airlines, hotels, attractions, travel agents in Hong Kong, conference and exhibition venues, conference and exhibition planners / approximately 100 participants |
| 7 June 2024 | HKTB Quarterly Update | Tourism, retail and catering / over 500 participants |
| 11 June 2024 | Trade Seminar on Unveiling Potential: Hong Kong as a Muslim-Friendly Travel Destination | Tourism, retail and catering / over 200 participants |
| 10 September 2024 | HKTB Quarterly Update | Tourism, retail and catering / over 500 participants |
| 24 October 2024 | Connect Hong Kong – Southeast Asia | Tourism / over 150 participants |
| 16 December 2024 | “Promoting Muslim Friendly Experiences” Seminar Training | Tourism and catering / over 350 participants |
| 23 January 2025 | HKTB Quarterly Update | Tourism, retail and catering / over 600 participants |
| 20 March 2025 | Tourism Overview | Tourism, retail and catering / over 1 200 participants |

Horse-racing tourism

Hong Kong boasts a 140-year history of horse racing, and our racecourses are famous tourist attractions. Every year, the city hosts numerous renowned international races and races with local characteristics, drawing a large number of both locals and visitors to watch horse racing events. The Tourism Commission will collaborate with the Hong Kong Tourism Board (HKTB) and the Hong Kong Jockey Club (HKJC) to step up promotion in order to position Hong Kong as the top destination for horse racing tourism in the Asia-Pacific region, and enrich visitors’ travel experiences along with various complementary cultural and catering offerings.

To raise Hong Kong’s profile as a premier destination for horse racing tourism, HKTB will encourage trade partners to include horse racing experiences in the itineraries for cruise and Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors. For instance, HKTB hosted the largest ever trade familiarisation trip for MICE travel agents in April last year, attracting over 100 trade representatives from the Mainland, Southeast Asia, South Korea and India to visit Hong Kong. The itinerary included a visit to the racecourse to experience the night horse racing culture. Taking advantage of various large-scale international conventions held in Hong Kong, HKTB also arranged for the representatives of organisers to experience the horse racing culture and enjoy dining services. More than 100 MICE experiences in the city were featured in the “Hong Kong Incentive Playbook” published by HKTB in April last year, including day and night horse racing events at the two local racecourses. Through the “Hong Kong Rewards” prestigious offerings targeting

MICE visitors, HKTB also offered privileges such as complimentary dining and discounts on merchandise at the racecourses to enrich their stay in Hong Kong.

Moreover, HKTB partners with HKJC to offer tailor-made, prestigious horse racing experiences for high value-added visitors and encourages the trade to design high-end tourism products incorporating elements of horse racing tourism. HKTB will also continue to organise trade familiarisation trips for Mainland and overseas trade partners to enjoy horseracing events at the racecourses. It will proactively liaise with HKJC to provide trade travel groups with in-venue dining, entertainment and private box experiences. Through targeted promotion by trade partners in their respective markets, these efforts aim to attract more visitors to Hong Kong to savour the horse racing culture.

On the other hand, HKTB takes the opportunity of festive seasons to step up promotions of the city's unique tourism appeals and events. These promotions include promotional videos made in early 2025 to showcase to global audiences Hong Kong's signature Chinese New Year (CNY) celebrations, such as the Chinese New Year Raceday on the third day of the CNY. HKTB also promotes key racing events such as the Season Opening, Season Finale and Chinese New Year Raceday with engaging visuals and contents on social media platforms such as Douyin, Xiaohongshu, Instagram, etc. and incorporates the "Happy Wednesday" night horse racing parties at the Happy Valley Racecourse into the recommended nighttime experiences in Hong Kong.

Furthermore, in March this year, HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

- End -

CONTROLLING OFFICER'S REPLY

CSTB085

(Question Serial No. 3277)

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

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

Programme: Not specified

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding Subhead 000 Operational expenses, please advise this Committee of the following:

1. The revised estimate for Allowances under Personal Emoluments for the previous financial year rose to \$14 million, representing an increase of nearly \$5 million over the original estimate. What are the reasons? What data was used to formulate an estimate of \$17 million for this financial year?
2. The estimate for general departmental expenses for this financial year is \$1.775 billion, which is approximately \$500 million higher than the revised estimate for the previous financial year. Please give a detailed explanation for the increase.

Asked by: Hon KONG Yuk-foon, Doreen (LegCo internal reference no.: 41)

Reply:

1. The revised estimate for Allowances under Personal Emoluments for 2024-25 is higher than the original estimate. This is mainly because a higher-than-expected number of posts were filled by staff on acting appointments, leading to an increase in acting allowances. The increased estimate for Allowances for 2025-26 is mainly due to the assumption that the relevant posts will continue to be filled by staff on acting appointments throughout the year, resulting in a corresponding increase in acting allowances for 2025-26.
2. The estimate for general departmental expenses for 2025-26 is about \$520 million higher than the revised estimate for 2024-25. This is mainly because Hong Kong will co-host, along with Guangdong and Macao, the 15th National Games, and the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games in November and December 2025 respectively, leading to increase in operational expenses in 2025-26 Estimate when comparing to the 2024-25 Revised Estimate. The increase is partly offset by the lapse of provision for some time-limited tourism initiatives.

- End -

CONTROLLING OFFICER'S REPLY

CSTB086

(Question Serial No. 1658)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Development Blueprint for Hong Kong's Tourism Industry 2.0 published by the Government last year proposes working directions and measures to be implemented with full spirit and resources in the coming 5 years to help enhancing the competitiveness of Hong Kong's tourism industry in the long run, and injecting new momentum into the development of ecosystem of Hong Kong's tourism economy through means including developing religious tourism. In addition, under the premise of not affecting religious activities, the Government will engage with religious groups to explore opening up religious venues as tourist attractions on a limited scale, thereby enriching Hong Kong's tourism offerings. In this connection, will the Government inform this Committee of the following:

1. Since opening up religious venues involves additional expenditures on human resources, venue maintenance, administrative arrangements, etc., will the Government consider providing funding and subsidies to relevant religious groups? If yes, what is the estimated expenditure involved? If no, what are the reasons?

2. There is currently a dedicated page for "Temple Tour" under the website of Hong Kong Tourism Board (HKTb), which mainly covers folk religions, such as Buddhism and Taoism, in Chinese culture. To highlight Hong Kong's cultural diversity and religious pluralism, will the Government consider setting up dedicated sections such as "Church Tour" under HKTb's website to introduce religious venues of other religions in Hong Kong, thereby deepening the understanding of locals and tourists about the history of various religions?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 10)

Reply:

The Government has leveraged the diverse assets in town to promote tourism, including Chinese and Western cultural activities and festivals, the great outdoors and outlying islands, as well as traditions and customs of various religions and beliefs. In the Development Blueprint for Hong Kong's Tourism Industry 2.0 promulgated in end-December 2024, it is mentioned that the Government will foster diversified development of religious tourism to

enrich Hong Kong's tourism offerings, including engaging with religious groups to explore opening up religious venues as tourist attractions on a limited scale without affecting religious activities. We will explore feasible arrangements through the assistance of the Home and Youth Affairs Bureau in liaising with relevant religious groups.

On the promotion of tourism offerings with religious elements, the Hong Kong Tourism Board showcases the traditional customs and attractions with authentic local characteristics to visitors. Apart from temples, religious venues of other faiths in Hong Kong, including the St. John's Cathedral, St Andrew's Church, Bethanie, Ohel Leah Synagogue, Jamia Mosque, and Hindu Temple (Happy Valley), are also showcased to attract visitors to Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB087

(Question Serial No. 1680)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the promotion of the “M” Mark System to support the hosting of major international sports events in Hong Kong, please inform this Committee of the following:

1. The funding amount, number of events, attendance figures, and estimated revenue over the past 3 years, as well as the funding earmarked for this financial year;
2. The organiser of a “M” Mark event is required to sign an agreement and undertake to stage the event as stated in its proposal submitted during the application process. Please list the events failing to fulfil the commitments and explain whether any funding for “M” Mark events was reduced in the past 3 years. If yes, what are the details? If no, what are the reasons?
3. The review of the “M” Mark System was expected to have been completed by the third quarter of last year; however, the results have yet to be announced. Please explain the reasons for the delay and the direction for enhancing the System.

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 37)

Reply:

1. The information on the funding amount, number of events, and attendance figures for “M” Mark events over the past 3 years are as follows:

| | Number of events | Attendance figures ^{Note 1} | Total amount approved ^{Note 2} (\$ million) |
|---------|-------------------------|---|---|
| 2022-23 | 6 | 176 369 | 57.5 |
| 2023-24 | 18 | 643 866 | 197.4 |
| 2024-25 | 30 | 931 411* | 369.5 |

Note 1: Including competing athletes, participants in related events, and spectators.

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

- * This has yet to include the LIV Golf Hong Kong concluded on 9 March 2025, and the Cathay/HSBC Hong Kong Sevens 2025 concluded on 30 March 2025.

Hong Kong is a centre for major international sports events. World-class and major sports events, which hold strategic significance for the city, attract visitors and create business opportunities for various sectors, including hotel, catering, retail and transport, thereby boosting the local economy. In addition, these events can drive the development of sports as an industry through revenue from ticket sales, peripheral merchandise, and expenditures on accommodation and consumption by athletes and staff visiting Hong Kong.

In the 2025-26 financial year, we will continue to support the “M” Mark System through the Arts and Sport Development Fund (Sports Portion), and expect about 20 large-scale international sports events to take place in Hong Kong.

2. The Vetting Panel under the Major Sports Events Committee (MSEC), tasked with the responsibility of vetting “M” Mark event applications, vets each application according to the established mechanism, scores them based on the vetting criteria, and recommends corresponding funding amounts to MSEC.

Once an event is awarded the “M” Mark, its organiser is required to enter into an agreement and undertake to organise the event as stated in its proposal submitted in the application process. Within 6 months after the conclusion of the event, the organiser has to submit an evaluation report and an audited statement of accounts to the Culture, Sports and Tourism Bureau (CSTB). CSTB will review the event and the submitted report to monitor and evaluate the event’s arrangements prior to determining the final funding amount. The funding may be adjusted downward depending on the organiser’s performance or the event’s effectiveness. Taking exhibition matches or invitational competitions as examples, events held at a football stadium must attract at least 15 000 paid admission per match day. If the ticket sales fail to meet the minimum paid admissions requirement, the Government will reduce the funding amount on a pro rata basis. As of March 2025, among the events monitored and evaluated from 2022-23 to 2024-25, one event had its funding reduced owing to its failure to meet the aforementioned requirement.

3. We are currently consolidating the experience gained from the implementation of the “M” Mark events over the past year or so following the introduction of the enhancement measures , and evaluating the effectiveness of these measures. Details about further enhancement of the “M” Mark System will be announced later.

- End -

CONTROLLING OFFICER'S REPLY

CSTB088

(Question Serial No. 3103)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To support the long-term development of Hong Kong's film industry, the Government has established the Film Development Fund to provide funding for various local film projects. Please inform this Committee of the following:

1. The approved projects, amounts and organisations involved, box office receipts, and recoupment amounts in the past 3 years;
2. The Policy Address announced the provision of financial support for the film industry to produce films that promote traditional Chinese culture. It is anticipated that a maximum of 2 projects will be subsidised. Does the Government plan to expand the scope of funding to further promote the fine traditional Chinese culture?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 39)

Reply:

During the period from 2022 to 2024, the titles of the film projects funded under the Film Development Fund, names of the applicants, funding amounts, box office receipts, and amounts recouped by the Government are shown in **Annex**.

The Film Production Grant Scheme for Promoting Chinese Culture (GSPCC) is now open for application. It is anticipated that a maximum of 2 projects will be subsidised. The Government will review the need to expand the scope of funding under GSPCC in due course depending on the quantity and quality of applications received.

**Film projects under the financing schemes of the Film Development Fund
from 2022 to 2024**

| | Approval year | Name of applicant(s) | Project title | Funding amount (HK\$) | First date of release | Total revenue and box office receipts Note (1) (2) (HK\$) | Funding recoupment amount of the Government (HK\$) |
|---|---------------|------------------------------------|---------------------|-----------------------|-----------------------|---|---|
| Film Production Financing Scheme (including Relaxation Plan) | | | | | | | |
| 1. | 2022 | Sil-Metropole Organisation Limited | Look Up | 2,489,730 | June 2022 | 1,434,833 | Awaiting the submission of report by the applicant ^{Note (3)} |
| 2. | | Blue Sea Productions Limited | Someone Like Me | 3,200,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 3. | | Shine Wise Corporation Limited | Inexternal | 6,400,000 | October 2024 | 320,295 | The applicant is currently calculating the box office and revenue ^{Note (4)} |
| 4. | | Mega Ascent Limited | A Guilty Conscience | 8,866,250 | January 2023 | 115,090,049 | 13,000,000 ^{Note (5)} |
| 5. | | Word By Word Limited | PaPa | 7,246,400 | December 2024 | 22,432,670 | The applicant is currently calculating the box office and revenue ^{Note (4)} |
| 6. | | MM2 Studios Hong Kong Limited | Back Home | 3,599,200 | September 2023 | 5,058,975 | Awaiting the submission of report by the applicant ^{Note (3)} |
| 7. | 2023 | Red Dot Films Production Limited | A Trace of Murderer | 6,569,910 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 8. | | Success Dimension Limited | Once In A Blue Moon | 1,650,000 | September 2024 | 944,914.79 | 120,000 ^{Note (5)} |
| 9. | | Shine Wise Corporation Limited | YUM Investigation | 2,750,000 | August 2023 | 5,948,389.23 | 710,135.97 ^{Note (5)} |
| 10. | 2024 | HK Entertainment Corporation Ltd. | My Alien Papa | 2,500,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |

| | Approval year | Name of applicant(s) | Project title | Funding amount (HK\$) | First date of release | Total revenue and box office receipts Note (1) (2) (HK\$) | Funding recoupment amount of the Government (HK\$) |
|--|---------------|------------------------------------|----------------------------|-----------------------|-----------------------|---|---|
| 11. | | Powerful Nature Limited | The Excreman – On The Road | 8,710,400 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 12. | | Treasure Island Production Limited | Golden Bird | 8,591,200 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 13. | | Golden Gate Productions Limited | Little Red Sweet | 3,320,000 | February 2025 | 487,867 | The applicant is currently calculating the box office and revenue ^{Note (4)} |
| 14. | | Audience Pictures Limited | Wakesurf Lovers | 5,200,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 15. | | Films Station Production Limited | Too Many Ways To Be No.2 | 5,680,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 16. | | Entertaining Power Co. Limited | We have a goal | 3,197,600 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 17. | | Entertaining Power Co. Limited | Non-human | 9,000,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| Film Financing Scheme for Mainland Market | | | | | | | |
| 18. | 2024 | Ko Chi Sum Productions Limited | Kung Fu Juniors | 10,000,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |

Note (1): Total revenue and box office receipts refers to Hong Kong box office and worldwide sales revenues, which includes revenues of streaming platforms, revenue from various film markets and different media, but not yet deducted various expenditures (such as publicity and advertising costs, distribution fees and costs, agency fees and costs).

Note (2): Box office receipts as at end February 2025.

Note (3): The Cultural and Creative Industries Development Agency (CCIDA) has repeatedly urged the applicant to submit the required reports. CCIDA is currently discussing possible legal actions to be taken with the Department of Justice.

Note (4): According to the financing schemes' process, the production companies must submit the sales and distribution reports to CCIDA for preliminary review within six months after the films released; then submit the collection statements and calculation of the recoupment amounts for approvals after the review. Depending on the distribution situation of individual films, the applicant may continue submitting sales and distribution reports and collection statements.

Note (5): The production company has submitted the sales report for preliminary review. This is the Government's estimated amount.

**Film projects under the grant schemes of the Film Development Fund
from 2022 to 2024**

| | Approval year | Name of applicant(s) | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) |
|---|---------------|---|--|-----------------------|--|
| Directors' Succession Scheme | | | | | |
| 1. | 2022 | Mabel Cheung / Wong Hoi and Norris Wong | Tango For Four | 9,000,000 | Yet to be exhibited |
| 2. | | Stanley Kwan / Chu Hoi-ying | 事過境遷 (No English title) | 9,000,000 | Yet to be exhibited |
| 3. | | Wilson Yip / Cheng Wai-ki | 咎·贖 (No English title) | 9,000,000 | Yet to be exhibited |
| 4. | | Sylvia Chang / Kung Siu-ping | Measure in Love | 9,000,000 | Yet to be exhibited |
| 5. | | Fruit Chan / Chan Kin-long | Sap Yi (Film title is now changed to The Burning House) | 9,000,000 | Yet to be exhibited |
| 6. | 2023 | Derek Yee / Wong Keane T K | 狂人日記 (Film title is now changed to 第四幕) (No English title) | 9,000,000 | Yet to be exhibited |
| 7. | 2024 | Dante Lam / Tong Wai-hon | Whistleblower | 9,000,000 | Yet to be exhibited |
| Hong Kong-Asian Film Collaboration Funding Scheme | | | | | |
| 8. | 2024 | La Strada Limited | 38.83 | 9,000,000 | Yet to be exhibited |
| First Feature Film Initiative | | | | | |
| 7 th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | | |
| 9. | 2022 | Flowing River Production Limited | "Eternal Sunshine Life-saving Squad" | 5,000,000 | Yet to be exhibited |
| 10. | | baat3 baat3 luk6 Films Limited | "Dead End" | 5,000,000 | Yet to be exhibited |
| 11. | | Bird Of Paradise Limited | "Bird of Paradise" | 5,000,000 | Yet to be exhibited |
| 7 th First Feature Film Initiative (Professional Group) winning projects | | | | | |
| 12. | 2022 | THIS Pictures Limited | "Spare Queens" | 8,000,000 | Yet to be exhibited |
| 13. | | AIM Creative Limited | "Love & Sex on Streaming" | 8,000,000 | Yet to be exhibited |
| 14. | | Stuntman Film Production Co. Limited | "Stuntman" | 8,000,000 | 9,032,557 |
| 8 th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | | |

| | Approval year | Name of applicant(s) | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) |
|---|---------------|---|----------------------------------|-----------------------|--|
| 15. | 2024 | Director and Scriptwriter: YEUNG Leung-chuen Producer: CHENG Lai- chun | “We Are Born Good” | 5,000,000 | Yet to be exhibited |
| 16. | | Director and Scriptwriter: MA Yue Producer: Saville CHAN | “Sin of Dreams” | 5,000,000 | Yet to be exhibited |
| 17. | | Director: WONG Wai- hung Producer: MAN Pui- hing Scriptwriter: LEE Chun- yin | “Bad Boy v Momster” | 5,000,000 | Yet to be exhibited |
| 8th First Feature Film Initiative (Professional Group) winning projects | | | | | |
| 18. | 2024 | Director: Irving CHEUNG Producer: Jacqueline LIU Scriptwriter: CHEUK Yick-him | “Fine Dying” | 8,000,000 | Yet to be exhibited |
| 19. | | Director: KONG Ho- yan Producer: Amy CHIN Scriptwriter: KONG Ho-yan, LI ling-long | “Somebody Up There Writes Me” | 8,000,000 | Yet to be exhibited |
| 20. | | Director and Scriptwriter: Bernard CHEUNG Producer: PANG Ho- cheung | “See How They Fall” | 8,000,000 | Yet to be exhibited |

Note (1): Box office receipts as at end February 2025.

- End -

CONTROLLING OFFICER'S REPLY

CSTB089

(Question Serial No. 3104)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention in 2025-26 in the Programme, the Government will continue to take forward initiatives for enhancing the governance of national sports associations (NSAs). Will 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. The Sports Federation and Olympic Committee of Hong Kong, China has released the Corporate Governance Review Report in respect of NSAs and proposed the implementation of the Code of Governance. Please provide the timetable for measures to be taken now and in the future to fully implement the Code of Governance.
3. Will comprehensive improvements be made to the athlete selection mechanism, including enhancing transparency or setting up an arbitration mechanism, to resolve disputes related to selection and competition rights? If so, what are the details? If not, what are the reasons?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 40)

Reply:

1. The Leisure and Cultural Services Department provides subvention to national sports associations (NSAs) under the Sports Subvention Scheme to support the promotion and development of sports in Hong Kong. The amounts of subvention granted to individual NSAs from 2022-23 to 2024-25 are at Annex.
2. The Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) promulgated a review report on the corporate governance and operations of NSAs as well as the Code of Governance (Code) on 20 November 2024. NSAs are required to fully implement the Code by end-2026. SF&OC is working with NSAs on the implementation of the Code and will review the implementation status of the Code by NSAs in early 2027. The Culture, Sports and Tourism Bureau (CSTB) will continue to monitor the progress of implementation by SF&OC and NSAs.

3. The Code promulgated by SF&OC covers the athlete selection mechanism, including the selection criteria, methods and procedures, setting up of the selection committee and formulation of the appeal mechanism.

Moreover, the Government supports the industry in launching a pilot scheme on sports dispute resolution within 2025 and establishing a sports dispute resolution system, with a view to enhancing the local sports dispute resolution landscape. The Government established in January 2025 the Advisory Committee on Sports Dispute Resolution (Advisory Committee), which is chaired by the Deputy Secretary for Justice and comprises representatives from CSTB, the Hong Kong Bar Association and the Law Society of Hong Kong. The Advisory Committee advises the Government on the design, setting up and implementation of the pilot scheme, including the types of sports disputes it can handle.

**Subvention provided to national sports associations (NSAs) under the
Sports Subvention Scheme from 2022-23 to 2024-25**

| NSA | | 2022-23 (\$'000) | 2023-24 (\$'000) | 2024-25 (\$'000) |
|-----|--|---------------------|---------------------|---------------------|
| 1. | Archery Association of Hong Kong, China | 6,979 | 7,241 | 7,382 |
| 2. | Hong Kong, China Association of Athletics Affiliates Limited | 10,183 | 11,234 | 11,366 |
| 3. | Badminton Association of Hong Kong, China Limited | 23,239 | 24,936 | 25,576 |
| 4. | The Baseball Association of Hong Kong, China Limited | 11,176 | 12,303 | 12,607 |
| 5. | Basketball Association of Hong Kong, China Limited | 15,857 | 16,826 | 17,506 |
| 6. | Billiard Sports Council of Hong Kong China Limited | 6,488 | 6,995 | 7,234 |
| 7. | Hong Kong China Bodybuilding and Fitness Association | 4,051 | 4,342 | 4,465 |
| 8. | The Boxing Association of Hong Kong, China Limited | 4,733 | 5,220 | 5,548 |
| 9. | Hong Kong China Canoe Union Limited | 8,500 | 9,512 | 9,993 |
| 10. | Chinese Martial Arts Dragon and Lion Dance Association of Hong Kong, China Limited | 5,023 | 5,467 | 4,799 |
| 11. | Cricket Hong Kong, China Limited | 8,207 | 8,779 | 8,948 |
| 12. | The Cycling Association of Hong Kong, China Limited | 16,285 | 17,284 | 17,821 |
| 13. | DanceSport Association of Hong Kong, China Limited | 8,871 | 10,317 | 11,123 |
| 14. | Hong Kong China Dragon Boat Association | 6,255 | 6,782 | 6,951 |
| 15. | The Equestrian Federation of Hong Kong, China | 6,068 | 6,712 | 6,821 |
| 16. | Fencing Association of Hong Kong, China | 9,904 | 10,622 | 10,983 |
| 17. | Flying Disc Federation of Hong Kong, China Limited | 3,980 | 4,281 | 4,727 |
| 18. | The Football Association of Hong Kong, China Limited | 23,876 | 24,180 | 24,500 |
| 19. | Hong Kong, China Gateball Association Co. Limited | 3,430 | 3,755 | 3,805 |
| 20. | Golf Association of Hong Kong, China Limited | 5,615 | 6,082 | 6,227 |

| | | | | |
|-----|---|-----------------------------|-----------------------------|-----------------------------|
| 21. | The Gymnastics Association of Hong Kong, China | 10,761 | 11,691 | 12,199 |
| 22. | Handball Association of Hong Kong, China Limited | 13,035 | 13,629 | 13,527 |
| 23. | Hockey Hong Kong, China | 6,147 | 6,527 | 6,598 |
| 24. | Hong Kong, China Ice Hockey Association Limited | 6,690 | 7,084 | 7,164 |
| 25. | The Judo Association of Hong Kong, China | 7,548 | 8,101 | 8,303 |
| 26. | The Karatedo Federation of Hong Kong, China Limited | 5,707 | 6,876 | 6,459 |
| 27. | Karting Association of Hong Kong, China Limited | 4,637 | 5,086 | 5,198 |
| 28. | The Kendo Association of Hong Kong, China Limited | 3,224 | 3,698 | 3,830 |
| | NSA | 2022-23 (\$'000) | 2023-24 (\$'000) | 2024-25 (\$'000) |
| 29. | Hong Kong China Korfball Association Limited | 3,777 | 4,714 | 4,986 |
| 30. | Hong Kong, China Lacrosse Association Limited | 3,231 | 4,288 | 4,609 |
| 31. | Lawn Bowls Association of Hong Kong, China | 7,583 | 8,077 | 8,201 |
| 32. | Hong Kong China Life Saving Society | 9,782 | 10,316 | 10,509 |
| 33. | Hong Kong, China Mountaineering and Climbing Union Limited | 9,186 | 10,242 | 10,333 |
| 34. | Muaythai Association of Hong Kong, China Limited | 3,381 | 3,739 | 3,839 |
| 35. | Netball Hong Kong, China Limited | 4,082 | 4,661 | 4,480 |
| 36. | Orienteering Association of Hong Kong, China Limited | 8,010 | 8,576 | 8,746 |
| 37. | Hong Kong China Federation of Roller Sports and Skateboarding Limited | 4,851 | 5,478 | 5,789 |
| 38. | Hong Kong, China Rowing Association | 12,021 | 13,282 | 13,485 |
| 39. | Hong Kong, China Rugby | 10,740 | 11,944 | 12,255 |
| 40. | Sailing Federation of Hong Kong, China | 4,213 | 4,601 | 4,765 |
| 41. | The Schools Sports Federation of Hong Kong, China | 11,530 | 12,123 | 12,268 |
| 42. | Hong Kong, China Shooting Association | 7,832 | 8,284 | 8,304 |
| 43. | Shuttlecock Association of Hong Kong, China Limited | 5,566 | 6,381 | 6,503 |
| 44. | Hong Kong China Skating Union Limited | 4,499 | 4,913 | 5,026 |

| | | | | |
|-----|--|-----------------------------|-----------------------------|-----------------------------|
| 45. | Hong Kong China Softball Association | 5,879 | 6,391 | 7,093 |
| 46. | Hong Kong, China Sports Association of the Deaf Company Limited | 6,283 | 4,979 | 5,197 |
| 47. | Hong Kong, China Sports Association for Persons with Intellectual Disability | 15,309 | 16,655 | 15,743 |
| 48. | Sports Association for the Physically Disabled of Hong Kong, China | 12,511 | 13,231 | 13,031 |
| 49. | Squash Association of Hong Kong, China | 19,842 | 21,227 | 22,254 |
| 50. | Hong Kong China Swimming Association | 17,435 | 19,278 | 19,179 |
| 51. | Hong Kong, China Table Tennis Association Limited | 20,818 | 21,963 | 23,103 |
| 52. | Hong Kong, China Taekwondo Association Limited | 6,204 | 6,601 | 6,790 |
| 53. | The Hong Kong, China Tennis Association Limited | 19,730 | 18,693 | 23,875 |
| 54. | Hong Kong, China Tenpin Bowling Congress Limited | 5,481 | 5,886 | 6,115 |
| 55. | Triathlon Association of Hong Kong China Limited | 6,989 | 7,292 | 7,661 |
| 56. | Hong Kong China Underwater Association Limited | 2,325 | 2,470 | 2,516 |
| 57. | The University Sports Federation of Hong Kong, China Limited | 4,317 | 4,677 | 4,857 |
| 58. | Volleyball Association of Hong Kong, China Limited | 15,718 | 21,672 | 25,815 |
| | NSA | 2022-23 (\$'000) | 2023-24 (\$'000) | 2024-25 (\$'000) |
| 59. | Hong Kong, China Waterski Association Limited | 3,064 | 3,425 | 3,743 |
| 60. | The Hong Kong, China Weightlifting and Powerlifting Association Limited | 3,011 | 3,141 | 3,254 |
| 61. | Windsurfing Association of Hong Kong, China | 13,233 | 14,333 | 14,834 |
| 62. | Hong Kong, China Wushu Union Limited | 8,258 | 8,820 | 8,501 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB090

(Question Serial No. 1174)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Programme (2) that the Bureau supports the production of films that promote Chinese culture. According to the estimates of expenditure, there will be 20 applications of film production projects anticipated to be approved under the Film Development Fund, with a financial provision of \$1.215 billion in total. In this connection, please inform this Committee of the following:

- 1) There will be a total of \$1.215 billion in the new estimate for 2025-26. As for the funding for film production projects, what is the proportion designated for Chinese culture-themed films, and what is the estimated number of such films with the Bureau's support? Please provide the list of production companies concerned and a summary of the projects funded.
- 2) As there is a quota for the new funding scheme, please provide the assessment criteria for selecting 20 approved applications from 44 applications received and the list of companies to be approved.
- 3) Are these film projects required to submit a cultural influence evaluation in terms of audience feedback, the number of international screenings, etc. for 2025-26? If so, what are the evaluation indicators? If not, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 30)

Reply:

- 1) The Government expects that a maximum of 2 projects will be subsidised under the Film Production Grant Scheme for Promoting Chinese Culture (GSPCC), with each approved film project receiving a grant of up to \$10 million for production costs. GSPCC is currently open for applications, with the deadline on 1 September 2025. The profiles of the approved film projects will be published on the website of the Hong Kong Film Development Council.

- 2) There are a number of schemes under the Film Development Fund (FDF) to provide funding support for projects relating to film production. It is expected that FDF will receive 44 applications of film production projects from different funding schemes in 2025 and 20 of them may obtain approvals, including not more than 2 projects to be subsidised under GSPCC. Assessment criteria for selection include the eligibility of the projects and the objectives of individual funding schemes.

- 3) GSPCC aims to encourage creators to incorporate Chinese cultural elements into film productions, and through the power of films, enhance the promotion of the charm and diversity of Chinese culture and showcase these fine cultural elements to audiences around the world, thereby enriching their cultural experiences. For content involving Chinese culture, history or references, applicants may seek professional advice from academics or cultural consultants outside the film sector. Apart from encouraging the industry to produce films which can promote Chinese culture, the film funding schemes under FDF will also take into account the market potential, watchability and attractiveness of the film projects as one of the evaluation indicators. When assessing the applications, the panel of examiners will consider the estimated income of the projects, including the films' distribution and potential for entering film festivals, with a view to expanding markets and facilitating East-meets-West cultural exchange. The Secretariat will also consider the audience acceptance, cultural influence, numbers of entries to film festivals and number of awards received etc. for the assessment of their performance.

- End -

CONTROLLING OFFICER'S REPLY

CSTB091

(Question Serial No. 3165)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There is mention of support for sports development in the Programme, particularly support for major sports events with economic benefits and the Kai Tak Sports Park (KTSP). In this connection, will the Government inform this Committee of the following:

- 1). What is the total funding earmarked by the Government to attract major sports events with economic benefits and support the operation of KTSP? Does the amount cover daily operational costs?
- 2). What is the estimated funding for LIV Golf in 2025-26? Does the amount cover venue rental, promotion, logistic support and other expenses?
- 3). Has the Government made specific estimates of the economic benefits to be brought by these major sports events and KTSP in 2025-26, such as the total number of local and non-local visitors, the total spending and the number of job opportunities they will bring throughout the year? If so, please provide the data sources and calculation methodology. If not, please specify the basis for the assessment.

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 42)

Reply:

1. The Culture, Sports and Tourism Bureau (CSTB) attracts and supports international and major sports events to be staged in Hong Kong through the "M" Mark System and Support Packages, and will adopt a more strategic approach in continuously attracting sports events which can bring significant economic benefits to Hong Kong. The above-mentioned work is undertaken by existing manpower, which can hardly be quantified separately.

The Kai Tak Sports Park (KTSP) adopts a "Design, Build and Operate" model, with the operator of KTSP being responsible for its design, construction and future operation. The contract is for a term of 25 years, including approximately 5 years for construction and 20 years for operation. The KTSP operates on a self-financing basis. The operator is required to make fixed payments to the Government on a regular basis and share a

percentage of its total revenue with the Government. No government funding is required for the operation of KTSP.

2. In the financial year 2023-24, LIV Golf Hong Kong was granted a maximum of HK\$15 million in matching fund, HK\$1 million in venue hiring subsidy, and HK\$1 million in marketing subsidy. In the financial year 2024-25, LIV Golf Hong Kong was granted a maximum of HK\$15 million in matching fund. In the financial year 2025-26, we have yet to receive application for “M” Mark status from LIV Golf Hong Kong.
3. It is estimated that approximately 840 000 tourists would participate in the mega events (including mega sports events) in first half of 2025. Their spending is estimated to be about HK\$3.3 billion, bringing a value add of about HK\$1.8 billion to the Hong Kong economy.

- End -

CONTROLLING OFFICER'S REPLY

CSTB092

(Question Serial No. 3279)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in Programme (4), support will be provided for projects relating to the promotion and preservation of Cantonese opera. As shown in the expenditure estimate, the estimated number of grants to be awarded under the Cantonese Opera Development Fund (CODF) in 2025-26 is 50, and a total financial provision of HK\$453 million will be allocated for culture-related projects in this financial year. In this connection, will the Government inform this Committee of the following:

- 1). With regard to the new estimate in respect of CODF in 2025-26, what is the total amount of funding or percentage of the \$453 million under Programme (4) expected to be allocated for the 50 funding applications? How many Cantonese opera troupes or projects will be benefitted? Please provide the number and names of the funded troupes or projects.
- 2). What is the estimated number of organisations or individuals applying for CODF in 2025-26? Which troupes or projects are involved in the 50 applications approved? Please provide a list of applicants that are expected to be awarded the grants.
- 3). Will the funded troupes or projects in 2025-26 be required to submit annual reports on the number of Cantonese opera performances staged and the size of audience? If so, what specific data must be included in the reports (such as the number of performances, size of audience and promotion outcome)? If not, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 43)

Reply:

- (1) & (2) The Government attaches great importance to the development of Cantonese opera and has all along been providing active support to the transmission, study, promotion and continuous development of Cantonese opera through various ways. Through the Cantonese Opera Development Fund (CODF), a dedicated fund for Cantonese opera established in 2005, the Government provides assistance to the Cantonese opera sector in various aspects, including performances of traditional plays and new creation plays, cultural exchanges, arts education and community

promotion, children/youth training and performances, professional training, research, preservation and publication projects. The funding and expenses of CODF are not included in the scope of the estimates of the General Revenue Account. For the purpose of estimates of expenditure, the estimated number of approved funding applications under CODF is 50 in 2025-26, which is similar to the figure for 2024-25. Since the number and types of funding applications received under CODF vary from year to year, and the approval of funding support is merit-based, it is not possible for us to provide the names of successful applicants and projects in advance.

- (3) Upon completion of the project, a recipient organisation of CODF is required to submit a report of its funded project and supporting documents, in which the following items, among others, should be included: statement of income and expenditure or audit report, attendances and attendance rates, and evaluation of the effectiveness of its project. The submissions are to be reviewed by the CODF administration.

- End -

CONTROLLING OFFICER'S REPLY

CSTB093

(Question Serial No. 3341)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There is mention of support for the development of the cruise industry in the Programme. In this connection, please inform this Committee:

- 1) of, in particular, the total estimated amount for encouraging cruise lines to increase their number of ship calls to Hong Kong and use it as the homeport, and whether the estimate covers a multi-year plan or is only made for 2025-26?
- 2) of the estimated amount of funding to be invested by the Government in upgrading port facilities in 2025-26, and whether the hardware improvement of the Kai Tak Cruise Terminal and related costs have been included in the estimate;
- 3) whether the amount of subsidy for attracting international cruise lines, such as the incentive amount for each cruise ship or the ceiling of the annual total, has been confirmed; if not, of the progress of formulating the subsidy policy and the expected time of completion?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 44)

Reply:

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board (HKTB) for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of the Kai Tak Cruise Terminal (KTCT), the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and leverage Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

Since international cruise lines generally finalise the arrangements for their itineraries and put tickets on sale 2 or 3 years in advance, the early earmarking of funding would allow the Culture, Sports and Tourism Bureau (CSTB) and HKTB to take measures during the time when cruise lines commence their planning, so as to attract more ship calls to Hong Kong. Through close liaison and discussion with cruise lines, we will devise appropriate support and concessionary measures in accordance with the deployment plans, and will review and adjust the strategies from time to time based on the outcomes and feedbacks. For instance, since the second half of 2024, we have been attracting tourists to join cruise itineraries departing from Hong Kong by offering incentives to outbound travel agents in source markets, as well as supporting ships calls with relatively more Mainland passengers through arranging coaches connecting boundary control points and KTCT.

Besides, CSTB published in December 2024 the Action Plan on Development of Cruise Tourism (Action Plan), as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0. Our vision is to consolidate Hong Kong's position as Asia's hub for international cruise. In this regard, we have formulated 5 strategies and 17 initiatives set out in the Action Plan. In particular, to elevate the function of KTCT as a cruise terminal for all, the Architectural Services Department has, with funding from Capital Works Reserve Fund Block Allocations, commenced environmental and functional upgrading works by phases since the second half of 2024 to enhance services and amenities for cruise visitors, and thus elevate their experience at KTCT. The works include, among others, provision of a prayer room, enhancement and improvement of elderly-friendly and accessible designs, upgrading and addition of toilet facilities as well as enhancement of the wayfinding system, etc.

- End -

CONTROLLING OFFICER'S REPLY**CSTB094****(Question Serial No. 3342)**

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

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

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned that various funding schemes are put in place to promote the arts and culture in Hong Kong. As shown in the estimates of expenditure, the estimated total amount of grants for project/emerging artist grant for 2025-26 is HK\$57,560,900 and the anticipated number of applications to be processed is 1 187. In this connection, please inform this Committee of the following :

- 1) The numbers of artists and art groups benefited from the \$57,560,900 provision with a breakdown of the numbers of the funded artists (estimated at 228) and art groups (estimated at 145), as well as a list of their names.
- 2) The total number of applications for project/emerging artist grant was 1 195 for 2024-25 and the success rate of application was 36.7%. Please provide the numbers and names of the successful artists and art groups.
- 3) Are the funded artists and art groups required to submit an annual report on the number of participating arts practitioners (estimated at 6 100) and the number of audience outreach (estimated at 626 600)? If so, what specific figures (such as the numbers of events and attendees) should be included in the report? If not, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 45)

Reply:

1. The anticipated numbers of artists and art groups receiving project/emerging artist grant in 2025-26 are 228 and 108 respectively. However, the actual figures and name list will only be available after the assessment process and signing of the funding agreements.
2. The total number of applications (1 195) and the success rate (36.7%) for project/emerging artist grant for 2024-25 are revised estimates only. As the final round of applications for emerging artist grant and cultural exchange grant for 2024-25 are still under assessment, it is not possible to provide the final numbers of artists

and art groups successfully applied for project/emerging artist grant. Information on the list of artists and art groups who successfully applied for project/emerging artist grants as of 13 March 2025 and details of the funded projects has been uploaded on the website of the Hong Kong Arts Development Council (HKADC) (Website link: <https://www.hkadc.org.hk/en/grants-and-scholarship/grants/project-grant/recipient-list>).

3. All artists and art groups receiving project/emerging artist grant must submit a Project Report to HKADC after completing their projects. This report summarises the financial status and artistic effectiveness of the entire project, including information such as the actual numbers of participating arts practitioners and the audience outreach. Depending on the type of project (e.g. performances, exhibitions, publications), specific data such as the number of events, attendance rates, publication sales volume, etc., are also required to be provided for the reference of HKADC.

- End -

CONTROLLING OFFICER'S REPLY

CSTB095

(Question Serial No. 3343)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There is mention of offering professional training to sports coaches to enhance their quality of training for athletes in Programme (3). As shown in the estimates of expenditure, the Hong Kong Sports Institute is expected to organise 27 coach education and accreditation programmes, with 2 530 participants and a total provision of HK\$1.4808 billion in 2025-26. In this connection, please inform this Committee of the following:

1. The new estimated amount for these programmes in 2025-26 (e.g., as a percentage of the HK\$1.4808 billion provision), the number of sports covered by the 27 subvented education programmes with a list of the number of sports and names of the related national sports associations (NSAs).
2. The number of NSAs or organisations expected to apply for participating in these programmes in 2025-26, and names of the organisations from which the 2 530 participants come. Please provide a list of expected participants.
3. Are the participating organisations required to submit a report on training outcomes under the new estimate in 2025-26? If so, what specific data (e.g., the number of qualified coaches and hours of training) should be included in the report? If not, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 46)

Reply:

(1) to (3)

The Government allocates funding annually through the Elite Athletes Development Fund to the Hong Kong Sports Institute (HKSI) to support the development of elite sports in Hong Kong, which includes coach education. In 2025-26, HKSI expects to organise 27 coach education and accreditation programmes, which will incur an estimated amount of \$3.7 million and cover 73 sports. Additionally, HKSI anticipates that coaches from 73 national

sports associations (NSAs) will participate in these programmes (the list is at [Annex](#)), accounting for approximately 95% of the expected 2 530 participants.

Participating organisations and NSAs are required to submit reports to HKSI, including basic details of the programmes (e.g., location, number of hours and participants, instructor qualifications, activity content) as well as a review of their effectiveness.

**National Sports Associations (NSAs) expected to participate in
Coach Education and Accreditation Programmes**

| | NSA |
|----|---|
| 1 | Hong Kong, China Association of Athletics Affiliates Limited |
| 2 | Fencing Association of Hong Kong, China |
| 3 | The Gymnastics Association of Hong Kong, China |
| 4 | Handball Association of Hong Kong, China Limited |
| 5 | Hong Kong, China Rowing Association |
| 6 | Hong Kong China Swimming Association |
| 7 | The Hong Kong, China Weightlifting and Powerlifting Association Limited |
| 8 | Archery Association of Hong Kong, China |
| 9 | Badminton Association of Hong Kong, China Limited |
| 10 | Basketball Association of Hong Kong, China Limited |
| 11 | The Boxing Association of Hong Kong, China Limited |
| 12 | Hong Kong China Canoe Union Limited |
| 13 | The Cycling Association of Hong Kong, China Limited |
| 14 | The Football Association of Hong Kong, China Limited |
| 15 | Hockey Hong Kong, China |
| 16 | The Equestrian Federation of Hong Kong, China |
| 17 | The Judo Association of Hong Kong, China |
| 18 | Volleyball Association of Hong Kong, China Limited |
| 19 | Lawn Bowls Association of Hong Kong, China |
| 20 | Hong Kong, China Shooting Association |
| 21 | Hong Kong China Softball Association |
| 22 | Hong Kong, China Table Tennis Association Limited |
| 23 | The Hong Kong, China Tennis Association Limited |
| 24 | Sailing Federation of Hong Kong, China |
| 25 | Hong Kong, China Tenpin Bowling Congress Limited |
| 26 | Hong Kong, China Wushu Union Limited |
| 27 | Hong Kong China Rugby |
| 28 | Squash Association of Hong Kong, China |

| | NSA |
|----|--|
| 29 | Triathlon Association of Hong Kong China Limited |
| 30 | The Baseball Association of Hong Kong, China Limited |
| 31 | Windsurfing Association of Hong Kong, China |
| 32 | Golf Association of Hong Kong, China Limited |
| 33 | The Karatedo Federation of Hong Kong, China Limited |
| 34 | The Kendo Association of Hong Kong, China Limited |
| 35 | Chinese Martial Arts Dragon and Lion Dance Association of Hong Kong, China Limited |
| 36 | Hong Kong, China Taekwondo Association Limited |
| 37 | Orienteering Association of Hong Kong, China Limited |
| 38 | Hong Kong, China Ice Hockey Association Limited |
| 39 | Hong Kong China Skating Union Limited |
| 40 | Hong Kong China Federation of Roller Sports and Skateboarding Limited |
| 41 | Cricket Hong Kong, China Limited |
| 42 | DanceSport Association of Hong Kong, China Limited |
| 43 | Hong Kong, China Mountaineering and Climbing Union Limited |
| 44 | Hong Kong China Dragon Boat Association |
| 45 | Billiard Sports Council of Hong Kong China Limited |
| 46 | Chinese Chess Association of Hong Kong China |
| 47 | Netball Hong Kong, China Limited |
| 48 | Shuttlecock Association of Hong Kong, China Limited |
| 49 | The Go Association of Hong Kong, China Limited |
| 50 | Hong Kong, China Contract Bridge Association Limited |
| 51 | Physical Fitness Association of Hong Kong, China Limited |
| 52 | Hong Kong China Underwater Association Limited |
| 53 | Karting Association of Hong Kong, China Limited |
| 54 | Hong Kong China Bodybuilding and Fitness Association |
| 55 | Hong Kong, China Gateball Association Co. Limited |
| 56 | Hong Kong China Paragliding Association Limited |
| 57 | The Aviation Club of Hong Kong, China Limited |
| 58 | Flying Disc Federation of Hong Kong, China Limited |
| 59 | Hong Kong China Life Saving Society |
| 60 | Hong Kong, China Waterski Association Limited |
| 61 | Ski Association of Hong Kong, China Limited |

| | NSA |
|----|--|
| 62 | Muaythai Association of Hong Kong, China Limited |
| 63 | Hong Kong China Korfball Association Limited |
| 64 | Woodball Association of Hong Kong, China Limited |
| 65 | Health Qi Gong Association of Hong Kong, China Limited |
| 66 | Hong Kong, China Tug of War Association Limited |
| 67 | Hong Kong, China Lacrosse Association Limited |
| 68 | Hong Kong, China Automobile Association |
| 69 | Cheerleading Federation of Hong Kong China Limited |
| 70 | Esports Association of Hong Kong, China Limited |
| 71 | Hong Kong China Chess Federation Limited |
| 72 | Hong Kong Dodgeball Association Limited |
| 73 | Hapkido Hong Kong, China Limited |

- End -

CONTROLLING OFFICER'S REPLY

CSTB096

(Question Serial No. 3344)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Bureau will enhance the competitiveness of the travel trade to boost economic development in Hong Kong. According to the estimates of expenditure, the provision to the Hong Kong Tourism Board (HKTB) for 2025-26 is \$1.234937 billion. In this connection, please inform this Committee:

1. of a breakdown of the number of tourism promotion programmes (e.g. food festivals, cultural tourism itineraries) to be supported by the \$1.23 billion provision with the names of the organisers or co-organisers;
2. of a breakdown of the number of organisations applied for funding from HKTB for 2024-25 and the number of the organisations approved with their names;
3. whether HKTB is required to submit an annual report containing the numbers of participants and economic benefits of tourism activities? If yes, what specific data (e.g. tourist numbers, revenue) must be included? If no, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 47)

Reply:

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of "tourism is everywhere" and the initiatives set out in the Development Blueprint for Hong Kong's Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega

sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong’s unique tourism elements under the concept of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong’s green tourism products and countryside experiences through its year-round promotional platform “Hong Kong Great Outdoors”, which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city’s four corners – north, south, east and west – showcasing Hong Kong’s diverse scenery. To cater for visitors pursuing experiences of “citywalks”, HKTB will also enrich the contents in various campaigns under its “Hong Kong Neighbourhoods”, with a view to encouraging visitors to explore the city’s authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade”, incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong’s positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong’s tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong’s connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers’ travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city’s exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its “accreditation, education and promotion” model to encourage

industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB's own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

In addition, HKTB supports the development of tourism industry via providing funding to the trade. Key initiatives include:

- (i) To provide funding support to non-profit-making organisations registered in Hong Kong for staging events showcasing local characteristics and having the potential to become attractive events with tourism appeal in Hong Kong. In 2024-25, the "Pilot Scheme for Characteristic Local Tourism Events" received 46 applications in total and funding was provided to 6 organisations, including Federation of Hong Kong Chiu Chow Community Organisations Charity Funds Limited, Tai Hang Residents' Welfare Association, Hong Kong Generation Next Arts, Hong Kong Chinese Orchestra, Ap Lei Chau Kai Fong Tung Hing Association, as well as Joyful Miniature Association Limited.
- (ii) To solicit and support international MICE (Meetings, Incentive Travels, Conventions and Exhibitions) events of different scales and types to be held in Hong Kong. In 2024-25, the "Funding Support for Small-sized Meeting, Incentive and Convention (MIC) Groups" received a total of 1 536 applications, of which 718 were approved, benefiting 149 organisations. In addition, during the same period, the "Funding Support for Recurrent Exhibitions and Conventions" received a total of 11 applications, of which 9 were approved, benefiting 8 organisations.
- (iii) HKTB also led delegates of local travel trade, including travel agents, hotels, attractions and airlines, to participate in various large-scale travel fairs and MICE trade events around the world, and waived their participation fees. In 2024-25, the fee waivers benefitted a total of 608 organisations. The trade events involved included IT&CM Asia 2024, IBTM World 2024, Arabian Travel Mart (ATM) 2024, Travel Expo Japan (TEJ) 2024, etc.

While the effectiveness of the performance of HKTB cannot be assessed entirely in quantifiable terms, the Government and the HKTB have set the following 5 indicators every year:

- (1) visitor arrivals;
- (2) tourism expenditure associated with inbound tourism;
- (3) per capita expenditure of overnight visitor;
- (4) length of stay of overnight visitors; and
- (5) satisfaction of overnight visitors.

In addition, HKTB will, based on the nature of its promotions and events, set different indicators, such as website views, social media reach, global media exposure, participants' satisfaction, likelihood to recommend, intention to revisit, etc., to assess their effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB097

(Question Serial No. 3345)

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

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

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There is mention of support for major performing arts groups (MPAGs) in promoting and developing arts and culture. The provision for MPAGs in 2025-26 is HK\$387.658 million as shown in the estimates of expenditure. In this connection, please inform this Committee of the following:

- 1) The number of MPAGs benefiting from the \$387.658 million provision, along with a list of the subvented MPAGs.
- 2) The numbers of performing arts groups that applied for such funding support in 2024-25, and the number of approved applications. Please provide a list of the successful applicants.
- 3) Are the subvented groups required to submit an annual report on the numbers of performances and attendances? If so, what specific figures, such as the numbers of performances and total attendances, should be included in the report? If not, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 48)

Reply:

(1) and (2)

Since 2007, the then Home Affairs Bureau / Culture, Sports and Tourism Bureau has been providing recurrent subvention to major performing arts groups (MPAGs) to support their pursuit of artistic excellence and to promote the long-term development of arts and culture in Hong Kong. Currently, the Government provides recurrent subvention to 9 MPAGs, which are the Chung Ying Theatre Company, City Contemporary Dance Company, Hong Kong Ballet, Hong Kong Chinese Orchestra, Hong Kong Dance Company, Hong Kong Philharmonic Orchestra, Hong Kong Repertory Theatre, Hong Kong Sinfonietta and Zuni Icosahedron.

(3)

The Government's performance measures for MPAGs include various expectations and criteria. Each financial year, MPAGs are required to submit regular performance reports to the Culture, Sports and Tourism Bureau, detailing their artistic development strategies. These reports must include specific figures (such as the numbers of performances, audience attendance, and financial statements) to demonstrate how they utilise recurrent subvention to achieve their performance goals. Also, the Government has established mechanisms to monitor the performance of MPAGs to ensure that their roles and attainments meet the defined expectations and criteria.

- End -

CONTROLLING OFFICER'S REPLY

CSTB098

(Question Serial No. 3346)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There is mention of support in the Programme for district football and disability sports to promote sports in the community. The provision for “Programmes to support student athletes, retired athletes, district football development and disability sports” in 2025-26 is HK\$54.815 million as shown in the estimates of expenditure. In this connection, please inform this Committee of the following:

- 1) The number of sports programmes or schemes benefited from the provision of HK\$54.815 million, along with a list of the organisers.
- 2) The number of organisations applied for funding under these schemes in 2024-25 and the number of applications approved, along with a list of successful applicant organisations.
- 3) Are the subvented organisations required to submit an annual report on the number of participants and training outcomes? If so, what specific figures, such as the number of athletes and competition results, should be included in the report? If not, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 49)

Reply:

- 1) to 3) The Government will provide an estimated funding of \$54.815 million in 2025-26 to support the Student Athlete Support Scheme, Retired Athletes Transformation Programme, District Football Funding Scheme and the implementation of measures for promoting disability sports. The details and expenditure for each programme are set out below:

Student Athlete Support Scheme (SASS)

The Government has made funding available under SASS to primary and secondary schools to support students with sporting talent from low-income families. Areas of support include expenses on sports equipment (including sports shoes and sportswear), travelling expenses for participating in local training

and competitions organised by the Schools Sports Federation of Hong Kong, China (HKSSF), school squad coaching fees and course fees for participating in the Outreach Coaching Programme (school squad training) and the Joint School Sports Training Programme under the School Sports Programme of the Leisure and Cultural Services Department (exclusively for HKSSF sports).

In 2024-25 (i.e. SASS in the 2023/24 school year), applications were received from 301 primary schools and 331 secondary schools (632 schools in total), with funding eventually granted to 289 primary schools and 321 secondary schools (610 schools in total). In 2025-26 (i.e. SASS in the 2024/25 school year), an estimated funding of about \$9.635 million has been allocated to provide financial support to 305 primary schools and 324 secondary schools (629 schools in total).

Schools participating in SASS are required to submit a final report upon completion of the programmes to report on the content of the programmes, details of the associated expenditure and particulars of participating students. Upon verification by the Culture, Sports and Tourism Bureau (CSTB) and HKSSF that the report has fulfilled the relevant conditions and requirements, funds will be disbursed to the schools on a reimbursement basis.

Retired Athletes Transformation Programme (RATP)

Administered by the Hong Kong Athletes Career & Education Department (HKACED) of the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC), RATP aims to support athletes in their pursuit of a longer-term career upon retirement from training and competition, and to promote sports and nurture potential sporting talent by subsidising schools and sports organisations to employ retired athletes. As at 28 February 2025, a total of 68 retired athletes joined RATP in 2024-25. CSTB has earmarked \$28 million in 2025-26 for the implementation of RATP.

All funded schools and sports organisations are required to submit performance appraisal reports to HKACED under SF&OC on a regular basis, so that HKACED will be able to gain an understanding of the work conditions of the retired athletes and provide advice and support as appropriate.

District Football Funding Scheme (DFFS)

The Government will provide funding support to 18 district-based teams playing in the leagues organised by the Football Association of Hong Kong, China. Currently, football teams in the Hong Kong Premier League, First Division, Second Division and Third Division are eligible for grants of \$2.12 million, \$700,000, \$490,000 and \$425,000, respectively. The funding may be used to cover expenditures on hiring coaches, transportation and equipment procurement, as well as certain administrative costs. In 2025-26, CSTB has earmarked \$16.68 million for the implementation of DFFS.

Funded football teams are required under relevant guidelines to submit a mid-term report and a final report to CSTB in each football season. These reports

should contain information such as performance targets, plans and schedules for football and fitness training for the purpose of performance vetting.

Promoting Sports for Persons with Disabilities

In 2024-25, CSTB, in collaboration with the China Hong Kong Paralympic Committee (HKPC), the Hong Kong, China Sports Association for Persons with Intellectual Disability, and the Sports Association for the Physically Disabled of Hong Kong, China, implemented outreach recreation and sports programmes and coaching development programmes. About 130 persons with disabilities (PWDs) participated in training courses in boccia and wheelchair fencing, as well as disability sports experience days, while about 450 individuals joined the coaching development programmes.

Sports organisations for PWDs are required to submit programme reports and attendance records for verification upon completion of the programmes. In 2025-26, CSTB will continue to work with HKPC and national sports associations for disability sports to deliver the outreach recreation and sports programmes and coaching development programmes. The estimated expenditure is about \$500,000.

- End -

CONTROLLING OFFICER'S REPLY

CSTB099

(Question Serial No. 3362)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that cultural development, and in particular cultural intellectual property (IP) projects, will be supported. In this connection, please inform this Committee of the following:

1) Regarding the Government's commitment to supporting more than 30 cultural IP projects in the coming 5 years, what is the total funding amount of this 5-year plan? Whether expenditures on the development, promotion and marketisation of projects are covered by the funding? If so, what are the details?

2) Further to the above question, what is the number of projects to be supported under the plan in each year?

3) Whether there is an upper limit on the average funding amount per project (e.g. \$10 million)? When allocating funds, will priority be accorded to specific genres (such as film and television, design, or traditional culture)? If so, please explain the selection criteria and the proportion of such genres. If not, please advise on whether the funding is distributed equally and the reasons for adopting this approach?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 28)

Reply:

1. In 2024-25, the Government injected \$2.9 billion into the CreateSmart Initiative (CSI) to further promote the development of 7 creative sectors other than film. The funding will be used to support creative industries in organising projects and facilitate more cross-sectoral and cross-genre collaborations, including cultural intellectual property (IP) projects. Expenditures on the development, promotion and marketisation of projects, such as those relating to procurement of equipment and items for prototyping, establishment of websites or social media platforms for product commercialisation, and participation in international competitions and exhibitions, will be covered by the funding.

2. In the coming 5 years, we will support cultural IP projects through CSI, with the number of projects expected to increase gradually year by year from 4 in 2025 to more than 30 cumulatively by 2029. The funding amount for each project will depend on its type, content, and scale.
3. In general, the funding amount for each approved project under CSI will not exceed \$10 million. The actual amount depends on the type, content, and scale of individual projects. The Cultural and Creative Industries Development Agency will assess applications of single- or cross-genre cultural IP projects in accordance with its existing mechanism, so as to ensure that the goals of these projects align with the CSI's strategic foci in promoting the development of the cultural and creative industries (i.e. nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community).

- End -

CONTROLLING OFFICER'S REPLY

CSTB100

(Question Serial No. 3363)

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

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

Programme: Not Specified

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There is mention of promoting cultural exchange to enhance Hong Kong's international cultural status in the Programme. The provision for cultural exchange in 2025-26 is \$69 million as shown in the estimates of expenditure. In this connection, please inform this Committee of the following:

- 1) The number of cultural exchange activities, such as exhibitions and performances, to be funded by the \$69 million provision with a list of the number of activities, names of organisers or participating organisations, and the average funding amount per activity.
- 2) The numbers of organisations applied for cultural exchange funding support in 2024-25 and the approved applications. Please provide a list of successful applicants.
- 3) Are the subvented organisations required to submit an annual report on the numbers of participants and international influence of their cultural exchange activities? If so, what specific data, such as the total attendances and number of overseas participants, should be included in the report? If not, what are the reasons?

Asked by: Hon KWOK Ling-lai, Lillian (LegCo internal reference no.: 29)

Reply:

(1) - (3)

The Culture, Sports and Tourism Bureau sets aside a recurrent funding each year to support local arts groups and artists to perform and stage exhibitions outside Hong Kong, with a view to promoting cultural exchange and exploring opportunities.

In 2024-25, local arts groups organised over 70 performances/events in the Mainland and overseas, covering music, dance, xiqu, drama, multi-media theatre, exhibition and workshop

etc. with our funding support. A total of 500 000 participants or so are anticipated. The average funding amount per programme is around \$700,000.

In 2025-26, we will continue to support local arts groups and artists to conduct cultural exchange activities in the Mainland and overseas. As we are now processing the applications, no relevant details are available for the time being. We will also provide funding for the Leisure and Cultural Services Department (LCSD) to organise Hong Kong Week in Seoul of Korea in September and October 2025 to showcase Hong Kong's diverse artistic achievements.

Generally speaking, a report covering the number of participants, financial arrangements, etc. is required to be submitted to the Government within 3 to 6 months after completion of the funded projects. LCSD will also consolidate the event data upon conclusion of Hong Kong Week, including event attendance and number of participating arts practitioners, as well as the media coverage and art critique to review the effectiveness of its events.

- End -

CONTROLLING OFFICER'S REPLY

CSTB101

(Question Serial No. 2310)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 135 of the Budget Speech that immersive experience zones of Hong Kong culture will be established in all 4 annual Art Basel shows around the world to strengthen Hong Kong's connection with the global art scene. In this connection, will the Government inform this Committee of:

- (a) the arrangements for the events under the Art Basel Hong Kong (Art Basel) 2025 and the total expenditure for each event in a tabular format;
- (b) the total promotional expenditure and number of promotional projects for Art Basel in 2025, as well as the expenditure for each project and the number of countries and regions reached in a tabular format;
- (c) the total number of participants in Art Basel along with the number of participating visitors to Hong Kong over the past 3 years?

Asked by: Hon KWOK Wai-keung (LegCo internal reference no.: 33)

Reply:

The Hong Kong Tourism Board (HKTB) would, based on Hong Kong's tourism characteristics, the nature of the events, etc., identify suitable international brands for collaboration in organising events, enhancing the attractiveness of the events and publicity, and hence maximising the benefits and exposure as well as telling the good stories of Hong Kong.

HKTB signed a 3-year global strategic partnership agreement with Art Basel in 2024 to establish immersive experience zones of Hong Kong culture in the 4 Art Basel shows staged around the world every year from 2024 to 2027, thereby strengthening Hong Kong's connection with the global art scene, promoting the national development direction of "shaping tourism with cultural activities and promoting culture through tourism", and

injecting new impetus into our tourism industry. HKTB is the first tourism promotion organisation that has signed such an agreement with Art Basel.

HKTB is actively preparing for the 4 Art Basel shows in 2025. Under the theme of local culture and Hong Kong Neighbourhoods, the shows will incorporate a variety of Hong Kong elements, such as setting up a specialty bar, to showcase our unique appeal. The 4 shows include Art Basel Hong Kong held in March and the subsequent shows to be held in Paris, Miami Beach and Basel.

Owing to commercial considerations, HKTB is not in a position to disclose the expenditure involved in the above-mentioned collaborations. The relevant expenditure and budget have been subsumed under HKTB's marketing expenditure and budget.

According to the information provided by the Mega Arts and Cultural Events Fund under the Culture, Sports and Tourism Bureau, the number of participants of "Art Basel Hong Kong" from 2023 to 2025 are as follows:

| Event title | Number of participants |
|--------------------------|---|
| Art Basel Hong Kong 2023 | 85 990 (the fair) |
| Art Basel Hong Kong 2024 | 74 985 (the fair) 5 400 (other programmes) |
| Art Basel Hong Kong 2025 | about 91 000* |

* Actual number of participants to be confirmed upon the organiser's submission of an audited report.

- End -

CONTROLLING OFFICER'S REPLY

CSTB102

(Question Serial No. 2312)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Programme (7) that the Government will step up promotion of island, green, outdoor, and art and design experiences. The Government has also announced in the Development Blueprint for Hong Kong's Tourism Industry 2.0 that the Hong Kong Tourism Board will actively promote island tourism through various channels and introduce to visitors the characteristics of the islands, while encouraging the trade to develop more thematic in-depth tours and tourism products related to island tourism. In this connection, will the Government inform this Committee:

- (a) whether the Government will consider expediting the process of turning islands into tourism resources and improving the ancillary facilities on islands to promote tourism development there; if so, of the details and estimated expenditure;
- (b) whether the Government will, in developing island tourism in the future, renovate the unique historical relics and buildings on the islands; if so, of the specific estimated expenditure; and
- (c) how the Government will encourage the travel trade to design island-themed tourism products?

Asked by: Hon KWOK Wai-keung (LegCo internal reference no.: 35)

Reply:

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by the Culture, Sports and Tourism Bureau (CSTB) in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed

and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources (including historical relics and buildings) of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via the Hong Kong Tourism Board (HKTB), CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

- (a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;
- (b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;
- (c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

On the promotion of island tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB103

(Question Serial No. 2313)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

At the end of 2024, the Government announced the launch of the Characteristic Local Tourism Incentive Scheme (CTIS) (Phase 2). Under CTIS, eligible travel agents are required to develop in-depth travel itineraries under 6 distinctive themes; upon approval, a cash incentive of \$200 to \$400 per inbound tourist will be disbursed, capping at \$100,000 per travel agent. CTIS will run from October 2024 to March 2025. In this connection, will the Government inform this Committee of the following:

- (a) The total expenditure incurred since the launch of CTIS, and a breakdown of the number of travel agents, participants/licensed tourist guides and tour escorts benefited from CTIS;
- (b) A breakdown by 6 distinctive themes of the numbers of applications received and approvals granted to travel agents since the implementation of CTIS (Phase 2);
- (c) The Budget of this financial year did not mention any details of CTIS. Will the Government continue to implement CTIS in the future? If yes, please provide the details; if no, please specify the reasons.

Asked by: Hon KWOK Wai-keung (LegCo internal reference no.: 36)

Reply:

The Characteristic Local Tourism Incentive Scheme (CTIS) was implemented in 2 phases, with the first phase from 1 January to 30 September 2024, and the second phase from 1 October 2024 to 31 March 2025. Relevant information of CTIS as at end February 2025 is set out in the table below:

| Approved Incentive Amount | Number of Travel Agents Benefited | Number of Participants | Number of Licensed Tourist Guides and |
|---------------------------|-----------------------------------|------------------------|---------------------------------------|
| | | | |

| | | | |
|---------------------|-----|---------|------------------------|
| (\$) | | | Tour Escorts Benefited |
| About \$113 million | 974 | 352 568 | 837 |

A breakdown by 6 distinctive themes under CTIS (the second phase) is tabulated below:

| Distinctive Theme | Number of Tours Applied | Number of Tours Approved (as at endFebruary 2025) |
|----------------------------------|-------------------------|---|
| Great Green Escape | 10 | 1 |
| Water Adventure | 3 | 0 |
| Legacy of Joy | 2 259 | 634 |
| HK Pop Culture | 1 098 | 471 |
| Journey Through National History | 960 | 335 |
| Unconventional Journey | 86 | 38 |

Upon the conclusion of the second phase of CTIS, the Government will continue to encourage the trade to develop more thematic tourism products through other means.

- End -

CONTROLLING OFFICER'S REPLY

CSTB104

(Question Serial No. 2314)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Programme (6) that the Culture, Sports and Tourism Bureau will oversee the implementation of the training subsidy scheme for practitioners of the travel industry (Scheme) by the Travel Industry Authority to improve their professional standards and service quality. In this connection, will the Government inform this Committee of the following:

(a) How many tourist guides and tour escorts have benefitted from this Scheme since its launch? Please provide a breakdown by subsidies for (i) registration fees for licensing examination of tourist guides and tour escorts, (ii) course fees for activities under the Continuing Professional Development Scheme, and (iii) course fees for obtaining a certificate of competency in first-aid.

(b) What are the current training completion rate and employment rate of practitioners participating in the Scheme? Has there been any follow-up to assess improvements in service quality after training?

Asked by: Hon KWOK Wai-keung (LegCo internal reference no.: 37)

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. As at end February 2025, a total of around 7 200 tourist guides / tour escorts have benefitted from the training scheme. Relevant information in terms of subsidised items is tabulated below-

| Subsidised item | Number of tourist guides / tour escorts benefitted |
|--|--|
| Licensing examination | 559 |
| Continuing Professional Development Scheme | 3 226 |
| Certificate of competency in first-aid or other similar certificates | 6 467 |

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

CSTB105

(Question Serial No. 3205)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There is mention in Programme (7) of the promotion of Quality Tourism Service (QTS) to raise visitor awareness and uphold service quality; and the launch of a new outstanding services award scheme to consolidate the hospitality culture. In this connection, will the Government inform this Committee:

- (a) of the details of the Government's expenditure on QTS Scheme in the past 5 years;
- (b) of the number of retails shops, restaurants and visitor accommodation providers participating in QTS Scheme in the past 5 years;
- (c) of the Government's specific measures to enhance QTS Scheme, step up the promotion and expand its participation base;
- (d) whether the Government will offer subsidies or commendations to shops with outstanding services; if not, the reasons; and
- (e) of the differences between the new outstanding services award scheme and QTS Scheme?

Asked by: Hon KWOK Wai-keung (LegCo internal reference no.: 38)

Reply:

- (a) The expenditure on the Quality Tourism Services (QTS) Scheme of the Hong Kong Tourism Board (HKTB) from 2020-21 to 2024-25 is listed in the table below:

| Financial year | Expenditure (\$ million) |
|----------------|--------------------------|
| 2020-21 | 18.2 |
| 2021-22 | 10.7 |
| 2022-23 | 22.1 |
| 2023-24 | 15.6 |

| | |
|---|-------|
| 2024-25 | 17.1* |
| * The figure presents the revised estimate for 2024-25. 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 QTS Scheme includes the costs of recruiting merchants to join QTS Scheme; assessing, inspecting and monitoring the performance of merchants to ensure that they remain eligible for 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.

- (b) From 2020-21 to 2024-25, the numbers of participating retail shops, restaurants and visitor accommodation providers in QTS Scheme are listed as follows:

| Financial year | Number of participating merchants | | | |
|--------------------------|-----------------------------------|-------------|---------------------------------|-------|
| | Retail | Restaurants | Visitor accommodation providers | Total |
| 2020-21 | 644 | 463 | 5 | 1 112 |
| 2021-22 | 635 | 490 | 5 | 1 130 |
| 2022-23 | 622 | 509 | 5 | 1 136 |
| 2023-24 | 630 | 564 | 5 | 1 199 |
| 2024-25# | 615 | 595 | 5 | 1 215 |
| # As of 28 February 2025 | | | | |

- (c) Building on the new promotion on hospitality campaign launched last year, HKTB will continue to promote professional quality services and provide training for QTS-accredited merchants in 2025-26 to enhance quality tourism services. We will also promote good hospitality at the community level to improve the experience of visitors to Hong Kong. HKTB will continue to deepen the promotion of good hospitality through the theme of “Let’s Go the Extra Mile” and show that everyone, whether frontline staff of the industries or members of the public, can demonstrate good hospitality by going the extra mile.

In addition, HKTB will enhance the local and overseas promotion of QTS-accredited merchants. This includes increasing their visibility through partnerships with local media and sharing special offers and perks offered by QTS-accredited merchants on HKTB’s platform DiscoverHongKong, especially information on special offers during festivals. HKTB will also promote those QTS-accredited merchants with Hong Kong’s distinctive features on its global promotional platforms to attract tourists to visit them during their stay in Hong Kong.

- (d) HKTB, in collaboration with the Quality Tourism Services Association, will continue to organise QTS Merchant Service Staff Awards to recognise QTS-accredited merchants and their staff (including supervisory and frontline staff) for their outstanding performance in promoting quality tourism services in Hong Kong. The selection

process for the 2025 Outstanding QTS Merchant Service Staff Awards is currently underway. Following the completion of the registration/nomination phase in November 2024, the awards ceremony is expected to take place in May 2025.

- (e) At present, QTS Scheme covers retail merchants, restaurants and visitor accommodation providers. HKTb will collaborate with the industries to launch a new outstanding service award programme, which will extend to more sectors related to tourism service, including hotels, attractions and the travel-related industry. This initiative aims to enhance the promotion of hospitality and encourage innovation within the industries through joint efforts, thereby providing visitors with a quality tourism experience. HKTb will announce the details of the programme in due course.

- End -

CONTROLLING OFFICER'S REPLY

CSTB106

(Question Serial No. 0623)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Last year, the Central Government gifted another pair of giant pandas to Hong Kong, and the giant panda couple living in Hong Kong gave birth to the first locally-born twin cubs. This has sparked a wave of panda craze and brought business opportunities. Secretary for Culture, Sports and Tourism has also indicated that the Government would step up its efforts to implement various initiatives, in order to take forward panda tourism to attract visitors and develop it as an industry to achieve tangible economic benefits. In this connection, will the Government inform this Committee of:

- (1) the details of its initiatives to take forward panda tourism since the onset of the panda craze;
- (2) whether it has assessed the tangible economic benefits brought by the panda craze so far; if so, the details; if not, the reasons; and
- (3) the Government's plans to develop panda tourism as an industry in the future.

Asked by: Hon LAI Tung-kwok (LegCo internal reference no.: 32)

Reply:

The Culture, Sports and Tourism Bureau (CSTB), jointly with the Hong Kong Tourism Board (HKTB) and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of "Come and Enjoy a Pandastic Hong Kong", with the new giant panda family serving as Hong Kong's tourism ambassadors to promote the "tourism is everywhere in Hong Kong" experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop "Giant Panda Special Page" on its tourism information platform "Discover Hong Kong" to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong's various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also

made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Apart from the above campaigns, different policy bureaux/departments, the tourism industry and related sectors have launched a number of promotional and marketing campaigns on the theme of giant pandas as a result of the active promotion by CSTB. These campaigns have successfully sparked the craze for giant pandas across the city, thereby creating business opportunities and attracting more visitors to Hong Kong. A number of large shopping malls in various districts have displayed giant panda decorations and installations; the catering sector has introduced various giant panda-shaped products; the retail sector has been rolling out a variety of crossover products featuring giant pandas; and MTRCL has collaborated with Ocean Park to offer tourism products bundling High Speed Rail and Airport Express tickets with Ocean Park admission tickets, etc. Ocean Park has also actively partnered with various brands to launch giant panda-themed promotions and merchandise, such as giant panda-designed gold jewellery, accessories, stationery, household products, Chinese snacks, wood carving items, mobile accessories, red wine, “fai chuns” and red envelopes, etc. Currently, the number of giant panda-themed merchandise under Ocean Park’s catalogue has exceeded 500, which is fourfold of the number before the giant panda cubs were born. Many items of the merchandise are well received and the sales performance is satisfactory.

In 2025-26, CSTB will continue to work with HKTB, Ocean Park and various sectors of the community to better seize the opportunities presented by the Hong Kong giant panda family and exercise creativity by launching more giant panda-related promotional activities and

merchandise etc., so as to further promote panda tourism and enhance Hong Kong's appeal. Besides, CSTB will continue to encourage Ocean Park to capitalise on its advantage of being home to the largest number of giant pandas outside the Mainland by launching more Hong Kong-themed giant panda-related promotional activities, merchandise, cultural and creative products, comics and animation products, video games, tourism products, etc., including those designs using the giant pandas intellectual property (IP) created according to the physical features of the six giant pandas residing in Hong Kong. In addition to the extensive use of the relevant IP in Ocean Park's social media contents and merchandise, Ocean Park will continue to make use of the relevant IP to launch giant panda-themed festive events, immersive experience activities, light shows, thematic performances, amusement facilities, etc. Ocean Park will also organise giant panda workshops, such as "Giant Panda Poo Paper Workshop" and "Wowotou Studio", which allow the participants to learn about the physical features and habits of the giant pandas through hands-on experience and observation, as well as acquire knowledge about the conservation of the giant pandas, thereby bringing a unique giant panda experience to both locals and visitors.

The activities and promotions relating to giant pandas organised by the Government, HKTB and Ocean Park have created social atmosphere and conditions for various trades and industries, encouraging them to explore and seize business opportunities.

- End -

CONTROLLING OFFICER'S REPLY

CSTB107

(Question Serial No. 0624)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the development of the hotel sector, will the Government inform this Committee of:

- (1) The increase/decrease or expected increase/decrease in the number of rooms of various types of hotels in different districts each year from the past 3 years to the next 3 years;
- (2) The number or estimated number of various types of hotels in different districts each year from the past 3 years to the next 3 years;
- (3) The number or estimated number of various types of hotel rooms in different districts each year from the past 3 years to the next 3 years;
- (4) The average monthly occupancy rate of hotel rooms in Hong Kong over the past 3 years; and
- (5) Has the Government assessed the manpower of the hotel sector? If yes, what are the details and what measures are in place to ensure that the vacancies in the hotel sector are filled? If not, what are the reasons?

Asked by: Hon LAI Tung-kwok (LegCo internal reference no.: 33)

Reply:

According to the information consolidated by the Hong Kong Tourism Board (HKTB), the number of various types of hotels and hotel rooms in different districts each year from the past 3 years to the next 3 years; the increase and estimated increase in the number of hotel rooms from the past 3 years to the next 3 years; and the monthly average occupancy rate of hotel rooms in Hong Kong over the past 3 years are as follows:

Table 1: Breakdown of the number of hotels and hotel rooms
in Hong Kong from 2022 to 2024

| | | Number of hotels | | | Number of hotel rooms | | |
|-----------------------------|----------------------|------------------|-----------|-----------|-----------------------|--------------|--------------|
| | | 2022 | 2023 | 2024 | 2022 | 2023 | 2024 |
| Total | | 319 | 321 | 330 | About 89 000 | About 90 000 | About 93 000 |
| Category: | High tariff A hotels | About 10% | About 10% | About 10% | About 30% | About 30% | About 30% |
| | High tariff B hotels | About 40% | About 40% | About 40% | About 40% | About 40% | About 40% |
| | Medium tariff hotels | About 50% | About 50% | About 50% | About 30% | About 30% | About 30% |
| Hong Kong Island | | 137 | 137 | 142 | About 29 000 | About 28 000 | About 30 000 |
| Category: | High tariff A hotels | About 10% | About 10% | About 10% | About 30% | About 30% | About 30% |
| | High tariff B hotels | About 50% | About 50% | About 50% | About 50% | About 50% | About 50% |
| | Medium tariff hotels | About 40% | About 40% | About 40% | About 20% | About 20% | About 20% |
| Kowloon | | 134 | 136 | 140 | About 37 000 | About 37 000 | About 39 000 |
| Category: | High tariff A hotels | About 20% | About 20% | About 20% | About 30% | About 30% | About 40% |
| | High tariff B hotels | About 40% | About 40% | About 40% | About 40% | About 40% | About 40% |
| | Medium tariff hotels | About 40% | About 40% | About 40% | About 30% | About 30% | About 20% |
| New Territories and Islands | | 48 | 48 | 48 | About 24 000 | About 24 000 | About 24 000 |
| Category: | High tariff A hotels | About 10% | About 10% | About 10% | About 10% | About 10% | About 10% |
| | High tariff B hotels | About 30% | About 30% | About 30% | About 30% | About 40% | About 50% |
| | Medium tariff hotels | About 60% | About 60% | About 60% | About 60% | About 50% | About 40% |

Table 2: Estimated number of hotels and hotel rooms
in Hong Kong from 2025 to 2027

| | Estimated number of hotels | | | Estimated number of hotel rooms | | |
|------------------|----------------------------|------|------|---------------------------------|--------------|--------------|
| | 2025 | 2026 | 2027 | 2025 | 2026 | 2027 |
| Total | 331 | 332 | 333 | About 93 000 | About 93 000 | About 94 000 |
| Hong Kong Island | 143 | 143 | 143 | About 30 000 | About 30 000 | About 30 000 |

| | Estimated number of hotels | | | Estimated number of hotel rooms | | |
|-----------------------------|----------------------------|------|------|---------------------------------|--------------|--------------|
| | 2025 | 2026 | 2027 | 2025 | 2026 | 2027 |
| Kowloon | 140 | 141 | 142 | About 39 000 | About 39 000 | About 40 000 |
| New Territories and Islands | 33 | 33 | 33 | About 24 000 | About 24 000 | About 24 000 |

Table 3: Increase in the number of hotel rooms in Hong Kong from 2022 to 2024

| | Increase in number of hotel rooms | | |
|-----------------------------|-----------------------------------|--------------|--------------|
| | 2022 | 2023 | 2024 |
| Total | +About 600 | +About 900 | +About 2 800 |
| Hong Kong Island | +About 400 | -About 100 | +About 1 700 |
| Kowloon | -About 100 | +About 1 000 | +About 1 100 |
| New Territories and Islands | +About 300 | - | - |

Table 4: Estimated increase in the number of hotel rooms in Hong Kong from 2025 to 2027

| | Estimated increase in the number of hotel rooms | | |
|-----------------------------|---|------------|------|
| | 2025 | 2026 | 2027 |
| Total | +About 200 | +About 500 | - |
| Hong Kong Island | - | - | - |
| Kowloon | +About 200 | +About 500 | - |
| New Territories and Islands | - | - | - |

Table 5: Monthly average occupancy rate of hotel rooms in Hong Kong from 2022 to 2024

| | Monthly average occupancy rate of hotel rooms (%) | | |
|-----------|---|------|------|
| | 2022 | 2023 | 2024 |
| January | 57 | 66 | 85 |
| February | 55 | 78 | 86 |
| March | 59 | 84 | 84 |
| April | 65 | 86 | 84 |
| May | 70 | 82 | 78 |
| June | 75 | 82 | 81 |
| July | 75 | 87 | 86 |
| August | 72 | 87 | 90 |
| September | 67 | 78 | 81 |
| October | 59 | 83 | 87 |
| November | 66 | 87 | 91 |
| December | 72 | 87 | 90 |

According to the Report on 2023 Manpower Projection published by the Labour and Welfare Bureau in 2024, manpower shortage in the accommodation and food sector is estimated to be approximately 14 000 to 19 000 workers by 2028. With regard to the manpower issues of the hotel sector, the Government has been maintaining close liaison with the tourism sector, including the Hong Kong Hotels Association, the Federation of Hong Kong Hotel Owners, etc., to learn about the current situation of manpower resources in different trades of the sector and explore feasible measures to address the short-, medium- and long-term needs for manpower resources. To alleviate the manpower shortage across different sectors (including the accommodation services sector), the Labour Department has implemented the Enhanced Supplementary Labour Scheme (ESLS) since 4 September 2023. Employers in the hotel sector with genuine difficulties in recruiting suitable staff locally may apply to import workers at technician level or below through ESLS. As at 28 February 2025, ESLS has approved employers in the accommodation services sector to import 1 564 workers, involving mainly positions such as room attendants, waiters/waitresses, receptionists, etc.

- End -

CONTROLLING OFFICER'S REPLY**CSTB108****(Question Serial No. 0626)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (2) Creative IndustriesControlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

The Government promotes the development of creative industries through the CreateSmart Initiative (CSI), which includes providing funding support to the Clothing Industry Training Authority (CITA). In this connection, will the Government inform this Committee of:

1. the CSI-funded projects of CITA in the past 3 years with the number of practitioners in the clothing industry assisted or engaged and the expenditures involved each year; and
2. its future plans to promote the sustainable development of Hong Kong's fashion design and clothing industry through CSI?

Asked by: Hon LAI Tung-kwok (LegCo internal reference no.: 35)Reply:

1. The Cultural and Creative Industries Development Agency (CCIDA) has been promoting the development of creative industries, including fashion design, through the CreateSmart Initiative (CSI). Over the past 3 years, a total of 4 projects submitted by the Clothing Industry Training Authority (CITA) have been approved under CSI. Details are as follows:

| Project title | | Funding amount (\$) | Number of beneficiaries |
|-----------------------------------|--|---------------------|-------------------------|
| Funded projects in 2022-23 | | | |
| 1. | Establishing a Sample Development Centre for Hong Kong Fashion Designers – Phase II (A three-year project) | 9,970,140 | -^ |
| 2. | Fashion Summit (HK) 2022-2023 | 5,821,500 | 21 750 |
| Funded projects in 2024-25 | | | |

| | Project title | Funding amount (\$) | Number of beneficiaries |
|----|--|----------------------------|--------------------------------|
| 3. | Fashion Summit (HK) 2024 | 5,989,600 | - [^] |
| 4. | Establishing a Sample Development Centre for Hong Kong Fashion Designers – Phase III | 9,510,400 | -* |

[^] Since the project is still on-going or the vetting process of its completion report is yet to be completed, the relevant data cannot be provided.

* Since the project has not yet commenced, no relevant data is available at this stage.

2. The CCIDA provides funding under CSI to projects aligned with its strategic foci, which 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.

Moreover, the Chief Executive has announced in his 2024 Policy Address to make the Hong Kong Fashion Design Week an annual signature event, developing Hong Kong into a fashion design hub in Asia. The Culture, Sports and Tourism Bureau has branded the event as Hong Kong Fashion Fest to consolidate different fashion design events and introduce innovative elements and affiliate activities annually, promoting Hong Kong’s fashion and textile design brands as well as promoting Hong Kong as a prime destination for hosting major cultural and creative events. The inaugural Hong Kong Fashion Fest in 2024 fully showcased Hong Kong’s potential and advantages as a fashion design hub in Asia, laying the foundation for its future development into an annual signature event. The CCIDA will fund and promote potential fashion design projects that align with the objectives of the Hong Kong Fashion Fest through CSI, and actively encourage collaboration within the local fashion industry. We will continue to optimise and enrich the content of the Hong Kong Fashion Fest, actively introducing different types of fashion design events to further strengthen the international appeal and influence of the Hong Kong Fashion Fest, fostering Hong Kong’s role as a prominent textile and fashion hub in Asia.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 2965)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As regards enhancing the remunerations of professional athletes and promoting the development of local sports as an industry, please inform this Committee of the following:

(1) It is learnt that the Government, through the Elite Athletes Development Fund, allocates funding to the Hong Kong Sports Institute (HKSI) to provide direct financial support and comprehensive support services including meals, accommodation, etc. for local elite athletes. What are the amount of annual funding allocated and estimated amount of annual funding to be allocated from 2022-23 to 2025-26?

(2) What were the total amount of direct financial support provided for elite athletes by HKSI and the numbers of athletes involved from 2022-23 to 2024-25? Please provide a breakdown by type of sports and category of athletes. What is the total amount of funding earmarked for the 2025-26 financial year? Given that there are views suggesting that the current amount of direct financial support for elite athletes is relatively low, and HKSI has earlier commenced a review on the mechanism of direct financial support for elite athletes, what are the progress of the review and the timetable?

(3) It is learnt that the Government provides retired athletes with, among others, job opportunities through the Retired Athletes Transformation Programme (RATP). What are the annual expenditure involved and estimated annual expenditure to be involved in RATP from 2022-23 to 2025-26? What were the annual numbers of applications received, approved and rejected under RATP from 2022-23 to 2024-25? Please provide a breakdown by type of sports played by the retired athletes participating in RATP. Among the retired athletes whose applications have been approved, how many of them have pursued a new career through RATP? Please provide a breakdown by sector and type of work. It is mentioned under "Matters Requiring Special Attention in 2025-26" of Programme (3) that the Government will continue to expand RATP, what are the details?

(4) It is learnt that the Government provides eligible national sports associations (NSAs) with subventions through the Sports Subvention Scheme to promote and develop the

respective sports. What was the amount of annual subventions granted under the Scheme from 2022-23 to 2024-25? Please provide a breakdown by NSAs. What is the amount of subventions earmarked under the Scheme for the 2025-26 financial year? Will the Government consider increasing the amount of subventions under the Scheme to enhance youth training in different types of sports and drive the promotion as well as development of sports in the community?

(5) How will the Government leverage the opportunities presented by the 15th National Games to be held in November this year to enhance exchanges and collaboration in sports development between Hong Kong and other cities in the Greater Bay Area, so as to help promote the development of sports as an industry in Hong Kong?

(6) What specific measures will the Government take to accelerate the development of sports as an industry in Hong Kong? Will it consider, among others, providing more sports facilities and expanding the scope of the Sport for All Day to promote wider participation in sports in the community, boosting the sales of sports-related products and services, and enhancing talent training for the sports industry (covering areas like sports medicine, sports event and facility management, marketing of sports products). If yes, what are the details? If not, what are the reasons?

Asked by: Hon LAM Chun-sing (LegCo internal reference no.: 33)

Reply:

(1) The Government has been supportive of the development of elite sports in Hong Kong. The Hong Kong Sports Institute (HKSI) is Hong Kong’s elite sports training centre. Through the Elite Athletes Development Fund (EADF), the Government provides annual funding to HKSI to nurture local elite athletes and provide them with direct financial support and comprehensive support services. The Government’s provisions allocated to HKSI through EADF from 2022-23 to 2025-26 are as follows:

| Funding Support (\$ million) | | | |
|------------------------------|---------|---------|-------------------|
| 2022-23 | 2023-24 | 2024-25 | 2025-26(Estimate) |
| 737.0 | 863.0 | 941.6 | 1,003.8 |

(2) The total amount of direct financial support provided for elite athletes by HKSI, the number of athletes on funding and the related sports involved in each year from 2022-23 to 2024-25 are set out in **Annex 1**. HKSI has recently conducted a review on the mechanism of direct financial support for athletes (including athletes with disabilities (AWDs)) after the Paris 2024 Olympic and Paralympic Games, which was supported by the Sports Commission. The specific recommendations include, among others, increasing the grant level of direct financial support by 8.3% for all elite athletes (including AWDs); raising the standard rate of grant from \$7,130 to \$10,000 per month for full-time athletes of the “senior squad” category; and introducing “senior squad” category for elite AWDs. These recommendations allow elite athletes to undergo training in a more financially stable environment and to further enhance their performance. The reviewed financial support mechanism has been implemented since April 2025. In 2025-26, HKSI has earmarked \$239 million for the disbursement of direct financial support to athletes.

- (3) Organised by the Culture, Sports and Tourism Bureau (CSTB) and administrated by the Hong Kong Athletes Career and Education Department of the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC), the Retired Athletes Transformation Programme (RATP) has been, since 2018, providing more holistic support for athletes' transition. RATP subsidises schools and sports organisations to hire retired athletes, and provides on-the-job training and education grants for retired athletes to enhance their qualifications and skills. It also helps promote sports, as well as nurture potential sports talents.

The expenditure and estimates involved in RATP in the past 3 years (from 2022-23 to 2024-25) and the coming year (2025-26) are as follows:

| Funding Support (\$ million) | | | |
|---------------------------------|---------------------------------|-------------------------------|-----------------------|
| 2022-23 (actual expenditure) | 2023-24 (actual expenditure) | 2024-25 (revised estimate) | 2025-26 (estimate) |
| 29.27 | 22.77 | 16.70 | 28 |

The applications received, approved and rejected under RATP in the past 3 years (from 2022-23 to 2024-25) are as follows:

| | | Financial Year | | |
|-------------------------------------|--------------------------------------|----------------|---------|--|
| | | 2022-23 | 2023-24 | 2024-25 (as at 28 February 2025) |
| Number of new applications received | | 15 | 10 | 7 |
| 1 | Number of applications approved | 14 | 10* | 7 |
| 2 | Number of applications rejected | 0 | 1 | 0 |
| 3 | Number of applications under process | 1* | 0 | 0 |

* The application received in 2022-23 was approved in 2023-24.

The sports played by the retired athletes participating in RATP are as follows:

| | Sport | Number of retired athletes | | |
|---|------------------|----------------------------|---------|--|
| | | 2022-23 | 2023-24 | 2024-25 (as at 28 February 2025) |
| 1 | Archery | 0 | 0 | 0 |
| 2 | Artistic cycling | 0 | 0 | 0 |
| 3 | Athletics | 6 | 4 | 3 |
| 4 | Badminton | 0 | 0 | 0 |
| 5 | Baseball | 2 | 2 | 2 |
| 6 | Basketball | 1 | 0 | 1 |

| Sport | | Number of retired athletes | | |
|--------|-----------------|----------------------------|---------|--|
| | | 2022-23 | 2023-24 | 2024-25 (as at 28 February 2025) |
| 7 | Cycling | 10 | 9 | 9 |
| 8 | Tenpin bowling | 9 | 7 | 7 |
| 9 | Boxing | 2 | 2 | 2 |
| 10 | Canoe | 2 | 1 | 1 |
| 11 | Cricket | 0 | 0 | 0 |
| 12 | Dancesports | 1 | 1 | 1 |
| 13 | Dragon boat | 2 | 1 | 1 |
| 14 | Fencing | 0 | 0 | 0 |
| 15 | Finswimming | 1 | 1 | 1 |
| 16 | Football | 12 | 10 | 11 |
| 17 | Gymnastic | 1 | 1 | 1 |
| 18 | Handball | 7 | 7 | 6 |
| 19 | Judo | 2 | 2 | 2 |
| 20 | Karatedo | 4 | 3 | 3 |
| 21 | Life saving | 0 | 1 | 0 |
| 22 | Rowing | 5 | 3 | 3 |
| 23 | Rugby | 1 | 1 | 0 |
| 24 | Softball | 1 | 1 | 1 |
| 25 | Sports climbing | 1 | 1 | 1 |
| 26 | Squash | 1 | 1 | 1 |
| 27 | Swimming | 0 | 0 | 0 |
| 28 | Table tennis | 1 | 1 | 1 |
| 29 | Taekwondo | 4 | 4 | 5 |
| 30 | Triathlon | 2 | 1 | 1 |
| 31 | Volleyball | 0 | 0 | 0 |
| 32 | Water polo | 2 | 1 | 1 |
| 33 | Waterski | 1 | 0 | 0 |
| 34 | Weightlifting | 1 | 0 | 0 |
| 35 | Windsurfing | 1 | 1 | 1 |
| 36 | Wushu | 0 | 1 | 2 |
| Total: | | 83 | 68 | 68 |

A total of 44 retired athletes participating in RATP have pursued new careers in the past 3 years (from 2022-23 to 2024-25). The fields and sectors involved are as follows:

| | Sector | Number of Retired athletes [^] |
|-----|---|---|
| 10. | Sports-related administration and event co-ordination | 16 |
| 11. | Sports coaching | 9 |

| | Sector | Number of Retired athletes [^] |
|-----|--|---|
| 12. | Education (including physical education teacher, assistant teacher, teacher assistant) | 11 |
| 13. | Disciplinary forces | 2 |
| 14. | Non-sports-related administration/ event planning/ event co-ordination/ event support | 2 |
| 15. | Entrepreneurship | 2 |
| 16. | Engineering and construction | 1 |
| 17. | Insurance | 1 |
| | Total: | 44 |

[^] Excluding retired athlete(s) who has/have withdrawn from RATP earlier due to personal reasons

RATP subsidises schools and sports organisations to hire retired athletes, so as to facilitate their adjustment to their new identities and workplace cultures. The Government will continue collaborating closely with the SF&OC to understand athletes' expectations and needs, while exploring the feasibility of expanding RATP to include more beneficiary organisations and a broader range of job opportunities, with an aim of allowing retired athletes to gain diverse work experience.

- (4) The Leisure and Cultural Services Department (LCSD) provides subventions to national sports associations (NSAs) through the Sports Subvention Scheme to support the promotion and development of sports activities in Hong Kong. To further promote local sports development, the Government has substantially increased the subventions for sports organisations since 2020-21. The total subvention has increased progressively from an annual amount of about \$300 million in 2019-20 to over \$500 million in 2023-24 and beyond. The objectives are to enhance the promotion and development of sports in the community, youth training programmes, public participation, squad training at all levels and overseas exchange programmes/competitions, and to improve corporate governance of NSAs. NSAs can also utilise the additional resources allocated to enhance manpower and staff remunerations. The amounts of subventions granted to individual NSAs in the past 3 years (from 2022-23 to 2024-25) are set out at **Annex 2**. The amount of subventions to be allocated to individual NSAs in 2025-26 is subject to finalisation.
- (5) The 15th National Games (NG), co-hosted by Guangdong, Hong Kong and Macao, will be held from 9 to 21 November 2025. The 15th NG is the highest level and largest national multi-sports event of our country. It is also the first time for the 3 places to co-host this major sports event, which is conducive to deepening sports exchanges and collaboration among the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The Government will fully seize the opportunities and potential brought about by the 15th NG to establish closer sports collaboration within the GBA, including exchanges among government departments and the sports sector across the 3 places in various aspects, such as policies, talent development, facilities, training, management and technology. The competition events of the 15th NG will also ignite public passion and encourage their participation in and support for sports, further enhancing Hong Kong's influence in the sports arena in the GBA. Efforts such as jointly taking forward the development of sports industries in the GBA, co-organising a number of international

and regional sports events, and attracting more major sports events to be staged in Hong Kong and the GBA will facilitate the long-term development of Hong Kong's sports industry.

- (6) The commissioning of the Kai Tak Sports Park (KTSP) on 1 March 2025, and the hosting of the 15th NG and the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games in end-2025 will bring more opportunities for sports development in Hong Kong. As Hong Kong's new home stadium, KTSP provides the conditions required for hosting more international mega sports events to promote Hong Kong as a centre for major international sports events. In addition, the proceeds from ticket sale and merchandise of international mega sports events, as well as the spending of athletes and event officials in Hong Kong in terms of accommodation and consumption, can promote the development of the sports as an industry. The Government will continue to maintain close liaison with the sports sector to formulate policies for further enhancing professionalism in the sports sector and developing sports as an industry.

**Direct Financial Support provided for Elite Athletes by the Hong Kong Sports Institute
(2022-23 to 2024-25)**

| Sport | 2022-23 | | 2023-24 | | 2024-25 | | |
|---|------------------------------|-------------------------------|------------------------------|-------------------------------|------------------------------|-------------------------------|--------------|
| | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding | |
| (a) Elite Training Grant – Tier A Elite Sports | | | | | | | |
| 1 | Athletics | 4.8 | 67 | 5.6 | 84 | 6.1 | 142 |
| 2 | Badminton | 8.9 | 54 | 8.6 | 52 | 8.1 | 49 |
| 3 | Cycling | 6.5 | 27 | 6 | 29 | 5.8 | 37 |
| 4 | Billiard sports | 7.5 | 29 | 7.6 | 33 | 8 | 35 |
| 5 | Tenpin bowling | 3.4 | 16 | 3.4 | 16 | 3.3 | 23 |
| 6 | Equestrian | 2.4 | 33 | 2.6 | 38 | 2.4 | 39 |
| 7 | Fencing | 10.6 | 83 | 12.5 | 100 | 14.4 | 97 |
| 8 | Gymnastics | 1.9 | 26 | 2.2 | 43 | 1.9 | 32 |
| 9 | Karatedo | 6 | 30 | 6.4 | 45 | 5.1 | 48 |
| 10 | Rowing | 3.7 | 27 | 4.8 | 27 | 4.3 | 29 |
| 11 | Rugby sevens | 14 | 79 | 14.3 | 84 | 15.7 | 103 |
| 12 | Sailing | 2.2 | 27 | 2.6 | 28 | 2.7 | 22 |
| 13 | Skating | 1.3 | 25 | 1.6 | 27 | 2.1 | 28 |
| 14 | Squash | 4.6 | 27 | 5.2 | 31 | 5.7 | 35 |
| 15 | Swimming | 9 | 72 | 9.9 | 72 | 8.5 | 68 |
| 16 | Table tennis | 6.9 | 30 | 7.5 | 34 | 8.3 | 40 |
| 17 | Tennis | 2.1 | 30 | 2.1 | 37 | 2.6 | 41 |
| 18 | Triathlon | 2.8 | 28 | 3.7 | 38 | 4.1 | 42 |
| 19 | Windsurfing | 2.5 | 31 | 2 | 28 | 1.6 | 31 |
| 20 | Wushu | 7.8 | 83 | 9 | 93 | 9 | 84 |
| Item (a) - Total: | | 108.9 | 824 | 117.6 | 939 | 119.7 | 1 025 |

| Sport | 2022-23 | | 2023-24 | | 2024-25 | | |
|---|------------------------------|-------------------------------|------------------------------|-------------------------------|------------------------------|-------------------------------|----------------|
| | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding | |
| (b) Elite Training Grant – Sports under Individual Athletes Support Scheme | | | | | | | |
| 1 | Archery | 0.4 | 7 | 0.4 | 7 | 0.3 | 4 |
| 2 | Baseball | Not applicable | Not applicable | Not applicable | Not applicable | 1.5 | 17 |
| 3 | Beach volleyball | 0.3 | 3 | 0.2 | 3 | 0.1 | 1 |
| 4 | Boxing | 0.5 | 1 | 0.5 | 1 | Not applicable | Not applicable |
| 5 | Canoe | 0.4 | 3 | 0.4 | 3 | 0.4 | 5 |
| 6 | Chinese chess | Not applicable | Not applicable | Not applicable | Not applicable | 0.9 | 7 |
| 7 | Contract bridge | 2.7 | 16 | 2.9 | 18 | 4 | 21 |
| 8 | Cricket | Not applicable | Not applicable | 1.3 | 15 | 1.8 | 15 |
| 9 | Dragon boat | Not applicable | Not applicable | Not applicable | Not applicable | 1.1 | 12 |
| 10 | Esports | Not applicable | Not applicable | Not applicable | Not applicable | 2.9 | 12 |
| 11 | Football | Not applicable | Not applicable | Not applicable | Not applicable | 6.2 | 22 |
| 12 | Golf | 0.7 | 7 | 1 | 9 | 2 | 10 |
| 13 | Handball | 0.3 | 15 | 0.4 | 14 | Not applicable | Not applicable |
| 14 | Judo | 0.5 | 9 | 0.8 | 9 | 0.9 | 10 |
| 15 | Mountain bike | Not applicable | Not applicable | 0.4 | 2 | Not applicable | Not applicable |
| 16 | Mountain-eering | 1 | 10 | 1.1 | 8 | 1.3 | 14 |
| 17 | Roller sports | 0.1 | 2 | 0.1 | 2 | 0.4 | 8 |
| 18 | Shooting | 0.3 | 1 | 0.3 | 1 | 0.3 | 1 |
| 19 | Taekwondo | 0.8 | 8 | 0.9 | 10 | 1 | 16 |
| Item (b) – Total: | | 8.0 | 82 | 10.7 | 102 | 25.1 | 175 |

| Sport | 2022-23 | 2023-24 | 2024-25 | |
|--|---------------------------------|---------------------------------|---------------------------------|----------------|
| | Funding support (\$ million) | Funding support (\$ million) | Funding support (\$ million) | |
| (c) Individual Athletes Support Scheme (additional programme funding) # | | | | |
| 1 | Archery | 1.1 | 1 | 0.6 |
| 2 | Baseball | Not applicable | Not applicable | 2 |
| 3 | Beach Volleyball | 0.4 | 0.3 | 0.2 |
| 4 | Boxing | 0.4 | 0.3 | Not applicable |
| 5 | Canoe | 0.3 | 0.2 | 0.7 |
| 6 | Chinese chess | Not applicable | Not applicable | 1.2 |
| 7 | Contract bridge | 0.7 | 1.5 | 2 |
| 8 | Cricket | Not applicable | 2 | 2 |
| 9 | Dragon boat | Not applicable | Not applicable | 2 |
| 10 | Esports | Not applicable | Not applicable | 2 |
| 11 | Football | Not applicable | Not applicable | 2 |
| 12 | Golf | 1 | 1.3 | 2 |
| 13 | Handball | 0.6 | 0.4 | Not applicable |
| 14 | Judo | 1 | 1.1 | 1.3 |
| 15 | Mountain bike | Not applicable | 0.4 | Not applicable |
| 16 | Mountain-eeing | 1.3 | 1.1 | 1.6 |
| 17 | Roller sports | 0.1 | 0.2 | 1.1 |
| 18 | Shooting | 0.2 | 0.2 | 0.2 |
| 19 | Taekwondo | 0.9 | 1.6 | 2 |
| Item (c) – Total: | | 8.0 | 11.6 | 22.9 |

#The number of athletes under the “Individual Athletes Support Scheme (additional programme funding)” has been counted under the “Elite Training Grant – Sports under Individual Athletes Support Scheme”.

| Sport | 2022-23 | | 2023-24 | | 2024-25 | | |
|--|------------------------------|-------------------------------|------------------------------|-------------------------------|------------------------------|-------------------------------|------------|
| | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding | |
| (d) Sports Aid Grant – Tie B Elite Sports | | | | | | | |
| 1 | Dancesport | 0.5 | 10 | 0.4 | 8 | 1.1 | 22 |
| 2 | Dragon boat | 0.2 | 5 | 0.8 | 15 | 0.3 | 5 |
| 3 | Life saving | 1.5 | 19 | 1.6 | 22 | 1.2 | 17 |
| 4 | Roller sports | 0.3 | 8 | 0.3 | 8 | 0.3 | 5 |
| 5 | Golf | Not applicable | Not applicable | Not applicable | Not applicable | 0.1 | 1 |
| 6 | Judo | 0.1 | 2 | 0.1 | 2 | 0.1 | 2 |
| 7 | Karting | Not applicable | Not applicable | Not applicable | Not applicable | 0.1 | 1 |
| 8 | Lawn bowls | 0.7 | 6 | 0.8 | 5 | 0.7 | 8 |
| 9 | Orienteering | 1.5 | 24 | 1.3 | 21 | 1.1 | 22 |
| 10 | Shuttlecock | 1.8 | 14 | 1.8 | 14 | 2.2 | 32 |
| 11 | Taekwondo | 0.1 | 1 | 0.1 | 1 | 0.1 | 1 |
| Item (d) – Total: | | 6.7 | 89 | 7.2 | 96 | 7.3 | 116 |

| Sport | | 2022-23 | | 2023-24 | | 2024-25 | |
|--|------------------|------------------------------|-------------------------------|------------------------------|-------------------------------|------------------------------|-------------------------------|
| | | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding |
| (e) Sports Aid Grant - Other sports | | | | | | | |
| 1 | Archery | 0.2 | 3 | 0.2 | 3 | Not applicable | Not applicable |
| 2 | Baseball | 0.1 | 1 | 0.1 | 1 | 0.5 | 16 |
| 3 | Bodybuilding | Not applicable | Not applicable | 0.6 | 4 | 0.8 | 7 |
| 4 | Canoe | 0.1 | 1 | 0.1 | 1 | 0.3 | 5 |
| 5 | Motorsports | 0.4 | 6 | 0.9 | 11 | 0.8 | 9 |
| 6 | Chinese chess | Not applicable | Not applicable | Not applicable | Not applicable | 0.1 | 1 |
| 7 | Cricket | Not applicable | Not applicable | 0.2 | 29 | 0.5 | 15 |
| 8 | Football | 0.1 | 5 | 0.1 | 3 | Not applicable | Not applicable |
| 9 | Cycling (indoor) | Not applicable | Not applicable | 0.1 | 1 | 0.6 | 6 |
| 10 | Korfball | 0.1 | 2 | 0.1 | 2 | Not applicable | Not applicable |
| 11 | Netball | 0.1 | 1 | 0.1 | 1 | 0.1 | 1 |
| 12 | Rugby | 0.5 | 9 | 0.5 | 5 | 0.5 | 7 |
| 13 | Swimming | 0.1 | 2 | 0.1 | 2 | 0.3 | 3 |
| 14 | Tennis | 0.2 | 11 | 0.2 | 9 | 0.1 | 5 |
| 15 | Waterski | 0.4 | 6 | 0.6 | 9 | 1 | 14 |
| 16 | Woodball | 0.5 | 6 | 0.5 | 6 | 2 | 23 |
| Item (e) – Total: | | 2.8 | 53 | 4.4 | 87 | 7.6 | 112 |

| Sport | | 2022-23 | | 2023-24 | | 2024-25 | |
|--|--|------------------------------|-------------------------------|------------------------------|-------------------------------|------------------------------|-------------------------------|
| | | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding | Funding support (\$ million) | Number of athletes on funding |
| (f) Elite Training Grant for Athletes with Disabilities – Tier A Elite Sports | | | | | | | |
| 1 | Boccia (physical disability) | 3.1 | 14 | 3.6 | 14 | 3.2 | 10 |
| 2 | Badminton (physical disability) | 1.4 | 4 | 1.9 | 5 | 1.7 | 4 |
| 3 | Swimming (intellectual disability) | 1.6 | 6 | 1.9 | 7 | 2.1 | 7 |
| 4 | Table tennis (intellectual disability) | 3.1 | 10 | 3.2 | 10 | 3 | 10 |
| 5 | Table tennis (physical disability) | 1 | 7 | 1.1 | 9 | 1.7 | 9 |
| 6 | Wheelchair fencing (physical disability) | 2 | 5 | 2.1 | 5 | 2.7 | 7 |
| Item (f) – Total: | | 12.2 | 46 | 13.8 | 50 | 14.4 | 47 |
| (g) Elite Training Grant for Athletes with Disabilities – Sports under Individual Athletes Support Scheme | | | | | | | |
| 1 | Archery (physical disability) | 0.1 | 1 | 0.1 | 1 | 0.1 | 1 |
| 2 | Athletics (physical disability) | 0.1 | 1 | 0.1 | 1 | 0.1 | 1 |
| 3 | Athletics (intellectual disability) | 0.7 | 4 | 0.8 | 4 | 0.8 | 4 |
| 4 | Equestrian (physical disability) | Not applicable | Not applicable | Not applicable | Not applicable | 0.1 | 1 |
| 5 | Lawn bowls (physical disability) | 1.1 | 6 | 1.7 | 9 | 3 | 14 |
| 6 | Swimming (physical disability) | 0.4 | 3 | 0.3 | 3 | 0.1 | 1 |
| 7 | Tenpin bowling (physical disability) | 1.2 | 10 | 1.3 | 10 | 0.8 | 6 |
| Item (g) - Total: | | 3.6 | 25 | 4.3 | 28 | 5.0 | 28 |

| Sport | 2022-23 | 2023-24 | 2024-25 | | | | |
|---|---------------------------------------|---------------------------------|---------------------------------|----------------|----------------|----------------|----------------|
| | Funding support (\$ million) | Funding support (\$ million) | Funding support (\$ million) | | | | |
| (h) Individual Athletes Support Scheme – Disability Sports (additional programme funding) # | | | | | | | |
| 1 | Archery (physical disability) | 0.1 | 0.15 | 0.15 | | | |
| 2 | Athletics (physical disability) | Not applicable | Not applicable | Not applicable | | | |
| 3 | Athletics (intellectual disability) | Not applicable | Not applicable | Not applicable | | | |
| 4 | Equestrian (physical disability) | Not applicable | Not applicable | Not applicable | | | |
| 5 | Lawn bowls (physical disability) | 0.7 | 0.6 | 1.7 | | | |
| 6 | Swimming (physical disability) | 0.3 | 0.2 | 0.15 | | | |
| 7 | Tenpin bowling (physical disability) | 1.2 | 1.25 | Not applicable | | | |
| Item (h) – Total: | | 2.3 | 2.2 | 2.0 | | | |
| #The number of athletes under the “Individual Athletes Support Scheme – Disability Sports (additional programme funding)” has been counted under the “Elite Training Grant for Athletes with Disabilities – Sports under Individual Athletes Support Scheme”. | | | | | | | |
| (i) Sports Aid Grant for Athletes with Disabilities – other sports | | | | | | | |
| 1 | Athletics (intellectual disability) | Not applicable | Not applicable | Not applicable | Not applicable | 0.05 | 1 |
| 2 | Athletics (physical disability) | 0.1 | 2 | 0.1 | 2 | 0.05 | 1 |
| 3 | Billiard sports (physical disability) | Not applicable | Not applicable | Not applicable | Not applicable | 0.05 | 1 |
| 4 | Dance (physical disability) | 0.3 | 6 | 0.3 | 6 | 0.4 | 7 |
| 5 | Sailing (physical disability) | 0.1 | 1 | 0.05 | 1 | Not applicable | Not applicable |
| 6 | Swimming (physical disability) | Not applicable | Not applicable | 0.05 | 1 | 0.05 | 1 |
| Item (i) – Total: | | 0.5 | 9 | 0.5 | 10 | 0.6 | 11 |
| Items (a) to (i) – Total: | | 153 | 1 128 | 172.3 | 1 312 | 204.6 | 1 514 |

**Subvention provided to national sports associations (NSAs) under the
Sports Subvention Scheme from 2022-23 to 2024-25**

| | NSA | 2022-23 (\$'000) | 2023-24 (\$'000) | 2024-25 (\$'000) |
|-----|--|---------------------|---------------------|---------------------|
| 1. | Archery Association of Hong Kong, China | 6,979 | 7,241 | 7,382 |
| 2. | Hong Kong, China Association of Athletics Affiliates Limited | 10,183 | 11,234 | 11,366 |
| 3. | Badminton Association of Hong Kong, China Limited | 23,239 | 24,936 | 25,576 |
| 4. | The Baseball Association of Hong Kong, China Limited | 11,176 | 12,303 | 12,607 |
| 5. | Basketball Association of Hong Kong, China Limited | 15,857 | 16,826 | 17,506 |
| 6. | Billiard Sports Council of Hong Kong China Limited | 6,488 | 6,995 | 7,234 |
| 7. | Hong Kong China Bodybuilding and Fitness Association | 4,051 | 4,342 | 4,465 |
| 8. | The Boxing Association of Hong Kong, China Limited | 4,733 | 5,220 | 5,548 |
| 9. | Hong Kong China Canoe Union Limited | 8,500 | 9,512 | 9,993 |
| 10. | Chinese Martial Arts Dragon and Lion Dance Association of Hong Kong, China Limited | 5,023 | 5,467 | 4,799 |
| 11. | Cricket Hong Kong, China Limited | 8,207 | 8,779 | 8,948 |
| 12. | The Cycling Association of Hong Kong, China Limited | 16,285 | 17,284 | 17,821 |
| 13. | DanceSport Association of Hong Kong, China Limited | 8,871 | 10,317 | 11,123 |
| 14. | Hong Kong China Dragon Boat Association | 6,255 | 6,782 | 6,951 |
| 15. | The Equestrian Federation of Hong Kong, China | 6,068 | 6,712 | 6,821 |
| 16. | Fencing Association of Hong Kong, China | 9,904 | 10,622 | 10,983 |
| 17. | Flying Disc Federation of Hong Kong, China Limited | 3,980 | 4,281 | 4,727 |
| 18. | The Football Association of Hong Kong, China Limited | 23,876 | 24,180 | 24,500 |
| 19. | Hong Kong, China Gateball Association Co. Limited | 3,430 | 3,755 | 3,805 |
| 20. | Golf Association of Hong Kong, China Limited | 5,615 | 6,082 | 6,227 |

| | NSA | 2022-23 (\$'000) | 2023-24 (\$'000) | 2024-25 (\$'000) |
|-----|---|-----------------------------|-----------------------------|-----------------------------|
| 21. | The Gymnastics Association of Hong Kong, China | 10,761 | 11,691 | 12,199 |
| 22. | Handball Association of Hong Kong, China Limited | 13,035 | 13,629 | 13,527 |
| 23. | Hockey Hong Kong, China | 6,147 | 6,527 | 6,598 |
| 24. | Hong Kong, China Ice Hockey Association Limited | 6,690 | 7,084 | 7,164 |
| 25. | The Judo Association of Hong Kong, China | 7,548 | 8,101 | 8,303 |
| 26. | The Karatedo Federation of Hong Kong, China Limited | 5,707 | 6,876 | 6,459 |
| 27. | Karting Association of Hong Kong, China Limited | 4,637 | 5,086 | 5,198 |
| 28. | The Kendo Association of Hong Kong, China Limited | 3,224 | 3,698 | 3,830 |
| 29. | Hong Kong China Korfball Association Limited | 3,777 | 4,714 | 4,986 |
| 30. | Hong Kong, China Lacrosse Association Limited | 3,231 | 4,288 | 4,609 |
| 31. | Lawn Bowls Association of Hong Kong, China | 7,583 | 8,077 | 8,201 |
| 32. | Hong Kong China Life Saving Society | 9,782 | 10,316 | 10,509 |
| 33. | Hong Kong, China Mountaineering and Climbing Union Limited | 9,186 | 10,242 | 10,333 |
| 34. | Muaythai Association of Hong Kong, China Limited | 3,381 | 3,739 | 3,839 |
| 35. | Netball Hong Kong, China Limited | 4,082 | 4,661 | 4,480 |
| 36. | Orienteering Association of Hong Kong, China Limited | 8,010 | 8,576 | 8,746 |
| 37. | Hong Kong China Federation of Roller Sports and Skateboarding Limited | 4,851 | 5,478 | 5,789 |
| 38. | Hong Kong, China Rowing Association | 12,021 | 13,282 | 13,485 |
| 39. | Hong Kong, China Rugby | 10,740 | 11,944 | 12,255 |
| 40. | Sailing Federation of Hong Kong, China | 4,213 | 4,601 | 4,765 |
| 41. | The Schools Sports Federation of Hong Kong, China | 11,530 | 12,123 | 12,268 |
| 42. | Hong Kong, China Shooting Association | 7,832 | 8,284 | 8,304 |
| 43. | Shuttlecock Association of Hong Kong, China Limited | 5,566 | 6,381 | 6,503 |
| 44. | Hong Kong China Skating Union Limited | 4,499 | 4,913 | 5,026 |

| | NSA | 2022-23 (\$'000) | 2023-24 (\$'000) | 2024-25 (\$'000) |
|-----|--|-----------------------------|-----------------------------|-----------------------------|
| 45. | Hong Kong China Softball Association | 5,879 | 6,391 | 7,093 |
| 46. | Hong Kong, China Sports Association of the Deaf Company Limited | 6,283 | 4,979 | 5,197 |
| 47. | Hong Kong, China Sports Association for Persons with Intellectual Disability | 15,309 | 16,655 | 15,743 |
| 48. | Sports Association for the Physically Disabled of Hong Kong, China | 12,511 | 13,231 | 13,031 |
| 49. | Squash Association of Hong Kong, China | 19,842 | 21,227 | 22,254 |
| 50. | Hong Kong China Swimming Association | 17,435 | 19,278 | 19,179 |
| 51. | Hong Kong, China Table Tennis Association Limited | 20,818 | 21,963 | 23,103 |
| 52. | Hong Kong, China Taekwondo Association Limited | 6,204 | 6,601 | 6,790 |
| 53. | The Hong Kong, China Tennis Association Limited | 19,730 | 18,693 | 23,875 |
| 54. | Hong Kong, China Tenpin Bowling Congress Limited | 5,481 | 5,886 | 6,115 |
| 55. | Triathlon Association of Hong Kong China Limited | 6,989 | 7,292 | 7,661 |
| 56. | Hong Kong China Underwater Association Limited | 2,325 | 2,470 | 2,516 |
| 57. | The University Sports Federation of Hong Kong, China Limited | 4,317 | 4,677 | 4,857 |
| 58. | Volleyball Association of Hong Kong, China Limited | 15,718 | 21,672 | 25,815 |
| 59. | Hong Kong, China Waterski Association Limited | 3,064 | 3,425 | 3,743 |
| 60. | The Hong Kong, China Weightlifting and Powerlifting Association Limited | 3,011 | 3,141 | 3,254 |
| 61. | Windsurfing Association of Hong Kong, China | 13,233 | 14,333 | 14,834 |
| 62. | Hong Kong, China Wushu Union Limited | 8,258 | 8,820 | 8,501 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB110

(Question Serial No. 1051)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Speech that the Government will continue to attract and support the staging of international or large-scale arts and cultural events in Hong Kong through the Mega Arts and Cultural Events (ACE) Fund, with a view to promoting the development of Hong Kong as an East-meets-West centre for international cultural exchange. Will the Government inform this Committee of:

1. the numbers of applications received and approved by the Mega ACE Fund last year; the major countries or regions from which applications were received; the amount of funding involved;
2. the current balance of the Mega ACE Fund, the estimated provision for this year and the number of events expected to benefit from it; and
3. how it will assess the economic benefits brought to Hong Kong by the events funded by the Mega ACE Fund?

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 1)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. In the previous year (2024), the Mega ACE Fund received a total of 63 applications and 10 projects were approved, involving an approved grant amount of about \$104.5 million (actual grant amount to be finalised upon the submission of audited report by the grantees after the event).

The Mega ACE Fund is financed through the Arts and Sport Development Fund (Arts Portion). Applicants of the Mega ACE Fund must be companies, organisations or statutory bodies established under Hong Kong law, tax-exempt charitable institutions under the same, or non-Hong Kong companies registered under the Companies Ordinance (Cap.622). At present, all grantees are Hong Kong companies, statutory bodies, or tax-exempt charitable institutions.

Nevertheless, we have observed that a number of funded events involve the participation of organisations from other countries or regions.

CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. Under the new mechanism, the Mega ACE Fund adopts a fixed application cycle, i.e. 3 rounds of applications each year. All applications received in the same round will be considered in one lot. Upon examining the merits of each application, the Mega ACE Fund will identify not more than 4 projects that deserve support in that round and determine the corresponding funding amount. The target is to support at most 10 projects each year.

The Mega ACE Committee will comprehensively consider factors such as the nature of the event, its appeal to tourists, its economic impact on Hong Kong, and the applicant's execution capabilities. The weighting of each consideration is clearly specified in the assessment criteria. In addition, the Mega ACE Fund has introduced a new requirement which requires the organiser of an approved event to conduct an exit survey and submit the documentary proof (such as survey results, online responses, and ticket sales, etc.) for deriving the economic impact of the event.

- End -

CONTROLLING OFFICER'S REPLY

CSTB111

(Question Serial No. 1056)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget Speech, the Government will step up efforts to promote a series of distinctive tourism products such as eco-tourism, panda tourism, horse-racing tourism, etc., to enrich travel experiences in Hong Kong. Please advise this Committee of the following:

1. What is the Government's plan for promoting eco-tourism, panda tourism, and horse-racing tourism? What is the estimated expenditure to be involved? What are the expected number of visitors to be attracted and economic benefits?
2. Does the Government plan to launch new distinctive tourism projects, such as industrial tourism? If yes, what are the details; if no, what are the reasons?

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 6)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Eco-tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very

precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

- (a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;
- (b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;
- (c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and
- (d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events

held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

On the promotion of island tourism, smart tourism, panda tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

Developing tourism products with local characteristics

Moreover, Blueprint 2.0 sets out 4 major development strategies covering four areas of work, including product development, expanding visitor source markets, technology innovation and service enhancement, along with 133 measures to be implemented from 2025 to 2029 to drive the development in these areas. In respect of product development, Blueprint 2.0 proposes strategies for developing tourism products with local characteristics, covering 46 measures

with the focus of pressing ahead in-depth integration of tourism with 4 areas, namely culture, sports, ecology and mega events, in which Hong Kong possesses world-class resources but have yet been fully presented to global visitors, and crafting a series of distinctive and attractive tourism products and projects to attract global visitors to deeply explore Hong Kong's rich and diversified unique tourism resources, with a view to enhancing Hong Kong's attractiveness as a world-class premier tourism destination.

The Working Group on Developing Tourist Hotspots (Working Group) led by the Deputy Chief Secretary for Administration was established in November 2024 to strengthen inter-departmental co-ordination and integrate community efforts in identifying and building popular and attractive tourist hotspots at the district level. The Working Group is examining the recommendations on tourist hotspots and drawing up key initiatives for relevant bureaux/departments to implement.

To encourage the travel trade to develop tourism products with "Made in Hong Kong" industrial elements, CSTB, in collaboration with HKTB and the travel trade, will take forward the relevant measures through three areas, namely developing products, enhancing promotion and upgrading ancillary facilities. At present, in respect of product development, CSTB has started to identify "Made in Hong Kong" industrial brands that are attractive to visitors, with a view to developing industrial tourist attractions and forming itineraries with characteristics with other tourism resources in the district through exploring and integrating the relevant resources to link up with the trade. CSTB will also review the adequacy of the relevant supporting facilities, including the capacity of individual premises and the attractiveness of the products concerned in terms of publicity, etc., in order to take forward the relevant measures in a planned manner.

- End -

CONTROLLING OFFICER'S REPLY

CSTB112

(Question Serial No. 1057)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned under Matters Requiring Special Attention in 2025-26 that the Hong Kong Tourism Board will partner with global media channels to broadcast shows and programmes featuring Hong Kong to generate positive stories. Please inform this Committee of the estimated expenditure for this initiative, the number of media channels involved, and the estimated audience reach.

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 7)

Reply:

Riding on various mega events, festivals and promotions, the Hong Kong Tourism Board (HKTB) has developed a series of promotional contents in videos and TV programmes in partnership with renowned media on different themes, ranging from Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy to outdoor activities for promotion in different visitor source markets worldwide. Alongside the contents on HKTB's one-stop travel information platform DiscoverHongKong, social media posts and first-hand experiences from KOLs invited to visit Hong Kong, the promotion has created positive word-of-mouth to enhance the promotional effect.

HKTB has been actively utilising diverse channels to showcase to the world Hong Kong's unique appeal and tell good stories of Hong Kong. In 2024-25, HKTB worked with various world-renowned media to launch close to 30 programmes of different genres, including variety shows, entertainment programmes and television drama series. Among them are *MasterChef Australia*, a top-rated culinary TV series, *Irresistible Offer (Season 6)*, a workplace reality show in the Mainland and *Begin Again*, a busking performance programme produced in collaboration with South Korean TV company JTBC.

Recently, HKTB rendered full support and assistance to the filming of season 37 of *The Amazing Race*, winner of the American Emmy Award for Outstanding Reality Competition

Program. Premiered on American television channel CBS on 5 March 2025 with Hong Kong as the main competition venue, the programme presented to audience worldwide the diverse appeals of Hong Kong, including the city's world-renowned skyline, the Big Buddha, the Cantonese Opera culture, the tradition of Bun Scrambling in Cheung Chau and the vibrant cityscape, unveiling the unique landmarks and hidden urban oases of Hong Kong.

HKTB also strongly supported the filming of *NEXT TRIP*, a travel programme produced by Japanese television channel BS12, in Hong Kong. In the programme, the host Yumi Wakatsuki (former member of a Japanese idol group Nogizaka46) presented different new attractions of arts and culture in Hong Kong such as M+, the Hong Kong Palace Museum and Tai Kwun in Central, followed by a visit to the Avenue of Stars in Tsim Sha Tsui for the splendid, iconic night view of Victoria Harbour.

HKTB will continue to promote Hong Kong in different source markets and enhance the promotional effects to attract tourists to revisit Hong Kong and experience the unique tourism appeal of the city.

When organising various events and promotional campaigns, HKTB produces diverse videos, advertisements, creative social media posts, and engaging online contents with regard to the actual circumstances. It also collaborates with global media and invites KOLs from different source markets to amplify the promotional impact to drum up audiences' interests in visiting Hong Kong and prompt them to take action to make plans for their trips to Hong Kong. The aforesaid expenses have been subsumed into the overall marketing expenditure and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB113

(Question Serial No. 1058)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

A cumulative total of over \$1.3 billion has been approved by the Film Development Fund (FDF) to support more than 120 film projects. Please inform this Committee:

1. of the total amount of funding approved by the FDF and the number of films involved in the past financial year, and the current balance of the FDF;
2. of the estimated amount of funding to be approved by the FDF and the number of films involved in 2025-2026;
3. whether there are plans to encourage local film companies to explore the Mainland market; if yes, the details; if no, the reasons.

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 8)

Reply:

The Film Development Fund (FDF) approved a total funding amount of over \$240 million in 2024 for projects conducive to the long-term and healthy development of the Hong Kong film industry. Among these, 17 films received funding totalling over \$110 million. The current balance of FDF stood at approximately \$1.6 billion as at the end of February 2025. It is anticipated that funding of about \$190 million will be approved for around 20 film production applications in 2025.

In May 2024, the Government launched the Film Financing Scheme for Mainland Market under FDF in order to support Hong Kong film companies and Mainland cultural enterprises to invest in and promote the productions of Hong Kong directors. This helps boost the chance of Hong Kong films releasing in the Mainland market and nurture more local directors capable of entering the Mainland film market. The Scheme covers films with production budgets ranging from \$25 million to \$150 million. Approved film projects will receive a standard government finance of \$10 million. We aim to attract more private investment to support the production of more Hong Kong films which can enter and fare well in the Mainland film market.

- End -

CONTROLLING OFFICER'S REPLY

CSTB114

(Question Serial No. 3929)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With family travel gradually gaining popularity, does the Government have plans to further develop family-friendly tourism by exploring the introduction of innovative family-friendly tourism products such as interactive exhibitions and parent-child activities which are both educational and entertaining, and the provision of more suitable indoor and outdoor children's spaces?

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 16)

Reply:

As an international city and a tourism hub with diverse culture, Hong Kong has world-class resources in the areas of culture, sports, tourism, ecology, etc. and has long been one of the most popular tourism destinations in the world attracting many family visitors every year. Hong Kong has the edge to further develop family tourism in terms of tourism products and facilities. Strengthening Hong Kong's status as the premier tourism destination for family visitors is one of the strategies under the Development Blueprint for Hong Kong's Tourism Industry 2.0 promulgated by the Culture, Sports and Tourism Bureau (CSTB) at the end of last year.

There are various family-friendly itineraries and products available in the market, such as theme parks, family hiking trails, beaches in close proximity to the city, a variety of cultural and historical experience centres, museums, etc. The Government has also been encouraging and facilitating the tourism industry to develop more family-friendly itineraries and products to showcase the unique characteristics of Hong Kong with a view to attracting more family visitors to Hong Kong. The 2 theme parks in Hong Kong, i.e. Ocean Park and Hong Kong Disneyland Resort (HKDL), provide family visitors with discount tickets and hotel packages on a regular basis, and offer a wide range of suitable activities to family visitors

to create unique travel experiences. The gifting of another 2 giant pandas, An An and Ke Ke, by the Central Government last year, together with Ying Ying, Le Le and their twin cubs, has made Hong Kong home to the largest number of giant pandas outside Mainland China at present. Our promotion of panda tourism as a priority is particularly appealing to family visitors. Besides, this year marks the 20th anniversary of HKDL, and there will be a year-long celebration which will be highly attractive to family visitors. Additionally, the Government encourages different organisations to launch diversified activities targeting at family visitors. For example, the Leisure and Cultural Services Department (LCSD) offers a variety of family-friendly facilities, including innovative play spaces for children and places to learn about plants and animals, which are highly sought after among parents and children. Examples include Hong Kong Park, Kowloon Park, Hong Kong Zoological and Botanical Gardens, Sham Shui Po Park, Cha Kwo Ling Promenade, Tuen Mun Park. LCSD also organises the International Arts Carnival and “Summer Family Cine Fest” from July to August every year, as well as Fun@Museum Carnival and fun days during Muse Fest HK every November. Further to the Adventure Night @HKPM: Family Sleepover and various family workshops held in the Hong Kong Palace Museum and M+ respectively last year, the West Kowloon Cultural District Authority will roll out a family arts event WestK FunFest 2025 from March to April this year.

CSTB will, together with the Hong Kong Tourism Board, relevant bureaux and departments as well as the trade, continue to explore means to further promote the development of family tourism, develop and promote itineraries and products with unique Hong Kong characteristics, as well as provide tailor-made travel experiences. In addition to family visitors, we will also target MICE (Meetings, Incentives, Conventions, and Exhibitions) and business travelers, enticing them to visit Hong Kong with their families, with a view to developing Hong Kong into a premier tourism destination for family visitors.

- End -

CONTROLLING OFFICER'S REPLY

CSTB115

(Question Serial No. 0425)

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

Subhead (No. & title): ()

Programme: () Not specified

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the past 3 years, 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.: 4)

Reply:

The Culture, Sports and Tourism Bureau has not engaged external lawyers for consultancy services without seeking assistance from the Department of Justice since its establishment on 1 July 2022.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 0292)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in paragraph 131 of the Budget Speech that the Government has updated the assessment criteria of the Mega Arts and Cultural Events Fund (Mega ACE Fund) to require funded events to help promote tourism and bring economic benefits. In this connection, will the Government inform this Committee of the following?

1. What are the specific requirements with regard to promoting tourism and bringing economic benefits?
2. What is the estimated contribution of the Mega ACE Fund to Hong Kong's gross domestic product (GDP) in this financial year?
3. There are opinions suggesting that the requirements of the Mega ACE Fund should be relaxed to accept concert applications, in order to entice more internationally renowned singers to hold large-scale concerts in Hong Kong. Will the government consider allocating additional resources to facilitate the relaxation of the requirements? If so, what are the details? If not, what are the reasons?

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 9)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events.

Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, and to further promote the integrated development of culture, sports and tourism, CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. With the objective of attracting and supporting the staging of international or large-scale arts and cultural events which bring both significant arts/cultural and economic value in Hong Kong at the same time, the new assessment criteria emphasise the requirement for the funded

events to cover elements that promote tourism and bring economic benefits, with a view to integrating arts and culture with the socio-economic development. Under the new mechanism, the Mega ACE Committee will comprehensively consider factors such as the nature of the event, its appeal to tourists, its economic impact on Hong Kong, and the applicant's execution capabilities. The weighting of each consideration is clearly specified in the assessment criteria. In addition, the Mega ACE Fund has introduced a new requirement which requires the organiser of an approved event to conduct an exit survey and submit the documentary proof (such as survey results, online responses, and ticket sales, etc.) for deriving the economic impact of the event.

Our target is to support at most 10 projects each year, with a view to utilising limited resources more effectively. If a concert organiser submits an application to the Mega ACE Fund, we will, in accordance with the aforementioned new assessment criteria, consider it with other applications received in the same round in one lot.

- End -

CONTROLLING OFFICER'S REPLY

CSTB117

(Question Serial No. 0310)

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

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

Programme: (1) Director of Bureau's Office, (3) Sports and Recreation

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 141 of the Budget Speech, the Government has been supporting the staging of major international sports events in Hong Kong through "M" Mark System. A more strategic approach will be adopted to continuously attract sports events which can bring significant economic benefits to Hong Kong. In this connection, will the Government inform this Committee of the following:

1. The number of "M" Mark events and the expenditure involved in 2024;
2. The tourism receipts and economic benefits that the "M" Mark System contributed to Hong Kong in 2024;
3. As mentioned in the Budget Speech, a more strategic approach will be adopted to continuously attract sports events which can bring significant economic benefits to Hong Kong. What are the specific strategies?

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 35)

Reply:

1. A total of 25 major international sports events were supported under the "M" Mark System in 2024, enhancing Hong Kong's image as a centre for major international sports events and bringing tangible economic benefits to society. The total funding granted for these 25 events amounted to \$315 million (including \$232 million in matching grant, and \$83 million in direct grant, and grants for venue and/or marketing).
2. Hong Kong is a centre for major international sports events. World-class and major sports events, which hold strategic significance for the city, attract visitors and create business opportunities for various sectors, including hotel, catering, retail and transport, thereby boosting the local economy. In addition, these events can drive the development of sports as an industry through revenue from ticket sales, peripheral merchandise, and expenditures on accommodation and consumption by athletes and staff visiting Hong Kong.

3. The Culture, Sports and Tourism Bureau will continue to attract and support international and major sports events to be staged in Hong Kong through the “M” Mark System and Support Packages. Taking LIV Golf Hong Kong as an example, the event was held in Hong Kong for the first time in 2024 and attracted a crowd of about 40 000, including a number of high-end overseas visitors with high spending power. With an average per capita spending of about US\$2,300, these visitors brought significant economic benefits to Hong Kong. The event was held again in Hong Kong in March 2025, and the organizers are still compiling the relevant data. The Government is in active discussion with LIV Golf to explore long-term partnership. Further details will be announced once available.

- End -

CONTROLLING OFFICER'S REPLY

CSTB118

(Question Serial No. 0317)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 130 of the Budget Speech, the inaugural Hong Kong Performing Arts Expo (Expo) concluded in October last year, featuring over 1 600 arts leaders and practitioners from more than 60 countries and regions. The Government will organise the second edition of the Expo next year, transforming the event into a flagship of our arts and cultural industries. In this connection, will the Government inform this Committee of:

1. the total expenditure of the inaugural Expo with a breakdown by major expenditure items;
2. the economic benefits of the inaugural Expo to Hong Kong illustrated by specific estimated figures; and
3. the measures the Government will take to further enhance the effectiveness of the second edition of the Expo to be held next year and make it a flagship project of our arts and cultural industries?

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 28)

Reply:

1. The estimated expenditure for the inaugural Hong Kong Performing Arts Expo (Expo) was approximately \$42 million. More than half of the expenditure was used for the operational expenses for various activities, about 30% was for administrative and staff expenses, while about 20% for marketing and brand promotion. The actual expenditure for each item will be confirmed upon the completion of the auditing process.
2. The inaugural Expo attracted over 1 600 arts leaders and practitioners from more than 60 countries and regions, and recorded an attendance of more than 30 000. Compared to other relatively well-developed overseas international expos, the scale and participation of the inaugural Expo were very satisfactory. Almost 800 non-local participants purchased standard passes to attend the event in Hong Kong, while over 200 non-local arts practitioners and crew members came to Hong Kong and participated in the productions and performances. Furthermore, by leveraging the Expo as an international platform for performing arts, some participating arts groups have

successfully established cooperative partnerships and touring arrangements with representatives worldwide.

3. The Hong Kong Arts Development Council will make good use of its network established by the inaugural Expo and the experiences gained to actively enhance the resource efficiency of the second edition of the Expo, aiming to produce more high-quality events and attract more participants. We anticipate that the second edition of the Expo will attract about 2 000 arts leaders and practitioners from around the world and approximately 40 000 audiences to join the performances, positioning it as a flagship event of Hong Kong's arts and cultural industries.

- End -

CONTROLLING OFFICER'S REPLY

CSTB119

(Question Serial No. 0318)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 131 of the Budget Speech, a new requirement for funded events to help promote tourism and bring economic benefits has been added in assessment criteria of the Mega Arts and Cultural Events Fund. In this connection, will the Government inform this Committee:

- (1) of the specific indicators and quantitative standards adopted for assessing the anticipated economic benefits prior to the staging of an event. Please explain in detail the assessment method and the factors of consideration;
- (2) whether a standardised framework for benefit assessment will be developed to ensure consistent standards for approving different activities? If yes, please provide the details; if no, the reasons;
- (3) of the follow-up mechanism for events failing to achieve anticipated economic benefits, and whether such failure will affect the organisers' eligibility for future fund applications?

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 29)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events.

Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, and to further promote the integrated development of culture, sports and tourism, CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. With the objective of attracting and supporting the staging of international or large-scale arts and cultural events which bring both significant arts/cultural and economic value in Hong Kong at the same time, the new assessment criteria emphasise the requirement for the funded events to cover elements that promote tourism and bring economic benefits, with a view to integrating arts and culture with the socio-economic development. Under the new

mechanism, the Mega ACE Committee will comprehensively consider factors such as the nature of the event, its appeal to tourists, its economic impact on Hong Kong, and the applicant's execution capabilities. The weighting of each consideration is clearly specified in the assessment criteria. In addition, the Mega ACE Fund has introduced a new requirement which requires the organiser of an approved event to conduct an exit survey and submit the documentary proof (such as survey results, online responses, and ticket sales, etc.) for deriving the economic impact of the event.

According to the requirements of the Mega ACE Fund, grantees must follow the provisions of the funding agreement to carry out their proposals and fulfil the related obligations. They must also submit an event report after the completion of the event, and will only receive the remaining grant upon the acceptance of the report. If the outcomes of the event deviate from the proposal and/or fail to meet the key performance indicators without sufficient justifications, the Government reserves the right to invoke adjustment to the amount of the direct and/or matching grants. If the applicants concerned apply for the Mega ACE Fund again, the Government will take into account their performance in all previous projects supported by the Mega ACE Fund when considering their applications.

- End -

CONTROLLING OFFICER'S REPLY

CSTB120

(Question Serial No. 0319)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 136 of the Budget Speech, the Government will step up efforts to promote a series of distinctive tourism products such as eco tourism, panda tourism, horse-racing tourism, etc., to enrich travel experiences in Hong Kong. In this connection, will the Government inform this Committee:

1. of the breakdown of the expenditure on designing distinctive tourism products;
2. of the estimated economic benefits to Hong Kong derived from distinctive tourism products; and
3. whether the Government will take the initiative to promote Hong Kong's distinctive tourism products on social media platforms?

Asked by: Hon LAM Shun-chiu, Dennis (LegCo internal reference no.: 30)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes a series of distinctive tourism projects, such as eco-tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. HKTB launches its promotion of "+Tourism" experiences for different source markets and visitor segments to enhance publicity effectiveness. The above work is absorbed by its overall marketing budget and is difficult to quantify separately. HKTB estimates in early 2025 that the total number of visitors to Hong Kong for the year will be approximately 49 million, an increase of about 10% year-on-year, with total tourism expenditures associated with inbound tourism amounting to approximately \$214 billion.

CSTB makes ongoing active efforts via HKTB to promote eco-tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform “Discover Hong Kong” to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform “Hong Kong Great Outdoors” will continue to be used to introduce in detail and promote Hong Kong’s unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos “Four Corners of Hong Kong” were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong’s four corners - “north, south, east and west”, namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin’s Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional

activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

As for horse-racing tourism, horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors’ experiences during their visit. To enhance Hong Kong’s reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong’s long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives’ promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors’ attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong’s key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Over the past year, the Hong Kong Tourism Board (HKTB) proactively invited more than 2 600 key opinion leaders (KOLs), influencers, media and trade partners from different source

markets around the world (including the Mainland, Southeast Asia, Taiwan, Japan, South Korea and long-haul markets) to visit Hong Kong and experience its diverse charm.

HKTB has tailor-made a variety of thematic itineraries for these guests, covering Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy and outdoor exploration. This aims to create positive word-of-mouth through their personal experiences and promote Hong Kong's unique appeal to the world by leveraging their vast influence, with a view to attracting more visitors to Hong Kong. In the first month of 2025 alone, HKTB has invited over 100 KOLs, influencers, media and trade partners to Hong Kong.

In the coming year, HKTB will invite more members of the trade to experience in person the diverse tourism programmes in Hong Kong, with a view to encouraging them to develop more innovative tourism products and promotional contents, thereby attracting more global visitors to Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB121

(Question Serial No. 0515)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Hong Kong Tourism Board, relevant government bureaux/departments, the tourism sector and other relevant stakeholders will jointly develop and promote island tourism in 2025-26. Please inform this Committee of:

1. the schemes, projects and arts festivals activities launched by the Government in relation to island tourism over the past 5 years, along with the number of tourists attracted and the expenditures; and
2. the expenditure and target outcomes for extension projects on island tourism in 2025-26?

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 32)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders.

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products,

and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

As regards the work done in the past, after organising the Yim Tin Tsai Arts Festival, a three-year pilot scheme, from 2019 to 2021, the Tourism Commission (TC) organised the Sai Kung Hoi Arts Festival from 2022 to 2024 and gradually expanded its coverage from Yim Tin Tsai to Sharp Island, Kau Sai Chau and High Island. During the three-year Sai Kung Hoi Arts Festival, there were nearly 230 000 visitors and participants in guided tours and programmes. Around 90% of the visitors and participants were locals and 10% were non-locals. The three-year Arts Festival involved an expenditure of around \$47 million. TC will explore the future modes and direction based on the experience and feedback gained from the Sai Kung Hoi Arts Festival.

On the promotion of island tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 2393)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 129 of the Budget Speech that a cumulative total of over 780 cultural and creative projects have been approved under the CreateSmart Initiative (CSI). Please inform this Committee of the following:

Among the projects approved under CSI over the past 3 years, how many of them have been successfully industrialised with sustained income?

How does the Administration assess the potential for industrialisation of a project? Are there specific performance indicators set for the funded projects?

Also, the Government has proposed to attract to Hong Kong more cultural and creative enterprises that integrate I&T into their work. What are the specific plans and timelines? How will the Administration assist local cultural and creative enterprises in enhancing their capabilities to apply technology?

Asked by: Hon LAM So-wai (LegCo internal reference no.: 22)

Reply:

A total of more than 780 projects have been approved since the inception of the CreateSmart Initiative (CSI) in 2009. Many of them are projects with potential for industrialisation. Examples are as follows:

(i) Since 2018, funding has been provided to the industry for organising 6 editions of the Design Licensing and Business (DLAB) Support Scheme to help young character designers as well as designers and design enterprises with licensable content develop their businesses through a series of trainings, workshops, mentorship programmes; the setting up of Hong Kong Pavilion at the Hong Kong International Licensing Show; and other activities. There are a number of successful collaboration examples where participating companies and commercial brands, including SHIBAINC, CYKO Production, UBL (Universal Basketball

League, etc. have licensed their design characters for use in various consumer products and for decorations and activities in shopping centres.

(ii) Since 2019, funding has been provided to the industry for holding 5 editions of the Hong Kong Game Enhancement and Promotion Scheme and 60 start-ups have been supported to improve the quality and profitability of their games and participate in overseas game shows, thereby promoting local works to the international market and expanding business opportunities. The funded local original games have successfully entered multiple markets including Hong Kong, the Mainland, the USA, Japan, Thailand, the UK, South Korea, Malaysia, Singapore, etc., accumulating over 10 million downloads. Four of the participating companies in the scheme, including Anxious Otter Games Limited, Feeling Game Company Limited, Trefle & Co. Game and Minidragon Limited.

(iii) Since 2021, funding has been provided to the industry for holding 4 editions of the Hong Kong Comics Development and Promotion Support Programme. The Programme has been providing funding support and professional mentoring to local comics companies and their comic artists to support the creation, publication and promotion of their original comics works. A total of 47 local original comics were exhibited at the Comic Fiesta in Malaysia between 2022 and 2024 and at the French Angoulême International Comics Festival in 2023 and 2025. Of them, 10 exhibited works (including “The ZEROS”, “The Architect’s Epiphany”, “Cat Mask Boy”, “The Last Soul – Overland 1”, “See You in Memories”, “My Soul Mate”, “Crash”, “Heroes”, “Graffiti Sorcerer ”and “Indigo”) were invited for release in multiple languages including Italian, French, Malay, Simplified Chinese, English and Ukrainian. One of the comic books, “See You in Memories” created by Pen So, won the Silver Award at the 16th Japan International MANGA Award in 2022 and New Horizons – Special Jury Prize at the Bolognaragazzi Awards in 2024.

(iv) Since 2021, funding has been provided to the Hong Kong art toy industry for promoting local art toy designs and brands in Southeast Asia and opening up new markets. Examples include staging a large exhibition of Hong Kong Art Toy Story in Bangkok, Thailand in 2022; setting up the Hong Kong Pavilion at the Thailand Toy Expo, one of Asia’s largest toy fairs, in 2023 and 2024 consecutively; and holding an exhibition in Jakarta, Indonesia in 2024. These efforts resulted in at least 20 transactions and over 370 business inquiries or contacts. One designer, Winson Ma, was even invited to display his works at an art toy store in Thailand in April 2023 and sold over HK\$500,000 worth of art toys at the Thailand Toy Expo in 2023, and expanded retail operations in Indonesia.

(v) Since 2020, funding has been provided to the industry for holding 3 editions of the Next Writer Publication Funding Scheme to support 26 units of emerging writers to publish and promote new books. The 8 books supported in the second edition sold a total of about 6 500 copies.

(vi) Funding was provided for the industry to showcase more than 100 sets of furniture and home products designed by 4 renowned Hong Kong designers, namely Joey Ho, Tommy Li, Walter Ma and Victor Wong at the Maison&Objet, a home design show in Paris, held in January 2025, transforming creative concepts into products with market appeal. Also, around 18 pieces of creative furniture from 10 Hong Kong interior designers are exhibited at Milan Design Week in Milan, Italy in April 2025.

Besides, CCIDA signed MOUs with 3 prominent Mainland cultural and creative brands in June 2024, including the collaboration on the National Museum of China Innovative with the National Museum of China (Beijing) Cultural Industry Development Co Ltd, the Palace Museum Cultural and Creative Products Hong Kong Space with the Guangzhou Tai Lai Digitals Cultural Tourism Co Ltd and the Great Wall Cultural Creativity with Changcheng Cultural and Creative (Beijing) Culture Co Ltd, with a view to driving the collaboration between CCIDA and the relevant cultural and creative brands in areas of market development, promotion and exchange. CCIDA will continue to nurture more cultural and creative projects with potential for industrialisation through CSI and collaboration with Mainland cultural and creative brands. For example, we will work with brands such as the National Museum of China Innovative, the Palace Museum Cultural and Creative Products Hong Kong Space and the Great Wall Cultural Creativity to help Hong Kong's cultural and creative design talents in creating more products that embody both Chinese culture and Hong Kong characteristics. Also, we will continue to provide funding support to the cultural and creative sectors to participate in industry showcases and exhibitions in the Mainland and overseas, and to drive delegations to the Mainland and overseas for exploring business opportunities, and promote cross-sectoral and cross-genre collaboration projects, thereby diversifying the cultural and creative industries for new impetus.

CCIDA collects data of 15 categories to evaluate the effectiveness of CSI. These categories include: (i) number of approved projects; (ii) number of local participants; (iii) number of non-local participants; (iv) number of viewings/hits received in respect of websites or social media platforms; (v) number of media reports; (vi) number of job opportunities created; (vii) number of small and medium-sized enterprises (SMEs) benefitted; (viii) number of business contacts or inquiries created for SMEs; (ix) number of business deals secured; (x) number of nurturing opportunities created for creative talents and start-ups; (xi) number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA; (xii) number of exhibitions and showcases; (xiii) number of participants in overseas delegation visits; (xiv) number of cultural and creative products/works promoted or produced; and (xv) number of cross-sectoral and cross-genre collaborations. All these help quantify the benefits delivered by the CSI-funded projects more accurately.

The Office for Attracting Strategic Enterprises has been proactively reaching out and attracting high-potential, representative enterprises of strategic importance to Hong Kong from around the world. Among the 66 strategic enterprises attracted, 2 are cultural and creative enterprises that integrate I&T into their work. Attracting these tech-driven cultural and creative strategic enterprises not only helps create more high-quality job opportunities but also empowers professionals in the arts and culture and creative sectors, enhancing the quality and competitiveness of industry talents. With the innovative technologies, talents, financial and other resources from these strategic enterprises, it will promote and accelerate the development of the local cultural and creative industries, and facilitate the integrated development of traditional cultural and creative enterprises with innovative technologies. This will build a more robust ecosystem for the arts and culture and creative industries, thus enhancing the overall competitiveness of Hong Kong's cultural and creative industries.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 2394)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To pursue the concept of “tourism is everywhere” and implement the Development Blueprint for Hong Kong’s Tourism Industry 2.0, the Government will allocate \$1.235 billion to the Hong Kong Tourism Board (HKTB). In particular, as mentioned in paragraph 145 of the Budget Speech, HKTB will enhance the Discover Hong Kong platform and introduce new features to promote smart tourism. In this connection, will the Government inform this Committee of the following:

When are the Live Travel Map and the Smart Itinerary Planner systems expected to launch? Will the new systems collaborate with local small and medium enterprises and distinctive neighbourhood attractions to prevent over-concentration of visitors at traditional tourist hotspots? Has the Government set any specific indicators, such as utilisation rates and impacts on visitor diversion and durations of visitors’ stay in Hong Kong, to assess the effectiveness of the new functions?

Asked by: Hon LAM So-wai (LegCo internal reference no.: 23)

Reply:

The Hong Kong Tourism Board (HKTB) has been striving to advance Hong Kong as a smart tourism destination and establishing a smart tourism system by utilising various smart technologies and tools, with a view to offering seamless travel experience to visitors and creating new opportunities for the tourism industry.

In the coming year, HKTB will enhance the content structure and functions of the Discover Hong Kong platform in phases, including development of a Live Travel Map on Discover Hong Kong. Visitors can access the website using a mobile device or desktop computer, and obtain real-time travel information and recommendations, including attractions, city events, dining, shopping, merchant offers, etc., in different parts of Hong Kong by entering keywords or selecting the relevant categories of information. HKTB has commenced the

relevant system development work and the system is expected to roll out for preliminary use in 2025-26. In addition, HKTB will kick start preliminary development of the Smart Itinerary Planner. The first phase will include integration of travel information, development of a back-end system, and training of an AI model to verify the accuracy of its answers. In the long run, a customised itinerary planning tool based on age, interests and travel purposes will be developed to provide personalised itinerary suggestions. The first phase of the development work is expected to complete in the first half of 2026.

After completion of the relevant system development work, HKTB will, based on the functions of individual systems, set appropriate indicators, such as the number of website views, etc., to assess their effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB124

(Question Serial No. 2399)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 140 of the Budget Speech, Kai Tak Sports Park (KTSP) is the largest-ever sports infrastructure in Hong Kong with the 50 000-seat Stadium. The Government will hold large-scale sports and entertainment events in the Park, thereby driving visitation and spending. In this connection, will the Government inform this Committee of the following?

What are the main eligibility criteria for groups performing at the main stadium of KTSP? With the completion of KTSP, what is the current positioning of the Hong Kong Coliseum and other related government venues?

Will the Government strengthen co-ordination with the business sector and encourage the provision of short-term rental concessions for vacant shops in the vicinity of KTSP and in Kowloon City, to welcome shops selling local Hong Kong snacks, so that the needs of visitors with different consumption levels can be met, thereby boosting the “concert economy” driven by KTSP? If so, what are the details? If not, what are the reasons?

Asked by: Hon LAM So-wai (LegCo internal reference no.: 28)

Reply:

1. Kai Tak Sports Park Limited (the Operator) has, all along, proactively reached out to local stakeholders and international event organisers from sectors including sports, arts and culture, and showcased the advantages of KTSP's facilities to over 200 local and international organisations. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using the different facilities at KTSP for sports and entertainment activities. For example, following the Hong Kong Sevens 2025 held at the Kai Tak Stadium in March, multiple concerts of internationally renowned bands and local singers will also take place at Kai Tak Stadium from April to June. The series of mega sports and entertainment events will present participants with an exciting experience. When handling booking applications, the Operator will take into account a basket of factors, including the nature and appeal of

the proposed events, whether the events align with the image of KTSP and Hong Kong, the venue's availability, etc.

2. With the gradual opening of KTSP and more public and private venues (including KTSP), the Culture, Sports and Tourism Bureau is reviewing the booking policy and positioning of various venues under the Leisure and Cultural Services Department (including the Hong Kong Coliseum) with a view to providing spaces that better cater to the present needs of different types of arts and cultural activities.
3. The KTSP features a wide variety of catering facilities. In particular, there are some 30 bars and catering outlets in Kai Tak Stadium. These catering facilities are comparable in scale to other similar facilities in the world and are able to meet the catering needs within KTSP. In addition, during large-scale events, the Operator can flexibly arrange mobile catering booths and increase the number of mobile booths based on the actual situation. In addition, there are over 700 000 square feet of retail, catering as well as leisure and entertainment facilities in KTSP, including a 20 000 square feet food hall and various popular outlets offering international cuisine. The neighbouring districts of Kowloon City and To Kwa Wan, which are in close proximity to KTSP, also provide an array of dining options. The Kowloon City District Office has, all along, been maintaining close liaison with merchants in the district through local organisations and trade associations, encouraging them to provide all kinds of offers with a view to attracting locals and tourists to shop around Kowloon City District.

- End -

CONTROLLING OFFICER'S REPLY**CSTB125****(Question Serial No. 3210)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (4) CultureControlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

As mentioned in paragraph 131 of the Budget Speech, the Government will continue to attract and support the staging of international or large-scale arts and cultural events in Hong Kong through the Mega Arts and Cultural Events Fund (Mega ACE Fund), with a view to promoting the development of Hong Kong as an East-meets-West centre for international cultural exchange. It has also updated the assessment criteria to require funded events to help promote tourism and bring economic benefits. In this connection, will the Government inform this Committee of the names of the events funded by the Mega ACE Fund since its establishment, and the funding amounts approved?

Asked by: Hon LAM So-wai (LegCo internal reference no.: 38)Reply:

The Culture, Sports and Tourism Bureau set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events. Details are as follows:

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|----|--|---|-------------------------------|
| 1. | Art Basel Hong Kong 2023 | 15,000,000 | 21-25 March 2023 |
| 2. | Art Central 2023 | 2,531,632 | 21-25 March 2023 |
| 3. | "Madame Song: Pioneering Art and Fashion in China" | 8,000,000 | 29 July 2023 to 14 April 2024 |
| 4. | Freespace Jazz Fest 2023 | 8,000,000 | 3-8 and 26 October 2023 |
| 5. | INK ASIA 2023 | 13,672,155.7 | 4-8 October 2023 |

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|-----|---|---|-----------------------------------|
| 6. | “Botticelli to Van Gogh: Masterpieces from the National Gallery, London” | 15,000,000 | 22 November 2023 to 11 April 2024 |
| 7. | Chubby Hearts Hong Kong | 7,586,657 | 14-24 February 2024 |
| 8. | A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia | 15,000,000 | 15 March to 31 October 2024 |
| 9. | ComplexCon Hong Kong 2024 | 15,000,000 | 22-24 March 2024 |
| 10. | Art Basel Hong Kong 2024 | 15,000,000 | 26-30 March 2024 |
| 11. | Art Central 2024 | 11,000,000 | 27-31 March 2024 |
| 12. | Voyage with Van Gogh | 11,800,000 | 28 March to 31 May 2024 |
| 13. | Chinese Kungfu x Dance Carnival | 14,686,070 | 9-14 July 2024 |
| 14. | ART021 HONG KONG CONTEMPORARY ART FAIR | 15,000,000 | 28 August to 8 September 2024 |
| 15. | Puccini’s Turandot | 700,000** | 23 September to 13 October 2024 |
| 16. | Hypefest Hong Kong 2024 | 15,000,000 | 9-10 November 2024 |
| 17. | The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries ^ | 8,000,000** | 18 December 2024 to 4 May 2025 |
| 18. | The Hong Kong Jockey Club Series: Picasso for Asia—A Conversation ^ | 4,000,000** | 15 March to 13 July 2025 |
| 19. | ComplexCon Hong Kong 2025 | 15,000,000** | 21-23 March 2025 |
| 20. | Art Central 2025 | 9,000,000** | 25-30 March 2025 |
| 21. | Art Basel Hong Kong 2025 | 15,000,000** | 26-30 March 2025 |

^ Ongoing event

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

- End -

CONTROLLING OFFICER'S REPLY

CSTB126

(Question Serial No. 1850)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. A cumulative total of over 780 cultural and creative projects have been approved under the CreateSmart Initiative (CSI). What are the titles and categories of the projects approved under CSI in the past 3 years? What are the respective numbers of local and non-local projects involved?

2. What strategies are currently in place to attract to Hong Kong more cultural and creative enterprises that integrate innovation and technology into their work? What attraction and support measures are available to foster the development of the local creative industry chain?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 10)

Reply:

1. Projects funded by the CreateSmart Initiative (CSI) in the past 3 years, along with their respective categories, are set out in **Annex** (some projects were held both locally and outside Hong Kong).

2. The Office for Attracting Strategic Enterprises (OASES) has been committed to attracting enterprises from industries of strategic importance to Hong Kong. Going forward, OASES will adopt a more proactive approach to reaching out to and attracting high-potential and representative cultural and creative enterprises that integrate innovation and technology (I&T) into their work from all over the world. Through Hong Kong, where Chinese and Western cultures converge, as well as the innovation and technology ecosystem is being increasingly vibrant, these enterprises, including but not limited to leading cultural and creative enterprises in the fields of performance, animation, gaming and digital art expression, will be able to strengthen the integration of arts and I&T in their work. Apart from playing a role in coordinating the facilitation measures and funding support offered by different government departments to cultural and creative enterprises landing in Hong Kong, OASES is dedicated to follow up on the development and needs of the strategic enterprises and assist them in integrating into the I&T and industry ecosystems in Hong Kong. For examples, OASES will follow

through the cases and connect these enterprises with relevant stakeholders including I&T flagships, universities and research institutions, trade associations and professional bodies. This enables the enterprises to fully capitalise on Hong Kong's advantages, including its well-developed I&T ecosystem, robust capabilities in research, abundance of capital and wealth of international talents, resulting in greater achievements in pursuing their creative endeavours. Moreover, Hong Kong's strong connectivity to the world makes it possible for cultural and creative enterprises to showcase a wide diversity of creative artworks which are integrated with technology to international audiences through various mega events. This will further promote the development of and open up more new opportunities for the local creative industry. In addition, the Cultural and Creative Industries Development Agency will actively liaise with Invest Hong Kong to provide support for cultural and creative enterprises seeking to develop their businesses in Hong Kong, and assist creative talents and enterprises in establishing their presence here.

**Projects funded by CSI from 2022-23 to 2024-25
(As at end-February 2025)**

| | Sector | Project title | Funding amount (\$) | Local/ Non-local |
|--|-----------------|--|----------------------------|-------------------------|
| Projects funded by CSI in 2022-23 | | | | |
| 1. | Advertising | The 10th Microfilm Production Support Scheme (Music) | 8,207,800 | Local |
| 2. | | 2023 HK4As Representatives' Participation In International Awards cum Creative Sharing in HK | 645,980 | Local and Non-local |
| 3. | Architecture | HKIA Roving Architecture Exhibitions 2023/24 | 9,931,300 | Local and Non-local |
| 4. | Design | FabriX - Digital Fashion 2022 | 7,668,000 | Local |
| 5. | | SEED - To Open Minds 2022 | 4,603,480 | Local |
| 6. | | Establishing a Sample Development Centre for Hong Kong Fashion Designers - Phase II | 9,970,140 | Local |
| 7. | | Fashion Summit (HK) 2022 - 2023 | 5,821,500 | Local and Non-local |
| 8. | | Fashion Promotion Coinciding with CENTRESTAGE 2022 | 9,909,000 | Local |
| 9. | | Greater Bay Area Urban Design Awards | 1,227,682 | Local and Non-local |
| 10. | | Fashion X AI: 2022-2023 International Salon | 7,406,440 | Local |
| 11. | | Roving Exhibition in Wuhan and Greater Bay Area (GBA) cities | 9,188,500 | Non-local |
| 12. | | Hong Kong Interior Design Week 2022 | 5,947,948 | Local and Non-local |
| 13. | | deTour 2022 Design Festival | 8,670,900 | Local |
| 14. | | Design Spectrum 2022-2023 | 8,809,600 | Local |
| 15. | | HKFG SS23 | 6,168,000 | Non-local |
| 16. | | The Redress Design Award 2023 | 4,948,600 | Local |
| 17. | | Hong Kong Smart Design Awards 2023 | 6,317,580 | Local and Non-local |
| 18. | | Digital Economy Accelerator | 9,350,000 | Local |
| 19. | | GBA: Fashion Fusion 2023 | 7,488,000 | Local and Non-local |
| 20. | | HKFG AW23 | 6,410,120 | Non-local |
| 21. | | SEED - To Open Minds 2023 | 4,645,250 | Local |
| 22. | | DesignInspire 2022 - Hong Kong Creative Force Pavilion | 815,000 | Local |
| 23. | | Business of Design Week 2022 | 8,796,757 | Local |
| 24. | DFA Awards 2022 | 2,449,839 | Local | |

| | Sector | Project title | Funding amount (\$) | Local/ Non-local |
|--|---|--|----------------------------|-------------------------|
| 25. | Digital Entertainment | Knowledge of Design Week 2022 | 1,206,991 | Local |
| 26. | | Nurturing Programme of Hong Kong Young Design Talents 2022 | 1,727,683 | Local |
| 27. | | Fashion Asia Hong Kong 2022 | 6,323,024 | Local |
| 28. | | The 10th Animation Support Programme | 9,140,100 | Local |
| 29. | | Organise the 24th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan | 2,039,260 | Local and Non-local |
| 30. | | Asia Smart App Awards 2022/2023 | 2,192,760 | Local |
| 31. | | The 2nd Hong Kong Comics Development & Promotion Support Programme | 8,182,742 | Local and Non-local |
| 32. | CIRCULATING • Hong Kong Comics Creation Exchange Project @Angouleme International Comics Festival, France (Working Title) | 2,133,322 | Local and Non-local | |
| 33. | Hong Kong Animation and Digital Entertainment Pavilion 2023 | 430,000 | Local | |
| 34. | Printing and Publishing | Publishing 3.0 - HK Smart eBook-Hub Promotion Scheme | 5,713,930 | Local and Non-local |
| 35. | | The 4th Hong Kong Publishing Biennial Awards (2022-2023) | 2,937,730 | Local and Non-local |
| 36. | | Soaring Creativity – O2O Hong Kong Pavilion 2023 (Hong Kong Publishing and Printing Industry Joining Bologna Children Book Fair and Frankfurt Book Fair) | 9,386,400 | Local and Non-local |
| 37. | Television | Asia Video Summit 2022 | 874,650 | Local and Non-local |
| 38. | Music | Ear Up Record Label Creation and Incubation Program (Advanced) 2022/23 | 8,311,708 | Local |
| 39. | | Ear Up Music Global 2022/23 | 8,046,140 | Local and Non-local |
| 40. | | Ear Up Record Label Creation and Incubation Programme 23/24 | 6,861,900 | Local |
| 41. | Others | The 5th “HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme” | 4,869,260 | Local |
| Projects funded by CSI in 2023-24 | | | | |
| 1. | Advertising | The 11th Microfilm Production Support Scheme (Music) | 8,544,620 | Local |
| 2. | | The 7th Hong Kong Digital Advertising Industry Fresh Graduate | 8,952,700 | Local |

| | Sector | Project title | Funding amount (\$) | Local/ Non-local |
|-----|---------------|---|----------------------------|-------------------------|
| | | Support Scheme | | |
| 3. | Design | deTour 2023 - Design Festival | 8,518,000 | Local |
| 4. | | JUXTAPOSED 2023 | 9,966,675 | Non-local |
| 5. | | Hong Kong Denim Festival 2023-2024 - Denim Frontiers - Fostering Global Denim Cultural Exchange and Collaboration | 7,462,549 | Local and Non-local |
| 6. | | Promotion of Digital Fashion in London & Paris Fashion Week | 8,617,000 | Non-local |
| 7. | | Young Knitwear Designers' Contest | 3,532,800 | Local and Non-local |
| 8. | | HKFG SS24 | 6,464,474 | Non-local |
| 9. | | Hong Kong Delegate Showcase, Seminar and Visit in Paris | 4,588,000 | Non-local |
| 10. | | ((Capsule)) | 2,313,350 | Non-local |
| 11. | | Design Spectrum 2023-2024 | 9,718,400 | Local |
| 12. | | The 3rd Edition of ReMIX · Yesterday's Future, Invent Tomorrow! 2023-2024 | 6,864,000 | Local and Non-local |
| 13. | | InterVision Fashion Flow 2023 | 9,714,325 | Local |
| 14. | | AsiaMeets 2023 Hong Kong | 4,448,346 | Local and Non-local |
| 15. | | Hong Kong Design On Stage at Maison&Objet 2024 | 3,202,000 | Local and Non-local |
| 16. | | Fashion X AI 2024-2025: Culture and Future Mode | 9,743,930 | Local and Non-local |
| 17. | | Hong Kong Smart Design Awards 2024 | 7,021,200 | Local and Non-local |
| 18. | | Redress Design Award 2024 | 5,094,718.40 | Local |
| 19. | | GBA: FASHION FUSION 2024 | 7,645,000 | Local and Non-local |
| 20. | | A Fashion Designers Reality Show - Amazing Cut | 9,360,000 | Local |
| 21. | | HKFG AW24 | 6,822,320 | Non-local |
| 22. | | Hong Kong Delegate Showcase at Maison&Objet in Paris | 4,795,500 | Non-local |
| 23. | | Promotion of Digital Fashion in COMPLEXCON HONG KONG | 6,419,000 | Local |
| 24. | | SEED - To Open Minds 2024 | 7,451,850 | Local |
| 25. | | Business of Design Week 2023 | 10,675,922 | Local |
| 26. | | DFA Awards 2023 | 4,050,000 | Local |
| 27. | | Knowledge of Design Week 2023 | 1,736,000 | Local |
| 28. | | Nurturing Programme of Hong Kong Young Design Talents 2023 | 7,580,500 | Local |
| 29. | | Fashion Asia Hong Kong 2023 | 6,865,000 | Local |

| | Sector | Project title | Funding amount (\$) | Local/ Non-local |
|-----|--|---|--------------------------------------|-------------------------|
| 30. | | Sham Shui Po Design and Fashion Base Project 2023-24 | 68,700,000 | Local |
| 31. | | DesignInspire Online and Offline Promotions | 6,000,000 | Local |
| 32. | | Fashion Promotion Coinciding with CENTRESTAGE 2023 | 11,000,000 | Local |
| 33. | | Business of Design Week 2024 | 7,755,265 | Local |
| 34. | | DFA Awards 2024 | 3,974,513 | Local |
| 35. | | Knowledge of Design Week 2024 | 1,569,462 | Local |
| 36. | | Nurturing Programme of Hong Kong Young Design Talents 2024 | 7,550,225 | Local |
| 37. | | Fashion Asia Hong Kong 2024 | 6,875,433 | Local |
| 38. | | Sham Shui Po Design and Fashion Project 2024-25 | 92,792,958 | Local |
| 39. | | Digital Entertainment | The 11th Animation Support Programme | 9,738,000 |
| 40. | Organise the 25th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan | | 2,063,160 | Local and Non-local |
| 41. | 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 | Local and Non-local |
| 42. | To Promote HK Comics & Sport by Establishing Comics Park on Wan Chai Harbour Front Promenade | | 9,217,600 | Local |
| 43. | Promoting Hong Kong Comics by Establishing Avenue of Comic Stars (Phase 4) | | 9,969,500 | Local |
| 44. | The 4th Hong Kong Game Enhancement and Promotion Scheme | | 9,515,080 | Local and Non-local |
| 45. | AI-assisted Animation Production Pilot Scheme | | 8,112,000 | Local and Non-local |
| 46. | The 3rd Hong Kong Comics Development & Promotion Support Programme | | 8,940,496 | Local and Non-local |
| 47. | Asia Smart App Awards 2024 | | 2,320,600 | Local |
| 48. | The 6th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme | | 6,884,200 | Local and Non-local |
| 49. | Printing and Publishing | Promoting Hong Kong Picture Book Illustrators and Comics Artists through International Book Fairs | 3,342,300 | Local and Non-local |

| | Sector | Project title | Funding amount (\$) | Local/ Non-local |
|--|---------------|--|----------------------------|-------------------------|
| 50. | | The 3rd Next Writer Publication Funding Scheme | 6,892,340 | Local and Non-local |
| 51. | | Soaring Creativity — Supports for Hong Kong Children's and Parent-Child's Publications to Explore External Markets | 9,086,778 | Local and Non-local |
| 52. | | Hong Kong Reading for All Carnival 2024 | 7,293,600 | Local |
| 53. | | Promotion of Arts and Culture at the Hong Kong Book Fair | 1,500,000 | Local |
| 54. | | Asia Video Summit 2023 | 1,388,620 | Local |
| 55. | | CHILL CLUB (Thailand version) | 8,572,000 | Local and Non-local |
| 56. | Television | Spring Gala Festival 2024 | 7,035,250 | Local and Non-local |
| 57. | | Endless Melody 2 | 9,859,575 | Local and Non-local |
| 58. | | Asia Video Summit 2024 | 2,740,176 | Local and Non-local |
| 59. | Music | "Make Music Work III" - Music Creation and Production Talents Nurturing Scheme | 5,819,980 | Local |
| 60. | | Hong Kong Pop Culture Festival 2024: Outdoor Music x Film Marathon | 10,000,000 | Local |
| 61. | | Organising the 5th Cross-Matching Showcase in HK Int'l Licensing Show 2024 | 3,386,857 | Local and Non-local |
| 62. | Others | The 6th "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme" | 4,976,860 | Local |
| 63. | | Promote Hong Kong Designer Toys through Thailand Toy Expo 2024 | 3,272,745 | Local and Non-local |
| 64. | | Chill 11 | 3,500,000 | Local |
| 65. | | The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights | 3,000,000 | Local |
| Projects funded by CSI in 2024-25 | | | | |
| 1. | Advertising | 2024 HK4As Representatives' Participation in International Awards cum Creative Sharing in HK | 614,547 | Local and Non-local |
| 2. | Design | A 75A celebratory event : Salone del Mobile's 'SaloneSatellite Permanent Collection' Exhibition Hong | 9,287,500 | Local |

| | Sector | Project title | Funding amount (\$) | Local/ Non-local |
|-----|---------------|--|----------------------------|-------------------------|
| | | Kong + HK Young Design Annex + Young Talks | | |
| 3. | | Fashion Summit (HK) 2024 | 5,989,600 | Local and Non-local |
| 4. | | Maison&Objet Design Factory | 9,963,400 | Local |
| 5. | | HKFG SS25 | 7,404,000 | Non-local |
| 6. | | The Fashion Union - A Platform to Celebrate the Beauty of Workwear | 8,228,402 | Local |
| 7. | | deTour 2024 Design Festival | 9,714,000 | Local |
| 8. | | Fashion Atelier Certificate Programme: Transforming Fashion Design with 3 Dimensional Innovation Cutting | 5,921,330 | Local and Non-local |
| 9. | | Motifx | 7,885,243 | Local and Non-local |
| 10. | | FabriX - Promotion of Digital Fashion in Paris Fashion Week 2024 & Pitti Uomo in Florence 2025 | 8,231,000 | Local and Non-local |
| 11. | | HK+FR: Furniture For World Design | 7,784,100 | Non-local |
| 12. | | VIRTUOSE : The Artistry of Couture | 9,959,700 | Local |
| 13. | | Couture Reverie | 4,678,300 | Local |
| 14. | | "VOGUE Loves Hong Kong" Fashion Campaign | 9,630,000 | Local |
| 15. | | Hong Kong Fashion Fest PR & Marketing Program | 9,658,000 | Local and Non-local |
| 16. | | Hong Kong Interior Design Week 2025 | 8,251,530 | Local and Non-local |
| 17. | | Redress Design Award 2025 | 5,708,504 | Local and Non-local |
| 18. | | Ne-on-Ne-on@Sham Shui Po | 5,135,000 | Local |
| 19. | | "10 Asian Designers To Watch" - A Showcase of Asian Design Excellence | 5,225,300 | Local |
| 20. | | HKFG AW25 | 7,429,000 | Non-local |
| 21. | | Shanghai Tang and PMQ - Celebrating 30 years of Shanghai Tang | 7,719,500 | Local |
| 22. | | A Thousand Youths in Chinese Costume | 2,200,000 | Local |
| 23. | | The 4th edition of Sponsorship for International Design Awards (4th SIDA) | 7,894,900 | Local |

| | Sector | Project title | Funding amount (\$) | Local/ Non-local | |
|-----|--|--|--|-------------------------|---------------------|
| 24. | | Hong Kong Smart Design Awards 2025 | 7,584,750 | Local and Non-local | |
| 25. | | Establishing a Sample Development Centre for Hong Kong Fashion Designers - Phase III | 9,510,400 | Local | |
| 26. | | GBA: Fashion Fusion 2025 | 7,502,800 | Local and Non-local | |
| 27. | | 4th Edition of ReMIX · Yesterday's Future, Invent Tomorrow! 2025-2026 | 8,607,900 | Local and Non-local | |
| 28. | | NEXT @ Fashion InStyle | 7,542,310 | Local | |
| 29. | | DesignInspire Online and Offline Promotions | 8,840,890 | Local | |
| 30. | | Fashion Promotion Coinciding with CENTRESTAGE 2024 | 20,620,000 | Local | |
| 31. | | Digital Entertainment | The 12th Animation Support Programme | 9,878,000 | Local |
| 32. | | | Promotion of the Animation, Game, Designer Toy and Related Industries of Hong Kong in Exhibitions in Hangzhou and Dongguan | 4,639,920 | Local and Non-local |
| 33. | | | Organise 26th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan | 2,103,760 | Local and Non-local |
| 34. | Establishing "Hong Kong Pavilion" at the Augmented World Expo (AWE) EU 2024 to Promote Hong Kong's Creative Industry via Artificial Intelligence | | 4,187,365 | Local and Non-local | |
| 35. | 4th Hong Kong Comics Development & Promotion Support Programme | | 9,219,056 | Local and Non-local | |
| 36. | Hong Kong Comics @Angouleme International Comics Festival 2025 in France (working title) | | 3,172,220 | Local and Non-local | |
| 37. | 2nd AI-assisted Animation Production Support Scheme | | 8,575,850 | Local and Non-local | |
| 38. | Promoting Hong Kong Comics by Organising the International Comics Artist Conference 2025 | | 3,948,798 | Local | |

| | Sector | Project title | Funding amount (\$) | Local/ Non-local | |
|-----|-------------------------|---|----------------------------|-------------------------|---------------------|
| 39. | | 5th Hong Kong Game Enhancement and Promotion Scheme | 9,752,080 | Local and Non-local | |
| 40. | Printing and Publishing | Color · Method · Master: Promote high quality development of the printing industry and internationalisation of the printing standard initiative of the Guangdong - Hong Kong - Macao Greater Bay Area | 9,294,528 | Local and Non-local | |
| 41. | | Soaring Creativity — O2O Hong Kong Pavilion 2024 (Hong Kong Publishing and Printing Industry Joining Frankfurt Book Fair) | 7,237,512 | Local and Non-local | |
| 42. | | Soaring Creativity — Hong Kong Pavilion 2024: Hong Kong Publishing and Printing Industry Joining the South China Book Festival and Touring Book Fairs at Bookstores in the Greater Bay Area | 6,892,980 | Non-local | |
| 43. | | The 5th Hong Kong Publishing Biennial Awards (2024–2025) | 3,082,220 | Local and Non-local | |
| 44. | | 2nd Go! Illustrators – Hong Kong Picture Book Illustrators at International Book Fairs Promotion Scheme | 4,754,730 | Local and Non-local | |
| 45. | | Hong Kong Reading Carnival 2025 | 8,153,241 | Local | |
| 46. | | Soaring Creativity — O2O Hong Kong Pavilion 2025 (Hong Kong Publishing and Printing Industry Joining Bologna Children's Book Fair) | 6,114,652 | Local and Non-local | |
| 47. | | Hong Kong-Shenzhen Co-Reading: The Charm of Cultural Relic and Hong Kong's Intangible Cultural Heritage | 7,067,900 | Local and Non-local | |
| 48. | | Hong Kong Picture Book Publication Support Scheme | 6,326,348 | Local and Non-local | |
| 49. | | Promotion of Arts and Culture at the Hong Kong Book Fair | 2,310,000 | Local | |
| 50. | | IP Promotion at the Hong Kong Book Fair | 120,000 | Local | |
| 51. | | Television | Midlife, Sing & Shine! 3 | 10,000,000 | Local and Non-local |

| | Sector | Project title | Funding amount (\$) | Local/ Non-local |
|-----|---------------|---|----------------------------|-------------------------|
| 52. | | CHILL CLUB (Japan version) | 8,697,200 | Local and Non-local |
| 53. | | Jump Jump Jump | 9,215,525 | Local and Non-local |
| 54. | | 2025 Spring Festival Gala | 7,414,000 | Local and Non-local |
| 55. | | Melodies of Time | 9,743,760 | Local and Non-local |
| 56. | Music | Celebration of National Day - The Next Generation Chorus Performance | 3,624,269 | Local |
| 57. | | 12th Microfilm Production Support Scheme (Music) | 8,841,420 | Local |
| 58. | | Hong Kong Creative Pavilion@China (Shenzhen) International Cultural Industry Expo and Trade Fair plus Hong Kong@Shenzhen Cultural Industry Expo (working title) | 8,324,752 | Local and Non-local |
| 59. | | Promote Hong Kong Art Toys through Jakarta Mall Exhibition 2024 and Thailand Toy Expo 2025 | 9,798,381 | Local and Non-local |
| 60. | Others | Organising 6th Cross-Matching Showcase in HK Int'l Licensing Show 2025 | 3,532,633 | Local and Non-local |
| 61. | | 7th "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme" | 5,250,360 | Local |
| 62. | | Hong Kong Creative Pavilion @ 2024 Hangzhou Cultural & Creative Industry Expo (working title) | 2,852,252 | Non-local |
| 63. | | Hong Kong Pop Culture Festival 2025: ImagineLand | 10,000,000 | Local |
| 64. | | The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights | 3,506,750 | Local |

- End -

CONTROLLING OFFICER'S REPLY

CSTB127

(Question Serial No. 1851)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. In the last financial year, numerous mega events were held. Please provide the funding amounts for the mega events under the Mega Arts and Cultural Events Fund (Mega ACE Fund), along with the number of visitors and tourism revenue brought by these events for reference. How does the Government assess the economic benefits brought by the funded events? How does it ensure the funded events meet the requirements in terms of economic effectiveness, funding use and public perception?

2. What measures does the Government have in place to ensure that events applying for the Mega ACE Fund will promote tourism and bring economic benefits as required? Are there other performance indicators for the funded events?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 11)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events. Details of the 10 projects approved in 2024 are as follows:

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|----|---|---|-----------------------------|
| 1. | A Path to Glory - Jin Yong's Centennial Memorial • The World of Wuxia | 15,000,000 | 15 March to 31 October 2024 |
| 2. | Art Basel Hong Kong 2024 | 15,000,000 | 26-30 March 2024 |
| 3. | Art Central 2024 | 11,000,000 | 27-31 March 2024 |

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|-----|--|---|------------------------------------|
| 4. | Voyage with Van Gogh | 11,800,000 | 28 March to 31 May 2024 |
| 5. | ART021 HONG KONG CONTEMPORARY ART FAIR | 15,000,000 | 28 August to 8 September 2024 |
| 6. | Puccini's Turandot | 700,000** | 23 September to 13 October 2024 |
| 7. | The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries ^ | 8,000,000** | 18 December 2024 to 4 May 2025 |
| 8. | The Hong Kong Jockey Club Series: Picasso for Asia—A Conversation ^ | 4,000,000** | 15 March to 13 July 2025 |
| 9. | ComplexCon Hong Kong 2025 | 15,000,000** | 21-23 March 2025 |
| 10. | Art Central 2025 | 9,000,000** | 25-30 March 2025 |

^ Ongoing event

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

The positioning of Mega ACE Fund when it was established in early 2023 was mainly to support the development of Hong Kong's arts, culture and creative industries. In about 2 years since the full operation of the Mega ACE Fund, 19 projects have been completed, attracting around 4.97 million participants, with the proportion of tourists at individual events ranging from 17% to 72%. This demonstrates the Mega ACE Fund's effectiveness in driving tourism and bringing in associated economic benefits.

Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, and to further promote the integrated development of culture, sports and tourism, CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. With the objective of attracting and supporting the staging of international or large-scale arts and cultural events which bring both significant arts/cultural and economic value in Hong Kong at the same time, the new assessment criteria emphasise the requirement for the funded events to cover elements that promote tourism and bring economic benefits, with a view to integrating arts and culture with the socio-economic development. Under the new mechanism, the Mega ACE Committee will comprehensively consider factors such as the nature of the event, its appeal to tourists, its economic impact on Hong Kong, and the applicant's execution capabilities. The weighting of each consideration is clearly specified in the assessment criteria. In addition, the Mega ACE Fund has introduced a new requirement which requires the organiser of an approved event to conduct an exit survey and submit the documentary proof (such as survey results, online responses, and ticket sales, etc.) for deriving the economic impact of the event.

We will also strengthen the requirements on key performance indicators (KPIs) related to attendance, visitor ratio, social media impact, etc. If the event receives funding support, the KPIs agreed by the Government will form part of the funding agreement to better monitor the effectiveness of the event and showcase the impact of the Mega ACE Fund.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1852)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Will the Government fund more local film projects through the Film Development Fund to support the industry in creating and producing more films themed on traditional Chinese history and culture? For instance, will the Government, by drawing reference to the film policies of foreign countries, offer tax incentives for films with relevant theme and provide financial support for their overseas screenings? If yes, what is the specific plan; if no, what are the reasons?
2. Will the Government consider collaborating with the industry to hold regular exhibitions of film sets and props related to Hong Kong or traditional Chinese culture in venues such as museums, the airport and the sports park, as a means to promote Hong Kong and Chinese culture? If yes, what is the specific plan; if no, what are the reasons?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 12)

Reply:

The Film Production Grant Scheme for Promoting Chinese Culture was launched under the Film Development Fund in February 2025 to provide financial support to the film industry for producing films bearing the distinctive hallmarks of Chinese culture, with a view to further promoting Chinese culture and showcasing profound traditional Chinese cultural elements to audiences.

In promoting Hong Kong films abroad, the Cultural and Creative Industries Development Agency (CCIDA) has all along supported the screening of Hong Kong films at overseas film festivals and the organisation of Hong Kong film roadshows and other promotional activities through sponsoring associations in the trade and overseas Economic and Trade Offices of the Government, thereby increasing the exposure and publicity of Hong Kong films in overseas markets and expanding overseas markets. The CCIDA has also made proactive efforts to promote Hong Kong films at key overseas film festivals and film trade fairs, including inviting the leading actors and directors of Hong Kong films to join delegations, funding market screening of Hong Kong films, subsidising promotional and publicity expenses of

films and organising networking events etc, in order to assist in the marketing of Hong Kong films abroad and expansion of markets.

The Government is willing to collaborate with the industry to keep suitable and worthwhile film sets and props for public exhibition. Take the blockbuster “Twilight of the Warriors: Walled In” as an example, the Government, in partnership with the Hong Kong Tourism Board, the Airport Authority and individual shopping malls, has re-created the film sets and props of the film at the airport and shopping mall, attracting many citizens to visit. It is planned that a film set exhibition of “Twilight of the Warriors: Walled In” of a larger scale and a longer duration will later be held in the Kowloon Walled City Park of the Leisure and Cultural Services Department. In considering whether or not to retain specific film sets and props, the Government needs to take into account a number of factors, such as whether they can arouse the interest of citizens and tourists, resources, venues, the copyright holders’ preferences, safety, etc.

- End -

CONTROLLING OFFICER'S REPLY

CSTB129

(Question Serial No. 1853)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. What is the current progress of and specific timeline for the implementation of the Development Blueprint for Hong Kong's Tourism Industry 2.0? In addition, what is the expenditure on the preliminary work involved, including trade consultations?
2. Has a specific plan for the allocation of the \$1.235 billion funding been drawn up? How much will be allocated for promoting thematic tourism products such as eco-tourism and panda tourism? How will these specific amounts of funding be allocated for different projects, and what are the parameters for estimating the tourism revenue generated by the projects?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 13)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) promulgated the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) on 30 December 2024, which outlines the overall direction for the development of Hong Kong's tourism industry from 2025 to 2030. When formulating Blueprint 2.0, CSTB conducted an around two-month long trade consultation and received more than 1 000 suggestions from over 110 industry-related organisations through 27 physical consultation sessions and written submissions. CSTB has briefed various stakeholders and the trade on the content and key initiatives set out in Blueprint 2.0 upon its promulgation. It has also collaborated with other policy bureaux and departments, the Hong Kong Tourism Board (HKTB), the Travel Industry Authority, the Travel Industry Council of Hong Kong, and other stakeholders to follow up the implementation of the measures.

The work concerned is absorbed by existing manpower and resources through redeployment, which cannot be quantified separately.

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB

will make every effort to realise the concept of “tourism is everywhere” and implement the initiatives outlined in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy between events and experiences and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong’s unique tourism elements under the concept of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an example, HKTB will continue to actively promote Hong Kong’s green tourism products and countryside experiences through its year-round promotional platform “Hong Kong Great Outdoors”, which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city’s four corners – north, south, east and west – and showcase Hong Kong’s diverse scenery. To cater for visitors pursuing experiences of “citywalks”, HKTB will also enrich the contents in various campaigns under its “Hong Kong Neighbourhoods”, with a view to encouraging visitors to explore the city’s authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 “International Chinese New Year Night Parade”, incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong’s positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong’s tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong’s connection with the global art scene.

(2) Securing and boosting target markets and segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers’ travel sentiments and interests and other variables, HKTB determines the proportion of resources to be allocated to different

markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In year ahead, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has long striven to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue to its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities in a joint effort to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Extending trade support to open up business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macao and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to the GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade,

media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the tourism and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experience

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, it is hoped to establish a smart tourism system to bring about a seamless travel experience for visitors and create new opportunities for the tourism industry.

HKTB will enhance the content and structure of its one stop travel information platform, DiscoverHongKong.com, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, the HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB's own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

While the effectiveness of the performance of HKTB cannot be assessed entirely in quantifiable terms, the Government and the HKTB have set the following 5 indicators every year:

- (1) visitor arrivals;
- (2) tourism expenditure associated with inbound tourism;
- (3) per capita expenditure of overnight visitor;
- (4) length of stay of overnight visitors; and
- (5) satisfaction of overnight visitors.

In addition, HKTB will also set different indicators based on the nature of its promotions and events, such as website views, social media reach, global media exposure, participants' satisfaction, likelihood to recommend, intention to revisit, etc. to measure the effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB130

(Question Serial No. 1854)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. What was the number of users of Discover Hong Kong, a one-stop travel information platform, in the previous year? What are the plans to promote the platform so that visitors will use it more often?
2. Does the Government have any plans to increase the expenditure on the operation and promotion of the platform, including real-time content updates, marketing activities or promotion programmes in partnership with merchants? What are the amount of the funding, specific projects and intended effects on boosting visitor arrivals and stimulating their spending?

Asked by: Hon LAU Chi-pang (LegCo internal reference no.: 14)

Reply:

DiscoverHongKong, a one-stop travel information platform of the Hong Kong Tourism Board (HKTB), provides visitors with various travel information, including information on Hong Kong's mega events and concerts; entertainment guides including introduction of popular attractions, arts and cultural activities, gourmet guides, shopping information and natural attractions; practical travel information including itinerary planning tools, immigration clearance and customs information, and transportation guides; information on promotional offers on hotels, attraction tickets, transportation, etc. The website supports multiple language versions, facilitating use by visitors from different regions, and offers an e-newsletter subscription service to provide the latest travel information. In 2024-25, the website recorded about 30 million visits.

In 2025-26, HKTB will enhance the contents and functions of the DiscoverHongKong platform in phases. In the future, visitors will find it easier to search for important information such as Hong Kong's tourist attractions, festival and event calendars, and itinerary planning. The platform will also display travel information of different themes, such as mega events and outdoor activities, based on the browsing trends and interests of

visitors. Moreover, the platform will further guide visitors to online platforms of tourism-related trade partners for more relevant details and purchase of travel products, packages, etc., thus directly connecting visitors and the trade.

HKTB will also provide a “Live Travel Map”, which will allow visitors to access via mobile phones, and obtain real-time recommendations of nearby travel information by searching with keywords or selecting specific categories, thereby catering to the visitors’ needs. Visitors may save the recommendations for future use or share with family and friends. The above enhancements will better meet the needs of visitors, facilitating them in planning their itineraries and exploring Hong Kong.

In stimulating visitors’ spending, HKTB collaborates with the travel trade and related sectors to list on the DiscoverHongKong platform various thematic promotions and a wide range of spending offers covering transportation, sightseeing, dining and retail, to further boost visitors’ consumption in Hong Kong.

In addition, HKTB rolled out the “Hong Kong Super March” thematic promotion, focusing on a series of unmissable world-class events tailored for visitors and the public. HKTB has teamed up with local businesses to offer over 160 dining, shopping and entertainment deals across more than 1 500 outlets, some of which are located near landmarks of mega sports and arts and cultural events, encouraging visitors to immerse themselves in the city’s dynamic events while extending their stay and boosting consumption, thereby maximising the benefits brought by the events.

When organising various events and promotional campaigns, HKTB produces diverse videos, advertisements, creative social media posts, and engaging online contents with regard to the actual circumstances. HKTB also collaborates with global media and invites KOLs from different source markets to amplify the promotional impact to drum up audiences’ interests in visiting Hong Kong and prompt them to take action to make plans for their trips to Hong Kong. The aforesaid expenses have been subsumed into the overall marketing expenditure and are difficult to be quantified separately.

-End-

CONTROLLING OFFICER'S REPLY

CSTB131

(Question Serial No. 1365)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention in 2025-26, the Culture, Sports and Tourism Bureau will organise the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the ninth National Special Olympic Games (NSOG) in collaboration with Guangdong and Macao. In this connection, please inform this Committee of the following:

- 1) What are the estimated manpower requirements and expenditures for the preparation for and promotion of NG, NGD and NSOG respectively? What is the latest progress of the preparatory work?
- 2) Have there been any discussions with the People's Government of Guangdong Province and the Macao SAR Government regarding the arrangements for NG (including the opening and closing ceremonies), as well as matters related to the financial commitment of all sides? If so, what are the details? If not, what are the reasons?
- 3) Have there been any discussions with Mainland and local television broadcasters 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) Has a promotion plan been formulated to attract international spectators to Hong Kong for the Games? Are there plans to encourage and mobilise Hong Kong people to support our athletes on home soil, boost local tourism and retail consumption through NG, and further promote cross-border tourism in the Guangdong-Hong Kong-Macao Greater Bay Area? If so, what are the details? What are the costs and manpower involved in the initiatives?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 1)

Reply:

1. The National Games Coordination Office (Hong Kong) (NGCO) has been allocated approximately \$700 million in 2025-26 to take forward Hong Kong's preparatory work for the 15th NG, the 12th NGD and the 9th NSOG. At present, NGCO has about 70 time-limited civil service posts and about 150 contract staff. In 2025-26, about 40 additional

time-limited civil service posts (set to expire by the end of 2025) will be created in phases to meet the additional manpower demands.

NGCO has been liaising closely with the General Administration of Sport of China, China Disabled Persons' Federation and the governments of Guangdong and Macao to press ahead with various preparatory work, including those relating to event management, the organisation of test events, publicity and promotion activities, recruitment of volunteers and their training, etc. We will adhere to the principle of "simple, safe and wonderful" in organising the Games, and work closely with the Guangdong and Macao authorities to jointly bring this mega event to success.

2. The opening ceremony of the 15th NG will be held in Guangzhou on 9 November 2025 and the closing ceremony in Shenzhen on 21 November 2025, while the opening ceremony of the 12th NGD and 9th NSOG will take place in Guangzhou on 8 December 2025, and the closing ceremony in Shenzhen on 15 December 2025. NGCO is currently discussing with Guangdong and Macao authorities about the arrangements and will announce relevant details in due course.

3. NGCO is currently discussing with the Organising Committee of the 15th NG and the Organising Committee of the 12th NGD and 9th NSOG about the broadcasting arrangements for the 2 Games (including those events held in Hong Kong). Details will be announced in due course. As the arrangements are still under discussion, the estimated expenditure is not available at present.

4. The Culture, Sports and Tourism Bureau (CSTB) is working with relevant government departments and organisations to launch territory-wide publicity and promotion campaigns through various online and offline channels, with a view to enhancing the awareness of and interest in the 15th NG, the 12th NGD and the 9th NSOG among different sectors of the community. The initiatives include conducting multi-channel publicity through traditional media, social media, city dress-up and roving exhibitions; organising community and school promotion programmes in co-operation with local organisations and schools; hosting feature events such as exchanges with athletes and sports experiential activities in collaboration with sports organisations; and launching a dedicated website and applications for digital marketing. The first stage of the publicity and promotion campaigns was launched from November to December 2024 to tie in with the one-year countdown to the 15th NG, the 12th NGD and the 9th NSOG. The second stage commenced in January 2025, with initiatives including city dress-up and photo-taking spots featuring the mascots of the Games, enhancing the design of the thematic website, enriching social media content, etc. At the same time, we are also stepping up the promotion of the mass participation events for the 15th NG, the 12th NGD and the 9th NSOG. The Leisure and Cultural Services Department (LCSD) has launched the "I Want to Join the National Games" campaign in mid-January 2025. These include setting up a thematic website and disseminating information about athlete selections through relevant national sports associations/organisations. LCSD will further expand the promotion through various events such as the Hong Kong Flower Show 2025 and the upcoming broadcast of athlete promotional videos, encouraging the public to participate in the athlete selections for the mass participation events to be held in Hong Kong. The third stage will begin in August 2025 and cover the 100-day countdown, torch relay, etc. We will do our utmost to foster a welcoming atmosphere and enhance the

popularity and participation of the Games in Hong Kong, whilst encouraging Hong Kong people and tourists to be spectators of the Games and cheer for the athletes.

Regarding the publicity and promotion in the Mainland and abroad, we aim to increase the awareness of the 15th NG, the 12th NGD and the 9th NSOG among the people there whilst highlighting the new landmark - Kai Tak Sports Park. Also, we intend to showcase the development and strength of sports in Hong Kong and our vitality as a centre for international events and attract Mainland and international spectators to travel to Hong Kong and participate in these mega events. This will help enhance Hong Kong's positive image and bring economic benefits. In particular, the Information Services Department will conduct promotional activities through Mainland social media and digital marketing, including putting up promotional posts with Mainland key opinion leaders (KOLs) and placing advertisements on overseas media and at major international airports to attract visitors to Hong Kong to enjoy the events.

Also, the Hong Kong SAR Government, through its special interview programmes and the Sponsored Visitors Programme, will invite Mainland and overseas media and dignitaries to visit Hong Kong to experience the development of sports and facilities in Hong Kong, as well as the preparations for the 15th NG, the 12th NGD and the 9th NSOG.

The Hong Kong SAR Government would hope to, through its selection of venues for NG, NGD and NSOG events, showcase the landscapes and characteristics of different parts of Hong Kong and realise the notion of boosting tourism through sports. Venues such as the Kai Tak Sports Park newly opened on 1 March this year, century-old Fanling Golf Course, and our iconic Central Harbourfront, have therefore been chosen. As NG is the nation's highest-level multi-sports event, we believe this quadrennial mega sports event will attract tourists from both the Mainland and overseas to come and watch its competitions. We will also actively promote the integration of sports-spectating and tourism, so that visitors can experience both the excitement of mega events and the fun of "tourism is everywhere in Hong Kong".

In addition, Hong Kong will participate in the organisation of 2 cross-boundary events, namely road cycling and marathon, with the former taking place on the Hong Kong-Zhuhai-Macao Bridge linking Guangdong, Hong Kong and Macao, and the latter spanning both Shenzhen and Hong Kong. These cross-boundary events will further deepen sports co-operation and exchanges between Hong Kong and other cities in the Greater Bay Area (GBA), and will offer their participants an opportunity to experience GBA while competing. In fact, the 15th NG serves as a chance for Guangdong, Hong Kong, and Macao to complement each other's strengths and resources, which is conducive to fostering the development of tourism, culture, and sports industries in GBA.

The aforementioned publicity and promotion efforts are part of the preparations for the 15th NG, the 12th NGD and the 9th NSOG. The associated expenditures will be absorbed by NGCO and relevant policy bureaux and departments. We do not have a breakdown of the relevant figures for the time being.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1366)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The sports venues and facilities at Kai Tak Sports Park (KTSP), which officially opened on 1 March this year, are a major infrastructure for hosting mega events such as sports competitions and concerts. In this connection, please inform this Committee of the following:

- 1) What are the financial details for each financial year since the commencement of the construction of KTSP in 2019?
- 2) What are the contractor's work plans and estimated expenditure for the turf system, venue maintenance and the optimisation of audiovisual effects, in order to ensure the quality and smooth daily operation of the Main Stadium?
- 3) What are the Government's work plans, staffing arrangements and estimated promotional expenditure for attracting more major international sports events and variety shows to Hong Kong, thereby promoting the development of mega event economy?
- 4) According to media reports, at the opening night of KTSP, some individual was allegedly paid a minimum fee of \$1,000 per person to bring people without tickets into the venue to watch the performances. During this process, there was no security screening or ticket inspection, and prohibited items such as long umbrellas and professional cameras were even brought into the venue, exposing security loopholes. The incident has been passed to the police for thorough investigation. What measures will the Government implement to plug the security loopholes and prevent similar incidents from recurring in the future?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 2)

Reply:

1. The approved project estimate for the Kai Tak Sports Park (KTSP) - construction works (3272RS) is \$31.898 billion. The annual actual expenditure from the commencement of works to January 2025 are as follows:

| <u>Financial Year</u> | <u>Actual Expenditure (\$100M)</u> |
|-----------------------|------------------------------------|
| 2018-19 | 3.423 |
| 2019-20 | 19.635 |
| 2020-21 | 26.317 |
| 2021-22 | 40.491 |
| 2022-23 | 56.884 |
| 2023-24 | 65.997 |
| 2024-25 | around 63.900 |

2. KTSP adopts a “Design, Build and Operate” model, with the Kai Tak Sports Park Limited (the Operator) being responsible for the design, construction and future operation of the KTSP. The contract is for 25 years, including around five years for design and construction as well as around 20 years for operation. The Operator operates on a self-financing basis, including managing and maintaining the facilities at KTSP. The daily operation of KTSP does not involve government expenditure.

3. KTSP is the largest sports infrastructure project in Hong Kong’s history, which will boost sports development and inject impetus into related industries such as recreation, entertainment and tourism, and mega-event economy. Over the past few years, the Operator has, all along, proactively reached out to local stakeholders and international event organisers from sectors including sports, arts and culture, and showcased the advantages of KTSP’s facilities to over 200 local and international organisations. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using different facilities at the KTSP for sports and entertainment activities. For example, following the Hong Kong Sevens 2025 held at the Kai Tak Stadium in March, multiple concerts of internationally renowned bands and local singers will take place at Kai Tak Stadium from April to June. In general, promotion of events is led by organisers. The Operator will not disclose details of the events before the organisers. A number of major events which have been confirmed will be announced by the organisers gradually, after which the Operator will update the KTSP website accordingly. The Operator will continue to proactively attract mega events to KTSP.

4. The Culture, Sports and Tourism Bureau (CSTB) and the Operator are deeply concerned about the incident and will treat it in a serious manner. Entry of individuals without valid tickets into Kai Tak Stadium are not tolerated. The Hong Kong Police Force has already launched an investigation into the case concerned. CSTB has also requested the Operator to strengthen ticket check at the gates and improve queue management to prevent similar incidents in future.

- End -

CONTROLLING OFFICER'S REPLY

CSTB133

(Question Serial No. 1367)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Matters Requiring Special Attention in 2025-26 that during 2025-26, the Hong Kong Academy for Performing Arts will complete the study on its role in the long-term nurturing of arts and cultural talents for Hong Kong and the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) as well as continue to plan for the development of another campus in the Northern Metropolis. In this connection, please inform this Committee of the following:

- 1) Are there any specific timelines for the implementation of the study on nurturing talents and the new campus development plan? If yes, what are the details?
- 2) What are the expenditure and manpower arrangements involved in the development of new campus in the Northern Metropolis?
- 3) Is there a plan to set a certain proportion for admitting students from GBA or other regions to the new campus? If yes, what are the details?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 3)

Reply:

1&2)

The Hong Kong Academy for Performing Arts (HKAPA) commenced a consultancy study in August 2023 to look into its role in the long-term nurturing of performing arts talents for Hong Kong and the Greater Bay Area, as well as the establishment of another campus in the Northern Metropolis. As the relevant consultancy study is still on-going, the required resources cannot be estimated at this stage.

- 3) The development of the new campus of HKAPA is at planning stage. The proportion of non-local students to be enrolled will be one of the considerations in the planning work. We will also take into account the Education Bureau's policy on the admission quota for non-local students in publicly-funded post-secondary institutions.

- End -

CONTROLLING OFFICER'S REPLY

CSTB134

(Question Serial No. 1368)

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
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government, through the Cultural and Creative Industries Development Agency, administers the Film Development Fund and supports further development of the film sector under 4 strategic directions, namely, nurturing talent; enhancing local production; expanding markets; and building audience. In this connection, please inform this Committee of the following:

- 1) the numbers, names of applicants, titles, amounts involved, box office receipts or hit rates on online platforms, as well as local and overseas awards for the TV programme productions and film-related projects approved in the past 3 years in tabulated form;
- 2) the numbers of applications rejected in the past 3 years and the reasons for such rejection, particularly the reasons for the fact that there were 28 rejected film production projects as opposed to merely 12 approved projects in 2024;
- 3) how these funded TV programme productions and film-related projects are monitored to ensure the proper use of public funds;
- 4) Hong Kong's film industry faced acute challenges over the previous year. Despite the fact that some record-breaking films have surpassed \$100 million in box office takings, film practitioners have relayed that many of them are still underemployed and even have to switch to other trades to make ends meet. What specific measures will the Government implement to boost the film industry in the coming year? Will the Government consider offering tax incentives to locally registered film and television companies, so as to facilitate them to engage in more co-productions with their overseas counterparts? If so, what are the details? If not, what are the reasons?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 4)

Reply:

Television production

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, the Cultural and Creative Industries Development Agency (CCIDA) has invited local television stations to submit project proposals through the CreateSmart Initiative (CSI) starting from 2023. Details of the approved projects are as follows:

| | Approval year | Name of applicant | Programme title | Funding amount (HK\$) | Total number of television viewers | Hit rates on online platform | Local and international awards attained |
|----|--|--|-------------------------------|-----------------------|--|------------------------------|---|
| 1. | 2023 | HOY TV LIMITED | Spring Gala Festival | About 7.04 million | About 24.36 million | About 15.44 million | - |
| 2. | | Hong Kong Television Entertainment Company Limited | CHILL CLUB (Thailand version) | About 8.57 million | The projects are still in progress. No relevant information is available. ^{Note(1)} | | |
| 3. | | Television Broadcasts Limited | Endless Melody 2 | About 9.86 million | | | |
| 4. | Television Broadcasts Limited | Midlife, Sing & Shine! 3 | 10.00 million | | | | |
| 5. | Hong Kong Television Entertainment Company Limited | CHILL CLUB (Japan version) | About 8.70 million | | | | |
| 6. | Hong Kong Television Entertainment Company Limited | Jump Jump Jump | About 9.22 million | | | | |
| 7. | HOY TV LIMITED | 2025 Spring Festival Gala | About 7.41 million | | | | |
| 8. | HOY TV LIMITED | Melodies of Time | About 9.74 million | | | | |

Note (1): Since the programmes have yet to be broadcast or conclude the vetting process of the completion report, relevant information is not available.

In 2023, a total of 2 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/or (iv) the cost-effectiveness of the project was doubtful. No television production-related funding application was rejected in 2024.

CCIDA collects data of 15 categories to evaluate the effectiveness of CSI, including: (i) number of approved projects; (ii) number of local participants; (iii) number of non-local participants; (iv) number of viewings/hits received in respect of websites or social media platforms; (v) number of media reports; (vi) number of job opportunities created; (vii) number of small and medium-sized enterprises (SMEs) benefitted; (viii) number of business contacts or inquiries created for SMEs; (ix) number of business deals secured; (x) number of nurturing opportunities created for creative talents and start-ups; (xi) number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA; (xii) number of exhibitions and showcases; (xiii) number of participants in overseas delegation visits; (xiv) number of cultural and creative products/works promoted or produced; and (xv) number of cross-sectoral and cross-genre collaborations. All these help quantify the benefits delivered by the CSI-funded projects more accurately.

Upon the completion of the project, the local television station (i.e. applicant company/organisation) is required to submit the performance indicators and broadcasting data, such as number of viewers/viewership rating, number of download/hit 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.

Film production

The number of film-related projects approved under the Film Development Fund (FDF) from 2022 to 2024, names of applicants, the film titles, funding amounts, box office receipts, as well as local and international awards attained of the approved projects are set out in **Annex**.

Number of applications rejected from 2022 to 2024 are as follows:

| Year | 2022 | 2023 | 2024 |
|---------------------------------|------|------|------|
| Number of applications rejected | 14 | 9 | 29 |

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 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.

The FDF will continue to promote the long-term development of the film industry in Hong Kong through nurturing talent, enhancing Hong Kong film production, expanding markets and building audience. Specific measures are as follows:

- (i) The FDF launched the Film Financing Scheme for Mainland Market in May 2024 to support Hong Kong film companies and the Mainland cultural enterprises to invest in and promote the productions of Hong Kong directors. This helps boost the chance of Hong Kong films releasing in the Mainland market and nurture more local directors capable of entering the Mainland film market and telling the good stories through their productions.
- (ii) To promote the role of Hong Kong as an East-meets-West centre for international cultural exchange, FDF further expanded the original Hong Kong-Asian Film Collaboration Funding Scheme to the Hong Kong-Europe-Asian Film Collaboration Funding Scheme in 2024, which is to subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures, and enable Hong Kong films to go global and have easier access to overseas markets.
- (iii) Besides, FDF launched the Film Production Financing Scheme 2.0 in January 2025 with a view to continuing providing subsidies and more incentives to film productions, increasing local film productions in the short term and creating more job and development opportunities, thereby promoting the long-term development of Hong Kong film industry.
- (iv) The FDF also launched the Film Production Grant Scheme for Promoting Chinese Culture in February 2025 to encourage Hong Kong directors to incorporate Chinese cultural elements into film productions, thereby promoting the charm and diversity of Chinese culture and showcasing fine traditional Chinese culture elements to audiences.

Projects funded under the Film Development Fund from 2022 to 2024

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained | |
|---|----------------------|------------------------------------|----------------------------------|------------------------------|--|---|---|
| Film Production Financing Scheme (including Relaxation Plan) | | | | | | | |
| 1 | 2022 | Sil-Metropole Organisation Limited | Look Up | 2,489,730 | 1,434,833 | - | |
| 2 | | Blue Sea Productions Limited | Someone Like Me | 3,200,000 | Yet to be exhibited | - | |
| 3 | | Shine Wise Corporation Limited | Inexternal | 6,400,000 | 320,295 | - | |
| 4 | | Mega Ascent Limited | A Guilty Conscience | 8,866,250 | 115,090,049 | The 42nd Hong Kong Film Awards - Best Film | |
| 5 | | Word By Word Limited | PaPa | 7,246,400 | 22,432,670 | The 31st Hong Kong Film Critics Society Awards - Best Director (Yung Tsz Kong Philip) - Best Actor (Sean Lau) - Selected as the Film of Merit The 18th Asian Film Awards - Best Actor (Sean Lau) | |
| 6 | | MM2 Studios Hong Kong Limited | Back Home | 3,599,200 | 5,058,975 | - | |
| 7 | | 2023 | Red Dot Films Production Limited | A Trace of Murderer | 6,569,910 | Yet to be exhibited | - |
| 8 | | | Success Dimension Limited | Once In A Blue Moon | 1,650,000 | 554,993 | - |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|----|---------------|------------------------------------|----------------------------|-----------------------|---|---|
| 9 | | Shine Wise Corporation Limited | YUM Investigation | 2,750,000 | 3,763,339 | - |
| 10 | 2024 | HK Entertainment Corporation Ltd. | My Alien Papa | 2,500,000 | Yet to be exhibited | - |
| 11 | | Powerful Nature Limited | The Excreman – On The Road | 8,710,400 | Yet to be exhibited | - |
| 12 | | Treasure Island Production Limited | Golden Bird | 8,591,200 | Yet to be exhibited | - |
| 13 | | Golden Gate Productions Limited | Little Red Sweet | 3,320,000 | 487,867 | - |
| 14 | | Audience Pictures Limited | Wakesurf Lovers | 5,200,000 | Yet to be exhibited | - |
| 15 | | Films Station Production Limited | Too Many Ways To Be No.2 | 5,680,000 | Yet to be exhibited | - |
| 16 | | Entertaining Power Co. Limited | We have a goal | 3,197,600 | Yet to be exhibited | - |
| 17 | | Entertaining Power Co. Limited | Non-human | 9,000,000 | Yet to be exhibited | - |

Directors' Succession Scheme

| | | | | | | |
|----|------|---|---|-----------|---------------------|---|
| 18 | 2022 | Mabel Cheung / Wong Hoi and Norris Wong | Tango For Four | 9,000,000 | Yet to be exhibited | - |
| 19 | | Stanley Kwan / Chu Hoi-ying | 事過境遷 (No English title) | 9,000,000 | Yet to be exhibited | - |
| 20 | | Wilson Yip / Cheng Wai-ki | 咎·贖 (No English title) | 9,000,000 | Yet to be exhibited | - |
| 21 | | Sylvia Chang / Kung Siu-ping | Measure in Love | 9,000,000 | Yet to be exhibited | - |
| 22 | | Fruit Chan / Chan Kin-long | Sap Yi (Film title is now changed to The Burning House) | 9,000,000 | Yet to be exhibited | - |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|--|---------------|---|--|-----------------------|---|---|
| 23 | 2023 | Derek Yee / Wong Keane T K | 狂人日記 (Film title is now changed to 第四幕) (No English title) | 9,000,000 | Yet to be exhibited | - |
| 24 | 2024 | Dante Lam / Tong Wai-hon | Whistleblower | 9,000,000 | Yet to be exhibited | - |
| Hong Kong-Asian Film Collaboration Funding Scheme | | | | | | |
| 25 | 2024 | La Strada Limited | 38.83 | 9,000,000 | Yet to be exhibited | - |
| Film Financing Scheme for Mainland Market | | | | | | |
| 26 | 2024 | Ko Chi Sum Productions Limited | Kung Fu Juniors | 10,000,000 | Yet to be exhibited | - |
| Funded Other Film-related Projects | | | | | | |
| 27 | 2022 | Hong Kong Film Directors' Guild Limited | Hong Kong Directors' Guild - In-depth Professional Training 2022 | 9,241,050 | Not applicable | Not applicable |
| 28 | | Hong Kong International Film Festival Society Limited | The 20th Hong Kong-Asia Film Financing Forum | 4,797,550 | Not applicable | Not applicable |
| 29 | | Hong Kong Film Composers' Association Limited | The 1st Hong Kong Original Film Music Master Class | 2,595,760 | Not applicable | Not applicable |
| 30 | | 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 | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|----|----------------------|---|--|------------------------------|--|---|
| 31 | | Hong Kong Film Awards Association Limited | The 40th Hong Kong Film Awards | 9,583,380 | Not applicable | Not applicable |
| 32 | | 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 | Not applicable |
| 33 | | 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 | Not applicable |
| 34 | | Hong Kong Trade Development Council | Entertainment Expo Hong Kong 2022 | 1,135,000 | Not applicable | Not applicable |
| 35 | | 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 | Udine Far East Film Festival - White Mulberry Award for First Time Director |
| 36 | | Asian Film Awards Academy Limited | Hong Kong Film Culture and Audience Development Program | 6,754,498 | Not applicable | Not applicable |

| Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained | |
|---|---|--|--------------------------------------|---|---|---|
| | | (HKFCADP)(Year 2022-2024) | | | | |
| 37 | Hong Kong International Film Festival Society Limited | HKIFFS Audience Development Programme 2022 | 2,779,560 | Not applicable | Not applicable | |
| 38 | Asian Film Awards Academy Limited | The 16th Asian Film Awards | 8,718,410 | Not applicable | Not applicable | |
| 39 | Hong Kong International Film Festival Society Limited | HAF Film Lab 2022 | 812,272 | Not applicable | Not applicable | |
| 40 | Create Hong Kong | Content Development Scheme for Streaming Platforms | 3,500,000 | Not applicable | Not applicable | |
| 41 | Create Hong Kong | Hong Kong-Asian Film Collaboration Funding Scheme | 7,000,000 | Not applicable | Not applicable | |
| 7th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | | | |
| 42 | 2022 | baat3 baat3 luk6 Films Limited | “Dead End” | 5,000,000 | Yet to be exhibited | - |
| 43 | | Flowing River Production Limited | “Eternal Sunshine Life-saving Squad” | 5,000,000 | Yet to be exhibited | - |
| 44 | | Bird Of Paradise Limited | “Bird of Paradise” | 5,000,000 | Yet to be exhibited | - |
| 7th First Feature Film Initiative (Professional Group) winning projects | | | | | | |
| 45 | 2022 | THIS Pictures Limited | “Spare Queens” | 8,000,000 | Yet to be exhibited | - |
| 46 | | AIM Creative Limited | “Love & Sex on Streaming” | 8,000,000 | Yet to be exhibited | - |
| 47 | | Stuntman Film Production Co. Limited | “Stuntman” | 8,000,000 | 9,032,557 | The 37th China Golden Rooster and Hundred Flowers Film Festival |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|----|---------------|---|--|--|---|---|
| | | | | | | Most Anticipated Chinese-Language Films Award |
| 48 | 2023 | Hong Kong Trade Development Council | Entertainment Expo Hong Kong 2023 | 1,404,000 | Not applicable | Not applicable |
| 49 | | Hong Kong International Film Festival Society Limited | The 21st Hong Kong-Asia Film Financing Forum | 6,515,480 | Not applicable | Not applicable |
| 50 | | Hong Kong Film Awards Association Limited | The 41st Hong Kong Film Awards | 9,739,675 | Not applicable | Not applicable |
| 51 | | Hong Kong Film Alliance Limited | Love Your Life Film Festival 2023-2024 | 3,218,250 | Not applicable | Not applicable |
| 52 | | Create Hong Kong | Promotional expenses for the 8th First Feature Film Initiative | 1,540,000 | Not applicable | Not applicable |
| 53 | | Hong Kong International Film Festival Society Limited | HKIFFS Audience Development Programme 2023 | 3,700,200 | Not applicable | Not applicable |
| 54 | | One Pictures Limited | 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 |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|----|----------------------|---|--|------------------------------|--|--|
| 55 | | Hong Kong Theatres Association Limited | Cinema Day 2023 | 9,651,080 | Not applicable | Not applicable |
| 56 | | Create Hong Kong | Promotional campaign for Hong Kong films in the Mainland and Overseas | 9,850,000 | Not applicable | Not applicable |
| 57 | | mm2 Studios Hong Kong Limited | Sponsorship for “Drifting” to participate in an overseas film festival | 4,075 | Not applicable | The 58th Golden Horse Awards - Best Adapted Screenplay |
| 58 | | The Hong Kong Society for the Blind | Development of Audio Description Services for Hong Kong Films 2023-2025 | 4,269,195 | Not applicable | Not applicable |
| 59 | | Emperor Film Production Company Limited | Sponsorship for the distribution of “Just 1 Day” (Cantonese Version) in the Mainland | 500,000 | Not applicable | Not applicable |
| 60 | | Hong Kong International Film Festival Society Limited | Hong Kong International Film Festival Society - Cine Fan Programme Edition 6 | 8,803,410 | Not applicable | Not applicable |
| 61 | | Hong Kong International Film Festival Society Limited | HAF Film Lab 2023 | 1,122,200 | Not applicable | Not applicable |
| 62 | | Asian Film Awards Academy Limited | International Film Camp | 3,650,000 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|----|----------------------|--|--|------------------------------|--|--|
| 63 | | Asian Film Awards Academy Limited | Belt and Road Hong Kong Film Gala Presentation | 7,906,826 | Not applicable | Not applicable |
| 64 | | Hong Kong Theatres Association Limited | 1st October Movie Fiesta: Half-price Spectacular | 9,977,430 | Not applicable | Not applicable |
| 65 | | Federation of Hong Kong Filmmakers Limited | Screenwriting Apprenticeship Programme | 4,814,000 | Not applicable | Not applicable |
| 66 | | Asian Film Awards Academy Limited | The 17th Asian Film Awards | 9,910,500 | Not applicable | Not applicable |
| 67 | | Flowing Water Production Limited | Sponsorship for “Lost Love” to participate in the “Udine Far East Film Festival 25” (Competition Section) | 12,658 | Not applicable | Udine Far East Film Festival - White Mulberry Award for a First Feature Film (Special Mention) |
| 68 | | 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 | Not applicable |
| 69 | | Hong Kong Film Directors’ Guild Limited | Master Class in Film Directing 2024 (formerly “Master Class in Film Directing 2023”) | 4,712,243 | Not applicable | Not applicable |
| 70 | | Create Hong Kong | Film Financing | 6,200,000 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|----|---------------|---|---|-----------------------|---|---|
| | | | Scheme for Mainland Market | | | |
| 71 | 2024 | Hong Kong Film Awards Association Limited | The 42nd Hong Kong Film Awards | 8,000,000 | Not applicable | Not applicable |
| 72 | | Hong Kong Trade Development Council | Entertainment Expo Hong Kong 2024 | 1,404,000 | Not applicable | Not applicable |
| 73 | | Hong Kong International Film Festival Society Limited | The 22nd Hong Kong - Asia Film Financing Forum | 7,005,512 | Not applicable | Not applicable |
| 74 | | Salon Media Lab Limited | Asia Content Business Summit Annual Conference | 681,430 | Not applicable | Not applicable |
| 75 | | Hong Kong Film Composers' Association Limited | Hong Kong Film Music Art Festival | 1,807,790 | Not applicable | Not applicable |
| 76 | | Hong Kong Screen Writers' Guild Limited | Tribute to Screenwriter Barry Wong (formerly "The Talented Screenwriter of the Golden Age - Tribute to Barry Wong") | 506,000 | Not applicable | Not applicable |
| 77 | | Mei Ah Film Production Company Limited | Sponsorship for "Where The Wind Blows" to represent Hong Kong to compete for Best International | 400,000 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|----|---------------|--|--|-----------------------|---|---|
| | | | Feature Film in the 95th Academy Award | | | |
| 78 | | Dot 2 Dot Production Limited | Sponsorship for “Everyone Everywhere” to participate in the Udine “Far East Film Festival 25” (Competition Section) | 120,000 | Not applicable | Not applicable |
| 79 | | Mandarin Motion Pictures Limited | Sponsorship for “Master Z: the Ip Man Legacy” to participate in the “23rd Busan International Film Festival” (Non-competition Section) | 100,000 | Not applicable | Not applicable |
| 80 | | Create Hong Kong | Film Festival Promotion Scheme - Beijing International Film Festival 2024 | 2,741,000 | Not applicable | Not applicable |
| 81 | | Create Hong Kong and Hong Kong Trade Development Council | Film Festival Promotion Scheme - Festival de Cannes 2024 | 5,749,000 | Not applicable | Not applicable |
| 82 | | Hong Kong Theatres Association Ltd | Cinema Day 2024 | 9,935,978 | Not applicable | Not applicable |
| 83 | | Cultural and Creative Industries | Film Festival Promotion Scheme - Local | 500,000 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|----|----------------------|---|---|------------------------------|--|--|
| | | Development Agency | Publicity Expenses | | | |
| 84 | | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Venice Film Festival 2024 | 1,960,000 | Not applicable | Not applicable |
| 85 | | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Toronto International Film Festival 2024 | 2,530,000 | Not applicable | Not applicable |
| 86 | | Sun Entertainment Culture Limited | Sponsorship for "Limbo" to participate in "The 71st Berlin International Film Festival" (Non-competition Section) | 16,500 | Not applicable | Not applicable |
| 87 | | Golden Scene Company Limited | Sponsorship for "First Night Nerves" to participate in "The 23rd Busan International Film Festival" | 61,720.90 | Not applicable | Not applicable |
| 88 | | Hong Kong International Film Festival Society Limited | HAF Film Lab 2024 | 1,122,200 | Not applicable | Not applicable |
| 89 | | Hong Kong International Film Festival Society Limited | HKIFFS Audience Development Programme 2024/25 | 7,721,842 | Not applicable | Not applicable |
| 90 | | Hong Kong Film Alliance Limited | Love Your Life Film Festival 2024-2025 | 4,694,760 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|--|----------------------|--|--|------------------------------|--|--|
| | 91 | Cultural and Creative Industries Development Agency | Overseas Promotional Campaigns for Hong Kong Films 2024-2025 | 9,968,988 | Not applicable | Not applicable |
| | 92 | Cultural and Creative Industries Development Agency and Hong Kong Theatres Association Limited | 1st October Movie Fiesta: Half-price Spectacular 2024 | 9,923,046 | Not applicable | Not applicable |
| | 93 | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - Key Visual Design & Premium Production Fee | 680,000 | Not applicable | Not applicable |
| | 94 | Cultural and Creative Industries Development Agency | Film Festival Promotion Scheme - China Golden Rooster & Hundred Flowers Film Festival 2024 | 1,823,000 | Not applicable | Not applicable |
| | 95 | Cultural and Creative Industries Development Agency and Hong Kong Trade Development Council | Film Festival Promotion Scheme - Busan International Film Festival 2024 | 3,052,120 | Not applicable | Not applicable |
| | 96 | Cultural and Creative Industries Development Agency and | Film Festival Promotion Scheme - Tokyo International | 3,839,000 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|-----|---------------|--|--|-----------------------|---|--|
| | | Hong Kong Trade Development Council | Film Festival 2024 | | | |
| 97 | | Mei Ah Film Production Company Limited | Sponsorship for “The Sparring Partner” to participate in “The 27th Bucheon International Fantastic Film Festival” | 16,311.46 | Not applicable | Not applicable |
| 98 | | Sun Entertainment Culture Limited | Sponsorship for “Limbo” to participate in “The 23rd Udine Far East Film Festival” | 25,650 | Not applicable | Udine Far East Film Festival - Purple Mulberry Award |
| 99 | | A Light Never Goes Out Limited | Sponsorship for “A Light Never Goes Out” to participate in “The 35th Tokyo International Film Festival” (Competition Sections) | 89,648.17 | Not applicable | Not applicable |
| 100 | | MakerVille Company Limited | Sponsorship for “Mad Fate” to participate in the “73rd Berlin International Film Festival” (Non-competition Sections) | 100,000 | Not applicable | Not applicable |
| 101 | | One Cool Pictures Limited | Sponsorship for “Vital Sign” to | 112,220 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|-----|---------------|---|---|-----------------------|---|---|
| | | | participate in “The 25th Udine Far East Film Festival” | | | |
| 102 | | One Pictures Limited | Cool Sponsorship for “In Broad Daylight” to participate in “The 25th Shanghai International Film Festival” (Competition Sections) | 120,000 | Not applicable | Not applicable |
| 103 | | Asian Awards Academy Limited | Film Asian Film Culture and Hong Kong Audience Development Program (AFCADP) (Year 2024-2026) | 6,754,498 | Not applicable | Not applicable |
| 104 | | Asian Awards Academy Limited | Film The 18th Asian Film Awards | 9,966,000 | Not applicable | Not applicable |
| 105 | | Cultural and Creative Industries Development Agency | and Film Festival Promotion Scheme - Udine Far East Film Festival 2025 | 2,205,600 | Not applicable | Not applicable |
| 106 | | Cultural and Creative Industries Development Agency | and Film Festival Promotion Scheme - Berlin Film Festival 2025 | 2,997,000 | Not applicable | Not applicable |
| 107 | | Cultural and Creative Industries Development Agency | and Film Festival Promotion Scheme - Sponsorship for Hong Kong films to compete in | 3,000,000 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|---|---------------|---|--|-----------------------|---|---|
| | | | 2024/25 prestigious film awards | | | |
| 108 | | Hong Kong Trade Development Council | Entertainment Expo Hong Kong 2025 | 1,404,000 | Not applicable | Not applicable |
| 109 | | Hong Kong Film Composers' Association Limited | The 2nd Hong Kong Film Music Art Festival | 2,169,900 | Not applicable | Not applicable |
| 110 | | Federation of Hong Kong Filmmakers Limited | Safety Awareness Campaign in Hong Kong Film Industry | 2,778,600 | Not applicable | Not applicable |
| 111 | | Hong Kong International Film Festival Society Limited | The 23rd Hong Kong-Asia Film Financing Forum (HAF) | 7,134,428 | Not applicable | Not applicable |
| 8th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | | | |
| 112 | | Director and Scriptwriter: YEUNG Leung-chuen Producer: CHENG Lai-chun | "We Are Born Good" | 5,000,000 | Yet to be exhibited | - |
| 113 | 2024 | Director and Scriptwriter: MA Yue Producer: Saville CHAN | "Sin of Dreams" | 5,000,000 | Yet to be exhibited | - |
| 114 | | Director: WONG Wai-hung Producer: MAN Pui-hing Scriptwriter: LEE Chun-yin | "Bad Boy v Momster" | 5,000,000 | Yet to be exhibited | - |
| 8th First Feature Film Initiative (Professional Group) winning projects | | | | | | |
| 115 | 2024 | Director: Irving CHEUNG | "Fine Dying" | 8,000,000 | Yet to be exhibited | - |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|-----|---------------|---|-------------------------------|-----------------------|---|---|
| | | Producer: Jacqueline LIU Scriptwriter: CHEUK Yick-him | | | | |
| 116 | | Director: KONG Ho-yan Producer: Amy CHIN Scriptwriter: KONG-Ho-yan, LI ling-long | “Somebody Up There Writes Me” | 8,000,000 | Yet to be exhibited | - |
| 117 | | Director and Scriptwriter: Bernard CHEUNG Producer: PANG Ho-cheung | “See How They Fall” | 8,000,000 | Yet to be exhibited | - |

Content Development Scheme for Streaming Platforms - Phase 1 shortlisted projects

| | | | | | | |
|-----|------|---|---------------------------|-----------|----------------|----------------|
| 118 | | Merriment Entertainment Company Limited | “Champion turns up” | 800,000 | Not applicable | Not applicable |
| 119 | | Kowloon Walled City Co. Limited | “Underworld” | 1,200,000 | Not applicable | Not applicable |
| 120 | | Mega Great Enterprise Limited | “Once There Were Jackals” | 1,000,000 | Not applicable | Not applicable |
| 121 | 2024 | Side By Side Production Company Limited | “Bus Lightyear” | 600,000 | Not applicable | Not applicable |
| 122 | | TODAY WILL NEVER RETURN LIMITED | “Today Will Never Return” | 700,000 | Not applicable | Not applicable |
| 123 | | Step By Step Film & TV Production Company Limited | “Spirited Away” | 900,000 | Not applicable | Not applicable |

| | Approval year | Name of applicant | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong ^{Note (2)} (HK\$) | Local and international awards attained |
|-----|----------------------|-----------------------------------|-----------------------|------------------------------|--|--|
| 124 | | Early Bird Production Limited | “Eyes of Sparrow” | 600,000 | Not applicable | Not applicable |
| 125 | | Las Mulas Limited | “Las Mulas” | 800,000 | Not applicable | Not applicable |
| 126 | | Beyond Vision Productions Limited | “Kowloon Grand Hotel” | 1,100,000 | Not applicable | Not applicable |
| 127 | | BALIKBAYAN BOX CLUB LIMITED | “BALIKBAYAN BOX CLUB” | 600,000 | Not applicable | Not applicable |

Note (2): Box office receipts as at end February 2025.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1369)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the matters requiring special attention in 2025-26 that the Hong Kong Tourism Board will develop and promote thematic tourism products, including island tourism, horse-racing tourism, and panda tourism, with relevant government departments, the tourism sector and other stakeholders. In this connection, please advise this Committee:

- 1) the staff establishment and expenditure involved; and
- 2) the specific details on the development and promotion of the above 3 tourism projects, including the numbers, names and details of the activities, the estimated numbers of participants and the anticipated revenue.

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 5)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Island tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very

precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events

held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

On the promotion of island tourism, smart tourism, panda tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB136

(Question Serial No. 1370)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under Matters Requiring Special Attention in 2025-26, the Government will continue to capitalise on social media platforms to develop source markets. It will also launch impactful global promotions to drive visitor arrivals and spending in Hong Kong. In this connection, please inform this Committee of the following:

- 1) How many immersive videos, programmes or drama series will be produced in the coming year to promote Hong Kong's tourism industry and enhance tourist interest in visiting Hong Kong? What are the expenditure and staffing arrangements?
- 2) How much manpower and funding will be allocated to the management of social media platforms in the coming year?
- 3) The Government will arrange familiarisation trips for key opinion leaders (KOLs), influencers, media and trade partners to provide them with first-hand experience. What are the expenditure, manpower, itineraries and specific arrangements for these trips?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 6)

Reply:

Riding on various mega events, festivals and promotions, the Hong Kong Tourism Board (HKTB) has developed a series of promotional contents in videos and TV programmes in partnership with renowned media on different themes, ranging from Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy to outdoor activities for promotion in different visitor source markets worldwide. Alongside the contents on the HKTB's one-stop travel information platform DiscoverHongKong, social media posts and first-hand experiences from KOLs invited to visit Hong Kong, the promotion has created positive word-of-mouth to enhance the promotional effect.

In 2024-25, HKTB produced more than 200 videos in different themes, which were broadcast globally on various social media platforms such as YouTube, Instagram, Facebook, TikTok and Douyin, with a viewership of at least 670 million globally. HKTB also worked with various world-renowned media to launch close to 30 programmes of different genres,

including variety shows, entertainment programmes and television drama series. Among them are *MasterChef Australia*, a top-rated culinary TV series, *Irresistible Offer* (Season 6), a workplace reality show in the Mainland and *Begin Again*, a busking performance programme produced in collaboration with South Korean TV company JTBC.

In respect of production of television drama series and programmes, HKTB recently rendered full support and assistance to the filming of season 37 of *The Amazing Race*, winner of the American Emmy Award for Outstanding Reality Competition Program. Premiered on American television channel CBS on 5 March 2025 with Hong Kong as the main competition venue, the programme presented to audience worldwide the diverse appeals of Hong Kong, including the city's world-renowned skyline, the Big Buddha, the Cantonese Opera culture, the tradition of Bun Scrambling in Cheung Chau and the vibrant cityscape, unveiling the unique landmarks and hidden urban oases of Hong Kong.

HKTB also strongly supported the filming of *NEXT TRIP*, a travel programme produced by Japanese television channel BS12, in Hong Kong. In the programme, the host Yumi Wakatsuki (former member of a Japanese idol group Nogizaka46) presented different new attractions of arts and culture in Hong Kong such as M+, the Hong Kong Palace Museum and Tai Kwun in Central, followed by a visit to the Avenue of Stars in Tsim Sha Tsui for the splendid, iconic night view of Victoria Harbour.

In terms of social media, as of the end of 2024, HKTB operates 12 official social media channels globally, including Facebook, Instagram, TikTok, Pinterest, X, YouTube, Douyin, WeChat (a third-party platform), LinkedIn, Xiaohongshu, Weibo and QQ, with a cumulative fan base of over 14.5 million and content reaching over 3 billion people.

In April 2024, HKTB reached a strategic cultural and tourism partnership with Xiaohongshu, launching multiple collaborative projects leveraging Xiaohongshu's platform, which have hundreds of millions of active users, to enhance content visibility. HKTB and Xianhongshu have engaged in content co-creation and sharing by inviting more Mainland and Hong Kong KOLs to experience the unique cultural and tourism offerings of Hong Kong. Through their user-generated contents, the KOLs introduced the city's new experiences and novel ways to explore them, delivering all-round creative travel ideas to inspire Mainland consumers. Moving forward, the two parties will jointly plan and launch thematic promotional campaigns to precisely convey Hong Kong's distinctive appeal as an international metropolis, rich multicultural atmosphere and year-round vibrant events to Mainland consumers.

In addition, in 2024, HKTB proactively invited more than 620 KOLs from various source markets (including the Mainland, Southeast Asia, Taiwan, Japan, South Korea and long-haul markets) to come to Hong Kong for first-hand travel experience. Personalised themed itineraries were tailored for them to showcase the diversity of Hong Kong's tourism appeals. Collectively, these KOLs have a fan base of approximately 380 million, enabling them to share their first-hand experiences and spread positive word-of-mouth to their huge fan base, telling the good stories of Hong Kong. HKTB will continue to invite more KOLs, media representatives and industry partners to visit Hong Kong.

The aforesaid expenses have been subsumed into the overall marketing expenditure and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1371)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Matters Requiring Special Attention in 2025-26 that the Government will work with Hong Kong Tourism Board, stakeholders of the cruise industry and operators of the 2 cruise terminals to further enhance the development of cruise tourism, including implementing a new action plan. In this connection, please inform this Committee of the following:

1. What are the expenditures and manpower involved in the new action plan? What are the details of the plan?
2. After the full recovery of global tourism industry, has the Government conducted a comprehensive assessment on the potential economic benefits of Hong Kong's cruise industry? If yes, what are the details and progress of the assessment? What are the anticipated economic benefits to Hong Kong?
3. It is mentioned in the Budget Speech that resources will be earmarked to strengthen support to the cruise industry, and encourage cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. What are specific plans and estimated expenditure of the Government in this regard? What are the incentives to attract more cruise lines to Hong Kong to offer cruise travel services for residents and visitors?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 7)

Reply:

The Culture, Sports and Tourism Bureau published in December 2024 the Action Plan on Development of Cruise Tourism (Action Plan) as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0. Our vision is to consolidate Hong Kong's position as Asia's hub for international cruise. In this regard, we have formulated 5 strategies (namely, (a) to drive more ship deployment to Hong Kong through a multi-pronged approach, (b) to enhance visitors' experiences in Hong Kong, (c) to elevate the function of the Kai Tak Cruise Terminal (KTCT) as a cruise terminal for all, (d) to develop Hong Kong as a green cruise port, and (e)

to nurture more cruise tourism specialists of different positions) with 17 measures.

The manpower and expenditure in relation to the Action Plan are absorbed by the existing staff establishment of the Government, and thus cannot be quantified separately.

In addition to the onshore spending of inbound cruise passengers, cruise tourism contributes to Hong Kong's economy in other aspects. These include the expenses incurred in Hong Kong (such as expenses for arranging shore excursions or transport services for passengers, reprovisioning the cruises, berthing at terminals and hiring of ground staff), as well as the onshore spending of crew members on leave etc.

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of the Kai Tak Cruise Terminal (KTCT), the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

- End -

CONTROLLING OFFICER'S REPLY

CSTB138

(Question Serial No. 1372)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There are currently 2 cruise terminals in Hong Kong, namely the Kai Tak Cruise Terminal (KTCT) built by the Government with its management handed over to a terminal operator, and the privately-owned Ocean Terminal (OT). In addition, a handful of cruise ships opted to berth at other terminals and anchorages in the past. In this connection, please inform this Committee of the following:

- 1) The numbers of ship calls and cruise passenger throughput at KTCT, OT and other berthing facilities across Hong Kong, and the per capita spending of cruise passengers in Hong Kong in the past 3 years in tabulated form.
- 2) The estimated number of cruise ship visits in Hong Kong and, among which, the number of ship calls at KTCT in the coming year.
- 3) What is the ratio of KTCT's total operating revenue to its expenditure in the past 3 years? Has KTCT managed to breakeven after the pandemic and resumption to normalcy? If not, has the Government estimated the loss to be incurred by and the amount of subsidy to be provided to KTCT in the coming year?
- 4) What are the maintenance and repair expenditures and manpower involved in KTCT in the past 3 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?
- 5) With the Kai Tak Sports Park, which was officially opened on 1 March 2025, and KTCT in the same locality, what are the plans to leverage the synergy of the two major infrastructures with a view to establishing a new landmark for tourism in Hong Kong?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 8)

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 private terminal operator under commercial principles, while the Ocean Terminal (OT) is a private facility.

The numbers of ship calls and cruise passenger throughputs in Hong Kong in the past 3 years are as follows:

| Year | Number of ship calls | | | Cruise passenger throughput |
|-------------------|----------------------|----|-------|-----------------------------|
| | KTCT | OT | Total | |
| 2022 [#] | 4 | / | 4 | 11 843 |
| 2023 [#] | 137 | 27 | 164 | 475 772 |
| 2024 | 98 | 52 | 150 | 516 846 |

Due to the pandemic, the Government suspended the immigration services related to cruise travelling since 5 February 2020. “Cruise-to-nowhere” itineraries were allowed to operate in KTCT from 30 July 2021 to 6 January 2022. The immigration services at OT and KTCT were resumed on 18 January 2023 and 8 March 2023 respectively.

It is estimated, as of March 2025, that there will be 154 ship calls this year, of which 111 will be made at KTCT. Meanwhile, the overall per capita spending of overnight visitors to Hong Kong in 2024 was \$5,490.

KTCT was constructed by way of public works under funding approved by the Finance Committee of the Legislative Council, and was leased to a private operator afterwards in 2012 via 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 would be given to the operator. According to the existing tenancy agreement between the Government and the terminal operator, the operator is required to pay to the Government each year a fixed rent of around \$2 million and the remainder after the deduction of the fixed rent from 35% of its annual gross receipt as variable rent. As the relevant income and expenditure of the terminal operator involve commercially sensitive information, we cannot disclose the details.

Regarding the expenditure for the maintenance and repair of KTCT, as 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.

Located on the North Apron of the former Kai Tak Airport with an area of about 28 hectares, the Kai Tak Sports Park (KTSP) offers a one-stop sports, leisure, entertainment and shopping experience, including over 700 000 square feet of retail and dining facilities. Featuring 50 000 seats, a retractable roof and a flexible pitch system, the Main Stadium of KTSP can host various large-scale sports and cultural events to attract more tourists to Hong Kong, thereby promoting the development of the tourism industry. Adjacent to the Runway Area, KTCT is an infrastructure built for berthing large cruise ships, bringing cruise passengers to Hong Kong from around the world. The Culture, Sports and Tourism Bureau (CSTB) will further use KTCT for other commercial purposes, such as conventions, exhibitions and activities. In particular, we hope to utilise spaces within the terminal during non-peak season when fewer cruise ships are at berth and elevate the function of KTCT as a cruise terminal for all. In planning for the work plans of KTSP and KTCT, CSTB will consider the integration of these 2 major infrastructures, with a view to optimising the use of the facilities and achieve

synergistic effects. For instance, with the official opening of KTSP in March this year, CSTB, in collaboration with the Hong Kong Tourism Board and cruise companies, develops a new shore excursion itinerary in Kowloon East covering KTSP.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 3091)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The provision for 2025-26 under this Programme is 25.3% or \$245.7 million higher than the revised estimate for 2024-25, primarily due to the increased cash flow requirements for Film Development Fund (FDF) and CreateSmart Initiative (CSI) and the increased provision for operating expenses. In this connection, please inform the Committee of:

- 1) the manpower establishment and detailed expenditure distribution in relation to the increased provision;
- 2) the specific FDF and CSI projects in the past year and the coming year, together with their respective expenditures.

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 38)

Reply:

1. The estimated expenditure under Programme (2): Creative Industries for 2025-26 is approximately \$1.215 billion, around \$246 million higher than the revised estimate for 2024-25. The main reasons are as follows:
 - (a) The cash flow requirement for the Film Development Fund (FDF) is expected to increase by about \$87 million. This is mainly due to the launch of a new funding scheme (namely the Film Production Grant Scheme for Promoting Chinese Culture) and the Film Production Financing Scheme 2.0 under FDF. As the number of approved projects is expected to increase and some projects originally commenced in 2024-25 will be postponed to 2025-26, the cash flow requirement will increase; and
 - (b) The estimate for the CreateSmart Initiative (CSI) increases by around \$130 million. This is mainly due to the measure proposed in the 2024 Policy Address to incubate more cultural and creative projects with potential for industrialisation, resulting in an increase in the estimated number of approved projects; the postponement of some projects originally scheduled for commencement or completion in 2024-25

to 2025-26, resulting in an increase in the cash flow requirement; and an increase in the dedicated funding for the Hong Kong Trade Development Council.

2. FDF funded a total of 68 projects in 2024 while CSI funded 64 projects in 2024-25. Details of these projects (including the funding amounts) are at **Annex 1** and **Annex 2** respectively.

The projects to be funded under FDF and CSI and their funding amounts in the coming year will be subject to the content of individual applications and the projects to be approved.

Projects funded and the amounts involved under Film Development Fund in 2024

| | Project title | Funding amount (HK\$) |
|------------------------------------|--|------------------------------|
| Film production projects | | |
| 1. | My Alien Papa | 2,500,000 |
| 2. | The Excreman – On The Road | 8,710,400 |
| 3. | Golden Bird | 8,591,200 |
| 4. | Little Red Sweet | 3,320,000 |
| 5. | Wakesurf Lovers | 5,200,000 |
| 6. | Too Many Ways To Be No.2 | 5,680,000 |
| 7. | We have a goal | 3,197,600 |
| 8. | Non-human | 9,000,000 |
| 9. | Whistleblower | 9,000,000 |
| 10. | 38.83 | 9,000,000 |
| 11. | Kung Fu Juniors | 10,000,000 |
| Other film-related projects | | |
| 12. | The 42nd Hong Kong Film Awards | 8,000,000 |
| 13. | Entertainment Expo Hong Kong 2024 | 1,404,000 |
| 14. | The 22nd Hong Kong - Asia Film Financing Forum | 7,005,512 |
| 15. | Asia Content Business Summit Annual Conference | 681,430 |
| 16. | Hong Kong Film Music Art Festival | 1,807,790 |
| 17. | Tribute to Screenwriter Barry Wong (formerly “The Talented Screenwriter of the Golden Age - Tribute to Barry Wong”) | 506,000 |
| 18. | Sponsorship for “Where The Wind Blows” to represent Hong Kong to compete for Best International Feature Film in the 95th Academy Award | 400,000 |
| 19. | Sponsorship for “Everyphone Everywhere” to participate in the Udine “Far East Film Festival 25” (Competition Section) | 120,000 |
| 20. | Sponsorship for “Master Z: the Ip Man Legacy” to participate in the “23rd Busan International Film Festival” (Non-competition Section) | 100,000 |
| 21. | Film Festival Promotion Scheme - Beijing International Film Festival 2024 | 2,741,000 |
| 22. | Film Festival Promotion Scheme - Festival de Cannes 2024 | 5,749,000 |
| 23. | Cinema Day 2024 | 9,935,978 |
| 24. | Film Festival Promotion Scheme - Local Publicity Expenses | 500,000 |
| 25. | Film Festival Promotion Scheme - Venice Film Festival 2024 | 1,960,000 |
| 26. | Film Festival Promotion Scheme - Toronto International Film Festival 2024 | 2,530,000 |
| 27. | Sponsorship for “Limbo” to participate in “The 71st Berlin International Film Festival” (Non-competition Section) | 16,500 |
| 28. | Sponsorship for “First Night Nerves” to participate in “The 23rd Busan International Film Festival” | 61,720.90 |
| 29. | HAF Film Lab 2024 | 1,122,200 |
| 30. | HKIFFS Audience Development Programme 2024/25 | 7,721,842 |

| | Project title | Funding amount (HK\$) |
|---|--|------------------------------|
| 31. | Love Your Life Film Festival 2024-2025 | 4,694,760 |
| 32. | Overseas Promotional Campaigns for Hong Kong Films 2024-2025 | 9,968,988 |
| 33. | 1st October Movie Fiesta: Half-price Spectacular 2024 | 9,923,046 |
| 34. | Film Festival Promotion Scheme - Key Visual Design & Premium Production Fee | 680,000 |
| 35. | Film Festival Promotion Scheme - China Golden Rooster & Hundred Flowers Film Festival 2024 | 1,823,000 |
| 36. | Film Festival Promotion Scheme - Busan International Film Festival 2024 | 3,052,120 |
| 37. | Film Festival Promotion Scheme - Tokyo International Film Festival 2024 | 3,839,000 |
| 38. | Sponsorship for “The Sparring Partner” to participate in “The 27th Bucheon International Fantastic Film Festival” | 16,311.46 |
| 39. | Sponsorship for “Limbo” to participate in “The 23rd Udine Far East Film Festival” | 25,650 |
| 40. | Sponsorship for “A Light Never Goes Out” to participate in “The 35th Tokyo International Film Festival” (Competition Sections) | 89,648.17 |
| 41. | Sponsorship for “Mad Fate” to participate in the “73rd Berlin International Film Festival” (Non-competition Sections) | 100,000 |
| 42. | Sponsorship for “Vital Sign” to participate in “The 25th Udine Far East Film Festival” | 112,220 |
| 43. | Sponsorship for “In Broad Daylight” to participate in “The 25th Shanghai International Film Festival” (Competition Sections) | 120,000 |
| 44. | Asian Film Culture and Hong Kong Audience Development Program (AFCADP) (Year 2024-2026) | 6,754,498 |
| 45. | The 18th Asian Film Awards | 9,966,000 |
| 46. | Film Festival Promotion Scheme - Udine Far East Film Festival 2025 | 2,205,600 |
| 47. | Film Festival Promotion Scheme - Berlin Film Festival 2025 | 2,997,000 |
| 48. | Film Festival Promotion Scheme - Sponsorship for Hong Kong films to compete in 2024/25 prestigious film awards | 3,000,000 |
| 49. | Entertainment Expo Hong Kong 2025 | 1,404,000 |
| 50. | The 2nd Hong Kong Film Music Art Festival | 2,169,900 |
| 51. | Safety Awareness Campaign in Hong Kong Film Industry | 2,778,600 |
| 52. | The 23rd Hong Kong-Asia Film Financing Forum (HAF) | 7,134,428 |
| 8 th First Feature Film Initiative (Higher Education Institution Group) winning projects | | |
| 53. | “We Are Born Good” | 5,000,000 |
| 54. | “Sin of Dreams” | 5,000,000 |
| 55. | “Bad Boy v Momster” | 5,000,000 |
| 8 th First Feature Film Initiative (Professional Group) winning projects | | |
| 56. | “Fine Dying” | 8,000,000 |
| 57. | “Somebody Up There Writes Me” | 8,000,000 |
| 58. | “See How They Fall” | 8,000,000 |
| Content Development Scheme for Streaming Platforms - Phase 1 shortlisted projects | | |
| 59. | “Champion turns up” | 800,000 |
| 60. | “Underworld” | 1,200,000 |

| | Project title | Funding amount (HK\$) |
|-----|---------------------------|------------------------------|
| 61. | “Once There Were Jackals” | 1,000,000 |
| 62. | “Bus Lightyear” | 600,000 |
| 63. | “Today Will Never Return” | 700,000 |
| 64. | “Spirited Away” | 900,000 |
| 65. | “Eyes of Sparrow” | 600,000 |
| 66. | “Las Mulas” | 800,000 |
| 67. | “Kowloon Grand Hotel” | 1,100,000 |
| 68. | “BALIKBAYAN BOX CLUB” | 600,000 |

Note: Excluding projects withdrawn after approval is granted.

**Projects funded by CSI in 2024-25
(as at end-February 2025)**

| | Sector | Project title | Funding amount (HK\$) |
|-----|---------------|---|------------------------------|
| 1. | Advertising | 2024 HK4As Representatives' Participation in International Awards cum Creative Sharing in HK | 614,547 |
| 2. | Design | A 75A celebratory event : Salone del Mobile's 'SaloneSatellite Permanent Collection' Exhibition Hong Kong + HK Young Design Annex + Young Talks | 9,287,500 |
| 3. | | Fashion Summit (HK) 2024 | 5,989,600 |
| 4. | | Maison&Objet Design Factory | 9,963,400 |
| 5. | | HKFG SS25 | 7,404,000 |
| 6. | | The Fashion Union - A Platform to Celebrate the Beauty of Workwear | 8,228,402 |
| 7. | | deTour 2024 Design Festival | 9,714,000 |
| 8. | | Fashion Atelier Certificate Programme: Transforming Fashion Design with 3 Dimensional Innovation Cutting | 5,921,330 |
| 9. | | Motifx | 7,885,243 |
| 10. | | FabriX - Promotion of Digital Fashion in Paris Fashion Week 2024 & Pitti Uomo in Florence 2025 | 8,231,000 |
| 11. | | HK+FR: Furniture For World Design | 7,784,100 |
| 12. | | VIRTUOSE : The Artistry of Couture | 9,959,700 |
| 13. | | Couture Reverie | 4,678,300 |
| 14. | | "VOGUE Loves Hong Kong" Fashion Campaign | 9,630,000 |
| 15. | | Hong Kong Fashion Fest PR & Marketing Program | 9,658,000 |
| 16. | | Hong Kong Interior Design Week 2025 | 8,251,530 |
| 17. | | Redress Design Award 2025 | 5,708,504 |
| 18. | | Ne-on-Ne-on@Sham Shui Po | 5,135,000 |
| 19. | | "10 Asian Designers To Watch" - A Showcase of Asian Design Excellence | 5,225,300 |
| 20. | | HKFG AW25 | 7,429,000 |
| 21. | | Shanghai Tang and PMQ - Celebrating 30 years of Shanghai Tang | 7,719,500 |
| 22. | | A Thousand Youths in Chinese Costume | 2,200,000 |
| 23. | | The 4th edition of Sponsorship for International Design Awards (4th SIDA) | 7,894,900 |
| 24. | | Hong Kong Smart Design Awards 2025 | 7,584,750 |
| 25. | | Establishing a Sample Development Centre for Hong Kong Fashion Designers - Phase III | 9,510,400 |
| 26. | | GBA: Fashion Fusion 2025 | 7,502,800 |
| 27. | | 4th Edition of ReMIX · Yesterday's Future, Invent Tomorrow! 2025-2026 | 8,607,900 |
| 28. | | NEXT @ Fashion InStyle | 7,542,310 |
| 29. | | DesignInspire Online and Offline Promotions | 8,840,890 |

| | Sector | Project title | Funding amount (HK\$) |
|-----|---|--|---|
| 30. | | Fashion Promotion Coinciding with CENTRESTAGE 2024 | 20,620,000 |
| 31. | Digital Entertainment | The 12th Animation Support Programme | 9,878,000 |
| 32. | | Promotion of the Animation, Game, Designer Toy and Related Industries of Hong Kong in Exhibitions in Hangzhou and Dongguan | 4,639,920 |
| 33. | | Organise 26th Digicon6 HK Awards, Master Training in Hong Kong and join the Regional Awards Ceremony in Japan | 2,103,760 |
| 34. | | Establishing “Hong Kong Pavilion” at the Augmented World Expo (AWE) EU 2024 to Promote Hong Kong's Creative Industry via Artificial Intelligence | 4,187,365 |
| 35. | | 4th Hong Kong Comics Development & Promotion Support Programme | 9,219,056 |
| 36. | | Hong Kong Comics @Angouleme International Comics Festival 2025 in France (working title) | 3,172,220 |
| 37. | | 2nd AI-assisted Animation Production Support Scheme | 8,575,850 |
| 38. | | Promoting Hong Kong Comics by Organising the International Comics Artist Conference 2025 | 3,948,798 |
| 39. | | 5th Hong Kong Game Enhancement and Promotion Scheme | 9,752,080 |
| 40. | | Printing and Publishing | Color · Method · Master: Promote high quality development of the printing industry and internationalisation of the printing standard initiative of the Guangdong - Hong Kong - Macao Greater Bay Area |
| 41. | Soaring Creativity — O2O Hong Kong Pavilion 2024 (Hong Kong Publishing and Printing Industry Joining Frankfurt Book Fair) | | 7,237,512 |
| 42. | Soaring Creativity — Hong Kong Pavilion 2024: Hong Kong Publishing and Printing Industry Joining the South China Book Festival and Touring Book Fairs at Bookstores in the Greater Bay Area | | 6,892,980 |
| 43. | The 5th Hong Kong Publishing Biennial Awards (2024–2025) | | 3,082,220 |
| 44. | 2nd Go! Illustrators – Hong Kong Picture Book Illustrators at International Book Fairs Promotion Scheme | | 4,754,730 |
| 45. | Hong Kong Reading Carnival 2025 | | 8,153,241 |
| 46. | Soaring Creativity — O2O Hong Kong Pavilion 2025 (Hong Kong Publishing and Printing Industry Joining Bologna Children's Book Fair) | | 6,114,652 |
| 47. | Hong Kong-Shenzhen Co-Reading: The Charm of Cultural Relic and Hong Kong’s Intangible Cultural Heritage | | 7,067,900 |
| 48. | Hong Kong Picture Book Publication Support Scheme | | 6,326,348 |
| 49. | Promotion of Arts and Culture at the Hong Kong Book Fair | | 2,310,000 |
| 50. | IP Promotion at the Hong Kong Book Fair | | 120,000 |
| 51. | Television | Midlife, Sing & Shine! 3 | 10,000,000 |
| 52. | | CHILL CLUB (Japan version) | 8,697,200 |
| 53. | | Jump Jump Jump | 9,215,525 |
| 54. | | 2025 Spring Festival Gala | 7,414,000 |

| | Sector | Project title | Funding amount (HK\$) |
|-----|---------------|---|------------------------------|
| 55. | | Melodies of Time | 9,743,760 |
| 56. | Music | Celebration of National Day - The Next Generation Chorus Performance | 3,624,269 |
| 57. | | 12th Microfilm Production Support Scheme (Music) | 8,841,420 |
| 58. | | Hong Kong Creative Pavilion@China (Shenzhen) International Cultural Industry Expo and Trade Fair plus Hong Kong@Shenzhen Cultural Industry Expo (working title) | 8,324,752 |
| 59. | | Promote Hong Kong Art Toys through Jakarta Mall Exhibition 2024 and Thailand Toy Expo 2025 | 9,798,381 |
| 60. | Others | Organising 6th Cross-Matching Showcase in HK Int'l Licensing Show 2025 | 3,532,633 |
| 61. | | 7th "HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme" | 5,250,360 |
| 62. | | Hong Kong Creative Pavilion @ 2024 Hangzhou Cultural & Creative Industry Expo (working title) | 2,852,252 |
| 63. | | Hong Kong Pop Culture Festival 2025: ImagineLand | 10,000,000 |
| 64. | | The Enhancement to AsiaIPEX Portal to Promote Trading of Creative Copyrights | 3,506,750 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB140

(Question Serial No. 2526)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the tourism initiatives for Hong Kong Wetland Park (HKWP) and Sha Tau Kok (STK), will the Government inform this Committee of the following:

1. Are there any specific plans to upgrade tourism facilities in the STK district? What is the relevant estimated expenditure?
2. The development of the Northern Metropolis adheres to the principle of "Co-existence of Development and Conservation" and proposes to establish a Wetland Conservation Parks System. How will the Government balance tourism development with ecological conservation?
3. What new eco-interpretation facilities (e.g. interactive exhibition halls, wetland revitalisation experience zones) will be developed in HKWP? What are the details of the manpower and estimated expenditure involved?

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 30)

Reply:

- (1) The Culture, Sports and Tourism Bureau (CSTB) published the Action Plan on Sha Tau Kok Cultural Tourism Zone, as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0, in December 2024. The Government will continue to promote the tourism development in Sha Tau Kok (STK) under the overall principle of "low density, high quality" and through enriching its historical and cultural elements. Specifically, the Government will focus on the following 6 aspects of work: strengthening STK's linkage with nearby attractions for enriching its tourism experience (including island tourism, eco-tourism and historical and cultural tourism), enhancing tourism elements in STK District, developing more itineraries and tourism products, facilitating tourist visits to STK, stepping up publicity and promotion as well as taking forward medium- to long-term plans. The Government will continue to work closely with various stakeholders, including relevant Mainland authorities, local communities and the travel trade etc., and keep in view the market demands, with a view to utilising

the valuable tourism resources in STK and the surrounding areas. As the work mentioned above is jointly undertaken by the Tourism Commission (TC) and relevant bureaux and departments with their existing manpower and resources, it is difficult to quantify the expenditure concerned separately.

- (2) The report of the Strategic Feasibility Study on the Development of Wetland Conservation Parks (WCPs) System (the Study), commissioned by the Agriculture, Fisheries and Conservation Department (AFCD) and released in October 2024, recommended the Government to establish a WCPs system in the Northern Metropolis in phases. The Government is currently taking forward the establishment of the Sam Po Shue WCP, which is five times larger than the existing Hong Kong Wetland Park (HKWP) and over 300 hectares in area, with a new planning concept that integrates the objectives of wetland conservation, recreation and tourism, and agricultural and fisheries development. The Government will adopt the principles of environmental friendliness, low carbon and innovation, and study the use of elements including landscape design to make the Sam Po Shue WCP more distinctive, iconic and attractive, building a green attraction with characteristics of Hong Kong's unique natural scenery and local fisheries and agricultural industries. The Government will study the suitable provision of diversified and immersive ecological education, recreation and tourism facilities and activities, provided that the primary function of the Sam Po Shue WCP on wetland conservation would not be affected, so as to allow the public to enjoy an in-depth experience of eco-tourism. The relevant details will be finalised through the ongoing investigation study and the detailed design study in the next stage.
- (3) TC and AFCD are implementing an upgrading project for the exhibition and visitor facilities in HKWP, including updating the content of all themed exhibition galleries and improving the associated visitor facilities (such as providing new interactive visit-planning kiosks, an audio guide system, etc.), as well as enhancing interactive elements with visitors through the application of technologies, such as augmented reality and virtual reality, to enrich visitors' experience. The funding for implementing the project is around \$142 million. The project started in November 2023 and is expected to complete in 2026.

In addition, HKWP plans to upgrade the interpretation panels in the Wetland Reserve. Apart from updating the design and content of the interpretation panels, QR codes will also be used to provide visitors with a more accessible and comprehensive interpretation of wetland ecology. As the project is still at the planning stage, its estimated expenditure has yet to be confirmed.

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

- End -

CONTROLLING OFFICER'S REPLY

CSTB141

(Question Serial No. 2442)

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
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 141 of the Budget Speech, the Government has been supporting the staging of major international sports events in Hong Kong through “M” Mark System. It will adopt a more strategic approach in continuously attracting sports events which can bring significant economic benefits to Hong Kong. In this connection, will the Government inform this Committee of the following:

- 1) Specific events supported by the Government through the “M” Mark System in the past year, as well as their respective costs and benefits;
- 2) The methods and criteria adopted by the Government to assess whether potential “M” Mark events can bring significant economic benefits to Hong Kong;
- 3) When consolidating the experience gained from the implementation of the past “M” Mark events, will the Government review its vetting and monitoring mechanisms to further ensure the smooth implementation? If yes, what are the details? If no, what are the reasons?
- 4) Apart from the events themselves, the city’s overall atmosphere is also a key factor in attracting tourists. Will the Government enhance its management measures during the events and strive to create a vibrant atmosphere to boost public engagement and draw visitors to Hong Kong? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LEE Hoey Simon (LegCo internal reference no.: 6)

Reply:

- 1) The information on the “M” Mark events held in the past year is as follows:

| Item | Event Title | Date | Number of Participants ^{Note 1} | Total Amount Approved ^{Note 2} (\$M) |
|------|--|--------------------------------|--|---|
| 1. | Hong Kong Sevens | 5-7 April 2024 | 98 121 | 16 |
| 2. | FIBA 3x3 Universality Olympic Qualifying Tournament | 12-14 April 2024 | 45 476 | 16* |
| 3. | FIE Foil World Cup – Hong Kong, China | 1-4 May 2024 | 2 702 | 8.1 |
| 4. | FIVB Volleyball Nations League Hong Kong | 11-16 June 2024 | 141 133 | 15* |
| 5. | Hong Kong International Dragon Boat Races | 15-16 June 2024 | 54 526 | No funding |
| 6. | BOC Life Cup - Kitchee vs Atlético de Madrid | 7 August 2024 | 18 253 | 16 |
| 7. | World Lacrosse Women's U20 Championship | 15-24 August 2024 | 7 543 | 13* |
| 8. | The 12th Yao Foundation Charity Game | 20 August 2024 | 11 565 | 16 |
| 9. | Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500 | 10-15 September 2024 | 52 397 | 11.7* |
| 10. | Hong Kong Tennis 125 | 28 September to 6 October 2024 | 19 667 | 13* |
| 11. | WBSC Baseball15 World Cup | 7-12 October 2024 | 4 835 | 11 |
| 12. | Hong Kong Tennis Open (Women) | 26 October to 3 November 2024 | 5 420 | 15* |
| 13. | Hong Kong Cricket Sixes | 1-3 November 2024 | 9 161 | 15* |
| 14. | Harbour Race | 10 November 2024 | Cancelled due to inclement weather | 4* |
| 15. | HKIA•Standard Chartered HK Marathon: Third-runway System 10km International Race | 17 November 2024 | 25 734 | 17 |
| 16. | Hong Kong Open (Golf) | 21-24 November 2024 | 32 916 | 16 |
| 17. | FIBA 3x3 World Tour - Hong Kong Final | 22-24 November 2024 | 30 195 | 16* |
| 18. | Hong Kong 2024 World Taekwondo Championships Poomsae | 30 November to 4 December 2024 | 21 242 | 13* |
| 19. | Hong Kong Squash Open | 2-8 December 2024 | 5 426 | 5.3 |
| 20. | WSF World Team Championships | 9-15 December 2024 | 7 603 | 8.3 |

| Item | Event Title | Date | Number of Participants ^{Note 1} | Total Amount Approved ^{Note 2} (\$M) |
|------|---|------------------------------------|--|---|
| 21. | Hong Kong Tennis Open (Men) | 29 December 2024 to 5 January 2025 | 55 257 | 15* |
| 22. | Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon | 5 January 2025 | 13 738 | 12 |
| 23. | IBF World Cup | 5-14 January 2025 | 8 762 | 9.3 |
| 24. | IBF Para Bowling World Championships | 17-24 January 2025 | 9 875 | 7.8 |
| 25. | Chinese New Year Cup | 1 February 2025 | 20 013 | No funding |
| 26. | Hong Kong Marathon | 9 February 2025 | 188 408 | 16 |
| 27. | Hong Kong International Horse Show | 14-16 February 2025 | 14 170 | 16 |
| 28. | World Snooker Grand Prix | 4-9 March 2025 | 27 273 | 17 |
| 29. | LIV Golf Hong Kong | 7-9 March 2025 | 38 904 | 15 |
| 30. | Hong Kong Sevens | 28-30 March 2025 | 113 052 | 16 |

Note 1: Including competing 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.

- 2) The Vetting Panel under the Major Sports Events Committee (MSEC), being responsible for monitoring the vetting 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 the organiser. All applications for “M” Mark events must be scored according to the criteria. Only those with a qualifying score are eligible for application and provided with corresponding amount of funding. In the 2024-25 financial year, a record high of 30 major international sports events receiving support under the “M” Mark System were held in Hong Kong, including world-class annual sports events such as the Hong Kong Sevens and the LIV Golf Hong Kong, the Standard Chartered Hong Kong Marathon that gathered runners from all over the world as well as the Hong Kong International Horse Show that drew in high-end visitors. The staging of these events helped enhance Hong Kong’s image as a centre for international sports events, bringing tangible economic benefits to our community.

We will continue to support the “M” Mark System through the Arts and Sport Development Fund (Sports Portion). We will also adopt a more strategic approach in continuously attracting sports events which can bring significant economic benefits to Hong Kong. For example, we are in active discussion with LIV Golf, which has been held in Hong Kong for two consecutive years, to explore long-term partnership.

- 3) and 4) 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. Within 6 months after the completion of an event, it has to submit an evaluation report and an audited statement of accounts to the Culture, Sports and Tourism Bureau (CSTB). The CSTB will conduct checks (including on-site inspection) with respect to the clauses of funding agreement and the items listed in the evaluation report to monitor and evaluate the event prior to determining the final amount of funding. Should the organiser fail to hold an event in accordance with its proposal, the CSTB may recover all or part of the funding, as the case may be, and will not rule out the possibility of deducting the amount of funding on grounds of the organiser’s performance or the effectiveness of the event.

We are currently consolidating the experience gained from the implementation of the “M” Mark events over the past year or so following the introduction of the enhancement measures, and evaluating the effectiveness of these measures. Details on further enhancing the “M” Mark System will be announced later.

- End -

CONTROLLING OFFICER'S REPLY

CSTB142

(Question Serial No. 2462)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Paragraph 133 of the Budget Speech mentioned about the Government's plan on implementing a number of measures for the development of cultural intellectual property (IP).

In this connection, will the Government inform this Committee of the following:

What specific projects are included in the "more than 30 cultural IP projects"? What supportive measures will the Government put in place to advance these projects?

How will the Government promote cross-sectoral collaboration within the cultural and creative sectors?

Will the Government assess the effectiveness of the measures on developing cultural IP and set relevant indicators? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LEE Hoey Simon (LegCo internal reference no.: 26)

Reply:

The Cultural and Creative Industries Development Agency (CCIDA) supports cultural intellectual property (IP) projects from a wide range of cultural and creative industries, including the cross-sectoral collaboration of animation and comics, printing and publishing, design, film, arts and technology, through the CreateSmart Initiative (CSI). CCIDA maintains close ties with the industries to provide funding support for cultural IP projects and render enquiry services regarding the application procedures.

In addition, CCIDA allocated funding to the Hong Kong Trade Development Council to enhance the Asia Intellectual Property Exchange Portal (the Portal). The enhanced Portal will feature a database for arts, cultural and creative IPs, facilitating potential buyers in searching for relevant information and thus promoting IP transactions. It will also incorporate more market trading elements, such as including business matching activities and providing additional market information on IP trading and professional support services, with a view to fostering cross-sectoral collaboration. At the same time, we will facilitate more registration of local and non-local cultural and creative products on the Portal to promote transactions and transformation of cultural IP, thereby helping the industries to explore

business opportunities and enhancing economic benefits. Moreover, we will continue to promote 60 visits, overseas exhibitions and showcases each year to assist Hong Kong's cultural and creative industries to open up more business and showcasing opportunities in markets in the Mainland and overseas. In the coming 5 years, we will support more cultural IP projects through CSI, with the number of projects expected to increase gradually year by year from 4 in 2025 to more than 30 cumulatively by 2029. The funding amount for each project will depend on its type, content, and scale.

CCIDA will collect data of relevant categories to evaluate the effectiveness of CSI projects (including cultural IP projects), including (i) number of approved projects; (ii) number of local participants; (iii) number of non-local participants; (iv) number of viewings/hits received in respect of websites or social media platforms; (v) number of media reports; (vi) number of job opportunities created; (vii) number of small and medium-sized enterprises (SMEs) benefitted; (viii) number of business contacts or enquiries created for SMEs; (ix) number of business deals secured; (x) number of nurturing opportunities created for creative talents and start-ups; (xi) number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA; (xii) number of exhibitions and showcases; (xiii) number of participants in overseas delegation visits; (xiv) number of cultural and creative products/works promoted or produced; and (xv) number of cross-sectoral and cross-genre collaborations. All these help quantify the benefits delivered by the CSI-funded projects more accurately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB143

(Question Serial No. 2466)

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
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As one of the economic pillars of Hong Kong, tourism boosts local economic development and creates employment opportunities. In this connection, please inform this Committee of the following:

What specific measures will the Government put in place to promote the development of the tourism industry? What will be the corresponding strategies that cater for different markets and visitor segments?

Regarding the Government's allocation of \$1.235 billion to the Hong Kong Tourism Board, what will be the specific uses of the provision?

Further to the above question, has the Government developed relevant performance indicators for assessing the effectiveness of such uses?

In view of the changes in visitors' consumption patterns in recent years and the phenomenon of crowded streets but poor sales shown in consumer markets, how does the Government adjust its strategies to increase visitors' spending in Hong Kong? Are there any other policies to attract high-spending visitors?

Asked by: Hon LEE Hoey Simon (LegCo internal reference no.: 30)

Reply:

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of "tourism is everywhere" and the initiatives set out in the Development Blueprint for Hong Kong's Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong’s unique tourism elements under the concept of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong’s green tourism products and countryside experiences through its year-round promotional platform “Hong Kong Great Outdoors”, which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city’s four corners – north, south, east and west – showcasing Hong Kong’s diverse scenery. To cater for visitors pursuing experiences of “citywalks”, HKTB will also enrich the contents in various campaigns under its “Hong Kong Neighbourhoods”, with a view to encouraging visitors to explore the city’s authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade”, incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong’s positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong’s tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong’s connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers’ travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast

Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of “Everyone is a Tourism Ambassador”. HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB’s objectives is to further promote Hong Kong’s development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a “Live Travel Map” and kick-start the development of the “Smart Itinerary Planner” in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

While the effectiveness of the performance of HKTB cannot be assessed entirely in quantifiable terms, the Government and the HKTB have set the following 5 indicators every year:

- (1) visitor arrivals;
- (2) tourism expenditure associated with inbound tourism;
- (3) per capita expenditure of overnight visitor;
- (4) length of stay of overnight visitors; and
- (5) satisfaction of overnight visitors.

In addition, HKTB will also set different indicators based on the nature of its promotions and events, such as website views, social media reach, global media exposure, participants’ satisfaction, likelihood to recommend, intention to revisit, etc. to measure the effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB144

(Question Serial No. 0802)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In regard to the fireworks displays, pyrotechnic and drone shows, and the revamped light-and-sound show “A Symphony of Lights (SoL)” organised by the Hong Kong Tourism Board (HKTB), please inform this Committee of the following:

1. What were the details, expenditures and numbers of visitors of each fireworks display, pyrotechnic show and drone show organised by HKTB in the past financial year? What are the benefits brought by the fireworks displays, pyrotechnic shows and drone shows to the local tourism industry and economic development according to HKTB’s assessments?
2. What are the estimated numbers of fireworks displays, pyrotechnic shows and drone shows to be held by HKTB in this financial year, their details and estimated expenditures? Will HKTB draw from last year’s experiences to enhance the pyrotechnic and drone shows (such as their frequency, scale, quality and content)? If yes, what are the details?
3. What are the details of the revamped SoL? When will it be launched this year?
4. What was the expenditure on revamping the SoL light-and-sound show in the past financial year? What is the estimated expenditure for this financial year?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 12)

Reply:

In 2024-25, the Hong Kong Tourism Board (HKTB) organised a total of nine harbourfront pyrotechnics or drone shows at Victoria Harbour, as well as the “Hong Kong New Year Countdown Celebrations” fireworks display on New Year’s Eve. These events attracted a wealth of visitors and locals, creating a vibrant atmosphere and receiving positive feedback. The details are tabulated below:

| Event/mega event | Date | Theme/ Highlights | Expenditure on organising and carrying out global | Number of participants |
|------------------|------|----------------------|--|---------------------------|
| | | | | |

| | | | promotion* (HK\$) | |
|---|--|---|----------------------|------------------|
| Harbourfront pyrotechnics at Victoria Harbour | 1 May 2024 | Labour Day Golden Week | Around 21 million | Close to 220 000 |
| | 22 November and 24, 25, 26 December 2024 | Hong Kong WinterFest | | |
| Drone show | 11 May 2024 | Cheung Chau Bun Festival | | |
| | 10 June 2024 | Dragon Boat Festival | | |
| | 17 September 2024 | Mid-Autumn Festival | | |
| | 28 September 2024 | “Galloping Horses in the Sky” - Artwork of Xu Beihong | | |
| Hong Kong New Year Countdown Celebrations | 31 December 2024 to 1 January 2025 | A 12-minute fireworks and pyrotechnics musical extravaganza at Victoria Harbour | Around 31 million | Over 400 000 |

* Expenditure net of sponsorship and other income

The Tourism Commission, together with HKTB, will launch a new edition of “A Symphony of Lights” (SoL) light and sound show to showcase the spectacular views at Victoria Harbour through novel audio-visual effects. HKTB has selected a contractor and is re-conceptualising the content and design of SoL. It is expected that the new edition of SoL will be launched within 2025.

Before the launch of the new edition of SoL, HKTB will, in conjunction with festivals and major events, organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a festive atmosphere 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 for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

The 2024-25 Budget has allocated a total of \$354 million for 3 years to HKTB for launching the new edition of SoL, including the staging of pyrotechnics and drone shows. Among which, \$115 million and \$135 million have been earmarked for 2024-25 and 2025-26 respectively to carry out the aforesaid work.

- End -

CONTROLLING OFFICER'S REPLY

CSTB145

(Question Serial No. 0803)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Hong Kong will co-host the 15th National Games (NG) and the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) with Guangdong and Macao in 2025. In this connection, will the Government inform this Committee of:

1. the Government's efforts to promote the 15th NG, and the 12th NGD and the 9th NSOG and the expenditure involved in the last financial year;
2. the Government's publicity and promotion events to encourage members of the public to actively participate in the 15th NG, and the 12th NGD and the 9th NSOG, cheer for the athletes and immerse in the vibrant atmosphere of sports events and the estimated expenditure involved in this financial year;
3. the Government's plans to promote the 15th NG, and the 12th NGD and the 9th NSOG in the Mainland and overseas countries in this financial year to encourage the people there to come and watch the events to be held in Hong Kong; the estimated expenditure on these plans;
4. the arrangements for the television broadcast of the 15th NG, and the 12th NGD and the 9th NSOG; whether the Government will consider acquiring the broadcasting rights for the 15th NG, and the 12th NGD and the 9th NSOG for the 3 local free television broadcasters and Radio Television Hong Kong to livestream the events; if so, the details and expenditure involved; if not, the reasons?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 13)

Reply:

1.-3. The Culture, Sports and Tourism Bureau is working with relevant government departments and organisations to launch territory-wide publicity and promotion campaigns through various online and offline channels, with a view to enhancing the awareness of and interest in the 15th NG, the 12th NGD and the 9th NSOG among different sectors of the community. The initiatives include conducting multi-channel publicity through traditional media, social media, city dress-up and roving exhibitions; organising community and school

promotion programmes in co-operation with local organisations and schools; hosting feature events such as exchanges with athletes and sports experiential activities in collaboration with sports organisations; and launching a dedicated website and applications for digital marketing. The first stage of the publicity and promotion campaigns was launched from November to December 2024 to tie in with the one-year countdown to the 15th NG, the 12th NGD and the 9th NSOG. The second stage commenced in January 2025, with initiatives including city dress-up and photo-taking spots featuring the mascots of the Games, enhancing the design of the thematic website, enriching social media content, etc. At the same time, we are also stepping up the promotion of the mass participation events for the 15th NG, the 12th NGD and the 9th NSOG. The Leisure and Cultural Services Department (LCSD) has launched the “I Want to Join the National Games” campaign in mid-January 2025. These include setting up a thematic website and disseminating information about athlete selections through relevant national sports associations/organisations. LCSD will further expand the promotion through various events such as the Hong Kong Flower Show 2025 and the upcoming broadcast of athlete promotional videos, encouraging the public to participate in the athlete selections for the mass participation events to be held in Hong Kong. The third stage will begin in August 2025 and cover the 100-day countdown, torch relay, etc. We will do our utmost to foster a welcoming atmosphere and enhance the popularity and participation of the Games in Hong Kong, whilst encouraging Hong Kong people and tourists to be spectators of the Games and cheer for the athletes.

Regarding the publicity and promotion in the Mainland and abroad, we aim to increase the awareness of the 15th NG, the 12th NGD and the 9th NSOG among the people there whilst highlighting the new landmark - Kai Tak Sports Park. Also, we intend to showcase the development and strength of sports in Hong Kong and our vitality as a centre for international events and attract Mainland and international spectators to travel to Hong Kong and participate in these mega events. This will help enhance Hong Kong’s image and bring economic benefits. In particular, the Information Services Department will conduct promotional activities through Mainland social media and digital marketing, including putting up promotional posts with Mainland key opinion leaders (KOLs) and placing advertisements on overseas media and at major international airports to attract visitors to Hong Kong to enjoy the events.

Also, the Hong Kong SAR Government, through its special interview programmes and the Sponsored Visitors Programme, will invite Mainland and overseas media and dignitaries to visit Hong Kong to experience the development of sports and facilities in Hong Kong, as well as the preparations for the 15th NG, the 12th NGD and the 9th NSOG.

The aforementioned publicity and promotion efforts are part of the preparations for the 15th NG, the 12th NGD and the 9th NSOG. The associated expenditures will be absorbed by the National Games Coordination Office (Hong Kong) (NGCO) and relevant policy bureaux and departments. We do not have a breakdown of the relevant figures for the time being.

4. NGCO is currently discussing with the Organising Committee of the 15th National Games and the Organising Committee of the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games about the broadcasting arrangements for the 2 Games (including those events held in Hong Kong). Details will be

announced in due course. As the arrangements are still under discussion, the estimated expenditure is not available at present.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 0672)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There is mention of multiple initiatives to foster patriotic education in the Supplement to the 2024 Policy Address. Please provide the details, progress and estimates of the following initiative that promotes Chinese culture:

1. Provide financial support to the film industry under the Film Development Fund to produce films that promote Chinese culture, for showcasing the fine traditional Chinese culture to the audience.

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 3)

Reply:

The Government has launched the Film Production Grant Scheme for Promoting Chinese Culture (GSPCC) on 28 February 2025. It has been accepting applications and the deadline is 1 September 2025. GSPCC aims to encourage creators to incorporate Chinese cultural elements into film productions and showcase them to audiences around the world through the power of films, thereby promoting the charm and diversity of Chinese culture and boosting patriotism.

GSPCC accepts applications for feature-length narrative films and animated. It is estimated that GSPCC will subsidise a maximum of 2 film projects, with each approved film to be granted a subsidy on production costs of up to \$10 million.

The Government will form an independent assessment panel to assess applications based on five criteria: script quality, promotion of Chinese cultural elements, production budget, market potential, and execution capability of the production team.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 0683)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With Kai Tak Sports Park (KTSP) now in operation, the community hopes that Kai Tak Development will be developed into a hub of diversity featuring integrated development of sports, culture, tourism and youth through the synergistic development of KTSP, Kai Tak Cruise Terminal (KTCT) and the “Youth Post” hostel which is now under development.

1. Are there plans to facilitate commercial collaboration between KTCT, the “Youth Post” hostel and KTSP to encourage cross-location spending of tourists and locals, and enhance the operational efficiency of businesses in the area?
2. Are there strategies to encourage KTSP, the “Youth Post” hostel, and KTCT to jointly develop Kai Tak into a distinctive cultural icon, thereby enhancing the cultural uniqueness and appeal of the area?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 14)

Reply:

1. In preparing the work plans for the Kai Tak Sports Park (KTSP) and the Kai Tak Cruise Terminal (KTCT), the Culture, Sports and Tourism Bureau (CSTB) will consider how the two major infrastructures could complement each other, with a view to creating synergy by fully leveraging the respective facilities.

KTSP provides Hong Kong with diversified as well as the largest and state-of-the-art venues for hosting various sports and entertainment events, and offers a one-stop sports, leisure, catering and shopping experience for citizens and tourists. With its official commissioning on 1 March 2025, KTSP will become a new hub for hosting major sports and entertainment events, creating favourable conditions for further promoting the mega-event economy. KTSP will attract tourists to spend in Hong Kong when hosting various large-scale sports, culture or entertainment events, and provide cruise passengers with more options for onshore activities. Hotels in the vicinity of KTSP will also offer additional accommodation options for travellers (including cruise passengers before or

after their voyages). CSTB, in collaboration with the cruise industry through the Hong Kong Tourism Board (HKTB), has developed a new shore excursion itinerary in Kowloon East covering the KTSP, the “Live out the Cinematic Charm of Hong Kong” Twilight of the Warriors: Walled In Exhibition being held at AIRSIDE shopping mall in Kai Tak, Kowloon Walled City Park, Chi Lin Nunnery and Nan Lian Garden, offering tourists with a greater variety of shore excursions.

On the other hand, CSTB will further make use of KTCT for other commercial purposes, such as conventions, exhibitions and activities. In particular, we hope to utilise spaces within the terminal during non-peak season when fewer cruise ships are at berth, with a view to elevating the function of KTCT as a cruise terminal for all. In particular the terminal has been selected as the venue of the prestigious global cocktail award ceremony “The World's 50 Best Bars” scheduled to be held in October this year through HKTB.

In respect of “Youth Post” hostel, the Home and Youth Affairs Bureau (HYAB) issued a tender document on 20 December 2024, to select, through open tender, a suitable organisation for operating the youth facility under a short-term tenancy. HYAB has just completed the tender assessment exercise and selected the operator of “Youth Post”. HYAB will further discuss with the successful tenderer on ways to better utilise “Youth Post” hostel and other relevant facilitation and publicity measures, including collaboration arrangements between the successful tenderer and relevant government departments and/or organisations, with a view to promoting mutual exchange among Mainland, overseas and local young people as well as youth development. CSTB is also in close communication with HYAB regarding the collaboration between “Youth Post” hostel and KTCT. After the tender is awarded, we will further connect the successful tenderer of “Youth Post” hostel with the respective operators of KTCT and KTSP fully commissioned recently to explore further collaboration opportunities.

In addition to KTSP, there are a few large retail facilities within the Kai Tak Development Area near Kai Tak MTR Station. A harbourfront promenade will also be constructed to connect KTSP and KTCT, providing not only a panoramic view of the Victoria Harbour, but also clusters of retail and dining outlets. CSTB will channel operators of the concerned facilities into exploring ways to provide greater convenience and enhanced experience to cruise visitors, boost business opportunities of KTCT, and attract citizens and tourists to the area. Seizing the opportunities brought by the relevant development and the gradual intake of nearby residential developments, CSTB will invite expression of interest for the whole ancillary commercial area and rooftop park of KTCT to revitalise the spaces in KTCT. Interested vendors and organisations are welcome to submit feasible proposals including but not limited to conventional retail business.

2. The Development Bureau (DEVB) has adopted a series of visual identity elements to represent the Kai Tak Development Area, effectively conveying the design concept of the entire development. These elements include the slogan, logo, typography, colour scheme, and barcode pattern associated with the “Current of Vitality” theme. They are applied to construction site hoardings and integrated into the architectural designs of various projects to establish a clear connection with the Kai Tak Development Plan.

These visual identity features have been implemented across various projects, such as the Kai Tak Fire Station at Cheung Yip Street, the sewage pumping station at Prince Edward

Road East, as well as various public street facilities and recreational amenities, including rain shelters, roadside benches, trash bins, bicycle racks, and information poster stands.

DEVB has also established a set of design guidelines to ensure that relevant development projects can incorporate these elements into public facilities during the detailed design phase. This gradually brings the “Current of Vitality” design concept to life across the Kai Tak Development Area, creating a unified connection throughout the area. The goal is for residents or visitors to immediately sense this visual connection and develop a sense of belonging as soon as they enter Kai Tak. This aims to make the Kai Tak Development Area and its surroundings a visually cohesive space that embodies a consistent brand identity.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 0690)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Association of Southeast Asian Nations (ASEAN) region, with a large ethnic Chinese population and where diverse traditions of Chinese culture are preserved, is a market with great potential for the cultural industry. In this connection, will the Government inform this Committee of:

1. the details of the SAR Government's work to promote Hong Kong's cultural software and hardware (such as films, music, arts, designs and cultural heritage) in the ASEAN cultural industry market in the past 3 years; the events organised, partnering organisations, number of participating local cultural establishments, relevant outcome evaluation results and expenditure;
2. the specific plans of the Government to further promote Hong Kong's cultural industry in the ASEAN market in 2025-26; whether events such as cultural exchange exhibitions, cultural festivals, film screenings or art workshops will be organised; the estimated expenditure and staffing arrangements for such plans; how the effectiveness of such plans in enhancing the influence of Hong Kong's cultural industry in the ASEAN market will be evaluated;
3. the long-term strategies in place to continuously extend the influence of Hong Kong's cultural industry in the ASEAN market; whether it will consider setting up a dedicated fund or strengthening cooperation with cultural institutions in the ASEAN region; and the resource allocation and budget plans for such strategies?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 21)

Reply:

- (1) The Culture, Sports and Tourism Bureau (CSTB) has been 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 have been seeking to tell the good stories of China and Hong Kong. In the past 3 years, CSTB, the Leisure and Cultural Services Department (LCSD) and the Cultural and Creative Industries Development Agency (CCIDA) 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 in 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.

Since 2018-19, CSTB has been providing funding support to Hong Kong art groups and artists in organising arts and cultural programmes abroad, including in the ASEAN region, through the overseas Economic and Trade Offices (ETOs). In 2024, a total of 13 funded activities were held in Singapore, Malaysia, Thailand and Vietnam, bringing excellent Hong Kong arts and cultural programmes to the local audiences. LCSD also held the Hong Kong Week in Bangkok, Thailand from October to November 2023, with over 60 performances, exhibitions, film screenings and extension activities in 9 programmes, attracting over 780 000 participants. More than 300 people from the arts communities in Hong Kong and Bangkok were engaged in the production of various projects during the event.

In addition, starting from 2023-24, CSTB has provided dedicated funding to support local exemplary arts projects that are recognised by the China National Arts Fund to conduct cultural exchange outside Hong Kong. One of the funded projects was held in Singapore in early 2025.

LCSD organises the Asia+ Festival from September to November each year, 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 embracing the endless possibilities of cultural collaboration. The first Asia+ Festival in 2023 delivered 29 performances/activities for 11 programmes, with the attendance of over 60 000, while the second edition in 2024 saw an increase in the number of programmes to 17, with over 100 performances/activities attended by more than 100 000 people. The Asia+ Festival continued to garner strong support from the consulates and overseas cultural organisations in Hong Kong, with enthusiastic participation from

a number of ASEAN countries. The festival provided artists and audiences from different countries an opportunity to appreciate the cultural treasures of various places and fostered mutual understanding and cultural exchange.

To promote the pop culture of Hong Kong, LCSD has organised the Hong Kong Pop Culture Festival annually since 2023. Joint efforts are made with the Hong Kong Tourism Board and the Hong Kong ETOs in the Mainland and overseas to actively promote the Pop Culture Festival to Mainland and international visitors, including the Chinese community in the ASEAN region. The first two editions of the festival attracted a total of over 1.1 million participants. LCSD has also been actively collaborating with cultural institutions or entities outside Hong Kong, including those in the ASEAN region. For example, LCSD joined hands with Esplanade to organise the Hong Kong Pop Culture Festival@Huayi, an outdoor concert and a talk, in Singapore in February 2025. Suitable Hong Kong artists were arranged to perform in the event, so as to help Hong Kong's pop culture to "go global".

LCSD held the third and fourth editions of the Museum Summit on 24-25 March 2023 and 28-29 March 2025 respectively, bringing together speakers and moderators from local and overseas museums and cultural institutions. LCSD in particular invited a delegation of experts from the museums and cultural institutions in ASEAN countries, including Brunei, Cambodia, Laos, Malaysia, Indonesia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam, to attend the Summit. The 2023 Summit recorded an enrolment of over 2 000 people and online participation by more than 12 million people. The expenditure incurred by the delegations of the two summits amounted to \$620 000.

Over the past 3 years, CCIDA provided the creative industries with funding support through the CreateSmart Initiative (CSI) and the Film Development Fund (FDF) to organise various programmes, including thematic exhibitions, music performances and film screenings, to promote Hong Kong's creative works to the ASEAN region. Details of the related projects/activities are at the Annex.

CCIDA collects data of 15 categories to evaluate the effectiveness of the CSI. These categories include: (i) number of approved projects; (ii) number of local participants; (iii) number of non-local participants; (iv) number of viewings/hits received in respect of websites or social media platforms; (v) number of media reports; (vi) number of job opportunities created; (vii) number of small and medium-sized enterprises (SMEs) benefitted; (viii) number of business contacts or inquiries created for SMEs; (ix) number of business deals secured; (x) number of nurturing opportunities created for creative talent and start-ups; (xi) number of awards attained by creative talent who have participated in international competitions with funding support from CCIDA; (xii) number of exhibitions and showcases; (xiii) number of participants in overseas delegation visits; (xiv) number of cultural and creative products/works promoted or produced; and (xv) number of cross-sectoral and cross-genre collaborations. All these help quantify the benefits delivered by the CSI-funded projects more accurately. As for FDF, CCIDA will evaluate the effectiveness of the approved projects on the basis of the number of talent nurtured

and job opportunities created, the box office receipts, as well as the number of local and international awards attained and people engaged.

(2) and (3) Drawing on the fruitful achievements of the past editions of the Asia Cultural Co-operation Forum, CSTB will hold the Asia Cultural Co-operation Forum+ 2025 on 22 and 23 April 2025. Apart from Asian countries (with some of them ASEAN countries), we have also invited Belt and Road countries outside Asia to participate in the forum, with a view to further promoting cultural exchanges with countries within the region. The expenses incurred will be covered through reallocation of resources within CSTB.

LCSD will continue hosting the Asia+ Festival between September and November 2025. The subject team responsible for the festival will continue to take forward their work. Expenses related to programme production and staffing will be covered through reallocation of resources within LCSD.

In 2025-26, CCIDA will continue to provide financial support to the industries to carry out programmes in the ASEAN region. The programmes to be funded and the funding amounts will be subject to the contents of the individual applications and the plans approved. Since promoting the development of cultural and creative industries is part of the regular work of CCIDA, the manpower involved is included in the overall establishment of CSTB.

**Programmes organised/sponsored by CCIDA to showcase the works of
the creative sectors to the ASEAN region**

| | Programmes | Date | Location | Number of participating local enterprises | Expenditure involved (\$ million) |
|-------------|--|----------------------|-----------------------------------|--|--|
| 2022 | | | | | |
| 1. | Organising film tour and film-related photo exhibition “Making Waves – Navigators of Hong Kong Cinema” [Supporting organisation: The Hong Kong International Film Festival Society] | June to October 2022 | Indonesia, Thailand and Singapore | - * | About 16.76 [#] |
| 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 | 15 | About 9.41 [#] |
| 3. | Sponsoring the film sector to organise the Asian Cinerama – Film Roadshows at the Bali International Film Festival in Jakarta, Indonesia | September 2022 | Indonesia | - * | About 0.21 |
| 4. | Sponsoring the film sector to organise the Asian Cinerama – Film Roadshows in Kuala Lumpur, Malaysia | October 2022 | Malaysia | - * | About 0.21 |
| 5. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilion at the Comic Fiesta held in Malaysia to showcase | December 2022 | Malaysia | 15 | About 7.39 [#] |

| | Programmes | Date | Location | Number of participating local enterprises | Expenditure involved (\$ million) |
|-------------|---|----------------------------|---|--|--|
| | the works of local comics start-ups | | | | |
| 2023 | | | | | |
| 1. | Sponsoring the design sector to showcase creative products co-designed by Hong Kong industrial designers and local brands at the Bangkok International Gifts and Bangkok International Houseware Fair at STYLE Bangkok held in Thailand | March 2023 | Thailand | 12 | About 4.39 [#] |
| 2. | Sponsoring the design sector to set up Hong Kong Pavilion at the Thailand Toy Expo | April 2023 | Thailand | 20 | About 9.41 [#] |
| 3. | Organising film tour “Making Waves – Navigators of Hong Kong Cinema 2023” [Supporting organisation: The Hong Kong International Film Festival Society] | June 2023 | Indonesia | - * | About 9.00 [#] |
| 4. | Sponsoring overseas Hong Kong Economic and Trade Offices to organise activities that promote Hong Kong films | July and October 2023 | Malaysia and Thailand | - * | About 1.53 [#] |
| 5. | Sponsoring the film sector to organise “Belt and Road Hong Kong Film Gala Presentation” | September 2023 to May 2025 | Thailand, Malaysia, Indonesia, Singapore and Cambodia | - * | About 7.90 [#] |
| 6. | Sponsoring the architecture sector to organise an exhibition | October 2023 | Malaysia | - ^ | About 9.93 [#] |

| | Programmes | Date | Location | Number of participating local enterprises | Expenditure involved (\$ million) |
|-------------|---|-----------------------------|-------------------------------|--|--|
| | in Kuala Lumpur, Malaysia | | | | |
| 7. | Sponsoring the design sector to organise a fashion show and an exhibition during the Hong Kong Week 2023 | October to November 2023 | Thailand | 51 | About 9.97 [#] |
| 8. | Sponsoring the music sector to participate in overseas music festivals | October and November 2023 | Singapore and the Philippines | 8 | About 8.05 [#] |
| 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 | 15 | About 8.18 [#] |
| 2024 | | | | | |
| 1. | Sponsoring the design sector to showcase creative products co-designed by Hong Kong industrial designers and local brands in the Bangkok Design Week held in Thailand | January to February 2024 | Thailand | 20 | About 6.86 [#] |
| 2. | Sponsoring the industry to set up Hong Kong Pavilion at the Thailand Toy Expo | April 2024 | Thailand | 20 | About 3.27 [#] |
| 3. | Sponsoring the printing sector to promote Colour Tone Value as a printing quality control method in ASEAN | April 2024 to November 2025 | Malaysia | - ^ | About 9.29 [#] |
| 4. | Sponsoring the film sector to organise | May 2024 | Singapore | - * | About 0.25 |

| | Programmes | Date | Location | Number of participating local enterprises | Expenditure involved (\$ million) |
|-----|--|----------------------------|---|--|--|
| | “Film Masterclass” in Singapore | | | | |
| 5. | Sponsoring overseas Hong Kong Economic and Trade Offices to organise activities that promote Hong Kong films | July 2024 to June 2025 | Malaysia, the Philippines, Indonesia and Cambodia | - * | About 2.50 [#] |
| 6. | Sponsoring the television sector to co-produce the television variety programme “Midlife, Sing & Shine! 3” with Malaysia | September 2024 to May 2025 | Malaysia | - ^ | 10.00 [#] |
| 7. | Sponsoring small and medium enterprises to showcase their works at the activity organised by the Cable and Satellite Broadcasting Association of Asia in Vietnam | October 2024 | Vietnam | - ^ | About 2.74 [#] |
| 8. | Sponsoring the industry to organise exhibition in Jakarta, Indonesia to facilitate Hong Kong’s art toy designers to explore local market | November 2024 | Indonesia | - ^ | About 4.39 |
| 9. | Sponsoring the television sector to co-produce the television variety programme “CHILL CLUB (Thailand Version)” with Thailand | December 2024 | Thailand | - ^ | About 8.57 [#] |
| 10. | Sponsoring the digital entertainment sector to set up Hong Kong Pavilion at the Comic Fiesta held in Malaysia to showcase | December 2024 | Malaysia | - ^ | About 0.89 |

| | Programmes | Date | Location | Number of participating local enterprises | Expenditure involved (\$ million) |
|--|-------------------------------------|-------------|-----------------|--|--|
| | the works of local comics start-ups | | | | |

* The number of participating local enterprises of the individual project/event has not been recorded.

In addition to ASEAN region, the project also held activities in other places (including Hong Kong). Since the breakdown of expenditure for individual places is not available, the figure represents the total expenditure/approved amount of the project/activity.

^ Since the project/activity is still on-going or the vetting process of its completion report is yet to be completed, the number of participating local enterprises is not available.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 0691)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The National Games (NG) will be held in the Greater Bay Area (GBA) in November 2025, presenting a significant opportunity to create Hong Kong's tourism IP. In this connection, will the Government inform this Committee of the following?

1. How will it leverage NG to create an integrated tourism experience featuring "sports + shopping + culture"? What specific plans, such as promoting NG-themed itineraries, related shopping discount programmes or cultural activities, are in place? What are the relevant budget and staffing arrangements?
2. What specific publicity strategies are in place to promote NG-related tourism experiences to local and international visitors? Will it collaborate with other GBA cities to launch cross-regional travel packages or joint promotional campaigns? What are the details and budget?
3. How will it ensure that the tourism boom brought by NG can be translated into long-term benefits? Will it consider institutionalising the "sports + shopping + culture" model to continuously enhance Hong Kong's tourism appeal?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 22)

Reply:

1. The 15th National Games (NG), and the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) will be co-hosted by Guangdong, Hong Kong and Macao from 9 to 21 November 2025 and from 8 to 15 December 2025 respectively. Hong Kong will host 8 competition events and 1 mass participation event of the 15th NG, and 4 competition events and 1 mass participation event of the 12th NGD and 9th NSOG.

The Hong Kong SAR Government would hope to, through its selection of venues for NG, NGD and NSOG events, showcase the landscapes and characteristics of different parts of Hong Kong and realise the notion of boosting tourism through sports. Venues such

as the Kai Tak Sports Park newly opened on 1 March this year, century-old Fanling Golf Course, and our iconic Central Harbourfront, have therefore been chosen. As NG is the nation's highest-level multi-sports event, this quadrennial mega sports event will surely attract tourists from both the Mainland and overseas to come and watch its competitions. We will also actively promote the integration of sports-spectating and tourism, so that visitors can experience both the excitement of mega events and the fun of "tourism is everywhere in Hong Kong".

In addition, Hong Kong will participate in the organisation of 2 cross-boundary events, namely road cycling and marathon, with the former taking place on the Hong Kong-Zhuhai-Macao Bridge linking Guangdong, Hong Kong and Macao, and the latter spanning both Shenzhen and Hong Kong. These 2 cross-boundary events will further deepen sports co-operation and exchanges between Hong Kong and other cities in the Greater Bay Area (GBA), and will offer their participants an opportunity to experience GBA while competing. In fact, the 15th NG serves as a chance for Guangdong, Hong Kong and Macao to complement each other's strengths and resources, which is conducive to fostering the development of tourism, culture, and sports industries in GBA.

The Culture, Sports and Tourism Bureau (CSTB) and relevant policy bureaux and departments will take forward the aforementioned work with existing manpower and resources.

2. CSTB is working with relevant government departments and organisations to launch territory-wide publicity and promotion campaigns through various online and offline channels, with a view to enhancing the awareness of and interest in the 15th NG, the 12th NGD and the 9th NSOG among different sectors of the community. The initiatives include conducting multi-channel publicity through traditional media, social media, city dress-up and roving exhibitions; organising community and school promotion programmes in co-operation with local organisations and schools; hosting feature events such as exchanges with athletes and sports experiential activities in collaboration with sports organisations; and launching a dedicated website and applications for digital marketing. The first stage of the publicity and promotion campaigns was launched from November to December 2024 to tie in with the one-year countdown to the 15th NG, the 12th NGD and the 9th NSOG. The second stage commenced in January 2025, with initiatives including city dress-up and photo-taking spots featuring the mascots of the Games, enhancing the design of the thematic website, enriching social media content, etc. At the same time, we are also stepping up the promotion of the mass participation events for the 15th NG, the 12th NGD and the 9th NSOG. The Leisure and Cultural Services Department (LCSD) has launched the "I Want to Join the National Games" campaign in mid-January 2025. These include setting up a thematic website and disseminating information about athlete selections through relevant national sports associations/organisations. LCSD will further expand the promotion through various events such as the Hong Kong Flower Show 2025 and the upcoming broadcast of athlete promotional videos, encouraging the public to participate in the athlete selections for the mass participation events to be held in Hong Kong. The third stage will begin in August 2025 and cover the 100-day countdown, torch relay, etc. We will do our utmost to foster a welcoming atmosphere and enhance the popularity and participation of the Games in Hong Kong, whilst encouraging Hong Kong people and tourists to be spectators of the Games and cheer for the athletes.

Regarding the publicity and promotion in the Mainland and abroad, we aim to increase the awareness of the 15th NG, the 12th NGD and the 9th NSOG among the people there whilst highlighting the new landmark - Kai Tak Sports Park. Also, we intend to showcase the development and strength of sports in Hong Kong and our vitality as a centre for international events and attract Mainland and international spectators to travel to Hong Kong and participate in these mega events. This will help enhance Hong Kong's image and bring economic benefits. In particular, the Information Services Department will conduct promotional activities through Mainland social media and digital marketing, including putting up promotional posts with Mainland key opinion leaders (KOLs) and placing advertisements on overseas media and at major international airports to attract visitors to Hong Kong to enjoy the events.

Also, the Hong Kong SAR Government, through its special interview programmes and the Sponsored Visitors Programme, will invite Mainland and overseas media and dignitaries to visit Hong Kong to experience the development of sports and facilities in Hong Kong, as well as the preparations for the 15th NG, the 12th NGD and the 9th NSOG.

Guangdong, Hong Kong and Macao are discussing the ticketing plans and sales arrangements for the 15th NG, the 12th NGD and the 9th NSOG. The 3 places will adopt the same sales platform. Relevant details will be announced in due course.

3. Upon the completion of the 15th NG, the 12th NGD and the 9th NSOG, CSTB will consolidate the experiences gained and continue to promote the hosting of more mega events in Hong Kong and GBA, fostering the integration of culture, sports and tourism, and promoting the development of GBA.

- End -

CONTROLLING OFFICER'S REPLY

CSTB150

(Question Serial No. 0692)

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
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Exit and Entry Administration of the country announced the resumption of the “multiple-entry” policy for Shenzhen residents visiting Hong Kong on 1 December last year. Shenzhen permanent residents and non-permanent residents holding residence permits are eligible to apply for “multiple-entry”, which allows them to visit Hong Kong for an unlimited number of times within a year and stay for not more than 7 days each time. In this connection, will the Government inform this Committee of the following?

1. Did the Government assess the number of additional visitors and economic benefits brought to Hong Kong’s tourism and retail industries since the resumption of the “multiple-entry” policy? What specific supporting measures (such as transportation, shopping offers, cultural activities, etc.) are in place to attract more Shenzhen visitors to Hong Kong? What are estimated expenditure and staffing arrangements for these measures?
2. What long-term strategies does the Government have to leverage the “multiple-entry” policy to further promote the integrated development of tourism and economy in Hong Kong and the Greater Bay Area? Will the Government consider collaborating with Shenzhen to promote cross-regional travel packages or joint promotional campaigns to enhance the tourism appeal of both places? How will resources be allocated and what are the co-operation arrangements?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 23)

Reply:

The Central Government resumed the multiple-entry Individual Visit Scheme (IVS) for Shenzhen permanent residents and expanded the multiple-entry IVS to Shenzhen residence permit holders on 1 December 2024.

Immediately after the announcement of the new measures, the Culture, Sports and Tourism Bureau (CSTB) mobilised the trade to prepare for the arrival of Shenzhen visitors by launching promotional activities in conjunction with festive occasions to boost consumption

ambience. Upon the implementation of the new measures, the Hong Kong Tourism Board (HKTB) has partnered with transport operators and payment platforms to provide Shenzhen visitors with various cross-boundary transport fare concessions and spending offers, including cross-boundary bus tickets and payment platform offers exclusive to inbound visitors. At the same time, the HKTB has proactively disseminated information on the multiple-entry IVS on various social media platforms to step

At the end of 2024, HKTB leveraged on the Hong Kong WinterFest and the Chinese New Year to join hands with the Mainland travel agency platform VisioTrip to launch a promotional event introducing winter time activities in Hong Kong to key cities in the Greater Bay Area (GBA) through platforms such as Douyin, Xiaohongshu, etc. and using live streaming e-commerce hosted by online celebrities, artificial intelligence videos and so on to promote Hong Kong's tourism products by means of non-stop live broadcasts lasting 8 hours per day for 40 days consecutively. This helped create a retail ecosystem which significantly increased Hong Kong's exposure and attracted visitors from the GBA, especially those from Shenzhen visiting Hong Kong under the multiple-entry IVS. In addition, HKTB continued to collaborate with various online travel agencies and video platforms to encourage visitors from the GBA and other places to visit Hong Kong more frequently and spend more.

According to the latest data (as at 24 March 2025) provided by the Immigration Department, since the resumption and expansion of the multiple-entry IVS for Shenzhen, the average daily visitor arrivals from the Mainland is about 100 000 representing a 20.8% increase over the average daily visitor arrivals in November prior to the implementation of the new measure, with more than 1.1 million visitors to Hong Kong under the multiple-entry IVS. The multiple-entry IVS facilitates eligible Shenzhen residents to visit Hong Kong in a more convenient way and experience Hong Kong's diverse and vibrant tourism activities throughout the year, thus bringing very positive effect on boosting various tourism-related industries.

The Tourism Commission adopts a multi-pronged strategy through HKTB to promote tourism development in the GBA. In terms of external promotion, HKTB co-operated with the Department of Culture and Tourism of Guangdong Province (DoCT of Guangdong) and the Macao Government Tourism Office in staging the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand in 2023, focusing effort to enhance promotion in Thailand. In 2024, HKTB launched various promotional campaigns targeting the Indonesian market, which included a collaboration with other cities in the GBA in late July 2024 to invite Indonesian media to film a travel programme in the GBA. HKTB also joined hands with the DoCT of Guangdong and representatives from tourism departments of GBA cities to launch an overseas promotional activity in Jakarta, Indonesia, showcasing the diversified tourism resources and tourism developments of the GBA. At the same time, HKTB entered into strategic co-operation with the Indonesian travel trade to launch various tourism offers and promotions to continuously attract Indonesian visitors to embark on multi-destination tourism in the GBA. HKTB also launched a version in Bahasa Indonesia at its one-stop GBA tourism portal, enabling Indonesian visitors and trade partners to keep themselves abreast of tourism information of the GBA. In 2025, HKTB plans to stage GBA promotion events in long-haul markets to promote the tourism resources of the GBA to visitors in these markets. In addition, the HKTB will continue to film travel programmes of the GBA to encourage overseas visitors to embark on multi-destination tourism in the GBA.

In respect of mega event tourism, HKTB incorporated GBA elements into various mega events and collaborated with other GBA cities to mutually promote mega events in the region, with a view to attracting domestic and overseas visitors to participate in these events through multi-destination tourism. For instance, HKTB featured the GBA Championship in the Hong Kong International Dragon Boat Races in June 2024, invited participants from the GBA to take part in the Hong Kong Cyclothon held in October 2024, and introduced popular food items from the GBA in the Hong Kong Wine & Dine Festival in October 2024. Besides, HKTB collaborated with Art Basel Hong Kong to organise a seminar in Shenzhen in February 2025 to discuss the development of the GBA under the influence of contemporary art, thereby extending the promotion of international art fairs to the GBA.

As for meetings, incentives, conventions and exhibitions (MICE) tourism, HKTB continued to attract overseas exhibitors to use Hong Kong as a bridgehead to align with the Mainland market under the promotional theme of “Meet HK • Meet GBA”, while assisting Mainland exhibitors to use Hong Kong as a springboard to gain access to the international market. HKTB also enlists the help of Hong Kong Convention Ambassadors, professional bodies and industry media to showcase the vast opportunities in the GBA, attract more overseas MICE events to be held in Hong Kong and assist in connecting Mainland conventions with the international market, thereby strengthening the position of Hong Kong as the MICE hub of the GBA.

Regarding the promotion of trade collaboration, HKTB has organised familiarisation trips to GBA cities including Hong Kong for the travel trade from North America, Thailand and Indonesia, with a view to assisting them in designing multi-destination itineraries in the GBA. In the future, in addition to continuing the above work, HKTB will also collaborate with trade partners in other source markets, such as South Korea, to roll out products or offers to attract visitors to embark on multi-destination tourism.

In 2025-26, HKTB will continue to leverage on the advantage of Hong Kong as an international tourism hub to promote multi-destination tourism, including continuously facilitating the co-operation with tourism departments of various GBA cities through the Guangdong-Hong Kong-Macao tourism promotion platform to strengthen promotion in overseas markets. Besides, HKTB will join hands with partners in Guangdong, Hong Kong and Macao to organise trade visits and invite Key Opinion Leaders from source markets to experience the GBA in person, thereby stimulating the development of GBA tourism products and enhancing market exposure.

As HKTB’s work in promoting multi-destination tourism in different source markets has been subsumed under HKTB’s overall marketing budget, it is difficult to quantify the relevant budget of the above work separately.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 0693)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

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. In this connection, please inform this Committee of the following:

1. What are the specific details of the overseas arts and cultural activities held by local arts groups or artists with funding from the Culture, Sports and Tourism Bureau to promote Chinese culture in the past 3 years? Please include the event types (such as performance, exhibition, workshop, etc.), venues, numbers of participants and audience responses. What is the total expenditure on these activities? How to assess the effectiveness of these activities in enhancing the international influence of Chinese culture?

2. What are the details of the joint performances delivered by Mainland arts and cultural groups invited by the Government and local arts groups in Hong Kong in the same period? Please include the event names, forms of co-operation, participating groups and numbers of spectators. What is the total expenditure on these performances? How do these collaborations promote cultural exchanges between Hong Kong and the Mainland, and the inheritance and development of Chinese culture?

3. Is there any information on the recruitment of Hong Kong performing arts and cultural practitioners into the Mainland arts and cultural groups? For example, what are the types of positions recruited for, the numbers of people recruited and the modes of cooperation? Will the Government provide support or training to assist local practitioners in seizing these opportunities, so as to further promote exchange and co-operation between the arts and cultural talents in the two places?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 24)

Reply:

- (1) In the past 3 years from 2022-23 to 2024-25, the Culture, Sports and Tourism Bureau (CSTB) set aside a recurrent funding each year to support local arts groups and artists to perform and stage exhibitions outside Hong Kong to facilitate cultural exchanges and explore opportunities. The funding was increased by 40% from \$50 million per annum to around \$70 million in 2024-25. From 2022-23 to 2024-25 (as of 28 February 2025), a total of around 145 cultural exchange activities, which encompassed over 451 performances/programmes, were supported by the Mainland and overseas Offices of the SAR Government and Hong Kong Week. The activities covered a variety of genres including music, dance, xiqu, drama, multi-media theatre productions, exhibitions, workshops, etc., and included programmes rich in Chinese cultural heritage. They were held across different cities in the Mainland as well as countries in Asia, Australia, Europe and North America. All of them were well-received and highly praised by local audiences.

Starting from 2023-24, CSTB has set aside a 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. Since 2023, a total of 23 exchange projects have been approved by CSTB. Some of these funded projects were successfully held in different countries in Asia, Europe and North America from 2023 to early 2025. In general, these projects rich in Chinese cultural characteristics received positive feedback from overseas audiences.

With the support of CSTB, the Hong Kong Arts Development Council (HKADC) has all along been dedicated to organising cultural exchange programmes and activities as well as participating in Mainland, overseas and international cultural events. At present, the annual funding estimate of HKADC for conducting cultural exchange programmes is \$16 million. Over the past 3 years, HKADC supported 265 cultural exchange programmes including performances, exhibitions, workshops, seminars, etc. All these programmes drew good responses.

- (2) In the past 3 years (2022-23 to 2024-25), the Leisure and Cultural Services Department (LCSD) invited Mainland arts and cultural groups to participate in 1, 15 and 21 performances respectively, which attracted attendances of over 25 000, 105 000 and 109 000 respectively, with related expenditure of around \$6.37 million, \$31.14 million and \$34.21 million respectively. The expenditure was covered by LCSD's recurrent expenditure.

Through inviting outstanding artists and arts groups from different arts and culture sectors of our country to perform in Hong Kong, the close collaborations between the two places and provided learning opportunities and a role model for the professional development of Hong Kong's arts and culture community, as well as enhanced the audience's understanding and appreciation of Chinese culture. This fosters cultural integration and talent exchanges, enabling a better understanding, feeling, experience and appreciation of the country's traditional arts and culture, thereby promoting the transmission and development of Chinese culture, and telling the good stories of China.

- (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-2023, there were about 18 000 performing arts groups and 385 000 industry practitioners in the country. A total of 2.542 million performances were held and hence there is a keen demand for talents. Many Mainland arts and cultural groups have employed performing arts practitioners in Hong Kong or invited them to take part in their productions.

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. In recent years, graduates of HKAPA have been employed by various Mainland arts and cultural groups and institutions, such as the Shanghai Dramatic Arts Centre, the Enlight Media, the Guangdong Modern Dance Company, the Harbin Ballet, the Suzhou Symphony Orchestra, Shanghai Media Group, Zhejiang Satellite TV and Foshan Cultural Center. Over 5% of HKAPA graduates in 2022/23 academic year were employed to work in the Mainland.

As Asia's top institution 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. 0697)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As a prominent cultural and sports facility in Hong Kong, Kai Tak Sports Park (KTSP) has the potential to host large-scale concerts. In this connection, will the Government inform this Committee of the following?

1. What specific plans are in place to leverage the potential of KTSP to develop concert economy? For example, are there plans to attract internationally renowned singers or bands to perform in Hong Kong, or collaborate with local entertainment companies to organise large-scale music events? What are the estimated expenditure and staffing arrangements for these plans?
3. To facilitate the hosting of large-scale concerts in KTSP, what plans does the Government have in place to improve the supporting facilities in the vicinity and transportation arrangements? For example, will the Government increase the service frequency of public transport, set up temporary car parks, or enhance venue facilities to improve audience experience? What are the implementation timeline and resource allocation for these measures?
4. How to assess the economic benefits of hosting concerts in KTSP? Will publicity strategies targeted at local and international visitors be formulated to promote related events?
5. What long-term strategies are in place to develop KTSP into Asia's prime venue for concerts? What resources will be allocated for these strategies? What are the intended objectives?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 28)

Reply:

1. Kai Tak Sports Park (KTSP) is the largest sports infrastructure project in Hong Kong's history, which will boost sports development and inject impetus into related industries such as recreation, entertainment and tourism, and mega-event economy. Over the past few years, Kai Tak Sports Park Limited (the Operator) has,

all along, proactively reached out to local stakeholders and international event organisers from sectors including sports, arts and culture, and showcased the advantages of KTSP's facilities to over 200 local and international organisations. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using different facilities at KTSP for sports and entertainment activities. For example, following the Hong Kong Sevens 2025 held at the Kai Tak Stadium in March, multiple concerts of internationally renowned bands and local singers will take place at Kai Tak Stadium from April to June. In general, promotion of events is led by organisers. The Operator will not disclose details of the events before the organisers. A number of major events which have been confirmed will be announced by the organisers gradually, after which the Operator will update the KTSP website accordingly. [Note: To be align with 764(1)]

3. KTSP is supported by efficient and convenient means of mass transit transport. It is located within approximately 10 to 15 minutes' walking distance from Kai Tak Station and Sung Wong Toi Station of the MTR. The bus stops nearby also offer multiple bus routes linking KTSP to various districts across Hong Kong Island, Kowloon and the New Territories. In addition, there are supporting facilities such as taxi stands within KTSP to accommodate different travel needs of the public.

When large-scale events are held at KTSP, the Operator will closely liaise with the event organisers, relevant government departments and public transport operators. Depending on the scale of the events and the needs of the participants, the Operator will make preparations and arrangements with regard to crowd and traffic management in advance, so as to ensure smooth and orderly entry and exit of participants. Where necessary, the Government and public transport operators will deploy measures such as strengthening railway services and arranging special bus services to meet the additional transport demand during the event period.

4. The Government welcomes many international and local singers and groups hold concerts in Hong Kong every year, attracting locals and tourists from around the world. Large-scale concerts can drive the economic development of relevant industries, boost social atmosphere, and stimulate local consumption. With the completion and commissioning of KTSP, more large-scale and economically beneficial concerts can be held in Hong Kong. Hong Kong would become a prime location for hosting large-scale pop concerts, aligning with our goal of developing Hong Kong as the "capital of pop culture" as in the Blueprint for Arts and Culture and Creative Industries Development, and promoting "Mega events + Tourism" as in the Development Blueprint for Hong Kong's Tourism Industry 2.0 for curating distinctive tourism activities and products.

The Culture, Sports and Tourism Bureau will provide targeted one-stop support to mega events with significant visitor appeal and tourism promotional effect. The Hong Kong Tourism Board has set up the Mega Event Development and Advancement Division (MEDA) since 1 March 2024 to serve as the first point of contact for mega event organisers, providing them with all-round support covering planning, venue selection, publicity, etc. As at end-February 2025, MEDA handled over 120 enquiries regarding sports, arts and entertainment events. At least 22 events are confirmed or likely to be held in Hong Kong.

5. The Government has, all along, proactively increasing different facilities in the past years to meet the demand of venues for large-scale events including concerts. Occupying an area of about 28 hectares, KTSP will provide the public with an additional world-class venue suitable for diversified activities. KTSP features three main facilities, among which the 50 000-seat Kai Tak Stadium, which is equipped with a retractable roof, different stage positioning and seating configurations, and a flexible turf system, provides more options for hosting different types of large-scale sports, cultural and entertainment event. As for the 10 000-seat main arena at Kai Tak Arena, it is equipped with a retractable seating system and flexible configuration of the play field, facilitating the hosting of various kinds of sports events or cultural performances. The Operator will continue to actively promote the advantages of the facilities at KTSP to bodies in Hong Kong, the Mainland and overseas countries with a view to attracting more major events, including concerts, to Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB153

(Question Serial No. 0698)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget, the Government has earmarked resources to strengthen support to the cruise industry, encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. It will also provide cruise lines with more concessions to attract cruise ships to berth at the Kai Tak Cruise Terminal (KTCT) during the low season. In this connection, will the Government inform this Committee of the following:

1. What are the details of the support measures? When will these measures be implemented? How many additional ship calls to Hong Kong and overnight calls are expected?
2. What plans are in place to attract cruise ships to berth at KTCT during the low season? What are the estimate for and intended outcomes of these plans?
3. Are there any plans in place to promote the integrated development of the cruise industry and Kai Tak Sports Park (KTSP) to create synergies? Are there plans to arrange for cruise passengers to participate in events held at KTSP, or make use of the facilities at KTSP to offer cruise passengers unique experiences? What are the detailed strategies and estimated benefits?
4. How will the economic benefits of strengthening support to the cruise industry be assessed?

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 29)

Reply:

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board (HKTb) for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and better use of the Kai Tak Cruise Terminal (KTCT), the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

Hong Kong's rich tourism elements have continued to attract many cruise ships serving mainly visitors as their passengers to berth overnight here. For instance, of the total of 17 cruise ships calling at Hong Kong in March this year, 11 berthed overnight. Besides, a cruise line has confirmed its plan to use KTCT as its homeport this summer.

Located on the North Apron of the former Kai Tak Airport with an area of about 28 hectares, the Kai Tak Sports Park (KTSP) offers a one-stop sports, leisure, entertainment and shopping experience, including over 700 000 square feet of retail and dining facilities. Featuring 50 000 seats, a retractable roof and a flexible pitch system, the Main Stadium of KTSP can host various large-scale sports and cultural events to attract more tourists to Hong Kong, thereby 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. The Culture, Sports and Tourism Bureau (CSTB) will further use KTCT for other commercial purposes, such as conventions, exhibitions and activities. In particular, we hope to utilise spaces within the terminal during non-peak season when fewer cruise ships are at berth and elevate the function of KTCT as a cruise terminal for all. In planning for the work plans of KTSP and KTCT, CSTB will consider the integration of these 2 major infrastructures, with a view to optimising the use of the facilities and achieve synergistic effects. For instance, with the official opening of KTSP in March this year, CSTB, in collaboration with the HKTB and cruise companies, develops a new shore excursion itinerary in Kowloon East covering KTSP.

In addition to onshore spending of inbound cruise passengers, cruise tourism contributes to Hong Kong's economy in other aspects. These include the expenses incurred in Hong Kong by the cruises (such as expenses for arranging shore excursions or transport services for passengers, provisioning for the cruises, berthing at terminals and hiring of ground staff), as well as the onshore spending of crew members on leave etc.

- End -

CONTROLLING OFFICER'S REPLY

CSTB154

(Question Serial No. 1829)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 144 of the Budget Speech, the Government will, in collaboration with the Hong Kong Tourism Board, make extra efforts to develop markets in the Middle East and ASEAN to attract more high-end visitors. In this connection, please inform this Committee of the following:

What are the numbers of inbound business visitors and their proportions to the total numbers of visitors in the past 3 years?

What are the per capita spending amounts of inbound business visitors in the past 3 years? How do these spending amounts compare to the average spending amounts of overall visitors?

What specific plans does the Government have to develop source markets in the Middle East and ASEAN?

Asked by: Hon LEE Wai-wang, Robert (LegCo internal reference no.: 27)

Reply:

Details about inbound business visitors in the past 3 years are as follows:

| Year | Number of visitors | Per capital spending of overnight visitors (HK\$) |
|-------------|---|---|
| 2022 | figure unavailable due to the pandemic | |
| 2023 | 3.6 million (11% of the total number of visitors) | Around 9,300* (35% higher than that of overall overnight visitors) |
| 2024 | 4.2 million (9.5% of the total number of visitors) | Around 7,800 (42% higher than that of overall overnight visitors) |

- * In the initial phase following the resumption of normal travel in early 2023, the length of stay of inbound visitors is longer and their per capital spending is higher.

In collaboration with the Hong Kong Tourism Board (HKTB), the Government is making extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN). Since the beginning of 2024, HKTB has adopted a diversified approach to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. At the same time, HKTB is proactively conducting promotions in source markets with significant Muslim population to attract more Muslim visitors from the ASEAN, Middle East and other countries and regions to Hong Kong.

To encourage the travel trade to enhance Muslim-friendly tourism facilities, HKTB has commissioned the internationally recognised halal travel promotion company CrescentRating since 2024 to carry out a series of work to study how Hong Kong can further enhance its “Muslim-friendly” tourism facilities, and assess local hotels, attractions and meetings, incentive travels, conventions and exhibitions (MICE) venues based on categories and standards on par with international benchmarks while taking into account Hong Kong’s actual situation. As at mid-March this year, 55 hotels, 5 attractions and MICE venues have successfully applied for and obtained the ratings from CrescentRating.

To encourage restaurants to obtain halal-related certification, HKTB works with the local halal certification authority, the Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT), to promote existing accreditations in the city and encourage food and beverage establishments to apply for certification. As at mid-March this year, the number of certified restaurants has increased from about 100 at the beginning of 2024 to more than 160, which also include high-end Chinese restaurant, Cantonese restaurant and contemporary Hong Kong-style noodle restaurants, etc.

In addition, 4 brands in the city are now offering halal-certified bakery products to provide more choices of souvenirs for Muslim visitors.

In terms of training, HKTB organised large-scale briefing sessions and training seminars for tourism industry partners in June and December 2024 respectively to help them understand the needs of Muslim visitors, as well as encouraging and guiding them to enhance their Muslim-friendly facilities. To enhance capabilities of frontline tourism practitioners in receiving Muslim visitors, HKTB is developing a series of new training materials to familiarise tourism practitioners with the culture and lifestyle of the Muslims, with a view to strengthening their knowledge of receiving visitors from different cultural backgrounds.

With regard to overseas promotion, HKTB proactively promotes Hong Kong tourism in Muslim visitor source markets through various approaches and channels to attract Muslim visitors to Hong Kong. Promotional work carried out in 2024-25 includes the following:

- (3) leading delegates of Hong Kong trade representatives to Dubai to participate in the Arabian Travel Market, an annual large-scale international travel trade exhibition in the Middle East in May 2024;

- (2) signing memoranda of understanding with Emirates, a major airline in the Middle East, and Dnata Travel Group, a top online travel agency in the region, respectively to collaboratively promote Hong Kong as a preferred destination for the Middle East;
- (3) launching a new premium travel guide on Hong Kong, “TRAVEL IN LUXE · HONG KONG”, which showcases the city’s premium travel experiences;
- (4) stepping up market promotions in the Middle East in light of the launch of direct flights between Hong Kong and Saudi Arabia in late October 2024;
- (5) promoting Guangdong-Hong Kong-Macao Greater Bay Area tourism including Hong Kong’s Muslim-friendly facilities in overseas promotions in Jakarta, Indonesia in September 2024;
- (6) inviting the media, television shows, key opinion leaders (KOLs) and members of the travel trade from Indonesia, Malaysia and Singapore to experience Hong Kong first-hand and presenting them with experiences at local Muslim-friendly facilities and halal delicacies; and
- (7) promoting Hong Kong to representatives of the travel trade and media of Indonesia and Malaysia by hosting Ramadan Iftar dinners in Kuala Lumpur and Jakarta in 2025.

HKTB has also launched a webpage dedicated to Muslim visitors on DiscoverHongKong.com, which consolidates travel information on food, accommodation, prayer facilities, local cultural experiences and activities suitable for Muslim visitors. The webpage is available in 4 languages, namely English, Bahasa Malaysia, Bahasa Indonesia and Arabic.

Moving forward, HKTB will continue its efforts to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. It also plans to partner with major media organisations and travel agents in the Middle East to showcase Hong Kong’s new tourism events and experiences, and jointly promote Hong Kong as an ideal travel destination for Muslim travellers.

- End -

CONTROLLING OFFICER'S REPLY

CSTB155

(Question Serial No. 2104)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In order to support more sustainable major sports events, the Government launched the “M” Mark System and Support Packages in 2004 with a view to encouraging more sponsorship from the private and 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. The number of events awarded “M” Mark status in each of the past 3 years;
2. How many of those events were funded by the Major Sports Events Committee (MSEC)? What was the respective amount of funding? Please give a breakdown of those events by year.
3. MSEC has sought ticket sponsorship from the business sector and event organisers for free tickets. For those events, has any sponsorship been sought from the event organisers to provide free tickets for students and underprivileged?
4. In light of the budgetary conditions, has the Government considered adjusting the funding amounts and ceilings to ensure the proper use of public money?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 41)

Reply:

1. and 2.

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

| Item | Event Title | Date | Total Amount Approved^{Note} (\$M) |
|---------------------------|--------------------|-------------|---|
| 2022-23 (6 events) | | | |

| Item | Event Title | Date | Total Amount Approved ^{Note} (\$M) |
|----------------------------|---|------------------------------------|---|
| 1. | Hong Kong Sevens | 4-6 November 2022 | 11 |
| 2. | FIBA 3x3 World Tour Hong Kong Masters | 26-27 November 2022 | 11 |
| 3. | Hong Kong Squash Open | 28 November to 4 December 2022 | 4.5* |
| 4. | Hong Kong International Tennis Challenge | 23-25 December 2022 | 10* |
| 5. | 25th Hong Kong Marathon | 21 February 2023 | 10 |
| 6. | World City Championship | 23-26 March 2023 | 11 |
| 2023-24 (18 events) | | | |
| 1. | Hong Kong Sevens | 31 March to 2 April 2023 | 11 |
| 2. | FIVB Volleyball Nations League Hong Kong | 13-18 June 2023 | 12.4* |
| 3. | Hong Kong International Dragon Boat Races | 24-25 June 2023 | No funding |
| 4. | Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500 | 12-17 September 2023 | 7.4* |
| 5. | Aramco Team Series - Hong Kong | 6-8 October 2023 | No funding |
| 6. | Hong Kong Tennis Open (Women) | 7-15 October 2023 | 15* |
| 7. | Hong Kong Open (Golf) | 9-12 November 2023 | 16 |
| 8. | FIA World Rallycross Championship, Hong Kong, China - Season Finale | 11-12 November 2023 | 17 |
| 9. | Harbour Race | 12 November 2023 | 7.1* |
| 10. | Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon | 19 November 2023 | 15 |
| 11. | FIBA 3x3 World Tour - Hong Kong Masters | 25-26 November 2023 | 13.8* |
| 12. | Hong Kong Squash Open | 27 November to 3 December 2023 | 4.5 |
| 13. | WDSF Breaking for Gold World Series - Hong Kong | 15-16 December 2023 | 8.2* |
| 14. | Hong Kong Tennis Open (Men) | 31 December 2023 to 7 January 2024 | 16* |
| 15. | Hong Kong Marathon | 21 January 2024 | 15 |
| 16. | LIV Golf Hong Kong | 8-10 March 2024 | 17 |
| 17. | UCI Track Nations Cup - Hong Kong, China | 15-17 March 2024 | 11* |
| 18. | World Triathlon Cup - Hong Kong | 23-24 March 2024 | 11* |
| 2024-25 (30 events) | | | |
| 1. | Hong Kong Sevens | 5-7 April 2024 | 16 |

| Item | Event Title | Date | Total Amount Approved ^{Note} (\$M) |
|------|--|------------------------------------|---|
| 2. | FIBA 3x3 Universality Olympic Qualifying Tournament | 12-14 April 2024 | 16* |
| 3. | FIE Foil World Cup – Hong Kong, China | 1-4 May 2024 | 8.1 |
| 4. | FIVB Volleyball Nations League Hong Kong | 11-16 June 2024 | 15* |
| 5. | Hong Kong International Dragon Boat Races | 15-16 June 2024 | No funding |
| 6. | BOC Life Cup - Kitchee vs Atlético de Madrid | 7 August 2024 | 16 |
| 7. | World Lacrosse Women's U20 Championship | 15-24 August 2024 | 13* |
| 8. | The 12th Yao Foundation Charity Game | 20 August 2024 | 16 |
| 9. | Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500 | 10-15 September 2024 | 11.7* |
| 10. | Hong Kong Tennis 125 | 28 September to 6 October 2024 | 13* |
| 11. | WBSC Baseball5 World Cup | 7-12 October 2024 | 11 |
| 12. | Hong Kong Tennis Open (Women) | 26 October to 3 November 2024 | 15* |
| 13. | Hong Kong Cricket Sixes | 1-3 November 2024 | 15* |
| 14. | Harbour Race | 10 November 2024 | 4* |
| 15. | HKIA•Standard Chartered HK Marathon: Third-runway System 10km International Race | 17 November 2024 | 17 |
| 16. | Hong Kong Open (Golf) | 21-24 November 2024 | 16 |
| 17. | FIBA 3x3 World Tour - Hong Kong Final | 22-24 November 2024 | 16* |
| 18. | Hong Kong 2024 World Taekwondo Poomsae Championships | 30 November to 4 December 2024 | 13* |
| 19. | Hong Kong Squash Open | 2-8 December 2024 | 5.3 |
| 20. | WSF World Team Championships | 9-15 December 2024 | 8.3 |
| 21. | Hong Kong Tennis Open (Men) | 29 December 2024 to 5 January 2025 | 15* |
| 22. | Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon | 5 January 2025 | 12 |
| 23. | IBF World Cup | 5-14 January 2025 | 9.3 |
| 24. | IBF Para Bowling World Championships | 17-24 January 2025 | 7.8 |
| 25. | Chinese New Year Cup | 1 February 2025 | No funding |
| 26. | Hong Kong Marathon | 9 February 2025 | 16 |
| 27. | Hong Kong International Horse Show | 14-16 February 2025 | 16 |

| Item | Event Title | Date | Total Amount Approved^{Note} (\$M) |
|-------------|--------------------------|------------------|---|
| 28. | World Snooker Grand Prix | 4-9 March 2025 | 17 |
| 29. | LIV Golf Hong Kong | 7-9 March 2025 | 15 |
| 30. | Hong Kong Sevens | 28-30 March 2025 | 16 |

Note: 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.

3.

The organisers will reserve a reasonable number of tickets for free distribution to the underprivileged in need, enabling them to watch the events. The Bureau does not maintain relevant information.

4.

The Vetting Panel under the Major Sports Events Committee (MSEC), being responsible for vetting “M” Mark event applications, vets each application according to established mechanisms, scores them based on the vetting criteria, and recommends corresponding funding amounts to MSEC.

Once an event is awarded the “M” Mark, its organiser is required to undertake to organise the event as stated in its proposal submitted in the application process. Within 6 months after the conclusion of the event, the organiser has to submit an evaluation report and an audited statement of accounts to the Culture, Sports and Tourism Bureau (CSTB). CSTB will review the event and the submitted report to monitor and evaluate the event’s arrangements prior to determining the final funding amount. The funding may be adjusted downward depending on the organiser’s performance or the event’s effectiveness.

We are currently consolidating the experience gained from the implementation of the “M” Mark events over the past year or so following the introduction of the enhancement measures, and evaluating the effectiveness of these measures. Details on further enhancing the “M” Mark System will be announced later.

- End -

CONTROLLING OFFICER'S REPLY

CSTB156

(Question Serial No. 2105)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the Estimates, the Bureau has mentioned that it will support the West Kowloon Cultural District Authority (WKCDA) in “its sustainable operation” and emphasised that it will work closely with WKCDA to monitor and facilitate the implementation of the relaxed Enhanced Financial Arrangement with a view to supporting its sustainable operation and delivery of arts and cultural facilities. In this connection, please inform this Committee of the following:

- 1) Has the Government made any projections about when WKCDA will achieve financial break-even? If so, please provide the related financial forecast model and the assumptions;
- 2) If the West Kowloon Cultural District (WKCD) cannot achieve self-financing within the next 3 years, is the Government prepared to make a further injection? If so, what are the conditions for and the maximum amount of injection?
- 3) Are there any systematic statistics on the economic contribution of WKCD to Hong Kong's tourism industry? If so, please list all revenue items, including but not limited to income generated from ticket sales at venues within WKCD (such as M+ and the Hong Kong Palace Museum), dining, retail and sales of cultural and creative products within WKCD; as well as peripheral spending derived from visits to WKCD, including accommodation, transportation and related consumption in malls, attractions, etc. in the surrounding areas). What are the proportions of spending by local residents versus non-local visitors?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 61)

Reply:

(1) and (2)

The Finance Committee of the Legislative Council approved a one-off upfront endowment of \$21.6 billion in 2008 for the West Kowloon Cultural District Authority (WKCDA) to implement the West Kowloon Cultural District (WKCD) project. As a self-financing statutory body, WKCDA is responsible for the construction and operation of the facilities in

WKCD. The financial statements of WKCDA are included in its annual report for public information.

The approved development plan of WKCD adopts a comprehensive development mode incorporating a mix of arts and cultural and commercial elements, including not only arts and cultural facilities but also retail/dining/entertainment and hotel/office/residential developments. The Government has granted the development right of this portion of WKCD to WKCDA at nominal premium, allowing it to generate recurrent income to subsidise the operational expenses of the arts and cultural facilities. However, the progress of hotel/office/residential and retail/dining/entertainment developments in WKCD has lagged behind that of the arts and cultural facilities due to a number of external factors. Notwithstanding this, WKCDA has taken robust measures to increase revenue and reduce expenditures. The cost recovery rates of the 2 museums are on par with those of the established museums around the world. The operating deficit of WKCDA has decreased for 2 consecutive financial years.

In light of the financial situation and challenges faced by WKCDA, the Chief Executive in Council, at the meeting on 16 July 2024, approved the relaxation of the Enhanced Financial Arrangement for WKCD with conditions, to lift the “Build-Operate-Transfer (BOT) only” restriction for residential developments within Zone 2 of WKCD, and permit sale of the residential developments. The aforementioned relaxation is expected to provide WKCDA with financial resources to continue its operations for about 10 years. WKCDA is working on planning permission applications and tenders for residential developments, and devising and implementing robust revenue generation and commercialisation measures. It strictly controls operating costs in order to fulfil its commitment to operate WKCD project on a self-financing basis. The Culture, Sports and Tourism Bureau will closely monitor the financial status and performance of WKCDA and work with it to roll out related feasible measures.

(3)

According to a study commissioned by WKCDA in early 2024, over 12.6 million residents and incoming visitors went to WKCD in 2023, contributing around \$6.8 billion to Hong Kong’s Gross Domestic Product and creating about 10 400 full-time jobs or equivalent. These contributions primarily came from direct and indirect employment, tourism revenue, value-added services and taxes. Currently, more than 60% of the visitors to the 2 museums in WKCD are from outside Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB157

(Question Serial No. 2106)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In respect of curating events and happenings, the Government has mentioned that it will stage and launch a new edition of “A Symphony of Lights” (SoL) to showcase the night vista of Hong Kong. In this connection, will the Government inform this Committee of the following:

- 1) What are the details of the enhancement? Will new technologies (such as drones, AR/VR interactive projections and water curtain special effects) be introduced? Will local and non-local artists and teams be involved in the creation process? What are the amounts of funding allocated for equipment procurement and technology development? What percentages of total funding do these amounts account for?
- 2) Are there plans to set up themed dining areas or pop-up markets along the waterfront promenade and offer “night economy packages” (such as light show-themed dinners and limited-edition cultural and creative products) at the show time of SoL? If so, what are the details?
- 3) The appeal of the current SoL has declined as its content has not been updated in a long time. How will the Government ensure that the enhanced version can continuously attract both locals and visitors?
- 4) The Government has mentioned the promotion of “+Tourism” in the Development Blueprint for Hong Kong’s Tourism Industry 2.0. Will it adopt this approach when launching the new edition of SoL? If so, what are the details?
- 5) Have key performance indicators (KPIs) (such as extending visitors’ length of stay by half an hour, increasing the nighttime revenue of surrounding businesses by 5%) been set for the plan? If so, what are the details?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 62)

Reply:

The Tourism Commission, together with the Hong Kong Tourism Board (HKTB), will launch a new edition of “A Symphony of Lights” (SoL) light and sound show to showcase the spectacular views at Victoria Harbour through novel audio-visual effects. HKTB has selected a contractor and is re-conceptualising the content and design of SoL. It is expected

that the new edition of SoL will be launched within 2025. The 2024-25 Budget has allocated a total of \$354 million for 3 years to HKTB for launching the new edition of SoL. As the new edition of SoL is still under preparation, the estimated expenditures on equipment procurement and technology development are not available at the moment.

Before the launch of the new edition of SoL, HKTB will, in conjunction with festivals and major events, organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a festive atmosphere 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 for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption, generating economic benefits and promoting “+Tourism”.

HKTB sets various indicators, such as the number of visitors to website, audience reach of social media, visibility on global media, participants’ satisfaction with the event, and whether participants will recommend the event to their family and friends and join again, based on the nature of its publicity work and events to assess their effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB158

(Question Serial No. 3438)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to “arranging familiarisation trips for key opinion leaders, influencers, media and trade partners to provide them with first-hand experience”, will the Government inform this Committee:

1. of the expenditure involved in arranging familiarisation trips and the number of invitees since last year;
2. of the details of the top 10 guests invited, reasons for inviting them, expenditure involved and activities they experienced in Hong Kong, and whether the Government has assessed the benefits brought to Hong Kong;
3. of the provision earmarked by the Government this year, and the target regions or guests.

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 123)

Reply:

Over the past year, the Hong Kong Tourism Board (HKTB) proactively invited more than 2 600 key opinion leaders (KOLs), influencers, media and trade partners from different source markets around the world (including the Mainland, Southeast Asia, Taiwan, Japan, South Korea and long-haul markets) to visit Hong Kong and experience its diverse charm.

HKTB has tailor-made a variety of thematic itineraries for these KOLs, covering Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy and outdoor exploration. This aims to create positive word-of-mouth through their personal experiences and promote Hong Kong’s unique appeal to the world by leveraging their vast influence, with a view to attracting more visitors to Hong Kong. In the first month of 2025 alone, HKTB has invited over 100 KOLs, influencers, media and trade partners to Hong Kong.

The top 10 KOLs invited by HKTB in 2024 are as follows:

| KOL | Source Market | Number of Fans |
|----------------|----------------------|-----------------------|
| Niana Guerrero | The Philippines | 99 792 651 |

| | | |
|----------------------|-----------------|------------|
| Ranz Kyle | The Philippines | 39 187 062 |
| Heart Evangelista | The Philippines | 35 420 360 |
| Meissie Disini | Indonesia | 15 964 542 |
| Chen Yi-han, Estelle | The Mainland | 10 099 000 |
| Georgina Wilson | Vietnam | 7 790 398 |
| Freen | Thailand | 7 233 134 |
| Kwon Yu-ri | South Korea | 6 851 341 |
| Tha Naerng | Thailand | 5 288 896 |
| Vincent Yeow Lim | Australia | 5 147 852 |

When identifying the KOLs to be invited, HKTB will consider various factors, such as the size of their fanbase, their social media posts engagement rate, their professional status and image, whether they tie in with the target source markets and marketing strategies, etc.

In the coming year, HKTB will continue to invite more KOLs, influencers, media and trade partners to Hong Kong, with a view to creating positive word-of-mouth through their personal experiences, and promoting Hong Kong's unique appeal to the world by leveraging their vast influence, thereby attracting more visitors to Hong Kong. As the work mentioned above has been subsumed under HKTB's overall marketing budget, it is difficult to quantify the relevant expenditures separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB159

(Question Serial No. 3465)

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

Subhead (No. & title): ()

Programme: Not Specified

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms SUM Fong-kwang, Vivian)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To promote mega event economy more proactively, the Government has stated that it will continue to attract and support the staging of international or large-scale arts and cultural events in Hong Kong through the Mega Arts and Cultural Events Fund (Mega ACE Fund), with a view to promoting the development of Hong Kong as an East-meets-West centre for international cultural exchange. The Government has also updated the assessment criteria of the Mega ACE Fund to require funded events to help promote tourism and bring economic benefits. In this connection, would the Government inform this Committee of the following:

- (1) In response to the possible problems of abuse, wastage or ineffectiveness in the use of Mega ACE Fund, what specific accountability mechanisms are in place to ensure compliance and effectiveness in the use of the funds?
- (2) How will the Government enhance transparency in the use of the Mega ACE Fund, so that the public can monitor the use of the funds and ensure that the Government is committed to the principles of fairness and impartiality in decision making and funding allocation?
- (3) How does the Government determine and assess whether the activities supported by the Mega ACE Fund have successfully achieved the objective of promoting the development of Hong Kong as an East-meets-West centre for international cultural exchange? What are the specific performance indicators for assessing whether the activities are successful or not?
- (4) In light of the possible problems in the use of the Mega ACE Fund, has the Government put in place an effective feedback mechanism, so as to make timely adjustments to its strategies and optimise the efficiency in the use of the funds? If yes, what are the details?
- (5) Is there any synergy effect between the Mega ACE Fund and other funds (such as the Arts and Sport Development Fund)? How do these funds collaborate and carry out division of work to support arts and cultural events? Are there any plans to strengthen collaboration among these funds, so as to enhance the efficiency and effectiveness in the use of the funds? If yes, what are the details?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 54)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange.

The Government is fully committed to the principles of integrity, fairness, and impartiality when handling funding applications. All members (including the Chairman and Vice Chairman) of the Mega ACE Committee 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.

Following CSTB's announcement of details of the enhancement of the operation of the Mega ACE Fund and its application arrangements on 30 November 2024, the new application mechanism took effect on 1 January 2025. Under the new mechanism, we will strengthen the requirements on key performance indicators (KPIs) related to attendance, visitor ratio and social media impact, etc. If the event receives funding support, the KPIs agreed by the Government will form part of the funding agreement to better monitor the effectiveness of the event and showcase the impact of the Mega ACE Fund.

According to the requirements of the Mega ACE Fund, grantees must follow the provisions of funding agreement to carry out their proposals and fulfil the related obligations. They must also submit an event report after the completion of the event, and will only receive the remaining grant upon acceptance of the report. If the outcomes of the event deviate from the proposal and/or fail to meet the KPIs without sufficient justifications, the Government reserves the right to invoke adjustment to the amount of direct and/or matching grants.

The Government has been actively supporting and attracting the staging of various arts and cultural events in Hong Kong. Apart from the Mega ACE Fund, there are other funding schemes to support projects or events with different objectives, nature and scale. For example, the Government has launched the Signature Performing Arts Programme Scheme to support representative and large-scale local productions to be staged as long-running performances; as well as the CreateSmart Initiative to provide financial support to projects conducive to the development of cultural and creative industries in Hong Kong. We will continue to monitor the latest developments in Hong Kong's arts and culture sector and ecology, maintain close communication with various stakeholders, and review the operation of the Mega ACE Fund in a timely manner.

- End -

CONTROLLING OFFICER'S REPLY

CSTB160

(Question Serial No. 3467)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

While it is mentioned in the Programme that the development of cruise tourism will be promoted to reinforce Hong Kong's position as a leading cruise hub in the region, there has been no visible increase in the estimate for that. In this connection, will the Government inform this Committee of the following:

- 1) Regarding the Action Plan on Development of Cruise Tourism, how many resources (in terms of, among others, estimates and manpower resources) has the Government allocated for the plan? Please elaborate on how these resources will support the implementation of the plan and ensure that Hong Kong's position as a leading cruise hub in the region will be further consolidated.
- 2) Please provide an estimate of the number of ship calls in Hong Kong in each of the coming 3 years, as well as the numbers of inbound and outbound cruise passenger trips, and the age distribution and per capita spending of passengers.
- 3) With regard to attracting international cruise lines to make ship calls in Hong Kong permanently and promoting multi-destination itineraries in collaboration with cities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), does the Government have any plans to design and promote multi-destination cruise packages featuring attractions and events in Hong Kong and other cities in GBA, in partnership with relevant stakeholders? If so, what are the details?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 57)

Reply:

The Culture, Sports and Tourism Bureau published in December 2024 the Action Plan on Development of Cruise Tourism (Action Plan) as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0. Our vision is to consolidate Hong Kong's position as Asia's hub for international cruise. In this regard, we have formulated 5 strategies and 17 measures. The 5 strategies are: (a) driving more ship deployment to Hong Kong through a multi-pronged approach; (b) enhancing visitors' experiences in Hong Kong; (c) elevating the function of the

Kai Tak Cruise Terminal (KTCT) as a cruise terminal for all; (d) developing Hong Kong as a green cruise port; and (e) nurturing more cruise tourism specialists of different positions. The manpower in relation to the Action Plan are absorbed by the existing staff establishment of the Government, and thus cannot be quantified separately.

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board (HKTB) for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of KTCT, the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

It is estimated, as of March 2025, that there will be 154 cruise calls this year. As cruise lines are still finalising and pre-selling their cruise itineraries, it is not possible for us to make estimates on other figures.

One of the measures set out in the Action Plan is to diversify and launch more new itineraries, giving full play to our role as a core demonstration zone for multi-destination tourism. In particular, Culture, Sports and Tourism Bureau (CSTB) will seize the opportunities brought by the new cruise-related policies in the Mainland, including the full implementation of a visa-free entry policy for foreign tourist groups aboard cruise ships at coastal provinces in the country announced in May 2024, and the new initiative to allow Mainland visitors to travel to Hong Kong in transit to join international cruise itineraries involving port-of-call in Mainland cruise ports contained in the Second Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement Agreement on Trade in Services (Amendment Agreement II) signed in October 2024. CSTB will work with HKTB in attracting cruise lines to launch more itineraries covering Hong Kong and Mainland ports.

In addition, CSTB will work in collaboration with HKTB to deepen strategic partnership with Mainland ports and sustain regional collaboration with ports in Asia. Subsequent to the partnership with Hainan and Xiamen, CSTB and HKTB will step up cooperation with more Mainland ports to jointly promote cruise tourism development of both Hong Kong and the Mainland. They will also continue to actively participate in major global and regional cruise conferences and exhibitions, collaborate with Mainland and Asian ports on joint promotion to cruise lines and media, as well as join hands with neighbouring ports to invite and arrange cruise lines for familiarisation visits to various ports in the region, thereby enhancing the visibility of Asia's cruise tourism.

- End -

CONTROLLING OFFICER'S REPLY

CSTB161

(Question Serial No. 3468)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the provision for the Film Development Fund (FDF) and the CreateSmart Initiative (CSI), it is mentioned under the Programme that the provision for 2025-26 is \$245.7 million (25.3%) higher than the revised estimate for 2024-25. This is mainly due to the increased cash flow requirements for FDF and CSI and the increased provision for operating expenses. In this connection, will the Government inform this Committee of the following:

- 1) A comprehensive list detailing the production companies, estimated costs, actual funding ratios, release dates, and box office receipts of films funded by FDF in the past 2 years.
- 2) Has the Government evaluated the benefits the aforementioned investment projects can bring to the Hong Kong's film industry (e.g. how they may promote its development), and whether promoting the development of the film industry in the Greater Bay Area and facilitating talent exchange can increase employment opportunities for local talent? If so, what are the results?
- 3) Has the Government assessed whether the current talent pool of Hong Kong's film industry is sufficient to meet future development needs? Will the Government consider launching some long-term education and training programmes dedicated to nurturing the next generation of film talent, including directors, screenwriters, cinematographers, and post-production personnel, under FDF? If so, what are the details? If not, what are the reasons?
- 4) Has the Government explored ways to leverage the synergetic effect of the film and tourism industry chains to develop a new economic industry? For instance, can the Government design "movie-themed tour routes" that link various classic filming locations to create cultural landmarks, and work with the Hong Kong Tourism Board to organise a "movie month" that features various activities, such as screenings and guided tours to attractions, to enhance the appeal of our existing tourist spots? If the Government has such plans, what are the trial schedule and budget allocation? If not, what are the reasons?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 58)

Reply:

The project titles, names of applicants, funding ratios, release dates, and box office receipts of the film projects funded by the Film Development Fund (FDF) from 2023 to 2024 are set

out in the **Annex**. The estimated costs of the funded films is a kind of commercial information, thus, it is not appropriate for the Government to disclose such information.

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. The Cultural and Creative Industries Development Agency (CCIDA) has been actively assisting the film industry in seizing development opportunities in the Greater Bay Area, such as organising exchange sessions and film camps etc, to facilitate the film industry to expand its market and strengthen cooperation. In addition, the Film Financing Scheme for Mainland Market under the FDF aims to support collaboration between the Hong Kong film companies and the Mainland cultural enterprises to promote the entry of Hong Kong directors into the Mainland market.

The FDF also nurtures talents of different film professions for the film industry through different funding schemes. The First Feature Film Initiative (FFFI) provides funding for new directors and their film production teams to make their first feature films on a commercial basis. Since its launch in 2013, the FFFI has reached its eighth edition and has funded 30 film projects and nurtured 32 new directors. Under the FFFI, a number of new directors have won awards for new directors at local and overseas film festivals and award presentation ceremonies, while a number of film projects have also garnered various nominations and awards.

The Content Development Scheme for Streaming Platforms aims to nurture cross-sectoral production teams in the new age of cinema and expand new distribution markets for the Hong Kong film industry by producing high-quality streaming content. The scheme has funded 10 shortlisted teams to develop the full scripts of mini-series for streaming platforms, from which winning teams will be selected and funded for shooting and producing the pilot episodes.

The FDF also provides funding support for various organisations to organise training programmes covering different positions in the film industry. For example, the Master Class in Film Directing is a mentorship programme under which seasoned directors act as mentors to guide participants in the filming of a feature film; while the Screenwriting Apprenticeship Programme provides funding support for the industry to hire full-time screenwriter apprentices so that they can learn to develop a film project directly in a film industry environment.

Hong Kong movies have long been highly appreciated internationally and are important tourism assets. Through the Hong Kong Tourism Board (HKTB), the Government has been promoting Hong Kong via local movies. To pay tribute to classic Hong Kong movies and inspire movie lovers worldwide to experience Hong Kong in person, the HKTB has partnered with the local movie industry to produce a brand-new docufilm called Hong Kong Classics Reimagined. The docufilm brought together numerous actors and movie makers, both veterans and rising stars, to recreate 6 short films from Hong Kong classics in a new 60-minute film, featuring Hong Kong's iconic tourism attractions. Hong Kong Classics Reimagined was uploaded to the HKTB's Discover Hong Kong official online streaming platform in May 2024, and aired on major TV channels in Southeast Asia and the online platforms of Mainland media organisations. Alongside the docufilm, a dedicated travel

guide was launched on the HKTB's Discover Hong Kong website (www.discoverhongkong.com/eng/what-s-new/cinematic-hong-kong.html) to provide information on a curated list of experiences in Hong Kong to encourage visitors to immerse themselves in the city's cinematic charm and to attract worldwide audiences to the city for movie and cultural pilgrimages.

Furthermore, the Hong Kong action film *Twilight of the Warriors: Walled In* gained an enthusiastic reception after its worldwide release. The HKTB, together with the film producer and relevant parties, jointly launched the "Live out the Cinematic Charm of Hong Kong" *Twilight of the Warriors: Walled In* exhibition. After being held at the Hong Kong International Airport last year, the exhibition was moved to AIRSIDE in Kai Tak, Kowloon City in mid December last year. The HKTB, CCIDA, the film producer and AIRSIDE have collaborated to upgrade the exhibition into an immersive cinematic experience, allowing visitors to feel as if they were in a movie scene. A number of new "check-in" spots and behind-the-scenes surprises are added in the exhibition. Outside the exhibition, there are also booths selling film merchandise, ranging from classic food and nostalgic toys to film products, allowing members of the public and tourists to explore Hong Kong through the film and discover new travel delights. As at mid February this year, the number of visitors has exceeded 180 000. In addition, the HKTB's travel volunteers have been offering guided tours for tourists on Saturdays and Sundays since February this year, with visitors coming from Japan, the United Kingdom, the United States, Canada, Germany, France, etc.

Riding on the popularity of the AIRSIDE exhibition, the CCIDA will set up a *Twilight of the Warriors: Walled In* movie set exhibition at Kowloon Walled City Park of the Leisure and Cultural Services Department. The professional art direction and prop production teams of the movie will transform the "Yamen" building in the park into a shopping street in the Walled City in the 1980s, featuring iconic scenes from the movie and everyday life in the neighbourhood, which would bring visitors back to Kowloon Walled City in the 1980s. In addition to the immersive movie experience, the exhibition will also feature behind-the-scenes footage of the movie production as well as providing a unique experience for visitors watching planes flying just above the rooftops in the Walled City through video show in a large screen. The exhibition is tentatively scheduled to launch at end April 2025. The guided tours introduce the past lives of Walled City, making the exhibition on the original site of Walled City even more meaningful. The CCIDA aims to showcase the exceptional talent and skills of practitioners in art direction, set design and prop production in Hong Kong through the immersive movie set design and behind-the-scenes displays to promote Hong Kong's film industry and film tourism, enhance the attractiveness of local tourist spots and allow visitors to further experience Hong Kong's lifestyle and culture.

Film projects funded under the Film Development Fund from 2023 to 2024

| | Approval year | Name of applicant(s) | Project title | Funding ratio | First date of release | Box office receipts in Hong Kong^{Note (1)} (HK\$) |
|---|----------------------|------------------------------------|--|----------------------|------------------------------|---|
| Film Production Financing Scheme (including Relaxation Plan) | | | | | | |
| 1. | 2023 | Red Dot Films Production Limited | A Trace of Murderer | 27% | Yet to be exhibited | Yet to be exhibited |
| 2. | | Success Dimension Limited | Once In A Blue Moon | 30% | September 2024 | 554,993 |
| 3. | | Shine Wise Corporation Limited | YUM Investigation | 25% | August 2023 | 3,763,339 |
| 4. | 2024 | HK Entertainment Corporation Ltd. | My Alien Papa | 25% | Yet to be exhibited | Yet to be exhibited |
| 5. | | Powerful Nature Limited | The Excreman – On The Road | 40% | Yet to be exhibited | Yet to be exhibited |
| 6. | | Treasure Island Production Limited | Golden Bird | 40% | Yet to be exhibited | Yet to be exhibited |
| 7. | | Golden Gate Productions Limited | Little Red Sweet | 40% | February 2025 | 487,867 |
| 8. | | Audience Pictures Limited | Wakesurf Lovers | 40% | Yet to be exhibited | Yet to be exhibited |
| 9. | | Films Station Production Limited | Too Many Ways To Be No.2 | 40% | Yet to be exhibited | Yet to be exhibited |
| 10. | | Entertaining Power Co. Limited | We have a goal | 40% | Yet to be exhibited | Yet to be exhibited |
| 11. | | Entertaining Power Co. Limited | Non-human | 36% | Yet to be exhibited | Yet to be exhibited |
| Directors' Succession Scheme | | | | | | |
| 1. | 2023 | Derek Yee / Wong Keane T K | 狂人日記 (Film title is now changed to 第四幕) (No English title) | 75% | Yet to be exhibited | Yet to be exhibited |
| 2. | 2024 | Dante Lam / Tong Wai-hon | Whistleblower | 12% | Yet to be exhibited | Yet to be exhibited |
| Hong Kong-Asian Film Collaboration Funding Scheme | | | | | | |

| | Approval year | Name of applicant(s) | Project title | Funding ratio | First date of release | Box office receipts in Hong Kong ^{Note (1)} (HK\$) |
|---|---------------|--|-------------------------------|---------------|-----------------------|---|
| 1. | 2024 | La Strada Limited | 38.83 | 53% | Yet to be exhibited | Yet to be exhibited |
| Film Financing Scheme for Mainland Market | | | | | | |
| 1. | 2024 | Ko Chi Sum Productions Limited | Kung Fu Juniors | 36% | Yet to be exhibited | Yet to be exhibited |
| First Feature Film Initiative | | | | | | |
| 8 th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | | | |
| 1. | | Director and Scriptwriter: YEUNG Leung-chuen Producer: CHENG Lai-chun | “We Are Born Good” | 100% | Yet to be exhibited | Yet to be exhibited |
| 2. | 2024 | Director and Scriptwriter: MA Yue Producer: Saville CHAN | “Sin of Dreams” | 100% | Yet to be exhibited | Yet to be exhibited |
| 3. | | Director: WONG Wai-hung Producer: MAN Pui-hing Scriptwriter: LEE Chun-yin | “Bad Boy v Momster” | 100% | Yet to be exhibited | Yet to be exhibited |
| 8 th First Feature Film Initiative (Professional Group) winning projects | | | | | | |
| 1. | | Director: Irving CHEUNG Producer: Jacqueline LIU Scriptwriter: CHEUK Yick-him | “Fine Dying” | 100% | Yet to be exhibited | Yet to be exhibited |
| 2. | 2024 | Director: KONG Ho-yan Producer: Amy CHIN Scriptwriter: KONG Ho-yan, LI ling-long | “Somebody Up There Writes Me” | 100% | Yet to be exhibited | Yet to be exhibited |
| 3. | | Director and Scriptwriter: Bernard CHEUNG Producer: PANG Ho-cheung | “See How They Fall” | 100% | Yet to be exhibited | Yet to be exhibited |

Note (1): Box office figures as at end February 2025.

- End -

CONTROLLING OFFICER'S REPLY

CSTB162

(Question Serial No. 3469)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Programme, the Bureau will accelerate the development of smart tourism and enhance visitors' digital experience. However, the dedicated funding amount for digital platforms or application of technology is not specified in the estimate. In this connection, will the Government inform this Committee of the following?

1) What does "making use of technologies to provide one-stop assistance and attraction recommendations" exactly mean? Are services such as transportation, accommodation booking, attraction ticket purchases, and payment systems covered? Also, are there plans to enhance the existing travel information platforms (such as Hong Kong Tourism Board's website) to meet new demands? If there is no dedicated funding, please specify the funding sources.

2) Has the Government initiated collaborations with local or international technology enterprises (such as Cyberport, Hong Kong Science and Technology Parks Corporation and start-ups) to develop dedicated travel applications or virtual tour systems, such as augmented reality (AR)-enabled attraction guides and AI-powered itinerary planning tools? If so, what are the details?

3) When is the open tender exercise for the smart tourism pilot project expected to be launched? When is the pilot project expected to be launched? Will key performance indicators (KPIs), such as the number of user downloads, improvement in satisfaction rating, and usage rate of digital services, be used during the pilot period to ensure the effectiveness of the project? If so, what are the details?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 59)

Reply:

As one of the four strategies set out in the Development Blueprint for Hong Kong's Tourism Industry 2.0, the Government will strengthen the promotion of smart tourism through the use of information technology, such as electronic platforms, big data and artificial intelligence (AI), to further enhance the smart level of tourism services. More smart elements will also be added to tourist attractions to provide visitors with a more convenient, efficient and user-

friendly travel experience. On integration of tourism resources, the Hong Kong Tourism Board (HKTB) will enhance the one-stop travel information platform Discover Hong Kong to provide visitors with more comprehensive, reliable and up-to-date travel information, including attractions, dining, activities and merchant offers, etc. The aim is to offer visitors a seamless digital experience throughout their journey from itinerary planning, visiting Hong Kong to returning to their place of residence. The platform will also direct visitors to the industry's online platforms so that they can browse more relevant information and purchase travel products, packages, etc., as well as connect directly with the industry.

Moreover, HKTB will develop a Live Travel Map on Discover Hong Kong. Visitors can access the website using a mobile device or desktop computer, and obtain real-time travel information and recommendations, including attractions, city events, dining, shopping, merchant offers, etc., in different parts of Hong Kong by entering keywords or selecting the relevant categories of information. HKTB has commenced the relevant system development work and the system is expected to roll out for preliminary use in 2025-26. In addition, HKTB will kick start preliminary development of the Smart Itinerary Planner. The first phase will include integration of travel information, development of a back-end system, and training of an AI model to verify the accuracy of its answers. In the long run, a customised itinerary planning tool based on age, interests and travel purposes will be developed to provide personalised itinerary suggestions. The first phase of the development work is expected to complete in the first half of 2026.

The expenditure and budget for the above work have been subsumed under the overall estimates of HKTB and are difficult to quantify separately. After completion of the relevant work, HKTB will, based on the functions of individual systems, set appropriate indicators, such as the number of website views, etc., to assess their effectiveness.

On the other hand, the Government will establish exchange platforms and co-organise activities in partnership with flagship incubators such as the Hong Kong Science and Technology Parks Corporation and the Hong Kong Cyberport Management Company Limited, and invite start-up companies to showcase AI solutions suitable for tourism and related industries, thus facilitating exchanges and business matchings. This would enable tourism and related industries to make better use of tourism data analysis, develop new product proposals and business solutions, as well as provide visitors with better and more unique travel experiences. The Government will also continue to promote the use of technology at tourist attractions, such as QR codes, augmented reality, virtual reality and interactive experiences, to improve facilities and information dissemination as well as provide visitors with a more diverse and enriching travel experience.

- End -

CONTROLLING OFFICER'S REPLY

CSTB163

(Question Serial No. 3470)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in Programme (3) "Sports and Recreation", the significant increase of 134.3% (\$8.488 billion) in the estimate for 2025-26 compared to the revised estimate for 2024-25 is mainly due to the staging of major sports events (such as the 15th National Games) and the implementation of enhanced sports initiatives. However, according to the Ten-Year Development Blueprint for Sports and Recreation Facilities (the Blueprint) promulgated earlier, the Government undertook to "promote community-wide participation in sports" and "improve the community sports facilities network". In this connection, would the Government specifically explain the following:

1) The Blueprint proposed "building more community sports complexes" and "renovating recreational and sport facilities in old urban areas", but funding details of the relevant projects were not available in this Budget. What proportion of the block allocation this year will be used directly for the construction of basic facilities (e.g. community ball courts, swimming pools, fitness trails) listed in the Blueprint?

2) The Blueprint highlighted the three-pronged approach of promoting sports in the community, supporting elite sports, and promoting Hong Kong as a centre for major international sports events. However, the District Sports Programmes Funding Scheme is only allocated \$12.33 million in this Budget, accounting for less than 0.1% of the total provision under the Programme. How would the Government explain the obvious tilting of resources in favour of promoting Hong Kong as a centre for major international sports events?

3) What is the proportion of the total funding amount reserved for programmes on promoting sports in the community targeting specific groups such as young people and the elderly? Has the scale been reduced as a result of excessive concentration of resources on staging major sports events?

4) The Budget mentioned the need to "ensure the smooth operation" of the Kai Tai Sports Park which is a core project in the Blueprint. In addition to staging international sports events, what are the plans for the venue's daily community use (e.g. open for public booking,

staging district leagues)? Is there any dedicated funding to support the use of the venue by the general public? If so, what are the details?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 60)

Reply:

- 1) The 2022 Policy Address proposed the formulation of the Ten-Year Development Blueprint for Sports and Recreation Facilities with the aim of increasing and improving recreation and sport facilities. At present, funding approval has been obtained for 4 projects as detailed in the table below. The remaining projects are at various planning stages and their relevant details (including facilities offered and estimated expenditure) are yet to be confirmed. As the works projects are funded by Capital Works Reserve Fund instead of the General Revenue Account of the Government, they are not reflected in the Estimates of Head 132.

| Approved projects (Approved Projects Estimates (APE)) | Recreation and sport facilities offered | Remarks |
|---|---|--|
| Quarry Park in Anderson Road Quarry (The approved project cost is HK\$744.3 million) | Central lawn and landscaped garden, walking/jogging track with fitness facilities, cycle park, amphitheatre, viewing platform, adventurous playground, pet garden, orienteering course, 2 multi- purpose outdoor courts for basketball/volleyball, 2 futsal cum handball pitches | - |
| Joint-user Complex at Site G2, Anderson Road Quarry (See the APE at Remarks) | Sports centre | The construction cost for the sports centre is part of the overall budget for the related project. The Leisure and Cultural Services Department (LCSD) does not have separate cost figures for the relevant facilities. |
| Approved projects | Recreation and sport facilities offered | Remarks |

| | | |
|--|--|--|
| Waterfront Promenade in Tung Chung East (See the APE at Remarks) | Waterfront promenade, amenity lawn, children's play area and fitness corners | The projects costs are included as part of the overall budget for the Tung Chung New Town Extension - site formation and infrastructure works (Second Phase). The LCSD does not have separate cost figures for the related projects. |
| Cycle Park cum Skatepark in Area 147, Tung Chung (See the APE at Remarks) | Cycle park cum skatepark | |

- 2 and 3) The Government has set aside \$100 million for the five-year District Sports Programmes Funding Scheme which was officially launched in 2022. The annual expenditure for the Scheme depends on the demand of district sports associations for organising district sports activities. The expenditure for the Scheme has increased from around \$9.97 million in 2023-24 to \$18.18 million in 2024-25 (revised estimate). The Government will keep on monitoring the demand for organising district sports activities.

The Government strives to promote sports development in Hong Kong by promoting sports in the community, supporting elite sports, promoting Hong Kong as a centre for major international sports events, enhancing professionalism in the sports sector and developing sports as an industry. These efforts 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 2025-26, the government's expenditure on sports development was \$9.2 billion (including expenditures of the Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department), about 70% (i.e. \$6.48 billion) of which is allocated to promotion of sports in the community, including encouraging sports in the community, building and upgrading more sports and recreation facilities, and promoting community collaboration in fostering a strong sporting culture. Meanwhile, the expenditure on staging major international sports events under the Major Sports Events Matching Grant Scheme was \$180 million.

- 4) KTSP adopts a "Design, Build and Operate" model, with the Kai Tak Sports Park Limited (the Operator) being responsible for the design, build and operation of KTSP. The Operator operates KTSP on a self-financing basis, including the management and maintenance of park facilities. Its daily operation does not involve government expenditure.

The various venues within the Kai Tai Sports Park (KTSP) can be operated flexibly. In addition to staging major sports and entertainment events, they can also be used for holding school and district activities. Some of the sports facilities will be open for public booking when they are not reserved for events. KTSP will progressively open some of its sports facilities, with the running track and table-

tennis facilities of the Kai Tai Youth Sports Ground already open for public booking in the first phase.

Besides, the Operator also undertakes to implement a Sports Events Support Scheme (SESS) (now known as “Raising the Game Scheme”) to support sports events. Its financial commitment under the SESS is \$1.583 billion in total, which is to be disbursed over a period of around 20 years. Commitment under the SESS will be met either by waiving venue hiring charges for sports events held in the Sports Park or by making direct financial contribution to any sports events. The above arrangements will encourage the Operator to proactively promote the KTSP as "the destination" for local and international large-scale sports events.

- End -

CONTROLLING OFFICER'S REPLY

CSTB164

(Question Serial No. 3471)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Programme (3) mentions the expansion of the Retired Athletes Transformation Programme (RATP) without providing the specifics on the expenditure involved and the way forward for enhancement. In this connection, please elaborate on the following questions:

- (1) What were the total numbers of athletes participating in the RATP in the past 3 years? What was the proportion of those who successfully transitioned to other careers? Please provide the detailed statistics with a breakdown by industry.
- (2) What are the support duration and the relevant expenditure involved in relation to the current RATP?
- (3) Is there a tracking mechanism in place to assess the employment situation and stability of retired athletes? If so, what are the details?
- (4) Some retired athletes have indicated that the vocational training courses are out of tune with market needs (for example, focusing too much on basic skills and lacking professional certification). Has the authority conducted any regular reviews of the course content and introduced a certification system (such as coaching qualifications and business management certificates) to increase the athletes' competitiveness in the workplace? If so, what are the details of such proposals and the additional expenditure involved?
- (5) Are there any plans to collaborate with local businesses to launch a priority employment scheme for athletes? If so, what are the numbers of participating businesses at present and retired athlete beneficiaries? What is the additional expenditure involved?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 63)

Reply:

- 1) The Retired Athletes Transformation Programme (RATR) is organised by the Culture, Sports and Tourism Bureau and administrated by the Hong Kong Athletes Career and Education Department (HKACED) of the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC). The RATP, through subsidising schools and sports organisations to employ retired athletes as well as providing on-the-job training and education subsidies, supports retired athletes to enhance their qualifications and skills, and helps promote sports and nurture potential sports talents. In the past 3 years (2022-23 to 2024-25), the numbers of retired athletes participating in the RATP are as follows:

| | Financial year | | |
|------------------------|----------------|---------|-------------------------------------|
| | 2022-23 | 2023-24 | 2024-25 (as at 28 February 2025) |
| Number of participants | 83 | 68 | 68 |

A total of 69 retired athletes have completed and pursued various careers through the RATP since its launch in 2018, covering the fields and sectors as follows:

| | Sector | Number of retired athletes ^ |
|----|--|------------------------------|
| 1. | Sports-related administration and programme coordination | 22 |
| 2. | Sports coaching | 12 |
| 3. | Education (including physical education teacher/ assistant teacher/ teacher assistant) | 18 |
| 4. | Disciplinary forces | 5 |
| 5. | Non-sports-related administration/ event planning / event coordination/ event support | 5 |
| 6. | Entrepreneurship | 3 |
| 7. | Engineering and construction | 2 |
| 8. | Insurance | 1 |
| 9. | Marketing | 1 |
| | Total | 69 |

^ Excluding retired athletes who withdrew from the RATP for personal reasons (e.g., health reasons).

2) & 3)

The RATP accepts applications from athletes within 6 years of their retirement, and successful applicants will enjoy a 4-year basic subsidy period. During the subsidy period, participants will be provided with (a) Job matching: Retired athletes will be provided with job opportunities in participating schools, national sports associations or sports organisations; (b) Education subsidy: Retired athletes may apply for a subsidy for one sport-related post-secondary education programme at 80% of the tuition fee (subject to a ceiling of \$40,000) within the subsidy period, as well as a subsidy for one sport-related short-term course at 80% of the tuition fee (subject to a ceiling of \$2,000) per year; and (c) On-the-job training: The RATP provides on-the-job training to retired athletes in the areas of administration, computer application, sports skills, life skills, team training and workplace skills, etc., so as to enhance their competitiveness in the workplace. Moreover, subject to individual circumstances and actual needs, retired athletes participating in the RATP can also apply for at most two years of extension in

subsidy period, through nomination by the HKACED, to enjoy a maximum subsidy period of 6 years, so as to accumulate relevant work experience. The expenditures incurred under the RATP in the previous year (2024-25) and coming year (2025-26) are as follows:

| Subsidy amount (\$million) | |
|--|-----------------------|
| 2024-25 (latest estimate) (as at 28 February 2025) | 2025-26 (estimate) |
| 16.70 | 28 |

The HKACED will meet with all retired athletes new to the RATP to explain the programme arrangements and advise them on life planning and development direction. The HKACED visits the RATP participating schools and sports organisations annually to learn about the performance of the athletes concerned, providing the latter assistance and advice based on their needs in the workplace. Athletes withdrawing from the RATP are required to complete a feedback questionnaire to help understand the reasons for their withdrawal and related views. In addition, the HKACED will contact retired athletes who have completed or withdrawn from the RATP to follow up on their development direction and employment status, and continue to offer them career planning consultations when necessary.

- 4) As always, the HKACED of the SF&OC regularly reviews the on-the-job training programmes, tailoring appropriate content according to the backgrounds of retired athletes to ensure that the courses meet the participants' current and future career needs. In 2024-25, the estimated expenditure for the on-the-job training programmes organised under the RATP was about \$802,000, covering accredited courses such as Standard First Aid Certificate Course, Fitness Room Management Certificate Course, and Children and Youth Coaching Certificate Course. Participants are required to complete a questionnaire after the training courses to help the HKACED evaluate their effectiveness.

As mentioned above, the RATP also provides retired athletes with education subsidies to help enhance their qualifications. Retired athletes participating in the RATP can enrol in one sports-related post-secondary education programme (e.g., a sports-related bachelor's degree) during the subsidy period and receive a subsidy at 80% of the tuition fee, subject to a ceiling of \$40,000. Additionally, they can enrol in one sports-related short-term course per year (e.g. Certificate in Physiotherapy Assistant, Foundation Certificate in Special Education, Level 1 Fitness Instructor Certificate) and receive a subsidy at 80% of the tuition fee, subject to a ceiling of \$2,000. With the subsidies, the retired athletes can obtain professional qualifications upon completing the relevant courses and examinations to enhance their competitiveness in the workplace.

- 5) RATP provides retired athletes with transition opportunities by subsidising schools and sports organisations to employ them, so as to facilitate their adjustment to new identities and workplace cultures. The Government will continue collaborating closely with SF&OC to understand athletes' expectations and needs, while exploring the feasibility of expanding RATP to include more beneficiary organisations and a broader range of

job opportunities, with an aim of allowing retired athletes to gain diverse work experience.

- End -

CONTROLLING OFFICER'S REPLY

CSTB165

(Question Serial No. 3817)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has stated that it will, in collaboration with the Hong Kong Tourism Board, make extra efforts to develop markets in the Middle East and Association of Southeast Asian Nations (ASEAN) to attract more high-end visitors. The Government is encouraging various sectors of the community to enhance tourism-support facilities, such as providing worship facilities in hotels and stepping up staff training to strengthen the industry's understanding of the visitors' different cultural backgrounds. In this connection, will the Government inform this Committee of the following?

- 1) What are the current number and proportion of hotels in Hong Kong which are equipped with Islamic prayer rooms (such as rooms with indication of the Qibla direction and ablution facilities)? Did the Government collaborate with local Islamic organisations to set standards for the facilities? Have grants been earmarked to encourage the industry to make modifications? If so, what are the details?
- 2) Visitors from the Middle East have a set of unique standards for Halal food. What are the current numbers of restaurants and hotels in Hong Kong which have obtained international Halal certification? Will the Government launch a "Halal-friendly business district" certification programme and clearly label Halal-friendly venues in tourism promotional materials? If so, what are the details?
- 3) The Government has stated that it will enhance industry practitioners' understanding of different cultures. What is the proportion of frontline tourism practitioners (such as hotel staff, tour guides and taxi drivers) who have received training on Middle Eastern culture and Islamic etiquettes? Is there an annual target number of practitioners to be trained? What are the breakdown of the estimated expenditure involved and staffing arrangements?
- 4) As high-end visitors from the Middle East generally value privacy and prefer luxury services, did the Government assess the gap between Hong Kong and its competitors such as Dubai and Singapore in terms of high-end tourism products (such as private

yachts, dining and accommodation, customised itineraries) offered? If there is a significant gap, which areas will be prioritised for improvement?

- 5) Has the Government set up a dedicated fund for upgrading existing facilities and cultivating high-end services talents, so as to bridge the gap between us and our competitors? If so, what are the details? If not, what are the reasons?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 74)

Reply:

In collaboration with the Hong Kong Tourism Board (HKTB), the Government is making extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN). Since the beginning of 2024, HKTB has adopted a diversified approach to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. At the same time, HKTB is proactively conducting promotions in source markets with significant Muslim population to attract more Muslim visitors from the ASEAN, Middle East and other countries and regions to Hong Kong.

To encourage the travel trade to enhance Muslim-friendly tourism facilities, HKTB has commissioned the internationally recognised halal travel promotion company CrescentRating since 2024 to carry out a series of work to study how Hong Kong can further enhance its “Muslim-friendly” tourism facilities, and assess local hotels, attractions and meetings, incentive travels, conventions and exhibitions (MICE) venues based on categories and standards on par with international benchmarks while taking into account Hong Kong’s actual situation. As at mid-March this year, 55 hotels, 5 attractions and MICE venues have successfully applied for and obtained the ratings from CrescentRating.

To encourage restaurants to obtain halal-related certification, HKTB works with the local halal certification authority, the Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT), to promote existing accreditations in the city and encourage food and beverage establishments to apply for certification. As at mid-March this year, the number of certified restaurants has increased from about 100 at the beginning of 2024 to more than 160, which also include high-end Chinese restaurant, Cantonese restaurant and contemporary Hong Kong-style noodle restaurants, etc.

In addition, 4 brands in the city are now offering halal-certified bakery products to provide more choices of souvenirs for Muslim visitors.

In terms of training, HKTB organised large-scale briefing sessions and training seminars for tourism industry partners in June and December 2024 respectively to help them understand the needs of Muslim visitors, as well as encouraging and guiding them to enhance their Muslim-friendly facilities. To enhance capabilities of frontline tourism practitioners in receiving Muslim visitors, HKTB is developing a series of new training materials to familiarise tourism practitioners with the culture and lifestyle of the Muslims, with a view to strengthening their knowledge of receiving visitors from different cultural backgrounds.

With regard to overseas promotion, HKTB proactively promotes Hong Kong tourism in Muslim visitor source markets through various approaches and channels to attract Muslim visitors to Hong Kong. Promotional work carried out in 2024-25 includes the following:

- (1) leading delegates of Hong Kong trade representatives to Dubai to participate in the Arabian Travel Market, an annual large-scale international travel trade exhibition in the Middle East in May 2024;
- (2) signing memoranda of understanding with Emirates, a major airline in the Middle East, and Dnata Travel Group, a top online travel agency in the region, respectively to collaboratively promote Hong Kong as a preferred destination for the Middle East;
- (3) stepping up market promotions in the Middle East in light of the launch of direct flights between Hong Kong and Saudi Arabia in late October 2024;
- (4) promoting Guangdong-Hong Kong-Macao Greater Bay Area tourism including Hong Kong's Muslim-friendly facilities in overseas promotions in Jakarta, Indonesia in September 2024;
- (5) inviting the media, television shows, key opinion leaders (KOLs) and members of the travel trade from Indonesia, Malaysia and Singapore to experience Hong Kong first-hand and presenting them with experiences at local Muslim-friendly facilities and halal delicacies; and
- (6) promoting Hong Kong to representatives of the travel trade and media of Indonesia and Malaysia by hosting Ramadan Iftar dinners in Kuala Lumpur and Jakarta in 2025.

HKTB has also launched a webpage dedicated to Muslim visitors on DiscoverHongKong.com, which consolidates travel information on food, accommodation, prayer facilities, local cultural experiences and activities suitable for Muslim visitors. The webpage is available in 4 languages, namely English, Bahasa Malaysia, Bahasa Indonesia and Arabic.

In addition, to attract visitors having a preference in high-end tourism experiences and specially curated itineraries, HKTB collaborated with the travel trade and launched in May 2024 a new guidebook "TRAVEL IN LUXE • HONG KONG" featuring a wide range of the city's unique and distinctive lifestyle travel experiences. Some examples of these experiences include whole-venue blocked-out theme park exploration, VIP-exclusive interactions in attractions, and accommodation in luxurious suites in star-rated hotels. The guidebook also introduces other exquisite services, which are of great interest to high-spending visitors, such as private jets, helicopters, yachts, VIP group reservation of the Peak Tram, and exclusive shopping at luxury brand stores. The luxury travel experience guidebook enables high-spending Muslim visitors to plan their trip to Hong Kong.

Moving forward, HKTB will continue its efforts to drive Hong Kong as a "Muslim-friendly" tourist destination through 3 major directions - accreditation, education and promotion. It also plans to partner with major media organisations and travel agents in the Middle East to showcase Hong Kong's new tourism events and experiences, and jointly promote Hong Kong as an ideal travel destination for Muslim travellers.

Since the aforesaid promotional initiatives covered various visitor source markets and areas, the relevant estimated expenses have been subsumed under HKTB's overall market expenditure and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB166

(Question Serial No. 1419)

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

Subhead (No. & title): (368) Leisure and culture subventions

Programme: (1) Director of Bureau's Office, (3) Sports and Recreation, (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget, the assessment criteria of the Mega Arts and Cultural Events Fund (Mega ACE Fund) will be updated by adding a requirement for funded events to help promote tourism and bring economic benefits. In this connection, will the Government inform this Committee of the following:

- (1) The total number of events funded by the Government in the past 3 years, and the approved funding amount for each event;
- (2) The economic benefits of each event in the past 3 years, and the method adopted by the Government for evaluating the effectiveness of an event;
- (3) The total number of event applications received in the past 3 years, and the approval rate of applications;
- (4) In regard to the Government's plan on allocating \$60 million to fund approximately 4 events per year, what is the current expenditure of the Mega ACE Fund, and, if it exceeds the planned amount, what are the reasons?
- (5) The updated assessment criteria and the method for evaluating whether an event can help promote tourism and bring economic benefits.

Asked by: Hon LEUNG Man-kwong (LegCo internal reference no.: 15)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. The Mega ACE Fund received a total of 90 applications under its original mechanism and has supported 21 mega arts and cultural events so far, representing an approval rate of approximately 23%. Details are as follows:

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|-----|---|---|-----------------------------------|
| 1. | Art Basel Hong Kong 2023 | 15,000,000 | 21-25 March 2023 |
| 2. | Art Central 2023 | 2,531,632 | 21-25 March 2023 |
| 3. | “Madame Song: Pioneering Art and Fashion in China” | 8,000,000 | 29 July 2023 to 14 April 2024 |
| 4. | Freespace Jazz Fest 2023 | 8,000,000 | 3-8 and 26 October 2023 |
| 5. | INK ASIA 2023 | 13,672,155.7 | 4-8 October 2023 |
| 6. | “Botticelli to Van Gogh: Masterpieces from the National Gallery, London” | 15,000,000 | 22 November 2023 to 11 April 2024 |
| 7. | Chubby Hearts Hong Kong | 7,586,657 | 14-24 February 2024 |
| 8. | A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia | 15,000,000 | 15 March to 31 October 2024 |
| 9. | ComplexCon Hong Kong 2024 | 15,000,000 | 22-24 March 2024 |
| 10. | Art Basel Hong Kong 2024 | 15,000,000 | 26-30 March 2024 |
| 11. | Art Central 2024 | 11,000,000 | 27-31 March 2024 |
| 12. | Voyage with Van Gogh | 11,800,000 | 28 March to 31 May 2024 |
| 13. | Chinese Kungfu x Dance Carnival | 14,686,070 | 9-14 July 2024 |
| 14. | ART021 HONG KONG CONTEMPORARY ART FAIR | 15,000,000 | 28 August to 8 September 2024 |
| 15. | Puccini’s Turandot | 700,000** | 23 September to 13 October 2024 |
| 16. | Hypefest Hong Kong 2024 | 15,000,000 | 9-10 November 2024 |
| 17. | The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries ^ | 8,000,000** | 18 December 2024 to 4 May 2025 |
| 18. | The Hong Kong Jockey Club Series: Picasso for Asia—A Conversation ^ | 4,000,000** | 15 March to 13 July 2025 |
| 19. | ComplexCon Hong Kong 2025 | 15,000,000** | 21-23 March 2025 |
| 20. | Art Central 2025 | 9,000,000** | 25-30 March 2025 |
| 21. | Art Basel Hong Kong 2025 | 15,000,000** | 26-30 March 2025 |

^ Ongoing event

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

The Government’s initial plan was to allocate about \$60 million from the Arts and Sport Development Fund (Arts Portion) to the Mega ACE Fund for supporting at least 4 events each year, which was budgetary in nature. The Government was pleased to note that the Mega ACE Fund has supported a number of mega events smoothly held in Hong Kong after the pandemic, which is in line with the Government’s objective of setting up the Fund. In about 2 years since the full operation of the Mega ACE Fund, 19 projects have been completed, attracting around 4.97 million participants, with the proportion of tourists at individual events

ranging from 17% to 72%. This demonstrates the Mega ACE Fund's effectiveness in driving tourism and bringing in associated economic benefits.

Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, and to further promote the integrated development of culture, sports and tourism, CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. With the objective of attracting and supporting the staging of international or large-scale arts and cultural events which bring both significant arts/cultural and economic value in Hong Kong at the same time, the new assessment criteria emphasise the requirement for the funded events to cover elements that promote tourism and bring economic benefits, with a view to integrating arts and culture with the socio-economic development. Under the new mechanism, the Mega ACE Committee will comprehensively consider factors such as the nature of the event, its appeal to tourists, its economic impact on Hong Kong, and the applicant's execution capabilities. The weighting of each consideration is clearly specified in the assessment criteria. In addition, the Mega ACE Fund has introduced a new requirement which requires the organiser of an approved event to conduct an exit survey and submit the documentary proof (such as survey results, online responses, and ticket sales, etc.) for deriving the economic impact of the event.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1420)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Budget that resources have been earmarked to strengthen support to the cruise industry, including providing more concessions to attract cruise lines to berth their cruise ships at the Kai Tak Cruise Terminal. In this connection, will the Government inform this Committee of:

1. the amount of funding to be earmarked for developing cruise tourism;
2. the details of the concessions to be provided to cruise lines as stated in the Budget;
3. the numbers of ship calls at the Tsim Sha Tsui Ocean Terminal and the Kai Tak Cruise Terminal (KTCT) in the past 3 years with a breakdown of the numbers of cruise ships berthing in Hong Kong, the numbers of cruise ships using Hong Kong as the homeport and the numbers of passengers each year;
4. the Government's future measures to enhance foot traffic and attract more merchants in response to unsatisfactory leasing situation of retail facilities at KTCT?

Asked by: Hon LEUNG Man-kwong (LegCo internal reference no.: 16)

Reply:

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board (HKTB) for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of the Kai Tak Cruise Terminal (KTCT), the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3

financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

The numbers of ship calls at KTCT and the Ocean Terminal (OT) and cruise passenger throughputs in the past 3 years are as follows:

| Year | Number of ship calls | | | Cruise passenger throughput |
|-------------------|----------------------|----|-------|-----------------------------|
| | KTCT | OT | Total | |
| 2022 [#] | 4 | / | 4 | 11 843 |
| 2023 [#] | 137 | 27 | 164 | 475 772 |
| 2024 | 98 | 52 | 150 | 516 846 |

[#] Due to the pandemic, the Government suspended the immigration services related to cruise travelling 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. The immigration services at OT and KTCT were resumed on 18 January 2023 and 8 March 2023 respectively.

With regard to homeport operation, there are a number of cruise lines with large cruise ships berthing at KTCT, including Astro Ocean Cruise, Costa Cruises, Holland America Line, Celebrity Cruises, Royal Caribbean Cruises, Cunard Line and TUI Cruises. Cruise lines with homeporting deployment of small and medium-sized cruise ships at OT include, among others, Silversea Cruises, Viking Cruises, Seven Seas Cruises, Seabourn Cruise Line, Oceania Cruises and Hapag-Lloyd Cruises, etc.

KTCT (including the ancillary commercial areas of 5 600m²) is currently managed by the terminal operator on commercial principles. Currently, there are 7 merchants of different types operating in the ancillary commercial areas. Another 2 shops have been put up for lease again following the repossession of these premises due to rent arrears last year. As mentioned in the Action Plan on Development of Cruise Tourism, the Culture, Sports and Tourism Bureau (CSTB) wishes to elevate the function of KTCT as a cruise terminal for all. CSTB will continue to explore with the terminal operator the use of KTCT for holding different kinds of non-cruise events / commercial activities to attract people flow. We, together with relevant bureaux and departments as well as local stakeholders, will also continue to seize the opportunities brought by the gradual intake of nearby residential developments, and the construction of the “Youth Post” hostel and spaces for cultural and arts exchanges for youth adjacent to KTCT, etc., to bring in more community activities to KTCT. For instance, an “inclusive park for pets” at the rooftop garden and communal areas of KTCT was opened in March this year. Also, through the efforts of HKTB, KTCT has been selected as the venue of “The World’s 50 Best Bars” awards ceremony, a prestigious annual event for the global bar scene. CSTB will invite expression of interest for the whole ancillary commercial areas and rooftop garden of KTCT. Interested vendors and organisations are welcome to submit feasible proposals including the use for conventional retail or other purposes to utilise and revitalise the spaces.

- End -

CONTROLLING OFFICER'S REPLY

CSTB168

(Question Serial No. 1425)

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

Subhead (No. & title): (525) Hong Kong Arts Development Council

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the art spaces operated by the Hong Kong Arts Development Council (HKADC), will the Government inform this Committee of:

- (1) the existing rent determination mechanism for the art spaces currently operated by HKADC; and
- (2) the criteria for granting and renewing lease?

Asked by: Hon LEUNG Man-kwong (LegCo internal reference no.: 21)

Reply:

- (1) When determining the rents for the art spaces under its operation, HKADC usually makes reference to the rental levels of other units in the same property where the art studios are located and those in similar types of buildings in the vicinity, including Grade A and Grade B commercial buildings and industrial buildings. The art spaces will be leased to arts practitioners at a concessionary rent set at no more than half of the market rent.
- (2) HKADC's ADC Arts Space Scheme (the Scheme) is open for application. All applications are reviewed by HKADC in accordance with the relevant assessment criteria. In general, the assessment criteria include whether the applicant is an active practitioner, whether the applicant will make good use of the studio, the importance of the studio's use to the applicant's professional development, the applicant's artistic level and/or capability/experience in professional development, contribution to the arts development in the district, and whether the applicant's proposal is reasonable, feasible, and consistent with the Scheme's objectives and intended use. The Scheme generally does not include lease renewal rights. Existing tenants who wish to renew the lease must submit a new application for the subsequent lease term.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 2162)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the expenditure and projects of creative industries mentioned in the Programme, please advise this Committee of the following:

1. The Government has indicated that an increase of 25.3% (\$245.7 million) in expenditure for the next financial year is mainly due to the increased cash flow requirements for the Film Development Fund and CreateSmart Initiative and the increased provision for operating expenses. How will the additional estimated provision be distributed? What are the reasons for the increase?
2. On restructuring “the organisation and functions of the Hong Kong Design Centre (HKDC) with a view to enhancing its functions/services” mentioned in the Programme, what are the progress and timeline of the restructuring? Will it require HKDC to increase income from non-government funding to create more business opportunities?
3. What are the specific work and performance indicators for the restructured HKDC in terms of promoting the local design industry, assisting small and medium enterprises in the design industry to explore more business opportunities and fostering internationalisation of design industry in Hong Kong?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 3)

Reply:

1. The estimated expenditure for Programme (2): Creative Industries for 2025-26 is approximately \$1.215 billion, around \$246 million higher than the revised estimate for 2024-25. The main reasons are as follows:
 - (a) The cash flow requirement for the Film Development Fund (FDF) is expected to increase by around \$87 million. This is mainly due to the launch of a new funding scheme (namely the Film Production Grant Scheme for Promoting Chinese Culture) and the Film Production Financing Scheme 2.0 under FDF. As

the number of approved projects is expected to increase and some projects originally commenced in 2024-25 will be postponed to 2025-26, the cash flow requirement will increase; and

(b) The estimate for the CreateSmart Initiative increases by around \$130 million. This is mainly due to the measure proposed in the 2024 Policy Address to incubate more cultural and creative projects with potential for industrialisation, resulting in an increase in the estimated number of approved projects; the postponement of some projects originally scheduled for commencement or completion in 2024-25 to 2025-26, resulting in an increase in the cash flow requirement; and an increase in the dedicated funding for the Hong Kong Trade Development Council.

2&3. CCIDA is actively working on the restructuring of the Hong Kong Design Centre (HKDC). It will drive HKDC to review the effectiveness of its existing activities and programmes, and incorporate new elements to enrich their contents, in particular the support for small and medium enterprises (SMEs) in the design industry, thereby enhancing HKDC's influence in promoting the development of the design industry. The restructured HKDC will focus on assisting SMEs in the design industry to enhance their services in product and brand design, and strengthening collaboration and interface between local designers, start-ups and Mainland enterprises operating in Hong Kong. Moreover, HKDC will organise more external exchange activities, including leading the industry, particularly SMEs, to participate in exhibitions and exchanges in the Mainland and overseas, in order to drive the Hong Kong design industry to "go global" and explore more business opportunities. HKDC will also proactively promote collaboration between Hong Kong and foreign organisations and bring in international brands, thereby fostering internationalisation of the Hong Kong design industry.

CCIDA will maintain close liaison with HKDC and set targets for post-restructuring services and projects to monitor their progress and effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB170

(Question Serial No. 2478)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget Speech, to pursue the concept of “tourism is everywhere” and implement the Development Blueprint for Hong Kong’s Tourism Industry 2.0, the Government will allocate \$1.235 billion to the Hong Kong Tourism Board to boost the local tourism industry. In this connection, will the Government inform this Committee:

1. of the tourism promotions and activities to be supported by the provision and the specific expenditure allocation;
2. of the collaborations with relevant departments and specific measures for pursuing the concept of “tourism is everywhere” and the expenditures involved;
3. whether there are plans to attract youth and family visitors from overseas source markets which tourism promotions reach? If so, what measures will be taken in the coming year to tie in with the promotion of youth tourism? What is the expenditure to be involved?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 6)

Reply:

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of “tourism is everywhere” and the initiatives set out in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong's unique tourism elements under the concept of "+Tourism" to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong's green tourism products and countryside experiences through its year-round promotional platform "Hong Kong Great Outdoors", which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city's four corners – north, south, east and west – showcasing Hong Kong's diverse scenery. To cater for visitors pursuing experiences of "citywalks", HKTB will also enrich the contents in various campaigns under its "Hong Kong Neighbourhoods", with a view to encouraging visitors to explore the city's authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade", incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong's positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong's tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong's connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macao and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

Attracting family visitors

HKTB has been striving to attract family visitors to Hong Kong. In terms of information dissemination, HKTB has listed on its one-stop travel information platform, DiscoverHongKong.com, various points of interest that are suitable for family visitors to facilitate itinerary planning by family visitors, including the dedicated page, "Hong Kong attractions for families of all ages", which consolidates various attractions suitable for family visitors such as theme parks, Hong Kong Wetland Park, etc. on an interactive map. It also features articles recommending itineraries for family travel, providing transportation guide and offering recommendations on indoor family activities such as playgrounds, malls, workshops. The dedicated webpage also covers "12 museums for family days out in Hong Kong" and "Best family-friendly picnic spots in Hong Kong" to offer unique travel experiences to family visitors.

Attracting youth visitors

HKTB is actively exploring the study tour market segment. By targeting the needs of the youth and study tour segments, HKTB implements a series of promotional initiatives, which include exploring and consolidating Hong Kong's study tour resources, organising briefings for local trade partners, and inviting representatives of relevant groups and organisations from the Mainland and overseas to visit Hong Kong with a view to deepening their understanding of Hong Kong's study tours and promoting Hong Kong as the premier tourist destination for young visitors and study tours.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB's own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

- End -

CONTROLLING OFFICER'S REPLY

CSTB171

(Question Serial No. 2510)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget Speech, the Government has earmarked resources to strengthen support to the cruise industry, encouraging cruise lines to increase their number of ship calls to Hong Kong and make overnight calls. It will also provide cruise lines with more concessions to attract cruise ships to berth at the Kai Tak Cruise Terminal (KTCT) during the low season. In this connection, will the Government inform this Committee of the following:

1. What are the number of ship calls in Hong Kong, the berthing locations of cruise ships by category, the number of cruise passengers and the percentage of cruise passengers in the total visitor arrivals in Hong Kong in each of the past 2 years?
2. In order to attract cruise ships to use Hong Kong as the homeport, what promotion plans aimed at boosting the development of Hong Kong's cruise industry does the Government have to incentivise cruise lines to increase their number and frequency of ship calls in Hong Kong? What is the expenditure involved in the publicity efforts?
3. As the "Youth Post" hostel and spaces for cultural and arts exchanges for youth ("Youth Post" hostel) will be located adjacent to KTCT, will the Government incorporate youth elements into the promotion of cruise tourism and revitalisation of KTCT, so that the enhanced integration with the future "Youth Post" hostel will generate greater economic benefits?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 7)

Reply:

- (1) The numbers of ship calls and the cruise passenger throughputs in the past 2 years are tabulated below:

| Year | Number of ship calls [#] | Cruise passenger throughput |
|------|-----------------------------------|-----------------------------|
| 2023 | 164 | 475 772 |
| 2024 | 150 | 516 846 |

All cruise ships berthed at the cruise terminals (i.e. the Kai Tak Cruise Terminal (KTCT) or the Ocean Terminal).

- (2) The Culture, Sports and Tourism Bureau (CSTB) published in December 2024 the Action Plan on Development of Cruise Tourism (Action Plan), as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0. Our vision is to consolidate Hong Kong's position as Asia's hub for international cruise. In this regard, we have formulated 5 strategies in the Action Plan: (a) driving more ship deployment to Hong Kong through a multi-pronged approach; (b) enhancing visitors' experiences in Hong Kong; (c) elevating the function of KTCT as a cruise terminal for all; (d) developing Hong Kong as a green cruise port; and (e) nurturing more cruise tourism specialists of different positions.

As regard Strategy (1) driving more ship deployment to Hong Kong through a multi-pronged, CSTB will coordinate with Hong Kong Tourism Board (HKTB) to implement the following measures –

- (a) Enhance our services and support to attract cruise lines' deployment of ships to Hong Kong;
- (b) Diversify and launch more new itineraries, giving full play to our role as a core demonstration zone for multi-destination tourism;
- (c) Develop source markets and create demand;
- (d) Deepen strategic partnership with Mainland ports and sustain regional collaboration with ports in Asia;
- (e) Maintain close communication with cruise lines together with the trade, and provide cruise lines with timely and necessary support, thereby facilitating their operation in Hong Kong; and
- (f) Explore the off-shore berthing of expedition cruise ships near Hong Kong's green attractions.

In the 2023-24 Budget, the Government earmarked funding for HKTB for 4 financial years (i.e., 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of KTCT, the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3

financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruises ships to berth at KTCT during the summer low season.

- (3) In respect of “Youth Post” hostel, the Home and Youth Affairs Bureau (HYAB) issued a tender document on 20 December 2024, to select, through open tender, a suitable organisation for operating the youth facility under a short-term tenancy. HYAB has just completed the tender assessment exercise and selected the operator of “Youth Post”. HYAB will further discuss with the awarded tenderer on ways to better utilise “Youth Post” hostel and other relevant facilitation and publicity measures, including collaboration arrangements between the awarded tenderer and relevant government departments and/or organisations, with a view to promoting mutual exchange among Mainland, overseas and local young people as well as youth development. CSTB is also in close communication with HYAB regarding the collaboration between “Youth Post” hostel and KTCT. After the tender is awarded, we will further connect the awarded tenderer of “Youth Post” hostel with the respective operators of KTCT and the Kai Tak Sports Park fully commissioned recently to explore further collaboration opportunities.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 2514)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to “organising the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) in collaboration with Guangdong and Macao” in 2025-26 as mentioned in the Programme, please inform this Committee of the following:

1. What is the progress of the preparatory work on implementation, promotion, volunteer training, venues, athlete facilities and other areas in relation to the Games in the coming year? What is the estimated expenditure on these areas for the coming year?
2. Apart from events to be hosted in Hong Kong, will there be measures, events or support that involve collaboration with Guangdong and Macao? Please include the manpower, number of volunteers and estimated expenditure involved.
3. Regarding the publicity and promotion efforts in relation to the NG and NGD, what are the details of and expenditure on local promotions? In addition to promoting the Games locally, will the Government take any measures to promote the Games outside Hong Kong to attract tourists to Hong Kong to experience and watch the Games? What is the expenditure involved?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 13)

Reply:

1. and 2. The 15th NG, the 12th NGD and the 9th NSOG will be co-hosted by Guangdong, Hong Kong and Macao from 9 to 21 November 2025 and from 8 to 15 December 2025 respectively. Hong Kong will host 8 competition events and 1 mass participation event of the 15th NG, and 4 competition events and 1 mass participation event of the 12th NGD and 9th NSOG. Besides, Hong Kong will participate in the organisation of 2 cross-boundary events, namely road cycling and marathon, with the former taking place on the Hong Kong-Zhuhai-Macao Bridge linking Guangdong, Hong Kong and Macao, and the latter spanning both Shenzhen and Hong Kong.

To ensure the orderly conduct of the official events, the National Games Coordination Office (Hong Kong) (NGCO) is organising test events for the competition events to be held in Hong Kong. The test events for golf, handball (men), triathlon, and the 2 cross-boundary events have been conducted, while those for the remaining 5 competition events will be held between March and June this year.

The recruitment of volunteers for the 15th NG, the 12th NGD and the 9th NSOG was conducted from July to November last year. We received a total of over 30 000 applications for volunteer leaders or volunteers. In addition, about 2 000 young people aged between 15 and 17 have applied as youth volunteers. The selection interviews for volunteer leaders and volunteers were completed in January this year, and we plan to invite about 15 000 applicants to attend training. Individuals completing all the required training sessions will be appointed as the Hong Kong volunteers for the Games.

NGCO has been allocated approximately \$700 million in 2025-26. We will adhere to the principle of “simple, safe and wonderful” in organising the Games, and work closely with the governments of Guangdong and Macao to jointly bring the 15th NG, the 12th NGD and the 9th NSOG to success. At present, NGCO has about 70 time-limited civil service posts and about 150 contract staff. Since relevant personnel also undertake other duties, the manpower involved in individual work item cannot be worked out.

3. NGCO has been liaising closely with the General Administration of Sport of China, China Disabled Persons’ Federation and the governments of Guangdong and Macao to press ahead with the preparatory work. We are working with relevant government departments and organisations to launch territory-wide publicity and promotion campaigns through various online and offline channels, with a view to enhancing the awareness of and interest in the 15th NG, the 12th NGD and the 9th NSOG among different sectors of the community. The initiatives include conducting multi-channel publicity through traditional media, social media, city dress-up and roving exhibitions; organising community and school promotion programmes in co-operation with local organisations and schools; hosting feature events such as exchanges with athletes and sports experiential activities in collaboration with sports organisations; and launching a dedicated website and applications for digital marketing. The first stage of the publicity and promotion campaigns was launched from November to December 2024 to tie in with the one-year countdown to the 15th NG, the 12th NGD and the 9th NSOG. The second stage commenced in January 2025, with initiatives including city dress-up and photo-taking spots featuring the mascots of the Games, enhancing the design of the thematic website, enriching social media content, etc. At the same time, we are also stepping up the promotion of the mass participation events for the 15th NG, the 12th NGD and the 9th NSOG. The Leisure and Cultural Services Department (LCSD) has launched the “I Want to Join the National Games” campaign in mid-January 2025. These include setting up a thematic website and disseminating information about athlete selections through relevant national sports associations/organisations. LCSD will further expand the promotion through various events such as the Hong Kong Flower Show 2025 and the upcoming broadcast of athlete promotional videos, encouraging the public to participate in the athlete selections for the mass participation events to be held in Hong Kong. The third stage will begin in August 2025 and cover the 100-day countdown, torch relay, etc. We will do our utmost to foster a welcoming atmosphere and enhance the popularity and participation

of the Games in Hong Kong, whilst encouraging Hong Kong people and tourists to be spectators of the Games and cheer for the athletes.

Regarding the publicity and promotion in the Mainland and abroad, we aim to increase the awareness of the 15th NG, the 12th NGD and the 9th NSOG among the people there whilst highlighting the new landmark - Kai Tak Sports Park. Also, we intend to showcase the development and strength of sports in Hong Kong and our vitality as a centre for international events and attract Mainland and international spectators to travel to Hong Kong and participate in these mega events. This will help enhance Hong Kong's positive image and bring economic benefits. In particular, the Information Services Department will conduct promotional activities through Mainland social media and digital marketing, including putting up promotional posts with Mainland key opinion leaders (KOLs) and placing advertisements on overseas media and at major international airports to attract visitors to Hong Kong to enjoy the events.

Also, the Hong Kong Special Administrative Region Government, through its special interview programmes and the Sponsored Visitors Programme, will invite Mainland and overseas media and dignitaries to visit Hong Kong to experience the development of sports and facilities in Hong Kong, as well as the preparations for the 15th NG, the 12th NGD and the 9th NSOG.

The aforementioned publicity and promotion efforts are part of the preparations for the 15th NG, the 12th NGD and the 9th NSOG. The associated expenditures will be absorbed by NGCO and relevant policy bureaux and departments. We do not have a breakdown of the relevant figures for the time being.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 2515)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Speech, large-scale sports and entertainment events will be held in Kai Tak Sports Park (KTSP), thereby driving visitation and spending. In this connection, will the Government inform this Committee of the following?

1. Will the Government formulate a timetable of large-scale sports and entertainment events to be held at KTSP in the coming financial year to facilitate tourism promotion, thereby driving visitation and spending?
2. Following the opening of KTSP, what measures will the Government take in the coming year to promote "host city economy"? What are the specific details, sports involved, and anticipated outcomes and targets?
3. Does the Government have plans to launch a global promotion campaign to proactively secure the staging of more international sports events and entertainment performances at KTSP? Will the "M" Mark System be adjusted to support this initiative? If so, what is the estimated expenditure on promotion?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 9)

Reply:

1. Kai Tak Sports Park (KTSP) is the largest sports infrastructure project in Hong Kong's history, which will boost sports development and inject impetus into related industries such as recreation, entertainment and tourism, and mega-event economy. Over the past few years, Kai Tak Sports Park Limited (the Operator) has, all along, proactively reached out to local stakeholders and international event organisers from sectors including sports, arts and culture, and showcased the advantages of KTSP's facilities to over 200 local and international organisations. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using the different facilities at KTSP for sports and entertainment activities. For example, following the Hong Kong Sevens 2025 held in March, multiple concerts of internationally renowned bands and local singers will take place at Kai Tak Stadium from April to June. In general, the promotion of events is led by

organisers and the Operator will not disclose details of the events before the organisers. A number of major events which have been confirmed will be announced by the organisers gradually, after which the Operator will update the KTSP website accordingly.

2. The Government will continue to support athletes to participate in different competitions. We will make full use of KTSP and other existing venues to host major international competitions, and strive to stage prominent and appealing major international sports events in Hong Kong. At the same time, Hong Kong teams can compete on home soil and build their own audience, thereby contributing to the development of host-city economy and the long-term development of the sports industry.
3. The Government is committed to promoting Hong Kong as a centre for major international sports events, and has launched the “M” Mark System to support the staging of such events in Hong Kong by providing matching fund and direct grants. These major sports events help enhance Hong Kong’s image as an international sports events capital, bringing tangible economic benefits to the community. The Government will adopt a more strategic and proactive approach to continuously attract sports events that can bring significant economic benefits to Hong Kong, such as LIV Golf which has been held in Hong Kong for two consecutive years. We are currently in active discussion with its team to explore long-term partnership.

The above-mentioned work is undertaken by existing manpower and expenditure, which cannot be quantified separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB174

(Question Serial No. 2555)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Programme, the Bureau will work with the Hong Kong Tourism Board, government bureaux, the tourism sector and other relevant stakeholders to develop and promote various thematic tourism products in Hong Kong, including island tourism, horse-racing tourism, and panda tourism, and to strengthen the appeal of diversified tourism projects, such as local green tourism. Will the Government advise on the following:

1. What direct and indirect funding and support will the Government offer in the coming financial year to assist the Hong Kong Jockey Club and Ocean Park Hong Kong in promoting horse-racing tourism and panda tourism? Will the promotions include experiential activities?
2. For island tourism, what is the progress of the Government's promotions on specific islands, including those collaborating with ferry operators and other parties? For the South Lantau Eco-recreation Corridor which the Government has been mentioning in recent years, what tourism activities will be held in the coming year?
3. Will the Government consider using the 60-hectare site in Penny's Bay, which was previously resumed and originally designated for the Phase 2 development of the Hong Kong Disneyland, for creating a new tourist spot to develop tourism? If not, what is the proposed use of the site?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 15)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events

held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

Panda tourism

Since November 2024, CSTB, jointly with Ocean Park Corporation (Ocean Park) and HKTB, has been launching a series of promotional activities themed "Come and Enjoy a Pandastic Hong Kong", and driving different policy bureaux/departments, the tourism industry and different sectors of the community to conduct extensive promotion on the theme of giant pandas. These campaigns have successfully sparked the craze for giant pandas across the city, created business opportunities and attracted more visitors to Hong Kong.

In 2025-26, CSTB will continue to work with Ocean Park, HKTB and various sectors of the community to better capitalise the advantage of Hong Kong of being home to the largest number of giant pandas outside the Mainland and exercise creativity by launching more giant panda-related promotional activities and merchandise etc., so as to further promote panda tourism and enhance Hong Kong's appeal. CSTB will encourage and support Ocean Park to

launch more Hong Kong-themed giant panda-related promotional activities, merchandise, cultural and creative products, comics and animation products, video games, tourism products, etc., including those designs using the giant pandas intellectual property (IP) created according to the physical features of the six giant pandas residing in Hong Kong. In addition to the extensive use of the relevant IP in Ocean Park's social media contents and merchandise, Ocean Park will continue to make use of the relevant IP to launch giant panda-themed festive events, immersive experience activities, light shows, thematic performances, amusement facilities, etc. Ocean Park will also organise giant panda workshops, such as "Giant Panda Poo Paper Workshop" and "Wowotou Studio", which allow the participants to learn about the physical features and habits of the giant pandas through hands-on experience and observation, as well as acquire knowledge about the conservation of the giant pandas, thereby bringing a unique giant panda experience to both locals and visitors. It is expected that the above promotions and activities will drive up Ocean Park's attendance and revenue from ticketing and merchandise, etc.

Island tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform “Discover Hong Kong” to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform “Hong Kong Great Outdoors” will continue to be used to introduce in detail and promote Hong Kong’s unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos “Four Corners of Hong Kong” were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong’s four corners - “north, south, east and west”, namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin’s Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

The future development of the site adjacent to Hong Kong Disneyland Resort (HKDL) in Penny’s Bay (the Phase 2 Site) has to comply with the North-East Lantau Outline Zoning Plan, as well as the land use and development requirements under the Deed of Restrictive Covenant. The Government keeps an open mind to the long term planning of the Phase 2 Site so as to make better use of the land without compromising HKDL's status as a significant tourism infrastructure of Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB175

(Question Serial No. 2620)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is noted that matters requiring special attention under the Programme mention the 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”. In this connection, will the Government advise on the following:

1. The number of applications received to date under the aforementioned scheme, ongoing and completed research projects, and the types of sports covered by these projects in a tabular format;
2. Has the Government set quantifiable indicators to review the effectiveness of the funded projects? If so, what are the details? If not, what are the reasons and difficulties?
3. To promote the long-term and in-depth development of local sports technology, will the Government consider expanding discussions with local institutions, increasing funding and adjusting the allocation of resources in the coming year to strengthen collaboration among the Government, business sector and academia, and to encourage institutions to carry out more research programmes/projects on sports? If so, what are the details? If not, what are the reasons and difficulties?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 42)

Reply:

1. 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 (SSRFS), with the aim of enhancing the competitiveness of athletes in international sports events through research in sports science and sports medicine. From 2022 to March 2025, 27 sports science and research projects have been approved under SSRFS, with total funding of around \$183 million. The number of applications received as well as ongoing and completed projects in relation to SSRFS are detailed as follows:

| SSRFS (as of 14 March 2025) | Number |
|--|---------------|
| Applications received by the Hong Kong Sports Institute (including initial project briefs) | 136 |
| Ongoing projects with funding granted | 22 |
| Completed projects | 5 |

The approved projects cover a number of elite sports, including 6 Tier A* sports (badminton, cycling, fencing, swimming, table tennis and windsurfing), 10 Tier A sports (gymnastics, karate, rowing, rugby sevens, sailing, squash, tenpin bowling, tennis, triathlon and wushu) and 5 Tier A disability sports (boccia, wheelchair fencing, para table tennis (physical disability), para table tennis (intellectual disability) and para badminton).

2. A recipient organisation of SSRFS is required to, pursuant to the agreement with the Hong Kong Sports Institute (HKSI), submit interim and final reports respectively within a designated period of time and brief the SSRFS Committee (SSRFSC) under HKSI upon completion of the project, so that SSRFSC can evaluate its effectiveness. Depending on the nature of the project, SSRFSC will assess quantifiable deliverables against quantitative criteria, such as whether the project can produce a specified number of end products. For non-quantifiable deliverables, SSRFSC will conduct an assessment based on feedback from coaches, sports science and medicine teams and athletes of HKSI. Subject to the work progress and deliverables of the project, SSRFSC will determine whether to disburse interim or final grants. If the project fails to achieve the desired effectiveness, there will be a possible delay in disbursement of grants, and re-submission of relevant reports to HKSI will be required.

3. Since the launch of SSRFS, HKSI has regularly disseminated latest information about SSRFS through its website and has sent invitation letters to local universities and institutions to encourage them to participate in SSRFS. HKSI will maintain 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 research projects that can help improve the performance of athletes. HKSI will actively explore the possibility of collaborating with other innovation and technology enterprises in the coming year.

- End -

CONTROLLING OFFICER'S REPLY

CSTB176

(Question Serial No. 3743)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Programme, the Bureau will continue to “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”. In this connection, will the Government inform this Committee of the following?

1. What support measures or new programmes will the Government implement in the coming financial year to encourage small and medium-sized arts groups in Hong Kong to apply technology to their productions, thereby widely promoting the application of arts technology in their artistic productions? Are there any plans to transform and upgrade government venues to facilitate the application of arts technology? What is the estimated expenditure on these plans?
2. Will the Government set specific indicators, including the number and type of projects selected, and attendance figure, in respect of approved projects?
3. Apart from arts, how will the Government incorporate arts technology into cultural activities, such as museum exhibitions, in the future to enhance visitor experience? If so, what are the details?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 11)

Reply:

(1)

The Government promotes arts technology (arts tech) through various policy measures covering venue facilities, funding for production/projects, talent nurturing, etc., enabling arts groups to achieve more in their productions.

The Leisure and Cultural Services Department (LCSD) will continue to make use of the \$70 million set aside in the 2022-23 Budget for upgrading the facilities of its performing arts venues to install relevant equipment for applying arts tech, such as immersive surround sound systems and video mapping systems, with a view to meeting the requirements of the

performing arts sector for advanced stage technology and professional performance venues, and further promoting arts groups to apply technology in their arts productions.

LCSD will also make use of an annual funding of around \$85 million to develop the East Kowloon Cultural Centre (EKCC) into an arts tech incubator. Equipped with the latest stage equipment and systems as well as a testbed studio called “The Lab”, EKCC will provide a test platform and experiment base for arts practitioners and technology professionals to facilitate their research and development as well as application of arts tech. EKCC has also launched diversified arts tech programmes, including organising the “Unbox EKCC” Trial Programmes Series in 2025-26 and promoting the production of “work-in-development showcases” to foster exchange and collaboration between artists and technology professionals while broadening the audience base. It has also established the EKCC Academy for Arts Technology to offer short-term programmes, workshops, etc., to promote the application of arts tech and facilitate the nurturing of arts tech specialists. The Academy’s first batch of Arts Tech Trainees has begun training and participating in the production of arts tech programmes since 2024 and is expected to join the workforce in early 2026.

The Government provides funding through the Arts Portion of the Arts and Sport Development Fund to support the Hong Kong Arts Development Council (HKADC) to launch the Young Arts Tech Talents Residency Scheme in 2023, under which graduates of the last 3 academic years are encouraged to engage in arts tech productions and are paired with mentors/guidance organisations to provide professional guidance in their creative directions.

(2)

Key performance indicators are set for projects under the Arts Technology Funding Pilot Scheme (ATFPS) and the Arts Capacity Development Funding Scheme (ACDFS). Upon completion of ATFPS, the arts groups are required to review the effectiveness of the projects based on various qualitative and quantitative performance indicators (e.g. number of participants), and submit an assessment report within 3 months upon project completion. As for approved projects under ACDFS, evaluation methods and quantitative performance indicators (e.g. estimated number of activities) to assess the effectiveness of the projects are set out in the application form. Successful applicants are required to submit a report incorporating the above indicators together with a statement of accounts within 6 months upon project completion for the assessment of effectiveness.

(3)

In recent years, incorporating technological elements into arts and cultural activities has been a major trend. LCSD will continue to introduce innovative technological elements in the exhibitions held at its museums to enhance visitor experience. For example, high-definition projection technology and interactive installations will be applied at “The Great Unity - Civilisation of the Qin and Han Dynasties in Shaanxi Province” exhibition to be held in April 2025 at the Hong Kong Museum of History, to enhance visitors’ understanding of the history and cultures of the Qin and Han Dynasties. LCSD is also preparing to set up a Chinese Culture Experience Centre where contemporary spatial design and approaches to activity planning and presentation will be employed, and the project will also leverage new technologies such as immersive experience, artificial intelligence, 3D modelling and printing technology, etc., to enable visitors to gain a deeper understanding of the Chinese culture and let the heritage tell their stories.

HKADC will organise the ARTS • TECH Exhibition 3.0 in 2025. The first exhibition project is scheduled for launching at Harbour City, Tsim Sha Tsui in June to July 2025, featuring large-scale outdoor installations that combine arts tech creations. The exhibition will incorporate lighting, visual and interactive elements along with original music to provide audiences with an all-inclusive sensory experience. It aims to explore the intertwined relationship among nature, space and humanity, and arouse emotional resonance among the public so as to deepen their imagination for arts tech. The second exhibition will be held in collaboration with Hong Kong Tramways in October to November 2025, exploring the history and future of the city through multimedia installations and interactive arts. The exhibition will be complemented by a series of extended activities that will bring audience a combined dynamic and static experience, from immersive arts to multi-layered cultural and educational interactions, showcasing the endless possibilities of arts tech.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 3811)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Speech, the Government will, in collaboration with the Hong Kong Tourism Board, make extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN) to attract more high-end visitors. It will also encourage various sectors of the community to enhance tourism-support facilities in Hong Kong by providing worship facilities in hotels and stepping up staff training. In this connection, will the Government inform this Committee of the following:

1. What are the details of the promotional activities required for developing tourism markets in the Middle East and ASEAN, the local tourism infrastructure support required, and the worship facilities and staff training to be provided in the coming financial year? Will the Government organise promotional activities in the community to enhance public understanding of visitors from the markets in the Middle East and ASEAN, thereby maintaining hospitality? What is the expenditure involved in these measures?
2. Will the Government conduct studies on the travel and consumption patterns of visitors from these regions and launch tourism activities based on these patterns? If so, what are the details? If not, will it conduct such studies?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 12)

Reply:

In collaboration with the Hong Kong Tourism Board (HKTB), the Government is making extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN). Since the beginning of 2024, HKTB has adopted a diversified approach to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. At the same time, HKTB is proactively conducting promotions in source markets with significant Muslim population to attract more Muslim visitors from the ASEAN, Middle East and other countries and regions to Hong Kong.

To encourage the travel trade to enhance Muslim-friendly tourism facilities, HKTB has commissioned the internationally recognised halal travel promotion company CrescentRating since 2024 to carry out a series of work to study how Hong Kong can further enhance its “Muslim-friendly” tourism facilities, and assess local hotels, attractions and meetings, incentive travels, conventions and exhibitions (MICE) venues based on categories and standards on par with international benchmarks while taking into account Hong Kong’s actual situation. As at mid-March this year, 55 hotels, 5 attractions and MICE venues have successfully applied for and obtained the ratings from CrescentRating.

To encourage restaurants to obtain halal-related certification, HKTB works with the local halal certification authority, the Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT), to promote existing accreditations in the city and encourage food and beverage establishments to apply for certification. As at mid-March this year, the number of certified restaurants has increased from about 100 at the beginning of 2024 to more than 160, which also include high-end Chinese restaurant, Cantonese restaurant and contemporary Hong Kong-style noodle restaurants, etc.

In addition, 4 brands in the city are now offering halal-certified bakery products to provide more choices of souvenirs for Muslim visitors.

In terms of training, HKTB organised large-scale briefing sessions and training seminars for tourism industry partners in June and December 2024 respectively to help them understand the needs of Muslim visitors, as well as encouraging and guiding them to enhance their Muslim-friendly facilities. To enhance capabilities of frontline tourism practitioners in receiving Muslim visitors, HKTB is developing a series of new training materials to familiarise tourism practitioners with the culture and lifestyle of the Muslims, with a view to strengthening their knowledge of receiving visitors from different cultural backgrounds.

With regard to overseas promotion, HKTB proactively promotes Hong Kong tourism in Muslim visitor source markets through various approaches and channels to attract Muslim visitors to Hong Kong. Promotional work carried out in 2024-25 includes the following:

- (4) leading delegates of Hong Kong trade representatives to Dubai to participate in the Arabian Travel Market, an annual large-scale international travel trade exhibition in the Middle East in May 2024;
- (2) signing memoranda of understanding with Emirates, a major airline in the Middle East, and Dnata Travel Group, a top online travel agency in the region, respectively to collaboratively promote Hong Kong as a preferred destination for the Middle East;
- (3) launching a new premium travel guide on Hong Kong, “TRAVEL IN LUXE · HONG KONG”, which showcases the city’s premium travel experiences;
- (4) stepping up market promotions in the Middle East in light of the launch of direct flights between Hong Kong and Saudi Arabia in late October 2024;
- (5) promoting Guangdong-Hong Kong-Macao Greater Bay Area tourism including Hong Kong’s Muslim-friendly facilities in overseas promotions in Jakarta, Indonesia in September 2024;

- (6) inviting the media, television shows, key opinion leaders (KOLs) and members of the travel trade from Indonesia, Malaysia and Singapore to experience Hong Kong first-hand and presenting them with experiences at local Muslim-friendly facilities and halal delicacies; and
- (7) promoting Hong Kong to representatives of the travel trade and media of Indonesia and Malaysia by hosting Ramadan Iftar dinners in Kuala Lumpur and Jakarta in 2025.

HKTB has also launched a webpage dedicated to Muslim visitors on DiscoverHongKong.com, which consolidates travel information on food, accommodation, prayer facilities, local cultural experiences and activities suitable for Muslim visitors. The webpage is available in 4 languages, namely English, Bahasa Malaysia, Bahasa Indonesia and Arabic.

Moving forward, HKTB will continue its efforts to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. It also plans to partner with major media organisations and travel agents in the Middle East to showcase Hong Kong’s new tourism events and experiences, and jointly promote Hong Kong as an ideal travel destination for Muslim travellers.

As for conducting studies, apart from commissioning the internationally recognised halal travel promotion company CrescentRating to carry out a series of promotional work and market studies on developing Muslim tourism markets, HKTB also carries out the Departing Visitor Survey throughout the year to understand visitors’ main purpose of visit, itinerary, spending, satisfaction with their trip in Hong Kong, etc.

Since the aforesaid promotional initiatives covered various visitor source markets and areas, relevant estimated expenses have been subsumed under HKTB’s overall market expenditure and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1950)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. The estimate for sports and recreation for this financial year is 134.3% higher compared to last year. What are the detailed reasons for the significant increase in the estimate?
2. How much funding is allocated for the daily operation of Kai Tak Sports Park (KTSP) in the budget for this financial year to ensure its smooth operation? Regarding the co-operation between the operator and relevant policy bureaux / departments, what are the estimated expenditures on co-operation, management and other areas for this financial year?
3. How long is it expected to take for KTSP to achieve financial balance? How much funding does the Government need to provide annually to maintain the operation of KTSP in the meantime?

Asked by: Hon LI Sai-wing, Stanley (LegCo internal reference no.: 36)

Reply:

1. Regarding the provision under Programme (3) Sports and Recreation, the estimate for 2025-26 is \$1.4808 billion, which is \$848.8 million (134.3%) higher than the revised estimate for 2024-25. This is mainly because Hong Kong will co-host, along with Guangdong and Macao, the 15th National Games, as well as the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games in November and December 2025 respectively, leading to an increased provision required for the relevant operational expenses; and the increased funding requirements for the Major Sports Events Matching Grant Scheme and the District Sports Programmes Funding Scheme.
- 2&3. Kai Tak Sports Park (KTSP) adopts a "Design, Build and Operate" model, with Kai Tak Sports Park Limited (the Operator) being responsible for the design, construction and future operation of KTSP. The contract is for 25 years, including approximately five years for design and construction as well as 20 years for operation. The Operator operates on a self-financing basis and is required to

make fixed payments to the Government on a regular basis and share a percentage of its total income with the Government.

Monitoring the operation of KTSP is an ongoing duty of the Culture, Sports and Tourism Bureau (CSTB). The Principal Assistant Secretary (Sports and Recreation)2 (PAS(SR)2) of CSTB supervises the operational performance of the Operator in the capacity of the Supervising Officer (Operation) of the Contract, including overseeing the management of KTSP. PAS(SR)2 is supported by the existing manpower and non-civil service contract / post-retirement service contract staff of CSTB. The administrative cost and staff establishment involved are absorbed by the existing resources of CSTB.

- End -

CONTROLLING OFFICER'S REPLY

CSTB179

(Question Serial No. 1951)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Regarding the development and promotion of various thematic tourism products including island tourism, what is the approximate proportion of funding allocation among the Tourism Board, various government departments and the tourism industry? What are the basis and factors of consideration for the distribution of funds? How can the funding for promotion be used to enhance the popularity and appeal of Hong Kong tourism effectively?

2. In order to enhance tourist ancillary facilities of hiking trails, what is the specific financial budget for developing a green tourism hub in Pak Tam Chung? What will these funds primarily be used for?

Asked by: Hon LI Sai-wing, Stanley (LegCo internal reference no.: 37)

Reply:

(1)

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by the Culture, Sports and Tourism Bureau (CSTB) in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will

also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via the Hong Kong Tourism Board (HKTB), CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

On the promotion of island tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources,

CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately. To assess the effectiveness, HKTB will set different indicators for its publicity and activities, such as number of visitors to website, audience reach on social media, exposure on global media, satisfaction level of participants with the activities, willingness to recommend the activities to friends and family and participate in the activities again, etc.

(2)

The Tourism Commission (TC), in collaboration with the Agriculture, Fisheries and Conservation Department (AFCD) and other government departments, is studying the development of Pak Tam Chung into a green tourism hub to further promote green tourism. To address and alleviate the potential impact on traffic and transport of Pak Tam Chung area arising from this project, AFCD and TC have completed a detailed traffic impact assessment study. The expenditure on the above study is around \$800,000. AFCD and TC will explore the implementation plan of the project with the relevant departments. As the project is still at the planning and design stage, the estimated expenditure is yet to be confirmed.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1044)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The matters requiring special attention in 2025-26 include driving and sustaining tourism growth, curating events and happenings, and promoting the development of cruise tourism. In this connection, please inform this Committee of the following:

- (1) The newly-opened Kai Tak Sports Park can create synergy with the Kai Tak Cruise Terminal (KTCT). Are there any plans to jointly develop products featuring both mega events and cruise tourism with the industry? If so, what are the details?
- (2) In order to promote the overall development of KTCT, what are the plans and specific measures on improving the accessibility of KTCT and other aspects? Is there an implementation schedule? If so, what are the details?
- (3) What are the details of plans and expenditures in respect of promoting Hong Kong through invited key opinion leaders, television stations, streaming platforms and social media in the coming year?

Asked by: Hon LIAO Cheung-kong, Martin (LegCo internal reference no.: 28)

Reply:

Located on the North Apron of the former Kai Tak Airport with an area of about 28 hectares, the Kai Tak Sports Park (KTSP) offers a one-stop sports, leisure, entertainment and shopping experience, including over 700 000 square feet of retail and dining facilities. Featuring 50 000 seats, a retractable roof and a flexible pitch system, the Main Stadium of KTSP can host various large-scale sports and cultural events to attract more tourists to Hong Kong, thereby 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. The Culture, Sports and Tourism Bureau (CSTB) will further use KTCT for other commercial purposes, such as conventions, exhibitions and activities. In particular, we hope to utilise spaces within the terminal during non-peak season when fewer cruise ships are at berth and elevate the function of KTCT as a cruise terminal for all. In planning for the work plans of KTSP and KTCT,

CSTB will consider the integration of these 2 major infrastructures, with a view to optimising the use of the facilities and achieve synergistic effects. For instance, with the official opening of KTSP in March this year, CSTB, in collaboration with the Hong Kong Tourism Board (HKTB) and cruise companies, develops a new shore excursion itinerary in Kowloon East covering KTSP.

As regards the public transportation in KTCT, in consultation with the Transport and Logistics Bureau:

- (a) Currently, there are 4 franchised bus routes and 1 green minibus route servicing KTCT. These routes provide services to and from Kai Tak MTR Station and other nearby MTR stations, as well as the Yau Tsim Mong area. On ship call days, the cruise terminal operator would communicate with public transport operators to make appropriate public transport arrangements according to the transport requirements of individual ship calls, including operating special bus routes no. 20R to Tsim Sha Tsui or no. 22R to Kai Tak MTR Station, arranging shuttle buses for cruise passengers to travel to and from nearby shopping malls and/or MTR stations, and arranging coaches plying to and from tourist hotspots, etc. On weekends and public holidays, there are also ferry services plying between Kai Tak Runway Park and North Point/Kwun Tong;
- (b) The Transport Department has already planned to introduce 2 new franchised bus routes, i.e. Citybus route 20X and route 22S, providing direct express service to Hung Hom and Tsim Sha Tsui and connecting service via Sung Wong Toi Station respectively. They will come into service at an appropriate juncture subject to the progress of development and population intake of the Kai Tak Runway Area. The Government will also continue to closely monitor the latest situation of KTCT and development progress of various projects in Kai Tak, thereby planning appropriate public transport services to meet the travelling needs of the passengers; and
- (c) In addition, the Government plans to introduce the smart and green mass transit system (SGMTS) of about 3.5 kilometres long in the Kai Tak Development Area, connecting the former runway area of Kai Tak, including KTCT, to Kai Tak MTR Station. The target is to invite tenders for SGMTS in 2025 and award the contract in 2026. The Central Kowloon Route project is also expected to be completed by the end of this year, which will by then significantly shorten the journey time between KTCT and West Kowloon.

Riding on various mega events, festivals and promotions, HKTB has developed a series of promotional contents in videos and TV programmes in partnership with renowned media on different themes, ranging from Chinese and Western arts, pop culture, water and harbour experiences, traditional festivities, gastronomy to outdoor activities for promotion in different visitor source markets worldwide. Alongside the contents on the HKTB's one-stop travel information platform DiscoverHongKong, social media posts and first-hand experiences from KOLs invited to visit Hong Kong, the promotion has created positive word-of-mouth to enhance the promotional effect.

In 2024-25, HKTB produced more than 200 videos in different themes which were broadcast globally on various social media platforms such as YouTube, Instagram, Facebook, TikTok and Douyin, with a viewership of at least 670 million globally. HKTB also worked with

various world-renowned media to launch close to 30 programmes of different genres, including variety shows, entertainment programmes, and television drama series. Among them are *MasterChef Australia*, a top-rated culinary TV series, *Irresistible Offer* (Season 6), a workplace reality show in the Mainland and *Begin Again*, a busking performance programme produced in collaboration with South Korean TV company JTBC.

In respect of production of television drama series and programmes, HKTB recently rendered full support and assistance to the filming of season 37 of *The Amazing Race*, winner of the American Emmy Award for Outstanding Reality Competition Program. Premiered on American television channel CBS on 5 March 2025 with Hong Kong as the main competition venue, the programme presented to audience worldwide the diverse appeals of Hong Kong, including the city's world-renowned skyline, the Big Buddha, the Cantonese Opera culture, the tradition of Bun Scrambling in Cheung Chau and the vibrant cityscape, unveiling the unique landmarks and hidden urban oases of Hong Kong.

HKTB also strongly supported the filming of *NEXT TRIP*, a travel programme produced by Japanese television channel BS12, in Hong Kong. In the programme, the host Yumi Wakatsuki (former member of a Japanese idol group Nogizaka46) presented different new attractions of arts and culture in Hong Kong such as M+, the Hong Kong Palace Museum and Tai Kwun in Central, followed by a visit to the Avenue of Stars in Tsim Sha Tsui for the splendid, iconic night view of the Victoria Harbour.

In terms of social media, as of the end of 2024, HKTB operates 12 official social media channels globally, including Facebook, Instagram, TikTok, Pinterest, X, YouTube, Douyin, WeChat (a third-party platform), LinkedIn, Xiaohongshu, Weibo and QQ, with a cumulative fan base of over 14.5 million and content reaching over 3 billion people.

In April 2024, HKTB reached a strategic cultural and tourism partnership with Xiaohongshu, launching multiple collaborative projects leveraging Xiaohongshu's platform, which have hundreds of millions of active users, to enhance content visibility. HKTB and Xiaohongshu have engaged in content co-creation and sharing by inviting more Mainland and Hong Kong KOLs to experience the unique cultural and tourism offerings of Hong Kong. Through their user-generated contents, the KOLs introduced the city's new experiences and novel ways to explore them, delivering all-round creative travel ideas to inspire Mainland consumers. Moving forward, the two parties will jointly plan and launch thematic promotional campaigns to precisely convey Hong Kong's distinctive appeal as an international metropolis, rich multicultural atmosphere and year-round vibrant events to Mainland consumers.

In addition, in 2024, HKTB proactively invited more than 620 KOLs from various source markets (including the Mainland, Southeast Asia, Taiwan, Japan, South Korea and long-haul markets) to come to Hong Kong for first-hand travel experience. Personalised itineraries were tailored for them to showcase the diversity of Hong Kong's tourism appeals. Collectively, these KOLs have a fan base of approximately 380 million, enabling them to share their first-hand experiences and spread positive word-of-mouth to their huge fan base, telling the good stories of Hong Kong.

HKTB will continue to invite more KOLs, media representatives and industry partners to visit Hong Kong in the coming year. The aforesaid expenses have been subsumed into the overall marketing expenditure and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB181

(Question Serial No. 2240)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in Matters Requiring Special Attention in 2025-26 in Programme (3), the Government will provide comprehensive support to Hong Kong athletes for their preparation for and participation in major international multi-sport events, including the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games. In this connection, would the Government inform this Committee of:

- (a) the estimated provision for supporting Hong Kong athletes in their preparation for and participation in major international multi-sport events; and
- (b) the support that (i) has so far been provided and (ii) will be provided to Hong Kong athletes in preparing for and participating in major international multi-sport events, and (iii) the expenditure involved and the estimate?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 1)

Reply:

(a) In 2024-25 and 2025-26, the Government has set aside approximately \$50 million under the Arts and Sport Development Fund (Sports Portion) to support Hong Kong athletes in preparing for and participating in the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympics Games (NSOG), while the actual funding amount will be determined according to the actual expenditure. As for other major multi-sport events, the funding amount will depend on the applications received.

Moreover, 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 2025-26, an estimated provision of about \$1 billion will be allocated to HKSI.

(b) To support athletes in preparing for and participating in NG, NGD and NSOG, HKSI arranges athletes of elite sports and elite disability sports to receive training in other areas of Guangdong Province, participate in more Mainland competitions and exchanges with teams

from different Mainland provinces and municipalities. HKSI also utilises more advanced equipment and innovative technology in training and sends scientific support teams to assist athletes during competitions, with a view to rendering full support for Hong Kong athletes to attain outstanding performance in the competitions.

In addition, to coordinate the participation of the Hong Kong Special Administrative Region (HKSAR) delegations in national multi-sport games, generally speaking, the HKSAR Government will set up an organising committee (OC) for the delegations, and the Leisure and Cultural Services Department (LCSD) will be responsible for the work of the OC Secretariat.

Taking NG, NGD and NSOG as examples, the OC of the HKSAR delegations was established in December 2024. With reference to previous arrangements, LCSD has assumed the Secretariat's duties to provide appropriate support. The OC Secretariat has invited HKSI to provide professional advice to various sports associations/institutions regarding physical examinations and health certificates. To enhance awareness of forbidden drugs among HKSAR athletes, the Secretariat has invited the Anti-Doping Organisation of Hong Kong, China to host anti-doping talks and conduct doping tests for 5% of the finalists prior to the Games. During NG, NGD and NSOG, the Secretariat will establish a temporary secretariat and a medical support service centre in the host cities to provide appropriate services to athletes during the Games period.

Regarding the expenditure on athletes' participation in the Games, the Secretariat will refer to the guidelines of LCSD's Sports Subvention Scheme when vetting the funding applications for the HKSAR delegations' participation in NG, NGD and NSOG. The relevant funding will be granted by the Arts and Sport Development Fund (Sports Portion), and is expected to cover expenses for accommodation, transportation, meals, remuneration and allowances for members of the delegations, as well as expenses incurred in the selection competitions, technical tests and training conducted for Hong Kong athletes participating in mass participation events.

- End -

CONTROLLING OFFICER'S REPLY

CSTB182

(Question Serial No. 2241)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Kai Tak Sports Park (KTSP), which opened on 1 March, is Hong Kong's largest infrastructure project with a capacity of 50 000 spectators. Please provide the following information:

- (a) What events are scheduled for KTSP, a new large-scale facility, in the second, third and fourth quarters of this year? What are the details of the events?
- (b) What is the manpower establishment for the daily operations of KTSP?
- (c) What plans does the Government have to utilise the venues at KTSP when they are not in use?
- (d) According to some reports, there were instances of unauthorised entry into the venue at the opening ceremony of KTSP. What measures will the government take to enhance security? What are the expenditure and staffing arrangements involved?
- (e) Sports events often involve overtime. What measures will the government take to address the issue of using the venue past the scheduled time, to ensure a better experience for both participants and spectators? Does it involve issues such as overtime costs and staffing arrangements?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 2)

Reply:

- (a) Kai Tak Sports Park (KTSP) is the largest sports infrastructure project in Hong Kong's history, which will boost sports development and inject impetus into related industries such as recreation, entertainment and tourism, and mega-event economy. Over the past few years, Kai Tak Sports Park Limited (the Operator) has, all along, proactively reached out to local stakeholders and international event organisers from sectors including sports, arts and culture, and showcased the advantages of KTSP's facilities to over 200 local and international organisations. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using different facilities at KTSP for sports and entertainment activities. For example, following the Hong Kong Sevens 2025 held at the Kai Tak

Stadium in March, multiple concerts of internationally renowned bands and local singers will take place at Kai Tak Stadium from April to June. In general, promotion of events is led by organisers. The Operator will not disclose details of the events before the organisers. A number of major events which have been confirmed will be announced by the organisers gradually, after which the Operator will update the KTSP website accordingly.

- (b) KTSP adopts a “Design, Build and Operate” model, with the Operator being responsible for the daily operation of KTSP, including its operation, management and maintenance. According to the information provided by the Operator, there are nearly 280 regular positions in catering, event and operation management, human resources and finance, public relations, marketing, facility maintenance, technical operations, etc. The Operator also has outsourced and part-time positions in various fields including cleaning, security, customer service, event support etc. to meet daily operational needs and the additional manpower demand during the event period. As of March 2025, there are approximately 3 600 full-time, part-time and outsourced positions in total.
- (c) Apart from hosting major sports and entertainment events, KTSP will open some of its sports facilities for the public to book when there are no scheduled events. The Operator will open some of its sports facilities for public use in phases. Facilities which are open for use in the first phase include the running track and table tennis facilities at Kai Tak Youth Sports Ground.
- (d) The Culture, Sports and Tourism Bureau (CSTB) and the Operator are deeply concerned about the incident and will handle it seriously. Entry of individuals without valid tickets into Kai Tak Stadium are not tolerated. The Hong Kong Police Force has already launched an investigation into the case concerned. CSTB has also requested the Operator to strengthen ticket check at the gates and improve queue management to prevent similar incidents from recurring in the future.
- (e) Like other venues in Hong Kong, KTSP follows an established mechanism when events or performances overrun. The actual arrangements will depend on factors such as the nature and needs of the events, and arrangement of additional hiring fees etc. CSTB has reminded the Operator to maintain close communication and co-ordination with event organisers and make appropriate arrangements and plans to ensure a pleasant experience for all performers and spectators participating in the mega events held at KTSP.

- End -

CONTROLLING OFFICER'S REPLY

CSTB183

(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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in Programme (3), the pilot programme on career and education for athletes with disabilities (AWDs) is implemented to equip them with the knowledge and skill necessary for post-retirement development. In this connection, will the Government inform this Committee of:

- (a) the number of AWDs provided with career, education and life skills support services through the pilot programme over the past 2 years;
- (b) the situation of AWDs who have completed vocational training or courses through the pilot programme over the past 2 years; and
- (c) the expenditure on supporting AWDs and promoting relevant disability sports, and the details over the past 2 years?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 3)

Reply:

(a)&(b):

The Government has launched, in collaboration with the China Hong Kong Paralympic Committee (HKPC), a pilot programme on career and education for athletes with disabilities (AWDs) (pilot programme) since June 2023. As of March 2025, a total of over 250 AWDs benefited from the career, education and life skills support services, including participation in the skills workshops and life skills training courses, etc., under the pilot programme.

As part of the pilot programme, the retired athletes transformation programme (transformation programme) assists AWDs in planning for their career path during the transitional period through collaboration with different enterprises and organisations. The Government provides financial support to participating schools and sports organisations for employing retired AWDs. As of March 2025, a total of 4 retired AWDs were employed to work in schools. Besides, the transformation programme provides subsidies to AWDs for further studies, helping them enhance qualifications and skills, and build a strong foundation for long-term career development in the future. As of March 2025, a total of 3 retired AWDs had

completed the 15-hour foundation training course on disability sports coaching and another retired AWD had completed a short course on application of information technology with the subsidies under the programme. The HKPC will visit the workplaces of retired AWDs on a regular basis and follow up with their employers on their work situation with a view to providing appropriate support, including counselling service by professional social workers to assist them in facing various changes.

(c):

In the 2023-24 and 2024-25 financial years, the Government's expenditures ^{Note 1} on supporting AWDs and promoting disability sports are set out below:

| Category of expenditure | 2023-24 (Actual expenditure) (\$ million) | 2024-25 (Revised estimate) (\$ million) |
|---|--|--|
| 1. Support provided by the Hong Kong Sports Institute (including direct financial support) to elite AWDs | 58.60 | 64.17 |
| 2. Funding support provided by the Leisure and Cultural Services Department (LCSD) to "national sports associations" (NSAs) for disability sports | 36.19 | 34.98 |
| 3. The LCSD's expenditure on promoting "Sport for All" among persons with disabilities in the community | 6.11 ^{Note 2} | 6.78 |
| 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) | 10.63 | 16.09 ^{Note 3} |
| 5. Funding support provided by the Culture, Sports and Tourism Bureau (CSTB) to the HKPC and relevant NSAs for disability sports | 13.79 ^{Note 4} | 14.40 ^{Note 4} |
| 6. Grants provided to NSAs for disability sports and AWDs under the Hong Kong Paralympians Fund | 6.24 | 7.30 |
| Total: | 131.56 | 143.72 |

- Note 1: The figures include expenditures borne by the CSTB and the LCSD, and grants provided under the Hong Kong Paralympians Fund administered by the Social Welfare Department.
- Note 2: The decrease in programme expenditure and number of participants in 2023-24 was due to cancellation of some programmes as a result of the COVID-19 pandemic.
- Note 3: The increased expenditure on the preparation for and participation in major international competitions in 2024-25 was mainly due to the support for AWDs' participation in major multi-sports games held in the year, including the Paris Paralympic Games in 2024 and the IBF Para Bowling Championships in 2025.
- Note 4: These include an amount of \$3 million provided in 2023-24 and an estimated amount of \$3.68 million to be provided in 2024-25 to the HKPC for the implementation of the 5-year pilot programme on career and education for AWDs.

- End -

CONTROLLING OFFICER'S REPLY

CSTB184

(Question Serial No. 2245)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will step up efforts to promote a series of distinctive tourism products such as eco-tourism, panda tourism, horse-racing tourism, etc., to enrich travel experiences in Hong Kong. Please provide the following information:

- (a) the estimated expenditures on each of the 3 products, namely eco-tourism, panda tourism, and horse-racing tourism;
- (b) the timetable set by the Government for the consolidation and utilisation of eco-tourism resources; and
- (c) the current expenditures involved in promoting each of the three products.

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 6)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Eco-tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to

create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled

out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

On the promotion of island tourism, smart tourism, panda tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB185

(Question Serial No. 2262)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As stated in paragraph 145 of the Budget Speech, the HKTB will enhance the one-stop travel information platform Discover Hong Kong to provide a “Live Travel Map” and a “Smart Itinerary Planner” so as to provide visitors with more comprehensive and personalised itinerary suggestions, travel information and offers. Regarding the promotion of smart tourism, will the Government inform this Committee:

(a) of the number of meetings held by the Working Group on Smart Tourism, the manpower establishment and expenditure for supporting the work of the Working Group since its establishment;

(b) whether there are plans to integrate “Live Travel Map” and “Smart Itinerary Planner” to other well-developed systems during the development process to achieve cost reductions and time efficiency; and

(c) of the specific smart tourism applications the Bureau plans to launch in 2025-2026; and whether there are plans to adopt technologies such as smart guide in scenic areas?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 23)

Reply:

The inter-departmental Working Group on Smart Tourism (the Working Group) led by the Secretary for Culture, Sports and Tourism and comprising members of 12 policy bureaux and departments (B/Ds) was set up in January 2024. Major tasks of the Working Group include coordinating and promoting the effective use of smart technology by individual B/D members, formulating and implementing measures and initiatives that can enhance visitors’ travel experiences or strengthen Hong Kong’s competitiveness as a major tourist destination. The Working Group convened two meetings in 2024, and B/Ds’ work progress in promoting smart tourism was followed up by the secretariat of the Working Group. With respect to the manpower establishment involved in supporting the Working Group, the work of the secretariat is absorbed by the existing manpower of the Tourism Commission and it is difficult to quantify the manpower concerned separately.

The Hong Kong Tourism Board (HKTB) will develop a Live Travel Map on Discover Hong Kong. Visitors can access the website using a mobile device or desktop computer, and obtain real-time travel information and recommendations, including attractions, city events, dining, shopping, merchant offers, etc., in different parts of Hong Kong by entering keywords or selecting the relevant categories of information. HKTB has commenced the relevant system development work and the system is expected to roll out for preliminary use in 2025-26. In addition, HKTB will kick start preliminary development of the Smart Itinerary Planner. The first phase will include integration of travel information, development of a back-end system, and training of an AI model to verify the accuracy of its answers. In the long run, a customised itinerary planning tool based on age, interests and travel purposes will be developed to provide personalised itinerary suggestions. The first phase of the development work is expected to complete in the first half of 2026.

Promoting smart tourism is one of the 4 main strategies in the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) promulgated by the Culture, Sports and Tourism Bureau (CSTB) on 30 December 2024. Relevant strategic directions include (1) facilitating and enhancing visitors' experience; and (2) improving the competitiveness of the industry. Under these two strategic directions, Blueprint 2.0 outlines 19 specific short-, medium- and long-term measures, including, inter alia, continued promotion of the use of technology at tourist attractions, such as QR codes, augmented reality, virtual reality and interactive experiences, to improve facilities and information dissemination as well as provide visitors with a more diverse and enriching travel experience. In addition, the Government will promote the provision of multilingual electronic guides in languages other than Cantonese, English and Putonghua at tourist attractions and facilities, to cater for needs of visitors coming from different parts of the world.

- End -

CONTROLLING OFFICER'S REPLY

CSTB186

(Question Serial No. 2263)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in matters requiring special attention in 2025-26 under Programme (7), the Hong Kong Tourism Board will partner with the travel trade in the Greater Bay Area (GBA) to develop and promote multi-destination tourism products. In this connection, will the Government inform this Committee of the following:

- (a) The number and proportion of tourists visiting Hong Kong for multi-destination travel in the past year, with a breakdown by the sources of tourists (e.g. Mainland China, Middle East, Southeast Asia);
- (b) The current number and effectiveness of multi-destination tourism products jointly promoted with GBA cities; and
- (c) Will the Government expand the promotion of GBA multi-destination tourism products in overseas markets to complement with the 144-hour visa-free policy; if yes, please specify the specific measures.

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 24)

Reply:

The Central Government promulgated the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) in February 2019 and the Culture and Tourism Development Plan for the GBA in December 2020, setting out the directions guiding the overall culture and tourism development of the GBA. Both documents explicitly support Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism.

According to the statistics provided by the Hong Kong Tourism Board (HKTB), in 2024, among the 8.05 million overseas visitor arrivals, 1.40 million enter the Mainland via Hong

Kong. A breakdown of visitors coming to Hong Kong for multi-destination travel in 2024 by visitor source market is tabulated below:

| Visitor source market | Total number of visitor arrivals | Number of visitors travelling to other countries/regions (including Mainland and non-Mainland destinations) through Hong Kong | Percentage share |
|------------------------------|---|--|-------------------------|
| Long-haul markets* | 3 179 558 | About 2 600 000 | Around 80% |
| Southeast Asia | 3 025 351 | About 1 800 000 | Around 60% |
| Middle East | 66 879 | About 46 000 | Around 70% |
| Mainland China | 34 043 127 | About 6 700 000 | Around 20% |

Note: *Long-haul markets include the United States, Canada, the United Kingdom, France, Germany, Australia, etc.

The Tourism Commission (TC) has been adopting a multi-pronged approach to promote tourism development in Hong Kong and the GBA through the Hong Kong Tourism Board (HKTB), with a view to attracting more visitors to take Hong Kong as their first stop or transit point in their multi-destination travel itineraries to the GBA.

In terms of external promotion, HKTB co-operated with the Department of Culture and Tourism of Guangdong Province (DoCT of Guangdong) and the Macao Government Tourism Office in staging the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand in 2023, focusing effort to enhance promotion in Thailand. In 2024, HKTB launched various promotional campaigns targeting the Indonesian market, which included a collaboration with other cities in the GBA in late July 2024 to invite Indonesian media to film a travel programme in the GBA. HKTB also joined hands with the DoCT of Guangdong and representatives from tourism departments of GBA cities to launch an overseas promotional activity in Jakarta, Indonesia, showcasing the diversified tourism resources and tourism developments of the GBA. At the same time, HKTB entered into strategic co-operation with the Indonesian travel trade to launch various tourism offers and promotions to continuously attract Indonesian visitors to embark on multi-destination tourism in the GBA. HKTB also launched a version in Bahasa Indonesia at its one-stop GBA tourism portal, enabling Indonesian visitors and trade partners to keep themselves abreast of tourism information of the GBA. In 2025, HKTB plans to stage GBA promotion events in long-haul markets to promote the tourism resources of the GBA to visitors in these markets. In addition, the HKTB will continue to film travel programmes in the GBA to encourage overseas visitors to embark on multi-destination tourism in the GBA.

In respect of mega events tourism, HKTB incorporated GBA elements into various mega events and collaborated with other GBA cities to mutually promote mega events in the region, with a view to attracting domestic and overseas visitors to participate in these events through multi-destination tourism. For instance, HKTB featured the GBA Championship in the Hong Kong International Dragon Boat Races in June 2024, invited participants from the GBA to take part in the Hong Kong Cyclothon held in October 2024, and introduced popular food items from the GBA in the Hong Kong Wine & Dine Festival in October 2024. Besides,

HKTB collaborated with Art Basel Hong Kong to organise a seminar in Shenzhen in February 2025 to discuss the development of the GBA under the influence of contemporary art, thereby extending the promotion of international art fairs to the GBA.

As for meetings, incentives, conventions and exhibitions (MICE) tourism, HKTB continued to attract overseas exhibitors to use Hong Kong as a bridgehead to align with the Mainland market under the promotional theme of “Meet HK • Meet GBA”, while assisting Mainland exhibitors to use Hong Kong as a springboard to gain access to the international market. HKTB also enlists the help of Hong Kong Convention Ambassadors, professional bodies and industry media to showcase the vast opportunities in the GBA, attract more overseas MICE events to be held in Hong Kong and assist in connecting Mainland conventions with the international market, thereby strengthening the position of Hong Kong as the MICE hub of the GBA.

Regarding the promotion of trade collaboration, HKTB has organised familiarisation trips to GBA cities including Hong Kong for the travel trade from North America, Thailand and Indonesia, with a view to assisting them in designing multi-destination itineraries in the GBA. In the future, in addition to continuing the above work, HKTB will also collaborate with trade partners in other source markets, such as South Korea, to roll out products or offers to attract visitors to embark on multi-destination tourism.

In 2025-26, TC and HKTB will continue to leverage on Hong Kong’s advantage as an international tourism hub and the Guangdong Province’s “144-hour visa-free” policy to promote multi-destination tourism. Among which, we will continue to facilitate our collaboration with the tourism authorities of various GBA cities through the platform of Guangdong, Hong Kong and Macao Tourism Marketing Organisation, in a bid to enhance our overseas promotional efforts. Besides, HKTB will join hands with partners in Guangdong, Hong Kong and Macao to organise trade visits and invite Key Opinion Leaders from source markets to experience the GBA in person, thereby stimulating the development of GBA tourism products and enhancing market exposure.

- End -

CONTROLLING OFFICER'S REPLY

CSTB187

(Question Serial No. 2264)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in matters requiring special attention in 2025-26 in Programme (7) that Hong Kong Tourism Board will stage and launch a new edition of "A Symphony of Lights" (SoL) to showcase the night vista of Hong Kong. In this connection, please inform this Committee of the following:

- (a) The estimated total expenditure for the new edition of SoL in a table with a breakdown of the costs for pyrotechnic procurement and transport, equipment rental, and marketing;
- (b) It is understood that the Administration will identify a contractor to re-conceptualise the content of SoL. The revamped SoL is expected to be launched within the first half of 2025. What is the progress of these discussions?
- (c) As pyrotechnic and drone shows have become increasingly sophisticated around the world, will the Government consider incorporating creative content or innovative technologies into SoL?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 25)

Reply:

The Tourism Commission, together with the Hong Kong Tourism Board (HKTB), will launch a new edition of "A Symphony of Lights" (SoL) light and sound show to showcase the spectacular views at Victoria Harbour through novel audio-visual effects. HKTB has selected a contractor and is re-conceptualising the content and design of SoL. It is expected that the new edition of SoL will be launched within 2025.

Before the launch of the new edition of SoL, HKTB will, in conjunction with festivals and major events, organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a festive atmosphere to attract locals and visitors to enjoy the shows.

The 2024-25 Budget has allocated a total of \$354 million for 3 years to HKTB for launching the new edition of SoL. As the new edition of SoL is still under preparation, the breakdown of its estimated expenditures is not available at the moment.

- End -

CONTROLLING OFFICER'S REPLY

CSTB188

(Question Serial No. 2265)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the Matters Requiring Special Attention in 2025-26 under Programme (3), it is mentioned that the Government will continue to implement the Major Sports Events Matching Grant Scheme (Scheme) under the enhanced "M" Mark System. In this connection, please inform this Committee of:

- (a) the details of expenditure of the Scheme since its implementation;
- (b) the funding allocation for the Scheme and the targets for the number of events to be matched in 2025-26;
- (c) the current approval mechanism and funding monitoring mechanism for the Scheme;
- (d) the details of the specific measures and content of the enhanced "M" Mark System mentioned in the above.

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 26)

Reply:

- (a) 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, which was launched by the Major Sports Events Committee (MSEC) under the Sports Commission in 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 (the Scheme) under the "M" Mark System 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. Between April 2019 and March 2025, a total of 63 "M" Mark events were successfully held, attracting over 1.7 million attendees. The amount of matching fund involved in these events was about \$500 million.

- (b) In the 2025-26 financial year, we will continue to support the “M” Mark System through the Arts and Sport Development Fund (Sports Portion), with the anticipation of funding about 20 large-scale international sports events to take place in Hong Kong.
- (c) The Vetting Panel under the MSEC, being responsible for vetting “M” Mark event applications, vets each application according to established mechanisms, scores them based on the vetting criteria, and recommends corresponding funding amounts to MSEC.

Once an event is awarded the “M” Mark, its organiser is required to enter into an agreement and undertake to organise the event as stated in its proposal submitted in the application process. Within 6 months after the conclusion of the event, the organiser has to submit an evaluation report and an audited statement of accounts to the Culture, Sports and Tourism Bureau (CSTB). CSTB will review the event and the submitted report to monitor and evaluate the event’s arrangements prior to determining the final funding amount. The funding may be adjusted downward depending on the organiser’s performance or the event’s effectiveness.

- (d) The Scheme has been well received since its launch in April 2019. 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 introduction of these enhancement measures has yielded remarkable results in supporting the staging of more large-scale sports events. In the 2024-25 financial year, a record-breaking number of 30 large-scale international sports events were supported by the “M” Mark System.

We are currently consolidating the experience gained from the implementation of the “M” Mark events over the past year or so following the introduction of the enhancement measures, and evaluating the effectiveness of these measures. Details on further enhancing the “M” Mark System will be announced later.

- End -

CONTROLLING OFFICER'S REPLY

CSTB189

(Question Serial No. 1977)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Among the indicators for film production projects under the Film Development Fund, the number of applications rejected in 2023 was 9, but the number of such applications increased to 28 and 45 in the following 2 years. In this connection, please inform this Committee of:

- a) the reasons for the significant increase in the number of films rejected;
- b) the distribution of the types of films rejected;
- c) the reasons for rejection; and
- d) the relevant approval criteria.

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 1)

Reply:

The Hong Kong-Asian Film Collaboration Funding Scheme (HKA Scheme) launched by the Government in 2023 had received more than 20 applications. Among which, 2 film projects were selected and their approval was announced in 2024, resulting in a significant increase in the number of films rejected for the year. Later in the same year, the Government further expanded the original HKA Scheme into the Hong Kong-Europe-Asian Film Collaboration Funding Scheme (HKEAS), which has also received more than 20 applications. The assessment is in progress and up to 4 projects are expected to be approved. Regarding the Film Production Grant Scheme for Promoting Chinese Culture (GSPCC) launched on 28 February 2025, while we expect that there will be 20 applications, we will only approve 2 projects from these applications. Due to the quotas set and the fairly high numbers of applications expected to receive under the HKEAS and the GSPCC, it is estimated that the numbers of films rejected will remain high in 2025.

The genres of films approved and rejected from 2023 to end-February 2025 under the Film Development Fund are shown in the table below:

| Genres of Films | Thriller | Romance | Drama |
|------------------------|-----------------|----------------|--------------|
| Films approved | 2 | 2 | 14 |
| Films rejected | 4 | 6 | 27 |

The assessment criteria for film production projects include “creativity and quality of screenplay”, “production budget”, “estimated income”, “local film production elements and talent nurturing” and “whether the project is beneficial to the long-term development of the film industry”. Rejected applications mainly failed to meet the criteria in the above areas.

- End -

CONTROLLING OFFICER'S REPLY

CSTB190

(Question Serial No. 1978)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in both the targets and indicators in respect of the relevant programme that from 2023 to 2025, the number of athletes on the Elite Training Programme for each of these years has exceeded the respective target number of 800 by more than 300. In this connection, please inform this Committee of the following:

- a) Why is the number of athletes on the Elite Training Programme consistently higher than the target number of participants?
- b) With reference to the number of overseas training and competitions organised, the average number of times athletes on the Elite Training Programme have participated in overseas training and competitions is less than 1. For those who have not been able to participate in any of the overseas training and competitions, what arrangements or resources are in place? What are the details?
- c) As shown in the indicators in respect of the relevant programme, there has been a sustained and significant decrease in the total income generated from donations and sponsorship. Does it have any negative impacts on maintaining the quality of the Elite Training Programme?

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 2)

Reply:

- a) Hong Kong athletes have been achieving outstanding results in international competitions in recent years. They won 2 gold and 2 bronze medals at the Paris 2024 Olympic Games (OG) as well as 3 gold, 4 silver and 1 bronze medals at the Paris 2024 Paralympic Games (PG), marking the first time that Hong Kong athletes won more than 1 gold medal at the same OG. Their achievements not only inspire youths with potential to strive for excellence, but also attract more young people to pursue careers as full-time athletes, contributing to a rise in the number of athletes.
- b) The Hong Kong Sports Institute (HKSI) provides its funded athletes with comprehensive support, including the Elite Training Programme designed by professional coaches, and

arranges them to participate in overseas training or competitions based on factors such as their training progress, condition and performance. Since participation in overseas training or competitions depends on factors such as competition schedules as well as the athletes' condition and performance, some of them did not or are not expected to participate in overseas training or competitions in certain years. Nevertheless, they continued and will continue to receive full support and training from HKSI.

- c) HKSI's donation and sponsorship income mainly comes from the cash incentives granted to athletes with outstanding performances in major sporting events (including the World University Games, the 19th Asian Games Hangzhou, the 4th Asian Para Games Hangzhou, the Paris 2024 OG, and the Paris 2024 PG) under the Jockey Club Athlete Incentive Awards Scheme. As fewer major multi-sports games are scheduled to be held in 2025 compared to 2024, such income is expected to decrease in the year. At present, the vast majority of funding used by HKSI for training elite athletes is derived from the allocation provided by the Government through the Elite Athletes Development Fund. Therefore, the decrease in donation and sponsorship income will not affect HKSI's work in elite sports training.

- End -

CONTROLLING OFFICER'S REPLY

CSTB191

(Question Serial No. 1979)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2025-26, the financial provision for tourism has decreased substantially by 27.5% compared to that in the previous financial year. In this connection, please inform this Committee:

- a) of the reasons for the substantial decrease in the provision for tourism in 2025-26, and whether it will have a significant impact on various tourism-related promotion plans;
- b) whether the reduction in provision will affect the following matter requiring special attention: to support Hong Kong Tourism Board (HKTB) in taking forward initiatives for promotion and marketing work in different source markets, including new potential markets in the Middle East and the Association of Southeast Asian Nations, and of the details of the specific promotion plans for this financial year; and
- c) whether the reduction in provision will affect the following matter requiring special attention: to work with HKTB, stakeholders of the cruise industry and operators of the 2 cruise terminals to further enhance the development of cruise tourism, including, among others, implementing a new action plan; if so, of the details; if not, of the reasons.

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 3)

Reply:

Under Programme (6) Travel and Tourism, the provision for 2025-26 (\$675 million) is approximately \$257 million lower than the revised estimate for 2024-25 (\$932 million). This is mainly due to a reduction in designated provision for the Characteristic Local Tourism Incentive Scheme resulting from its conclusion. The Culture, Sports and Tourism Bureau (CSTB) will actively implement the initiatives outlined in the Development Blueprint for Hong Kong's Tourism Industry 2.0 and the Culture and Tourism Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area. The reduced provision is a designated provision on a time-limited basis. CSTB has taken into account the lapse of the relevant provision in the current financial year when planning initiatives to promote tourism development.

Moreover, under Programme (7) Subvention: Hong Kong Tourism Board, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of “tourism is everywhere” and the initiatives set out in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong’s unique tourism elements under the concept of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong’s green tourism products and countryside experiences through its year-round promotional platform “Hong Kong Great Outdoors”, which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city’s four corners – north, south, east and west – showcasing Hong Kong’s diverse scenery. To cater for visitors pursuing experiences of “citywalks”, HKTB will also enrich the contents in various campaigns under its “Hong Kong Neighbourhoods”, with a view to encouraging visitors to explore the city’s authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade”, incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong’s positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong’s tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong’s connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for the above marketing initiatives. This includes the provision from the Budget and the reserve to be utilised by HKTB. HKTB will prudently deploy resources and formulate precise promotional strategies to maximise the effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB192

(Question Serial No. 1980)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned under the matters requiring special attention, the Culture, Sports and Tourism Bureau (CSTB) will work with the Hong Kong Tourism Board (HKTB) and co-ordinate with government bureaux/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 promotion effect and also monitor the HKTB's implementation of the pilot scheme on supporting tourism events showcasing Hong Kong's local characteristics. In this connection, please inform the Committee of the following:

- a) The signature events confirmed to be held in Hong Kong in the coming 3 years and the HKSAR Government's commitments for such events;
- b) The number and specific types of signature international events currently under negotiation;
- c) Whether the CSTB has plans to co-organise large-scale international events with the Mainland? If yes, what are the details; if no, the reasons.

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 4)

Reply:

Mega events not only showcase Hong Kong's advantages and appeal but also create exciting experiences for visitors, thereby contributing to the economic receipts of travel, hotel and other tourism-related sectors. The Hong Kong Tourism Board (HKTB) set up the Mega Events Development and Advancement Division (the Division) in March 2024 to serve as the first point of contact for mega events. The Division has been actively engaging with various stakeholders (including event organisers) and providing a wide range of support, including reviewing and assessing proposals from organisers, helping organisers search for venues, arranging site recces, advising on event planning and assisting in publicity and promotion. As at the end of February 2025, the Division has handled over 120 enquiries, covering sports, arts, and entertainment, and at least 22 of them have been confirmed or have chance to be held in Hong Kong, including circus performances, e-sports competitions and music festivals. In general, the organisers will announce the details according to the implementation timetable of the events.

HKTB will continue to organise, support and scout more mega events to be held in Hong Kong, making it an ideal destination for hosting mega events. At the same time, HKTB will continue to focus on promoting Hong Kong's advantages and enhance the promotion of signature mega events, so as to attract global premier events to be staged in Hong Kong and consolidate Hong Kong's status as the "Events Capital of Asia".

Regarding collaboration with the Mainland, the World Tourism Cities Federation (WTCF), a global international tourism organisation, has selected Hong Kong for the first time to host its major annual meeting event, the "World Tourism Cities Federation Hong Kong Fragrant Hills Tourism Summit 2025" (Summit), in April 2025. Being an annual event of the WTCF, the Summit aims to establish a platform for exchange and cooperation for world tourism cities, promote cooperation among different cities and the global tourism industries, and drive the high-quality development of tourism economy in various cities. The Summit will be co-hosted by the Culture, Sports and Tourism Bureau and WTCF, with HKTB being one of the organisers. Representatives from over 60 cities around the world will gather in Hong Kong to participate in the Summit.

In addition, HKTB has been collaborating with the Mainland in staging various mega events, such as inviting teams from the Greater Bay Area to participate in the Hong Kong International Dragon Boat Races, organising the "The City Cycling Challenge around Greater Bay Area (Hong Kong)" at the Hong Kong Cyclothon, as well as inviting Mainland groups to perform in the International Chinese New Year Night Parade, etc.

- End -

CONTROLLING OFFICER'S REPLY

CSTB193

(Question Serial No. 0892)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 132 of the Budget Speech, a cumulative total of over \$1.3 billion has been approved by the Film Development Fund (FDF) to support more than 120 film projects. These projects involved more than 110 new directors and producers, and the relevant films have won more than 180 awards. FDF has also launched the Film Financing Scheme for Mainland Market to encourage Hong Kong film companies and Mainland cultural enterprises to support and invest in productions by Hong Kong directors. In this connection, please inform this Committee of the following:

1. A tabulated breakdown of the number of films funded by FDF in the past 5 years, the amount of funding awarded to each film and their respective box office receipts;
2. The number of films whose funding applications were rejected by the Secretariat of FDF in the past 5 years and the reasons of rejection;
3. A detailed account of the financing costs recovered from each film funded by FDF in the past 5 years?
4. The four strategic directions mentioned in the Blueprint for Arts and Culture and Creative Industries Development are closely related to the development of the film industry. Will the Government earmark resources for exploring ways to enhance and utilise local film studios, such as SHAW Studios and Clear Water Bay Studio, with a view to making good use of the existing hardware for film industry development?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 7)

Reply:

- 1-3. The titles, funding amounts, box office receipts, and amounts recouped by the Government of film projects approved under the Film Development Fund (FDF) from 2020 to 2024 are shown 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. The 66 film project applications which were rejected in the past 5 years have mainly failed to meet the targets in the above areas.

4. FDF will continue to promote the long-term development of Hong Kong's film industry through nurturing talent, enhancing local production, expanding markets and building audience, while the Government will continue to maintain communication with the industry, provide support and conduct reviews when appropriate. Local film studios are operated by private organisations and we welcome these organisations to enhance and utilise relevant film studios.

**Film projects under the financing schemes of the Film Development Fund
from 2020 to 2024**

| | Approval year | Project title | Funding amount (HK\$) | First date of release | Total revenue and box office receipts Note (1) (2) (HK\$) | Funding recoupment amount of the Government (HK\$) |
|---|---------------|--------------------------------------|-----------------------|-----------------------|---|---|
| Film Production Financing Scheme (including Relaxation Plan) | | | | | | |
| 1. | 2020 | Sunshine of My Life | 2,391,540 | September 2022 | 5,630,863.64 | 302,482.76 ^{Note(3)} |
| 2. | | Another World | 5,600,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 3. | 2021 | Social Distancing | 2,030,000 | May 2023 | 5,493,874.68 | 1,003,878.76 |
| 4. | | Mama's Affair | 4,000,000 | August 2022 | 32,213,058.65 | 7,679,391.20 |
| 5. | | The Dishwasher Squad | 4,798,600 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 6. | | Last Song For You | 5,353,220 | December 2024 | 10,843,684 | The applicant is currently calculating the box office and revenue ^{Note (4)} |
| 7. | | We Are Family | 5,600,000 | March 2024 | 7,209,950.74 | 60,244.61 ^{Note (3)} |
| 8. | | Peg O' My Heart | 9,000,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 9. | | Vital Signs | 9,000,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 10. | | Fight for Tomorrow | 3,873,600 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 11. | | An Abandoned Team | 4,000,000 | November 2024 | 3,730,896 | The applicant is currently calculating the box office and revenue ^{Note (4)} |
| 12. | | Over My Dead Body | 7,552,400 | April 2023 | 22,694,947 | 1,700,000 ^{Note (3)} |
| 13. | | Tales from The Occult: Body and Soul | 3,783,200 | May 2023 | 2,114,686.40 | Awaiting the submission of report by the applicant ^{Note (4)} |
| 14. | | Chilli Laugh Story | 4,534,000 | July 2022 | 32,624,642 | 2,916,368.61 |

| | Approval year | Project title | Funding amount (HK\$) | First date of release | Total revenue and box office receipts Note (1) (2) (HK\$) | Funding recoupment amount of the Government (HK\$) |
|-----|---------------------|----------------------------|-----------------------|-----------------------|---|---|
| 15. | | Possession Street | 4,678,800 | October 2024 | 825,137 | The applicant is currently calculating the box office and revenue Note (4) |
| 16. | | Good Game | 4,800,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 17. | 2022 | Look Up | 2,489,730 | June 2022 | 1,434,833 | Awaiting the submission of report by the applicant Note (5) |
| 18. | | Someone Like Me | 3,200,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 19. | | Inexternal | 6,400,000 | October 2024 | 320,295 | The applicant is currently calculating the box office and revenue Note (4) |
| 20. | | A Guilty Conscience | 8,866,250 | January 2023 | 115,090,049 | 13,000,000 Note (3) |
| 21. | | PaPa | 7,246,400 | December 2024 | 22,432,670 | The applicant is currently calculating the box office and revenue Note (4) |
| 22. | | Back Home | 3,599,200 | September 2023 | 5,058,975 | Awaiting the submission of report by the applicant Note (5) |
| 23. | | 2023 | A Trace of Murderer | 6,569,910 | Yet to be exhibited | Yet to be exhibited |
| 24. | Once In A Blue Moon | | 1,650,000 | September 2024 | 944,914.79 | 120,000 Note (3) |
| 25. | YUM Investigation | | 2,750,000 | August 2023 | 5,948,389.23 | 710,135.97 Note (3) |
| 26. | 2024 | My Alien Papa | 2,500,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 27. | | The Excreman – On The Road | 8,710,400 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 28. | | Golden Bird | 8,591,200 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 29. | | Little Red Sweet | 3,320,000 | February 2025 | 487,867 | The applicant is currently calculating the box office and revenue Note (4) |
| 30. | | Wakesurf Lovers | 5,200,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |

| | Approval year | Project title | Funding amount (HK\$) | First date of release | Total revenue and box office receipts Note (1) (2) (HK\$) | Funding recoupment amount of the Government (HK\$) |
|--|---------------|--------------------------|-----------------------|-----------------------|---|--|
| 31. | | Too Many Ways To Be No.2 | 5,680,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 32. | | We have a goal | 3,197,600 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| 33. | | Non-human | 9,000,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |
| Film Financing Scheme for Mainland Market | | | | | | |
| 34. | 2024 | Kung Fu Juniors | 10,000,000 | Yet to be exhibited | Yet to be exhibited | Yet to be exhibited |

Note (1): Total revenue and box office receipts refers to Hong Kong box office and worldwide sales revenues, which includes revenues of streaming platforms, revenue from various film markets and different media, but not yet deducted various expenditures (such as publicity and advertising costs, distribution fees and costs, agency fees and costs).

Note (2): Box office receipts as at end February 2025.

Note (3): The production company has submitted the sales report for preliminary review. This is the Government's estimated amount.

Note (4): According to the financing schemes' process, the production companies must submit the sales and distribution reports to the Cultural and Creative Industries Development Agency (CCIDA) for preliminary review within six months after the films released; then submit the collection statements and calculation of the recoupment amounts for approvals after the review. Depending on the distribution situation of individual films, the applicant may continue submitting sales and distribution reports and collection statements.

Note (5): CCIDA has repeatedly urged the applicant to submit the required reports. CCIDA is currently discussing possible legal actions to be taken with the Department of Justice.

**Film projects under the grant schemes of the Film Development Fund
from 2020 to 2024**

| | Approval year | Project title | Funding amount (HK\$) | Box office receipts in Hong Kong Note (1) (HK\$) |
|---|----------------------|--|------------------------------|---|
| Directors' Succession Scheme | | | | |
| 1. | 2021 | The Long Night | 9,000,000 | Yet to be exhibited |
| 2. | | 高光時刻 (Film title is now changed to 其後的一天) (No English title) | 9,000,000 | Yet to be exhibited |
| 3. | 2022 | Tango For Four | 9,000,000 | Yet to be exhibited |
| 4. | | 事過境遷 (No English title) | 9,000,000 | Yet to be exhibited |
| 5. | | 咎·贖 (No English title) | 9,000,000 | Yet to be exhibited |
| 6. | | Measure in Love | 9,000,000 | Yet to be exhibited |
| 7. | | Sap Yi (Film title is now changed to The Burning House) | 9,000,000 | Yet to be exhibited |
| 8. | 2023 | 狂人日記 (Film title is now changed to 第四幕) (No English title) | 9,000,000 | Yet to be exhibited |
| 9. | 2024 | Whistleblower | 9,000,000 | Yet to be exhibited |
| Hong Kong-Asian Film Collaboration Funding Scheme | | | | |
| 10. | 2024 | 38.83 | 9,000,000 | Yet to be exhibited |
| First Feature Film Initiative | | | | |
| 6th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | |
| 11. | 2020 | “Blossoms Under Somewhere” (formerly “The Wonder”) | 5,000,000 | 960,730 |
| 12. | | “Gamer Girls” | 5,000,000 | Yet to be exhibited |
| 13. | | “Fly Me to the Moon” | 5,000,000 | 4,828,853 |
| 6th First Feature Film Initiative (Professional Group) winning projects | | | | |
| 14. | 2020 | “Love Lies” | 8,000,000 | 18,058,407 |
| 15. | | “Lost Love” | 8,000,000 | 7,061,098 |
| 7th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | |
| 16. | 2022 | “Eternal Sunshine Life-saving Squad” | 5,000,000 | Yet to be exhibited |
| 17. | | “Dead End” | 5,000,000 | Yet to be exhibited |

| | | | | |
|---|------|-------------------------------|-----------|---------------------|
| 18. | | “Bird of Paradise” | 5,000,000 | Yet to be exhibited |
| 7 th First Feature Film Initiative (Professional Group) winning projects | | | | |
| 19. | 2022 | “Spare Queens” | 8,000,000 | Yet to be exhibited |
| 20. | | “Love & Sex on Streaming” | 8,000,000 | Yet to be exhibited |
| 21. | | “Stuntman” | 8,000,000 | 9,032,557 |
| 8 th First Feature Film Initiative (Higher Education Institution Group) winning projects | | | | |
| 22. | 2024 | “We Are Born Good” | 5,000,000 | Yet to be exhibited |
| 23. | | “Sin of Dreams” | 5,000,000 | Yet to be exhibited |
| 24. | | “Bad Boy v Momster” | 5,000,000 | Yet to be exhibited |
| 8 th First Feature Film Initiative (Professional Group) winning projects | | | | |
| 25. | 2024 | “Fine Dying” | 8,000,000 | Yet to be exhibited |
| 26. | | “Somebody Up There Writes Me” | 8,000,000 | Yet to be exhibited |
| 27. | | “See How They Fall” | 8,000,000 | Yet to be exhibited |

Note (1): Box office receipts as at end February 2025.

- End -

CONTROLLING OFFICER'S REPLY

CSTB194

(Question Serial No. 0940)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In end-2024, the Government enhanced the operation of the Mega Arts and Cultural Events Fund (Mega ACE Fund) and its application arrangements. The enhancements include emphasising in the assessment criteria the requirement for the funded events to cover elements that promote tourism and bring economic benefits, strengthening key performance indicator (KPI) requirements, and specifying that the Mega ACE Fund will support at most 10 projects each year. In this connection, will the Government inform this Committee of the following?

1. Some opinions suggest that funding only 10 projects at most each year through the Mega ACE Fund, averaging less than 1 government-funded event per month, is inadequate to support the development of Hong Kong into an events capital. Will the Government consider reallocating resources as appropriate to increase the annual funding cap to 15 or more regional events so that there can be at least 1 mega event per month?

2. In recent years, neighbouring countries have spared no effort in developing concert economy. Hosting concerts drives the growth of the tourism, retail, catering and other industries, thereby promoting mega event economy. Currently, only events that are related to arts, culture and/or creative industries are eligible for funding support of the Mega ACE Fund and concert applications are not accepted. Will the Government consider extending the coverage of the Mega ACE Fund to include concerts or other pop music festivals, so as to encourage the staging of more international pop culture events in Hong Kong?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 8)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events.

The Mega ACE Fund was set up when the community was recovering from the pandemic. The number and variety of activities were crucial for the construction of a vibrant ecosystem

of large-scale arts and cultural events, thus CSTB has been actively introducing arts and cultural events with different orientations and genres through the Mega ACE Fund. Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, as well as the views from different parties, CSTB announced details about the enhancement of the operation of the Mega ACE Fund and its application arrangements on 30 November 2024. The new application mechanism took effect on 1 January 2025.

With a view to utilising limited resources more effectively and encouraging event organisers to make adequate planning, the Mega ACE Fund adopts a fixed application cycle, i.e. 3 rounds of applications each year, under the new mechanism, allowing it to consider applications received in the same round in one lot. Upon examining the merits of each application, the Mega ACE Fund will identify not more than 4 projects that deserve support in that round and determine the corresponding funding amount. The target is to support at most 10 projects each year, so as to facilitate large-scale art and cultural events of higher quality to stage in Hong Kong.

If a concert organiser submits an application to the Mega ACE Fund, we will consider the application in accordance with the assessment criteria under the aforementioned new mechanism.

- End -

CONTROLLING OFFICER'S REPLY

CSTB195

(Question Serial No. 0942)

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

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

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is noted in Programme (5) under Head 132 that the amounts of subvention for the Hong Kong Academy for Performing Arts (HKAPA), the Hong Kong Arts Development Council (HKADC) and major performing arts groups (MPAGs) have been adjusted. In this regard, will the Government inform this Committee of the following?

1. There is a 2.9% decrease in the estimated subvention for HKAPA compared to that in the previous financial year. The estimate is comparable to the amount for 2023-24. Please elaborate on the reasons for the decrease in the estimated subvention.
2. There is a 2% decrease in the estimated subvention for MPAGs compared to that in the previous financial year, representing a reduction of nearly \$8 million. Please elaborate on the reasons for the decrease in the estimated subvention and advise whether performing arts groups or relevant stakeholders have been consulted on this matter.
3. Of the 4 key performance measures in respect of MPAGs, only the number of ticketed performances has seen a decline. Please elaborate on the reasons for that.

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 14)

Reply:

1. The Budget announced the reduction of recurrent government expenditure by 2% in 2025-26 under the Productivity Enhancement Programme. According to this principle, the Hong Kong Academy for Performing Arts (HKAPA) will optimise the use of resources and carry out its work by more cost-effective means. In addition, HKAPA's need for equipment and minor modification/renovation works, and the cash flow requirement for the "Replacement of the Stage Lighting System of the Lyric Theatre" capital account in 2024-25 and 2025-26 are different, resulting in an overall reduction of estimated subvention for the capital account of HKAPA in 2025-26 compared to the previous financial year. Therefore, in 2025-26, the Government's estimated subvention for HKAPA is 2.9% lower than the revised estimate for 2024-25.

2. The Budget announced the reduction of recurrent government expenditure by 2% in 2025-26 under the Productivity Enhancement Programme. According to this principle, in 2025-26, the Government's estimated subvention for major performing arts groups (MPAGs) is around \$8 million lower than the revised estimate for 2024-25. The Government has consulted the Advisory Committee on Arts Development on the subvention arrangement for 2025-26 and informed MPAGs of the same.
3. The Government's performance measures for MPAGs include various expectations and criteria. To uphold the policy in support of artistic autonomy and creative freedom, arts groups adjust their programming in Hong Kong, the Mainland, and overseas according to their artistic development strategies. As a result, the number and format of performing arts programmes and audience building activities held in Hong Kong, including ticketed performances, may vary each year. In 2025-26, the number of audience outreached for MPAGs is projected to increase, demonstrating their active implementation of various arts projects.

- End -

CONTROLLING OFFICER'S REPLY

CSTB196

(Question Serial No. 0980)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is noted in Programme (6) under Head 132 that the financial provision for tourism has been changed drastically. In this regard, will the Government inform this Committee of the following:

1. The financial provision for tourism has decreased significantly by 27.5% compared to that in the previous fiscal year, representing a decline of more than \$250 million. Please elaborate on the reasons for such significant decrease in provision.
2. Please provide a detailed breakdown of the expenditures met by the provision for tourism in 2024-25 in tabulated form.
3. In recent years, Hong Kong has been strengthening tourism development guided by the concept of "tourism is everywhere", and the Government has taken vigorous steps to implement the initiatives under the Development Blueprint for Hong Kong's Tourism Industry 2.0 and the Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area. The financial provision for tourism has nonetheless significantly decreased this year. Has the Government consulted the travel trade on this matter and assessed the impacts of the decrease in provision on tourism development?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 15)

Reply:

In Programme (6) Travel and Tourism, the provision for 2025-26 is about \$256 million lower than the revised estimate for 2024-25. This is mainly due to a reduction in dedicated provision for the Characteristic Local Tourism Incentive Scheme resulting from its conclusion.

The revised provision for Programme (6) Travel and Tourism in 2024-25 was about \$932 million, which mainly included about \$824 million for organising and supporting various tourism projects and facilities, around \$33 million in general non-recurrent expenses for

upgrading the facilities of the Hong Kong Wetland Park, and about \$75 million for the expenditure on civil service remuneration.

The Culture, Sports and Tourism Bureau (CSTB) will actively implement the initiatives outlined in the Development Blueprint for Hong Kong's Tourism Industry 2.0 and the Culture and Tourism Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area. The reduced provision is a dedicated provision (such as for the Characteristic Local Tourism Incentive Scheme) on a time-limited basis. CSTB has taken into account the lapse of the relevant provision in the current financial year when planning initiatives to promote tourism development.

- End -

CONTROLLING OFFICER'S REPLY

CSTB197

(Question Serial No. 0982)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is noted in Programme (7) under Head 132 that the estimated provision for the Hong Kong Tourism Board (HKTB) has been adjusted. In this regard, will the Government inform this Committee of the following:

1. The estimated financial provision for HKTB indicates a significant decrease of 19.1%, equivalent to more than \$290 million, compared to the previous financial year. Please elaborate on the reasons for such significant decrease.
2. Please provide a detailed breakdown of HKTB's expenditures in 2024-25 in a tabulated form.
3. One of the major work of HKTB is to promote Hong Kong globally as a leading international city in Asia and a world-class tourist destination. Has the Government assessed whether the significant decrease in its financial provision of more than \$300 million in this financial year would affect the organisation of high-level outbound missions or inbound familiarisation trips for trade members in overseas markets?
4. Has the Government assessed whether the decrease in the financial provision for HKTB would affect the enhancement of tourist facilities and the external promotion of local tourism?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 16)

Reply:

In 2024-25, the Hong Kong Tourism Board (HKTB) implemented 4 key strategies, including staging and supporting large-scale international events, developing diversified tourism experiences, expanding visitor source markets, and promoting hospitality, to convert visitors' interest in visiting Hong Kong into actual trips, creating more reasons to visit and attracting visitors to come. The marketing expenditure of HKTB for 2024-25 was \$1.089 billion.

For 2025-26, as announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of "tourism is everywhere"

and the initiatives set out in the Development Blueprint for Hong Kong's Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of "Hong Kong Super March".

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong's unique tourism elements under the concept of "+Tourism" to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong's green tourism products and countryside experiences through its year-round promotional platform "Hong Kong Great Outdoors", which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city's four corners – north, south, east and west – showcasing Hong Kong's diverse scenery. To cater for visitors pursuing experiences of "citywalks", HKTB will also enrich the contents in various campaigns under its "Hong Kong Neighbourhoods", with a view to encouraging visitors to explore the city's authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade", incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong's positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong's tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong's connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macao and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade

events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB's own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

- End -

CONTROLLING OFFICER'S REPLY

CSTB198

(Question Serial No. 0998)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 133 of the Budget Speech, the Government will support cultural intellectual property (IP) creators and producers to propel more than 30 cultural IP projects cumulatively in the coming 5 years. In this connection, will the Government inform this Committee of the following:

1. What is the amount of fund allocated by the Government to support the some 30 cultural IP projects? How will the fund be distributed over the coming 5 years? Will the allocation of the fund be prioritised based on factors such as the type (e.g. film and television, music, art and design), scale, or anticipated commercial value of the projects?
2. In terms of fostering cross-sectoral collaboration within the cultural and creative sectors, what resources other than financial support (e.g. manpower, venues, policy support) will the Government provide? What are the expected cost of these provisions and the relevant budget arrangement?
3. Regarding the promotion of cultural IP products, what specific measures will the Government adopt to enhance the communication power of such products?
4. Will the Government consider encouraging social capital to invest in cultural IP projects through measures such as providing tax incentives?

Asked by: Hon MA Fung-kwok (LegCo internal reference no.: 28)

Reply:

1. In 2024-25, the Government injected \$2.9 billion into the CreateSmart Initiative (CSI) to further promote the development of 7 creative sectors other than film, including projects involving cultural intellectual property (IP). In the coming 5 years, we will support more cultural IP projects through CSI, with the number of projects expected to increase gradually year by year from 4 in 2025 to more than 30 cumulatively by 2029. The funding amount for each project will depend on its type, content, and scale.
2. In addition to providing financial support, the Cultural and Creative Industries Development Agency (CCIDA) will maintain close ties with the industries and provide enquiry services regarding the funding application procedures for cultural IP projects,

while spearheading and co-ordinating cross-sectoral and cross-organisational collaborations to drive the development of the arts and culture and creative sectors as industries. CCIDA will also continue to promote 60 industry mission trips, overseas exhibitions and showcases each year to assist Hong Kong's arts, culture and creative industries to conduct business negotiations and organise exhibitions and showcases in the Mainland and overseas markets, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status. Promoting the development of creative industries is part of the regular work of CCIDA and is carried out with its existing resources.

3. CCIDA will, from time to time, identify suitable and promising projects, promote the application of cross-sectoral and cross-genre content, strengthen support to the industries for content distribution, formulate promotional strategies, expand markets and provide commercialisation opportunities for the cultural and creative institutions through various media channels. To promote the trading of creative copyright, foster the development of arts, culture and creative sectors as industries, and enhance the communication power of cultural IP, CCIDA has provided funding to the Hong Kong Trade Development Council in 2023-24 and 2024-25 for enhancing the Asia Intellectual Property Exchange Portal (the Portal). We will also facilitate more registration of local and non-local cultural and creative products on the Portal to promote transactions and transformation of cultural IP, thereby helping the industries to explore business opportunities and enhancing economic benefits.
4. CCIDA has been conducting research on the current situation, market dynamics and trends, as well as demand for human resources of local and non-local cultural IP projects, and keeping a close eye on the progress of the projects, with a view to adjusting the corresponding support measures in a timely manner.

- End -

CONTROLLING OFFICER'S REPLY

CSTB199

(Question Serial No. 0910)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned by the Financial Secretary in paragraph 136 of the Budget Speech, the Government will step up efforts to promote a series of distinctive tourism products such as eco-tourism, panda tourism, horse-racing tourism, etc., to enrich travel experiences in Hong Kong. In addition, it is stated in the Bureau's Programme (6) that one of the matters requiring special attention in 2025-26 is to "develop and promote various thematic tourism products in Hong Kong, including island tourism, horse-racing tourism, and panda tourism, with Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders". Please inform this Committee of the estimated expenditure on the development and promotion of such thematic tourism products as island tourism, horse-racing tourism and panda tourism, as well as the concrete work plans, timelines and performance indicators. Also, please advise on the expenditure on and the effectiveness of developing and promoting thematic tourism over the previous year. In particular, please provide a breakdown of the expenditure involved in driving a craze for giant pandas and promoting the panda economy.

Asked by: Hon NG Kit-chong, Johnny (LegCo internal reference no.: 9)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Island tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately

unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

- (a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;
- (b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;
- (c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest

Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming

with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

HKTB will also set different indicators based on the nature of its promotions and events, such as website views, social media reach, global media exposure, participants' satisfaction, likelihood to recommend, intention to revisit, etc. to measure the effectiveness. The aforementioned various kinds of work are subsumed under HKTB's overall marketing budget and difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB200

(Question Serial No. 0934)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Among the matters requiring special attention in 2025-26 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”. 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 2024-25? What was the expenditure involved? What were the outcomes? Please list the details separately. In the coming 2025-26, what are the details of work plans and timelines on promoting sports development? What is the estimated expenditure? What are the key performance indicators?

Asked by: Hon NG Kit-chong, Johnny (LegCo internal reference no.: 32)

Reply:

The Government has been devoting a lot of resources on further promoting the development of sports industry in Hong Kong. In 2025-26, the Government’s estimated expenditure on sports development is about \$9.2 billion, representing more than double of \$4.3 billion spent 10 years ago (2015-16). According to the latest information released by the Census and Statistics Department, the value added of sports and related activities at basic prices was about \$38 billion in 2022, representing an increase of 11.8% over 5 years ago (2017) and accounting for 1.4% of Hong Kong’s Gross Domestic Product.

On developing sports as an industry, investment by commercial organisation in the sports market and sponsorship of sports events are the key factors for furthering development of the sports industry. The Government is committed to promoting Hong Kong as a centre for major international sports events and supports the organisation of major sports events through the “M” Mark System. Matching funds under the “M” Mark System provide incentives for event organisers to seek sponsorship from commercial organisations, so as to make the best use of market funds to enhance the quality of events and incorporate commercial elements, thereby promoting the development of the sports industry.

We have made proactive efforts to enhance the professionalism of the sports sector. The Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) has completed the review on the corporate governance of national sports associations (NSAs), which will help enhance the corporate governance and operational efficiency of the NSAs, and ensure a fairer and more professional environment for the development of the sports industry. The Government also supported the industry in launching a pilot scheme on sports dispute resolution within 2025, with a view to establishing a sports dispute resolution system to handle disputes in a professional manner, thereby enhancing the protection of sports activities in Hong Kong and the competitiveness of the sports industry. In addition, the Government will continue to collaborate with SF&OC to offer more professional training and internship opportunities to coaches, with a view to enhancing the professional standards of coaches and the quality of training for athletes. On the other hand, 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) to enhance the competitiveness of athletes in international sports events through research in sports science and sports medicine, further enhancing professionalism of sports. Since the launch of the Scheme in 2022, 9 batches of applications have been approved so far, involving 27 sports science and research projects have been approved, with total funding of around \$183 million.

The opening of the Kai Tak Sports Park (KTSP) on 1 March 2025, and the hosting of the 15th National Games and the 12th National Games for Persons with Disabilities and 9th National Special Olympic Games in late 2025, will bring more opportunities for sports development in Hong Kong. As Hong Kong's new home stadium, KTSP will provide the conditions required for hosting more international mega sports events to promote Hong Kong as a centre for major international sports events. In addition, the proceeds from tickets and merchandise of international mega sports events, as well as the spending of athletes and event officials in Hong Kong in terms of accommodation and consumption, can promote the development of sports as an industry. The Government will continue to maintain close liaison with the sports sector to formulate policies for further enhancing professionalism in the sports sector and developing sports as an industry.

- End -

CONTROLLING OFFICER'S REPLY

CSTB201

(Question Serial No. 0935)

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 (Ms Vivian SUM)

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 2025-26 is that CSTB will “drive various government bureaux/departments to formulate and implement smart tourism-related measures”. Please inform this Committee of the expenditure on promoting smart tourism, the efforts made and the outcome in 2024-25; and the specific work plan, estimated expenditure and manpower, and key performance indicators (KPIs) for 2025-26.

Asked by: Hon NG Kit-chong, Johnny (LegCo internal reference no.: 33)

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 2024-25 to promote smart tourism and their respective estimated expenditures are as follows:

| Project | Estimated Expenditure |
|--|-----------------------------------|
| The Government announced in the 2023-24 Budget the injection of \$30 million into the Information Technology Development Matching Fund Scheme for Travel Agents (the Scheme) as a new round of funding support to encourage the industry to undergo upgrade and transformation by making use of technology. The new round of the Scheme was launched in March 2024. As at end February 2025, a total of 174 applications involving 135 travel agents were approved under the Scheme. | Around \$30 million (for 2 years) |

| Project | Estimated Expenditure |
|--|---|
| <p>TC has started to launch phase II of the “City in Time” project in 2024-25, which covers locations in Lei Yue Mun, Tai Hang and Kowloon City. The project has been extended to Lei Yue Mun and Tai Hang in 2024-25. Its mobile application and website have been enhanced to incorporate film elements, allowing locals and visitors to experience Hong Kong’s past and present in various districts and watch classic Hong Kong film clips with the mobile application, so as to enrich their experience.</p> | <p>Around \$20 million for phase II of “City in Time”</p> |
| <p>HKTB has been establishing data infrastructure in phases since 2024 to better analyse visitors’ preferences and behaviour and facilitate the formulation of promotional strategies to enhance visitors’ experiences and strengthen trade connections. Major initiatives include:</p> <p>(I) 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 the processing power and capacity of the system. Besides, HKTB maintained and enhanced the servers and the web hosting of various websites and e-platforms, enhanced their data analysis capabilities, strengthened its website security system and system security management, and kept updating its software on a regular basis;</p> <p>(II) HKTB set up interactive information kiosks in its visitor centres to provide visitors with tailor-made itineraries or suggestions based on the consolidated travel information in Hong Kong to facilitate their itinerary planning; and</p> <p>(III) HKTB has started to arrange for the development of a centralised data hub for data collection, management and dissemination, so as to consolidate information on Hong Kong’s attractions, tourism promotions, etc., while disseminating relevant information to visitors through various platforms to facilitate their itinerary planning. Relevant data will also be used for internal analysis to command the tourism trends. The findings will then be shared with the trade to assist them in planning targeted promotions and launching tourism products.</p> | <p>Around \$44.9 million</p> |

Moreover, the Inter-departmental Working Group on Smart Tourism (the Working Group) led by the Secretary for Culture, Sports and Tourism has completed the formulation of strategies and measures for further promoting the development of smart tourism, with details incorporated into the Development Blueprint for Hong Kong’s Tourism Industry 2.0 (Blueprint 2.0) promulgated by the Culture, Sports and Tourism Bureau on 30 December 2024. Relevant strategic directions include (1) facilitating and enhancing visitors’ experience; and (2) improving the competitiveness of the industry. Under these two strategic directions, Blueprint 2.0 outlines 19 specific short-, medium-, and long-term measures that leverage contemporary information technology such as electronic platforms,

big data, artificial intelligence, etc., to further enhance the smart level of tourism services. In 2025-26, the Working Group will strive to drive and co-ordinate the efforts of relevant bureaux and departments as well as HKTb in implementing these measures as planned.

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

CSTB202

(Question Serial No. 0245)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme (3), the Bureau will continue to implement the Major Sports Events Matching Grant Scheme under the enhanced “M” Mark system in next financial year 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, will the Government inform this Committee of the total number of sports events awarded “M” Mark status over the past 3 years? What were the funding allocated and the total number of participants attracted each year? How will the Bureau further attract sponsorship from the business sector? Will it introduce tax incentives for the business sector? If yes, what are the details?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 6)

Reply:

The Government is committed to promoting Hong Kong as a centre for major international sports events. In 2004, the “M” Mark System was set up under the Major Sports Events Committee of the Sports Commission to support local National Sports Associations (NSAs) for hosting such events through matching fund and direct grants. 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 (Matching Scheme) under the “M” Mark System 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.

From 2022-23 to 2024-25, a total of 54 events were awarded “M” Mark status. Details are as follows:

| | Number of Event | Number of Participant Note 1 | Total Amount Approved Note 2 (\$m) |
|---------|------------------------|--|--|
| 2022-23 | 6 | 176 369 | 57.5 |
| 2023-24 | 18 | 643 866 | 197.4 |
| 2024-25 | 30 | 931 411* | 369.5 |

Note 1: Including competing athletes, participants and spectators.

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

* Not including those of LIV Golf Hong Kong that concluded on 9 March 2025 and Cathay/HSBC Hong Kong Sevens 2025 that concluded on 30 March 2025.

To encourage the staging of more major international sports events in Hong Kong, the Government is currently consolidating the experience gained from the implementation of the “M” Mark events over the past year or so following the introduction of the enhancement measures. During the course of further enhancing the “M” Mark System, organisers including NSAs, other private and non-government organisations, will be required to devise feasible proposals and adopt measures to proactively seek sponsorship from the business sector. In addition, for commercial organisations sponsoring sports events to promote their own businesses, their amount of sponsorship can be regarded as marketing expenses and may qualify for tax deduction. All the above will attract commercial organisations to sponsor the staging of major international sports events.

- End -

CONTROLLING OFFICER'S REPLY

CSTB203

(Question Serial No. 0247)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme (6), in the next financial year, the Bureau will work with the Hong Kong Tourism Board to secure the staging of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) events of different scales and natures in Hong Kong. It is stated in paragraph 137 of the Budget Speech that MICE are expected to bring about 183 000 additional visitor arrivals and spending of about \$1.4 billion. In this connection, please inform this Committee of the basis of the estimation of visitor arrivals and spending. What conventions and exhibitions does the Bureau aim to bring to Hong Kong? Which countries/regions will the Bureau focus on approaching about hosting conventions and participating in exhibitions in Hong Kong?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 3)

Reply:

The Hong Kong Tourism Board (HKTB) has been striving to promote Hong Kong as a premier destination for Meetings, Incentive Travels, Conventions and Exhibitions (MICE) tourism. In 2024, there were about 1.42 million overnight MICE visitors and their per capita spending was about \$7,800, which was 40% higher than that of the overall overnight visitors. It is estimated that the MICE events supported by HKTB in 2025-26 will attract more than 183 000 additional high value-added overnight visitors to Hong Kong. Based on the per capita spending of \$7,800 in 2014, it is estimated that they will generate a total spending of about \$1.4 billion.

In 2025-26, HKTB will continue to secure and support the staging of international MICE events of different scales and types in Hong Kong, with a view to consolidating Hong Kong's position as an international MICE capital, attracting more high value-added overnight visitors, and further driving the development of MICE tourism. In the coming year, HKTB's MICE promotion work mainly includes:

1. Continuing to proactively bid, assist in the bidding, and support the staging of large-scale international conventions in Hong Kong targeting thematic conferences

on medical science, information technology (IT), aviation and finance, as well as attract more corporate meeting, incentive and convention (MIC) activities to be organised in Hong Kong through various funding schemes. HKTb will also enhance the Hong Kong Convention Ambassador Programme to invite distinguished leaders of business and professional bodies to help identify and lobby for international conventions to be staged in Hong Kong;

2. For the MIC segment, focusing on the expansion of the Mainland, Southeast Asian and India markets, and securing the staging of large-scale direct marketing MIC events in Hong Kong; enriching the Hong Kong Incentive Playbook launched last year to further promote the rich tourism resources of Hong Kong; and promoting Hong Kong as a Muslim-friendly destination;
3. Enhancing the experience of MICE visitors during their stay in Hong Kong by organising team building workshops and experience activities for the MICE guests. HKTb will also inform MICE event organisers in advance of the thematic events to be held in the coming months and seasons to facilitate their promotion work; and
4. Enhancing Hong Kong's image as a MICE tourism hub and continuing to promote Hong Kong as a hub of top-notch trade events and its diverse tourism appeal so as to consolidate Hong Kong's position as an international MICE capital; extending the scope of the promotion work with the theme of "Meet Hong Kong • Meet GBA" to include arts and culture, legal and dispute resolution services in addition to the existing areas on IT, air transport, medical and financial insurance services; and explicating the opportunities within the Greater Bay Area through the Hong Kong Convention Ambassadors, professional bodies and media, so as to attract more overseas MICE event organisers to host their events in Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB204

(Question Serial No. 0248)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme (6), the Bureau will work with the Hong Kong Tourism Board, stakeholders of the cruise industry and operators of the 2 cruise terminals to further enhance the development of cruise tourism, including implementing a new action plan. As announced in paragraph 138 of the Budget Speech, cruise lines will be provided with more concessions to attract cruise ships to berth at the Kai Tak Cruise Terminal (KTCT) during the low season. In this connection, will the Government provide the details of the concessions? Did the Government gauge the economic contribution of cruise passengers? Will the Government recommend KTCT to provide rental concessions to its tenants so as to attract businesses to KTCT?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 2)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) published in December 2024 the Action Plan on Development of Cruise Tourism (Action Plan), as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0. Our vision is to consolidate Hong Kong's position as Asia's hub for international cruise. In this regard, we have formulated 5 strategies and 17 initiatives. The 5 strategies are: (a) driving more ship deployment to Hong Kong through a multi-pronged approach; (b) enhancing visitors' experiences in Hong Kong; (c) elevating the function of the Kai Tak Cruise Terminal (KTCT) as a cruise terminal for all; (d) developing Hong Kong as a green cruise port; and (e) nurturing more cruise tourism specialists of different positions.

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high-value added overnight visitors to Hong Kong and make better use of KTCT, the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruises ships to berth at KTCT during the summer low season.

In addition to the onshore spending of inbound cruise passengers, cruise tourism contributes to Hong Kong's economy in other aspects. These include the expenses incurred in Hong Kong by the cruises (such as expenses for arranging shore excursions or transport for passengers, reprovisioning for the cruises, berthing at terminals and hiring of ground staff), as well as the onshore spending of crew members on leave etc.

KTCT (including the ancillary commercial area of about 5 600m²) is currently managed by the terminal operator on commercial principles. As mentioned in the Action Plan, CSTB wishes to elevate the function of KTCT as a cruise terminal for all. CSTB will continue to explore with the terminal operator the use of KTCT for holding different kinds of non-cruise events / commercial activities to attract people flow. We, together with relevant bureaux and departments as well as local stakeholders, will also continue to seize the opportunities brought by the gradual intake of nearby residential developments, and the construction of the "Youth Post" hostel and spaces for cultural and arts exchanges for youth adjacent to KTCT etc., to bring in more community activities to KTCT. CSTB will invite expression of interest for the whole ancillary commercial area of about 5 600m² and rooftop garden of KTCT. Interested vendors and organisations are welcome to submit feasible proposals including the use for conventional retail or other purposes to utilise and revitalise the spaces.

- End -

CONTROLLING OFFICER'S REPLY

CSTB205

(Question Serial No. 0249)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme 7, the Hong Kong Tourism Board will in the coming year develop and promote further the Greater Bay Area tourism brand, showcasing Hong Kong as an international tourism hub and a core demonstration zone for multi-destination tourism. In this connection, would the Government advise this Committee of the estimated expenditure and manpower involved for the relevant development and promotional work? Will the Government launch any measures to attract more visitors to stay overnight in Hong Kong? If so, what are the details? If not, what are the reasons?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 4)

Reply:

The Central Government promulgated the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) in February 2019 and the Culture and Tourism Development Plan for the GBA in December 2020, setting out the directions guiding the overall culture and tourism development of the GBA. Both documents explicitly support Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism.

The Tourism Commission has been adopting a multi-pronged approach to promote tourism development in Hong Kong and the GBA through the Hong Kong Tourism Board (HKTB), with a view to attracting more visitors to take Hong Kong as their first stop or transit point in their multi-destination travel itineraries to the GBA.

In terms of external promotion, HKTB co-operated with the Department of Culture and Tourism of Guangdong Province (DoCT of Guangdong) and the Macao Government Tourism Office in staging the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand in 2023, focusing effort to enhance promotion in Thailand. In 2024, HKTB launched various promotional campaigns targeting the Indonesian market, which included a collaboration with other cities in the GBA in late July 2024 to invite Indonesian

media to film a travel programme in the GBA. HKTB also joined hands with the DoCT of Guangdong and representatives from tourism departments of GBA cities to launch an overseas promotional activity in Jakarta, Indonesia, showcasing the diversified tourism resources and tourism developments of the GBA. At the same time, HKTB entered into strategic co-operation with the Indonesian travel trade to launch various tourism offers and promotions to continuously attract Indonesian visitors to embark on multi-destination tourism in the GBA. HKTB also launched a version in Bahasa Indonesia at its one-stop GBA tourism portal, enabling Indonesian visitors and trade partners to keep themselves abreast of tourism information of the GBA. In 2025, HKTB plans to stage GBA promotion events in long-haul markets to promote the tourism resources of the GBA to visitors in these markets. In addition, HKTB will continue to film travel programmes of the GBA to encourage overseas visitors to embark on multi-destination tourism in the GBA.

In respect of mega events tourism, HKTB incorporated GBA elements into various mega events and collaborated with other GBA cities to mutually promote mega events in the region, with a view to attracting domestic and overseas visitors to participate in these events through multi-destination tourism. For instance, HKTB featured the GBA Championship in the Hong Kong International Dragon Boat Races in June 2024, invited participants from the GBA to take part in the Hong Kong Cyclothon held in October 2024, and introduced popular food items from the GBA in the Hong Kong Wine & Dine Festival in October 2024. Besides, HKTB collaborated with Art Basel Hong Kong to organise a seminar in Shenzhen in February 2025 to discuss the development of the GBA under the influence of contemporary art, thereby extending the promotion of international art fairs to the GBA.

As for meetings, incentives, conventions and exhibitions (MICE) tourism, HKTB continued to attract overseas exhibitors to use Hong Kong as a bridgehead to align with the Mainland market under the promotional theme of “Meet HK • Meet GBA”, while assisting Mainland exhibitors to use Hong Kong as a springboard to gain access to the international market. HKTB also enlists the help of Hong Kong Convention Ambassadors, professional bodies and industry media to showcase the vast opportunities in the GBA, attract more overseas MICE events to be held in Hong Kong and assist in connecting Mainland conventions with the international market, thereby strengthening the position of Hong Kong as the MICE hub of the GBA.

Regarding the promotion of trade collaboration, HKTB has organised familiarisation trips to GBA cities including Hong Kong for the travel trade from North America, Thailand and Indonesia, with a view to assisting them in designing multi-destination itineraries in the GBA. In the future, in addition to continuing the above work, HKTB will also collaborate with trade partners in other source markets, such as South Korea, to roll out products or offers to attract visitors to embark on multi-destination tourism.

In 2025-26, HKTB will continue to leverage on the advantage of Hong Kong as an international tourism hub to promote multi-destination tourism, including continuously facilitating the co-operation with tourism departments of various GBA cities through the Guangdong-Hong Kong-Macao tourism promotion platform to strengthen promotion in overseas markets. Besides, HKTB will join hands with partners in Guangdong, Hong Kong and Macao to organise trade visits and invite Key Opinion Leaders from source markets to experience the GBA in person, thereby stimulating the development of GBA tourism products and enhancing market exposure.

As HKTB has been promoting multi-destination tourism in different source markets and the expenditure for such work was included in its total marketing budget, it is difficult to separately quantify the budget involved.

- End -

CONTROLLING OFFICER'S REPLY

CSTB206

(Question Serial No. 0252)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme (6), the Bureau will work with HKTB, relevant government bureaux/departments and the tourism sector to strengthen the appeal of green tourism in Hong Kong through enhancing tourism supporting facilities of hiking trails. In this connection, please inform this Committee of the supporting facilities to be enhanced, and the estimated expenditure and manpower involved. Since "Four Trails", a film about a local trail running competition, has recently won Audience Voted Best Film at the 20th Hong Kong Asian Film Festival, will the Government consider providing funding support for the film industry / media / key opinion leaders (KOLs) to make similar microfilms or videos, so as to promote the hiking trails in Hong Kong?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 5)

Reply:

The Tourism Commission (TC), in collaboration with the Agriculture, Fisheries and Conservation Department (AFCD), has been taking forward "Enhancement of Hiking Trails - Phase II" from 2021-22 to 2025-26, to enhance the tourism supporting facilities of 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 visitor information, etc. The funding for the project is \$55 million for 5 years.

AFCD completed the enhancement works on Tai Tong to Wong Nai Tun Reservoir (Tai Lam Country Park), Lion Rock Historic Walk (Lion Rock Country Park), 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). The remaining 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) are expected to be completed progressively by the first quarter of 2026.

TC, in collaboration with AFCD, has also enhanced the “Enjoy Hiking” thematic website 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 2025, there are more than 4.48 million pageviews at the enhanced thematic website.

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

In addition, the Cultural and Creative Industries Development Agency supports digital advertising start-ups through the CreateSmart Initiative to design digital advertising videos for emerging writers, including promoting their works through online videos. These videos cover a wide range of topics, such as hiking trails in Hong Kong, to promote Hong Kong’s characteristic tourism.

In terms of promotion, the Hong Kong Tourism Board (HKTB), through its “Hong Kong Great Outdoors” year-round promotional platform, introduces in detail hiking trails in different districts accompanied by stories to deepen visitors’ understanding of the trails. HKTB previously invited the director and producer of the film “Four Trails” to share Hong Kong’s great natural scenery and trail running experiences with overseas media. HKTB also launched a series of thematic videos this year on the Robin’s Nest Country Park, which was established last year, Sai Kung, Lantau Island, as well as Po Toi Island, Stanley, Aberdeen, etc., in southern Hong Kong. These videos have been uploaded to HKTB’s official website and social media platforms to inspire visitors to make plans for countryside and outdoor itineraries.

HKTB joined hands with Mainland video-based social media platform “Bilibili” and launched a promotional campaign on outdoor travelling by promoting Hong Kong’s outdoor tourism experiences with user-generated videos. These videos introduce experiences such as the guided tour of the High Island Geo Trail in Sai Kung Volcanic Rock Region. As regards South Korean market, HKTB released a promotional video on Hong Kong’s summer experiences, featuring three young Korean talents embarking on an energetic tour to Hong Kong, showcasing the city’s exciting outdoor fun, such as sunshine and beaches, island hopping and outdoor trekking to raise travellers’ interest in visiting Hong Kong. The video is now available on the Korean version of HKTB’s official website and social media platform; and is aired in certain metro stations in Seoul to maximise the publicity effect.

- End -

CONTROLLING OFFICER'S REPLY

CSTB207

(Question Serial No. 0264)

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 (Ms Vivian SUM)

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 Hong Kong Tourism Board (HKTB) in the next financial year to secure the staging of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) events of different scales and natures in Hong Kong. In the 2023-24 Budget, the Government allocated additional funding of about \$200 million to HKTB in securing the staging of more MICE tourism events of various scales and types in Hong Kong in the previous and current financial years, and the achievements are notable. Will the Government inject additional funding again? If so, what are the details? In order to expedite the development of the local MICE tourism industry, will the Government study the establishment of a funding support scheme for business travellers to offer complimentary air tickets and Express Rail Link tickets to overseas buyers and exhibitors from specific target markets, as well as subsidising their expenses for hotel accommodation and so on to attract more business travellers to Hong Kong? If so, of the details; if not, the reasons for that?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 229)

Reply:

The Hong Kong Tourism Board (HKTB) has been striving to promote Hong Kong as a premier destination for Meetings, Incentive Travels, Conventions and Exhibitions (MICE) tourism. In 2024, there were about 1.42 million overnight MICE visitors and their per capita spending was about \$7,800, which was 40% higher than that of the overall overnight visitors.

In 2025-26, HKTB will continue to secure and support the staging of international MICE events of different scales and types in Hong Kong, with a view to consolidating Hong Kong's position as an international MICE capital, attracting more high value-added overnight visitors, and further driving the development of MICE tourism. In the coming year, HKTB's MICE promotion work mainly includes:

1. Continuing to proactively bid, assist in the bidding, and support the staging of large-scale international conventions in Hong Kong targeting thematic conferences

on medical science, information technology (IT), aviation and finance, as well as attract more corporate meeting, incentive and convention (MIC) activities to be organised in Hong Kong through various funding schemes. HKTB will also enhance the Hong Kong Convention Ambassador Programme to invite distinguished leaders of business and professional bodies to help identify and lobby for international conventions to be staged in Hong Kong;

2. For the MIC segment, focusing on the expansion of the Mainland, Southeast Asian and India markets, and securing the staging of large-scale direct marketing MIC events in Hong Kong; enriching the Hong Kong Incentive Playbook launched last year to further promote the rich tourism resources of Hong Kong; and promoting Hong Kong as a Muslim-friendly destination;
3. Enhancing the experience of MICE visitors during their stay in Hong Kong by organising team building workshops and experience activities for the MICE guests. HKTB will also inform MICE event organisers in advance of the thematic events to be held in the coming months and seasons to facilitate their promotion work; and
4. Enhancing Hong Kong's image as a MICE tourism hub and continuing to promote Hong Kong as a hub of top-notch trade events and its diverse tourism appeal so as to consolidate Hong Kong's position as an international MICE capital; extending the scope of the promotion work with the theme of "Meet Hong Kong • Meet GBA" to include arts and culture, legal and dispute resolution services in addition to the existing areas on IT, air transport, medical and financial insurance services; and explicating the opportunities within the Greater Bay Area through the Hong Kong Convention Ambassadors, professional bodies and media, so as to attract more overseas MICE event organisers to host their events in Hong Kong.

It is estimated that the MICE events supported by HKTB in 2025-26 will attract more than 183 000 additional high value-added overnight visitors to Hong Kong, generating a total spending of about \$1.4 billion.

- End -

CONTROLLING OFFICER'S REPLY**CSTB208****(Question Serial No. 0272)**Head: (132) Government Secretariat : Culture, Sports and Tourism BureauSubhead (No. & title): ()Programme: (6) Travel and TourismControlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

According to Programme (6), in the coming financial year, the Culture, Sports and Tourism Bureau will continue to support the Travel Industry Council of Hong Kong in taking forward initiatives to enhance the competitiveness and service quality of the travel trade, including implementing Phase 2 of the Characteristic Local Tourism Incentive Scheme (CTIS). What is the total number of applications received since the launch of CTIS? How many of these applications were approved? What is the number of inbound tourists participating in CTIS tours? What is the corresponding expenditure? What are the average incentive amount granted and average number of incentive quota used per eligible travel agency? Will the Government, by drawing reference to the successful experience of CTIS, provide cash incentives to travel agents as an impetus for developing and operating industrial tourism routes? If so, what are the details?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 228)Reply:

The second phase of the Characteristic Local Tourism Incentive Scheme (CTIS) was implemented from 1 October 2024 to 31 March 2025. Relevant information of CTIS as at end-February 2025 is set out in the table below:

| Number of Applications Received | Number of Applications Approved | Approved Incentive Amount (\$) | Number of Participating Inbound Tourists | Average Approved Incentive Amount per Eligible Travel Agent (\$) | Average Number of Incentive Quota Used per Eligible Travel Agent |
|---------------------------------|---------------------------------|--------------------------------|--|--|--|
| 4 416 | 1 479 | About 24 million | 59 757 | About 79,000 | 198 |

Upon the conclusion of CTIS, the Government will continue to encourage the trade to develop more thematic tourism products through other means.

- End -

CONTROLLING OFFICER'S REPLY

CSTB209

(Question Serial No. 0552)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to Programme (7), the Hong Kong Tourism Board will launch and sustain a new tourism thematic campaign by phases in the coming year, and will implement and support the initiatives under the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) with relevant stakeholders. In this connection, will the Government inform this Committee when and how the development of tourism products featuring the elements of Made in Hong Kong industries mentioned in the Blueprint 2.0 is expected to commence? What are the estimated manpower and expenditure for commencing the development? Will the Government make reference to the experiences of the Mainland to develop "high-quality industrial tour routes" or collaborate with other tourism projects to create brand new tour routes?

Asked by: Hon NG Wing-ka, Jimmy (LegCo internal reference no.: 1)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) promulgated the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) on 30 December 2024, setting out 4 major development strategies covering product development, expanding visitor source markets, technology innovation and service enhancement, along with 133 measures to promote the development of the tourism industry.

In respect of product development, the Blueprint 2.0 proposes strategies for developing tourism products with local characteristics, covering 46 measures, including creating a brand of diverse cultural tourism offerings and encouraging the trade to develop tourism products with "Made in Hong Kong" industrial elements.

CSTB will collaborate with the Hong Kong Tourism Board (HKTB) and the trade to take forward the relevant measures on 3 areas, namely developing products, enhancing promotion and upgrading ancillary facilities. As for product development, CSTB has started to identify

and approach “Made in Hong Kong” industrial brands that are attractive to visitors, with a view to developing industrial tourist attractions and forming itineraries with characteristics with other tourism resources in the district through exploring and integrating the relevant resources to link up with the trade. In addition, CSTB will also review the adequacy of the relevant supporting facilities, including the capacity of individual premises and the attractiveness of the products concerned in terms of publicity etc., in order to take forward the relevant measures in a planned manner.

CSTB and HKTB will utilise existing manpower and resources to take forward the initiatives.

- End -

CONTROLLING OFFICER'S REPLY

CSTB210

(Question Serial No. 2506)

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

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

Programme: (6) Travel and Tourism, (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Horse racing in Hong Kong, which is among the finest in the Asia-Pacific region and beyond, is not only a popular activity among local racing fans but also Hong Kong's unique lifestyle and culture with a world-renowned reputation and highly captivating allure. As horse racing seamlessly dovetails with the concept of "tourism is everywhere" advocated by the current-term Government, it can become a new key driver in the development of culture and tourism as well as structural transformation of the tourism sector. In this connection, please inform this Committee of the following:

1. Will the Government consider working with the Hong Kong Jockey Club (HKJC) to launch event packages and in-depth tourism products that incorporate horse racing events, such as tours with racing engagement experiences, guided tours at racecourses and distinctive catering offerings? This will not only enrich visitors' experiences but also enhance Hong Kong's appeal as an international tourist destination.
2. Has the Government worked with HKJC in exploring how to further promote Hong Kong's racing culture to the world? Will it consider working with international horseracing authorities to organise more international races and strengthen external communication, so as to consolidate Hong Kong's position as a global racing hub?

Asked by: Hon SHANG Hailong (LegCo internal reference no.: 23)

Reply:

Hong Kong boasts a 140-year history of horse racing, and our racecourses are famous tourist attractions. Every year, the city hosts numerous renowned international races and races with local characteristics, drawing a large number of both locals and visitors to watch horse racing events. The Tourism Commission will collaborate with the Hong Kong Tourism Board (HKTB) and the Hong Kong Jockey Club (HKJC) to step up promotion in order to position Hong Kong as the top destination for horse racing tourism in the Asia-Pacific region, and

enrich visitors' travel experiences along with various complementary cultural and catering offerings.

To raise Hong Kong's profile as a premier destination for horse racing tourism, HKTB will encourage trade partners to include horse racing experiences in the itineraries for cruise and Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors. For instance, HKTB hosted the largest ever trade familiarisation trip for MICE travel agents in April last year, attracting over 100 trade representatives from the Mainland, Southeast Asia, South Korea and India to visit Hong Kong. The itinerary included a visit to the racecourse to experience the night horse racing culture. Taking advantage of various large-scale international conventions held in Hong Kong, HKTB also arranged for the representatives of organisers to experience the horse racing culture and enjoy dining services. More than 100 MICE experiences in the city were featured in the "Hong Kong Incentive Playbook" published by HKTB in April last year, including day and night horse racing events at the two local racecourses. Through the "Hong Kong Rewards" prestigious offerings targeting MICE visitors, HKTB also offered privileges such as complimentary dining and discounts on merchandise at the racecourses to enrich their stay in Hong Kong.

Moreover, HKTB partners with HKJC to offer tailor-made, prestigious horse racing experiences for high value-added visitors and encourages the trade to design high-end tourism products incorporating elements of horse racing tourism. HKTB will also continue to organise trade familiarisation trips for Mainland and overseas trade partners to enjoy horseracing events at the racecourses. It will proactively liaise with HKJC to provide trade travel groups with in-venue dining, entertainment and private box experiences. Through targeted promotion by trade partners in their respective markets, these efforts aim to attract more visitors to Hong Kong to savour the horse racing culture.

On the other hand, HKTB takes the opportunity of festive seasons to step up promotions of the city's unique tourism appeals and events. These promotions include promotional videos made in early 2025 to showcase to global audiences Hong Kong's signature Chinese New Year (CNY) celebrations, such as the Chinese New Year Raceday on the third day of the CNY. HKTB also promotes key racing events such as the Season Opening, Season Finale and Chinese New Year Raceday with engaging visuals and contents on social media platforms such as Douyin, Xiaohongshu, Instagram, etc. and incorporates the "Happy Wednesday" night horse racing parties at the Happy Valley Racecourse into the recommended nighttime experiences in Hong Kong.

Furthermore, in March this year, HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

HKTB will strengthen its collaboration with HKJC to actively promote the city's world-class horse racing events with a view to attracting more visitors to enjoy these experiences of Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB211

(Question Serial No. 0230)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau will continue to promote the development of cruise tourism to consolidate Hong Kong's position as a leading cruise hub in the region. Will the Government inform this Committee of the following:

1. With regard to improving the utilisation rate of cruise berths and the patronage of the shopping facilities at the Kai Tak Cruise Terminal (KTCT), has the Government formulated short-, medium- and long-term work plans and made an estimate for the expenditure involved? If so, what are the details? If not, what are the reasons?
2. Are there any plans to allocate resources to improve the public transport arrangements for KTCT, so as to facilitate the accessibility of the KTCT area for cruise passengers and members of the public? If so, what are the details? If not, what are the reasons?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 14)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) published in December 2024 the Action Plan on Development of Cruise Tourism (Action Plan), as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0. Our vision is to consolidate Hong Kong's position as Asia's hub for international cruise. In this regard, we have formulated 5 strategies and 17 initiatives. The 5 strategies are: (a) driving more ship deployment to Hong Kong through a multi-pronged approach; (b) enhancing visitors' experiences in Hong Kong; (c) elevating the function of the Kai Tak Cruise Terminal (KTCT) as a cruise terminal for all (including further utilising KTCT for other commercial purposes, such as conventions, exhibitions and activities); (d) developing Hong Kong as a green cruise port; and (e) nurturing more cruise tourism specialists of different positions.

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong

Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of KTCT, the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

As regards public transport facilities at KTCT, in consultation with the Transport and Logistics Bureau:

- (a) Currently, there are 4 franchised bus routes and 1 green minibus route servicing KTCT. These routes provide services to and from Kai Tak MTR Station and other nearby MTR stations, as well as the Yau Tsim Mong area. On ship call days, the cruise terminal operator would communicate with public transport operators to make appropriate public transport arrangements according to the transport requirements of individual ship calls, including operating special bus routes no. 20R to Tsim Sha Tsui or no. 22R to Kai Tak MTR Station, arranging shuttle buses for cruise passengers to travel to and from nearby shopping malls and/or MTR stations, and arranging coaches plying to and from tourist hotspots, etc. On weekends and public holidays, there are also ferry services plying between Kai Tak Runway Park and North Point/Kwun Tong;
- (b) The Transport Department has already planned to introduce 2 new franchised bus routes, i.e. Citybus route 20X and route 22S, providing direct express service to Hung Hom and Tsim Sha Tsui direct and connecting service via Sung Wong Toi Station respectively. They will come into service at an appropriate juncture subject to the progress of development and population intake of the Kai Tak Runway Area. The Government will also continue to closely monitor the latest situation of KTCT and development progress of various projects in Kai Tak, thereby planning appropriate public transport services to meet the travelling needs of the passengers; and
- (c) In addition, the Government plans to introduce the smart and green mass transit system (SGMTS) of about 3.5 kilometres long in the Kai Tak Development Area, connecting the former runway area of Kai Tak, including KTCT, to Kai Tak MTR Station. The target is to invite tenders for SGMTS in 2025 and award the contract in 2026. The Central Kowloon Route project is also expected to be completed by the end of this year, which will by then significantly shorten the journey time between KTCT and West Kowloon.

- End -

CONTROLLING OFFICER'S REPLY

CSTB212

(Question Serial No. 0488)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Culture, Sports and Tourism Bureau will develop and promote various thematic tourism products in Hong Kong, including island tourism, horse-racing tourism and panda tourism, with Hong Kong Tourism Board, relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Will the Government inform us of the relevant work and plans in detail, with manpower deployment and a breakdown of expenditure?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 18)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Island tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the

waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-

Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

On the promotion of island tourism, smart tourism, panda tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB213

(Question Serial No. 0767)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To pursue the concept of “tourism is everywhere” and implement the Development Blueprint for Hong Kong’s Tourism Industry 2.0, the Government will allocate \$1,235 million to the Hong Kong Tourism Board in the coming year. Will the Government inform this Committee of the following:

1. The details of the work plan to be implemented with the said provision and the breakdown of the estimated expenditure; and
2. Whether key performance indicators (KPIs) or other assessment criteria have been set to evaluate the effectiveness of relevant measures?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 28)

Reply:

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of “tourism is everywhere” and the initiatives set out in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong’s unique tourism elements under the concept

of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong’s green tourism products and countryside experiences through its year-round promotional platform “Hong Kong Great Outdoors”, which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city’s four corners – north, south, east and west – showcasing Hong Kong’s diverse scenery. To cater for visitors pursuing experiences of “citywalks”, HKTB will also enrich the contents in various campaigns under its “Hong Kong Neighbourhoods”, with a view to encouraging visitors to explore the city’s authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade”, incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong’s positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong’s tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong’s connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers’ travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city’s exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its “accreditation, education and promotion” model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added

segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart

tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a “Live Travel Map” and kick-start the development of the “Smart Itinerary Planner” in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB’s own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

While the effectiveness of the performance of HKTB cannot be assessed entirely in quantifiable terms, the Government and the HKTB have set the following 5 indicators every year:

- (1) visitor arrivals;
- (2) tourism expenditure associated with inbound tourism;
- (3) per capita expenditure of overnight visitor;
- (4) length of stay of overnight visitors; and
- (5) satisfaction of overnight visitors.

In addition, HKTB will also set different indicators based on the nature of its promotions and events, such as website views, social media reach, global media exposure, participants’ satisfaction, likelihood to recommend, intention to revisit, etc. to measure the effectiveness.

- End -

CONTROLLING OFFICER'S REPLY

CSTB214

(Question Serial No. 0772)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In collaboration with the Hong Kong Tourism Board, the Government will make extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN) to attract more high-end visitors. The Government is encouraging various sectors of the community to enhance tourism-support facilities, such as providing worship facilities in hotels and stepping up staff training to strengthen the industry's understanding of the visitors' different cultural backgrounds. Will the Government inform this Committee of:

1. the specific measures and estimated expenditure for developing markets in the Middle East and ASEAN;
2. the number and percentage of hotels in Hong Kong with worship facilities, the estimated increase in the number of hotels with such facilities; and
3. the specific arrangements for stepping up staff training?

Asked by: Hon SHIU Ka-fai (LegCo internal reference no.: 29)

Reply:

In collaboration with the Hong Kong Tourism Board (HKTB), the Government is making extra efforts to develop markets in the Middle East and the Association of Southeast Asian Nations (ASEAN). Since the beginning of 2024, HKTB has adopted a diversified approach to drive Hong Kong as a "Muslim-friendly" tourist destination through 3 major directions - accreditation, education and promotion. At the same time, HKTB is proactively conducting promotions in source markets with significant Muslim population to attract more Muslim visitors from the ASEAN, Middle East and other countries and regions to Hong Kong.

To encourage the travel trade to enhance Muslim-friendly tourism facilities, HKTB has commissioned the internationally recognised halal travel promotion company CrescentRating since 2024 to carry out a series of work to study how Hong Kong can further enhance its "Muslim-friendly" tourism facilities, and assess local hotels, attractions and meetings, incentive travels, conventions and exhibitions (MICE) venues based on categories and standards on par with international benchmarks while taking into account Hong Kong's actual

situation. As at mid-March this year, 55 hotels, 5 attractions and MICE venues have successfully applied for and obtained the ratings from CrescentRating.

To encourage restaurants to obtain halal-related certification, HKTB works with the local halal certification authority, the Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT), to promote existing accreditations in the city and encourage food and beverage establishments to apply for certification. As at mid-March this year, the number of certified restaurants has increased from about 100 at the beginning of 2024 to more than 160, which also include high-end Chinese restaurant, Cantonese restaurant and contemporary Hong Kong-style noodle restaurants, etc.

In addition, 4 brands in the city are now offering halal-certified bakery products to provide more choices of souvenirs for Muslim visitors.

In terms of training, HKTB organised large-scale briefing sessions and training seminars for tourism industry partners in June and December 2024 respectively to help them understand the needs of Muslim visitors, as well as encouraging and guiding them to enhance their Muslim-friendly facilities. To enhance capabilities of frontline tourism practitioners in receiving Muslim visitors, HKTB is developing a series of new training materials to familiarise tourism practitioners with the culture and lifestyle of the Muslims, with a view to strengthening their knowledge of receiving visitors from different cultural backgrounds.

With regard to overseas promotion, HKTB proactively promotes Hong Kong tourism in Muslim visitor source markets through various approaches and channels to attract Muslim visitors to Hong Kong. Promotional work carried out in 2024-25 includes the following:

- (5) leading delegates of Hong Kong trade representatives to Dubai to participate in the Arabian Travel Market, an annual large-scale international travel trade exhibition in the Middle East in May 2024;
- (2) signing memoranda of understanding with Emirates, a major airline in the Middle East, and Dnata Travel Group, a top online travel agency in the region, respectively to collaboratively promote Hong Kong as a preferred destination for the Middle East;
- (3) launching a new premium travel guide on Hong Kong, “TRAVEL IN LUXE · HONG KONG”, which showcases the city’s premium travel experiences;
- (4) stepping up market promotions in the Middle East in light of the launch of direct flights between Hong Kong and Saudi Arabia in late October 2024;
- (5) promoting Guangdong-Hong Kong-Macao Greater Bay Area tourism including Hong Kong’s Muslim-friendly facilities in overseas promotions in Jakarta, Indonesia in September 2024;
- (6) inviting the media, television shows, key opinion leaders (KOLs) and members of the travel trade from Indonesia, Malaysia and Singapore to experience Hong Kong first-hand and presenting them with experiences at local Muslim-friendly facilities and halal delicacies; and

- (7) promoting Hong Kong to representatives of the travel trade and media of Indonesia and Malaysia by hosting Ramadan Iftar dinners in Kuala Lumpur and Jakarta in 2025.

HKTB has also launched a webpage dedicated to Muslim visitors on DiscoverHongKong.com, which consolidates travel information on food, accommodation, prayer facilities, local cultural experiences and activities suitable for Muslim visitors. The webpage is available in 4 languages, namely English, Bahasa Malaysia, Bahasa Indonesia and Arabic.

Moving forward, HKTB will continue its efforts to drive Hong Kong as a “Muslim-friendly” tourist destination through 3 major directions - accreditation, education and promotion. It also plans to partner with major media organisations and travel agents in the Middle East to showcase Hong Kong’s new tourism events and experiences, and jointly promote Hong Kong as an ideal travel destination for Muslim travellers.

Since the aforesaid promotional initiatives covered various visitor source markets and areas, the relevant estimated expenses have been subsumed under HKTB’s overall market expenditure and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB215

(Question Serial No. 1608)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 134 of the Budget Speech, an amount of \$1,235 million will be allocated to the Hong Kong Tourism Board for carrying out tourism projects, pursuing the concept of “tourism is everywhere”, and implementing the Development Blueprint for Hong Kong’s Tourism Industry 2.0. What measures will the Government take in this regard? As for the use of funds, are there any plans to utilise part of the provision to develop multi-destination tourism, specifically by carrying out overseas promotions with Hong Kong’s international network to encourage tourists to first arrive in (or depart from) Hong Kong before proceeding to visit major cities in the Mainland, thereby boosting visitor arrivals to Hong Kong?

Asked by: Hon SO Cheung-wing (LegCo internal reference no.: 10)

Reply:

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of “tourism is everywhere” and the initiatives set out in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong's unique tourism elements under the concept of "+Tourism" to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong's green tourism products and countryside experiences through its year-round promotional platform "Hong Kong Great Outdoors", which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city's four corners – north, south, east and west – showcasing Hong Kong's diverse scenery. To cater for visitors pursuing experiences of "citywalks", HKTB will also enrich the contents in various campaigns under its "Hong Kong Neighbourhoods", with a view to encouraging visitors to explore the city's authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade", incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong's positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong's tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong's connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macao and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

- End -

CONTROLLING OFFICER'S REPLY

CSTB216

(Question Serial No. 0984)

Head:

Subhead (No. & title):

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 134 of the Budget Speech that to pursue the concept of “tourism is everywhere” and implement the Development Blueprint for Hong Kong’s Tourism Industry 2.0, \$1.235 billion will be allocated to the Hong Kong Tourism Board in the coming year. In this connection, will the Government inform this Committee of the following:

1. As stated in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, the Mega Events Coordination Group, led by the Deputy Financial Secretary, will continue to take a proactive role in attracting different mega events to Hong Kong with emphasis on quality and quantity, boosting the retail and hotel industries. What are the estimated expenditure and staff establishment involved in the relevant work?
2. Will the Mega Events Coordination Group adopt a more forward-looking and holistic approach to assist relevant departments in planning long-term development strategies for the “mega event economy” and “exhibition economy” to enhance Hong Kong’s competitiveness as an events capital?
3. It is stated in paragraph 69 of the Budget Speech that in order to support commercial and innovative development in the Northern Metropolis, the Government will identify suitable sites there for constructing facilities to meet various conference and exhibition needs. Will the Government also duly coordinate the planning and investment for the development of iconic performance facilities and convention and exhibition facilities which are of international standard and of various sizes and capacities, in response to the long-term development needs of mega events in Hong Kong? If so, what are the details and estimated expenditure? If not, what are the reasons?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 2)

Reply:

- (1) The manpower establishment and expenditure involved in the Mega Events Coordination Group (the Coordination Group) are absorbed by existing resources.
- (2) International and major events bear strategic significance for Hong Kong as they can attract tourists and generate business opportunities for various industries including hotel, catering, retail, transportation, etc., thereby boosting the local economy. The Coordination Group provides high-level steer and will continue to strengthen the communication and coordination among relevant policy bureaux, departments and statutory bodies in relation to mega events, with a view to fostering a culture that promotes, supports and facilitates the successful staging of mega events in Hong Kong, and attracting different mega events to Hong Kong with emphasis on quality and quantity.

The convention and exhibition (C&E) industry brings important contributions to Hong Kong's economy by attracting high-spending business travellers to Hong Kong, bringing in businesses to such related sectors as accommodation, catering, retail and entertainment to benefit various industries; while facilitating local small and medium enterprises to connect with international buyers and suppliers to develop new markets and explore business opportunities. The Incentive Scheme for Recurrent Exhibitions launched in 2023 was very well received. As announced in the 2024 Policy Address, the Government would allocate an additional provision of \$500 million for implementing the Incentive Scheme for Recurrent Exhibitions 2.0, focusing on attracting new and recurrent international exhibitions of a large scale, to further promote the development of the C&E industry and the mega event economy, thereby generating overall economic benefits for Hong Kong. On the other hand, the Government will continue to follow up on the relevant projects for providing additional C&E facilities, so as to further promote Hong Kong's long-term development as an international C&E hub.

Meanwhile, the Hong Kong Tourism Board (HKTB) will continue to support Meetings, Incentive travels, Conventions and Exhibitions (MICE) of various scales and types to be staged in Hong Kong, so as to draw more high value-added overnight visitors to Hong Kong. The MICE events to be supported by HKTB in 2025-26 are expected to bring about 183 000 additional visitor arrivals and spending of about \$1.4 billion.

- End -

CONTROLLING OFFICER'S REPLY

CSTB217

(Question Serial No. 1013)

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

Subhead (No. & title): ()

Programme: (2) Creative Industries, (6) Tourism

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Paragraph 136 of the Budget Speech that the Government will step up efforts to promote a series of distinctive tourism products such as eco-tourism, panda tourism, horse-racing tourism, etc., to enrich travel experiences in Hong Kong. In this connection, please inform this Committee of the following:

1. As stated in Paragraph 5 under Programme 2, the new main responsibility of the Culture, Sports and Tourism Bureau (CSTB) is to oversee Hong Kong Design Centre's operation of the Sham Shui Po Design and Fashion Base (DX design hub) to nurture design talents and start-ups as well as boost the local economy and tourism. What is the estimated expenditure for this item?
2. Will the Government strengthen communication and collaboration with the Sham Shui Po Design and Fashion Base(DX design hub) to leverage the rich historical heritage in textiles, garment, and fashion industries, thereby promoting Hong Kong's distinctive industrial tourism in the district? If yes, what are the details? If no, what are the reasons?
3. It is mentioned in Paragraph 31 under Programme 6 that CSTB will provide secretariat support to the Working Group on Developing Tourist Hotspots under the leadership of the Deputy Chief Secretary for Administration to strengthen cross departmental co-ordination and leverage community efforts with a view to identifying and developing tourist hotspots of high popularity and with strong appeal in various districts. What are the targets for this? How will it drive economic growth in the district and enhance the benefits shared by local residents?
4. Has the Government reserved provision for district tourism projects under consultation by the Working Group on Developing Tourist Hotspots to pursue the concept of "tourism is everywhere"? If yes, what are the details? If no, what are the reasons?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 6)

Reply:

1. Since commencing operation in December 2024, the Sham Shui Po Design and Fashion Base(the Base) is committed to nurturing young designers, fashion

designers and start-ups, and boosting the local economy. In 2025-26, the Cultural and Creative Industries Development Agency (CCIDA) has earmarked around \$22 million for Hong Kong Design Centre (HKDC) to cover the operation costs of the Base through the CreateSmart Initiative.

2. CCIDA has maintained close communication and cooperation with HKDC, which is responsible for operating the Base. Located in Sham Shui Po, a district with a rich history in textiles, garment manufacturing and fashion, the Base is situated opposite to the Sham Shui Po Fabric Market. HKDC will leverage this geographic advantage to promote the Base and enhance its role in promoting the development of Hong Kong's design and fashion industries, with a view to attracting the public and tourists to visit and explore the Base. During the planning of projects and activities for the Base, HKDC will examine from different perspectives including design, fashion, garment manufacturing, retail, and local characteristics and appropriately integrate the unique elements of Sham Shui Po, capitalising on its historical and cultural features in textiles and garment manufacturing as highlights. It will promote a range of activities covering various design fields to the public and tourists, thereby boosting distinctive tourism in Sham Shui Po, enhancing its cultural appeal and establishing the Base as a representative tourist landmark.
3. and 4. The Working Group on Developing Tourist Hotspots, led by the Deputy Chief Secretary for Administration, was established in November 2024 to strengthen inter-departmental co-ordination and integrate community efforts in identifying and building popular and attractive tourist hotspots at the district level. The Working Group is examining the recommendations on tourist hotspots and drawing up key initiatives for relevant bureau/departments to implement. At present, no estimated provision is earmarked for individual projects.

- End -

CONTROLLING OFFICER'S REPLY

CSTB218

(Question Serial No. 1118)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 129 of the Budget Speech, the Government is committed to promoting the development of cultural and creative sectors as industries. It is indicated in programme 2 of Head 132 that one of main responsibilities of the Culture, Sports and Tourism Bureau (CSTB) is to foster and support the organisation of the new flagship Hong Kong Fashion Fest (Fashion Fest) as an annual signature event in order to develop Hong Kong into a fashion design hub in Asia. In this connection, please inform this Committee of the following:

1. What are the Government's future plans and strategies to promote the development of the cultural and creative sectors as industries? How will it make good use of the solid foundation of traditional key industries in Hong Kong such as the fashion industry to accelerate the development of the cultural and creative sectors as industries?
2. Under the leadership of CSTB, the Fashion Fest was successfully held from November to December last year. Will the Government provide statistics on the performance of the inaugural Fashion Fest, including the number of participants, the countries or regions from which the participants or attendees of the Fashion Fest came, the media effectiveness and the number of people outreached?
3. What are the plans to incorporate more international and spectacular elements into the regularised Fashion Fest in order to make Hong Kong the most important textile and fashion hub in Asia? Will there be additional resources allocated to step up overseas publicity on the Fashion Fest to attract more overseas fashion practitioners, brands and visitors to come to Hong Kong and participate in it? What are the specific measures to deepen the integration and co-operation between the Fashion Fest and major fashion weeks in the Mainland?
4. The fashion collections of an overseas brand were well received and successfully sold at the inaugural Fashion Fest. The brand's founder cum designer subsequently moved to Hong Kong to develop his/her career and business. What are the plans and strategies to step

up the work on proactively attracting foreign and the Mainland brands, designers and talents of the creative industries to Hong Kong?

5. As an important engine for Hong Kong's diverse development, the cultural and creative industries should focus on enhancing crossover between the fashion industry and other industries such as film, television and pop culture. What are the plans and specific measures to facilitate crossover between the fashion industry and other creative industries in order to promote the development of Hong Kong's cultural and creative industries through the synergistic effect of "one plus one is greater than two"?

6. In last year's Policy Address, it was proposed to re-structure the organisation and functions of the Hong Kong Design Centre to enhance its functions/services in assisting the local small- and medium-sized enterprises of the design industry. What are the progress and plans in this respect? When will the re-structure be completed? Will there be any additional expenditure involved?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 14)

Reply:

1. The Cultural and Creative Industries Development Agency (CCIDA) proactively promotes the development of arts, culture and creative sectors as industries under the industry-oriented principle through means including identifying external opportunities for the relevant industries and driving them to organise delegations to various showcases worldwide to export Hong Kong's cultural and creative industries, foster business opportunities and enhance Hong Kong's international status; as well as identifying suitable and potential projects in relevant sectors to promote the application of cross-sectoral and cross-genre content, and strengthen the support for the industries to enable their content distribution. CCIDA will continue to work closely as partners with the local cultural and creative sectors, in line with the National 14th Five-Year Plan to position Hong Kong as an East-meets-West centre for international cultural exchange.

The Chief Executive announced in his 2024 Policy Address to make the Hong Kong Fashion Design Week an annual signature event, developing Hong Kong into a fashion design hub in Asia. Branded as the Hong Kong Fashion Fest by CCIDA, the event consolidates different fashion design events and introduces innovative elements and affiliate activities annually, promoting Hong Kong's fashion and textile design brands as well as promoting Hong Kong as a prime destination for hosting major cultural and creative events.

2. The inaugural Hong Kong Fashion Fest was funded by CCIDA with the core programmes took place from 20 November 2024 to 4 December 2024. During the period, CCIDA carried out online and offline publicity and promotion, and invited local and international media to Hong Kong to experience in person the atmosphere of Hong Kong fashion scene. The inaugural Hong Kong Fashion Fest gathered around 160 000 participants from the industries and the public across 25 countries or regions. More than 500 media outlets and related representatives attended the events, and the event-related videos on social media garnered over 4.6 million views.

3. The inaugural Hong Kong Fashion Fest fully showcased Hong Kong's potential and advantages as a fashion design hub in Asia, laying the foundation for its future development into an annual signature event.

Preparation work for the Hong Kong Fashion Fest 2025 commenced late last year. CCIDA will fund and promote potential fashion design projects that align with the objectives of the Hong Kong Fashion Fest through the CreateSmart Initiative (CSI), and actively encourage collaboration within the local fashion industry. We will continue to promote the Hong Kong Fashion Fest to countries in Europe and along the Belt and Road, attracting prestigious fashion brands and industry players to Hong Kong to participate in the event and expand their collaboration opportunities with international fashion organisations and brands. We will also continue to optimise and enrich the content of the Hong Kong Fashion Fest, actively introduce different types of fashion design events to further strengthen the international appeal and influence of the Hong Kong Fashion Fest, fostering Hong Kong's role as a prominent textile and fashion hub in Asia.

On publicity, CCIDA will enhance the international visibility of the Hong Kong Fashion Fest and local fashion design by adopting all-round public relations and marketing strategies, such as utilising digital media promotions, extending event invitations to local and overseas fashion celebrities, and organising networking activities for industry stakeholders.

Moreover, we have formed strategic partnership with the Shanghai Fashion Week to deepen and jointly promote the cooperation and development of fashion industries between the two places. Meanwhile, designers from both places are encouraged to participate in their local fashion events like fashion exhibitions, workshops and seminars for joint market exploration and promotion of close exchanges and collaboration in fashion design.

4. The Hong Kong Fashion Fest creates a platform for local and overseas fashion designers and brands as well as industry leaders and relevant professionals by providing more opportunities for exchanges and showcasing their works. We are pleased to note that a local fashion designer has received multiple enquiries for retail and business collaborations from both local and international sources after showcasing his works at the inaugural Hong Kong Fashion Fest. The fashion designer subsequently met with the leading figures in the French fashion design industry to discuss potential collaborations in entering the French market. In addition, a Southeast Asian fashion designer has, through her participation in the international fashion show of the Hong Kong Fashion Fest, successfully increased her brand's exposure and sold a few thousand high-end fashion pieces. Eventually, she decided to continue developing her fashion career and business in Hong Kong. We believe that the Hong Kong Fashion Fest will help attract more international brands and talents from Asia to establish their base in Hong Kong.
5. CCIDA will continue to identify suitable and potential projects in the industry, foster cross-sectoral exchanges and matching, provide appropriate support and funding for suitable cultural and creative contents, as well as encourage collaboration between the fashion design industry and the creative industries in different sectors and regions. For

example, CCIDA funded the showcase of a fashion collection developed by collaboration between fashion designers and an internationally renowned ink artist of Hong Kong using “AI Based Interactive Design Assistant for Fashion” in London in July 2024, underscoring the fusion of cutting-edge technology and fashion art. CCIDA also funded FabriX to showcase designers’ work at the Paris Fashion Week in September 2024 and Pitti Uomo in Florence, Italy in January 2025 respectively by using an augmented reality (AR) fitting room. The use of immersive augmented reality (AR) technology simplified the process of selecting, trying on, photographing fashion items and sharing virtual fashion looks while promoting the application of art and technology in Hong Kong. From April to August 2024, CCIDA funded the industry to host fashion music nights in multiple cities across the Greater Bay Area (GBA). Performers wore costumes designed by Hong Kong and GBA designers, seamlessly blending fashion and music to deliver performances that offered a multi-sensory visual and auditory experience. These cross-sectoral projects further promote the industrialisation of the cultural, arts and creative industries, demonstrating the integration of Hong Kong’s multiculturalism.

6. CCIDA is actively working on the restructuring of the Hong Kong Design Centre (HKDC). It will drive HKDC to review the effectiveness of its existing activities and programmes, and incorporate new elements to enrich their contents, in particular the support for small and medium enterprises in the design industry, thereby enhancing HKDC’s influence in promoting the development of the design industry. The review and restructuring exercise is handled with the existing resources of CCIDA and HKDC and no additional manpower or expenditure is involved.

- End -

CONTROLLING OFFICER'S REPLY

CSTB219

(Question Serial No. 4020)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

(1) Please tabulate the expenditure on the 2024 Hong Kong Wine & Dine Festival, the number of exhibitors and buyers at the event, and the outcome of the event. What are the plans for and estimated expenditure on the 2025 edition of the event?

Asked by: Hon TAN Yueheng (LegCo internal reference no.: 12)

Reply:

The Hong Kong Tourism Board (HKTB) organised the “Hong Kong Wine & Dine Festival” at the Central Harbourfront Event Space from 23 to 27 October 2024. The previously four-day event was extended to 5 days and featured over 300 stalls offering fine wine and culinary delights from 35 countries and regions, attracting around 155 000 locals and visitors. The “Hong Kong Wine & Dine Festival” received positive feedback from participants. Those visitors who were surveyed rated the event satisfaction level 9 out of 10. During “Taste Around Town” following the “Hong Kong Wine & Dine Festival” from 28 October to 30 November 2024, HKTB collaborated with more than 450 restaurants and bars in town to roll out a series of dining special offers. The expenditure on organising the above events and carrying out global promotion, as net of sponsorship and other income, was around \$61 million.

HKTB will continue to organise the “Hong Kong Wine & Dine Festival” in 2025, which will be injected with new perspectives, elements and experiences to enrich the event. As the event is currently in preparation, the details will be announced later.

- End -

CONTROLLING OFFICER'S REPLY

CSTB220

(Question Serial No. 0871)

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

Subhead (No. & title): ()

Programme: (2) Creative Industries, (3) Sports and Recreation, (4) Culture, (6) Travel and Tourism, (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has emphasised in the Budget that it will continue to promote economic development through mega events. In this connection, will the Bureau inform this Committee:

1. of the mega events funded or facilitated over the past 3 years, along with the respective expenditures involved;
2. of the numbers of tourists attracted by these events, their spending per capita and the total spending amount over the past 3 years;
3. whether there has been any statistical analysis of the economic benefits that these mega events bring to the retail, catering, hotel and other sectors; if yes, the details; if no, the reasons;
4. whether any statistical analysis has been conducted on the return on investment generated by these events for Hong Kong; if yes, the details; if no, the reasons?

Asked by: Hon TANG Fei (LegCo internal reference no.: 25)

Reply:

(1) and (4)

Relevant policy bureaux, departments and statutory bodies have been supporting the staging of major international events in Hong Kong through existing resources and various funding schemes. The government expenditures incurred in and the income generated by the mega events are not readily available.

(2) and (3)

Based on projections, the more than 240 major events held throughout 2024 attracted the approximately 2 million tourists, generating about \$7.5 billion in spending and contributing a value add of about \$4.5 billion to the Hong Kong economy.

The mega events held in the first half of 2025 are expected to attract about 840 000 tourists, generating about \$3.3 billion in spending and contributing a value add of about \$1.8 billion to the Hong Kong economy.

- End -

CONTROLLING OFFICER'S REPLY

CSTB221

(Question Serial No. 0872)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Kai Tak Sports Park (KTSP) officially opened on 1 March 2025. Please inform this Committee:

1. of the manpower establishment (with ranks of staff), staff costs and operational expenses involved in monitoring the operation of KTSP in 2025-26;
2. whether the Government has estimated the number of events to be held at KTSP in 2025-26 and the mega events confirmed to be held;
3. whether there are key performance indicators (KPIs) to assess the effectiveness of KTSP's operation model; if so, the details; if not, the reasons.

Asked by: Hon TANG Fei (LegCo internal reference no.: 26)

Reply:

1. Monitoring the operation of Kai Tak Sports Park (KTSP) is an ongoing duty of the Culture, Sports and Tourism Bureau (CSTB). The Principal Assistant Secretary (Sports and Recreation)² (PAS(SR)²) of CSTB supervises the operational performance of the Operator in the capacity of the Supervising Officer (Operation) of the Contract, including overseeing the management of KTSP. PAS(SR)² is supported by the existing manpower and non-civil service contract / post-retirement service contract staff of CSTB. The administrative cost and staff establishment involved are absorbed by the existing resources of CSTB.
2. KTSP is the largest sports infrastructure project in Hong Kong's history, which will boost sports development and inject impetus into related industries such as recreation, entertainment and tourism, and mega-event economy. Over the past few years, Kai Tak Sports Park Limited (the Operator) has, all along, proactively reached out to local stakeholders and international event organisers from sectors including sports, arts and culture, and showcased the advantages of KTSP's facilities to over 200 local and international organisations. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using different facilities at KTSP for sports and entertainment activities. For example, following the

Hong Kong Sevens 2025 held at the Kai Tak Stadium in March, multiple concerts of internationally renowned bands and local singers will take place at Kai Tak Stadium from April to June. In general, promotion of events is led by organisers. The Operator will not disclose details of the events before the organisers. A number of major events which have been confirmed will be announced by the organisers gradually, after which the Operator will update the KTSP website accordingly.

3. In accordance with its operational requirements, the Operator has to achieve key performance indicators (KPIs) on the hosting of sports events at the major facilities during the operation period. If it fails to achieve the KPIs, the Government can require the Operator to make payment according to the contractual requirements. The KPIs on sports events are listed as follows:

| | Sports events in operating year 1 to 5 | Sports events in operating year 6 to 10 | Performance failure payment |
|--|--|---|---|
| Kai Tak Stadium | 40 days per annum | 54 days per annum | \$500,000 per day below the minimum level |
| Grand Hall of Kai Tak Arena | 76 days per annum | 88 days per annum | \$100,000 per day below the minimum level |
| Kai Tak Youth Sports Ground and the rest of precinct | 69 days per annum | 75 days per annum | \$50,000 per day below the minimum level |
| Total attendance at sports events | 600 000 attendees per annum | 700 000 attendees per annum | \$25 per attendee below the minimum level |

- End -

CONTROLLING OFFICER'S REPLY

CSTB222

(Question Serial No. 2029)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Administration will support and facilitate the implementation of initiatives which help make Hong Kong a regular destination for major international sports events. It will also continue to work closely with the operator and relevant bureaux/departments to ensure the smooth operation of the Kai Tak Sports Park (KTSP) to provide world-class sporting venues and public sports and recreation facilities. In this connection, please inform this Committee of the following:

- (a) The total expenditure of all test events held at KTSP with a breakdown of each item;
- (b) The details of the Opening Ceremony of KTSP;
- (c) Of the events confirmed to be held at KTSP since its official operation, how many of them are government-led? Please list all government-led events (if any) and state the reasons if there is no government-led event.
- (d) The Government has stated that it would explore regulating basketball betting activities. This reflects that the Government is aware of the popularity of basketball in Hong Kong. In recent years, NBA has staged pre-season games across Asia and Macau has even announced that it would host these games for 5 consecutive years. Will the Administration consider taking the initiative to contact NBA and the teams in the league in order to host pre-season games at KTSP and develop them into signature sports event? If so, what are the details? If not, what are the reasons?

Asked by: Hon TIEN Puk-sun, Michael (LegCo internal reference no.: 16)

Reply:

- (a) Since October last year, the Culture, Sports and Tourism Bureau (CSTB) has worked with relevant policy bureaux and departments, as well as the Kai Tak Sports Park Limited (the Operator) to conduct almost 20 test events and stress tests of different scale across three major venues at Kai Tak Sports Park (KTSP). The expenditure involved is absorbed by existing resources of the policy bureaux and departments. Regarding the five large-scale stress tests with civil servants' participation as audience, the Government provided each participating civil servant with a transportation allowance of

\$100. Relevant policy bureau has also invited community members to participate in the large-scale stress tests and provided them with a transportation allowance of \$150 which is slightly higher than that given to civil servants, taking into account the time they took to participate in the stress tests for the benefit of the community.

- (b) To celebrate the official commissioning of KTSP, a grand and spectacular opening ceremony was held at Kai Tak Stadium on 1 March. Programmes of the opening ceremony were structured around 4 major themes, namely「百川匯海」,「承先啟後」,「力爭上游」and「百花齊放」, showcasing Hong Kong's longstanding prominence in sports and cultural exchange while promoting and introducing this major sports infrastructure project in Hong Kong to Mainland and global audiences.
- (c) KTSP is the largest sports infrastructure project in Hong Kong's history, which will boost sports development and inject impetus into related industries such as recreation, entertainment and tourism, and mega-event economy. Over the past few years, the Operator has, all along, proactively reached out to local stakeholders and international event organisers from sectors including sports, arts and culture, and showcased the advantages of KTSP's facilities to over 200 local and international organisations. A number of local and international events promotion agencies have decided or are actively exploring the possibilities of using the different facilities at KTSP for sports and entertainment activities. For example, following the Hong Kong Sevens 2025 held in March, multiple concerts of internationally renowned bands and local singers will take place at Kai Tak Stadium from April to June. In general, promotion of events is led by organisers. The Operator will not disclose details of the events before the organisers. A number of major events which have been confirmed will be announced by the organisers gradually, after which the Operator will update the KTSP website accordingly.
- (d) The indoor sports centre of KTSP (i.e. Kai Tak Arena) comprises a main arena and an ancillary sports hall. With retractable seats and different floor configurations, the main arena and ancillary sports hall can be used to host different sports events, including international basketball competitions. CSTB and the Operator have been engaging with various major event organisers, and welcome more international teams to play in Hong Kong. CSTB will continue to provide appropriate facilitation arrangements to bring more mega events to the public.

- End -

CONTROLLING OFFICER'S REPLY

CSTB223

(Question Serial No. 2041)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Mainland resumed and relaxed in December last year the “multiple-entry” arrangement for Shenzhen residents visiting Hong Kong. The National Immigration Administration has stated earlier that a total of 299 000 “multiple-entry” endorsements for Shenzhen residents visiting Hong Kong have been issued so far and the number of Shenzhen residents visiting Hong Kong has reached 1.04 million, representing an increase of 22.3% compared to the same period in the previous year. However, the total retail sales in Hong Kong in December 2024 and January 2025 are lower compared to the same periods in 2023 and 2024. In this connection, will the Government inform this Committee:

- (a) of the per capita spending of inbound visitors from the Mainland in January this year;
- (b) of the respective numbers of inbound visitors from the Mainland and other countries or regions in January this year;
- (c) whether it has assessed the substantial assistance or benefits brought to Hong Kong’s retail and catering sectors respectively since the resumption and relaxation of the ‘multiple-entry’ arrangement for Shenzhen residents visiting Hong Kong; if so, the details of the substantial assistance or benefits; if not, the reasons?

Asked by: Hon TIEN Puk-sun, Michael (LegCo internal reference no.: 28)

Reply:

The Hong Kong Tourism Board (HKTb) releases figures on overnight visitors’ per capita spending to the tourism industry on a quarterly basis. According to the figures released by the HKTb, the per capita spending of overnight visitors from the Mainland in the fourth quarter of 2024 was approximately \$5,000. The per capita spending of overnight visitors from the Mainland in the first quarter of 2025 will be announced in May 2025.

According to the preliminary figures from HKTb, visitor arrivals from January to March 2025 were approximately 12 million, of which about 9.24 million and 2.98 million were Mainland and non-Mainland visitors respectively.

As shown by the latest figures provided by the Immigration Department (as at 24 March 2025), since the resumption and expansion of the multiple-entry Individual Visit Scheme (IVS) for Shenzhen, the average daily number of visitor arrivals from the Mainland is about 100 000, representing a 20.8% increase over the daily average number of arrivals in November prior to the implementation of the new measure, with more than 1.1 million visitors to Hong Kong under the multiple-entry IVS. The multiple-entry IVS allows eligible Shenzhen residents to visit Hong Kong in a more convenient way and experience the city's diverse and vibrant tourism activities throughout the year, thus bringing very positive effect on boosting various tourism-related industries, such as retail and catering.

- End -

CONTROLLING OFFICER'S REPLY

CSTB224

(Question Serial No. 2046)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Following its grand opening on 1 March 2025, the Kai Tak Sports Park (KTSP) has become the first world-class tourism infrastructure in Hong Kong after the opening of Hong Kong Disneyland 20 years ago. Over the past 20 years, Hong Kong has relied solely on existing facilities like Hong Kong Disneyland to attract tourists. The shift in the purpose of tourists from shopping to experiences has led to the continuous shrinkage of Hong Kong's tourism industry. Drawing from the experience, new international projects are important in the revival of Hong Kong's tourism industry. In particular, a motor racing circuit at Sunny Bay Reclamation and the largest outdoor performance venue in Asia can attract top international superstars and groups to perform in Hong Kong, thereby consolidating its status as an Events' Capital. A multi-purpose venue for holding world-class car racing, cycling and marathon events, etc., undoubtedly satisfies the needs of Hong Kong and offers economic benefits. Recently, Sanshui District of Foshan in Guangdong announced an investment plan of RMB¥540 million to build an F3 international racing and cultural park. This will be another key development in the core cities of the Guangdong-Hong Kong-Macao Greater Bay Area and the second planned motor racing circuit in Guangdong. Our neighbouring competitors like Macao, Japan, Taiwan, Korea, and Malaysia, already have their own international motor racing circuits, while Singapore has been hosting F1 races since 2008, attracting 250 000 visitors annually. Formula E race(s) was/were once staged in Hong Kong with overwhelming response. Besides the on-site benefits, major events held at a motor racing circuit, like other large-scale tourism infrastructures, can bring additional off-site benefits. In recent years, a new racing event held in Las Vegas generated an economic benefit of US\$1.5 billion with visitors' direct spending of US\$800 million and contributed US\$77 million in related taxes, making it the event with the highest tax revenue in Las Vegas. Also, tourists who came for racing events spent 3.6 times more than ordinary tourists and stayed for an average of 4.1 nights. In this connection, please advise this Committee on the following:

- (a) Has the Administration made efforts to pursue the construction project of a multi-purpose venue for holding car racing events at Sunny Bay Reclamation? If so, the details; if not, the reasons.

(b) Is there an estimate of the overall investment and benefits of a motor racing circuit? If so, the details of the related investment and benefits; if not, the reasons.

Asked by: Hon TIEN Puk-sun, Michael (LegCo internal reference no.: 33)

Reply:

(a) and (b) The Civil Engineering and Development Department commenced an engineering feasibility study for Sunny Bay reclamation in May 2023 to ascertain the extent of reclamation required and its technical feasibility. Once the extent of the reclamation is ascertained, the Government will explore the land use options. As the reclamation project is still in the feasibility study stage, no assessment has yet to be conducted on the economic benefits of specific proposed uses.

- End -

CONTROLLING OFFICER'S REPLY

CSTB225

(Question Serial No. 0013)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to “identifying and developing tourist hotspots of high popularity and with strong appeal in various districts”, will the Government inform this Committee:

1. of its resources plans and amount of funding to be allocated to enhance the development of a wide range of activities highlighting distinctive streets, historic buildings and local characteristics; and
2. whether there are plans to collaborate with district organisations and professional associations in relevant fields such as architecture and design to better utilise district resources, set up thematic check-in spots, revitalise and promote distinctive streets in different districts, and step up its efforts to entice tourists to come and experience our community and the authentic characteristics of Hong Kong; if so, of the details; if not, the reasons?

Asked by: Hon TSE Wai-chuen, Tony (LegCo internal reference no.: 78)

Reply:

The Culture, Sports and Tourism Bureau promulgated the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) on 30 December 2024, setting out four-pronged positioning for tourism development and 4 major development strategies, covering 4 areas of work including product development, expanding visitor source markets, technology innovation and service enhancement. Under one of the major development strategies, Blueprint 2.0 proposes enriching district tourism resources by implementing measures including developing tourism products and experiences with local characteristics, as well as enriching city walk routes, to craft distinctive and attractive tourism products and projects for attracting global visitors to in-depth exploration of Hong Kong's rich and diversified unique tourism resources, such as natural scenery, culture and festive events.

On developing tourism products with local characteristics, a Working Group on Developing Tourist Hotspots (Working Group), led by the Deputy Chief Secretary for Administration, was established in November 2024 to strengthen inter-departmental co-ordination and

integrate community efforts in identifying and building popular and attractive tourist hotspots at the district level. The Working Group is examining the recommendations on tourist hotspots and drawing up key initiatives to implement.

On utilising district resources, the Hong Kong Tourism Board (HKTb) has launched the “Hong Kong Neighbourhoods” programme 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. During the planning and preparation of these promotions, HKTb maintains close communication and liaison with relevant government departments and organisations, so as to make good use of community resources. HKTb will further enrich and update the content of the “Hong Kong Neighbourhoods”, thereby attracting visitors to go deep into the communities of Hong Kong to discover unique travel experiences.

In addition, the Government also provides funding support through HKTb’s “Pilot Scheme for Characteristic Local Tourism Events” for arts, culture and festive events with local characteristics or unique appeal of Hong Kong, with a view to enriching visitors’ travel experience in Hong Kong. Funded events include Tai Hang Fire Dragon Dance, Yu Lan Cultural Festival, Ap Lei Chau Hung Shing Culture Festival, etc.

- End -

CONTROLLING OFFICER'S REPLY

CSTB226

(Question Serial No. 1957)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Why is there a need for an additional \$41.6 million (10.1%) in revised expenditure under this Programme to cover the increased cash flow for the Arts Development Matching Grants Scheme?
2. Why is the cash flow for this Scheme higher than the original estimate?
3. What are the 5 new posts under this Programme for the 2025-26 financial year? In response to the Financial Secretary's new directive on a freeze of civil service establishment and gradual deletion of 10 000 civil service posts, is there room for withdrawing the plan for these 5 new posts?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 6)

Reply:

(1) & (2)

Regarding the Arts Development Matching Grants Scheme (ADMGS), the projected increase in cash flow of around \$28 million in 2025-26 is due to enhancements to be introduced to ADMGS, which include raising the matching grant ceiling and increasing the matching ratio. These enhancements are intended to encourage arts groups/organisations to diversify their funding sources, reduce reliance on government subvention in the long-term, and further promote the business sector to support the arts development of Hong Kong. The actual amount of matching grants to be disbursed will be subject to the sponsorship secured by the arts groups/organisations applying for the grants. Overall speaking, the estimated expenditure for 2025-26 under Programme (4) Culture registers an increase of 10.1% compared to its revised estimate for 2024-25. However, when compared to the original estimate for 2024-25, the estimated expenditure for 2025-26 reflects a reduction of 1.2%.

(3)

In 2025-26, there will be 5 new time-limited posts created under Programme (4) for a period of 3 or 4 years, with details as follows:

| Rank | Number of post(s) | Annual emoluments in terms of notional annual mid-point salary (\$) |
|----------------------------------|--------------------------|--|
| Chief Manager, Cultural Services | 1 | 1,645,020 |
| Chief Executive Officer | 2 | 3,290,040 |
| Senior Executive Officer | 2 | 2,442,600 |

The above new posts are created to provide additional manpower for the Culture, Sports and Tourism Bureau to take forward various initiatives to promote the development of arts and culture, which includes facilitating the implementation of the strategic directions outlined in the Blueprint for Arts and Culture and Creative Industries Development, strengthening support for the Mega Arts and Cultural Events Fund, and launching the Signature Performing Arts Programme Scheme.

To further make use of manpower resources and to control public expenditure at the same time, the Government will reduce the civil service establishment by 2% each in 2026-27 and 2027-28, basing on the establishment of the preceding financial year. Government bureaux/departments will continue to enhance efficiency and optimise the use of manpower resources through management measures and digitalisation to reprioritise and re-deploy their work, streamline work processes and capitalise on technology solutions, with a view to taking forward the Government's existing services as well as new policies and measures in the course of further streamlining the civil service establishment.

- End -

CONTROLLING OFFICER'S REPLY

CSTB227

(Question Serial No. 1972)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. What are the 3 new posts under this Programme in 2025-26?
2. What are the emoluments and scopes of work of these 3 new posts?
3. In response to the Financial Secretary's new directive to freeze the civil service establishment and gradually delete 10 000 civil service posts, are these 3 new posts still needed in 2025-26? Should these 3 new posts be cancelled in response to the Financial Secretary's directive to save public money? If no, what are the reasons?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 21)

Reply:

3 three-year time-limited posts will be created under Programme (6) Travel and Tourism in 2025-26. Details are as follows:

| Rank | Number of post | Annual emolument in terms of notional annual mid-point salary (\$) |
|------------------------|-----------------------|---|
| Administrative Officer | 2 | 1,070,040 |
| Executive Officer I | 1 | 892,140 |

The incumbents of these new posts will assist in implementing the strategies and measures of the Development Blueprint for Hong Kong's Tourism Industry 2.0, including fostering the development of island tourism, smart tourism and panda tourism, as well as supporting the Working Group on Developing Tourist Hotspots.

To further utilise manpower resources and to control public expenditure, the Government will reduce the civil service establishment by 2% each in 2026-27 and 2027-28 basing on the establishment of the preceding financial year. Bureaux and departments (B/Ds) will continue to, through adoption of management measures and digitalisation, reprioritise and internally re-deploy their work, streamline work processes and capitalise on technology

solutions to enhance efficiency and optimise the use of civil service manpower resources. While streamlining the civil service establishment, B/Ds will continue to implement various existing services and new policies and measures of the Government.

End -

CONTROLLING OFFICER'S REPLY

CSTB228

(Question Serial No. 1973)

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
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. What are the specific purposes of the new provision of \$1.2349 billion allocated to the Hong Kong Tourism Board (HKTB) in the new financial year?
2. What major cost items will be covered by this provision?
3. Can a detailed breakdown of such items and the estimated expenditure for each item be provided?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 22)

Reply:

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of “tourism is everywhere” and the initiatives set out in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong’s unique tourism elements under the concept of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism

and green tourism as an examples, HKTB will continue to actively promote Hong Kong's green tourism products and countryside experiences through its year-round promotional platform "Hong Kong Great Outdoors", which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city's four corners – north, south, east and west – showcasing Hong Kong's diverse scenery. To cater for visitors pursuing experiences of "citywalks", HKTB will also enrich the contents in various campaigns under its "Hong Kong Neighbourhoods", with a view to encouraging visitors to explore the city's authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade", incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong's positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong's tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong's connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging

of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a “Live Travel Map” and kick-start the development of the “Smart Itinerary Planner” in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB’s own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

- End -

CONTROLLING OFFICER'S REPLY

CSTB229

(Question Serial No. 1974)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Over the past financial years, I have repeatedly questioned whether the SAR Government's annual expenditure of over \$1 billion solely for "promotion" and "publicity" of Hong Kong tourism is excessive. Would it be more practical to redirect a portion of the substantial funding for "promotion" and "publicity" purposes towards the development of new attractions and the enhancement of existing ones? This year, I must raise the following questions again:

1. The provision of \$1.2349 billion allocated to the Hong Kong Tourism Board (HKTB) for "promotion" and "publicity" purposes in the new financial year comes when there is a severe deficit of \$300 billion and the Government is in a pressing need to issue bonds and borrow money to meet its day-to-day operation. Is it imperative for the Government to allocate such provision and is there room for savings and expenditure cut? If so, what are the details? If not, what are the reasons?

2. As for the new provision of \$1.2349 billion for "promotion" and "publicity" of Hong Kong tourism, can the SAR Government redirect a portion of the substantial funding towards the development or the enhancement of tourist attractions? If so, what are the details? If not, what are the reasons?

3. What is the total amount of public funding allocated to HKTB over the past 10 financial years?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 23)

Reply:

Hong Kong's tourism industry is one of the economic pillars of Hong Kong. Prosperous development of the tourism industry not only brings both direct and indirect benefits to Hong Kong's economy, but also further enhances people-to-people exchanges and tell good stories of China and Hong Kong. As announced in the 2025-26 Budget, the Government will

allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of “tourism is everywhere” and the initiatives set out in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong’s unique tourism elements under the concept of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong’s green tourism products and countryside experiences through its year-round promotional platform “Hong Kong Great Outdoors”, which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city’s four corners – north, south, east and west – showcasing Hong Kong’s diverse scenery. To cater for visitors pursuing experiences of “citywalks”, HKTB will also enrich the contents in various campaigns under its “Hong Kong Neighbourhoods”, with a view to encouraging visitors to explore the city’s authentic local culture.

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HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong’s positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong’s tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong’s connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers’ travel sentiments and interests,

HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

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HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade,

media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong’s tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of “Everyone is a Tourism Ambassador”. HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB’s objectives is to further promote Hong Kong’s development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a “Live Travel Map” and kick-start the development of the “Smart Itinerary Planner” in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB’s own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

The Government’s provisions allocated to HKTB over the past 5 financial years are as follows:

| | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|------------------------------|
| Government’s provision | \$1.498 billion (Actual) | \$1.493 billion (Actual) | \$1.357 billion (Actual) | \$1.394 billion (Actual) | \$1.527 billion (Revised) |

- End -

CONTROLLING OFFICER'S REPLY

CSTB230

(Question Serial No. 1975)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

There has been criticism from the public and many legislators that “A Symphony of Lights” (SoL) is “outdated” and “run-of-the-mill”. They have been questioning whether the SAR Government should continue to spend money on it day after day.

1. What are the new features for the new edition of SoL? What are the changes and content modifications? What are the costs in this respect?
2. What is the estimated expenditure for the new edition of SoL for 2025-2026? What is the increase as compared to the expenditure for 2024-2025?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 24)

Reply:

The Tourism Commission, together with the Hong Kong Tourism Board (HKTB), will launch a new edition of “A Symphony of Lights” (SoL) light and sound show to showcase the spectacular views at Victoria Harbour through novel audio-visual effects. HKTB has selected a contractor and is re-conceptualising the content and design of SoL. It is expected that the new edition of SoL will be launched within 2025.

Before the launch of the new edition of SoL, HKTB will, in conjunction with festivals and major events, organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a festive atmosphere to attract locals and visitors to enjoy the shows.

The 2024-25 Budget has allocated a total of \$354 million for 3 years to HKTB for launching the new edition of SoL. Among which, \$115 million and \$135 million have been earmarked for 2024-25 and 2025-26 respectively to carry out the aforesaid work.

- End -

CONTROLLING OFFICER'S REPLY

CSTB231

(Question Serial No. 2748)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It has been reported in the media that the Government will provide cruise lines with cash subsidies out of the \$46 million funding earmarked to support the cruise industry in 2027-28 and 2028-29.

1. What are the details of such cash subsidies?
2. There are critics who deem the use of public funds to subsidise privately-owned cruise lines disputable. What is the intent of the Financial Secretary's proposal to implement such a subsidy policy?
3. How would the Financial Secretary explain it when the appropriateness of the cash subsidy policy is being questioned as mentioned above?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 29)

Reply:

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board (HKTB) for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of the Kai Tak Cruise Terminal (KTCT), the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

As an important tourism product of Hong Kong, cruise tourism contributes to Hong Kong's economy through various aspects. In addition to the onshore spending of inbound cruise passengers, the contributions also include expenses incurred in Hong Kong by the cruises (such as expenses for arranging shore excursions or transport services for passengers, provisioning for the cruises, berthing at terminals and hiring of ground staff), as well as the onshore spending of crew members on leave etc. We review the strategies in respect of the services of and support to the cruise industry from time to time. For instance, since the second half of 2024, we have been attracting tourists to join cruise itineraries departing from Hong Kong by offering incentives to outbound travel agents in source markets, as well as supporting ships calls with relatively more Mainland passengers through arranging coaches connecting boundary control points and KTCT. Besides, HKTB would step up promotion and publicity efforts in source markets, and create brand effect of Hong Kong's cruise tourism by collaborating with cruise lines as well as local travel agents, media and key opinion leaders in such source markets with its resources. It will also drive the development of "fly-cruise" and "rail-cruise" packages bundled with accommodation, attractions, sightseeing tours and other experiences before or after cruise voyages, consolidating our advantages as a homeport.

- End -

CONTROLLING OFFICER'S REPLY

CSTB232

(Question Serial No. 2749)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. For the financial years 2022-23, 2023-24 and 2024-25, what were the Cruise Terminal's operating income (including revenue from commercial rentals in the Cruise Terminal building, other rental income and berthing fees) and expenses? What was the amount of the annual government subsidy?
2. In the new financial year, how much public fund is expected to subsidise the Cruise Terminal's operating deficit?
3. In the new financial year, what policies will the Bureau implement to increase the Cruise Terminal's revenue (particularly the rental income from the commercial area in the Cruise Terminal building) for reducing government subsidy?
4. How much manpower and resources will these policies require?

Asked by: Hon TSE Wai-chun, Paul (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 private terminal operator under commercial principles, while the Ocean Terminal is a private facility.

KTCT was constructed by way of public works under funding approved by the Finance Committee of the Legislative Council, and was leased to a private operator afterwards in 2012 via 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 would be given to the operator. According to the existing tenancy agreement between the Government and the terminal operator, the operator is required to pay to the Government each year a fixed rent of around \$2 million and the remainder after the deduction of the fixed rent from 35% of its annual gross receipt as variable rent. As the relevant income and expenditure of the terminal operator involve commercially sensitive information, we cannot disclose the details.

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board (HKTB) for 4 financial years (i.e. 2023-24 to 2026-27) to attract more cruise ships to

Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of KTCT, the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passenger fees in the coming 3 financial years (i.e. 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

KTCT (including the ancillary commercial areas of 5 600m²) is currently managed by the terminal operator on commercial principles. As mentioned in the Action Plan on Development of Cruise Tourism, the Culture, Sports and Tourism Bureau (CSTB) wishes to elevate the function of KTCT as a cruise terminal for all. CSTB will continue to explore with the terminal operator the use of KTCT for holding different kinds of non-cruise events / commercial activities to attract people flow. We, together with relevant bureaux and departments as well as local stakeholders, will continue to seize the opportunities brought by the gradual intake of nearby residential developments, and the construction of the "Youth Post" hostel and spaces for cultural and arts exchanges for youth adjacent to KTCT, etc., to bring in more community activities to KTCT. For instance, an "inclusive park for pets" at the rooftop garden and communal areas of KTCT was opened in March this year. Also, through the efforts of HKTB, KTCT has been selected as the venue of "The World's 50 Best Bars" awards ceremony, a prestigious annual event for the global bar scene. CSTB will invite expression of interest for the whole ancillary commercial areas of 5 600 m² and rooftop garden of KTCT. Interested vendors and organisations are welcome to submit feasible proposals including the use for conventional retail or other purposes to utilise and revitalise the spaces.

As the policies mentioned above have been subsumed into the work of the Tourism Commission and HKTB in different areas, it is difficult to quantify the manpower and expenditure concerned separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB233

(Question Serial No. 2750)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. When will the co-operation agreement between the Government and the cruise terminal operators expire?
2. Are key performance indicators (KPIs) in place for the performance of the operators in attracting businesses and investment, liaising with public transport service providers to ensure timely and adequate transportation support, and managing the terminals? If yes, what are the details? If no, will such KPIs be set in the new financial year?
3. Has the Bureau conducted any study on enhancing the management efficiency of the cruise terminal operators through market competition? Will there be any relevant policies for the new financial year? If yes, what are the details?

Asked by: Hon TSE Wai-chun, Paul (LegCo internal reference no.: 31)

Reply:

The Kai Tak Cruise Terminal (KTCT) is managed by a terminal operator under commercial principles. The tenancy agreement between the Government and the current terminal operator will expire in May 2028. The Culture, Sports and Tourism Bureau (CSTB) will commence a new tender exercise in 2025 and review the terms and conditions of the tenancy agreement, with a view to maintaining and enhancing the attractiveness and competitiveness of KTCT.

According to the existing 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 areas, promotion of KTCT, etc. The Tourism Commission will continue to closely monitor the work of the terminal operator, and will stringently follow-up on any non-compliance with the terms of the tenancy agreement.

CSTB published in December 2024 the Action Plan on Development of Cruise Tourism (Action Plan) as part of the Development Blueprint for Hong Kong's Tourism Industry 2.0. Our vision is to consolidate Hong Kong's position as Asia's hub for international cruise. In this regard, 5 strategies and 17 initiatives have been formulated under the Action Plan. As mentioned in the Action Plan, CSTB expects to elevate the function of KTCT as a cruise terminal for all. CSTB will continue to explore with the terminal operator the use of KTCT for holding different kinds of non-cruise events/commercial activities to attract people flow. We, together with relevant bureaux and departments as well as local stakeholders, will also seize the opportunities brought by the gradual intake of nearby residential developments, and the construction of the "Youth Post" hostel and spaces for cultural and arts exchanges for youth, to bring in more community activities to KTCT. For example, the rooftop garden and communal areas of KTCT were opened as "Inclusive Parks for Pets" in March this year. In addition, through the Hong Kong Tourism Board, KTCT has been selected as the venue of the prestigious global cocktail award ceremony "The World's 50 Best Bars". CSTB will invite expressions of interest for the whole ancillary commercial areas of about 5 600 m² and rooftop garden of KTCT. Interested vendors and organisations are welcome to submit feasible proposals on matters including the use for conventional retail or other purposes to utilise and revitalise the spaces.

- End -

CONTROLLING OFFICER'S REPLY

CSTB234

(Question Serial No. 2671)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please provide the details of events to be funded by the Major Sports Events Matching Grant Scheme under the “M” Mark System in 2025-26, including the number of funded events; the title, nature, total expenditure, Government funding, anticipated number of participants and economic benefits of each funded event.

Is there a mechanism put in place that requires funded events to meet specific performance outcomes and standards, with the stipulation that organisers must return part or all of the funding if these are not met? If yes, what are the specific execution criteria and requirements of this mechanism? If no, what are the reasons?

Asked by: Hon WONG Chun-sek, Edmund (LegCo internal reference no.: 16)

Reply:

In the 2025-26 financial year, we will continue to support the “M” Mark System through the Arts and Sport Development Fund (Sports Portion), with the anticipation of funding about 20 large-scale international sports events to take place in Hong Kong. As the applications are still being processed, details on the events receiving funding support are currently not available.

The Vetting Panel under the Major Sports Events Committee (MSEC), being responsible for monitoring the vetting of “M” Mark event applications, vets each application according to established mechanisms and makes recommendations to MSEC. All “M” Mark event applications will be scored based on the vetting criteria. Only applications that meet the passing score will be considered eligible and granted the corresponding funding amount.

Once an event is awarded the “M” Mark, its organiser is required to enter into an agreement and undertake to organise the event as stated in its proposal submitted in the application process. Within 6 months after the conclusion of the event, the organiser has to submit an evaluation report and an audited statement of accounts to the Culture, Sports and Tourism

Bureau (CSTB). CSTB will review the event and the submitted report to monitor and evaluate the event's arrangements prior to determining the final funding amount. The funding may be adjusted downward depending on the organiser's performance or the event's effectiveness. For example, an exhibition match or invitational competition held at a football stadium is required to have a minimum of 15 000 paid admissions per match day. If the ticket sales for such event fail to meet the aforementioned minimum requirement, the Government will reduce the total funding amount on a pro rata basis.

We are currently consolidating the experience gained from the implementation of the "M" Mark events over the past year or so following the introduction of the enhancement measures, and evaluating the effectiveness of these measures. Details on further enhancing the "M" Mark System will be announced later.

- End -

CONTROLLING OFFICER'S REPLY

CSTB235

(Question Serial No. 2672)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

At the end of last year, our country proposed the 240-hour visa-free transit policy which allows citizens from 54 eligible countries or regions transiting from China to a third country or region to stay in Mainland China visa-free for up to 240 hours.

In the coming financial year, will the Government and the Hong Kong Tourism Board seize the opportunity brought by the country's 240-hour visa-free transit policy by pursuing collaborations with the Mainland in jointly launching multi-destination tourism programmes for attracting long-haul tourists, with Hong Kong as one of the stops on their visit to China to promote the development of Hong Kong's tourism industry? If yes, what are the details? If no, what are the reasons?

Asked by: Hon WONG Chun-sek, Edmund (LegCo internal reference no.: 17)

Reply:

Hong Kong has long been the gateway for overseas visitors to enter the Mainland. The Culture, Sports and Tourism Bureau (CSTB) has been discussing with the relevant ministries of the Central Government the arrangements to facilitate international visitors to enter the Mainland via Hong Kong, with a view to attracting more international visitors to take Hong Kong as their first stop or transit point in their multi-destination travel itineraries to our country.

The Ministry of Commerce and the Hong Kong Special Administrative Region Government signed the Second Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) Agreement on Trade in Services (Amendment Agreement II) on 9 October 2024, expanding the stay areas of the 144-hour visa-free policy to the entire Guangdong province and providing optimisation measures to facilitate Mainland travel agents in receiving tour groups at the Hong Kong West Kowloon Station of the High Speed Rail. These measures will facilitate the co-operation between the travel trades from Hong Kong and the Mainland for developing multi-destination travel itineraries and capitalising on Hong Kong's comprehensive cross-border infrastructure and

rich tourism resources to attract overseas visitors to embark on multi-destination tourism. In the future, CSTB will continue to actively align with the national policy direction by seeking more optimisation measures on the basis of the existing 144-hour visa-free policy for Guangdong province, and leveraging the linking role of Hong Kong through strengthening tourism co-operation and exchange between Mainland provinces/cities and Hong Kong to promote exchange of visitors.

In terms of external promotion, HKTB co-operated with the Department of Culture and Tourism of Guangdong Province (DoCT of Guangdong) and the Macao Government Tourism Office in staging the first large-scale overseas GBA promotion event after the pandemic in Bangkok, Thailand in 2023, focusing effort to enhance promotion in Thailand. In 2024, HKTB launched various promotional campaigns targeting the Indonesian market, which included a collaboration with other cities in the GBA in late July 2024 to invite Indonesian media to film a travel programme in the GBA. HKTB also joined hands with the DoCT of Guangdong and representatives from tourism departments of GBA cities to launch an overseas promotional activity in Jakarta, Indonesia, showcasing the diversified tourism resources and tourism developments of the GBA. At the same time, HKTB entered into strategic co-operation with the Indonesian travel trade to launch various tourism offers and promotions to continuously attract Indonesian visitors to embark on multi-destination tourism in the GBA. HKTB also launched a version in Bahasa Indonesia at its one-stop GBA tourism portal, enabling Indonesian visitors and trade partners to keep themselves abreast of tourism information of the GBA. In 2025, HKTB plans to stage GBA promotion events in long-haul markets to promote the tourism resources of the GBA to visitors in these markets. In addition, HKTB will continue to film travel programmes of the GBA to encourage overseas visitors to embark on multi-destination tourism in Hong Kong and other neighbouring cities.

In respect of mega events tourism, HKTB incorporated GBA elements into various mega events and collaborated with other GBA cities to mutually promote mega events in the region, with a view to attracting domestic and overseas visitors to participate in these events through multi-destination tourism. For instance, HKTB featured the GBA Championship in the Hong Kong International Dragon Boat Races in June 2024, invited participants from the GBA to take part in the Hong Kong Cyclothon held in October 2024, and introduced popular food items from the GBA in the Hong Kong Wine & Dine Festival in October 2024. Besides, HKTB collaborated with Art Basel Hong Kong to organise a seminar in Shenzhen in February 2025 to discuss the development of the GBA under the influence of contemporary art, thereby extending the promotion of international art fairs to the GBA.

As for meetings, incentives, conventions and exhibitions (MICE) tourism, HKTB continued to attract overseas exhibitors to use Hong Kong as a bridgehead to align with the Mainland market under the promotional theme of “Meet HK • Meet GBA”, while assisting Mainland exhibitors to use Hong Kong as a springboard to gain access to the international market. HKTB will expand relevant work in the future, introducing more themes including culture and arts as well as legal and dispute resolution services, in addition to the existing themes of information technology, air transport, healthcare, and financing and insurance. HKTB also enlists the help of Hong Kong Convention Ambassadors, professional bodies and industry media to showcase the vast opportunities in the GBA, attract more overseas MICE events to be held in Hong Kong and assist in connecting Mainland conventions with the international market, thereby strengthening the position of Hong Kong as the MICE hub of the GBA.

Regarding the promotion of trade collaboration, HKTB has organised familiarisation trips to Hong Kong and nearby cities in the Mainland for the travel trade from North America, Thailand and Indonesia, with a view to assisting them in designing multi-destination itineraries. In the future, in addition to continuing the above work, HKTB will also collaborate with trade partners in other source markets, such as South Korea, to roll out products or offers to attract visitors to embark on multi-destination tourism. Besides, with funding support from the Government, the Travel Industry Council of Hong Kong (TIC) organised trade visits to bring the travel trade to the GBA in October and November 2023 after the pandemic, with a view to promoting the redevelopment of business co-operation between the travel trade of Hong Kong and the GBA. In 2024, the trade visits were extended to cities outside the GBA. In 2025, TIC will continue to utilise Government funding to organise more trade visits to facilitate business matching among the travel trade for developing multi-destination tourism products.

In 2025-26, HKTB will continue to leverage on the advantage of Hong Kong as an international tourism hub to promote multi-destination tourism, including continuing to strengthen promotion in overseas markets through co-operation with tourism departments of different Mainland cities, organising trade visits, and inviting Key Opinion Leaders from visitor source markets.

- End -

CONTROLLING OFFICER'S REPLY

CSTB236

(Question Serial No. 1323)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 136 of the Budget Speech that a series of distinctive tourism projects, such as eco-tourism, panda tourism, and horse-racing tourism, will be further promoted to enrich travel experiences in Hong Kong. In this connection, will the Government inform this Committee whether it will consider stepping up the promotion of religious and cultural tourism and linking various religious institutions and tour routes? Will it consider developing a demonstration zone for religious and cultural attractions in Hong Kong to attract tourists and worshippers to pay homage and visit through promotion of in-depth religious and cultural immersion activities (such as vegetarian diet, meditation, guided tour) and religious and creative products? If yes, what are the details; if no, the reasons?

Asked by: Hon YANG Wing-kit (LegCo internal reference no.: 1)

Reply:

The Government has leveraged the diverse assets in town to promote tourism, including Chinese and Western cultural activities and festivals, the great outdoors and outlying islands, as well as traditions and customs of various religions and beliefs. In the Development Blueprint for Hong Kong's Tourism Industry 2.0 promulgated in end-December 2024, it is mentioned that the Government will foster diversified development of religious tourism to enrich Hong Kong's tourism offerings, including engaging with religious groups to explore opening up religious venues as tourist attractions on a limited scale without affecting religious activities. We will explore feasible arrangements through the assistance of the Home and Youth Affairs Bureau in liaising with relevant religious groups.

On promotion of tourism offerings with religious elements, the Hong Kong Tourism Board (HKTB) showcases the traditional customs and attractions with authentic local characteristics to visitors and invite media and trade representatives to visit attractions with religious elements in person, including the Po Lin Monastery on Lantau Island, Tin Hau Temple in Nam Chung, Che Kung Temple in Sha Tin and Tin Hau Temple in Lam Tsuen of Tai Po, and many more. HKTB also produces various TV shows and rolls out thematic promotions to

attract visitors to Hong Kong, especially among visitor source markets that share the culture of temple visits and traditional culture.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1324)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in paragraph 138 of the Budget Speech, the Government has earmarked resources to strengthen support to the cruise industry, encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. It will also provide cruise lines with more concessions to attract cruise ships to berth at the Kai Tak Cruise Terminal (KTCT) during the low season. In this connection, will the Government inform this Committee of the following?

1. What concessions will be provided to cruise lines?
2. Will it explore the possibility of promoting the integrated development of KTCT, the "Youth Post" hostel and spaces for cultural and arts exchanges for youths by introducing dining, retail and other outlets, and organising joint events to bring more footfall to the KTCT area, thereby creating synergy with Kai Tak Sports Park and amplifying the economic impact of cruise tourism? If so, what are the details? If not, what are the reasons?

Asked by: Hon YANG Wing-kit (LegCo internal reference no.: 2)

Reply:

In the 2023-24 Budget, the Government earmarked funding for the Hong Kong Tourism Board (HKTB) for 4 financial years (i.e. from 2023-24 to 2026-27) to attract more cruise ships to Hong Kong in the coming years. To sustain the momentum of the recovery of cruise tourism, bring more high value-added overnight visitors to Hong Kong and make better use of the Kai Tak Cruise Terminal (KTCT), the Government will:

- (a) earmark new funding in the 2025-26 Budget to continue to provide services and support to the cruise industry until 2028-29, with priorities on encouraging cruise lines to increase their number of ship calls to Hong Kong, make overnight calls and use Hong Kong as the homeport. The total amount involved is \$46 million; and
- (b) provide cruise lines making ship calls at KTCT during the summer low season with concessions on the cruise ships' dockage fees and passengers fees in the coming 3

financial years (i.e. from 2025-26 to 2027-28), with a view to attracting more cruise ships to berth at KTCT during the summer low season.

In respect of “Youth Post” hostel, the Home and Youth Affairs Bureau (HYAB) issued a tender document on 20 December 2024, to select, through open tender, a suitable organisation for operating the youth facility under a short-term tenancy. HYAB has just completed the tender assessment exercise and selected the operator of “Youth Post”. HYAB will further discuss with the awarded tenderer on ways to better utilise “Youth Post” hostel and other relevant facilitation and publicity measures, including collaboration arrangements between the awarded tenderer and relevant government departments and/or organisations, with a view to promoting mutual exchange among Mainland, overseas and local young people as well as youth development. The Culture, Sports and Tourism Bureau (CSTB) is also in close communication with HYAB regarding the collaboration between “Youth Post” hostel and KTCT. After the tender is awarded, we will further connect the awarded tenderer of “Youth Post” hostel with the respective operators of KTCT and the Kai Tak Sports Park (KTSP) fully commissioned recently to explore further opportunities.

In planning for the work plans of KTSP and KTCT, CSTB will consider the integration of these 2 major infrastructures, with a view to optimising the use of the facilities and achieve synergistic effects.

KTSP provides Hong Kong with diversified as well as the largest and state-of-the-art venues for hosting various sports and entertainment events and offers a one-stop sports, leisure, catering and shopping experience for citizens and tourists. With its official commissioning on 1 March, KTSP will become a new hub for hosting major sports and entertainment events, creating favourable conditions for further promoting the mega-event economy. KTSP will attract tourists to spend in Hong Kong by hosting various large-scale sports, culture or entertainment events, and provide cruise passengers with more options for onshore activities. Hotels in the vicinity of KTSP will also offer an additional choice of accommodation for travellers (including cruise passengers before or after their voyages). CSTB, in collaboration with the cruise industry through HKTB, has also developed a new shore excursion itinerary in Kowloon East covering KTSP, the “Live out the Cinematic Charm of Hong Kong” Twilight of the Warriors: Walled In Exhibition being held at AIRSIDE shopping mall in Kai Tak, Kowloon Walled City Park, Chi Lin Nunnery and Nan Lian Garden, offering tourists with a greater variety of shore excursions.

On the other hand, CSTB will further use KTCT for other commercial purposes, such as conventions, exhibitions and activities. In particular, we hope to utilise spaces within the terminal during non-peak season when fewer cruise ships are at berth, and elevate the function of KTCT as a cruise terminal for all. Specifically and amongst others, through the efforts of HKTB, KTCT has been selected as the venue of the “The World’s 50 Best Bars” awards ceremony, a prestigious global annual event for the global bar scene, to be held in October this year.

In addition to KTSP, there are a few large retail facilities within the Kai Tak Development Area near Kai Tak MTR Station. A harbourfront promenade will also be constructed connecting KTSP and KTCT, not only providing a panoramic view of Victoria Harbour, but also clusters of retail and dining outlets. CSTB will channel operators of the concerned facilities to explore ways to provide greater convenience and enhanced experience to cruise

visitors, boost business opportunities of KTCT, and attract citizens and tourists to the area. Seizing the opportunities brought by the gradual intake of nearby residential developments, CSTB will invite expression of interest for the whole ancillary commercial areas and rooftop park of KTCT to revitalise the spaces in KTCT. Interested vendors and organisations are welcome to submit feasible proposals including but not limited to conventional retail business.

- End -

CONTROLLING OFFICER'S REPLY

CSTB238

(Question Serial No. 0536)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget, the Government is committed to promoting the development of cultural and creative sectors as industries. A cumulative total of over 780 projects, some of which with potential for industrialisation, have been approved under the CreateSmart Initiative (CSI), involving a total funding of about \$3.4 billion and benefiting more than 30 000 small and medium enterprises (SMEs).

According to the latest statistics, there are around 29 890 creative industries-related establishments in Hong Kong, engaging about 130 770 persons. As mentioned above, more than 30 000 SMEs have been benefitted, which means the number of establishments funded by the Government under CSI is almost equivalent to the total number of cultural and creative industries-related establishments. In this connection, please inform this Committee: whether it is necessary to raise the funding standard; and whether the Government should avoid a “massive and indiscriminate” funding approach given its huge deficit.

Asked by: Hon YIM Kong (LegCo internal reference no.: 21)

Reply:

The number of projects approved, the amount of funding involved and the number of small and medium enterprises (SMEs) benefitted under the CreateSmart Initiative (CSI) mentioned in the Budget are cumulative figures since the establishment of CSI in 2009. The number of SMEs benefitted under CSI is not directly related to the current number of creative industries-related establishments in Hong Kong.

The Cultural and Creative Industries Development Agency will, based on the actual operational needs and the industries' demands, review and enhance the mechanisms and procedures under CSI from time to time, and closely monitor and review the use of the funding granted to the approved projects, to ensure proper use of public money.

- End -

CONTROLLING OFFICER'S REPLY

CSTB239

(Question Serial No. 0537)

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

Subhead (No. & title): ()

Programme: ()

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget, the Government has always been a staunch supporter to the development of the film industry. A cumulative total of over \$1.3 billion has been approved by the Film Development Fund (FDF) to support more than 120 film projects. These projects involved more than 110 new directors and producers, and the relevant films have won more than 180 awards. In this connection, please inform this Committee of the following:

For FDF-funded productions with good box office, is it possible to negotiate with the producers and encourage them to contribute a portion of their profits to FDF, so as to foster a virtuous cycle and reduce the need for further investment from the Government?

Asked by: Hon YIM Kong (LegCo internal reference no.: 22)

Reply:

The Government supports projects that are conducive to the long-term and healthy development of Hong Kong's film industry through the Film Development Fund (FDF). FDF has supported more than 120 film projects so far, more than half of which were funded under different film production financing schemes. The financing and revenue-sharing ratios of FDF range from 20% to 40%. FDF will share the net revenue of the film projects based on the relevant percentage, up to a maximum of 40%.

- End -

CONTROLLING OFFICER'S REPLY

CSTB240

(Question Serial No. 0538)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Budget mentioned that \$1.235 billion would be allocated to the Hong Kong Tourism Board (HKTB) in the coming year to pursue the concept of “tourism is everywhere” and implement the Development Blueprint for Hong Kong’s Tourism Industry 2.0.

As an internationally renowned and popular tourist city, the robust development of Hong Kong’s tourism industry hinges on well-developed transport facilities and excellent service quality. However, there are still issues such as poor traffic flow, insufficient frequency of transport services and unsatisfactory experiences on transportation in some popular scenic areas and attractions. In this connection, will the majority of this provision be used to address the aforementioned shortcomings in transport facilities? What other aspects will be targeted to boost travel consumption in Hong Kong? Will the Bureau consider issuing travel consumption vouchers to visitors who spend a certain amount or above to attract them to visit Hong Kong again? Will a portion of the provision be allocated to upgrade and transform iconic entertainment and shopping streets on social media like Temple Street to offer more leisure and shopping options and enhance the image of Hong Kong’s tourism?

Asked by: Hon YIM Kong (LegCo internal reference no.: 23)

Reply:

As announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to the Hong Kong Tourism Board (HKTB). HKTB will make every effort to implement the concept of “tourism is everywhere” and the initiatives set out in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater

synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong’s unique tourism elements under the concept of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong’s green tourism products and countryside experiences through its year-round promotional platform “Hong Kong Great Outdoors”, which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city’s four corners – north, south, east and west – showcasing Hong Kong’s diverse scenery. To cater for visitors pursuing experiences of “citywalks”, HKTB will also enrich the contents in various campaigns under its “Hong Kong Neighbourhoods”, with a view to encouraging visitors to explore the city’s authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade”, incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong’s positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong’s tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong’s connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers’ travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city’s exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its “accreditation, education and promotion” model to encourage

industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for marketing budgets. This includes the provision from the Budget and contributions from HKTB's own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

In terms of transport facilities, Hong Kong boasts a convenient and comprehensive transport system, offering a variety of options such as the Mass Transit Railway, buses, minibuses, trams, ferries, cable cars and water taxis. Visitors of different types can easily go to different attractions across the city by selecting transport modes that best suit their needs. The Culture, Sports, and Tourism Bureau engages with relevant bureaux and departments, including the Transport and Logistics Bureau and the Transport Department, from time to time to reflect the situation and follow up on the needs to improve transport services between attractions, thereby continuously enhancing the convenience and comfort of travel experiences for all types of visitors in Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

CSTB241

(Question Serial No. 0549)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget, efforts will be stepped up to promote a series of distinctive tourism products such as eco-tourism, panda tourism, horse-racing tourism, etc., to enrich travel experiences in Hong Kong.

As an international tourism city, Hong Kong boasts unique natural landscapes and cultural features in many areas, such as the countryside and outlying islands, which are ideal locations for developing high-end tourism and health and wellness industries. For instance, yacht tourism can be developed in Sai Kung, horse-racing-themed projects in the Northern District, and distinctive eco-tourism in the outlying islands.

In this connection, how will the Government consider leveraging local characteristics to vigorously develop distinctive tourism projects and establish tourism brands and icons for various districts? And how much funding will be earmarked for producing promotional videos to showcase Hong Kong's distinctive tourism and conducting overseas promotional campaigns?

Asked by: Hon YIM Kong (LegCo internal reference no.: 24)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of eco-tourism, panda tourism and horse-racing tourism in joint efforts with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Eco-tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so

that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

- (a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;
- (b) The year-round promotional platform "Hong Kong Great Outdoors" will continue to be used to introduce in detail and promote Hong Kong's unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;
- (c) A new series of promotional videos "Four Corners of Hong Kong" were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong's four corners - "north, south, east and west", namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin's Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong, in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors' experiences during their visit. To enhance Hong Kong's reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong's long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives' promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors' attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

In addition, HKTB has been actively leveraging local characteristics to develop distinctive tourism projects by launching the "Hong Kong Neighbourhoods" programme 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. HKTB will further enrich and update the content of the "Hong Kong Neighbourhoods", thereby attracting visitors to go deep into the communities of Hong Kong to discover unique travel experiences.

On promotion efforts, HKTB will make use of its worldwide offices network to collaborate with renowned media and local trade. Through the production of diverse programmes and immersive videos, it will step up themed promotional campaigns in the source markets, focusing on cultural arts, culinary experiences, and natural landscapes, to encourage visitors to add Hong Kong to their travel itineraries.

The aforementioned estimated expenditures have been subsumed into HKTB's overall marketing budget and are difficult to quantify separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB242

(Question Serial No. 0550)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Budget, Kai Tak Sports Park is the largest-ever sports infrastructure in Hong Kong with the 50 000-seat Stadium. Large-scale sports and entertainment events will be held in the Park, thereby driving visitation and spending. In this connection, please advise whether the Government will consider increasing funding support for cultural and arts mega events to address the constraints.

Asked by: Hon YIM Kong (LegCo internal reference no.: 25)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events Fund (Mega ACE Fund) in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events.

Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, and to further promote the integrated development of culture, sports and tourism, CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. We will continue to monitor the latest developments in Hong Kong's arts and culture sector and ecology, maintain close communication with various stakeholders, and review the operation of the Mega ACE Fund in a timely manner, with a view to focusing on attracting and supporting mega arts and cultural events.

- End -

CONTROLLING OFFICER'S REPLY

CSTB243

(Question Serial No. 3948)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

While it was proposed in the last Budget that pyrotechnic and drone shows would be held every month with an estimated budget of \$1 million for each show, there is no mention of the estimates for these shows in the Budget for the current financial year. Does it imply that such estimates no longer exist this year?

Asked by: Hon YIM Kong (LegCo internal reference no.: 26)

Reply:

The Tourism Commission, together with the Hong Kong Tourism Board (HKTB), will launch a new edition of "A Symphony of Lights" (SoL) light and sound show to showcase the spectacular views at Victoria Harbour through novel audio-visual effects. Before the launch of the new edition of SoL, HKTB will, in conjunction with festivals and major events, organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a festive atmosphere to attract locals and visitors to enjoy the shows. The estimated expenditure for drone shows has been included in the estimate for SoL.

- End -

CONTROLLING OFFICER'S REPLY

CSTB244

(Question Serial No. 2571)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. What were the monthly attendance figures at the Ocean Park (OP) in 2024? Please tabulate the figures for locals and tourists, and provide the distribution of tourists by source region.
2. After the public appearance of the 4 giant pandas, namely An An, Ke Ke, "Elder Sister", and "Little Brother", what were the monthly attendance figures at OP, ratio of tourists to locals, and number of participants in the VIP panda-meeting tours?
3. What were the monthly attendance figures at the Hong Kong Disneyland Resort (HKDL) in 2024? Please tabulate the figures for locals and tourists, and provide the distribution of tourists by source region.
4. What was the annual per capita spending at OP, and the respective total spending on admission tickets, food and beverages, merchandise, etc. in 2024?
5. What plans do OP and HKDL have to attract more tourists in 2025-26? What are the details and estimated expenditures?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 3)

Reply:

According to the Annual Report of the Ocean Park Corporation (Ocean Park) for its Financial Year (FY) 2023-24 (i.e. from 1 July 2023 to 30 June 2024), the annual attendance at Ocean Park (including Water World) in the FY was around 3.14 million, and the revenues on admission, food and beverages as well as merchandise were \$659.9 million, \$215.4 million and \$132.5 million respectively. As for the source markets of visitors in the same FY, visitors from local, Mainland China and other markets accounted for 65%, 24% and 11% respectively according to Ocean Park's statistics. The attendance at Ocean Park for the second half of the 2024 calendar year will be included in the annual attendance of its FY 2024-25 and, together with the revenues on admission, food and beverages as well as merchandise in the same FY, reported in its 2024-25 Annual Report.

The giant pandas “An An” and “Ke Ke” made their debut on 8 December 2024 at the “Hong Kong Jockey Club Sichuan Treasures” at Ocean Park, while the pigeon pair of giant panda twin cubs made their debut on 16 February 2025 at the “Giant Panda Adventure” of the park. The number of people visiting these giant pandas will be included in Ocean Park’s annual attendance for its FY 2024-25 and reported in its 2024-25 Annual Report. Since the launch of “A Treasured Moment with the Giant Panda Twins” programme by Ocean Park on 18 February 2025 to allow visitors to meet the giant panda cubs in the morning before the park opens, the programme has reached or almost reached its daily maximum capacity of 40 participants every day.

In FY 2025-26, Ocean Park will continue to take forward its development strategies to transform into a resort destination which focuses on conservation and education, grounded in nature and complemented by adventure and leisure elements to enhance visitors’ experience. Ocean Park will also continue to capitalise on its advantage of being home to the largest number of giant pandas outside the Mainland by launching more Hong Kong-themed giant panda-related promotional activities, merchandise, cultural and creative products, comics and animation products, video games, tourism products, etc., including those designs using the giant pandas intellectual property (IP) created according to the physical features of the six giant pandas residing in Hong Kong. In addition to the extensive use of the relevant IP in Ocean Park’s social media contents and merchandise, Ocean Park will continue to make use of the relevant IP to launch giant panda-themed festive events, immersive experience activities, light shows, thematic performances, amusement facilities, etc. Ocean Park will also organise giant panda workshops, such as “Giant Panda Poo Paper Workshop” and “Wowotou Studio”, which allow the participants to learn about the physical features and habits of the giant pandas through hands-on experience and observation, as well as acquire knowledge about the conservation of the giant pandas, thereby bringing a unique giant panda experience to both locals and visitors. In addition, Ocean Park is planning for the construction of a new adventure zone in its upper park area, featuring a “Bungy Jump” for 2 people to jump from separate lanes simultaneously, 2 sets of giant “Zipline” spanning approximately 1 000 metres, etc. Development of the new adventure zone is expected to complete in 2028.

According to the annual business review of the Hong Kong Disneyland Resort (HKDL) for fiscal year 2024 (i.e. from 1 October 2023 to 28 September 2024), its annual park attendance in the fiscal year was 7.7 million, with guests from local, Mainland China and other markets accounting for 40%, 38% and 22% respectively. The park attendance between October and December 2024 will be subsumed into its annual attendance of fiscal year 2025, which will, together with the distribution of locals and visitors by origin, etc., be reported in its annual business review for fiscal year 2025.

HKDL is actively pursuing its multi-year Expansion and Development Plan (Expansion Plan), with new facilities rolled out from 2018 to 2023, including the Castle of Magical Dreams and its daytime and nighttime shows, as well as the new themed area World of Frozen opened in 2023. As one of the action measures in the Development Blueprint for Hong Kong’s Tourism Industry 2.0, the Culture, Sports and Tourism Bureau will continue to work with The Walt Disney Company to roll out the remaining projects under the Expansion Plan, including the new Marvel-themed area, as well as explore future plans, with a view to enhancing the appeal of HKDL to visitors from the region, ensuring business synergy, and consolidating HKDL’s position as an iconic and landmark tourist attraction in Hong Kong. HKDL will

launch its year-long 20th anniversary celebrations in June 2025, including a brand-new parade which is the largest ever in scale at HKDL. A new Pixar entertainment experience will also be rolled out. As one of the most popular themed resorts in Asia, HKDL will continue to attract visitors to Hong Kong and drive the development of the tourism industry and the overall economy through targeted promotions in different source markets and developing new facilities and highlights. It will also strive to promote the integration of culture, entertainment, sports and tourism.

The Tourism Commission will continue to closely monitor the operation of the two theme parks as well as the progress on the implementation of their development strategies.

- End -

CONTROLLING OFFICER'S REPLY

CSTB245

(Question Serial No. 2572)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As proposed in the Budget of this financial year, \$1.235 billion will be allocated to the Hong Kong Tourism Board (HKTB) for pursuing the concept of “tourism is everywhere” and implementing the Development Blueprint for Hong Kong’s Tourism Industry 2.0. Please inform this Committee of:

1. the total amount of recurrent and additional provisions received by HKTB in 2025-26;
2. the key strategies of HKTB and the estimate for its marketing initiatives with percentage to the total expenditure in 2025-26 in a tabular format;
3. the visitor source markets in which HKTB has launched publicity and promotional campaigns in 2024-25, with the numbers of visitor arrivals in Hong Kong from the above visitor source markets, as well as the details of and actual expenditure on such publicity and promotional campaigns in the past 2 years, in a tabular format; and
4. the visitor source markets in which HKTB will launch publicity and promotional campaigns in 2025-26, with the details of and actual expenditure on such publicity and promotional campaigns.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 4)

Reply:

In 2024-25, the Hong Kong Tourism Board (HKTB) took active efforts to consolidate existing core markets, and at the same time explored potential visitor source markets for attracting more high-value added visitors to Hong Kong.

Expanding Mainland Market with Central Government’s support measures

The Central Government introduced a range of support measures for Hong Kong last year, among which the Individual Visit Scheme (IVS) was expanded to cover more Mainland cities, and HKTB subsequently rolled out a series of promotional initiatives. In March 2024, HKTB led a delegation to visit the new IVS cities, Xi'an and Qingdao, and launched large-scale advertisements in local commercial districts, achieving a total exposure of 23.8 million

views. In June 2024, trade representatives from the 8 newly added IVS cities, including Taiyuan, Hohhot, Harbin and others, were invited for a familiarisation trip to Hong Kong.

Starting from April 2024, over 40 000 sets of discount vouchers, each valued at HK\$200, were distributed to visitors from the 10 newly added IVS cities through travel agencies and airlines under a designated programme to boost visitor spending in Hong Kong. Moreover, as the Central Government increased the duty-free allowance for luggage articles brought into the Mainland from Hong Kong by visitors residing in the Mainland, HKTB took the opportunity to launch the “Summer Chill Hong Kong” promotional campaign in summer targeting overnight visitors with giveaways of 500 000 sets of “Summer Triple Rewards” worthy of over HK\$100 million.

With the Central Government’s measure to resume and expand the multiple-entry IVS for Shenzhen starting from 1 December 2024, HKTB immediately partnered with various cross-boundary public transport operators and payment platforms to roll out discount promotion to attract visitors from Shenzhen to visit and shop in Hong Kong. At the end of 2024, leveraging on the “Hong Kong WinterFest” and the Chinese New Year, HKTB promoted the winter festive activities (「玩轉冬日香港」) in key cities in the Greater Bay Area (GBA) through Douyin and Xiaohongshu in collaboration with the Mainland travel agency platform “VisioTrip” (「視旅」).

Fully committed to developing Middle East and ASEAN markets

The Government is fully committed to developing the Middle East market. HKTB organised its largest ever Middle East delegation in May 2024, pooling over 30 local travel trade operators, to Dubai to take part in the “Arabian Travel Market” trade show, and signed partnership memoranda of understanding with the leading Middle Eastern airline “Emirates” and an online travel agency “Dnata Travel Group” to promote Hong Kong tourism. Additionally, a new high-end tourism guide “TRAVEL IN LUXE • HONG KONG” was launched, and a delegation was sent to Saudi Arabia for promotional activities.

Global Outreach initiatives with trade partners to showcase Hong Kong’s charm

In 2024, HKTB took trade partners on various missions to participate in 11 Mainland and overseas major travel exhibitions, helping them explore business opportunities. To promote the GBA tourism brand, in September 2024, HKTB embarked on a visit with representatives from various cities in the Guangdong province and Macao to Jakarta of Indonesia to hold an activity, namely “Greater Bay Area – Connecting Great Experiences”, to showcase the diverse tourism recourses of GBA. Moreover, HKTB launched a version in Bahasa Indonesia at its one-stop GBA tourism portal to facilitate Indonesian visitors’ access to travel information. Also, HKTB took part in the China International Import Expo for the 7th consecutive years, using advanced technology to highlight the diverse travel experiences in Hong Kong under the theme “Next Stop Hong Kong”.

Showcasing Hong Kong’s distinctive features through brand new channels

HKTB also made active use of brand new channels to showcase Hong Kong’s distinctive appeal to the global audience. HKTB signed a 3-year partnership agreement with Art Basel, a world-renowned art platform, and presented “Hong Kong’s Cha Chaan Teng” at Art Basel

Paris and Art Basel Miami Beach in October and December 2024 respectively, inviting visitors to experience first-hand the unique charm of Hong Kong culture.

In terms of social media, as of the end of 2024, HKTB operates 12 official social media channels globally, including Facebook, Instagram, TikTok, Pinterest, X, YouTube, Douyin, WeChat (a third-party platform), LinkedIn, Xiaohongshu, Weibo and QQ, with a cumulative fan base of over 14.5 million and content reaching over 3 billion people. In April 2024, HKTB also reached a strategic cultural and tourism partnership with Xiaohongshu as a joint effort to promote Hong Kong tourism.

HKTB also worked with various world-renowned media to launch close to 30 programmes of different genres, including variety shows, entertainment programmes and television drama series. Among them are MasterChef Australia, a top-rated culinary TV series, *Irresistible Offer* (Season 6), a workplace reality show in the Mainland and *Begin Again*, a busking performance programme produced in collaboration with South Korean TV company JTBC.

While HKTB's global publicity campaigns can hardly be broken down into details by individual markets, its marketing expenditure for 2024-25 was \$1.089 billion.

Visitor arrivals from major source markets in 2023 and 2024

| Source Market | 2023 | 2024 |
|--|-------------|-------------|
| Mainland China | 26 755 563 | 34 043 127 |
| Taiwan | 809 292 | 1 244 610 |
| Japan | 344 154 | 560 169 |
| South Korea | 409 852 | 854 873 |
| Indonesia | 257 279 | 366 973 |
| Malaysia | 270 588 | 405 508 |
| Philippines | 773 075 | 1 194 446 |
| Singapore | 350 153 | 466 071 |
| Thailand | 442 941 | 521 645 |
| United States | 596 958 | 884 262 |
| Canada | 214 850 | 320 631 |
| United Kingdom | 205 087 | 294 438 |
| France | 93 539 | 144 651 |
| Germany | 110 240 | 168 115 |
| Australia | 239 029 | 370 857 |
| India | 219 097 | 377 792 |
| Gulf Cooperation Council (GCC) regions | 9 743 | 16 498 |
| Russia | 60 234 | 131 598 |
| Netherlands | 50 201 | 79 940 |
| Vietnam | 31 894 | 48 309 |

GCC countries include Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

As for 2025-26, as announced in the 2025-26 Budget, the Government will allocate \$1.235 billion, inclusive of recurrent and additional subventions, to HKTB. HKTB will make every effort to implement the concept of "tourism is everywhere" and the initiatives set out in the

Development Blueprint for Hong Kong's Tourism Industry 2.0, while continuing its efforts in promoting tourism development under the four key strategies, including:

(1) Rolling out year-round thematic promotions and uplifting diversified experiences and mega events

To further amplify the benefits of city-wide happenings, HKTB will strengthen bundling of mega events and roll out diversified thematic promotions throughout the year to create greater synergy and attract visitors to Hong Kong in different seasons. For example, the mega sports, arts and cultural events held in March this year were bundled for promotion under the theme of “Hong Kong Super March”.

In addition, HKTB will strive to curate more diversified, quality tourism events and thematic experiences, while fully leveraging Hong Kong's unique tourism elements under the concept of “+Tourism” to enrich the content and appeal of tourism products. Taking eco-tourism and green tourism as an examples, HKTB will continue to actively promote Hong Kong's green tourism products and countryside experiences through its year-round promotional platform “Hong Kong Great Outdoors”, which includes the launch of a series of thematic videos on various hiking trails, taking visitors on a journey to the city's four corners – north, south, east and west – showcasing Hong Kong's diverse scenery. To cater for visitors pursuing experiences of “citywalks”, HKTB will also enrich the contents in various campaigns under its “Hong Kong Neighbourhoods”, with a view to encouraging visitors to explore the city's authentic local culture.

This year, HKTB will continue staging its flagship events centering around 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 International Chinese New Year Night Parade”, incorporating new perspectives, novel elements to create brand new experiences and enrich the events.

HKTB will also deploy its resources with precision to support and promote international mega events to be held in the city while proactively reaching out to internationally renowned organisations for collaboration, with a view to further strengthening promotions in visitor source markets and increasing Hong Kong's positive global exposure in a sustained manner. HKTB will collaborate with international brands in staging events to tell the good stories of Hong Kong's tourism. For example, HKTB signed a three-year global strategic partnership agreement with Art Basel to establish immersive experience zones of Hong Kong culture in all four annual Art Basel shows around the world, strengthening Hong Kong's connection with the global art scene.

(2) Targeting source markets and exploring potential visitor segments

HKTB has been closely monitoring and analysing the latest developments in various visitor source markets. Taking into account of a host of factors, including the recovery pace of flight capacity, economy in individual markets, consumers' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different markets around the world, thereby formulating effective promotional strategies catering to individual markets.

In the coming year, HKTB will focus on long-haul markets to deepen international exchange and collaboration, while fortifying ties with existing source markets, including Southeast Asian and the Mainland markets, and stepping up promotion through all-round marketing of the city's exciting experiences.

In addition, HKTB has been striving to pursue high-quality development by attracting high value-added and potential visitor segments, with Muslims being one of its major targets. HKTB will continue its "accreditation, education and promotion" model to encourage industry-wide enhancement of Muslim-friendly travel supporting facilities through joint efforts to establish Hong Kong as a Muslim-friendly destination.

In respect of Meetings, Incentive Travels, Conventions and Exhibitions (MICE) visitors, 1.42 million overnight MICE visitors were recorded in 2024. With per-capita spending 40% higher than that of the overall overnight visitors, MICE visitors represent a high value-added segment. Maintaining a multi-pronged approach, HKTB will bid for and support the staging of international MICE events of varying scales and types in Hong Kong to strengthen the city's position as the "World's Meeting Place" and attract more high value-added overnight MICE visitors to Hong Kong, furthering the development of MICE tourism.

The Government has also drawn up an action plan on the development of cruise tourism to consolidate the role of Hong Kong as Asia's cruise hub. To tie in with the action plan, HKTB will continue to promote cruise tourism, attract cruise companies' deployment of more international cruise vessels to Hong Kong, and elevate the experience of cruise passengers during their visits to Hong Kong.

(3) Partnering with the trade and creating business opportunities

HKTB will further forge closer co-operation with local, Mainland and overseas trade partners to develop more diversified tourism products for attracting visitors and lengthening their stay in Hong Kong, thereby creating more business opportunities for the local travel trade and tourism-related sectors.

HKTB will leverage Hong Kong's advantage as an international tourism hub to promote multi-destination tourism. HKTB will work with trade partners in launching tourism products or special offers that encourage visitors to stop by Hong Kong on their way to and from other destinations. HKTB will also continue its promotion of multi-destination tourism in the Greater Bay Area (GBA) in overseas markets on tourism promotion platforms in Guangdong, Hong Kong and Macao and through the ongoing co-operation with the tourism authorities of Macau and other cities in GBA. Moreover, HKTB will continue to drive the development of GBA tourism products and enhance market exposure of GBA tourism by organising joint familiarisation delegations to GBA for trade members in Guangdong, Hong Kong and Macao and inviting key opinion leaders (KOLs) of different source markets to visit the GBA.

HKTB will continue to lead the travel trade to proactively reach out to existing markets and explore new potential ones. It will organise delegations to Hong Kong by inviting trade, media and corporate representatives to experience the latest leisure and MICE experiences in person. HKTB will also organise outbound trade missions by taking part in various trade

events and tourism exhibitions, and visiting different markets to promote Hong Kong's tourism experiences and products.

In the coming year, HKTB will keep working with various government departments and the travel and related sectors to promote the hospitality culture and proactively advocate the concept of "Everyone is a Tourism Ambassador". HKTB will also launch a new award scheme in collaboration with the trade to recognise outstanding staff and enhance the professionalism of the trade in delivering quality tourism services, thereby making visitors feel at home.

(4) Promoting smart tourism and creating seamless travel experiences

One of HKTB's objectives is to further promote Hong Kong's development as a smart tourist destination. Through various smart technologies and tools, HKTB aims to establish a smart tourism system to bring about seamless travel experiences for visitors and create new opportunities for the trade.

HKTB will enhance the content and structure of its one-stop travel information platform, DiscoverHongKong, provide a "Live Travel Map" and kick-start the development of the "Smart Itinerary Planner" in phases. It will also further upgrade the PartnerNet with additional interactive data charts, more detailed tourism statistics, in-depth analyses of source markets and other useful insights to help trade partners plan their marketing and promote their tourism products.

On promotions in visitor source markets, HKTB will continue to closely monitor and analyse the latest development in various visitor source markets. Having regard to a host of factors, including the resumption of flight services, local economic situations, residents' travel sentiments and interests, HKTB determines the proportion of resources to be allocated to different global markets and formulates effective promotional strategies catering for different markets.

In the coming year, with the focus on long-haul markets and deepening international collaboration, HKTB will tap into its worldwide office network to partner with renowned media and local trades, reaching out proactively to these markets with enhanced promotions on themes surrounding our arts and culture, gastronomy, natural scenery and more to appeal to these visitors to put Hong Kong on their travel bucket list.

As for short-haul markets like Southeast Asia, Taiwan and South Korea, HKTB will also continue to deepen promotional efforts through all-round marketing of various exciting experiences, such as citywalks, traditional festivities and in-depth tours, and associated tourism products to attract visitors to come back time and again.

On the Mainland market, given the positive impact of the Central Government's expansion of the number of IVS cities, together with the greater convenience for visitors due to the enhanced network coverage and frequency of the Express Rail Link, HKTB Mainland offices will continue to utilise relevant social media platforms to disseminate travel information and, in collaboration with online and local travel agencies, develop more thematic tourism products.

In 2025-26, HKTB will earmark \$1.036 billion for its marketing budgets. This includes the provision from the Budget and contributions from HKTB's own reserves. HKTB will prudently deploy resources and formulate precise marketing strategies to maximise the promotional effects.

- End -

CONTROLLING OFFICER'S REPLY

CSTB246

(Question Serial No. 2573)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has transformed the Cultural and Heritage Sites Local Tour Incentive Scheme into the Characteristic Local Tourism Incentive Scheme (CTIS) to showcase the diversified cultural landscape of Hong Kong. With respect to the implementation of CTIS, please inform this Committee of the following:

1. CTIS was launched in 2022 with a budget of \$600 million. Please list the total amount of subsidies disbursed, the number of participating travel agents and the balance to date;
2. Does the Government have any plans to sustain its support to CTIS or other distinctive tourism products 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.: 5)

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 products with cultural and heritage elements, as well as supporting the operation of the Green Lifestyle Local Tour Incentive Scheme (GLIS). 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 that showcase the diversified cultural landscape of Hong Kong.

CHIS was launched in October 2022 and concluded on 31 December 2023. A total of around \$300 million cash incentives was approved under CHIS, involving around 1 000 travel agents. Additionally, around \$126 million was used to support the operation of GLIS.

CTIS was launched on 1 January 2024 and concluded on 31 March 2025. As at end-February 2025, a total of around \$113 million cash incentives was approved under CTIS,

involving about 970 travel agents. As at end-February 2025, a total of around \$61 million remains for settling incentive payment for the approved applications and applications being processed, expenditure for organising the Deeper into Hong Kong: Creative Itinerary Design Competition and the administrative cost for implementing CTIS, etc.

The Government will continue to encourage the trade to develop more thematic tourism products through other means after the conclusion of CTIS.

- End -

CONTROLLING OFFICER'S REPLY

CSTB247

(Question Serial No. 2574)

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 (Ms Vivian SUM)

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 participating in large-scale overseas trade shows and providing incentives for travel trade members to participate in HKTB's trade events. 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 this financial year in a tabular format;
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 this financial year in a tabular format;
3. the annual number of applications received from travel agencies and the hotel industry, the number of rejected applications, and the total amount of subsidies provided under HKTB's Special Funding Support for Small-sized Corporate Meeting and Convention Groups in the past 3 years.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 6)

Reply:

The large-scale overseas trade shows attended by the Hong Kong Tourism Board (HKTB), the number of travel agencies participating in the trade shows and the expenditure involved in 2024-25 are tabulated below:

| Name of trade show participated | Number of participating travel agencies | Total expenditure incurred from waiving participation fees (HK\$) |
|--|---|---|
| 1. IT&CM Asia 2024 2. IMEX America 2024 3. IBTM World 2024 4. AIME 2025 5. Arabian Travel Mart (ATM) 2024 6. Guangzhou International Travel Fair (GITF) 2024 7. Travel Expo Japan (TEJ) 2024 8. China International Travel Mart (CITM) 2024 9. South Asia's Travel & Tourism Exchange (SATTE) 2025 10. Internationale Tourismus-Börse (ITB) Berlin 2025 11. Hong Kong Travel Mission to Ho Chi Minh City 2024 12. Taiwan Trade Networking Event and Spring Dinner 2024 13. Hong Kong Travel Mission to Seoul 2024 14. Hong Kong Travel Mission to Bangkok 2024 15. Hong Kong Travel Mission to Jakarta 2024 16. Hong Kong Travel Mission to Manila 2024 17. Hong Kong Travel Mission to India 2024 18. Hong Kong Travel Mission to Middle East 2024 | 182 | \$4.53 million |

In 2025-26, HKTB will continue to lead the local travel trade, including travel agencies, hotels, attractions and airlines, to participate in large-scale tourism industry events and Meetings, Incentive Travels, Conventions and Exhibitions (MICE) trade shows around the globe, such as the Arabian Travel Market (Dubai), Guangzhou International Travel Fair (GIFF), Travel Expo Japan (TEJ), ITB China, IBTM World (Barcelona), AIME (Melbourne), etc. with an aim of helping the trade to carry out promotions in overseas markets for exploring more business opportunities.

In 2023-24 and 2024-25, 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 (HK\$) |
|----------------|--|---|---------------------|
| 2023-24 | 417 | 417 | \$10 million |
| 2024-25 | 608 | 608 | \$12.56 million |

HKTB will continue to subsidise the local travel trade's participation fees for relevant trade shows. The actual expenditure will be subject to the number of participating trade members.

Details of applications received, number of rejected applications and amount of subsidies provided under HKTB's Funding Support for Small-sized Meeting, Incentive and Convention (MIC) Groups, including those provided to local and overseas travel agencies and the hotel industry in the past 3 years, are as follows:

| Financial year | Number of applications | Total amount of subsidies approved (HK\$) | Number of rejected applications* (Excluding cases that voluntarily withdrew applications) |
|--------------------------------------|--|---|---|
| 2022-23 | The scheme was suspended owing to the pandemic | | |
| 2023-24 | 974 | \$14.44 million | 88 |
| 2024-25 (As at end February 2025) | 1 536 | \$11.20 million | 89 |

*The main reasons include: applicants failed to submit the required documents, and the event's nature not falling under categories such as corporate meetings, MICE tourism, or international conferences.

- End -

CONTROLLING OFFICER'S REPLY**CSTB248****(Question Serial No. 2575)**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 (Ms Vivian SUM)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 2024-25 and 2025-26 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 2024-25 and 2025-26 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.: 7)Reply:

The mega events hosted by the Hong Kong Tourism Board (HKTB) in 2024-25 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 | 15 to 16 June 2024 | The event was held at the Tsim Sha Tsui East Waterfront, featuring international, Greater Bay Area and local races. | Around 16 million | Around 125 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|---|--|---|------------------------|
| | | Also, elements such as “LINE FRIENDS Hong Kong Summer Chill Photo Spots” and “Summer Chill Food Lane” were set up along the Avenue of Stars. | | |
| Hong Kong Cyclothon | 13 October 2024 | <p>The event was held across the territory, including 6 cycling activities and professional races, such as 50 km and 32 km rides, Family Fun Ride, CEO Charity & Celebrity Ride, etc.</p> <p>Besides, a “Cyclothon Carnival” was held in the West Kowloon Cultural District, offering a rich variety of sports experiences and featuring a sports-themed market.</p> | Around 20 million | Around 26 000 |
| Hong Kong Wine & Dine Festival and Taste Around Town | 23 to 27 October 2024 (Hong Kong Wine & Dine Festival) and 28 October to 30 November 2024 (Taste Around Town) | <p>The Hong Kong Wine & Dine Festival was held for 5 consecutive days at the Central Harbourfront Event Space, with more than 300 stalls offering fine wine and culinary delights from 35 countries and regions.</p> <p>During Taste Around Town following the Hong Kong Wine & Dine Festival, HKTB collaborated with more than 450 restaurants and bars in town to roll out a series of dining special offers under 4 themes.</p> | Around 61 million | Around 155 000 |
| Hong Kong WinterFest | 22 November 2024 to | A Christmas Town and a 20-metre-tall giant | Around 29 million | Around 1 114 000 |

| Event | Event date | Event content | Expenditure on organising and carrying out global promotion* (HK\$) | Number of participants |
|--|---|--|--|--|
| | 1 January 2025 | <p>Christmas tree were set up featuring light projections in the West Kowloon Cultural District.</p> <p>During the event, 4 “Winter Harbourfront Pyrotechnic” shows were also staged to enhance the festive atmosphere.</p> | | |
| Hong Kong New Year Countdown Celebrations | 31 December 2024 to 1 January 2025 | A 12-minute firework musical was held at the Victoria Harbour. | Around 31 million | Over 400 000 |
| International Chinese New Year Night Parade and promotion of Chinese New Year celebratory activities | 29 January 2025 and during Chinese 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 Lam Tsuen Wishing Square in Tai Po.</p> <p>HKTB also launched a “Ultimate Guide to Chinese New Year in Hong Kong”, a dedicated one-stop webpage on the HKTB’s website, which recommended to visitors other festive happenings throughout the Chinese New Year, such as the Chinese New Year Fireworks Display and the Chinese New Year Cup.</p> | Around 51 million | Since members of the public enjoyed the show along the parade route, the number of participants was not available. |

* Expenditure net of sponsorship and other income

As 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 locals and visitors last year, HKTB will continue to stage its six flagship events of various experiences including

sports, gastronomy and festivity in 2025-26. Promotions in the Mainland and overseas will also be enhanced to attract locals and visitors to participate in those events. The dates of the six flagship events are as follows:

| Event | Date of event |
|---|------------------------------------|
| Hong Kong International Dragon Boat Races | June 2025 |
| Hong Kong Cyclothon | Q4 2025 |
| Hong Kong Wine & Dine Festival | October 2025 |
| Hong Kong WinterFest | November 2025 to January 2026 |
| Hong Kong New Year Countdown Celebrations | 31 December 2025 to 1 January 2026 |
| International Chinese New Year Night Parade | Q1 2026 |

Moreover, events funded by HKTB in 2024-25 and confirmed to be funded by HKTB in 2025-26 are as follows:

| Event | Sponsored organisation | Event date | Event content | Funding ceiling (HK\$) | Number of participants (Note) |
|--|---|-------------------------|--|-------------------------------|--------------------------------------|
| Yu Lan Cultural Festival 2024 | Federation of Hong Kong Chiu Chow Community Organisations Charity Funds Limited | 23 to 25 August 2024 | Traditional Chinese festival and cultural event featuring competitions, game booths, exhibitions, performances, etc. | Around 2.9 million | Around 20 000 |
| Tai Hang Fire Dragon Dance | Tai Hang Residents' Welfare Association | 16 to 18 September 2024 | A national intangible cultural heritage event, featuring hundreds of performers parading a fire dragon | Around 1.9 million | Around 60 000 |
| HKGNA Music Festival 2024 | Hong Kong Generation Next Arts | 19 to 30 November 2024 | Pop and classical music concerts | Around 4.3 million | Estimated to be around 17 000 |
| Hong Kong Drum Festival 2024 | Hong Kong Chinese Orchestra | 8 December 2024 | Outdoor drum carnival and concert | Around 3.5 million | Estimated to be around 19 000 |
| Ap Lei Chau Hung Shing Culture Festival 2025 | Ap Lei Chau Kai Fong Tung Hing Association | 2 to 17 March 2025 | Traditional Chinese festival and cultural event featuring rituals of releasing water | Around 2.5 million | Estimated to be around 48 000 |

| Event | Sponsored organisation | Event date | Event content | Funding ceiling (HK\$) | Number of participants (Note) |
|---|---|--------------------------|--|-------------------------------|--------------------------------------|
| | | | lanterns, traditional dragon boat parade, Hung Shing Festival parade, ritual performances of Cantonese Opera, lion dance competition, etc. | | |
| Hong Kong: Through the Looking Glass Miniature Exhibition | Joyful Miniature Association Limited | 29 April to 28 June 2025 | Exhibition featuring miniature models depicting Hong Kong's famous attractions | Around 2 million | Estimated to be around 120 000 |
| Yu Lan Cultural Festival 2025 | Federation of Hong Kong Chiu Chow Community Organisations Charity Funds Limited | 12 to 14 September 2025 | Traditional Chinese festival and cultural event featuring competitions, game booths, exhibitions, performances, etc. | Around 2.8 million | Estimated to be around 21 000 |

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

CSTB249

(Question Serial No. 2576)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Will the Government inform this Committee of:

1. the overall usage rates of the cruise terminal in 2024 and the first quarter of 2025;
2. the non-cruise events held at the cruise terminal and the numbers of participants of such events in the past year;
3. the rental rate for the commercial area of the cruise terminal and the number of monthly visitors?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 8)

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 private terminal operator under commercial principles, while the Ocean Terminal (OT) is a private facility. The numbers of ship calls at KTCT and OT in 2024 and in the first quarter of 2025 are as follows:

| Year | Number of ship calls | | |
|-----------------------|----------------------|----|-----------|
| | KTCT | OT | Hong Kong |
| 2024 | 98 | 52 | 150 |
| First quarter of 2025 | 25 | 21 | 45 |

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 areas and the rooftop garden) are open to members of the public every day. Currently, there are 7 merchants of different types operating in the ancillary commercial areas, covering restaurants, a souvenir shop, a money exchange counter and sports facilities. Another 2 shops have been put up for lease following the repossession due to rent arrears last year.

Some parts of KTCT could also be leased out and used as event venues when they are not in use for cruise operation, thereby making better use of the facilities. In 2024, a total of 13 events, totalling 37 event days, were held. They included, among others, international financial conference, jewellery brand event, car brand event and filming of advertisements etc. Besides, the Tourism Commission supported the display of a sculpture of “A Path to Glory - Jin Yong’s Centennial Memorial” at KTCT. The Leisure and Cultural Services Department and community groups have organised various community activities in the rooftop garden, such as the “Dance cum Recreation and Sports Carnivals” and charity walk etc. The terminal operator and the trade have also arranged tours to terminal facilities and cruise ships for local and non-local schools and groups. We do not have the information about the numbers of visitors joining or visiting the aforementioned activities and facilities.

- End -

CONTROLLING OFFICER'S REPLY

CSTB250

(Question Serial No. 2580)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

With regard to the matters requiring special attention in 2025-26, 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 related work and the estimate involved in 2024-25? What are the plan for the related work and the estimate involved in 2025-26?
2. On “stepping up efforts to promote a series of distinctive tourism products” proposed in the Budget, what are the details of the plan and the estimated expenditure?
3. Please list the total number of participants at the Sai Kung Hoi Arts 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 3 years, along with the total expenditure involved. Will the Government organise similar events in the future? If yes, what are the details?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 19)

Reply:

1. The Tourism Commission (TC), in collaboration with the Agriculture, Fisheries and Conservation Department (AFCD) and other government departments, is studying the development of Pak Tam Chung into a green tourism hub to further promote green tourism. To address and alleviate the potential impact on traffic and transport of Pak Tam Chung area arising from this project, AFCD and TC have completed a detailed traffic impact assessment study. The expenditure on the above study is around \$800,000. AFCD and TC will explore the implementation plan of the project with the relevant departments. As the project is still at the planning and design stage, the estimated expenditure is yet to be confirmed.
2. The Culture, Sports and Tourism Bureau (CSTB) actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Island tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

- (a) A dedicated page has been set up on the one-stop travel information platform "Discover Hong Kong" to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform “Hong Kong Great Outdoors” will continue to be used to introduce in detail and promote Hong Kong’s unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos “Four Corners of Hong Kong” were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong’s four corners - “north, south, east and west”, namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin’s Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the

focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors’ experiences during their visit. To enhance Hong Kong’s reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong’s long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives’ promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors’ attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor audience Hong Kong’s key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

On the promotion of island tourism, smart tourism, panda tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

3. TC organised the Sai Kung Hoi Arts Festival from 2022 to 2024 and gradually expanded its coverage from Yim Tin Tsai to Sharp Island, Kau Sai Chau and High Island. During the three-year Sai Kung Hoi Arts Festival, there were nearly 230 000 visitors and participants in guided tours and programmes. Around 90% of the visitors and participants were locals and 10% were non-locals. The three-year Arts Festival involved an expenditure of around \$47 million. TC will explore the future modes and direction based on the experience and feedback gained from the Sai Kung Hoi Arts Festival.

- End -

CONTROLLING OFFICER'S REPLY

CSTB251

(Question Serial No. 2581)

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 (Ms Vivian SUM)

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 for 2023-24 (Actual), 2024-25 (Revised Estimate), and 2025-26 (Estimate).

| | 2023-24 (Actual) | 2024-25 (Revised Estimate) | 2025-26 (Estimate) |
|---|------------------|----------------------------|--------------------|
| 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.: 21)

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 cultural and sports projects and tourism initiatives mentioned in CSTB's Controlling Officer's Report for the respective year.

| Policy Portfolio | 2023-24 Actual (\$ million) | 2024-25 Revised Estimate (\$ million) | 2025-26 Estimate (\$ million) |
|---|-----------------------------------|--|-------------------------------------|
| <p>Culture: 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.</p> | 1,434.3 | 1,453.0 | 1,474.5 |
| <p>Sports: 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 (3) Sports and Recreation.</p> | 406.8 | 632.0 | 1,480.8 |
| <p>Tourism: 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.</p> | 2,328.6 | 2,458.6 | 1,910.3 |
| Total | 4,169.7 | 4,543.6 | 4,865.6 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB252

(Question Serial No. 2586)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please provide the following information:

1. Whether the Government has received any applications for redeveloping or converting industrial buildings into hotels from 2023 to 2025; if yes, please provide the number of approved applications;
2. The numbers and locations of newly added or planned hotels and rooms of various ratings, as well as the total numbers of hotels and rooms available across all districts for each year in 2024 and 2025;
3. The average occupancy rate of hotel rooms in 2024 and 2025;
4. The numbers of rooms supplied by hotels and guesthouses for each year in 2024 and 2025;
5. The numbers of rooms supplied by guesthouses, holiday flats, and licenced caravans, and the occupancy rates in 2024 and 2025.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 36)

Reply:

The Government announced in the 2018 Policy Address the implementation of 6 measures to facilitate transformation of old industrial buildings (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 2023 to February 2025 (LandsD's current record covers statistics up to February 2025 only).

Based on the information consolidated by the Office of the Licensing Authority (OLA) of the Home Affairs Department (HAD) and 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 in 2024 and 2025 in terms of different regions and categories are as follows (see Tables 1 and 2):

Table 1: Numbers of hotels and hotel rooms in Hong Kong in 2024

| | | 2024 | |
|-----------------------------|----------------------|------------------|-----------------------|
| | | Number of hotels | Number of hotel rooms |
| Total | | 330 | about 93 000 |
| Category: | High tariff A hotels | about 10% | about 30% |
| | High tariff B hotels | about 40% | about 40% |
| | Medium tariff hotels | about 50% | about 30% |
| Hong Kong Island | | 142 | about 30 000 |
| Category: | High tariff A hotels | about 10% | about 30% |
| | High tariff B hotels | about 50% | about 50% |
| | Medium tariff hotels | about 40% | about 20% |
| Kowloon | | 140 | about 39 000 |
| Category: | High tariff A hotels | about 20% | about 40% |
| | High tariff B hotels | about 40% | about 40% |
| | Medium tariff hotels | about 40% | about 20% |
| New Territories and Islands | | 48 | about 24 000 |
| Category: | High tariff A hotels | about 10% | about 10% |
| | High tariff B hotels | about 30% | about 50% |
| | Medium tariff hotels | about 60% | about 40% |

Table 2: Estimated increases in the numbers of hotels and hotel rooms in 2025

| | | 2025 | |
|-----------------------------|--|--|---|
| | | Estimated increase in the number of hotels | Estimated increase in the number of hotel rooms |
| Total | | +1 | + about 200 |
| Hong Kong Island | | - | - |
| Kowloon | | +1 | + about 200 |
| New Territories and Islands | | - | - |

Based on the information consolidated by OLA of HAD and HKTB, the numbers of rooms supplied by hotels, guesthouses, holiday flats and holiday camps as well as their average room occupancy rates in 2024 and 2025 are as follows (see Tables 3 and 4):

Table 3: Numbers of hotel rooms and their average room occupancy rates in 2024 and 2025 (as at end January)

| | Number of hotel rooms | Average hotel room occupancy rate (%) |
|--------------------------|-----------------------|---------------------------------------|
| 2024 | 92 922 | 85 |
| 2025 (as at end January) | 92 907 | 89 |

Table 4: Numbers of rooms supplied by guesthouses, holiday flats and holiday camps and their average room occupancy rates in 2024 and 2025 (as at end January)

| | 2024 | | 2025 (as at end January) | |
|----------------------------|-----------------|---------------------------------|--------------------------|---------------------------------|
| | Number of rooms | Average room occupancy rate (%) | Number of rooms | Average room occupancy rate (%) |
| Guesthouse (General) | 10 849 | 66% | 10 853 | 72% |
| Guesthouse (Holiday Flat) | 455 | Not applicable (NA)* | 449 | NA* |
| Guesthouse (Holiday Camp)# | 1 011 | NA* | 1 011 | NA* |

* HAD has not conducted any survey on the average room occupancy rates of holiday flats and holiday camps, and hence such figures are not available.

There is no caravan with guesthouse (holiday camp) licence at present.

- End -

CONTROLLING OFFICER'S REPLY

CSTB253

(Question Serial No. 2588)

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
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

As mentioned in the Development Blueprint for Hong Kong's Tourism Industry 2.0, the Hong Kong Tourism Board (HKTb) will promote the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) multi-destination tourism products in more overseas markets, attracting more international visitors to come to Hong Kong as a stopover to explore GBA. In this connection, please inform this Committee:

1. of HKTb's allocated and estimated resources for promoting multi-destination tours in GBA in 2023-24, 2024-25 and 2025-26;
2. of the number of activities organised/to be organised by HKTb to facilitate collaboration among cities in GBA and the travel trade in Hong Kong for each year in 2023-24, 2024-25 and 2025-26;
3. of the key plans of HKTb, as well as the relevant estimate and performance indicators, for attracting transit passengers to make visits in Hong Kong in this financial year; and
4. whether the Government will provide, with reference drawn from the Hong Kong Transit Programme introduced in 2017, incentives for those in transit to go beyond the airport for tours, thereby prompting more transit/transfer passengers to become our inbound visitors.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 40)

Reply:

The Central Government promulgated the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) in February 2019 and the Culture and Tourism Development Plan for the GBA in December 2020, setting out the directions guiding the overall culture and tourism development of the GBA. Both documents explicitly support Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism.

The Tourism Commission has been adopting a multi-pronged approach to promote tourism development in Hong Kong and the GBA through the Hong Kong Tourism Board (HKTb),

with a view to attracting more visitors to take Hong Kong as their first stop or transit point in their multi-destination travel itineraries to the GBA.

In terms of external promotion, HKTB, together with the Department of Culture and Tourism of Guangdong Province (DoCT of Guangdong) and the Macao Government Tourism Office, organised the first large-scale overseas promotion of the GBA in Bangkok, Thailand in 2023 after travel resumed, focusing effort to enhance promotion in Thailand. In 2024, HKTB launched various promotional campaigns targeting the Indonesian market, which included a collaboration with other cities in the GBA in late July to invite Indonesian media to film a travel programme in the GBA. HKTB also joined hands with the DoCT of Guangdong and representatives from tourism departments of GBA cities to conduct overseas promotion activities in Jakarta, Indonesia, showcasing the diversified tourism resources and tourism developments of the GBA. At the same time, HKTB entered into strategic co-operation with the local travel trade to launch various tourism offers and promotions to continuously attract Indonesian visitors to embark on multi-destination tourism in the GBA. HKTB also launched a version in Bahasa Indonesia at its one-stop GBA tourism portal, enabling Indonesian visitors and trade partners to keep themselves abreast of information of the GBA. In 2025-26, HKTB plans to organise publicity and promotional campaigns for the GBA in the long-haul markets so as to promote the tourism resources of the GBA to local visitors. In addition, HKTB will continue to film travel programmes of the GBA to encourage overseas visitors to embark on multi-destination tourism in the GBA.

In respect of mega events tourism, HKTB incorporated GBA elements into various mega events and collaborated with other GBA cities to mutually promote mega events in the region, with a view to attracting domestic and overseas visitors to participate in these events through multi-destination tourism. For instance, HKTB featured the GBA Championship in the Hong Kong International Dragon Boat Races in June 2024, invited participants from the GBA to take part in the Hong Kong Cyclothon held in October 2024, and introduced popular food items from the GBA in the Hong Kong Wine & Dine Festival in October 2024. Besides, HKTB collaborated with Art Basel Hong Kong to organise a seminar in Shenzhen in February 2025 to discuss the development of the GBA under the influence of contemporary art, thereby extending the promotion of international art fairs to the GBA.

As for meetings, incentives, conventions and exhibitions (MICE) tourism, HKTB continued to attract overseas exhibitors to use Hong Kong as a bridgehead to align with the Mainland market under the promotional theme of “Meet HK • Meet GBA”, while assisting Mainland exhibitors to use Hong Kong as a springboard to gain access to the international market in 2025-26. HKTB also enlists the help of Hong Kong Convention Ambassadors, professional bodies and industry media to showcase the vast opportunities in the GBA, attract more overseas MICE events to be held in Hong Kong and assist in connecting Mainland conventions with the international market, thereby strengthening the position of Hong Kong as the MICE hub of the GBA.

Regarding the promotion of trade collaboration, HKTB has earlier invited travel trade partners from North America, Thailand and Indonesia to visit GBA cities, including Hong Kong, to assist the trade in designing multi-destination itineraries for the GBA through first-hand experience. In 2025-26, apart from continuing with the relevant work, HKTB will also collaborate with travel trade partners in other source markets such as South Korea in rolling out products or offers to attract visitors to embark on multi-destination tourism.

In 2025-26, HKTB will continue to leverage on the advantage of Hong Kong as an international tourism hub to promote multi-destination tourism, including continuously facilitating the co-operation with tourism departments of various GBA cities through the Guangdong-Hong Kong-Macao tourism promotion platform to strengthen promotion in overseas markets. Besides, HKTB will join hands with partners in Guangdong, Hong Kong and Macao to organise trade visits and invite Key Opinion Leaders from source markets to experience the GBA in person, thereby stimulating the development of GBA tourism products and enhancing market exposure.

In addition, as a regional tourism and aviation hub, many visitors transit through Hong Kong to travel to nearby tourism destinations each year. Riding on the Mainland's relaxation of visa arrangements for inbound visitors, HKTB will further leverage on its role as a "super connector" linking up the Mainland and the world to strategically explore business opportunities. In 2025-26, HKTB will collaborate with its trade partners in rolling out products or offers to encourage visitors to extend their stay in Hong Kong by visiting the city en route to other destinations, or even choosing to stay overnight so that they will spend more in Hong Kong.

The effectiveness of HKTB's work cannot be fully assessed in quantitative terms. Nevertheless, HKTB sets indicators each year to illustrate the overall situation of Hong Kong's tourism industry and offer a forecast of its prospects, including the number of visitor arrivals, average spending per overnight visitor, length of stay and satisfaction level of overnight visitors. HKTB also sets a number of indicators for various promotional campaigns and activities to gauge their effectiveness, such as the number of visitors to the websites, the audience reach of social media, global media exposure, the satisfaction level of participants, whether they will recommend the activities to their family and friends, and whether they will join again, etc.. As the above work has been subsumed under HKTB's promotional efforts across various areas, it is difficult to quantify the relevant budget separately.

- End -

CONTROLLING OFFICER'S REPLY

CSTB254

(Question Serial No. 2589)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please provide the date, funding amount, number of participants (with the proportion of local, Mainland and overseas participants) and number of spectators (with the proportion of local, Mainland and overseas spectators) of each "M" Mark event held in 2024 in a tabulated format.
2. Please provide the estimated number of "M" Mark events in 2025, as well as the tentative date, estimated funding amount, anticipated in-venue spectators and anticipated proportion of visitors to total participants of each "M" Mark event to be held in 2025 in a tabulated format.
3. In last year's reply, the Government stated that a review of the "M" Mark System would be conducted. What is the progress of this review? Will the Government consider introducing enhancement measures similar to those of the Mega Arts and Cultural Events Fund by attaching more weight to the economic benefits from tourism in the approval process, such as collaboration with the tourism sector to develop related products and designated numbers of overseas participants and spectators in sports events, so as to develop a tourism economy through major sports events.
4. Apart from "M" Mark events, are there any measures to promote the development of "sports + tourism"?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 42)

Reply:

1. Details of the events supported by the "M" Mark System in 2024 are as follows:

| Item | Event Title | Date | Number of Participants ^{Note 1} | Total Amount Approved ^{Note 2} (\$M) |
|-------------|---|------------------------------------|---|--|
| 1. | Hong Kong Tennis Open (Men) | 31 December 2023 to 7 January 2024 | 53 559 | 16* |
| 2. | Hong Kong Marathon | 21 January 2024 | 141 286 | 15 |
| 3. | LIV Golf Hong Kong | 8-10 March 2024 | 40 054 | 17 |
| 4. | UCI Track Nations Cup - Hong Kong, China | 15-17 March 2024 | 5 950 | 11* |
| 5. | World Triathlon Cup - Hong Kong | 23-24 March 2024 | 3 330 | 11* |
| 6. | Hong Kong Sevens | 5-7 April 2024 | 98 121 | 16 |
| 7. | FIBA 3x3 Universality Olympic Qualifying Tournament | 12-14 April 2024 | 45 476 | 16* |
| 8. | FIE Foil World Cup – Hong Kong, China | 1-4 May 2024 | 2 702 | 8.1 |
| 9. | FIVB Volleyball Nations League Hong Kong | 11-16 June 2024 | 141 133 | 15* |
| 10. | Hong Kong International Dragon Boat Races | 15-16 June 2024 | 54 526 | No funding |
| 11. | BOC Life Cup - Kitchee vs Atlético de Madrid | 7 August 2024 | 18 253 | 16 |
| 12. | World Lacrosse Women's U20 Championship | 15-24 August 2024 | 7 543 | 13* |
| 13. | The 12th Yao Foundation Charity Game | 20 August 2024 | 11 565 | 16 |
| 14. | Hong Kong Open Badminton Championships - part of the BWF World Tour Super 500 | 10-15 September 2024 | 52 397 | 11.7* |
| 15. | Hong Kong Tennis 125 | 28 September to 6 October 2024 | 19 667 | 13* |
| 16. | WBSC Baseball5 World Cup | 7-12 October 2024 | 4 835 | 11 |
| 17. | Hong Kong Tennis Open (Women) | 26 October to 3 November 2024 | 5 420 | 15* |
| 18. | Hong Kong Cricket Sixes | 1-3 November 2024 | 9 161 | 15* |
| 19. | Harbour Race | 10 November 2024 | Cancelled due to inclement weather | 4* |
| 20. | HKIA•Standard Chartered HK Marathon:Third-runway System 10km International Race | 17 November 2024 | 25 734 | 17 |
| 21. | Hong Kong Open (Golf) | 21-24 November 2024 | 32 916 | 16 |

| Item | Event Title | Date | Number of Participants ^{Note 1} | Total Amount Approved ^{Note 2} (\$M) |
|-------------|--|--------------------------------|---|--|
| 22. | FIBA 3x3 World Tour - Hong Kong Final | 22-24 November 2024 | 30 195 | 16* |
| 23. | Hong Kong 2024 World Taekwondo Poomsae Championships | 30 November to 4 December 2024 | 21 242 | 13* |
| 24. | Hong Kong Squash Open | 2-8 December 2024 | 5 426 | 5.3 |
| 25. | WSF World Team Championship | 9-15 December 2024 | 7 603 | 8.3 |

Note 1: Including local, Mainland and overseas 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.

2. In 2025, we will continue to support the “M” Mark System through the Arts and Sport Development Fund (Sports Portion), and expect to provide funding for hosting some 20 major international sports events in Hong Kong. As of March 2025, a total of 10 events were supported by the “M” Mark System with a total approved funding ceiling of \$124 million². As applications of other events are being processed, we are unable to provide details of all funded events at this stage.

Details of the events supported by the “M” Mark System from 1 January to end-March 2025 are as follows:

| Item | Event Title | Date | Number of Participants ^{Note 1} | Total Amount Approved ^{Note 2} (\$M) |
|-------------|---|------------------------------------|---|--|
| 1. | Hong Kong Tennis Open (Men) | 29 December 2024 to 5 January 2025 | 55 257 | 15* |
| 2. | Hong Kong - Zhuhai - Macao Bridge (Hong Kong Section) Half-Marathon | 5 January 2025 | 13 738 | 12 |
| 3. | IBF World Cup | 5-14 January 2025 | 8 762 | 9.3 |
| 4. | IBF Para Bowling World Championships | 17-24 January 2025 | 9 875 | 7.8 |
| 5. | Chinese New Year Cup | 1 February 2025 | 20 013 | No funding |
| 6. | Hong Kong Marathon | 9 February 2025 | 188 408 | 16 |

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

| Item | Event Title | Date | Number of Participants ^{Note 1} | Total Amount Approved ^{Note 2} (\$M) |
|------|------------------------------------|---------------------|--|---|
| 7. | Hong Kong International Horse Show | 14-16 February 2025 | 14 170 | 16 |
| 8. | World Snooker Grand Prix | 4-9 March 2025 | 27 273 | 17 |
| 9. | LIV Golf Hong Kong | 7-9 March 2025 | 38 904 | 15 |
| 10. | Hong Kong Sevens | 28-30 March 2025 | 113 052 | 16 |

Note 1: Including competing 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.

3. We are currently consolidating the experience gained from the implementation of the “M” Mark events over the past year or so following the introduction of the enhancement measures, and evaluating the effectiveness of these measures. Details on further enhancing the “M” Mark System will be announced later.

4. In 2025-26, the Hong Kong Tourism Board (HKTB) will, as in the past, continue to host sports-themed flagship events and step up its promotional efforts on the Mainland and overseas to attract the participation of both locals and visitors. Those events include the Hong Kong International Dragon Boat Races to be held from 7 to 8 June 2025 and the Hong Kong Cyclothon to be held in the fourth quarter of 2025.

The Culture, Sports and Tourism Bureau will provide targeted one-stop support for mega events with significant visitor appeal and tourism promotional effect. Moreover, HKTB will use resources precisely to support and promote the staging of major international events in the city, in particular the sports events that are widely popular among locals and visitors, such as the Hong Kong Sevens, LIV Golf and the Hong Kong Tennis Open. Taking the occasion of the Hong Kong Marathon, HKTB will also join hands with merchants to provide special offers for the athletes, so as to encourage them to spend as much as they like while participating in the sports activity.

To further enhance the benefits of hosting mega events in the city, HKTB will step up its efforts to bring together various mega events throughout the year by carrying out diversified thematic promotions, with a view to achieving greater synergy and offering more reasons to attract tourists to visit Hong Kong at different times and in different seasons.

For instance, riding on the wave of mega events in town this March covering sports, arts and culture, concerts, etc., coupled with the opening of the Kai Tak Sports Park, HKTB has pulled all these events together and launched a campaign themed “Hong Kong Super March”. HKTB has progressively commenced promotion to the Mainland and overseas visitor source markets through various means of publicity such as websites, social media, online and outdoor advertisements. These efforts aim to attract tourists to Hong Kong to experience a variety of exciting and unmissable activities, visit brand new landmarks, and enjoy special offers presented by HKTB in collaboration with the industry, enabling them to enjoy an

unforgettable journey and a wonderful shopping trip in the city. HKTB has also partnered with over 40 Key Opinion Leaders (KOLs) and celebrities from different countries and regions (including the Mainland, Taiwan, the United Kingdom, Australia, South Korea, Thailand and Indonesia), to share first-hand experiences on their social media platforms, which has an audience reach of over 10 million followers.

HKTB strives to plan higher quality and more diversified tourism activities and experiences by optimising Hong Kong's unique tourism elements and adopting the concept of "+Tourism" to enhance the content and appeal of tourism products, hence providing visitors with more reasons to visit Hong Kong.

HKTB promotes outdoor experiences in Hong Kong by combining health and wellness together with the city's natural beauty. For example, targeting the South Korean market, HKTB partnered with Klook, airlines and other industry stakeholders to host the Hong Kong Outdoor Festival in South Korea this February, which has attracted over 140 local sports enthusiasts to visit Hong Kong and immerse themselves in our fascinating mix of urban and natural landscapes through running activities held along coastal paths and mountain trails against the city's skyline.

Through its year-round promotional platform "Hong Kong Great Outdoors", HKTB introduces in detail and promotes Hong Kong's unique natural scenery and countryside experiences by means of a wide range of promotion channels like guidebooks, websites, television programmes, social media, mobile applications, etc. under such themes as hiking, beaches and outdoor activities, sightseeing, and island hopping. It also actively promotes Hong Kong's nature-based green tourism products and countryside attractions, 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 and other organisations.

This year, HKTB has launched a new series of promotional videos titled "Four Corners of Hong Kong". The 4 short films take viewers on a journey to the 4 corners of the city, namely Sai Kung in the east; Po Toi Island, Stanley and Ap Lei Chau in the south; Lantau Island in the west; and the Robin's Nest Country Park in the north, showcasing the magnificent scenery across the city and guiding visitors to explore Hong Kong from different perspectives.

- End -

CONTROLLING OFFICER'S REPLY

CSTB255

(Question Serial No. 2590)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. The estimate under Programme (6) for 2025-26 is \$675.4 million, which is \$256.3 million (27.5%) lower than the revised estimate for 2024-25. The Bureau explains that this is mainly “due to the lapse of provision for some time-limited tourism initiatives, partly offset by the increased cash flow requirement for Upgrading of Facilities of the Hong Kong Wetland Park and the increased provision for a net increase of 3 posts in 2025-26”. Will the Bureau provide the proportion of the estimate reduction caused by each of the above reasons?
2. As mentioned in Matters Requiring Special Attention in 2025-26, the Bureau will “develop and promote various thematic tourism products in Hong Kong, including island tourism, horse-racing tourism, and panda tourism, with relevant government bureaux/departments, the tourism sector and other relevant stakeholders”. In this regard, will the Bureau provide the specific measures for promoting a. island tourism, b. horse-racing tourism, c. panda tourism, as well as the estimates involved?
3. As mentioned in Matters Requiring Special Attention in 2025-26, the Bureau will “work with the Hong Kong Tourism Board, relevant government bureaux/departments and the tourism sector to strengthen the appeal of green tourism in Hong Kong through enhancing tourism supporting facilities of hiking trails; upgrading the facilities in Hong Kong Wetland Park; and planning for developing a green tourism hub at Pak Tam Chung”. In this regard, will the Government provide the specific measures for a. strengthening the appeal of green tourism in Hong Kong through enhancing tourism supporting facilities of hiking trails, and b. upgrading the facilities in Hong Kong Wetland Park, as well as the estimates involved?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 43)

Reply:

1. In Programme (6) Travel and Tourism, the provision for 2025-26 (\$675 million) is about \$257 million lower than the revised estimate for 2024-25 (\$932 million). This is mainly due to a reduction in dedicated and time-limited provision for the Characteristic Local Tourism Incentive Scheme resulting from its conclusion. The Culture, Sports

and Tourism Bureau (CSTB) has taken into account the lapse of the relevant provision in the current financial year when planning initiatives to promote tourism development.

2. CSTB actively promotes the development of island tourism, horse-racing tourism and panda tourism in joint effort with the Hong Kong Tourism Board (HKTB), relevant government bureaux/departments, the tourism sector and other relevant stakeholders. Details are as follows:

Island tourism

In the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published by CSTB in late December 2024, special emphasis is placed on developing and promoting island tourism. As stated in the Blueprint 2.0, Hong Kong's ecological resources have enormous potential. While protecting the environment, we should also appropriately unveil these treasures to the world, make more and better use of our coastlines and islands, so that visitors from all over the world can, on the premise of respecting the nature, experience Hong Kong's world-class natural wonders which are just a stone's throw away from the city. Specifically, island tourism is developed and promoted through the following strategies. First, we will make good use of the Victoria Harbour and its waterfronts on both sides to create distinctive tourism products. Our world-renowned Victoria Harbour is a very precious and unique tourism resource, notably serving as an icon of Hong Kong's tourism. The Government's strategy is to diversify the types of Victoria Harbour sightseeing products, and to develop tourism products for the waters to the east and west of the Victoria Harbour as the centrepiece. In addition, the Government will also explore ways to utilise the waterfronts on both sides to further develop quality and distinctive tourism projects with commercial elements.

Second, we will capitalise on our blue and green resources of the outlying islands to develop eco-tourism and resort projects. In the short term, the Government will continue to develop island-hopping tours and other water activities such as recreational fishing on fish rafts, and together with the relevant trade, to identify distinctive features and tourism potentials of different islands. We will also explore and promote more itineraries with characteristics as well as enhance the amenities at the countryside and on the islands, having regard to the cultural and natural resources of individual islands. Moreover, we will study the policy support required in developing island tourism, including the areas where statutory and regulatory barriers need to be removed. The Government is also ready to actively promote large-scale integrated resort projects focusing on environmental protection and eco-tourism, with a view to fully utilising Hong Kong's precious and unique island resources for providing new and diverse travelling experiences. Specifically, with the aim of making more and better use of Hong Kong's magnificent and diverse island resources, CSTB will act as a facilitator in assisting private organisations and government departments to seriously study and pursue the development of various island-related tourism facilities.

Third, via HKTB, CSTB makes ongoing active efforts to promote island tourism through various channels, encouraging the tourism sector to develop more thematic in-depth tour itineraries and tourism products related to island tourism, among which:

(a) A dedicated page has been set up on the one-stop travel information platform “Discover Hong Kong” to promote the 10 must-see outlying islands of Hong Kong with information on the unique features, beautiful scenery and anecdotes of people of each island, the best seasons to visit, and transportation, facilitating visitors in planning their trips;

(b) The year-round promotional platform “Hong Kong Great Outdoors” will continue to be used to introduce in detail and promote Hong Kong’s unique natural scenery and countryside experiences through various promotional channels, with themes on hiking, beaches and outdoor activities, sightseeing and island hopping etc., as well as guided tours and green tourism products organised by trade and other organisations;

(c) A new series of promotional videos “Four Corners of Hong Kong” were launched in mid-March this year to feature four thematic short films taking viewers on a journey to Hong Kong’s four corners - “north, south, east and west”, namely, travelling east to Sai Kung; south to Po Toi Island, Stanley and Ap Lei Chau; west to Lantau Island; and north to Robin’s Nest Country Park; highlighting the scenic spots across Hong Kong and inspiring visitors to plan nature trips to the islands; and

(d) In response to the preferences of different source markets and the growing interest in in-depth tours among visitors, various eco-tourism promotional campaigns will be rolled out, including releasing videos on social media and an electronic guidebook, and inviting overseas media to visit Hong Kong.

Panda tourism

On the promotion of panda tourism, CSTB, jointly with HKTB and Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities under the theme of “Come and Enjoy a Pandastic Hong Kong”, with the new giant panda family serving as Hong Kong’s tourism ambassadors to promote the “tourism is everywhere in Hong Kong” experience, attracting visitors from around the world to Hong Kong and driving tourism development.

In September 2024, HKTB launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a television promotional video featuring the six giant pandas introducing Hong Kong’s various world-class tourism experiences to attract visitors from all over the world to visit Hong Kong and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong, sparking a citywide craze for giant pandas. The six members of the Hong Kong giant panda family could be seen in MTR stations, the Central Piers, the Central to Mid-Levels escalators and large outdoor advertisements in bustling areas. CSTB and HKTB also fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong, in December 2024, etc. Moreover, HKTB arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of

the Chinese New Year (29 January) this year, which was well received by locals and visitors.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hongkong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also has filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations such as Admiralty Station, Hong Kong Station and Ocean Park Station, as well as train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Horse-racing tourism

Horse racing has a history of 140 years in Hong Kong. Our racecourses are well-known tourist hotspots with numerous world-renowned major and special local horse-racing events held every year that attract a great number of spectators from locals and visitors alike. CSTB will work with HKTB and the Hong Kong Jockey Club (HKJC) to step up promotional efforts to position Hong Kong as the most leading horse-racing tourism destination in the Asia-Pacific region which, when complemented by related cultural and catering packages, can enrich the visitors’ experiences during their visit. To enhance Hong Kong’s reputation as a horse-racing tourism destination, HKTB will encourage the trade to incorporate horse-racing experiences into itineraries for cruise and MICE (meetings, incentives, conventions and exhibitions) visitors, and will collaborate with HKJC to tailor upmarket horse-racing tourism experiences for high-value visitors, allowing them to experience Hong Kong’s long-standing and distinctive horse-racing culture. Efforts will also be made to encourage the trade to design upmarket tourism packages that include horse-racing experiences.

On the other hand, HKTB continues to organise familiarisation visits for Mainland and overseas trade representatives to watch races at racecourses, and actively engages HKJC in offering trade tour groups on-course dining, entertainment and box experiences, with a view to attracting more visitors to Hong Kong to appreciate our horse-racing culture through the Mainland and overseas trade representatives’ promotions in respective source markets.

Moreover, HKTB arranges for enhanced promotion to run in parallel with festivals drawing visitors’ attention to our tourism features and activities. For instance, at the beginning of the year, promotional videos were produced to promote to global visitor

audience Hong Kong's key festive events during the Chinese New Year, including the Chinese New Year Raceday on the third day of the Chinese New Year. HKTB also made use of social media platforms including Douyin, Xiaohongshu and Instagram to promote major races like the Season Opening, Season Finale and Chinese New Year Raceday, with extensive illustrations. In addition, the Happy Wednesday horse-racing night party at the Happy Valley Racecourse has been included in the recommendations for nighttime experiences in the city.

Furthermore, in March this year, the HKJC signed a memorandum of understanding with the China Travel Service (Holdings) Hong King Limited to strengthen their strategic partnership in tourism, sports, culture and youth exchange, including jointly promoting horse-racing tourism, incorporating racecourse experiences into the itineraries of their tourism products, and developing distinctive travel packages encompassing horse-racing and entertainment activities to enhance visibility of horse-racing tourism.

On the promotion of island tourism, smart tourism, panda tourism and other tourism initiatives, as well as supporting the work of the Working Group on Developing Tourist Hotspots, in addition to existing resources, CSTB will create the 3-year time-limited posts of 2 Administrative Officers and 1 Executive Officer I under Programme (6) in 2025-26 to strengthen relevant manpower support. As far as HKTB is concerned, the above work is absorbed by its overall marketing budget and is difficult to quantify separately.

3. The Tourism Commission (TC), in collaboration with the Agriculture, Fisheries and Conservation Department (AFCD), has been taking forward "Enhancement of Hiking Trails - Phase II" from 2021-22 to 2025-26, to enhance the tourism supporting facilities of 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 visitor information, etc. The funding for the project is \$55 million for 5 years.

AFCD completed the enhancement works on Tai Tong to Wong Nai Tun Reservoir (Tai Lam Country Park), Lion Rock Historic Walk (Lion Rock Country Park), 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). The remaining 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) are expected to be completed progressively by the first quarter of 2026.

TC and AFCD are implementing an upgrading project for the exhibition and visitor facilities in the Hong Kong Wetland Park, including updating the content of all themed exhibition galleries and improving the associated visitor facilities (such as providing new interactive visit-planning kiosks, an audio guide system, etc.), as well as enhancing interactive elements with visitors through the application of technologies, such as augmented reality and virtual reality, to enrich visitors' experience. The funding for

implementing the project is around \$142 million. The project started in November 2023 and is expected to complete in 2026.

- End -

CONTROLLING OFFICER'S REPLY

CSTB256

(Question Serial No. 2591)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please provide a tabulated breakdown of the number of worldwide offices and representatives of the Hong Kong Tourism Board (HKTB), their staff establishment, and the expenditures or estimates for these offices or representatives for 2023-24, 2024-25, and 2025-26.
2. Does HKTB have any plans in 2025-26 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?
3. Will the Government launch any schemes to subsidise and lead travel agents, hotels, airlines and attractions in conducting promotion and marketing locally and abroad this financial year? If yes, what are the details and estimated expenditure?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 44)

Reply:

The details of the worldwide offices and representatives of the Hong Kong Tourism Board (HKTB) for 2023-24, 2024-25, and 2025-26 are tabulated below:

| Financial year | Number of worldwide offices | Number of representatives | Expenditure/estimate for promotion and marketing (HK\$) |
|----------------|-----------------------------|---------------------------|---|
| 2023-24 | 15 | 6 | \$211 million |
| 2024-25 | 15 | 6 | \$288 million (as at mid-March) |
| 2025-26 | 15 | 6 | \$253 million |

Regarding staff establishment, HKTB has approximately 120 employees stationed outside Hong Kong.

In 2025-26, HKTB will continue to lead the local travel trade, including travel agencies, hotels, attractions and airlines, in the participation of large-scale tourism industry events and Meetings, Incentive Travels, Conventions and Exhibitions (MICE) trade shows around the globe, such as the Arabian Travel Market (Dubai), Guangzhou International Travel Fair (GIFF), Travel Expo Japan (TEJ), ITB China, IBTM World (Barcelona), AIME (Melbourne), with an aim of helping the trade to carry out promotions in overseas markets for exploring more business opportunities.

HKTB will continue to subsidise 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

CSTB257

(Question Serial No. 3967)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please inform this Committee of the Government's work plans for this financial year to alleviate the manpower shortage in the travel trade, along with details of the work plans.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 41)

Reply:

In a bid to cope with the short-, medium- and long-term needs of manpower resources, the Culture, Sports and Tourism Bureau (CSTB) has been maintaining liaison with tourism-related parties, including the Hong Kong Tourism Board, the Travel Industry Council of Hong Kong (TIC), the Travel Industry Authority (TIA), the Hong Kong Hotels Association and the Federation of Hong Kong Hotel Owners, to understand the existing situation of manpower resources among different job categories in the industry and explore feasible remedial measures.

The Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) published in December 2024 sets out the overall working direction and strategy in the next 5 years. One of the development strategies is to enhance the service quality and support of the tourism industry on all fronts, and to cultivate talents, which covers 31 measures.

Following the above strategy, CSTB will continue to maintain close communication with the tertiary institutions that provide hotel and tourism-related curriculum, encourage collaboration among tertiary institutions and the trade in organising career expos and seminars to enhance young people's understanding of the development prospects of the tourism industry, make good use of various tourism volunteer and youth ambassador programmes to nurture more aspiring youth to join the tourist guide profession, as well as continue to explore with the relevant bureaux further expansion of the Vocational Professionals Admission Scheme to cover hotel management, tourism and hospitality related programmes.

Meanwhile, TIA will consider the introduction of various measures to attract more talents to

pursue a career in the tourism industry and enhance the professional standards of the trade. These measures include assessing the manpower requirement for tourist guides, tour escorts and different job categories in travel agents through data collection, so that a more detailed and comprehensive manpower resources strategy can be formulated; supporting students of tertiary educational institutions to obtain a tourist guide licence; reviewing and streamlining the curriculum and requirements of the licensing examination and pre-examination training courses; launching a docent-to-tourist guide bridging programme and a specialised tourist guide licensing programme to increase the supply of professional tourist guides in the market; and engaging TIC as a partner for placement opportunity and talents matching to improve talent supply and demand in the industry.

Besides, the Labour Department has implemented the Enhanced Supplementary Labour Scheme (ESLS) since 4 September 2023 to alleviate the manpower shortage across different industries (including the accommodation services industry). Employers of the hotel sector may apply under ESLS to import workers at technician level or below to fill vacancies which they have genuine difficulties in recruiting suitable staff locally. As at 28 February 2025, employers of the accommodation services industry were approved to import 1 564 workers under ESLS, mainly for posts such as room attendant, waiter/waitress and receptionist.

CSTB will work closely with the relevant bureaux/departments and executing organisations to actively alleviate the manpower shortage in the travel trade and thus improve service quality. This ensures that visitors get to experience Hong Kong's zealous hospitality, thereby shaping a more attractive tourism brand.

- End -

CONTROLLING OFFICER'S REPLY

CSTB258

(Question Serial No. 2971)

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 (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the promotion of inbound tourism and maximising visitors' spending, please inform this Committee of:

1. The total number of visitors to Hong Kong, categorised by: i) Mainland China, ii) Macao, iii) Southeast Asian countries, iv) other countries during the Lunar New Year holidays, Labour Day Golden Week, and National Day Golden Week over the past 3 years (2022-2024). Please further break down these figures into overnight visitors and same-day visitors;
2. The itemised consumption data (e.g., accommodation, dining, retail, transportation), including the amounts and their respective proportions, relating to overnight and same-day visitors over the past 3 years (2022-2024);
3. The average spending per overnight visitor has declined annually from \$15,047 in 2022 to a projected \$5,500 in 2025. What are the reasons for this decline? What targeted measures will the Government adopt to enhance visitors' consumption sentiment and attract high-spending visitors?

Asked by: Hon ZHANG Xinyu, Gary (LegCo internal reference no.: 1)

Reply:

Travel between Hong Kong and the Mainland had not yet resumed during the Chinese New Year Golden Week, Labour Day Golden Week, and National Day Golden Week in 2022 due to the pandemic and hence visitor arrival figures are not available for the year. As for the Chinese New Year Golden Week, Labour Day Golden Week, and National Day Golden Week in 2023 and 2024, the total number of visitor arrivals to Hong Kong from the Mainland, Macao, Southeast Asian countries and other countries, with breakdown into overnight and same-day visitors, are set out as follows:

| Inbound visitors (Thousands) | Chinese New Year Golden Week | | Labour Day Golden Week | | National Day Golden Week | |
|--|------------------------------|-----------------------------|-----------------------------|----------------------|-------------------------------------|--------------------------|
| | 2023 (21 to 27 January) | 2024 (10 to 17 February) | 2023 (29 April to 3 May) | 2024 (1 to 5 May) | 2023 (29 September to 6 October) | 2024 (1 to 7 October) |
| Total | 164 | 1 436 | 724 | 904 | 1 253 | 1 382 |
| <i>Overnight</i> | 112 | 652 | 333 | 375 | 578 | 539 |
| <i>Same-day</i> | 52 | 785 | 390 | 529 | 675 | 843 |
| Mainland | 95 | 1 255 | 626 | 766 | 1 092 | 1 217 |
| <i>Overnight</i> | 68 | 543 | 274 | 282 | 478 | 433 |
| <i>Same-day</i> | 27 | 712 | 352 | 484 | 615 | 783 |
| Macao | 29 | 35 | 17 | 15 | 32 | 23 |
| <i>Overnight</i> | 14 | 4 | 4 | 3 | 8 | 4 |
| <i>Same-day</i> | 16 | 32 | 13 | 12 | 24 | 18 |
| Southeast Asian countries | 12 | 42 | 28 | 33 | 33 | 36 |
| <i>Overnight</i> | 10 | 35 | 23 | 27 | 26 | 29 |
| <i>Same-day</i> | 2 | 8 | 4 | 6 | 6 | 7 |
| Other countries/ regions | 28 | 104 | 53 | 90 | 97 | 107 |
| <i>Overnight</i> | 21 | 70 | 32 | 63 | 66 | 73 |
| <i>Same-day</i> | 7 | 34 | 21 | 27 | 30 | 34 |

Note 1: Figures may not add up to the total due to rounding.

Note 2: Southeast Asian countries include Indonesia, Malaysia, the Philippines, Singapore, Thailand, Brunei, Myanmar, East Timor, Cambodia, Laos and Vietnam.

Itemised consumption data (e.g. shopping, accommodation, dining, transportation, etc.) of overnight and same-day visitors, including the amounts and their respective proportions, in 2023 and 2024 are set out as follows:

Overall overnight visitors:

| | 2023 | 2024 |
|----------------------------|-------------------|-------------------|
| | HK\$ (Percentage) | HK\$ (Percentage) |
| Per capita spending | 6,900 | 5,500 |
| Shopping | 3,200 (about 46%) | 2,200 (about 39%) |
| Accommodation | 1,700 (about 25%) | 1,400 (about 26%) |
| Dining | 1,400 (about 20%) | 1,200 (about 21%) |
| Transportation | 300 (about 4%) | 300 (about 5%) |
| Others | 400 (about 5%) | 500 (about 8%) |

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

Overall same-day visitors:

| | 2023 | 2024 |
|----------------------------|-------------------|-------------------|
| | HK\$ (Percentage) | HK\$ (Percentage) |
| Per capita spending | 1,320 | 1,240 |
| Shopping | 990 (about 76%) | 920 (about 75%) |
| Accommodation | Not applicable | Not applicable |
| Dining | 150 (about 11%) | 140 (about 11%) |
| Transportation | 100 (about 7%) | 110 (about 8%) |
| Others | 80 (about 6%) | 70 (about 6%) |

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

Tourism of Hong Kong started to resume normalcy in February 2023. During the pandemic and at the initial stage of resumption of normal travel, visitors came to Hong Kong for essential family visit and business, stayed in Hong Kong for a longer time, hence resulting in a higher per capita spending. Direct comparison of 2023 with other years is not appropriate.

Owing to the rise in the cost of travelling to Hong Kong caused by the strong Hong Kong dollar, changes in visitors' spending and travelling patterns, etc., the per capita spending of visitors decreased from about \$6,600 in 2018 to \$5,490 in 2024, and the per capita spending of Mainland and non-Mainland visitors was about \$5,000 and \$6,600 respectively. It is worth noting that there was a significant increase in the per capita spending of non-Mainland visitors in 2024, as compared with that of about \$5,700 in 2018. The per capita spending of long-haul visitors and those from Southeast and South Asian countries even reached \$7,500 and \$7,200 respectively. The Hong Kong Tourism Board (HKTb) estimated that the per capita spending of visitors in 2025 will be about \$5,500, at a level similar to that of 2024.

The Development Blueprint for Hong Kong's Tourism Industry 2.0 has proposed a range of measures to attract high value-added overnight visitors (such as those from Middle East and Southeast Asian countries). These measures seek to enhance Hong Kong's attractiveness as an international tourist city by providing higher quality travel experience and creating more consumption scenes for high value-added visitors. The measures cover the following directions:

- (a) Develop distinctive tourism products and initiatives
 - Pressing ahead intensive integration of tourism with four areas, namely culture, sports, ecology and mega events, in which Hong Kong possesses world-class resources but have yet fully presented them to global visitors, and crafting a series of distinctive and attractive tourism products and projects, such as mega festive celebrations, horse-racing tourism and panda tourism, with a view to attracting global visitors to deeply explore Hong Kong's rich and diversified unique tourism resources.
 - Along with the opening of the Kai Tak Sports Park, Hong Kong will organise more major sports tournaments and events so as to enhance Hong Kong's attractiveness as a world-class premier tourism destination and stimulate visitors' spending.
- (b) Expand diversified source markets and attract high value-added overnight visitors to Hong Kong
 - The Government, in collaboration with HKTb, is stepping up efforts in expanding markets in the Middle East and ASEAN. HKTb will continue to adopt diversified

strategies, and through the three directions of certification, education and promotion, position Hong Kong as a "Muslim-friendly" tourist destination. At the same time, it will actively promote Hong Kong in Muslim source markets to attract more Muslim visitors from countries and regions such as ASEAN and the Middle East.

- HKTB will continue to secure and support the staging of international meetings, incentive travels, conventions and exhibitions (MICE) tourism events of various scales and types in Hong Kong, strengthen Hong Kong's status as an international MICE hub and intensify efforts in enhancing the travel experience of business visitors in Hong Kong, with a view to attracting more high value-added overnight visitors.

(c) Enhance service quality and support of tourism

- Enhancing the service quality and support of the tourism industry on all fronts, improving transport connectivity and training for practitioners, raising the overall service standard of the tourism industry, providing visitors with better service experience and encouraging them to stay in Hong Kong for a longer period, thereby boosting consumption intention.
- We will, in collaboration with the industry, improve the accommodation facilities, review and upgrade the conditions of accommodation in Hong Kong, with a view to providing more high-quality and high-standard accommodation options to meet the demand of high-spending visitors.

(d) Promote smart tourism

- Leveraging technology to enhance travel experience: encouraging the industry to further enhance the smart level of tourism services by using information technology, such as digital platforms, big data, artificial intelligence, etc., so as to provide visitors with more tailored recommendations and concessionary offers, thereby boosting consumption.

The above comprehensive measures seek to enhance Hong Kong's tourism appeal and create more spending opportunities, thereby fostering the prosperous development of the tourism industry.

- End -

CONTROLLING OFFICER'S REPLY

CSTB259

(Question Serial No. 2991)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In regard to the Mega Arts and Cultural Events Fund (Mega ACE Fund), will the Government inform this Committee of:

1. A detailed list of the events approved for funding since the establishment of the Mega ACE Fund in 2022, including the particulars and the amounts of funding involved in these projects;
2. The annual number of event applications not approved for funding and the main reasons;
3. The average administrative cost to approve each event;
4. The current balance of the Mega ACE Fund;
5. The performance indicators for assessing the effectiveness of the events;
6. Whether there is funding reduction for any completed event(s) failing to meet relevant indicators? If yes, please list the application(s) concerned, the actual funding amount granted, and the indicators not met for the event(s).

Asked by: Hon ZHANG Xinyu, Gary (LegCo internal reference no.: 26)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) set up the Mega Arts and Cultural Events (ACE) Fund in April 2023 to attract and support the staging of international or large-scale arts and cultural events in Hong Kong, with a view to fostering Hong Kong's development into an East-meets-West centre for international cultural exchange. So far, the Mega ACE Fund has supported 21 mega arts and cultural events. Details are as follows:

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|----|---|---|-------------------|
| 1. | Art Basel Hong Kong 2023 | 15,000,000 | 21-25 March 2023 |
| 2. | Art Central 2023 | 2,531,632 | 21-25 March 2023 |

| | Title of Event (by event date) | Approved Funding Amount (\$) | Event Date |
|-----|---|---|-----------------------------------|
| 3. | “Madame Song: Pioneering Art and Fashion in China” | 8,000,000 | 29 July 2023 to 14 April 2024 |
| 4. | Freespace Jazz Fest 2023 | 8,000,000 | 3-8 and 26 October 2023 |
| 5. | INK ASIA 2023 | 13,672,155.7 | 4-8 October 2023 |
| 6. | “Botticelli to Van Gogh: Masterpieces from the National Gallery, London” | 15,000,000 | 22 November 2023 to 11 April 2024 |
| 7. | Chubby Hearts Hong Kong | 7,586,657 | 14-24 February 2024 |
| 8. | A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia | 15,000,000 | 15 March to 31 October 2024 |
| 9. | ComplexCon Hong Kong 2024 | 15,000,000 | 22-24 March 2024 |
| 10. | Art Basel Hong Kong 2024 | 15,000,000 | 26-30 March 2024 |
| 11. | Art Central 2024 | 11,000,000 | 27-31 March 2024 |
| 12. | Voyage with Van Gogh | 11,800,000 | 28 March to 31 May 2024 |
| 13. | Chinese Kungfu x Dance Carnival | 14,686,070 | 9-14 July 2024 |
| 14. | ART021 HONG KONG CONTEMPORARY ART FAIR | 15,000,000 | 28 August to 8 September 2024 |
| 15. | Puccini’s Turandot | 700,000** | 23 September to 13 October 2024 |
| 16. | Hypefest Hong Kong 2024 | 15,000,000 | 9-10 November 2024 |
| 17. | The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries ^ | 8,000,000** | 18 December 2024 to 4 May 2025 |
| 18. | The Hong Kong Jockey Club Series: Picasso for Asia—A Conversation ^ | 4,000,000** | 15 March to 13 July 2025 |
| 19. | ComplexCon Hong Kong 2025 | 15,000,000** | 21-23 March 2025 |
| 20. | Art Central 2025 | 9,000,000** | 25-30 March 2025 |
| 21. | Art Basel Hong Kong 2025 | 15,000,000** | 26-30 March 2025 |

^ Ongoing event

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

All projects applying for the Mega ACE Fund are assessed by the Mega ACE Committee according to the criteria set out in the Guide to Application of the Mega ACE Fund. The assessment criteria under the original mechanism include the following:

1. the event is significant in terms of scale and nature;
2. the event is able to attract mass public interest in Hong Kong and/or from overseas, through visitors’ attendance and/or media coverage;
3. the event is able to facilitate the development of Hong Kong as an East-meets-West centre for international cultural exchange and destination for tourists worldwide as well

- as the development of arts and cultural sectors and creative industries;
4. the event is able to contribute to the industry-building of arts and cultural sectors as well as creative industries, and enhance the ecosystem for arts, cultural and creative industries; and
 5. event management capacity and capability including technical feasibility, financial planning and management ability of the applicant and the project team.

The applications were not approved mainly because they failed to meet the above criteria, including the failure to provide sufficient information for assessment of the artistic merit, tourist appeal and economic benefits, etc. of the proposed events. In 2023 and 2024, the numbers of rejected applications were 10 and 37 respectively.

The Mega ACE Fund is financed by the Arts and Sport Development Fund (Arts Portion). CSTB provides secretarial support to the Mega ACE Committee primarily through internal re-deployment of manpower and resources. In 2025-26, there will be 5 new time-limited posts under this Programme for a period of 3 or 4 years, with the details as follows:

| Rank | Number of post(s) | Annual emoluments in terms of notional annual mid-point salary (\$) |
|----------------------------------|--------------------------|--|
| Chief Manager, Cultural Services | 1 | 1,645,020 |
| Chief Executive Officer | 2 | 3,290,040 |
| Senior Executive Officer | 2 | 2,442,600 |

The above new posts are created to provide additional manpower for CSTB to take forward various initiatives to promote the development of arts and culture, which includes facilitating the implementation of the strategic directions outlined in the Blueprint for Arts and Culture and Creative Industries Development, strengthening support for the Mega Arts and Cultural Events Fund, and launching the Signature Performing Arts Programme Scheme.

Under the original mechanism, we will request the organiser of each approved event to set suitable Key Performance Indicators (KPIs) accordingly. The KPIs concerned will form part of the funding agreement, so that the effectiveness of the project will be monitored. According to the requirements of the Mega ACE Fund, grantees must follow the provisions of the funding agreement to carry out their proposals and fulfil the related obligations. They must also submit an event report after the completion of the event, and will only receive the remaining grant upon the acceptance of the report. So far, no grant deduction has been imposed for any completed events for failing to meet its KPIs and provide sufficient justifications.

Taking into consideration the latest developments in Hong Kong's arts and culture sector and ecology, and to further promote the integrated development of culture, sports and tourism, CSTB introduced enhancements to the operation of the Mega ACE Fund on 1 January 2025. Under the new mechanism, we will strengthen the requirements on KPIs related to attendance, visitor ratio, social media impact, etc. If the event receives funding support, the KPIs agreed

by the Government will form part of the funding agreement to better monitor the effectiveness of the event and showcase the impact of the Mega ACE Fund.

- End -

CONTROLLING OFFICER'S REPLY

CSTB260

(Question Serial No. 3000)

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

Subhead (No. & title): ()

Programme: (4) Culture

Controlling Officer: Permanent Secretary for Culture, Sports and Tourism (Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to the 2022-23 Budget, the Government planned to allocate HK\$42 million for organising the first Hong Kong Performing Arts Expo (Expo) within 2 years. It was successfully held in October 2024 and the Government is planning to organise its second edition in 2026. Please inform this Committee of:

1. the actual expenditure of the first Expo and the main reason(s) for the discrepancy (if any) from the original estimate of \$42 million,;
2. the estimated expenditure of the second Expo and the Government's targeted outcomes for the second edition.

Asked by: Hon ZHANG Xinyu, Gary (LegCo internal reference no.: 40)

Reply:

1. The estimated expenditure for the inaugural Hong Kong Performing Arts Expo (Expo) was approximately \$42 million, which was in line with the original estimate. The actual expenditure will be confirmed upon the completion of the auditing process.
2. The Government will allocate \$40 million to recommission the Hong Kong Arts Development Council to organise the second edition of the Expo in 2026. We anticipate that the second edition of the Expo will attract about 2 000 arts leaders and practitioners from around the world and approximately 40 000 audiences to join the performances, positioning it as a flagship event of Hong Kong's arts and cultural industries.

- End -

CONTROLLING OFFICER'S REPLY

CSTB261

(Question Serial No. 3264)

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
(Ms Vivian SUM)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

According to the 2025-26 Budget, the Government will partner with the Hong Kong Tourism Board (HKTB), relevant departments and the industry to develop and promote panda-themed tourism products, and assist in promoting the 6 giant pandas at the Ocean Park. Please inform this Committee of the following:

1. What was the amount of expenditure incurred by the Government on the development and promotion of panda tourism? Has the Government prepared an estimate of such expenditure? If yes, please provide a breakdown by (a) the direct expenses related to panda raising, medical care and conservation, (b) HKTB's related promotions (e.g. route planning for themed tours as well as promotions in and outside Hong Kong), (c) costs of inter-departmental collaborations (e.g. the increase of shuttle bus frequency by the Transport Department);
2. Has the Government assessed or projected how panda tourism will stimulate district economy? What indicators will the Government adopt to quantify the benefits of panda economy (e.g. target growth rate in tourist number and estimated per capita spending)?
3. There are already several panda bases in the Mainland, and some even offer free admission to Hong Kong residents. Has the Government evaluated Hong Kong's competitiveness in developing panda tourism and prepared contingency plans to address the potential lack of appeal?

Asked by: Hon ZHANG Xinyu, Gary (LegCo internal reference no.: 36)

Reply:

The Culture, Sports and Tourism Bureau (CSTB) has been promoting and publicising panda tourism mainly through the Hong Kong Tourism Board (HKTB). CSTB, jointly with HKTB and the Ocean Park Corporation (Ocean Park), has collaborated with various parties in Hong Kong to organise a series of promotional activities themed "Come and Enjoy a Pandastic Hong Kong". The new giant panda family has been serving as Hong Kong's tourism ambassadors to promote "tourism is everywhere" travel experience in Hong Kong, attracting visitors from around the world to Hong Kong and driving tourism development.

HKTB has also launched a dedicated one-stop “Giant Panda Special Page” on its tourism information platform “Discover Hong Kong” to enable both locals and visitors to obtain information about giant panda events at any time. Subsequently, in December, HKTB launched a giant panda television promotional video featuring the six giant pandas introducing various world-class tourism experiences in Hong Kong to attract visitors from all over the world to visit and meet the giant pandas. The giant panda family in thematic style also made appearances in different locations of Hong Kong. Moreover, HKTB has partnered with Ocean Park and the MTR to add decorations and themed installations of the giant panda twin cubs at various MTR stations and train compartments, while live footage and promotional videos of the giant pandas were broadcasted inside stations. In addition, the airport, the Star Ferry Pier in Tsim Sha Tsui, bus stops in various districts and HKTB Kowloon Visitor Information Centre have been adorned with giant panda-themed decorations to extend the giant panda craze throughout the city.

Furthermore, CSTB and HKTB fully supported large-scale, giant panda-themed events hosted by other organisations, including the “HELLO PANDAS Carnival”, the “PANDA GO! FEST HK” and the first pyrotechnic drone show of its kind staged in Hong Kong in December 2024, etc. HKTB also arranged for the “Pandastic Hong Kong. Pandastic Float” to make its debut at the “Cathay International Chinese New Year Night Parade” on the first day of the Chinese New Year (29 January) this year.

Upon the debut of the Hong Kong-born pigeon pair of giant panda twin cubs in mid-February this year, CSTB, HKTB and Ocean Park jointly rolled out the second wave of promotional activities. These included collaborating with Hong Kong Post to set up 49 three-dimensional giant panda-themed post boxes featuring the pair of twin cubs as the focal point in different districts across the city to invite visitors to come to Hong Kong and meet the giant pandas. HKTB also filmed a promotional video in Ocean Park, inviting visitors to meet and greet the Hong Kong giant panda family. Apart from the above promotional activities, CSTB has joined hands with Ocean Park to organise the “Giant Panda Twin Cubs Naming Competition”, the response to which is overwhelming with over 35 700 naming proposals received in total. Results will be announced in the first half of this year.

Apart from the above campaigns, different policy bureaux/departments, the tourism industry and related sectors have launched a number of promotional and marketing campaigns on the theme of giant pandas as a result of the active promotion by CSTB. These campaigns have successfully sparked the craze for giant pandas across the city, thereby creating business opportunities and attracting more visitors to Hong Kong. A number of large shopping malls in various districts have displayed giant panda decorations and installations; the catering sector has introduced various giant panda-shaped products; the retail sector has been rolling out a variety of crossover products featuring giant pandas; and MTRCL has collaborated with Ocean Park to offer tourism products bundling High Speed Rail and Airport Express tickets with Ocean Park admission tickets, etc. Ocean Park has also actively partnered with various brands to launch giant panda-themed promotions and merchandise, such as giant panda-designed gold jewellery, accessories, stationery, household products, Chinese snacks, wood carving items, mobile accessories, red wine, “fai chuns” and red envelopes, etc. Currently, the number of giant panda-themed merchandise under Ocean Park’s catalogue has exceeded 500, which is fourfold of the number before the giant panda cubs were born. Many items of the merchandise are well received and the sales performance is satisfactory.

In 2025-26, CSTB will continue to work with HKTB, Ocean Park and various sectors of the community to better seize the opportunities presented by the Hong Kong giant panda family and exercise creativity by launching more giant panda-related promotional activities and merchandise etc., so as to further promote panda tourism and enhance Hong Kong's appeal. Besides, CSTB will continue to encourage Ocean Park to capitalise on its advantage of being home to the largest number of giant pandas outside the Mainland by launching more Hong Kong-themed giant panda-related promotional activities, merchandise, cultural and creative products, comics and animation products, video games, tourism products, etc., including those designs using the giant pandas intellectual property (IP) created according to the physical features of the six giant pandas residing in Hong Kong. In addition to the extensive use of the relevant IP in Ocean Park's social media contents and merchandise, Ocean Park will continue to make use of the relevant IP to launch giant panda-themed festive events, immersive experience activities, light shows, thematic performances, amusement facilities, etc. Ocean Park will also organise giant panda workshops, such as "Giant Panda Poo Paper Workshop" and "Wowotou Studio", which allow the participants to learn about the physical features and habits of the giant pandas through hands-on experience and observation, as well as acquire knowledge about the conservation of the giant pandas, thereby bringing a unique giant panda experience to both locals and visitors. It is expected that the above promotions and activities will drive up Ocean Park's attendance and revenue from ticketing and merchandise, etc.

As the above promotion and publicity work for panda tourism undertaken by CSTB and HKTB has been subsumed into the overall marketing expenditure of HKTB, it is difficult to quantify the relevant expenditures separately. As for the expenditure arising from taking care of the giant pandas, Ocean Park has been designated as the custodian by the Government to take care and display all giant pandas residing in Hong Kong to the public. The relevant expenditure and revenue will be subsumed into the operating expenditure and revenue of Ocean Park, and will not incur additional expenditure for the Government.

- End -

CONTROLLING OFFICER'S REPLY**CSTB262****(Question Serial No. 2558)**Head: (22) Agriculture, Fisheries and Conservation DepartmentSubhead (No. & title): ()Programme: (2) Nature Conservation and Country ParksControlling Officer: Director of Agriculture, Fisheries and Conservation
(LAI Kin-ming, Mickey)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

1. Please provide the number of visitors to Hong Kong Wetland Park (HKWP) in 2018, 2023 and 2024 and the proportion of tourists.
2. Please provide the operating expenses of the HKWP in 2023-24 and 2024-25.
3. What measures will the Government take to upgrade the facilities in the HKWP and what is the estimated expenditure?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 20)Reply:

1. The number of visitors to the Hong Kong Wetland Park (HKWP) in 2018, 2023 and 2024 and the proportion of tourists are tabulated below:

| Year | Number of visitors | Proportion of tourists |
|-------------|---------------------------|-------------------------------|
| 2018 | 458 995 | 8.5% |
| 2023 | 410 857 | 2.0% |
| 2024 | 258 911 [#] | 5.8% |

[#] The number of visitors decreased due to the partial or temporary closure of the themed exhibition galleries and some visitor facilities (including Viewing Gallery, Indoor Play Area, Theatre, Multi-function Rooms and Souvenir Shop) for upgrading.

2. The operating expenses of the HKWP in 2023-24 and 2024-25 are tabulated below:

| Year | Operating expenses (\$ million) |
|----------------------------|--|
| 2023-24 | 71.2 |
| 2024-25 (revised estimate) | 79.7* |

* Including expenses to support the upgrading programme for the exhibition and visitor facilities.

3. The Tourism Commission and the Agriculture, Fisheries and Conservation Department are implementing an upgrading project for the exhibition and visitor facilities in the HKWP, including updating the content of all themed exhibition galleries and improving the associated visitor facilities (such as providing new interactive visit-planning kiosks, an audio guide system, etc.), as well as enhancing interactive elements with visitors through the application of technologies, such as augmented reality and virtual reality, to enrich visitors' experience. The funding for implementing the project is around \$142 million. The project started in November 2023 and is expected to complete in 2026.

- End -

CONTROLLING OFFICER'S REPLY

CSTB263

(Question Serial No. 3396)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In October 2024, there was a spade of monkey deaths at the Hong Kong Zoological and Botanical Gardens (HKZBG). In this connection, would the Government inform this Committee of the following:

1. Has the Government introduced new monkeys to the HKZBG since then? If yes, what were the costs involved?
2. On another front, "animal tourism" has been gaining traction in Mainland China. For instance, the Hongshan Forest Zoo in Nanjing has been actively turning animals into celebrities in recent years with remarkable results. In light of the recent giant panda/animal craze in town, will the Government consider expanding Hong Kong's animal economy by stepping up efforts in promoting the HKZBG and improving its facilities?

Asked by: Hon CHAN Hak-kan (LegCo internal reference no.: 60)

Reply:

1. The Leisure and Cultural Services Department (LCSD) currently has no plans to introduce new monkeys to the Hong Kong Zoological and Botanical Gardens (HKZBG). However, we will continue to maintain close liaison with members of the World Association of Zoos and Aquariums and the Southeast Asian Zoos and Aquariums Association. Animals of different species will be introduced through animal exchange programmes, with a view to promoting education and conservation and raising public awareness of ecological conservation.
2. The HKZBG has been carrying out various promotion efforts, including the setting up of a dedicated website to provide visitors with the latest information on the park and the events held there, and sharing short videos on "Learn about Animals" on the LCSD's social media platforms to deepen public understanding of the animals in the park. Meanwhile, the LCSD also promotes the unique features of the park on the Hong Kong Tourism Board's website to attract visitors to come and explore. As regards facilities

improvement, the LCSD has been working closely with the relevant works departments to continuously enhance its facilities, including the upgrades to animal enclosures, with a view to ensuring the well-being of animals by providing them with a better living environment. This, in turn, enhances the visitors' experience, as well as their awareness and interest in ecological conservation.

- End -

CONTROLLING OFFICER'S REPLY**CSTB264****(Question Serial No. 3401)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): (000) Operational expensesProgramme: (5) Public LibrariesControlling Officer: Director of Leisure and Cultural Services (Manda CHAN)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Regarding the e-book service currently provided by the Hong Kong Public Libraries, would the Government inform this Committee of:

1. the expenditure for providing e-book service in each of the past 5 years; and
2. the number of loans/downloads and number of patrons in each of the past 5 years?

Asked by: Hon CHAN Hak-kan (LegCo internal reference no.: 64)Reply:

1. The expenditure of the Hong Kong Public Libraries on the acquisition or subscription of e-book collections in the financial years from 2020-21 to 2024-25 is tabulated below:

| Financial year | Expenditure (\$ million) |
|-----------------------|---------------------------------|
| 2020-21 | 6 |
| 2021-22 | 7.2 |
| 2022-23 | 7 |
| 2023-24 | 11.3 |
| 2024-25 (estimate) | 12.9 |

2. The usage of e-book collections (including the number of loans and downloads) in the financial years from 2020-21 to 2024-25 is tabulated below:

| Financial year | Usage (million times) |
|-----------------------|------------------------------|
| 2020-21 | 3.9 |
| 2021-22 | 3.4 |
| 2022-23 | 3.1 |
| 2023-24 | 2.5 |

| Financial year | Usage (million times) |
|-------------------------------------|------------------------------|
| 2024-25 (up to 28 February 2025) | 2.1 |

Note:

Due to the impact of the COVID-19 epidemic, all public libraries under the Leisure and Cultural Services Department were closed temporarily and intermittently between 2020 and 2022 to align with the Government's anti-epidemic measures. While the attendance to libraries and the number of physical library materials on loan have increased after the epidemic, the usage of e-books has decreased relatively.

- End -

CONTROLLING OFFICER'S REPLY**CSTB265****(Question Serial No. 3402)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): ()Programme: (1) Recreation and SportsControlling Officer: Director of Leisure and Cultural Services (Manda CHAN)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Various fee-charging sports venues are managed by the Leisure and Cultural Services Department (LCSD). In this connection, please inform this Committee of the following:

1. Please tabulate the annual operating expenditure on each major fee-charging sports venue in the past 3 years;
2. There are views that the touting of LCSD sports venues is prevalent and tantamount to touts taking advantage of the public purse. What measures are put in place by the Bureau to alleviate the problem of venue touting?

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

1. The operating expenditure of major sports facilities under the Leisure and Cultural Services Department (LCSD) from 2022-23 to 2024-25 is tabulated as follows:

| Year | Total operating expenditure (\$ million) | | |
|--|--|---------|---------------------|
| | 2022-23 | 2023-24 | 2024-25 (estimated) |
| Sports centres | 803 | 839 | 849 |
| Sports grounds (including football pitches) | 373 | 387 | 393 |
| Tennis courts | 149 | 155 | 158 |
| Swimming pools | 1,250 | 1,317 | 1,364 |

2. The LCSD reviews the existing legislation from time to time, so as to impose deterrent criminal penalties or fines on persons engaging in unauthorised transfer of the user permit of facilities. After the launch of the SmartPLAY system, when booking and checking in facilities, hirers are required to declare and undertake that they will be

present during the use of relevant facilities and that the user permit will not be transferred by any means. Offenders may have committed the offence of fraud under the Theft Ordinance (Cap. 210). In addition, the LCSD has long been paying attention to the fair use of recreation and sports facilities, and has adopted a multi-pronged approach to combating touting activities, including close liaison with relevant law enforcement agencies in planning and conducting joint operations to combat touting activities and cases involving other crimes.

- End -

CONTROLLING OFFICER'S REPLY

CSTB266

(Question Serial No. 3403)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title):

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the animals kept in the ponds of the parks under the Leisure and Cultural Services Department, would the Government inform this Committee of the following:

1. Which parks are keeping fish and turtles?
2. How many fish and turtles died over the past 3 years?
3. What were the average feeding frequency (in days) and the expenditure incurred?
4. It has been reported that fish and turtles were found dead recently due to pond cleaning activities. Has the Department reviewed the incident, and what measures will be taken to prevent future occurrences?

Asked by: Hon CHAN Hak-kan (LegCo internal reference no.: 66)

Reply:

1. to 3. Currently, water features, such as ponds and artificial lakes, at leisure venues under the Leisure and Cultural Services Department (LCSD) are designed solely for ornamental purposes and not for keeping animals, including turtles and fish. All turtles and fish found there were placed by members of the public. Hence, the LCSD does not have a record of the number of turtles and fish found dead in its water features over the past 3 years. As water features are part of a park, their operational expenditure is not available.
4. The LCSD has established guidelines that specify regular cleaning of ponds and artificial lakes in its parks to ensure hygiene and cleanliness of water features. During the cleaning process, staff must temporarily transfer fish and turtles to another pond and return them to their original pond only after completion of cleaning. Regarding the case in question, the staff have been repeatedly reminded to follow the guidelines for the proper handling of fish and turtles. If

injured animals are found, the LCSD will make appropriate arrangements to isolate them and seek assistance from the relevant organisations.

- End -

CONTROLLING OFFICER'S REPLY

CSTB267

(Question Serial No. 1363)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the promotion of urban sports:

1. What are the specific timetable for and the manpower and estimated expenditure involved in the conversion of some underutilised floors of the Kwun Chung Municipal Services Building into an urban sports centre?
2. Please compile a detailed list of the urban sports venues currently provided by the Leisure and Cultural Services Department in the 18 districts. How many of them meet international standards for competition venues and how many of them do not?
3. How many additional competition venues meeting and not meeting international urban sports standards does the Government plan to provide in the coming year? What is the relevant estimated expenditure?
4. The Government stated that it would work with the sports sector, schools and relevant stakeholders to promote urban sports. What are the specific plans to take forward the work in this regard in the future, and will consideration be given to financing private developers to participate in the construction of urban sports venues or making good use of idle sites, vacant school premises and spaces underneath flyovers? What is the relevant estimated expenditure?

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 25)

Reply:

1. The technical feasibility study of the conversion of some floors of the Kwun Chung Municipal Services Building into an urban sports centre has been completed. The next stage is to proceed with the project design work, and the estimated expenditure and schedule are yet to be confirmed.

2. At present, recreation and sports facilities under the Leisure and Cultural Services Department (LCSD) provided for conducting urban sports 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 160 5-a-side soccer pitches. Please refer to [Annex I](#) for details.
3. The LCSD is launching various works projects which partly involve the provision of urban sports facilities. Projects expected to be completed by 2025 are listed at [Annex II](#). The construction or conversion of urban sports facilities forms part of the relevant projects, and the LCSD does not compile figures of individual items of expenditure.
4. Under the Sports Subvention Scheme, the LCSD will continue to provide subvention of approximately \$14 million to the national sports associations promoting urban sports (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) in 2025-26 to organise some 700 urban sports events (including 3-on-3 basketball, futsal, sport climbing, breaking and skateboarding) for about 35 000 participants. The LCSD also plans to organise some 280 programmes covering urban sports, such as the futsal competition of the Corporate Games, for about 9 800 participants, with an estimated expenditure of about \$1.8 million.

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 500 training courses will be held in the 2024/25 school year, providing about 8 000 students with an opportunity to take part in urban sports. In the meantime, the CSTB is working with the Sport for All Confederation of Hong Kong, China to extend the funding scheme beyond schools, with the aim of providing about 2 000 young people with an opportunity to take part in urban sports. The estimated annual expenditure on the funding scheme is \$16 million.

The Government will, when planning new sports facilities or improving the existing ones (including urban sports facilities), consider various factors, including the current provision of sports facilities in general and in districts, policy objectives of sports development, and utilisation of existing facilities. The LCSD will liaise with relevant government departments to identify suitable locations and keep an open mind about promoting urban sports using different means.

**Facilities available for conducting urban sports under the LCSD ^(Note 1)
(as at 31 December 2024)**

| District | Indoor and outdoor sport climbing facilities | Basketball courts | Skateboard grounds | Skateparks | Dance rooms/multipurpose activity rooms | 5-a-side soccer pitches |
|---------------------|--|-------------------|--------------------|-----------------------|---|-------------------------|
| Central and Western | - | 28 | - | - | 9 | 5 |
| Eastern | 1 | 32 | 1 | - | 13 | 6 |
| Southern | - | 11 | - | - | 13 | 9 |
| Wan Chai | - | 17 | 1 | - | 3 | 2 |
| Kowloon City | - | 46 | - | - | 7 | 4 |
| Kwun Tong | 2 | 40 | - | - | 15 | 18 |
| Sham Shui Po | 1 | 38 | - | 1 | 11 | 13 |
| Wong Tai Sin | 1 | 21 | 1 | 1 | 4 | 12 |
| Yau Tsim Mong | 1 | 21 | - | - | 14 | 7 |
| Islands | - | 20 | 1 | - | 8 | 6 |
| Kwai Tsing | 1 | 37 | 2 | - | 11 | 17 |
| North | 1 | 43 | - | 2 ^(Note 2) | 7 | 14 |
| Sai Kung | 1 | 21 | - | 1 | 17 | 8 |
| Sha Tin | 1 | 28 | - | - | 15 | 8 |
| Tai Po | - | 23 | - | - | 11 | 7 |
| Tsuen Wan | 1 | 31 | 1 | - | 9 | 8 |
| Tuen Mun | 1 | 32 | - | - | 9 | 5 |
| Yuen Long | 1 | 49 | 1 | - | 16 | 13 |
| Total | 13 | 538 | 8 | 5 | 192 | 162 |

Note 1: Given that the international standards for competition venues are updated from time to time, the LCSD does not keep information on competition venues meeting and not meeting international standards.

Note 2: Including On Lok Mun Street Playground listed at Annex II.

**Works projects providing facilities for urban sports
expected to be completed by 2025**

| Project | Urban sport facility |
|--|---|
| Open Space at Hoi Fan Road, Tai Kok Tsui | 3-on-3 basketball |
| Open Space at Hung Hom Waterfront | 3-on-3 basketball |
| Re-provisioning of Ma Chai Hang Recreation Ground (a Shatin to Central Link project) | 3-on-3 basketball Breaking |
| Ha Hang Village Playground in Area 31, Tai Po | 3-on-3 basketball |
| Re-provisioning of On Lok Mun Street Playground | Skateboarding (To be upgraded to the relevant internationally accredited standard) |
| Town Park in Area 68, Tseung Kwan O | 3-on-3 basketball |
| Improvement of Tsuen Wan Riviera Park and Tsuen Wan Park – Phase 1 Development | 3-on-3 basketball |

- End -

CONTROLLING OFFICER'S REPLY

CSTB268

(Question Serial No. 1868)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding SmartPLAY, the intelligent booking system launched in November 2023 by the Leisure and Cultural Services Department:

1. How many registered users of SmartPLAY are there now? How many among them were also users of the previous system?
2. What is the annual operating expenditure on the SmartPLAY system?
3. What is the daily average number of people booking facilities through SmartPLAY? What are the highest and lowest numbers respectively?
4. With regard to the enhanced functions of Phase 2 of the SmartPLAY system, will the Government consider adding anti-touting functions, such as those that prevent users from using "bots" to perform auto-queuing? If so, what are the details and the estimated expenditure? If not, what are the reasons?

Asked by: Hon CHAN Hoi-yan (LegCo internal reference no.: 43)

Reply:

1. Since the launch of user registration in July 2023, as at February 2025, the number of registered users of SmartPLAY exceeded 980 000 and among them, over 230 000 were patrons of Leisure Link, the previous system.
2. The total annual operating expenditure on the SmartPLAY system is around \$56 million, covering hardware and software maintenance, on-going support and contract staff services, consumables, communication network, e-payment transaction fees, etc.
3. According to the record, since the launch of the SmartPLAY system in November 2023, the daily average number of people booking recreation and sports facilities through the system is about 13 800, with the highest and lowest numbers being about 22 500 and 5 200 respectively.

4. The Leisure and Cultural Services Department (LCSD) has been striving to enhance the operation of the SmartPLAY system. To effectively stamp out the abuse of computer programs during the booking of recreation and sports facilities, the system has adopted a new generation of Web Application Firewall and anti-bot program since last year to closely monitor users' login. Artificial intelligence (AI) is also used to automatically monitor users' behaviour and the situation of the network in use. The auto-defence function is triggered where necessary to ensure smooth operation of the system. Once the AI detects any abnormal operation, such as unusual login, the system will automatically intercept suspicious access. Moreover, the LCSD has worked with the contractor to closely monitor the operation of the system and adjust system settings from time to time. For example, the system had intercepted more than 2 million login attempts by suspected bots during peak periods in early 2025. The LCSD and the contractor will continue to closely follow up by actively looking into more solutions for preventing booking of recreation and sports facilities by bots to enhance the facilities booking experience of users. Given that the above interception measures/solutions are applicable to the operation of the entire system (including Phases 1 and 2), and that the relevant expenditure is covered by the service contract, the LCSD does not compile a breakdown of individual items of expenditure.

- End -

CONTROLLING OFFICER'S REPLY

CSTB269

(Question Serial No. 0406)

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 (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government has been actively developing a concert economy in recent years, citing a total of approximately 350 large-scale concerts held in Hong Kong from 2023 to 2024, which attracted an audience of more than 4.2 million, including over 1.5 million tourists who brought Hong Kong about \$3.7 billion in consumption returns. In this connection, would the Government inform this Committee of the following:

- (1) It is learnt that booking applications for all performance venues under the Leisure and Cultural Services Department (LCSD) have to be submitted at least 1 year in advance. With regard to the current situation of applications and approval for the use of venues, please set out the numbers of performing arts programmes completed and to be held at each venue in 2025, as well as the respective numbers and days of performances;
- (2) What are the respective numbers of large-scale performance and concert programmes, rehearsals and actual performances held at the performance venues under the LCSD each year since 2011? Please provide the figures in a table.
- (3) What is the average number of days of preparation required for setting up and dismantling such facilities as seats and stages for each performing arts programme since 2011?
- (4) Venue upgrading works, such as sound equipment upgrades and facility maintenance, may have to be carried out regularly at the performance venues to ensure good quality of performing arts programmes. Please list the number of days spent on venue upgrading works at each LCSD venue each year since 2011.

Asked by: Hon CHAN Kapui, Judy (LegCo internal reference no.: 32)

Reply:

The performance venues managed by the Leisure and Cultural Services Department for staging large-scale performances and concerts are mainly the Grand Theatre and Concert Hall of the Hong Kong Cultural Centre (HKCC), the Concert Hall of the Hong Kong City Hall (HKCH), the Hong Kong Coliseum (HKC), and the Queen Elizabeth Stadium (QES).

- (1) The number of performing arts programmes (including concerts) completed and expected to be held, and the numbers of performances and days of performance at each of the above venues in 2025 as at 28 February 2025 are tabulated as follows:

| Venue | | No. of programmes | No. of performances | No. of days of performance |
|-------|---------------|-------------------|---------------------|----------------------------|
| HKCC | Grand Theatre | 78 | 191 | 293 |
| | Concert Hall | 123 | 182 | 297 |
| HKCH | Concert Hall | 170 | 208 | 306 |
| HKC | | 20 | 88 | 229 |
| QES | | 26 | 44 | 72 |

- (2) & (3) The number of days that organisers of large-scale performances or concerts spend on rehearsal, venue set-up and dismantling work varies with the nature, content, scale and complexity of individual events, ranging from 1 to 14 days approximately.

The numbers of large-scale performing programmes, concerts or performing arts programmes held at the above venues in the past 5 years are tabulated as follows (with the numbers of performances stated in brackets):

| Venue | | 2020 ⁽¹⁾ | 2021 ⁽¹⁾ | 2022 ⁽¹⁾ | 2023 | 2024 |
|-------|---------------|---------------------|---------------------|---------------------|--------------|--------------|
| HKCC | Grand Theatre | 7 (40) | 28 (102) | 37 (96) | 39 (148) | 39 (163) |
| | Concert Hall | 27 (36) | 91 (128) | 80 (122) | 144 (195) | 119 (200) |
| HKCH | Concert Hall | 47 (52) | 153 (193) | 91 (140) | 162 (241) | 143 (187) |
| HKC | | 4 (19) | 16 (47) | 18 (78) | 22 (86) | 19 (96) |
| QES | | 2 (7) | 5 (13) | 24 (39) | 35 (63) | 33 (53) |

- (4) The numbers of days⁽²⁾ spent on equipment upgrades, facility maintenance and other works at the above venues in the past 5 years are tabulated as follows:

| Venue | | 2020 | 2021 | 2022 | 2023 | 2024 |
|-------|---------------|------|------|------|------|------|
| HKCC | Grand Theatre | 67 | 97 | 80 | 64 | 62 |
| | Concert Hall | 46 | 68 | 47 | 71 | 53 |
| HKCH | Concert Hall | 34 | 56 | 41 | 43 | 60 |
| HKC | | 88 | 136 | 29 | 73 | 40 |
| QES | | 76 | 33 | 89 | 89 | 61 |

Notes

- (1) Owing to the COVID-19 epidemic, the HKCC and the HKC were closed for 207, 49 and 104 days in 2020, 2021 and 2022 respectively; and the HKCH and the QES were closed for 210, 49 and 104 days in 2020, 2021 and 2022 respectively.
- (2) These do not include the numbers of days of closure of the venues owing to the COVID-19 epidemic. During the epidemic, some programmes were unexpectedly cancelled after the re-opening of the venues due to insufficient preparation time. In such cases, the venue management had made use of the cancelled days to carry out maintenance works for the venue facilities, and the numbers of such days have been included in the figures.

- End -

CONTROLLING OFFICER'S REPLY

CSTB270

(Question Serial No. 0664)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department mentioned that it would continue to implement the SmartPLAY system and launch the enhanced functions of Phase 2 by stages. There are views about the layout of the SmartPLAY app being complicated and not user-friendly. In this connection, would the Government inform this Committee of the following:

1. the usage of and public feedback on the SmartPLAY system since its rollout, and whether the Government has evaluated the effectiveness of the system and the areas that require enhancement;
2. whether the Government has statistics on the successful bookings made through the SmartPLAY system or other channels; and
3. regarding the enhanced functions of Phase 2, whether the Government will prioritise simplifying the layout design and enhancing users' experience. If yes, what are the details? Is a specific timetable available?

Asked by: Hon CHAN Kin-por (LegCo internal reference no.: 26)

Reply:

1. Since the launch of the SmartPLAY system in November 2023, the daily average number of successful bookings and payments has gradually increased from about 14 000 in early 2024 to about 25 000 in February 2025. Currently, the number of registered users of the new system has exceeded 980 000. According to the public opinion survey on the new system conducted by the Leisure and Cultural Services Department (LCSD) in the first quarter of 2024, the majority of the public has positive comments about the new 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 LCSD has also received recommendations for system enhancement, which mainly include the uploading of qualifications, procedures and quotas for balloting, search function and check-in via smartphones. The LCSD has taken note of these valuable

views, to which reference will be made in system enhancement and during formulation of corresponding measures.

2. Users have successfully booked around 8.12 million hours/sessions of leisure facilities in total via the new system in 2024, through booking channels including mobile application (5.67 million), the internet (1.1 million), self-service stations (860 000) and booking counters (490 000). The number of bookings made via the mobile application “My SmartPLAY” has reached 70% of the total number of bookings. This shows that the mobile application has provided convenient and fast services for members of the public.
3. Following the launch of the core functions of Phase 1 in November 2023, the enhanced functions of Phase 2, including room/bay allotment for camps and campsites, fitness room management, water sports facilities management, bookings by organisation and major events management, have been/will be rolled out progressively between the 4th quarter of 2024 and 2025. The LCSD will take into consideration recommendations for simplifying the interface as it continues to deliver the new system.

- End -

CONTROLLING OFFICER'S REPLY

CSTB271

(Question Serial No. 0665)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned that the Leisure and Cultural Services Department (LCSD) would continue to enhance utilisation of existing sports facilities. However, many people still opine that the users' experience for some of the sports facilities is severely affected due to prolonged disrepair of the facilities and dilapidated equipment, including absence of air conditioning at some indoor venues, ageing lighting systems, damaged floor and old changing room facilities. In this connection, would the Government inform this Committee of the following:

1. the usage rates of sports facilities in various districts in 2024-25, and for facilities with the most significant drop in their usage rates, whether the LCSD has examined the reasons behind the drop;
2. the specific plans and timetable, if any, for improving existing dilapidated sports facilities, especially venues without air conditioning;
3. how the LCSD will, while boosting utilisation of sports facilities, ensure a reasonable allocation of resources by prioritising the renovation of facilities with the most significant drop in their usage rates; and
4. whether the LCSD has collected users' feedback about sports facilities on a regular basis. If yes, what are the main problems reflected in the feedback collected in the past year and what improvements has the LCSD made in response to such feedback? If no, why?

Asked by: Hon CHAN Kin-por (LegCo internal reference no.: 27)

Reply:

1. The usage of major sports facilities under the Leisure and Cultural Services Department (LCSD) in 2024 with a breakdown by district is at **Annex**. The usage rates of relevant facilities remained steady on the whole from 2022 to 2024. Among these facilities, the usage rates of sports centres, sports grounds, tennis courts and turf pitches remained respectively at 91% to 94%, 99%, 79% to 80%, and 71% to 72% from 2022 to 2024, while the attendance of public swimming pools recorded a more noticeable increase, with the total annual attendance rising from around 8.3 million in 2022 to around 12.5 million in 2024.
2. & 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 and enhancing the quality and utilisation of venues. At present, air-conditioning systems have not been installed at the arenas of 7 out of 105 LCSD sports centres, namely Fat Kwong Street Sports Centre in Kowloon City District, Fu Shin Sports Centre in Tai Po District, Tin Ping Sports Centre in North District, Po Lam Sports Centre in Sai Kung District, Long Ping Sports Centre in Yuen Long District, Heng On Sports Centre and Hin Keng Sports Centre in Sha Tin District. These 7 sports centres, which are not standalone buildings constructed by the LCSD, are all annexes of the buildings of other government departments. The LCSD had explored with works departments the feasibility of installing air-conditioning facilities at these sports centres, but found it impracticable to do so owing to structural constraints of the buildings/spatial constraints of the venues and problems with power supply and load. In this regard, additional ventilation equipment such as mobile air-coolers, fans, blowers or ventilation systems has been provided at these sports centres for better ventilation.
4. The LCSD has been collecting public views through different channels to raise service quality. Specifically, the LCSD conducts annual public opinion survey to collect users' views on the services at sports centres, including the cleanliness of sports centres, facility management and staff performance. As shown in the survey results in 2024, over 80% of the respondents were satisfied or very satisfied with the aforesaid 3 areas.

Among the various public opinion surveys, one was conducted during the 2024 swimming season at swimming pools where "Public Coaching Areas" were yet to be designated, with a view to understanding public opinions about the designation of "Public Coaching Areas". The Department will consider whether there is a need to designate "Public Coaching Areas" in view of the survey results in due course.

Usage Rates/Attendance of Major Sports Facilities in 2024

| District | Sports Centres (Arena) | Sports Grounds | Turf Pitches ⁽¹⁾ | Tennis Courts | Swimming Pools (Attendance) |
|------------------------------------|------------------------|----------------|-----------------------------|---------------|-----------------------------|
| Hong Kong Island | | | | | |
| Central and Western ⁽²⁾ | 97% | No provision | 68% | No provision | 837 280 |
| Eastern | 96% | 100% | 82% | 94% | 619 241 |
| Southern | 92% | 99% | 65% | 93% | 122 004 |
| Wan Chai | 97% | 100% | 65% | 91% | 1 175 960 |
| Kowloon | | | | | |
| Kowloon City | 96% | 100% | 77% | 76% | 377 875 |
| Kwun Tong | 94% | 100% | 76% | 73% | 1 344 656 |
| Sham Shui Po | 95% | 100% | 79% | 83% | 1 016 419 |
| Wong Tai Sin | 95% | 100% | 72% | 79% | 736 992 |
| Yau Tsim Mong | 97% | No provision | 80% | 85% | 809 788 |
| New Territories | | | | | |
| Islands | 78% | 85% | 67% | 28% | 335 594 |
| Kwai Tsing | 92% | 100% | 72% | 70% | 480 497 |
| North | 92% | 100% | 71% | 73% | 420 575 |
| Sai Kung | 93% | 100% | 64% | 88% | 383 723 |
| Sha Tin | 97% | 100% | 63% | 79% | 972 175 |
| Tai Po | 94% | 100% | 71% | 83% | 489 956 |
| Tsuen Wan | 95% | 100% | 87% | 76% | 579 656 |
| Tuen Mun | 93% | 100% | 67% | 60% | 790 883 |
| Yuen Long | 94% | 100% | 66% | 70% | 1 045 527 |
| Total | 94% | 99% | 71% | 80% | 12 538 801 |

Notes

- (1) As natural and artificial turf pitches are used interchangeably to support the same types of sports and functions, their usage rates are presented as one item for easier interpretation.
- (2) The artificial turf pitch of Sun Yat Sen Memorial Park was temporarily closed for maintenance from 1 December 2022 to 7 January 2024.

- End -

CONTROLLING OFFICER'S REPLY

CSTB272

(Question Serial No. 2896)

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 (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department established the Chinese Culture Promotion Office in April 2024 to promote Chinese culture and history. In this connection, please inform this Committee of the following:

1. Has the Department formulated any plan and staff establishment for the next 3 years for the above work? If yes, what are the details?
2. Has the Department evaluated past work, and formulated work plans and key performance indicators for the next 3 years? If yes, what are the details; if not, what are the reasons?

Asked by: Hon CHAN Man-ki, Maggie (LegCo internal reference no.: 36)

Reply:

1. The Leisure and Cultural Services Department (LCSD) established the Chinese Culture Promotion Office (CCPO) in April 2024. By co-ordinating resources related to Chinese culture and history within the LCSD, the CCPO curates and organises various activity series to promote Chinese culture to different audiences so as to enhance citizens' cultural confidence and sense of nationhood and national identity.

In the next 3 years, the CCPO will continue to launch exhibitions, large-scale events, workshops and community activities aimed at promoting Chinese culture, including continuing to organise the "Chinese Culture Festival" (CCF) from June to September every year with a series of performing arts programmes covering Chinese dance, music, Chinese opera, multi-arts, film and more, to enable the public to understand the rich essence of Chinese culture and the common cultural roots connecting Hong Kong and the Mainland in a more holistic and multi-faceted manner.

The CCPO will also continue to present the "General History of China Exhibition Series" to systematically introduce significant periods of Chinese history to the public; collaborate with the Education Bureau on the "Teaching and Learning Series" to launch

professional development activities for teachers and artefact-based experiential learning activities for students; organise a diverse array of community programmes to promote Chinese culture at all levels of Hong Kong society and encourage the public to take part in the inheritance of Chinese culture; and organise exhibitions to showcase the development and achievements of our country in different museums under the LCSD to introduce the country's latest situation in various areas of development.

Under the lead of the Culture, Sports and Tourism Bureau, the CCPO is setting up a museum showcasing the development and achievements of our country, and a Chinese Culture Experience Centre, both of which will serve as important community platforms for promoting Chinese culture.

The CCPO will continue to carry out the above work in the next 3 years with the existing staff establishment.

2. The CCPO will comply with the indicators stipulated in the Policy Address by continuing to annually organise no less than 50 activities to promote Chinese culture and history, and a thematic exhibition to showcase the development and achievements of our country. A total attendance of no less than 700 000 per year is expected.

In 2024, the CCPO launched more than 200 activities to promote Chinese culture and history. Among them, the CCF and the “Glorious Voyage: Splendid Achievements of the People’s Republic of China in Its 75 Years” Exhibition Series recorded a total attendance of more than 1.2 million, which exceeded the target of the indicator set out in the Policy Address. According to the results of a questionnaire survey conducted during the CCF, over 90% of the respondents gave satisfactory or above ratings to the programmes of the CCF, and over 80% agreed that the CCF had enhanced their understanding of and interest in Chinese culture. This shows that the CCF has been highly effective in achieving its objectives.

- End -

CONTROLLING OFFICER'S REPLY

CSTB273

(Question Serial No. 2208)

Head: (95) Leisure and Cultural Services Department
Subhead (No. & title): (000) Operational expenses
Programme: (3) Heritage and Museums, (4) Performing Arts
Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)
Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will continue to monitor the delivery of arts and cultural facilities by the Leisure and Cultural Services Department. In this connection, please provide the following information:

- (a) How many arts and cultural facilities are currently under maintenance across Hong Kong? What are the total expenditure, the expenditure in 2024-25 and the estimated expenditure in 2025-26 involved, broken down by district?
- (b) What is the amount of expenditure earmarked by the Government for the maintenance and use of arts and cultural facilities?

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 6)

Reply:

- (a) and (b) The arts and cultural facilities under the Leisure and Cultural Services Department (LCSD) are subject to routine inspection, testing and day-to-day maintenance as necessary from time to time. Mainly undertaken by the Architectural Services Department and the Electrical and Mechanical Services Department, such work includes the maintenance and refurbishment of buildings and their related electrical, mechanical, air-conditioning, electronic and building services systems. The expenditures and estimates for major maintenance works (with an approved project estimated expenditure of over \$10 million) broken down by district in 2024-25 and 2025-26 are tabulated as follows:

| District | Number of Facilities under Maintenance | 2024-25 Revised Estimate (\$ million) | 2025-26 Estimate (\$ million) |
|---------------------|---|--|--------------------------------------|
| Eastern | 2 | 98.3 | 30.3 |
| Central and Western | 1 | 7.4 | 6.3 |
| Yau Tsim Mong | 3 | 36.1 | 85.8 |
| Tsuen Wan | 1 | 30.0 | 29.0 |
| Sha Tin | 1 | -(¹) | 10.3 |
| Tai Po | 1 | 184.0 | 49.0 |
| Yuen Long | 1 | 5.3 | -(²) |
| Sai Kung | 1 | 2.7 | 0.5 |
| Total | 11 | 363.8 | 211.2 |

Notes

- (1) Major maintenance works for the facility in the district commenced in 2024-25, and is expected to involve actual expenditure starting from 2025-26.
- (2) Major maintenance works for the facility in the district was completed in 2024-25.

- End -

CONTROLLING OFFICER'S REPLY

CSTB274

(Question Serial No. 0734)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the coming year, “the Hong Kong Museum of History and the Hong Kong Museum of the War of Resistance and Coastal Defence will organise exhibitions about the 80th Anniversary of the Victory of the Chinese People’s War of Resistance Against Japanese Aggression”.

1. What are the specific timetable of the plan?
2. What are the estimated manpower and expenditure involved?
3. Will there be any collaboration with the Education Bureau and relevant Mainland authorities? If yes, what are the earmarked manpower and expenditure?

Asked by: Hon CHAN Yung (LegCo internal reference no.: 28)

Reply:

1. & 2. The Leisure and Cultural Services Department (LCSD) will organise exhibitions about the 80th Anniversary of the Victory of the War of Resistance at the Hong Kong Museum of History and the Hong Kong Museum of the War of Resistance and Coastal Defence respectively in the third quarter of 2025. The estimated total expenditure is approximately \$11 million, and the manpower involved will be absorbed by the existing resources of the LCSD.
3. To commemorate the 80th Anniversary of the Victory of the War of Resistance, the LCSD is in discussion with the National Museum of China and the Guangdong Museum of Revolutionary History about organising thematic exhibitions, and will collaborate with the Education Bureau to organise such activities as “Learn from Museums - Novice Curator Training Programme”, teacher training courses and School Culture Day to give teachers and students a deeper insight into the history of the War of Resistance. The manpower and expenditure involved will be absorbed by the existing resources of the LCSD.

- End -

CONTROLLING OFFICER'S REPLY

CSTB275

(Question Serial No. 0735)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The work of the Department in the coming year involves “managing the Urban Ticketing System”.

- 1) Please list in a table the manpower, job duties and expenditure involved in managing the Urban Ticketing System in the past 3 years.
- 2) What are the estimated manpower and expenditure to be involved in the coming year?
- 3) Will the Department consider enhancing the Urban Ticketing System and servers to minimise lagging caused by too many people logging in for tickets at the same time?

Asked by: Hon CHAN Yung (LegCo internal reference no.: 29)

Reply:

- 1 - 2) The Urban Ticketing System (URBTIX) operates on a Public Private Partnership approach. Commissioned by the Leisure and Cultural Services Department (LCSD) through an open tender procurement arrangement, the contractor of the URBTIX ticketing system is responsible for developing the ticketing system, undertaking system operation and maintenance, as well as providing services (including booking services via the internet and mobile app as well as the telephone booking hotline) at its own cost. There were 28 staff members tasked with the management of the URBTIX in the LCSD between 2022-23 and 2024-25. Their job duties included collaborating with the contractor and monitoring its services, co-ordinating the ticketing services of front-end box offices, drawing up ticketing plans and ticket sales arrangements with event organisers and performance venues, carrying out set-ups for individual events in the ticketing system, and providing support regarding the settlement of ticket proceeds. The average total expenditure involved was about \$21 million each year. The manpower and expenditure to be involved in the coming year are expected to be more or less the same as those in the past 3 years.

- 3) The new generation of the URBTIX ticketing system commenced service on 1 December 2022, with its functions and services enhanced by, among others, using cloud technology platforms for flexible scaling up of the system capacity to cater for the immense demand for tickets of popular events. Specifically, the new ticketing system, through its expanded system capacity and flexibility, enables the accommodation of a huge increase in the number of concurrent users on the first day of the sale of tickets for popular events, thereby facilitating a smoother ticket purchase process.

- End -

CONTROLLING OFFICER'S REPLY

CSTB276

(Question Serial No. 2874)

Head: (95) Leisure and Cultural Services Department

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

Programme: Not Specified

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Directors of Bureaux: Secretary for the Civil Service, Secretary for Culture, Sports and Tourism

Question:

Regarding the implementation of five-day week (FDW) in the Leisure and Cultural Services Department (LCSD), would the Government inform this Committee of the following:

- (1) What are the number of LCSD staff working on a non-FDW pattern and the percentage of such staff over total staff in each of the past 4 years and this year to date? Please provide a breakdown of such staff by (i) sections (i.e. Leisure Services Branch (LSB), Cultural Services Branch, Administration Division and Finance and Supplies Division) and (ii) grades;
- (2) As the Government has stated that the SmartPLAY system, which is a new intelligent sports and recreation services booking and information system, would reduce the overall demand for counter services, the LCSD would be exploring the feasibility to migrate the staff concerned in relevant sections to FDW in due course. Since the launch of SmartPLAY, how many of LSB staff have migrated to the FDW work pattern? Please provide a breakdown by the types of venues at which the staff concerned are working (such as sports centres and sports grounds) and their grades.
- (3) Will the Department consider setting up a dedicated working group on FDW to allow both the management and the staff to focus on exploring ways to resolve the issues hindering the implementation of FDW?
- (4) It is learnt that some recreation and sports venues managed by the LCSD are implementing an "FDW by rotation arrangement" on a trial basis to arrange their staff to rotate to the FDW work pattern. In this connection, please provide the number of venues implementing this trial arrangement and the total number of staff benefitted from it. Will the Government consider extending the arrangement to other venues? If yes, what are the details? If no, what are the reasons?

Asked by: Hon CHAU Siu-chung (LegCo internal reference no.: 22)

Reply:

- (1) The Civil Service Bureau (CSB) conducts biennial surveys on the implementation of five-day week (FDW) in policy bureaux and departments (B/Ds). A breakdown of civil servants working on a non-FDW pattern in the Leisure and Cultural Services Department (LCSD) in the past 4 years is set out in the tables below:

(i) *By Sections*

| Sections | LCSD Civil Servants on a Non-FDW Work Pattern | | | | | |
|---|--|---|----------------------------|---|----------------------------|---|
| | As at 30 September 2020 | | As at 30 September 2022 | | As at 30 September 2024 | |
| | Number of Staff | Percentage over Total Staff (9 598) | Number of Staff | Percentage over Total Staff (9 501) | Number of Staff | Percentage over Total Staff (9 305) |
| Leisure Services Branch | 3 318 | 34.5% | 3 275 | 34.4% | 3 033 | 32.6% |
| Cultural Services Branch | 488 | 5.1% | 340 | 3.6% | 337 | 3.6% |
| Administration Division and Finance and Supplies Division | 9 | 0.1% | 7 | 0.1% | 8 | 0.1% |
| Total: | 3 815 | 39.7% | 3 622 | 38.1% | 3 378 | 36.3% |

(ii) *By Grades*

| Grades | LCSD Civil Servants on a Non-FDW Work Pattern | | | | | |
|---|--|---|----------------------------|---|----------------------------|---|
| | As at 30 September 2020 | | As at 30 September 2022 | | As at 30 September 2024 | |
| | Number of Staff | Percentage over Total Staff (9 598) | Number of Staff | Percentage over Total Staff (9 501) | Number of Staff | Percentage over Total Staff (9 305) |
| Directorate Grades | 0 | 0% | 0 | 0% | 0 | 0% |
| Departmental Grades <small>Note 1</small> | 1 090 | 11.3% | 982 | 10.3% | 988 | 10.6% |
| General and Common Grades <small>Note 2</small> | 2 327 | 24.2% | 2 270 | 23.9% | 2 078 | 22.3% |
| Model Scale 1 Grades <small>Note 3</small> | 398 | 4.2% | 370 | 3.9% | 312 | 3.4% |
| Total: | 3 815 | 39.7% | 3 622 | 38.1% | 3 378 | 36.3% |

Notes

1. Departmental grades include Amenities Assistant, Cultural Services Assistant, Curator, Leisure Services Manager, Librarian, Manager (Cultural Services), Music Officer and Technical Officer (Cultural Services).
 2. General and common grades include Accounting Officer, Administrative Officer, Analyst/Programmer, Architect, Artisan, Calligraphist, Clerical Assistant, Clerical Officer, Clerk of Works, Computer Operator, Confidential Assistant, Executive Officer, Information Officer, Laboratory Technician, Landscape Architect, Maintenance Surveyor, Management Services Officer, Motor Driver, Office Assistant, Official Languages Officer, Personal Secretary, Photographer, Senior Artisan, Special Driver, Statistical Officer, Statistician, Structural Engineer, Supplies Assistant, Supplies Officer, Supplies Supervisor, Technical Officer, Training Officer, Transport Services Officer, Treasury Accountant, Typist, Veterinary Laboratory Technician and Veterinary Officer.
 3. Model Scale 1 grades include Supplies Attendant, Workman I and Workman II.
- (2) SmartPLAY, a new intelligent sports and recreation services booking and information system, was launched in November 2023. The number of staff who were working at leisure venues adopting SmartPLAY and migrated to FDW/commenced FDW trials as at 28 February 2025 is set out in the table below:

| Types of Leisure Venues | Number of Staff by Grades | | | | |
|-------------------------|---------------------------|---------------------|--------------------|--------------------------|-------|
| | Artisan | Amenities Assistant | Clerical Assistant | Workman I and Workman II | Total |
| Sports Centres | - | 12 | 3 | - | 15 |
| Swimming Pools | - | 10 | 8 | - | 18 |
| Sports Grounds | 6 | 5 | - | 12 | 23 |
| Parks | 1 | 9 | - | - | 10 |
| Total | 7 | 36 | 11 | 12 | 66 |

- (3) In implementing FDW, B/Ds have to abide by 4 basic principles (i.e. no additional staffing resources, no reduction in the conditioned hours of work of individual staff, no reduction in emergency services and continued provision of essential counter services on Saturdays/Sundays) as stipulated by the CSB. The LCSD will continue to take into account the actual manpower resources, the operational needs of different venues and the 4 basic principles stated above when considering the proposals put forth by venues.
- (4) As at 28 February 2025, a total of 15 leisure venues were implementing the “FDW by rotation arrangement” for some of their staff (totalling 69) on a trial basis.

The district management of the LCSD welcomes practicable rostering proposals from individual venues and will continue to actively consider feasible options in accordance with the 4 basic principles as stipulated by the CSB, while giving due regard to the actual operational needs and staffing establishment of different venues, with a view to allowing

more staff members from different venues to work on an FDW pattern or a rotational FDW pattern.

- End -

CONTROLLING OFFICER'S REPLY

CSTB277

(Question Serial No. 2905)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department (LCSD) has designated Island East Swimming Pool, Tai Kok Tsui Swimming Pool, Lam Tin Swimming Pool, Tung Cheong Street Swimming Pool, Tsing Yi Southwest Swimming Pool, and Ping Shan Tin Shui Wai Swimming Pool for the trial of procuring outsourced lifesaving services since September last year. In this connection, would the Government inform this Committee of the following:

- (1) The value of the outsourced lifesaving services contract for the aforementioned swimming pools, and the numbers of lifeguards that the outsourced lifesaving services are contractually required to provide;
- (2) The average number of years of service, and the average monthly salary and amount of allowances of civil service lifeguards currently employed by the LCSD;
- (3) Has the LCSD collected statistics to see whether there are serving lifeguards employed under outsourced service contracts who had previously worked as an LCSD Seasonal Lifeguard? If yes, what are the details? If no, will the Department consider conducting a survey pertaining to this?
- (4) How many civil service lifeguards had transferred to other grades or departments in each of the past 5 years? Please provide a breakdown of the figures by grade and department to which the lifeguards concerned had transferred; and
- (5) How many civil service lifeguards resigned in each of the past 5 years, and what are the wastage rates respectively?

Asked by: Hon CHAU Siu-chung (LegCo internal reference no.: 37)

Reply:

- (1) The Leisure and Cultural Services Department (LCSD) has outsourced the lifesaving and first aid services of public swimming pools, namely Island East Swimming Pool, Tai Kok Tsui Swimming Pool, Lam Tin Swimming Pool, Tung Cheong Street Swimming Pool, Tsing Yi Southwest Swimming Pool, and Ping Shan Tin Shui Wai Swimming Pool, with a contract period of 2 years. The value of the services contract is approximately \$75 million. According to the contract terms, the services contractor must deploy a total of at least 68 staff members (including head lifeguards, lifeguards, and first aiders) to be on duty at the aforementioned 6 swimming pools on a daily basis.
- (2) The civil service lifeguards currently employed by the LCSD, including senior lifeguards and lifeguards, have about 11 years of service on average. The average monthly salary for civil service lifeguards, calculated based on notional annual mid-point salary value, is \$23,630. Civil service lifeguards performing hardship-related duties at public beaches or water sports centres and those performing various duties involving a high degree of hardship at aquatic venues for a specified number of days are granted a monthly amount of \$1,149 per each hardship allowance.
- (3) The LCSD has not compiled statistics on serving lifeguards employed under the outsourced service contract who had previously worked as Seasonal Lifeguards of LCSD. The Department will, subject to the actual needs, consider conducting a survey pertaining to this.
- (4) & (5) The numbers of civil service lifeguards [including Senior Artisan (Beach/Swimming Pool), Senior Artisan (Water Sports Centre), Artisan (Beach/Swimming Pool) and Artisan (Water Sports Centre)] leaving the service, transferring to other civil service grades and leaving the service due to resignation between 2019-20 and 2023-24 are at Annex.

Number of civil service lifeguards leaving the service

| Financial year | Number of lifeguards leaving the service and rate of leaving the service | | | Reason for leaving the service | | |
|----------------|--|--|-----------------------------|--|-------------|------------------|
| | Strength (as at the first day of financial year) | Number of lifeguards leaving the service | Rate of leaving the service | Transfer to other civil service grades Note 1 | Resignation | Others Note 2 |
| 2019-20 | 1 231 | 56 | 4.55% | 33 | 3 | 20 |
| 2020-21 | 1 291 | 69 | 5.34% | 28 | 4 | 37 |
| 2021-22 | 1 365 | 72 | 5.27% | 24 | 26 | 22 |
| 2022-23 | 1 387 | 122 | 8.80% | 78 | 27 | 17 |
| 2023-24 | 1 391 | 94 | 6.76% | 34 | 25 | 35 |

Note 1: Include all transfers to other civil service grades through appointment procedures. Details are shown in the table below.

Note 2: Include retirement upon reaching retirement age, death, termination of employment due to infirmity, and termination of employment through disciplinary procedures.

Number of civil service lifeguards leaving the service due to transfer to other civil service grades

| Financial year | Grades that lifeguards had transferred to ^{Note 1} | | | | | Total |
|----------------|---|--|---|---|----------------------------|-------|
| | Senior Artisan grade in LCSD | Other grades in LCSD (such as Amenities Assistant) | General grades (such as Clerical Officer) | Departmental grades of disciplined services | Other civil service grades | |
| 2019-20 | 19 | 10 | 0 | 4 | 0 | 33 |
| 2020-21 | 14 | 10 | 0 | 1 | 3 | 28 |
| 2021-22 | 11 | 8 | 0 | 4 | 1 | 24 |
| 2022-23 | 15 | 58 | 0 | 4 | 1 | 78 |
| 2023-24 | 13 | 13 | 1 | 4 | 3 | 34 |

Note 1: Include all transfers to other civil service grades through appointment procedures, such as from Artisan (Beach/Swimming Pool) to Artisan (Water Sports Centre), from Artisan (Beach/Swimming Pool) to Senior Artisan (Water Sports Centre), and from Artisan (Beach/Swimming Pool) to Amenities Assistant III.

- End -

CONTROLLING OFFICER'S REPLY

CSTB278

(Question Serial No. 2358)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In connection with the Government's continued 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. For 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 2024 Policy Address has proposed the construction of a swimming complex suitable for hosting international competitions and a sports 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. To promote sports development, the Government proposed a Ten-year Development Blueprint for Sports and Recreation Facilities (the Blueprint) in the 2022 Policy Address. The list of projects recommended for implementation is set out at **Annex**. 2 of those projects, namely Quarry Park in Anderson Road Quarry and the Joint-user Complex at Site G2, Anderson Road Quarry (with a sports centre to be built inside), commenced construction in 2023 and are expected to be completed in 2026 and 2027 respectively. 2 other projects led by the Civil Engineering and Development Department, namely Waterfront Promenade in Tung Chung East and Cycle Park cum Skatepark in Area 147, Tung Chung, have been granted funding from the Legislative Council, with construction

works to be commenced in the second quarter of 2025 and completion expected in 2028. The remaining projects are at various planning stages, and relevant details (including the commencement dates, estimated expenditure and types of facilities) are yet to be confirmed.

2. Under the Blueprint, the Government plans to conduct technical feasibility studies for about 15 works projects. The Government will, under the fiscal consolidation programme, review the order of priority of the works projects under planning, as well as identify ways to use public resources more effectively and enhance the cost-effectiveness of the projects. Progress of implementation of individual projects that are currently at the preliminary planning or conceptual stage will be adjusted in light of the aforesaid considerations.
3. It is announced in the 2024 Policy Address that the Government plans to construct a swimming complex suitable for hosting international competitions and a sports arena with fencing training and competition facilities. The proposed swimming complex will be built according to the World Aquatics' specifications, and the Government is exploring feasible sites for the project. As for the venue for fencing, the Government is actively looking into providing facilities for fencing training and competitions in the new sports arena under planning. The proposed sites, estimated works expenditure and commencement dates are yet to be confirmed. Meanwhile, the Leisure and Cultural Services Department is actively following up on the acquisition of additional fencing ancillary facilities and equipment at To Kwa Wan Sports Centre, so as to earmark more space for fencing activities and achieve a more flexible use of the sports centre.

**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 and Enhancement 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 2 (formerly Sports Centre in Area 109, Tin Shui Wai) |
| 16 | Yuen Long | Sports Centre in Area 12, Yuen Long |

- End -

CONTROLLING OFFICER'S REPLY

CSTB279

(Question Serial No. 2360)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that in view of the decreasing trend in school-age population, the target numbers of “attendance at holiday camps” and “attendance at non-government organisation camps/sea activity centres” are revised from 520 000 to 343 000 and from 930 000 to 818 000 respectively as from 2025. In this connection, would the Government inform this Committee of the following:

1. Please list in a table the attendances at each of the holiday camps, non-government organisation camps and sea activity centres under the Leisure and Cultural Services Department (LCSD) in the past 3 years;
2. After lowering the target attendance for these facilities, what plans does the Government have to enhance their utilisation? To make better use of resources, will the Government consider using these facilities for other purposes, such as using them as replenishment stations to promote trail tourism? If yes, what are the details? If no, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 19)

Reply:

1. There is a total of 4 holiday camps under the Leisure and Cultural Services Department (LCSD). The LCSD also provides annual subvention to 24 camps/sea activity centres managed by 11 non-government organisations in a bid to provide camping and sea activities to members of the public. The total attendances at these facilities from 2022-24 are set out at **Annex**. The target attendance for 2025 was estimated based on the actual attendance figures recorded in 2024.

2. In view of the decreasing trend in school-age population, the target attendance at holiday camps, non-government organisation camps and sea activity centres has been adjusted accordingly. In order to enhance public interest and participation, the LCSD has introduced thematic programmes at its holiday camps, including festive activities (such as Mid-Autumn Festival and Halloween activities), stargazing, new sports (such as Molky, floor curling, pickleball and dodgeball), guided nature observation, and horticultural and greening promotional activities. The LCSD has also strengthened promotional efforts and continues to upgrade camp facilities, including TV game room, play equipment for children and rope course, to cater to the diverse needs of campers.

**Attendance at Holiday Camps, Non-government Organisation Camps
and Sea Activity Centres in the Past 3 Years**

Holiday Camps under the LCSD

| | Holiday camp | Attendance | | |
|----|--|------------------------|---------|---------|
| | | 2022 ^{Note 1} | 2023 | 2024 |
| 1. | Lady MacLehose Holiday Village | 26 060 | 58 185 | 63 414 |
| 2. | Lei Yue Mun Park | 33 917 | 89 010 | 86 942 |
| 3. | Sai Kung Outdoor Recreation Centre | 9 738 | 91 971 | 102 406 |
| 4. | Tso Kung Tam Outdoor Recreation Centre | 26 409 | 82 652 | 91 179 |
| | Total | 96 124 | 321 818 | 343 941 |

Non-government Organisation Camps and Sea Activity Centres

| | Camp/sea activity centre | Attendance | | |
|-----|---|------------------------|---------|-------------------------|
| | | 2022 ^{Note 1} | 2023 | 2024 |
| 1. | The Hong Kong Award for Young People - Jockey Club Duke of Edinburgh Training Camp | 21 811 | 53 977 | 56 745 |
| 2. | The Boys' and Girls' Clubs Association of Hong Kong - Bradbury Camp | 8 830 | 18 632 | 17 533 |
| 3. | Caritas - Hong Kong - Jockey Club Ming Fai Camp | 8 567 | 16 514 | 15 637 |
| 4. | Caritas - Hong Kong - Oi Fai Camp | 1 654 | 3 669 | 3 153 |
| 5. | Caritas - Hong Kong - Jockey Club Siu Tong Camp | 2 420 | 1 975 | 955 ^{Note 2} |
| 6. | The Hong Kong Federation of Youth Groups - Lamma Youth Camp | 977 | 1 858 | 2 323 |
| 7. | The Hong Kong Federation of Youth Groups - Jockey Club Sai Kung Outdoor Training Camp | 85 785 | 154 512 | 146 441 |
| 8. | The Hong Kong Girl Guides Association - Jockey Club Beas River Lodge | 1 378 | 4 119 | 5 128 |
| 9. | The Hong Kong Girl Guides Association - Sandilands Centre | 2 475 | 5 035 | 3 853 ^{Note 2} |
| 10. | The Hong Kong Girl Guides Association - Jockey Club Yuen Long Recreation Centre | 2 068 | 4 902 | 3 811 ^{Note 2} |
| 11. | Hong Kong PHAB Association - Jockey Club PHAB Camp | 11 364 | 39 222 | 34 720 |
| 12. | Hong Kong Playground Association - Jockey Club Silvermine Bay Camp | 22 112 | 34 578 | 35 167 |
| 13. | The Salvation Army - Bradbury Camp | 5 604 | 8 191 | 7 379 |
| 14. | The Salvation Army - Ma Wan Youth Camp | 2 035 | 1 508 | 2 961 |

| | Camp/sea activity centre | Attendance | | |
|-----|---|------------------------|--------------------------|---------|
| | | 2022 ^{Note 1} | 2023 | 2024 |
| 15. | Scout Association of Hong Kong - Tai Tam Scout Centre | 19 916 | 13 002 | 15 715 |
| 16. | Scout Association of Hong Kong - Tung Tsz Scout Centre | 16 083 | 42 755 ^{Note 3} | 30 378 |
| 17. | Chinese YMCA of Hong Kong - Lions - YMCA Junk Bay Youth Camp | 10 233 | 14 950 | 13 712 |
| 18. | Chinese YMCA of Hong Kong - Wu Kwai Sha Youth Village | 179 343 | 319 756 | 324 983 |
| 19. | Chinese YMCA of Hong Kong - Y's men YMCA Wong Yi Chau Youth Camp | 10 292 | 15 076 | 20 860 |
| 20. | Hong Kong Young Women's Christian Association - Y.W.C.A. Sydney Leong Holiday Lodge | 17 870 | 33 111 | 30 157 |
| 21. | The Hong Kong Federation of Youth Groups - Jockey Club Stanley Outdoor Training Camp | 6 487 | 8 532 | 14 008 |
| 22. | The Hong Kong Federation of Youth Groups - Tai Mei Tuk Outdoor Activities Centre | 4 878 | 7 841 | 9 287 |
| 23. | The Hong Kong Girl Guides Association - Leung Sing Tak Sea Activities Training Centre | 1 521 | 6 360 ^{Note 3} | 1 890 |
| 24. | Scout Association of Hong Kong - Pak Sha Wan Tam Wah Ching Sea Activity Centre | 3 249 | 10 192 | 21 639 |
| | Total | 446 952 | 820 267 | 818 435 |

Note 1 The attendance at all holiday camps, non-government organisation camps and sea activity centres has been significantly affected by the COVID-19 epidemic and the implementation of social distancing measures. Camping services have only gradually resumed at holiday camps since the end of May 2022.

Note 2 Part of the camp or its facilities were closed for maintenance in 2024, resulting in a decline in attendance that year.

Note 3 The camp received special block bookings in 2023, resulting in a higher attendance that year.

- End -

CONTROLLING OFFICER'S REPLY

CSTB280

(Question Serial No. 2365)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department manages 14 public museums on art, science and history; 2 art spaces and the Hong Kong Film Archive (HKFA). In this regard, please advise this Committee of:

1. the expenditures, including staff costs, and operating and publicity expenses, of the aforesaid museums, art spaces and the HKFA, as well as the programmes they held and the respective attendances in the past 3 years;
2. whether the aforesaid museums, art spaces and the HKFA have launched any cultural and creative products; if so, the details of these products and their production costs;
3. the estimated numbers of programmes or exhibitions to be held at the aforesaid venues in 2025-26 and the expenditure involved; whether the Bureau has considered assisting in publicity or enhancement of collections and facilities; if so, the expenditure involved and the details.

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

Reply:

1. The Heritage and Museums Division under the Leisure and Cultural Services Department (LCSD) is responsible for managing 15 museums and 2 art spaces. Apart from holding exhibitions, it also organises various education and extension programmes. The numbers and attendance figures of these education and extension programmes at the museums and art spaces from 2022-23 to 2024-25 are set out at **Annex I**. The total expenditures covering those on staff, operation and related publicity work are tabulated below:

| | 2022-23 (Actual) | 2023-24 (Actual) | 2024-25 (Revised Estimate) |
|---|-----------------------------|-----------------------------|---------------------------------------|
| Financial Provision (\$ million) | 1,181.7 | 1,203.4 | 1,307.8 |

2. The LCSD's museums are committed to promoting the development of arts and cultural industries as well as fostering the commercialisation and development of arts, cultural and creative industries through collaboration with local brands of cultural and creative industries. For example, in celebration of its 60th anniversary, the Hong Kong Museum of Art (HKMoA) collaborated with a local brand in a crossover to produce limited edition protection cases for mobile phones, tablets and notebook computers. In addition, the HKMoA, the Hong Kong Heritage Museum and the Intangible Cultural Heritage (ICH) Office collaborated with a local fashion brand twice in 2023 and 2024 to present museum collections and Hong Kong's ICH in a novel way by launching a series of new style cheongsams and Tang suits that reinvent tradition. The production costs for the products concerned were borne by the collaborating parties.
3. In 2025-26, the estimated expenditure on artefacts and museum exhibitions is around \$130 million. The estimated numbers of exhibitions, education and extension programmes to be held in 2025 are set out at **Annex II**.

The LCSD has been discussing with the tourism sector different means of collaboration, and regularly provides information on its major exhibitions and performances to the Hong Kong Tourism Board so as to inform the tourism sector well in advance. Additionally, the LCSD recommends its programmes on its online platforms (e.g. Instagram, Facebook and Xiaohongshu) to promote them to tourists.

**Numbers and Attendances of Education and Extension Programmes⁽¹⁾
Organised by Museums and Art Spaces
under the Leisure and Cultural Services Department from 2022 to 2024**

| Museum/Art Space | 2022 | | 2023 | | 2024 | |
|---|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|
| | No. of Programmes | Attendance | No. of Programmes | Attendance | No. of Programmes | Attendance |
| Hong Kong Museum of Art and its Flagstaff House Museum of Tea Ware | 105 | 15 791 | 1 332 | 60 327 | 1 594 | 81 371 |
| Hong Kong Museum of History ⁽²⁾ and its Dr Sun Yat-sen Museum ⁽³⁾ , Hong Kong Museum of the War of Resistance and Coastal Defence ⁽⁴⁾ , Fireboat Alexander Grantham Exhibition Gallery, Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum | 539 | 33 387 | 4 175 | 142 144 | 3 656 | 274 123 |

| Museum/Art Space | 2022 | | 2023 | | 2024 | |
|--|----------------------------|------------------------------|-------------------|------------------|-------------------|------------------|
| | No. of Programmes | Attendance | No. of Programmes | Attendance | No. of Programmes | Attendance |
| Hong Kong Heritage Museum and its Hong Kong Railway Museum and Sheung Yiu Folk Museum ⁽⁵⁾ | 1 490 | 164 258 | 4 423 | 153 807 | 3 737 | 132 935 |
| Hong Kong Science Museum and its Hong Kong Space Museum | 3 372 | 272 337 | 8 253 | 520 708 | 8 768 | 557 425 |
| Intangible Cultural Heritage Office and its Sam Tung Uk Museum | 299 | 17 150 | 1 280 | 77 212 | 1 376 | 237 411 |
| Art Promotion Office and its Hong Kong Visual Arts Centre and Oi! ⁽⁶⁾ | 909 | 7 631 | 1 448 | 15 666 | 1 665 | 20 672 |
| Hong Kong Film Archive | 229 | 19 590 | 452 | 37 127 | 448 | 46 347 |
| Total | 6 943⁽⁷⁾ | 530 144⁽⁷⁾ | 21 363 | 1 006 991 | 21 244 | 1 350 284 |

Notes

- (1) Figures include the numbers of in-house education and extension programmes as well as outreach education and public programmes.
- (2) The permanent exhibition has been temporarily closed for revamp since 19 October 2020.
- (3) Temporarily closed from 1 May 2024 for upgrading the permanent exhibition galleries to enhance the design and presentation, as well as for maintenance and renovation works.
- (4) The Hong Kong Museum of Coastal Defence was temporarily closed from 17 September 2018 to 23 November 2022 for major repair and renovation and was

converted into the Hong Kong Museum of the War of Resistance and Coastal Defence on 3 September 2024.

- (5) Temporarily closed from 1 December 2021 to 22 December 2022 for repair.
- (6) Underwent an expansion project in 2019. The new extension opened on 24 May 2022.
- (7) Due to the impact of the COVID-19 epidemic, museums and venues under the LCSD were temporarily and intermittently closed from 2020 to 2022.

**Estimated Numbers of Education and Extension Programmes⁽¹⁾
to be Organised by Museums and Art Spaces
under the Leisure and Cultural Services Department in 2025**

| Museum/Art Space | Estimated No. |
|--|----------------------|
| Hong Kong Museum of Art and its Flagstaff House Museum of Tea Ware | 1 610 |
| Hong Kong Museum of History and its Dr Sun Yat-sen Museum, Fireboat Alexander Grantham Exhibition Gallery, Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum | 2 110 |
| Hong Kong Heritage Museum and its Hong Kong Railway Museum and Sheung Yiu Folk Museum | 3 750 |
| Hong Kong Science Museum and its Hong Kong Space Museum | 8 750 |
| Intangible Cultural Heritage Office and its Sam Tung Uk Museum | 1 410 |
| Art Promotion Office and its Hong Kong Visual Arts Centre and Oi! | 1 650 |
| Chinese Culture Promotion Office and its Hong Kong Museum of the War of Resistance and Coastal Defence | 1 610 |
| Hong Kong Film Archive | 450 |
| Total | 21 340 |

Notes

- (1) Figures include the numbers of in-house education and extension programmes, outreach education and public programmes, in-house exhibitions, off-site exhibitions as well as outbound exhibitions.

- End -

CONTROLLING OFFICER'S REPLY

CSTB281

(Question Serial No. 2366)

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 (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is stated in Matters Requiring Special Attention in 2025-26 that the Department will promote local arts development and safeguard intangible cultural heritage (ICH) preservation and transmission. In this regard, please advise this Committee of:

1. the resources allocated to the preservation and transmission of local ICH in the past 3 years, including the number of applications for relevant funding schemes, names and details of approved projects, amount of grant and number of participants; and
2. whether consideration will be given to enhancing the Intangible Cultural Heritage Funding Scheme by encouraging matching and collaboration between bearers or relevant organisations and travel agencies or cultural and creative institutions for promotion of local ICH; if yes, the expenditure and projects involved.

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

Reply:

1. The Intangible Cultural Heritage (ICH) Office is committed to identifying, documenting, researching, preserving, promoting and transmitting the ICH. Apart from exhibitions on an on-going basis, the ICH Office also organises a wide array of activities (such as talks, workshops, demonstrations, performances and fun days) on a regular basis. The recurrent expenditure (excluding staff salaries) of the ICH Office between 2022-23 and 2024-25 is tabulated as follows:

| Financial Year | Recurrent Expenditure (\$ million) |
|-----------------------|---|
| 2022-23 | 21.98 |
| 2023-24 | 19.60 |
| 2024-25 | 22.04 (Revised estimate) |

The ICH Office received 370 applications under the ICH Funding Scheme between 2021 and 2023. Among them, 88 projects were approved with a total funding of \$69.683 million. Please refer to **Annex** for details.

2. While the ICH Funding Scheme accepts applications from local organisations and individuals with relevant experience to promote the community's participation in safeguarding ICH, the ICH Office welcomes and encourages collaboration between applicants and community organisations, tertiary institutions and local communities, including the tourism industry and cultural and creative institutions, for jointly taking forward the safeguarding, transmission, promotion, education and research of ICH, with a view to enhancing the social benefits of the funded projects.

**Projects funded under the Intangible Cultural Heritage (ICH) Funding Scheme
between 2021 and 2023**

A. 2021

(i) Projects funded under the “Partnership Projects”

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/ Beneficiaries |
|----|--|---------------------------------------|--|----------------------|--|
| 1. | “Meet the Masters” Series | Hulu Culture Limited | ICH bearers and practitioners are invited to share, explain and demonstrate ICH items to members of the public | 2,053,000 | 7 651 |
| 2. | ICH@Schools | The Education University of Hong Kong | Organising teachers’ workshops and experience sharing sessions, student educational activities, competitions and achievement exhibition, as well as production of teaching materials | 1,216,000 | 19 459 |
| 3. | Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: Cantonese Opera) | Lum Man Yee | Publication of a monograph and book launch event | 1,307,000 | 2 040 ⁽¹⁾ |
| 4. | Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: The Arts of the <i>Gugin</i> (The Craft of <i>Qin</i> Making)) | Choi Chang Sau Qin Making Society | Publication of a monograph and book launch event | 1,140,000 | 1 540 ⁽¹⁾ |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|----|--|-----------------|---------------------|----------------------|--------------------------------------|
| 5. | Survey and Research for Enriching the “ICH Inventory of Hong Kong” | Dr Hung Tak Wai | Survey and research | 604,000 | - |

(ii) Projects funded under the “Community-driven Projects”

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|----|---|--|--|----------------------|--------------------------------------|
| 1. | New Territories Traditional Culture Festival | Heung Yee Kuk Foundation Limited | Cultural festival, achievement sharing exhibition, workshops and production of documentaries | 1,584,000 | 27 146 |
| 2. | Transmission of Craftsmanship: Educational Project on Making Technique of <i>Kwan Kwa</i> Wedding Costume | Society of Hong Kong History Limited | Talks, workshops, exhibitions and guided tours, publication of e-book, production of documentary and short film | 1,286,000 | 4 060 ⁽¹⁾ |
| 3. | The Craftsmanship of Hong Kong Men’s Cheongsam – Archive, Analysis, Inheritance, and Implementation | The Hong Kong Polytechnic University | Publication of academic articles and e-books, video demonstrations of the craftsmanship, oral history recordings and seminar | 993,000 | 4 960 ⁽¹⁾ |
| 4. | Text-to-Speech App for Hong Kong Indigenous Wai Tau and Hakka Dialects | Association for Conservation of Hong Kong Indigenous Languages | Text-to-speech app development, workshops and production of video recordings for workshops | 980,000 | 2 163 ⁽¹⁾ |
| 5. | Tai O Fan Lau Tin Hau Festival | Tai O Fan Lau Tin Hau Festival Association | 2 years of Tin Hau Festival celebration (including the building of traditional bamboo theatre) and guided tours | 837,000 | 6 054 |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|-----|--|---|---|----------------------|--------------------------------------|
| 6. | Po Toi Island Tin Hau Festival | Po Toi Island Welfare Association Limited | 2 years of Tin Hau Festival celebration (including the building of traditional bamboo theatre) and guided tours | 827,000 | 5 848 |
| 7. | Hang Hau Tin Hau Festival | Hang Hau Tin Hau Kung | 2 years of Tin Hau Festival celebration (including the building of traditional bamboo theatre) and guided tours | 785,000 | 6 044 |
| 8. | Po Toi O Hung Shing Festival | Po Toi O Village Rural Affairs Committee | 2 years of Hung Shing Festival celebration (including the building of traditional bamboo theatre), guided tours and field studies | 763,000 | 3 518 |
| 9. | The 2nd Traditional Craftsmanship • Transmission of Paper Crafting Technique | Hui Ka Hung | Courses, exhibition and talks | 754,000 | 2 400 ⁽²⁾ |
| 10. | Intangible Cultural Heritage Mart 2023 | Intangible Cultural Heritage Earthpulse Society Limited | Mart (including demonstrations, performances and game booths) and workshops | 702,000 | 8 951 |
| 11. | Inheritance Flower Boards | Choi Wing Kei | Workshops | 528,000 | 1 236 ⁽²⁾ |
| 12. | Hand Puppet Cantonese Opera Performances and Demonstrations | Chan Kam To | Demonstrations and performances | 513,000 | 1 567 |
| 13. | Inheritance Hong Kong Porcelain Paintings, <i>Guangcai</i> | Tso Ip Ching Kiu Ruby | Courses, exhibition and guided tours | 489,000 | 959 ⁽²⁾ |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|-----|--|--|--|----------------------|--------------------------------------|
| 14. | Triangular Island <i>Jiao</i> Festival | Triangular Island Goddess of Tin Hau Shrine of Peace Association Limited | 2 years of <i>Jiao</i> Festival celebration and field studies | 418,000 | 4 527 |
| 15. | Fat Tong Mun Tin Hau <i>Jiao</i> Festival | Fat Tong Mun Tin Hau <i>Jiao</i> Festival Association | 2 years of <i>Jiao</i> Festival celebration and guided tours | 410,000 | 24 019 |
| 16. | Experience the Dragon Boat Culture of Fishermen | Southern District Dragon Boat Racing Committee | Video talks for schools, dragon boat training day and production of documentary | 337,000 | 6 906 |
| 17. | Field Study and Picture Book on Traditional Chinese Medicine | Hong Kong History and Culture Society | Guided tours and field studies, and publication of picture book | 275,000 | 3 856 |
| 18. | Training and Promotion of <i>Hakka Pixiu</i> Dance | Chung Ho Sing | Training courses, carnival of Hung Shing Festival and guided tours | 263,000 | 10 264 |
| 19. | <i>Nanyin</i> Audiobook | The Gong Strikes One | Publication of songbooks and recordings of <i>Nanyin</i> (in physical and electronic versions) | 250,000 | 1 000 |

B. 2022

(i) Projects funded under the “Partnership Projects”

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|----|--|--|---|----------------------|--------------------------------------|
| 1. | ICH for All | The Ebenezer School and Home for the Visually Impaired Limited | Provide ICH training and practical activities to people with visual impairment, organise lecture demonstrations/concerts and produce teaching materials | 1,305,000 | 1 860 ⁽¹⁾ |
| 2 | ICH for All | Fair Trade Hong Kong Foundation Limited | Provide courses on writing/sticking Hui Chun (<i>Spring Scrolls</i>) and Cantonese for different groups of people living in Hong Kong, and share project outcomes and students’ works in webpage format | 746,000 | 2 010 ⁽¹⁾ |
| 3. | Thinking Beyond ICH | Hulu Culture Limited | Local tertiary and senior secondary students are nurtured to be “Creative ICH Student Leaders” through training and internship programmes | 625,000 | 4 167 ⁽²⁾ |
| 4. | Thinking Beyond ICH | The Warehouse Teenage Club | Local tertiary students are nurtured to be “Creative ICH Student Leaders” through training and internship programmes (e.g. exhibitions) | 476,000 | 21 679 ⁽²⁾ |
| 5. | Survey and Research for Enriching the “ICH Inventory of Hong Kong” | Dr Wong Tin Kei | Survey and research | 490,000 | - |
| 6. | Survey and Research for Enriching the “ICH Inventory of Hong Kong” | Chan Tsz On | Survey and research | 420,000 | - |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|----|--|--------------------------------------|---------------------|----------------------|--------------------------------------|
| 7. | Survey and Research for Enriching the “ICH Inventory of Hong Kong” | The Hong Kong Polytechnic University | Survey and research | 363,000 | - |

(ii) Projects funded under the “Community-driven Projects”

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|----|---|---|---|----------------------|--------------------------------------|
| 1. | Intangible Cultural Heritage Mart 2024 X SummerFest | Intangible Cultural Heritage Earthpulse Society Limited | ICH Mart (including demonstrations, performances, game booths and exhibition) and workshops | 840,000 | 5 741 |
| 2. | Celebration of Pak Sha Wan Kwun Yum Festival | Pak Sha Wan Tsuen Committee | 2 years of Kwun Yum Festival celebration (including traditional bamboo theatre building), guided tours, courses and talks | 812,000 | 6 220 ⁽¹⁾ |
| 3. | Cantonese Opera Pronunciation Dictionary | Yeung Ming Cantonese Opera Troupe (Charity) Limited | Development of Cantonese opera <i>Guanhua</i> pronunciation dictionary app | 756,000 | 3 000 ⁽¹⁾ |
| 4. | “Baby <i>Nanyin</i> Sing with Me” Kids Education Kit and Online Programme | TroVessional | Production of animation – based online teaching materials and lyrics booklet | 719,000 | 51 600 |
| 5. | “Touching Puppetry Performance in <i>Jiao</i> ” Traditional Hand Puppetry Promotion Programme | Chan Kam To | Talks, demonstrations and performances | 683,000 | 1 826 |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|-----|--|---|--|----------------------|--------------------------------------|
| 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 physical and e-books | 665,000 | 1 190 |
| 7. | Courses on Hong Kong Traditional Paper Crafting Technique – Series II | Hong Kong Traditional Paper Crafting Arts Union | Courses (paper crafting of Chinese unicorn and flower-canon) and exhibition | 663,000 | 2 236 |
| 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 | 5 220 ⁽¹⁾ |
| 9. | The 2nd Training and Promotion of Hakka <i>Pixiu</i> Dance | Chung Ho Sing | Training courses and carnivals | 580,000 | 1 602 ⁽²⁾ |
| 10. | Pok Fu Lam Village Mid-Autumn Fire Dragon Dance: Roadshow in Southern District | Siu Kwan Lun | Workshops, briefings, demonstrations, parades (at Pok Fu Lam Village and Stanley Plaza) and exhibitions | 522,000 | 10 852 |
| 11. | Transmission of Flower Button Making Technique | Mak Yuen Sze | Training courses and exhibition | 500,000 | 12 573 |
| 12. | Preserving Craftsmanship – Innovative Heritage Hand-carved Mahjong Programme | Cheung Hoi Yan Karen | Production of online educational picture book and videos | 497,000 | 1 500 |
| 13. | Renaissance on the Intangible Hakka Culture Heritage in Yin Tim Tsai | The Salt & Light Preservation Centre Limited | Workshops | 489,000 | 2 055 |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|-----|--|---|---|----------------------|--------------------------------------|
| 14. | Researching and Recording the Ghost Festival at Wah Fu (II) Estate | Dr Wong Pui Fung Gary | Production of documentary and architectural drawings, and online publication of research report | 469,000 | 3 000 ⁽¹⁾ |
| 15. | Database of Hong Kong Local Traditional Folksongs | Dr Cheung Kwok Hung | Database establishment, talks and workshops | 462,000 | 1 480 ⁽¹⁾ |
| 16. | Collection and Collation of Materials on Movable-type Printing Technique in Hong Kong from Post-war to Present | Hong Kong Open Printshop Limited | Online publication of research report, production of oral history recordings and compilation of interview summaries | 460,000 | 3 000 ⁽¹⁾ |
| 17. | Birdcage Making Technique in Hong Kong | Hong Kong Birdcage Making Society | Training courses, exhibition and guided tours | 435,000 | 1 481 |
| 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 | 2 555 |
| 19. | Preservation, Exhibition, Dialogue: Dragon Boat Race, Fishermen and the Culture of Fishermen Community | Wong Wai Lok Richard | Production of documentaries, online publication of research reports and online photo exhibition | 365,000 | 3 500 ⁽¹⁾ |
| 20. | Wooden Boat Building Technique – Intangible Cultural Heritage Record and Promotion Programme | The Warehouse Teenage Club | Briefings, field studies, internship, production of documentary and online publications of overview and illustrations | 354,000 | 1 230 ⁽¹⁾ |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of Participants/Beneficiaries |
|-----|---|--|---|----------------------|--------------------------------------|
| 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 | Training courses and ICH Day | 342,000 | 964 ⁽²⁾ |
| 22. | Journey of HKICH – Experiencing the Traditional Cultural Customs of Villages in Shatin | Community Development Pulsation | Online publication of research report | 331,000 | 1 500 ⁽¹⁾ |
| 23. | Ho Sheung Heung Hung Shing Festival | Hau Wing Chung | 1 year of Hung Shing Festival celebration, guided tour and carnival | 321,000 | 22 215 |
| 24. | Transmission of Intangible Cultural Heritage in Tai Hang: Promotion Activities on Fire Dragon Dance | Tai Hang Fire Dragon Heritage Centre Limited | Courses, workshops, experiential activities, docent training and guided tours, as well as dialogue/sharing sessions | 309,000 | 712 ⁽²⁾ |
| 25. | Our Sugar Time – Blown Sugar Technique Promotion Program | Sit Kim Ping Anne | Workshops and courses | 251,000 | 1 285 |

C. 2023

(i) Projects funded under the “Partnership Projects”

| | Project | Grantee | Details | Amount of Grant (\$) | Number of participants/ Beneficiaries |
|----|--|--|---|----------------------|---------------------------------------|
| 1. | Research and Publication on the Items of the “Representative List of the ICH of Hong Kong” (Research item: <i>Quanzhen</i> Temples Taoist Ritual Music) | The Chinese University of Hong Kong | Publication of monographs, book launch event and public talk | 871,000 | 1 540 ⁽¹⁾ |
| 2. | ICH Domain | UNESCO Hong Kong Association | Hold student workshops, teachers’ and young tutors’ training activities at the ICH Centre | 2,003,000 | 9 240 ⁽¹⁾ |
| 3. | ICH Mobile Centre | Hong Kong Resource Centre for Heritage Limited | Promote the ICH of Hong Kong at schools and the community level by way of exhibitions, interactive videos, education activities and public programmes delivered by a mobile vehicle, and develop teaching materials | 8,962,000 | 60 000 ⁽¹⁾ |
| 4. | ICH Everywhere | The Warehouse Teenage Club Limited | Hold diversified and interactive activities in different districts across Hong Kong simultaneously through social media to promote the ICH of Hong Kong, design the “Hong Kong ICH Route Map” and produce videos to promote ICH | 2,913,000 | 102 600 ⁽¹⁾ |
| 5. | ICH Hub | Wu Tsan Sum Roger | Plan, interpret, design and install a new exhibition, including multimedia programmes and interactive games | 3,495,000 | 100 000 ⁽¹⁾ |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of participants/Beneficiaries |
|----|---|---------------------------------|---|----------------------|--------------------------------------|
| 6. | Transmission and Training Programmes for the Items in the “Representative List of the ICH of Hong Kong” (Items under the Transmission and Training Programmes: Spring and Autumn Ancestral Worship of Clans; and the Arts of the <i>Guqin</i> (the Craft of <i>Qin</i> Making)) | Hulu Culture Limited | Training courses/training activities and practice and showcase of learning outcomes | 1,549,000 | 5 600 ⁽¹⁾ |
| 7. | Transmission and Training Programmes for the Items in the “Representative List of the ICH of Hong Kong” (Item under the Transmission and Training Programmes: Technique of Making Hong Kong Cheongsam) | Hong Kong Cheongsam Association | Training courses/training activities and practice and showcase of learning outcomes | 960,000 | 8 280 ⁽¹⁾ |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of participants/Beneficiaries |
|----|---|-------------|---|----------------------|--------------------------------------|
| 8. | Transmission and Training Programmes for the Items in the “Representative List of the ICH of Hong Kong” (Item under the Transmission and Training Programmes: Paper Crafting Technique) | Hui Ka Hung | Training courses/training activities and practice and showcase of learning outcomes | 406,000 | 3 650 ⁽¹⁾ |

(ii) Projects funded under the “Community-driven Projects”

| | Project | Grantee | Details | Amount of Grant (\$) | Number of participants/Beneficiaries |
|----|---|---|---|----------------------|--------------------------------------|
| 1. | New Territories Traditional Culture Festival and Documentaries on Clans of New Territories | Heung Yee Kuk Foundation Limited | Culture festival (including performances and game booths), exhibition, workshops, courses and production of documentaries | 1,255,000 | 32 500 ⁽¹⁾ |
| 2. | Po Toi Island Tin Hau Festival 2024 & 2025 | Po Toi Island Cultural Activities Limited | 2 years of Tin Hau Festival celebration (including 1 year of traditional bamboo theatre building) and guided tours | 1,022,000 | 4 570 ⁽¹⁾ |
| 3. | Metaversing Intangible Cultural Heritage: Documenting, Transmitting and Promoting the Cheung Chau <i>Jiao</i> Festival in Hong Kong | Hong Kong Shue Yan University | Production of mixed reality (MR) tours, virtual reality (VR) marts and 360-degree videos | 956,000 | 5 000 ⁽¹⁾ |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of participants/Beneficiaries |
|-----|--|---|--|----------------------|--------------------------------------|
| 4. | Intangible Cultural Heritage Mart 2025 | Intangible Cultural Heritage Earthpulse Society Limited | ICH Mart (including performances, demonstrations and game booths) and workshops | 836,000 | 4 240 ⁽¹⁾ |
| 5. | History of Canton Decorated Porcelain (<i>Guangcai</i>) in Hong Kong | Tso Ip Ching Kiu Ruby | Publication of physical and e-books and talks | 707,000 | 1 690 ⁽¹⁾ |
| 6. | Transmission of Craftsmanship: Wooden Religious Figure Carving Education Project | Society of Hong Kong History Limited | Publication of physical book, production of documentaries, talks and workshops | 615,000 | 1 400 ⁽¹⁾ |
| 7. | Yu Lan Cultural Festival 2024 | Federation of Hong Kong Chiu Chow Community Organizations Charity Funds Limited | Cultural festival (including workshops, guided tours, exhibitions, publication of guided maps and a special publication) | 612,000 | 20 300 ⁽¹⁾ |
| 8. | Tai O Fan Lau Tin Hau Festival (2025 & 2026) | Tai O Fan Lau Tin Hau Festival Association | 2 years of Tin Hau Festival celebration (including traditional bamboo theatre building) and guided tours | 509,000 | 6 040 ⁽¹⁾ |
| 9. | Pok Fu Lam Village Mid-Autumn Festival Fire Dragon Dance — Dragon Parade in 18 Districts | Siu Kwan Lun | Workshops, briefings, demonstrations, parades (at Pok Fu Lam Village and Hong Kong Cultural Centre, Tsim Sha Tsui) | 503,000 | 15 417 |
| 10. | Let's Roll: Kau Sai Hung Shing Festival (2025 & 2026) and Intangible Cultural Heritage | Kau Sai Fishermen Village Committee | 2 years of Hung Shing Festival celebration (including traditional bamboo theatre building), guided tours and talks | 503,000 | 6 400 ⁽¹⁾ |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of participants/Beneficiaries |
|-----|---|---|--|----------------------|--------------------------------------|
| 11. | Hang Hau Tin Hau Festival (2025 & 2026) | Hang Hau Tin Hau Kung | 2 years of Tin Hau Festival celebration (including traditional bamboo theatre building) and guided tours | 502,000 | 6 050 ⁽¹⁾ |
| 12. | Promotion and Education Project of Hong Kong's Intangible Cultural Heritage at 18 Districts (Tai Po and North District) | Hulu Culture Limited | Guided tours, workshops, publication of physical and e-books | 492,000 | 1 780 ⁽¹⁾ |
| 13. | Sai Kung Kai Fong Tin Hau Festival (2025 & 2026) | Sai Kung Kai Fong Committee | 2 years of Tin Hau Festival celebration (including traditional bamboo theatre building) and guided tours | 458,000 | 40 000 ⁽¹⁾ |
| 14. | Fat Tong Mun Tin Hau <i>Jiao</i> Festival (2025 & 2026) | Fat Tong Mun Tin Hau <i>Jiao</i> Festival Association | 2 years of Tin Hau <i>Jiao</i> Festival celebration and guided tours | 402,000 | 6 050 ⁽¹⁾ |
| 15. | 2025 Hang Hau ICH Day & Traditional Hakka Unicorn Dance Conservation Project | Joint Association of Traditional Hakka Unicorn in Sai Kung and Hang Hau Hong Kong | Training courses and ICH Culture Day | 335,000 | 1 270 ⁽¹⁾ |
| 16. | Our Sugar Time — Blown Sugar Technique Promotion Programme II | Sit Kim Ping Anne | Fun days, workshops, courses on promotion of inclusive society and exhibition of works | 314,000 | 1 860 ⁽¹⁾ |
| 17. | “Chicken Raising Techniques” Research and Publication Project | Hong Kong History and Culture Society | Publication of e-book, production of documentaries and book launch seminar | 287,000 | 2 640 ⁽¹⁾ |

| | Project | Grantee | Details | Amount of Grant (\$) | Number of participants/Beneficiaries |
|-----|--|--|---|----------------------|--------------------------------------|
| 18. | Southern Tunes (<i>Nanyin</i>) Transmission Project | One Table Two Chairs Charitable Foundation Limited | Teachers' training courses, master classes and performance showcase of learning outcomes | 254,000 | 760 ⁽¹⁾⁽²⁾ |
| 19. | Preservation and Promotion of the Hung Kuen Style of Bao Zi Lin Wong Fei Hung & Mok Kwai Lan | Bao Zi Lin — Li Chan Wo Sports Association | Publication of physical and e-books and book launch event/forums | 252,000 | 1 640 ⁽¹⁾ |
| 20. | Promotion and Transmission of Hoi Luk Fung Unicorn Dance | Southern Shaolin Teamsee Limited | Training courses and practical sessions | 247,000 | 840 ⁽¹⁾⁽²⁾ |
| 21. | "Ghost Master" Exhibition | Ha Chung Kin | Exhibition, guided tours for exhibition and production of documentaries | 228,000 | 1 533 |
| 22. | Hong Kong Chiu Chow Music | Hong Kong Chiu Chow Merchants Mutual Assistance Society, Limited | Performances and guided tours, youth training courses and roving performances for schools | 226,000 | 1 300 ⁽¹⁾ |
| 23. | Preserving the Ghost Festival at Wah Fu Estate (2025) and Collaboratively Envisioning its Future | Dr Wong Pui Fung Gary | 1 year of religious activities, guided tours and workshops | 214,000 | 1 240 ⁽¹⁾ |
| 24. | Ho Sheung Heung Hung Shing Festival (2025) | Hau Wing Chung | 1 year of Hung Shing Festival celebration and guided tour | 201,000 | 20 000 ⁽¹⁾ |

Notes:

- (1) The figures are the estimated numbers of participants only as the projects are still ongoing.
- (2) Transmission and training items, learners of which are required to gain a deep understanding of the relevant techniques.

- End -

CONTROLLING OFFICER'S REPLY

CSTB282

(Question Serial No. 2368)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the “Chinese Culture Festival” (CCF) launched by the Leisure and Cultural Services Department in June 2024 to promote Chinese culture and enhance the public’s national identity and cultural confidence, please inform this Committee of the following:

1. The inaugural CCF comprised a total of 38 programmes for the appreciation and promotion of Chinese culture. What were the attendances of the programmes and the expenditure involved?
2. What are the themes, contents and estimated expenditure for the programmes to be held in 2025-26?
3. Has the Government evaluated the attractiveness of the programmes and stepped up publicity efforts to promote them so as to boost the attendances and heighten public awareness of the programmes? If yes, what is the expenditure on such publicity work?

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

Reply:

1. & 3. The inaugural “Chinese Culture Festival” (CCF) was held from June to September 2024, presenting a total of 38 programmes including a fine selection of Chinese opera productions from the “Chinese Opera Festival” (COF), a signature brand of the Leisure and Cultural Services Department (LCSD). There were also highlight programmes in music and dance, as well as for family entertainment. The number of performances/activities was over 250 (originally estimated at 100), and they attracted an attendance of 900 000 (originally estimated at 100 000). Excellent full-house attendance was achieved by many of the programmes, including the Opening Programme *Five Stars Rising in the East* by Beijing Dance Drama and Opera, *Mulan* by Ningbo Performance & Arts Group, the concert *Ode to China*, the Concert of Drum Music Art Ensemble of Jiangzhou, Shanxi and their Hong Kong Inheritors, *Voices of Hong Kong – Everlasting Cantonese Music* by Windpipe Chinese Music Ensemble, Integrating Traditional Morality with Modern

Reality: Sil-Metropole Retrospective, and *Me and My Youth*, the Opening Programme of International Arts Carnival 2024. The overall attendance rate was over 80%, while the “Chinese Culture for All: A Special Performance Series” attracted more than 7 000 teachers, students and members of the community.

The CCF was widely covered by the media and well received by the public. Participants’ views collected through questionnaires during the CCF showed that over 90% of the respondents gave satisfactory or above ratings to the programmes, and over 80% agreed that the CCF had enhanced their understanding of and interest in Chinese culture. The LCSD will continue to actively promote the upcoming edition of the CCF so as to encourage the public and tourists to experience the profound heritage of Chinese culture and boost citizens’ cultural confidence. The expenditure on the CCF was subsumed under the \$20 million earmarked by the LCSD and its existing resources, covering expenditures on the production of programmes, marketing and publicity.

2. The second edition of the CCF in 2025 will offer a total of 50 programmes with about 280 performances/activities, and will continue to present a programme core comprising the COF, outstanding local works recognised by the China National Arts Fund, as well as large-scale performances, exhibitions and talks organised in collaboration with arts and cultural groups with Chinese cultural backgrounds and networks. The core will be supplemented with film programmes, exhibitions and a rich diversity of extension activities curated by the Hong Kong Film Archive as well as the Heritage and Museums Division and the Libraries and Development Division of the LCSD. There will also be a special programme series consisting of “City in Focus: Xi’an” and “Tea Culture”, a fun-filled carnival for all to participate, and the previous “Chinese Culture for All: A Special Performance Series”, which is suitable for young people. All these activities will work together to promote the essence of Chinese culture and arts in a holistic manner.

There is also a plan for collaboration between the CCF and the Education Bureau (EDB) to step up the efforts in promoting the programmes of the CCF in line with school curricula. Teachers of different subjects will be encouraged to participate, with a view to sharpening their awareness of different aspects of Chinese culture and arts. The EDB will also promote to schools programmes that are relevant to the curricula of primary and secondary schools in Hong Kong and suitable for students’ participation, so that learning activities about Chinese culture both within and beyond the classroom can be integrated organically and connected naturally to promote national education. Moreover, there will be cross-sector collaboration between the CCF and partnering organisations to strengthen the scale and quality of the programmes/activities, thus fostering the continuous development of the CCF. The expenditure involved will be subsumed under the \$20 million earmarked by the LCSD and its existing resources.

- End -

CONTROLLING OFFICER'S REPLY

CSTB283

(Question Serial No. 2369)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the "Hong Kong Pop Culture Festival" (HKPCF) organised by the Leisure and Cultural Services Department to enhance Hong Kong people's cultural confidence and uphold the city's unique cultural glamour, please inform this Committee of the following:

1. What were the number of activities held, the attendance at each activity, and the expenditure on the activities in each of the past 2 editions of the HKPCF?
2. What are the themes, contents, and estimated expenditure and attendances for the programmes to be held in 2025-26?
3. Has the Government evaluated the effectiveness of the activities? If yes, what were the evaluation criteria?
4. Will there be any collaboration with other government departments, such as the Hong Kong Tourism Board, to promote the activities of the HKPCF? If yes, what are the details and the expenditure on such publicity work?

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

Reply:

1. There were over 20 programmes organised/sponsored by the Leisure and Cultural Services Department (LCSD) in each of the first 2 editions of the "Hong Kong Pop Culture Festival" (HKPCF), which attracted an attendance of around 530 000 and 640 000 respectively. The total production costs were around \$25 million and \$24.5 million respectively.
2. The LCSD will present the third HKPCF on the theme of "More Than Joy" from April to July 2025. This edition will offer about 20 programmes including thematic exhibitions, film screenings, stage programmes, and library and outreach activities,

which provide an insight into Hong Kong's diverse pop culture from multiple perspectives. The estimated expenditure is around \$20 million, and the programmes are expected to attract an audience of more than 300 000.

3. The LCSD will use questionnaires to collect the audience's opinions about programme nature, level of satisfaction, publicity channels, etc.
4. Since the inaugural HKPCF, the LCSD has collaborated with various stakeholders and government departments, including the Hong Kong Tourism Board (HKTB), the Offices of the Government of the Hong Kong Special Administrative Region in the Mainland and the Economic and Trade Offices overseas, to promote the HKPCF extensively via their networks and platforms. For example, the LCSD and the HKTB have collaborated in using their websites and visitor centres to promote the HKPCF to tourists from the Mainland and overseas. Such work does not involve any additional expenditure on the part of the LCSD.

- End -

CONTROLLING OFFICER'S REPLY**CSTB284****(Question Serial No. 2370)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): ()Programme: (3) Heritage and MuseumsControlling Officer: Director of Leisure and Cultural Services (Manda CHAN)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

It is mentioned in Matters Requiring Special Attention in 2025-26 that the Department will continue to plan and develop cultural facilities under the Ten-year Development Blueprint for Arts and Cultural Facilities. In this regard, please inform this Committee of the following:

1. What are the progress, estimated project costs, and scheduled dates of completion and commissioning of the projects under the Ten-year Development Blueprint for Arts and Cultural Facilities?
2. Regarding the construction of the Pop Culture Centre, what progress is being made in planning and study, and what will be the specific exhibition contents, expected location of the site, and the estimated construction cost?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 29)Reply:

1. The Government has been progressively implementing and enhancing the projects under the Ten-year Development Blueprint for Arts and Cultural Facilities formulated in 2022. The progress is as follows:

| Cultural facility | Estimated project cost (\$ million, in money-of-the-day prices)/Progress |
|--|---|
| <i>Projects expected to be completed in Phase 1 (2022-2027)</i> | |
| East Kowloon Cultural Centre | 4,175.7 Expected to be commissioned in 2025 |
| Facility upgrading of Tai Po Civic Centre | 516.5 Expected to be opened in phases from 2025 |
| Renovation and improvement project for the Sai Wan Ho Civic Centre | 280.6 Expected to be commissioned in 2025 |

| Cultural facility | Estimated project cost (\$ million, in money-of-the-day prices)/Progress |
|--|---|
| Construction of Yau Ma Tei Theatre Phase 2 | 220.1 Expected to be completed in 2026 |
| <i>Projects expected to be completed in Phase 2 (2027-2032)</i> | |
| Heritage Conservation Resource Centre | 2,505.0 Expected to be completed in 2028 |
| New Territories East Cultural Centre | 4,710.8 Expected to be completed in 2028 |
| Chinese Culture Experience Centre | Estimated cost to be confirmed upon completion of the on-going tendering exercise |
| <i>Projects expected to remain under planning in Phase 2 (2027-2032)</i> | |
| Expansion of the Hong Kong Science Museum and the Hong Kong Museum of History | Estimated cost to be confirmed upon completion of the on-going tendering exercise |
| Museum showcasing the development and achievements of our country | Estimated project cost to be confirmed as the project scope and timetable are still under review |
| Pop Culture Centre | Project scope, timetable and estimated project cost to be confirmed as a site is still to be identified |
| Northern Metropolis: a. A major performance venue, a major museum and a major library within a cultural complex b. 2 dedicated performance venues c. A museum cluster | Estimated project costs to be confirmed as the project scopes and timetables are still under review |
| Expansion and renovation of the Hong Kong City Hall | |
| A museum to be constructed in Wong Chuk Hang | Feasibility is still being explored |

2. The Leisure and Cultural Services Department is currently identifying a suitable site for the Pop Culture Centre, and will engage in discussion and consultation with various stakeholders and expert advisers on matters related to the Pop Culture Centre, such as its long-term planning, facilities, curatorial approach and exhibition contents, with a view to formulating appropriate plans for developing it into a landmark for pop culture and a tourist hotspot.

- End -

CONTROLLING OFFICER'S REPLY

CSTB285

(Question Serial No. 3861)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is indicated in the Programme that the number of participants in national sports associations (NSAs)/sports organisations subvented programmes in 2024-25 was over 910 000, representing an increase of approximately 14% as compared to the original target of approximately 800 000. In this connection, would the Government inform this Committee of the following:

1. Please list the top 10 most popular training programmes and local competitions among members of the public, along with their respective number of participants;
2. It is explained in the Programme that the higher number of participants in NSAs/sports organisations subvented programmes in 2024-25 was mainly due to overwhelmingly positive enrolment in some training programmes and local competitions. Please list the top 10 most oversubscribed training programmes or local competitions, along with their respective number of places available and number of applicants;
3. The figures under the Programme show that the number of participants in NSAs/sports organisations subvented programmes increased from nearly 530 000 in 2021 to 910 000 in 2024. Will additional resources be allocated to increase the quotas for the popular training programmes or local competitions to meet public demand?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 41)

Reply:

1. & 2. The Leisure and Cultural Services Department (LCSD) provides subvention to national sports associations (NSAs)/sports organisations (SOs) through the Sports Subvention Scheme to support the promotion and development of sports in Hong Kong. These associations/organisations promote a broad range of sports, and the subvented training courses cover various aspects, including promotion programmes, training and development schemes, the Young Athletes Training Scheme and the District Sports Teams Training Scheme. Given the differences in format, scale and participants of various training courses and competitions, the

LCSD has compared the popularity of these activities based on the actual number of participants. The top 10 subvented training programmes and local competitions with the highest number of participants and the top 10 most oversubscribed subvented training programmes and local competitions are set out at **Annexes I** and **II** respectively.

3. In 2024, the number of participants reached 910 000, which is a significant increase of 380 000 when compared with 2021. This is mainly due to the relatively low participation resulting from the cancellation of many subvented activities during the COVID-19 epidemic between 2020 and early 2023.

The LCSD provides Block Grant subvention to NSAs/SOs through the Sports Subvention Scheme. The subvention may be used to cover the expenses on programmes promoting sports development, personnel and offices. The LCSD has, starting from 2020-21, substantially increased its support to NSAs, with the total subvention progressively rising from about \$300 million in 2019-20 to over \$500 million in 2023-24 and beyond. This aims to enhance the promotion and development of sports in the community, youth training programmes, community participation, squad training at all levels and overseas exchange programmes/competitions. The LCSD takes into account various factors, including the annual plan submitted by NSAs, their past performance, expenditure pattern, programme arrangements and subvention management, in approving and determining the amount of subvention to be granted to NSAs every year.

**Subvented Training Programmes
and Local competitions with the Highest Number of Participants in 2024-25**

Training Programmes:

| | Name | Number of participants |
|-----|--|-------------------------------|
| 1. | Jockey Club Youth Football Development Programme – Summer Scheme | 9 473 |
| 2. | Jockey Club Youth Football Development Programme – Primary Athletes Football Training Programme | 9 138 |
| 3. | Swimming Technique Improvement Scheme | 8 760 |
| 4. | Intermediate Athletic Training Programme (Evening Training) | 7 500 |
| 5. | Fujifilm Mini Squash Scheme | 5 871 |
| 6. | Young Athletes Table Tennis Training Scheme | 4 691 |
| 7. | Rugby Summer Training Scheme 2024 | 3 244 |
| 8. | Jockey Club Youth Football Development Programme – District Youth Football Teams Training Scheme | 3 096 |
| 9. | Young Athletes Volleyball Training Scheme | 2 933 |
| 10. | Young Athletes Basketball Training Scheme | 2 890 |

Local Competitions:

| | Name | Number of participants |
|-----|---|-------------------------------|
| 1. | Hong Kong Island and Kowloon Inter-Secondary Schools Athletics Competition | 21 180 |
| 2. | New Territories Inter-Secondary Schools Basketball Competition | 12 736 |
| 3. | Hong Kong Island and Kowloon Inter-Secondary Schools Swimming Competition | 12 480 |
| 4. | New Territories Inter-Primary Schools Athletics Competition | 11 944 |
| 5. | Hong Kong Island and Kowloon Inter-Secondary Schools Basketball Competition | 10 968 |
| 6. | New Territories Inter-Secondary Schools Volleyball Competition | 10 640 |
| 7. | Cricket League & Cup – Sr Men | 9 341 |
| 8. | New Territories Inter-Secondary Schools Swimming Competition | 8 125 |
| 9. | Hong Kong Island and Kowloon Inter-Primary Schools Athletics Competition | 7 879 |
| 10. | Hong Kong Island and Kowloon Inter-Secondary Schools Volleyball Competition | 7 168 |

**The Most Oversubscribed Subvented Training Programmes
and Local competitions in 2024-25**

Training Programmes:

| | Name | Quota | Number of participants | Number of participants exceeding the quota |
|-----|--|--------------|-------------------------------|---|
| 1. | Hong Kong Junior Squash Award Scheme | 560 | 1 022 | 462 |
| 2. | Young Athletes Table Tennis Training Scheme | 4 300 | 4 691 | 391 |
| 3. | Hong Kong Badminton (Award) Training Scheme | 1 258 | 1 489 | 231 |
| 4. | Joint Selection Day for “Potential Artistic Gymnasts Development Scheme” and “Young Artistic Gymnasts Training Scheme” | 120 | 193 | 73 |
| 5. | Kids Handball Promotion Scheme | 25 | 90 | 65 |
| 6. | Table Tennis Elementary Training Courses | 96 | 144 | 48 |
| 7. | Adult Air Pistol Advance Training Course | 50 | 94 | 44 |
| 8. | Feeder System Scheme – Junior Step Training Programme | 40 | 84 | 44 |
| 9. | Mini Handball Promotion Scheme | 25 | 60 | 35 |
| 10. | Senior DanceSport Course | 160 | 192 | 32 |

Local Competitions:

| | Name | Quota | Number of participants | Number of participants exceeding the quota |
|-----|---|--------------|-------------------------------|---|
| 1. | Men’s Winter League (Hockey) | 1 900 | 5 600 | 3 700 |
| 2. | 45 th President Cup Hong Kong Badminton Team Championships | 1 620 | 3 948 | 2 328 |
| 3. | Women’s Winter League (Hockey) | 1 200 | 3 511 | 2 311 |
| 4. | Hong Kong Annual Badminton Championships 2024 | 1 900 | 3 664 | 1 764 |
| 5. | 2024 Hong Kong Open Table Tennis Ranking Championships | 1 700 | 3 305 | 1 605 |
| 6. | Hong Kong Youth Badminton Championship 2024 | 1 600 | 2 475 | 875 |
| 7. | Hong Kong Future Cyclists Race | 480 | 1 276 | 796 |
| 8. | 2024 Hong Kong Open Youth Table Tennis Championships | 2 000 | 2 738 | 738 |
| 9. | Hang Seng All Schools Championships 2024 (Table tennis) | 2 200 | 2 936 | 736 |
| 10. | Hong Kong Squash League | 1 260 | 1 910 | 650 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB286

(Question Serial No. 3862)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department (LCSD) mentioned that it would 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. 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 location, project commencement date, expected completion date and the expenditure involved;
2. The progress of transforming the PPSs is considered by some as slower than expected. What are the reasons?
3. For the remaining PPSs, can all the transformation projects be completed in 2025-26? If not, will the Government expedite the projects concerned, or revise the expected completion dates of those projects?
4. Has the Government collected views on the completed projects so as to enhance the design of projects yet to be commenced? If yes, what are the views collected? If no, what are the reasons?

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

Reply:

1. The Leisure and Cultural Services Department (LCSD) has formulated the list of public play space (PPS) transformation projects, 11 of which have been completed and opened for public use. The remaining projects will be launched progressively as planned in 2025. Please refer to **Annex** for details. The estimated total expenditure on the entire plan is around \$686 million. Given that the projects are in different planning stages, the commencement and anticipated completion dates of the construction works are yet to be confirmed.

2. & 3. To encourage and facilitate community participation during the process of PPS transformation, the LCSD will use different means (e.g. workshops or questionnaires) to consult local communities and stakeholders for their feedback in order to provide PPSs that are innovative and fun. After collating and analysing the feedback collected, the design team will adopt the feasible and suitable elements with which they will come up with a design concept for each PPS, and consult the District Council. It normally takes around 3 to 5 years for each PPS transformation project to proceed from the stages of preliminary planning and community participation to completion. The actual time required will be subject to the scale and complexity of individual projects. The LCSD will progressively launch the PPS transformation projects as planned in 2025.
4. After the completion of the transformation of the PPSs concerned, the LCSD will continue to listen to the feedback of stakeholders. In addition to organising trial play days and site visits with concern groups of children's play equipment, the Department will also collect public opinions and views through online questionnaire survey for future reference when planning PPSs.

List of venues with PPS transformation projects

| District | Venue |
|------------------------------|--|
| Central and Western District | <p>Launched projects:</p> <ul style="list-style-type: none"> (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 <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vii) Hong Kong Park (viii) Pok Fu Lam Road Playground (ix) King George V Memorial Park, Hong Kong (x) Forbes Street Playground |
| Southern District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Aberdeen Promenade [Stage I completed] (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 <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vii) Waterfall Bay Park (viii) Ap Lei Chau Wind Tower Park (ix) Repulse Bay Beach Children’s Playground |
| Eastern District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) King’s Road Playground [completed] (ii) Quarry Bay Park [completed] (iii) Yee Tai Street Sitting-out Area (iv) Heng Fa Chuen Playground (v) Healthy Village Playground (vi) Tong Shui Road Garden <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vii) Chai Wan Park (viii) Tin Chiu Street Children’s Playground (ix) Fortress Hill Playground |

| District | Venue |
|-----------------------|---|
| Wan Chai District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Kwai Fong Street Playground [completed] (ii) Tung Lo Wan Garden (iii) Morrison Hill Road Playground (iv) Tak Yan Street Children's Playground (v) Wun Sha Street Children's Playground (vi) Southorn Playground <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vii) Victoria Park (part of the children's playground) (viii) Bowen Road Garden (ix) Wan Chai Gap Park |
| Sham Shui Po District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Sham Shui Po Park [completed] (ii) Shun Ning Road Recreation Ground (iii) Maple Street Playground (iv) Cheung Sha Wan Playground (v) Shek Kip Mei Central Playground <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vi) Lei Cheng Uk Playground (vii) Tai Hang Tung Estate Playground No. 2 (viii) Lai Chi Kok Park (part of the children's playground) |
| Kwun Tong District | <p>Launched projects:</p> <ul style="list-style-type: none"> (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 <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vii) On Tak Road Playground (viii) Hiu Kwong Street Rest Garden (ix) Yau Tong Road Playground (x) Laguna Park |

| District | Venue |
|------------------------|--|
| Yau Tsim Mong District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Tong Mei Road Children's Playground [completed] (ii) Saigon Street Playground (iii) Haiphong Road Children's Playground (iv) Lok Kwan Street Park (v) Ferry Street Playground (vi) Sai Yee Street Garden (vii) Hong Tat Path Garden <p>Projects to be launched:</p> <ul style="list-style-type: none"> (viii) Urban Council Centenary Garden (ix) Anchor Street Playground (x) MacPherson Playground |
| Wong Tai Sin District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Shung Ling Street Playground [completed] (ii) Morse Park (Park No. 4) (iii) Ngau Chi Wan Park (Children's Play Area on Upper Platform) (iv) Tsz Wan Shan Estate Central Playground (v) Fung Tak Park (vi) Tsz Wan Shan Road Playground (vii) Muk Lun Street Playground <p>Projects to be launched:</p> <ul style="list-style-type: none"> (viii) Yin Hing Street Recreation Ground (ix) Yan Oi Street Playground (x) Ngau Chi Wan Village Playground |
| Kowloon City District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Tai Wan Shan Park (ii) Fat Kwong Street Garden No. 1 (iii) To Kwa Wan Recreation Ground (iv) Moray Road Children's Playground (v) Carmel Village Street Garden (vi) Ko Shan Road Park (vii) Pui Ching Road Playground <p>Projects to be launched:</p> <ul style="list-style-type: none"> (viii) King Wan Street Playground (ix) Junction Road Park |

| District | Venue |
|------------------|---|
| Islands District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Cheung Chau Park (ii) Yung Shue Wan Playground (iii) Peng Chau Playground (iv) Tai O Recreation Ground, Lantau Island (v) Tung Chung North Park (vi) Leung Uk Children's Playground, Tai O <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vii) Man Tung Road Park (viii) Pui O Children's Playground (ix) Jockey Club Cheung Chau Tung Wan Children's Playground (x) Sok Kwu Wan Playground |
| Kwai District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Tsing Yi Promenade [Stage I completed] (ii) Shek Yam Lei Muk Road Park (iii) Mei King Playground (iv) Shek Pai Street Park (v) Hing Shing Road Playground (vi) Tai Wong Ha Playground (vii) Cheung Wan Street Rest Garden (viii) Lai King Hill Road Playground <p>Projects to be launched:</p> <ul style="list-style-type: none"> (ix) Hang Ping Street Playground (x) Jockey Club Hing Shing Road Playground (xi) Shek Lei Adventure Playground (Upper Level) |
| Tsuen District | <p>Launched projects:</p> <ul style="list-style-type: none"> (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 <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vii) Sham Tseng Resite Village Children's Playground (viii) Tai Pei Square Playground (ix) Miu Kong Street Sitting-out Area |

| District | Venue |
|-------------------|---|
| Sai Kung District | <p>Launched projects:</p> <ul style="list-style-type: none"> (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 <p>Projects to be launched:</p> <ul style="list-style-type: none"> (viii) Po Hong Park (part of the children's playground) (ix) Tai Po Tsai Rest Garden (x) Sha Tsui Playground |
| Sha Tin District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Che Kung Miu Road Playground [completed] (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 <p>Projects to be launched:</p> <ul style="list-style-type: none"> (ix) Tung Lo Wan Playground, Sha Tin (x) Hung Mui Kuk Road Playground |
| Tai Po District | <p>Launched projects:</p> <ul style="list-style-type: none"> (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) <p>Projects to be launched:</p> <ul style="list-style-type: none"> (vii) Ping Long Playground (viii) Shuen Wan Tung Tsz Children's Playground (ix) Kam Shek New Village Playground |

| District | Venue |
|-------------------|--|
| North District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Hung Leng Children's Playground [completed] (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 <p>Projects to be launched:</p> <ul style="list-style-type: none"> (viii) Kat Cheung Crescent Garden (ix) Shek Wu Hui Playground |
| Yuen District | <p>Long</p> <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Fung Cheung Road Garden [completed] (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 <p>Projects to be launched:</p> <ul style="list-style-type: none"> (ix) Hung Tak Road Sitting-out Area (x) Kam Tin Market Playground (xi) Shui Pin Tsuen Playground |
| Tuen Mun District | <p>Launched projects:</p> <ul style="list-style-type: none"> (i) Tsing Shan Children's Playground (ii) Butterfly Beach Park (iii) Yeung Siu Hang Garden (iv) King Fung Children's Playground <p>Projects to be launched:</p> <ul style="list-style-type: none"> (v) Fung On Street Children's Playground (vi) San Wo Lane Playground (vii) Golden Beach (viii) Tsing Min Children's Playground |

- End -

CONTROLLING OFFICER'S REPLY

CSTB287

(Question Serial No. 3864)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Matters Requiring Special Attention that the Leisure and Cultural Services Department (LCSD) will “regularise the provision of subvention to support the development of new sports on an individual project basis from 2025-26 onwards”. In this connection, please inform this Committee of the following:

1. Please list the local sports organisations receiving subvention, the amount of subvention granted, the activities held by these organisations and the attendance over the past 3 years;
2. Following its regularisation, the Subvention Scheme for New Sports 2025-26 already closed application on 13 January 2025. How many applications have been received?
3. In recent years, many national sports associations have sent teams to represent Hong Kong in competitions of new sports. Apart from granting subvention “on an individual project basis”, will the LCSD consider further enhancing the scheme to provide funding support for the sports organisations to participate in non-local competitions of new sports? If yes, what are the details? If no, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 44)

Reply:

1. The Leisure and Cultural Services Department (LCSD) launched the Pilot Scheme on Subvention for New Sports (the Pilot Scheme) in May 2021 and provided subvention to 18, 21 and 20 eligible sports organisations respectively from 2022-23 to 2024-25 (see **Annex**). Details of the subvention are tabulated below:

| Year | Total Amount of Subvention | Number of New Sports Activities Held | Attendance |
|---------|----------------------------|--------------------------------------|-------------------------|
| 2022-23 | About \$1.64 million | 157 | 5 793 |
| 2023-24 | About \$2.1 million | 246 | 8 659 |
| 2024-25 | About \$2.5 million | About 310 (Estimate) | About 13 000 (Estimate) |

2. The LCSD has regularised the Pilot Scheme and renamed it as “Subvention Scheme for New Sports” (“the Scheme”) starting from 2025-26. “The Scheme” was open for application from 5 December 2024 to 13 January 2025. A total of 31 applications have been received and are currently under review.
3. “The Scheme” supports the development of new sports by providing subvention to local sports organisations for organising new sports activities, thereby offering more opportunities and choices for members of the public to participate in different sports activities. “The Scheme” primarily supports new sports activities organised locally, and does not cover participation in non-local competitions. The LCSD will periodically review the effectiveness of “the Scheme” to better suit the needs and development of new sports.

**Sports Organisations and their Sports Items Funded by
the Pilot Scheme on Subvention for New Sports**

| No. | Name of Sports Organisation | Sports Item | 2022-23 | 2023-24 | 2024-25 |
|------------|--|--------------------|----------------|----------------|----------------|
| 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 China Kabaddi Federation Limited | Kabaddi | ✓ | ✓ | ✓ |
| 8. | Hong Kong Kyudo Association | Kyudo | ✓ | ✓ | ✓ |
| 9. | World Nunchaku Association (HKNA) Limited | Nunchaku | ✓ | ✓ | ✓ |
| 10. | Sport Stacking Association of Hong Kong, China 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 | | ✓ | ✓ |
| 22. | Curling Sports Federation of Hong Kong China Limited | Curling | | | ✓ |
| 23. | Hong Kong Futnet Association Limited | Futnet | | | ✓ |

- End -

CONTROLLING OFFICER'S REPLY

CSTB288

(Question Serial No. 3865)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Leisure and Cultural Services Department (LCSD) will continue to implement the SmartPLAY system and launch the enhanced functions of Phase 2 by stages. In this connection, would the Government inform this Committee of the following:

1. Please list the numbers of random inspections conducted by the LCSD, booked facility sessions that were unused, and users whose booking rights were suspended since the launch of the SmartPLAY system;
2. 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. Please list the numbers of unusual logins detected and successful interceptions in 2023-24 and 2024-25 since the launch of the SmartPLAY system;
3. The enhanced functions of Phase 2 of the SmartPLAY system and the launch date; and
4. What are the current annual operating expenditure on the SmartPLAY system and its estimated operating expenditure on completion of the Phase 2 enhancement?

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

Reply:

1. According to the "Conditions of Use of Recreation and Sports Facilities" of the Leisure and Cultural Services Department (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 recreation and sports facilities under the LCSD for 90 days. Since the commissioning of the SmartPLAY system on 9 November 2023 till February 2025, the LCSD has conducted over 740 000 random

inspections at leisure venues. During the period, there were over 140 000 hirers involved in cases of “not taking up booked session(s)”/“absent during the use of the booked session(s)”, and among them, over 10 000 hirers were suspended from booking fee-charging recreation and sports facilities under the LCS D for 90 days due to 2 accumulated breaches of “not taking up booked session(s)”/“absent during the use of the booked session(s)”.

2. The LCS D has been striving to enhance the operation of the SmartPLAY system. To effectively stamp out the abuse of computer programs during the booking of recreation and sports facilities, the system has adopted a new generation of Web Application Firewall and anti-bot program since last year to closely monitor users’ login. Artificial intelligence (AI) is also used to automatically monitor users’ behaviour and the situation of the network in use. The auto-defence function is triggered where necessary to ensure smooth operation of the system. Once the AI detects any abnormal operation, such as unusual login, the system will automatically intercept suspicious access. Moreover, the LCS D has worked with the contractor to closely monitor the operation of the system and adjust system settings from time to time. Since the commissioning of the SmartPLAY system, the daily average numbers of abnormalities detected and successful interception during peak hours in 2023-24 (from 9 November 2023 to 31 March 2024) and 2024-25 (from 1 April 2024 to 6 March 2025) recorded were about 460 000 and 650 000 respectively. The LCS D and the contractor will continue to closely follow up by actively looking into more solutions for preventing booking of recreation and sports facilities by bots to enhance the facilities booking experience of users.
3. The enhanced functions of Phase 2 of the SmartPLAY system have been/will be rolled out progressively between the 4th quarter of 2024 and 2025. Among them, room/bay allotment for camps and campsites, fitness room management, swimming pool monthly tickets, water sports facilities management and major events management have been rolled out, while the remaining enhanced functions related to application for and management of bookings by organisations will be rolled out in 2025.
4. The entire project of the SmartPLAY system is still underway, and the contractor will provide system maintenance free of charge in the first year of the maintenance period after project completion. The estimated annual operating expenditure is around \$28 million at present and \$56 million afterwards, covering hardware and software maintenance, contractor’s on-going support, contract staff services, consumables, communication network, etc.

- End -

CONTROLLING OFFICER'S REPLY

CSTB289

(Question Serial No. 3867)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Leisure and Cultural Services Department (LCSD) continued to administer the Sports Subvention Scheme for national sports associations (NSAs) to support their work in the promotion and development of sport in Hong Kong. In this connection, please inform this Committee of the following:

1. In the Policy Agenda of the 2024 Policy Address, it was mentioned that the LCSD would relax the Sports Subvention Scheme to allow NSAs of sports for which the Government was currently not providing relevant sports facilities for using their existing venue rental subsidies to rent sports facilities in the Greater Bay Area (GBA) for organising training courses and competitions. Will the LCSD provide additional funding to applicant NSAs to cover these venue rental expenses? If yes, what are the details and the estimated expenditure? If no, what are the reasons?
2. When can the NSAs begin submitting applications for subsidies for the aforesaid purposes? Will there be a funding ceiling for each GBA venue rental subsidy application? If yes, what are the details? If not, what are the reasons?
3. The Policy Agenda also mentioned exploring the feasibility of allowing and encouraging the NSAs of popular sports including badminton, table tennis and baseball as a trial to use their funding provisions to rent venues in the GBA for training purpose. What are the reasons for selecting these three sports for the trial? Given that there are training grounds for these three sports in Hong Kong, why is there a need to subsidise the NSAs concerned to rent venues in the GBA?
4. How will the LCSD evaluate the effectiveness of the aforementioned measures, and when will it review the need to further relax the subvention scheme?
5. Will the LCSD explore the possibility of further expanding the coverage of this new measure, or introducing another subvention scheme to support NSAs in co-organising larger-scale sports competitions with cities in the GBA to foster exchanges between Hong Kong and mainland cities? If yes, what are the details; if no, what are the reasons?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 47)

Reply:

1. & 2. The Leisure and Cultural Services Department (LCSD) provides subvention to national sports associations (NSAs) through the Sports Subvention Scheme (the Scheme) to support the promotion and development of sports in Hong Kong. The subvention may be used to cover the expenses on programmes promoting sports development, personnel and offices. Since 2025-26, the LCSD has relaxed the Scheme to allow NSAs of sports for which the Government is currently not providing relevant sports facilities to rent sports facilities in the Greater Bay Area (GBA) for organising training courses and competitions. These sports include equestrian, golf, ice hockey, karting, skating and tenpin bowling. This initiative does not involve additional funding for NSAs.

Each year, the LCSD determines the subvention amount granted to NSAs based on their annual plans and factors such as their past performance, expenditure pattern, programme arrangements and subvention management. The subvention supports programmes promoting sports development and other operational expenses.

3. to 5. Given the wide popularity of badminton and table-tennis among the local population, there is a high demand for the LCSD's badminton and table-tennis facilities from both individuals and groups. The Baseball Association of Hong Kong, China and other baseball groups conduct competitions and training sessions primarily at the LCSD's grass pitches. Since these grass pitches are multi-purpose venues, baseball players may find it difficult to secure a regular training ground.

Over the past few years, including during the COVID-19 epidemic, NSAs of badminton, table-tennis and baseball have established connections with stakeholders of relevant sport facilities in the GBA for conducting training sessions at arenas and sports academies in the region. In light of the networks these NSAs have built in the GBA, as well as their experience and the outcomes in organising training programmes in the Mainland, the LCSD has relaxed restrictions on venue rental subsidies in order to leverage sports venue resources in the GBA.

The initiative is currently in a 3-year trial phase. The LCSD plans to assess the participation level and implementation progress of the relevant NSAs by the end of 2028, with the aim of exploring the feasibility of extending the initiative to other sports.

- End -

CONTROLLING OFFICER'S REPLY

CSTB290

(Question Serial No. 3873)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding cultural exchange, Hong Kong served as the host city of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival (Festival) for the first time in 2024, with a total of 24 touring programmes performed in GBA cities. In this connection, please inform this Committee of:

1. the details of the specific contents and expenditures of the 24 programmes, including their names, dates, venues, themes, organisers, attendance figures and expenditures;
2. whether the Government has evaluated the effectiveness of the 24 programmes in fostering cultural exchange between Hong Kong and other GBA cities;
3. the estimated number of activities the Leisure and Cultural Services Department (LCSD) will organise for the Festival in 2025-26; whether the LCSD has considered enabling more small and medium-sized local arts groups to participate in the Festival; if yes, the details and expenditure involved.

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

Reply:

1. & 2. The 4th Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival (Festival) was hosted by Hong Kong, which served as the host city for the first time. The expenditure was around \$20 million, covering the costs of organising the opening programme, supporting the co-production of touring programmes by arts groups of Hong Kong and other GBA cities during the Festival and related expenses as well as programme promotion and publicity campaigns. The Festival was held from 19 October to 24 November 2024, with more than 120 programmes, and over 770 live performances and activities rolled out in Hong Kong and other GBA cities, covering music, dance, drama, Chinese opera, multi-arts, films, exhibitions, literature and other exchange activities. Bringing together over 14 000 local and Mainland arts practitioners and attracting more than 2.16 million participants and an online viewership of some 46 million, the Festival

has proved to be highly effective in promoting Hong Kong culture and arts to other parts of the GBA and helping Hong Kong's culture and arts groups to open up markets in the region. An overview of the number of different types of programmes included in the Festival is given in the table below:

| Type of Programme | No. of Programmes | Attendance | Online Viewership |
|---------------------------------------|--------------------------|-------------------|--------------------------|
| Performance | 87 | 302 327 | 26 649 210 |
| Thematic exhibition | 20 | 742 257 | 13 335 980 |
| Film screening | 4 | 10 658 | 2 640 |
| Library and other exchange activities | 16 | 1 106 511 | 6 403 394 |
| Total | 127 | 2 161 753 | 46 391 224 |

3. The 5th Festival will be hosted by another GBA city, and the Leisure and Cultural Services Department will participate in it using existing resources.

- End -

CONTROLLING OFFICER'S REPLY

CSTB291

(Question Serial No. 3874)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department stated that it would jointly implement the pilot scheme with the Education Bureau on using school premises as rehearsal venues for performing arts groups during after-school hours. In this connection, please inform this Committee of:

1. the number of participating schools in the scheme (with the numbers of the participating primary and secondary schools in different districts broken down by the 18 districts of Hong Kong), the statuses of the applications from arts groups, and the number of successful matches as at February this year; and
2. the manpower and expenditure required for the scheme.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 54)

Reply:

1. The Pilot Scheme on the Use of School Venues by Arts Groups (Pilot Scheme) was launched in the 2024/25 school year. As at 28 February 2025, there are 55 schools participating in the Pilot Scheme, as shown in the table below:

| District | No. of schools participating in the Pilot Scheme | District | No. of schools participating in the Pilot Scheme |
|-----------------|---|-----------------|---|
| Tsuen Wan | 2 | Wong Tai Sin | 1 |
| Yuen Long | 7 | Tai Po | 6 |
| Wan Chai | 1 | Sham Shui Po | 3 |
| Islands | 4 | Kwun Tong | 2 |
| Tuen Mun | 9 | Eastern | 3 |
| North | 1 | Kwai Tsing | 3 |
| Sha Tin | 7 | Yau Tsim Mong | 1 |
| Kowloon City | 4 | Sai Kung | 1 |

After the launch of the Pilot Scheme in the 2024/25 school year, a total of 30 applications were received from arts groups. The Leisure and Cultural Services Department (LCSD) has successfully matched 12 applications for a total of 278.5 hours that met the requirements of the Pilot Scheme and fit the after-school opening hours of participating schools. Having collected opinions from schools and arts groups at the end of 2024, the LCSD and the Education Bureau are now reviewing and refining the arrangements for the 2025/26 school year.

2. The work related to the Pilot Scheme is undertaken by 2 staff members of the LCSD. The annual expenditure of the Pilot Scheme is around \$3.4 million, which covers, among others, funding for additional manpower and operating costs incurred as well as the development of arts education of participating schools.

- End -

CONTROLLING OFFICER'S REPLY

CSTB292

(Question Serial No. 3875)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: Not Specified

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Matters Requiring Special Attention in 2025-26 that the Leisure and Cultural Services Department (LCSD) will curate or sponsor online performing arts, educational or arts appreciation programmes on the LCSD Edutainment Channel. In this connection, would the Government inform this Committee of:

1. the manpower and expenditure for developing the above channel;
2. the number of views of the programmes provided on the channel in the past 3 years; and
3. the types and number of programmes expected to be released in 2025-26 and the promotional work to be taken to enhance the audience reach and number of views of the channel?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 55)

Reply:

The Leisure and Cultural Services Department (LCSD) launched the one-stop online platform LCSD Edutainment Channel in December 2020. By integrating existing online resources as well as updating and producing new content, the platform not only brings sports and cultural resources to members of the public anytime and anywhere, but also enhances their interest in viewing arts, cultural, sports and recreation programmes and increases their understanding on such areas.

The LCSD Edutainment Channel was developed by an outsourced contractor commissioned by the LCSD at a cost of about \$400,000. While its regular updating and management are undertaken by the existing manpower of the Department, the administrative expenditure and staff establishment involved are absorbed by the existing resources of the Department as well. The number of accumulated views between 2022 and 2024 was about 33 million.

In 2025-26, the LCSD expects to release over 130 videos on the LCSD Edutainment Channel, covering various disciplines such as sports, flora and fauna, Chinese history and culture,

astronomy, heritage conservation, performing arts and reading. The LCSD will continue to promote the channel to the public through its social media platform “LCSD Plusss”, YouTube and the LCSD Edutainment Channel itself, and will actively explore other publicity channels to broaden the audience reach.

- End -

CONTROLLING OFFICER'S REPLY

CSTB293

(Question Serial No. 3876)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the new Smart Library System being developed to enhance the quality of the facilities and services of the Hong Kong Public Libraries (HKPL), please inform this Committee of the following:

1. What is the progress of the development of the above system? What are the manpower and expenditure involved?
2. What services are expected to be provided by the system? What is the expected timetable for commissioning the system?
3. As the public have been accustomed to reading on electronic devices in recent years, will the Department consider developing a cloud-based platform to allow the public to borrow books online and promote a reading culture? If yes, what are the details and expenditure involved?
4. Will consideration be given to enhancing the facilities of the HKPL by drawing reference from local and overseas practices, such as setting up smart cultural and creative zones and immersive rooms for nurturing the creativity of the public, as well as introducing book return robots? If yes, what are the details and estimated expenditure involved?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 56)

Reply:

1. & 2. A new Smart Library System (the new system) is being developed by the Leisure and Cultural Services Department (LCSD) to replace the existing library systems. As an integrated library system, the new system supports the daily operation of all public libraries, including collection management, borrowing and return of library materials and online electronic resources. The new system will be implemented in phases, with the Digital Resources Management System, the Integrated Library Core System and multi-functional self-service equipment enabled with Radio

Frequency Identification technology expected to be rolled out in 2025. Other systems including the Event Planning and Management System and the Business Intelligence System are expected to commence operation in 2026. The estimated expenditure on the development of the new system is about \$591 million.

The LCSD has created 4 permanent and 5 time-limited posts to handle and oversee the development of the new system.

3. At present, the Hong Kong Public Libraries (HKPL) allows the public to browse and borrow e-books online with electronic devices (such as smartphones, tablets and e-readers) via a cloud-based e-book lending platform provided by e-book suppliers. In 2025-26, the HKPL plans to acquire or subscribe to 20 e-book collections, replenishing about 20 000 e-books to bring the total to 570 000. The estimated expenditure is about \$14.9 million.
4. By drawing reference from newly-built libraries in the Mainland and overseas from time to time, the LCSD will continue to enhance the environment and facilities of the HKPL to meet the needs of patrons from different age groups. For example, parent-child reading areas are provided in children's libraries where facilities are tailor-made for paired reading by young patrons and families; leisure reading areas are set up in adult libraries to provide a comfortable reading environment for patrons; and create • info zones equipped with multimedia digital service facilities are provided for the youth. The HKPL will also apply new technology in developing library services. Robots for stocktaking of collections and answering patrons' enquiries are planned to be introduced in 2026. The relevant expenditure is included in the development of the Smart Library System.

- End -

CONTROLLING OFFICER'S REPLY

CSTB294

(Question Serial No. 3881)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The work of the Leisure and Cultural Services Department involves developing and managing leisure and sports facilities, and Kowloon Park is one of the parks managed by the Department. In this connection, please inform this Committee of:

1. the expenditure on staff involved in managing Kowloon Park and the attendance figures of the park in the past 3 years;
2. whether statistics on the utilisation rates or attendances of park facilities and venues such as the Health Education Exhibition and Resource Centre and the Hong Kong Heritage Discovery Centre have been compiled; and whether the leisure facilities in the park will be enhanced; if yes, the details and the relevant expenditure;
3. the number of applications for non-designated use of park facilities from public and private groups and organisations, as well as the approved events, the organisers and the specific details of the events in the past 3 years; and
4. as Kowloon Park is surrounded by many cultural facilities, whether the Department has discussed and studied with other departments the feasibility of setting up additional bus routes or improving pedestrian connectivity, so as to enhance the accessibility of the cultural facilities and museums in the vicinity and the West Kowloon Cultural District from Kowloon Park; if yes, the progress of the relevant study; if no, the reasons for that.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 61)

Reply:

1. The total staff expenditure on the team of the Leisure and Cultural Services Department (LCSD) dedicated to the management of facilities such as Kowloon Park Sports Centre, Kowloon Park Swimming Pool and park facilities amounted to around \$91 million in the past 3 years. While the LCSD does not keep figures on the total attendance of the park, the attendance figures of the swimming pool, the Aviary and the Bird Lake of Kowloon Park are tabulated below:

| Attendance of Kowloon Park | 2022 | 2023 | 2024 |
|-----------------------------------|-------------|-------------|-------------|
| Swimming Pool | 521 000 | 661 000 | 657 000 |
| The Aviary | 136 000 | 168 000 | 185 000 |
| The Bird Lake | 266 000 | 346 000 | 366 000 |

2. The average usage rates and attendance figures of Kowloon Park Sports Centre, the Hong Kong Heritage Discovery Centre under the Antiquities and Monuments Office of the Development Bureau and the Health Education Exhibition and Resource Centre under the Food and Environmental Hygiene Department in the past 3 years are tabulated below:

| Average usage rate of venue | 2022 | 2023 | 2024 |
|------------------------------------|-------------|-------------|-------------|
| Kowloon Park Sports Centre (Arena) | 98.3% | 96.5% | 98.2% |

| Attendance of venue | 2022 | 2023 | 2024 |
|---|-------------|-------------|-------------|
| Hong Kong Heritage Discovery Centre | 100 422 | 199 860 | 186 309 |
| Health Education Exhibition and Resource Centre | 27 900 | 46 100 | 56 500 |

To improve public services, the LCSD continuously enhances the leisure facilities at Kowloon Park. In 2024-25, a series of enhancement works took place in the park, including the adoption of kung fu as the design theme for its outdoor toilets renovation project, refurbishment of Chinese Garden, enhancement of fitness facilities, panda-themed beautification of the fountain, and improvement works of turnstile system of the swimming pool, involving a total expenditure of over \$8 million.

3. A total of 117 applications for non-designated use of park facilities at Kowloon Park were received and approved from 2022 to 2024, including 65 for festive and cultural events and carnivals for public enjoyment, 41 for exhibitions, and 11 for competitions. Examples of such activities include a tai chi day with attendance of over 1 000, a national flag event in celebration of the 75th anniversary of the founding of the People's Republic of China, the Hong Kong Avenue of Comic Stars showcasing the work of over 100 local comic artists, and 2 events with participation of representatives from various countries, namely the Hong Kong Bouldering Championships cum Asian Cup (Bouldering) 2024 and the 16th Asia Cup Koi Show.

4. Tsim Sha Tsui (TST) District has a very comprehensive pedestrian and transport network. Various museums and cultural facilities (including the West Kowloon Cultural District (WKCD), the Hong Kong Museum of Art, the Hong Kong Space Museum, the Hong Kong Cultural Centre (HKCC), the Hong Kong Science Museum and the Hong Kong Museum of History) are within around 10 to 15 minutes of walk from Kowloon Park. Various museums in TST District and the WKCD are also on multiple minibus and franchised bus routes at present, such as the newly launched bus routes HK1, H1 and H2K that run through these locations (such as the HKCC and the Hong Kong Palace Museum). To facilitate the planning of itineraries by members of the public and tourists, the LCSD has provided public transport routes and related information of other cultural facilities in TST District on the websites of the aforesaid museums. Transport information of the HKCC is also available on its website.

- End -

CONTROLLING OFFICER'S REPLY

CSTB295

(Question Serial No. 3887)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports, (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned under Matters Requiring Special Attention in 2025-26 in the Estimate that the Culture, Sports and Tourism Bureau will continue to monitor the delivery of sports and recreational facilities by the Leisure and Cultural Services Department (LCSD). In addition, Hoi Ting Road Joint-user Complex and Joint-user Complex at Cheung Sha Wan Road, Sham Shui Po are among those mentioned in the Supplement of the Budget under major capital projects commencing in 2025-26. In this connection, would the Government inform this Committee of the following:

1. What is the construction cost of Hoi Ting Road Joint-user Complex? When will the construction begin and when is it expected to be completed?
2. What is the latest planning for the recreation and sports facilities of Hoi Ting Road Joint-user Complex? Please provide details on the layout plan of the various services units in the complex.
3. What is the construction cost of Joint-user Complex at Cheung Sha Wan Road, Sham Shui Po? When will the construction begin and be completed? Please provide details on the layout plan of the recreation and sports facilities and other services units in the complex.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 67)

Reply:

- 1 & 2. Hoi Ting Road Joint-user Complex (the Complex) is a project co-ordinated by the Leisure and Cultural Services Department. Different government facilities (including a maternal and child health centre, a sports centre, indoor heated swimming pools, a small library, a community hall and a public vehicle park) will be provided in the Complex in accordance with the "single site, multiple use" principle to better utilise land resources. The estimated cost of the project is approximately \$2,623.7 million (in money-of-the-day prices). We plan to submit the works project to the Public Works Subcommittee of the Legislative Council

(LegCo) for endorsement in the first half of 2025 before seeking funding approval from the Finance Committee (FC) of LegCo. Upon obtaining funding approval, the works project will commence for target completion in around 4.5 years. The project will be carried out under the “design and build” approach, and the specific layout and detailed design of the facilities in the Complex will be further discussed and confirmed with the contractor during the construction stage.

3. As a part of the Cheung Wah Street/Cheung Sha Wan Road Development Scheme of the Urban Renewal Authority (URA), the proposed Joint-user Complex (the Complex) at Cheung Sha Wan Road in Sham Shui Po will house the reprovisioned Cheung Sha Wan Sports Centre, providing a multi-purpose arena, a fitness room, multi-purpose activity rooms and a children’s play room. Additionally, the main facilities of the Complex will include medical service facilities such as a district health centre and a community health centre, as well as social welfare facilities such as a day care centre for the elderly, an integrated vocational rehabilitation services centre and a child care centre.

The Government plans to present the works project to the LegCo Panel on Development in the first half of 2025 before applying to the FC for funding, with target completion in around 5 years. To tie in with the works schedule, the URA is currently conducting a tendering exercise for the project and will update the estimated cost of the project based on the returned tender price.

- End -

CONTROLLING OFFICER'S REPLY

CSTB296

(Question Serial No. 3888)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Five-Year Plan for Sports and Recreation Facilities

The Government announced the Five-Year Plan for Sports and Recreation Facilities (the Five-Year Plan) in 2017 to commence 26 projects involving \$20 billion, with a view to developing new recreation and sports facilities and improving existing ones. Some of these projects have been included in the Ten-year Development Blueprint for Sports and Recreation Facilities. In this connection, please inform this Committee of the following:

1. Which facility projects under the Five-Year Plan are completed or near completion, and which ones remain to be completed?
2. The construction of the Open Space at Hoi Fan Road, Tai Kok Tsui, which has been underway since 2021-22 and was originally expected to complete in 2023, is still not completed. Please explain the reasons for the delay.
3. Has the Government taken measures to monitor and expedite the progress of the project concerned for early completion? If yes, what are the details? Please provide the latest estimated completion date of the project.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 68)

Reply:

1. It was proposed in the Chief Executive's 2017 Policy Address that under the Five-Year Plan for Sports and Recreation Facilities (the Five-Year Plan), the Leisure and Cultural Services Department (LCSD) would launch 26 projects in the next 5 years to develop new or improve existing sports and recreation facilities in different districts. Funding approval has already been obtained from the Legislative Council (LegCo) for 21 projects, the facilities of 13 of which have been opened or partially opened for public use while the other 8 projects have commenced construction works/pre-construction activities. In addition, 1 project has been included in the Ten-year Development Blueprint for Sports and

Recreation Facilities while the remaining 4 projects are under planning. The latest progress of the Five-Year Plan is at Annex.

2. & 3. Funding approval for the construction of the Open Space at Hoi Fan Road, Tai Kok Tsui was obtained from the Finance Committee of the LegCo in July 2021. The works commenced shortly afterwards in October 2021.

The entire construction industry was impacted by the epidemic from 2020 to early 2023. As a result, the project had been affected by issues such as insufficient manpower, material shortage and logistic problem. Apart from the epidemic, the works had also been hindered by inclement weather conditions (including rainstorms, typhoons, thunderstorms and extreme heat). Furthermore, there were complex and intertwining underground public utilities along Hoi Fan Road, Lin Cheung Road and at Tai Kok Tsui Substation outside the Open Space at Hoi Fan Road. The Architectural Services Department (ArchSD) identified after commencement of construction that the conditions of the underground utilities did not match with past records. As such, the project was more complicated than expected, and the unforeseen ground found had hindered the progress of underground utilities connection works, resulting in delays of the project. Due to the unsatisfactory performance of the relevant works contractor, the ArchSD has issued multiple verbal and written warnings, instructing the contractor to enhance manpower and site management to expedite the progress of the project. The ArchSD has also assessed and duly reflected the contractor's performance in the quarterly Contractor's Performance Reports according to the mechanism stipulated in the Contractor Management Handbook. If the contractor fails to complete the project concerned in spite of reasonable circumstances, the ArchSD will consider imposition of liquidated damages on the contractor in accordance with the existing contractual mechanism.

The LCSD will continue to work with the ArchSD to closely monitor the works progress. Meanwhile, the ArchSD has also requested the contractor to improve its performance. The target is to complete the rest of the project in 2025 so that the public may enjoy the Open Space as soon as possible.

**Progress of Projects under
the “Five-year Plan for Sports and Recreation Facilities”**

| <u>Project</u> | <u>Progress</u> |
|---|---|
| (I) Opened/partially opened for public use (13 items) | |
| 1. Avenue Park at Kai Tak | It was opened for public use in December 2021. |
| 2. Improvement of Hoi Bun Road Park and Adjacent Area (known as “Improvement of Hoi Bun Road Park and Adjacent Area, Kwun Tong” in the Policy Address) | Areas under LCSD’s management were opened for public use in August 2021. |
| 3. Waterfront Promenade adjacent to the Hong Kong Children’s Hospital | It was opened for public use in February 2021. |
| 4. Open Space in Areas 47 and 48, North District | It was opened for public use in June 2021. |
| 5. Open Space in Area 6, Tai Po | It was opened for public use in June 2021. |
| 6. District Open Space Adjoining San Po Kong Public Housing Development (known as “Open Space at Sze Mei Street, San Po Kong” in the Policy Address) | It was opened for public use in November 2021. |
| 7. Kai Tak Station Square | Phase 1 and Phase 2 were opened for public use in December 2021 and December 2023 respectively. |
| 8. Improvement of Lam Wah Street Playground and Adjacent Area (known as “Improvement of Lam Wah Street Playground and Adjacent Area, Kwun Tong” in the Policy Address) | Sheung Yuet Road Sitting-out Area and Lam Wah Street Playground were opened for public use in October 2022 and October 2023 respectively. |

| <u>Project</u> | <u>Progress</u> |
|--|--|
| 9. Provision of Heated Pool at the Morse Park Swimming Pool Complex, Wong Tai Sin | Indoor secondary pool and remaining facilities were opened for public use in March and April 2023 respectively. |
| 10. Hoi Sham Park Extension in Kowloon City District (known as “Hoi Sham Park Extension, To Kwa Wan” in the Policy Address) | Works are carried out in phases. The part under the first phase of works (i.e. the 1.3-hectare extension to the south of the park) was opened for public use in April 2023. Site handover inspections of the second phase of works (i.e. demolition and reconstruction of the original park facilities, including reprovisioning of 4 tennis courts previously demolished for the construction of Ko Shan Theatre New Wing) are expected to be completed in the second quarter of 2025, after which the parts concerned will be opened for public use as soon as practicable. |
| 11. Open Space at Hung Hom Waterfront | The upgraded waterfront promenade (i.e. Hung Hom Promenade and Tsim Sha Tsui Promenade (Extension)) was opened for public use in April 2023. The parts covered by the remaining construction works of Kin Wan Street Open Space are expected to be opened for public use in the first half of 2025. |
| 12. Open Space at Hoi Fai Road, Tai Kok Tsui | It was opened for public use in April 2024. |
| 13. Swimming Pool Complex and Open Space in Area 107, Tin Shui Wai | They were opened for public use in August 2024. |
| (II) Pre-construction activities/works commenced (8 items) | |
| 14. Redevelopment of Kowloon Tsai Swimming Pool Complex | It is expected to be completed in the second quarter of 2025. |
| 15. Amenity Complex in Area 103, Ma On Shan (known as “Sports Centre in Area 103, Ma On Shan” in the Policy Address) | Main works are expected to be completed in the second quarter of 2029. |

| <u>Project</u> | <u>Progress</u> |
|---|--|
| 16. Open Space at Site B2 in Area 27, Tuen Mun (known as “Open Space in Area 27, Tuen Mun (Phase I)” in the Policy Address) | Main works are expected to be completed in the first quarter of 2025 (the open space will be opened for public use as soon as practicable after the completion of site handover inspections). |
| 17. Kwai Chung Park | Works were substantially completed in late 2024. Site handover inspections are underway and the park will be opened for public use as soon as practicable. |
| 18. Open Space at Hoi Fan Road, Tai Kok Tsui | It is expected to be completed in 2025. |
| 19. Town Park in Area 68, Tseung Kwan O (known as “Town Park in Area 66 and 68, Tseung Kwan O” in the Policy Address) | It is expected to be completed and opened for public use in phases from the second quarter of 2025 onwards. |
| 20. Redevelopment of Yuen Long Stadium | It is expected to be completed in the second quarter of 2026. |
| 21. Construction of Playground at Open Space in Area 6, Tuen Mun (known as “Open Space in Area 6, Tuen Mun” in the Policy Address) | It is expected to be completed in the second quarter of 2026. |
| (III) Included under 10-Year Development Blueprint (1 item) | |
| 22. Provision of Heated Pool at the Pao Yue Kong Swimming Pool Complex in the Southern District | The 2020 Policy Address announced the “Invigorating Island South” initiative which included the “Redevelopment and Enhancement of Recreation and Sports Facilities in Wong Chuk Hang” project. The proposed joint complex in the project mentioned will feature new indoor heated swimming pools (including a main pool with spectator stands, a secondary pool, a training pool, a teaching pool, and a toddlers’ pool), which will achieve the purpose of the original project of “Provision of Heated Pool at the Pao Yue Kong Swimming Pool Complex in the Southern District”. |

| <u>Project</u> | <u>Progress</u> |
|---|---|
| (IV) Under planning (4 items) | |
| <p>23. Sports Ground and Open Space with Public Vehicle Park in Area 16, Tuen Mun (known as “Sports Ground and Open Space in Area 16, Tuen Mun” in the Policy Address)</p> | <p>This project site is currently used for several different purposes, including the Kowloon Motor Bus depot, the Citybus depot, the Tuen Mun Training Ground and Testing Centre of the Construction Industry Council, as well as a public pay car park. Upon successful identification of the relocation sites, the 2 bus companies have submitted applications for short-term leases to the Lands Department. Once the new short-term leases are approved, they will immediately commence site preparation, install depot facilities at the new sites and clear the Tuen Mun Area 16 site for return to the Government for the relevant works.</p> <p>The relevant bureaux and departments will continue to actively co-ordinate and assist in expediting the implementation of the depot relocation plans for the 2 bus companies, with the aim of minimising the impact on the schedule of the project of Sports Ground and Open Space with Public Vehicle Park in Area 16, Tuen Mun.</p> |
| <p>24. Football-cum-Rugby Pitch with Public Vehicle Park in Area 33, Tai Po (known as “Football-cum-Rugby Pitch in Area 33, Tai Po” in the Policy Address)</p> | <p>According to the Government’s policy of “single site, multiple use”, these projects need to provide a public car park in addition to the originally planned sports and recreation facilities, with a view to making best use of the land resources and responding to the parking needs of the local community. The Government will seek funding approval from the LegCo in accordance with the public works procedures at an appropriate juncture.</p> |
| <p>25. Sports Facilities with Public Vehicle Park in Tung Tau Industrial Area, Yuen Long (known as “Redevelopment of Tung Tau Industrial Area Playground, Yuen Long” in the Policy Address)</p> | |
| <p>26. Open Space with Public Vehicle Park in Area 17, Tuen Mun (known as “Open Space in Area 17, Tuen Mun” in the Policy Address)</p> | |

- End -

CONTROLLING OFFICER'S REPLY

CSTB297

(Question Serial No. 1711)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

- (1) As at the end of 2024, how many trees collapsed during typhoons and other natural disasters have yet to be replanted?
- (2) How many plants that are not yet withered have been removed and replaced with new ones over the past 3 years? What are the reasons for this practice? What happened to those plants that were removed?
- (3) What is the average cost of planting a plant or a tree?

Asked by: Hon CHU Kwok-keung (LegCo internal reference no.: 24)

Reply:

- (1) The Leisure and Cultural Services Department (LCSD) is responsible for the management and maintenance of trees at its leisure venues, as well as those in the roadside landscaped areas along non-expressway public roads outside country parks and in areas within 10 metres along non-expressway public roads on unleased and unallocated government land. Regarding the trees collapsed due to inclement weather, the LCSD has, as at 31 December 2024, completed all replanting works in accordance with the planting guidelines issued by the Development Bureau.
- (2) During daily horticulture maintenance, plants that are withered, infested with pests or diseases, in poor health, or damaged will be removed. Over the past 3 years, the LCSD has removed a total of about 21 000 trees under its management, of which about 14 170 were either uprooted or severely damaged during typhoons or inclement weather, and about 6 830 required removal due to such reasons as health, structural problems or invasive species.

Suitable horticultural waste, including collapsed trees, is sent to Y·PARK under the Environmental Protection Department for centralised recovery and recycling. The remaining infected or infested horticultural waste is disposed of at landfills.

- (3) The LCSD planted about 2.3 million plants in 2024-25, including trees, shrubs and herbs, at an expenditure of about \$38 million. The Department does not maintain a breakdown of expenses for different types of plants.

- End -

CONTROLLING OFFICER'S REPLY

CSTB298

(Question Serial No. 2970)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the Department's Green Volunteer Scheme to enhance community involvement and public participation in tree surveillance, would the Government inform this Committee of:

- (1) the number of participants over the past 2 years;
- (2) the number and types of activities organised over the past 2 years; and
- (3) whether there are any specific plans to expand the scheme and recruit more members of the public to assist in monitoring the condition of trees in various districts?

Asked by: Hon CHU Kwok-keung (LegCo internal reference no.: 33)

Reply:

- (1) The numbers of Green Volunteers in 2023 and 2024 were 6 944 and 7 092 respectively.
- (2) Every year the Leisure and Cultural Services Department (LCSD) organises various activities, including workshops and seminars on basic horticultural knowledge, tree maintenance and identification of 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 and 360 workshops, seminars and volunteering activities for the Green Volunteers in 2023 and 2024 respectively.
- (3) The LCSD has been proactively recruiting members of the public who are interested in horticulture as Green Volunteers. It will continue to promote the scheme through community organisations, district offices and schools, and attract public participation by organising greening activities, such as flower and horticulture shows, Community Planting Days, workshops and seminars. There is also an award scheme to thank

volunteers for their active participation, with a view to encouraging more people to join in and become Green Volunteers.

- End -

CONTROLLING OFFICER'S REPLY

CSTB299

(Question Serial No. 1904)

Head: (95) Leisure and Cultural Services Department

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

Programme: (1) Recreation and Sports, (2) Horticulture and Amenities,
(4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the details on the estimated expenditure of the Leisure and Cultural Services Department (LCSD), please inform this Committee of the following:

1. In relation to Subventions under Operating Account, the expenditure on leisure and culture subventions this year exceeds \$600 million, which is higher than the \$495 million in 2024-25. Please provide details of the subvented activities involved.
2. Further to the above, the provision for recreation and sports activities, programmes, campaigns and exhibitions this year is approximately \$100 million, which is significantly lower than the \$132 million in 2024-25 and \$185 million in 2023-24. What are the reasons for this reduction?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 29)

Reply:

1. Due to the impact of the COVID-19 epidemic from 2020 to early 2023, sports events and competitions in Hong Kong and overseas were mostly cancelled, leading to a drop in the total amount of subventions required by national sports associations (NSAs). As a result, the Leisure and Cultural Services Department (LCSD) revised in mid-2024 the estimated expenditure for 2024-25 from the original \$586 million to \$495 million.

The LCSD's estimated expenditure on leisure and culture subventions in 2025-26 is about \$600 million, an increase compared to the original estimate of \$586 million in 2024-25. Such increase is primarily attributable to staff remuneration adjustments of the NSAs funded by the Sports Subvention Scheme.

2. The relatively high expenditure in this area in 2023-24 was due to the special accounting arrangement in place during that year, under which the provision for Community Involvement Programme was transferred from the District Offices (DOs) of Home

Affairs Department to the LCSD for directly funding the organisation of district recreation and sports activities. The funding responsibility was reverted to DOs and District Councils in 2024-25, resulting in a decrease in the relevant figures.

After reviewing the resources, the LCSD has optimised resource allocation by setting the estimated expenditure on recreation and sports activities, programmes, campaigns and exhibitions at \$100 million in 2025-26, without affecting the continued provision of services to the public.

- End -

CONTROLLING OFFICER'S REPLY

CSTB300

(Question Serial No. 1905)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is indicated in Programme (5) that the first “Reading for All Day” was organised in 2024, with over 520 on-site and online activities held. Please advise on the following:

1. What were the actual operational and publicity expenses involved in these activities? Were they within the limit of the original provision in the Budget?
2. The Department stated in its reply last year that the activities would be organised by deploying existing manpower resources. As such, has a review been conducted upon completion of the activities to ascertain if the relevant manpower resources are sufficient to meet the requirement of the activities? Will the Department consider allocating additional resources to enhance the quality and expand the scale of the activities in a stepped-up effort to promote a citywide reading ambience?
3. Regarding attendance, whether there is a statistical breakdown on attendees in terms of their age group and satisfaction level of the activities; and whether the expected target has been met?
4. Based on the experience from the inaugural event, what specific plans does the Department have in place to fine-tune the second year of the activities in 2025?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 30)

Reply:

1. To support the first “Hong Kong Reading for All Day”, the Leisure and Cultural Services Department (LCSD) launched the inaugural “Hong Kong Reading Week” in April 2024. A variety of reading activities were held in collaboration with different stakeholders to promote reading citywide. The overall expenditure of about \$7.06 million on “Hong Kong Reading Week” (including the cost of organising activities and publicity expenses) was within the limit of the estimated expenditure.

2. Apart from deploying existing manpower resources to organise the activities of “Hong Kong Reading Week”, the LCSD collaborates with stakeholders from different sectors (including Radio Television Hong Kong, Education Bureau, District Councils, as well as cultural and local organisations) to achieve a greater synergy and expand the scale of the activities. On the whole, this mode of operation has been working well and effectively.
3. The LCSD has collected views from participants of “Hong Kong Reading Week” through questionnaires. Those who participated in the activities organised by the libraries and completed the questionnaires were mostly groups of parent-child, with the majority of participating children aged between 4 and 12. Over 80% of the participants considered that the time and venue of the activities were suitable, while the content was sufficient and diverse. Generally speaking, “Hong Kong Reading Week” has achieved its purposes of promoting reading.
4. The LCSD will continue to collaborate with different stakeholders by taking forward popular reading promotion activities. These include promoting “Hong Kong Reading Week” at a shopping mall; participating in the “2025 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 fun days at branch libraries; arranging outreach activities at shopping malls with pop-up libraries and holding online reading clubs. In 2025, the LCSD will expand the publicity network in the community by organising roving promotion activities at schools and in the community prior to the launch of “Hong Kong Reading Week”. Moreover, under the themes of “tourism is everywhere in Hong Kong” and “Hong Kong Reading Week”, members of the public can check-in at specific landmarks across Hong Kong, including old buildings and monuments of historical significance, as well as such landmarks mentioned in literary works, to enrich their reading experience.

- End -

CONTROLLING OFFICER'S REPLY

CSTB301

(Question Serial No. 1907)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the operational efficiency of museums, please inform this Committee of the following:

1. Please tabulate the attendance figures of each museum, off-site exhibition, outbound exhibition and online virtual exhibition as well as the operational expenses involved in the past 3 years. How does the Government evaluate the effectiveness of the activities of the museums?
2. As explained in the relevant document, a number of targets on attendance this year are lower compared with the same last year due to higher-than-expected attendances at individual museums and the impact of certain large-scale events. Notwithstanding that, considering the presence of multiple favourable factors, such as increases in the numbers of off-site exhibitions, school visit groups, museum collections and tourists, the Government should roll out measures proactively to seize the opportunities. Does the Government have any plan to boost the number of visitors by, for instance, organising more international exhibitions and introducing new technologies that enhance visitors' experience, so as to increase the operational efficiency and attractiveness of the museums?
3. In light of the unique and stylish souvenirs launched by many renowned museums to increase revenues and promotional impact, does the Government have any plan to collaborate with local designers and artists to develop museum souvenirs with Hong Kong characteristics? If yes, what are the details?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 32)

Reply:

1. In the past 3 years, the attendance figures of the museums under the Leisure and Cultural Services Department (LCSD) and their off-site and outbound exhibitions as well as the viewing figures of their online programmes/activities are at **Annex I**, while the recurrent expenditures of the museums are at **Annex II**.

Museums under the LCSD will invite visitors to participate in online opinion surveys. According to the results of an online questionnaire survey conducted between April 2024 and February 2025, nearly 90% of the visitors were satisfied with their overall museum experience and would recommend the museums to others.

2. Attendances at museums are affected by various factors, including the location, area, collection of the museum, and the theme and duration of exhibition. The LCSD has been actively collaborating with cultural institutions and museums from the Mainland and overseas to organise large-scale exhibitions in Hong Kong, such as the “Cézanne and Renoir Looking at the World – Masterpieces from the Musée de l’Orangerie and the Musée d’Orsay” currently on display at the Hong Kong Museum of Art (HKMoA) and the forthcoming “The Great Unity – Civilisation of the Qin and Han Dynasties in Shaanxi Province” exhibition to be held at the Hong Kong Museum of History.

On the other hand, the LCSD has also seized new trends in curating and introduced new technological elements into exhibitions held in museums from time to time to enhance visitors’ viewing experience. For example, high-definition projection technology and interactive installations will be used in “The Great Unity – Civilisation of the Qin and Han Dynasties in Shaanxi Province” exhibition to enhance visitors’ understanding of the history and culture of the Qin and Han dynasties. In addition, the Chinese Culture Experience Centre, which is being planned by the LCSD, will use the collections of local and Mainland museums as an entry point for combining new technologies (such as immersive experience, artificial intelligence, 3D modelling and printing technology) to give visitors a deeper insight into Chinese culture in a novel way and let heritage tell stories.

3. The LCSD’s museums are committed to heightening public awareness of museums through collaboration with local brands of cultural and creative industries. For example, in celebration of its 60th anniversary, the HKMoA collaborated with a local brand in a crossover to produce limited edition protection cases for mobile phones, tablets and notebook computers. In addition, the HKMoA, the Hong Kong Heritage Museum and the Intangible Cultural Heritage (ICH) Office collaborated with a local fashion brand twice in 2023 and 2024 to present museum collections and Hong Kong’s ICH in a novel way by launching a series of new style cheongsams and Tang suits that reinvent tradition. The LCSD will continue to explore suitable collaboration plans.

Attendances of Museums and Art Spaces under the Leisure and Cultural Services Department and Their Off-site and Outbound Exhibitions, and Viewing Figures of Their Online Programmes/Activities in 2022

| Museum/Art Space | Attendance⁽¹⁾ | Attendance of off-site exhibitions | Attendance of outbound exhibitions | No. of views of online programmes/activities |
|--|---------------------------------|---|---|---|
| Hong Kong Museum of Art and its Flagstaff House Museum of Tea Ware | 499 755 | 26 161 | 62 758 | 9 199 |
| Hong Kong Museum of History ⁽²⁾ and its Dr Sun Yat-sen Museum, Hong Kong Museum of Coastal Defence ⁽³⁾ , Fireboat Alexander Grantham Exhibition Gallery, Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum | 390 793 | 211 | -(⁷) | 31 669 |
| Hong Kong Heritage Museum and its Hong Kong Railway Museum and Sheung Yiu Folk Museum ⁽⁴⁾ | 436 950 | 7 103 | -(⁷) | 1 828 |
| Hong Kong Science Museum and its Hong Kong Space Museum | 1 380 392 | 26 681 | 50 764 | 151 630 |
| Intangible Cultural Heritage Office and its Sam Tung Uk Museum | 38 019 | -(⁷) | -(⁷) | 2 827 |
| Art Promotion Office and its Hong Kong Visual Arts Centre and Oi! ⁽⁵⁾ | 459 556 | 1 068 034 ⁽⁶⁾ | 144 540 | 10 589 |
| Hong Kong Film Archive | 44 355 | 1 792 | -(⁷) | 367 |

Notes

- (1) Due to the impact of the COVID-19 epidemic, museums and venues under the LCSD were temporarily and intermittently closed from 2020 to 2022.
- (2) The permanent exhibition has been temporarily closed for revamp since 19 October 2020. The first phase was launched since 27 November 2024.
- (3) Temporarily closed from 17 September 2018 to 23 November 2022 for major repair and renovation.
- (4) Temporarily closed from 1 December 2021 to 22 December 2022 for repair.
- (5) Underwent an expansion project in 2019. The new extension opened on 24 May 2022.

- (6) The higher attendance of off-site exhibitions in 2022 was due to the organisation of “Art@Harbour”.
- (7) No relevant exhibitions were organised.

Attendances of Museums and Art Spaces under the Leisure and Cultural Services Department and Their Off-site and Outbound Exhibitions, and Viewing Figures of Their Online Programmes/Activities in 2023

| Museum/Art Space | Attendance | Attendance of off-site exhibitions | Attendance of outbound exhibitions | No. of views of online programmes/activities |
|--|-------------------|---|---|---|
| Hong Kong Museum of Art and its Flagstaff House Museum of Tea Ware | 1 350 545 | 706 066 | 42 000 | 2 940 |
| Hong Kong Museum of History ⁽¹⁾ and its Dr Sun Yat-sen Museum, Hong Kong Museum of Coastal Defence, Fireboat Alexander Grantham Exhibition Gallery, Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum | 935 893 | _(2) | _(2) | 18 157 |
| Hong Kong Heritage Museum and its Hong Kong Railway Museum and Sheung Yiu Folk Museum | 998 150 | 3 318 | _(2) | 1 937 |
| Hong Kong Science Museum and its Hong Kong Space Museum | 2 083 328 | 47 016 | 47 058 | 110 455 |
| Intangible Cultural Heritage Office and its Sam Tung Uk Museum | 97 109 | 555 860 | 409 794 | 652 |
| Art Promotion Office and its Hong Kong Visual Arts Centre and Oi! | 791 047 | 2 812 | 132 174 | 3 464 |
| Hong Kong Film Archive | 94 211 | 1 848 | 510 | 715 |

Notes

- (1) The permanent exhibition has been temporarily closed for revamp since 19 October 2020. The first phase was launched since 27 November 2024.
- (2) No relevant exhibitions were organised.

Attendances of Museums and Art Spaces under the Leisure and Cultural Services Department and Their Off-site and Outbound Exhibitions, and Viewing Figures of Their Online Programmes/Activities in 2024

| Museum/Art Space | Attendance | Attendance of off-site exhibitions | Attendance of outbound exhibitions | No. of views of online programmes/activities |
|--|-------------------|---|---|---|
| Hong Kong Museum of Art and its Flagstaff House Museum of Tea Ware | 1 860 076 | 580 488 | -(6) | 425 |
| Hong Kong Museum of History ⁽¹⁾ and its Dr Sun Yat-sen Museum ⁽²⁾ , Hong Kong Museum of the War of Resistance and Coastal Defence ⁽³⁾ , Fireboat Alexander Grantham Exhibition Gallery, Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum | 1 061 926 | -(6) | -(6) | 3 225 |
| Hong Kong Heritage Museum and its Hong Kong Railway Museum and Sheung Yiu Folk Museum | 979 893 | 1 750 | 36 979 | -(6) |
| Hong Kong Science Museum and its Hong Kong Space Museum | 2 540 503 | 107 814 | 74 428 | 6 488 098 ⁽⁴⁾ |
| Intangible Cultural Heritage Office and its Sam Tung Uk Museum | 131 807 | 861 513 | 325 950 | 1 145 |
| Art Promotion Office and its Hong Kong Visual Arts Centre and Oi! | 819 573 | 1 502 630 ⁽⁵⁾ | 94 433 | 2 646 |
| Hong Kong Film Archive | 96 036 | 1 062 | -(6) | 599 |

Notes

- (1) The permanent exhibition has been temporarily closed for revamp since 19 October 2020. The first phase was launched since 27 November 2024.
- (2) Temporarily closed from 1 May 2024 for upgrading the permanent exhibition galleries to enhance the design and presentation, as well as for maintenance and renovation works.
- (3) The Hong Kong Museum of Coastal Defence was converted into the Hong Kong Museum of the War of Resistance and Coastal Defence on 3 September 2024.
- (4) The higher number of views of online programmes/activities in 2024 was due to the first collaboration in organising “2024 The Future Science Prize Exhibition” between the Hong Kong Science Museum and the Future Science Awards Foundation.

- (5) The higher attendance of off-site exhibitions in 2024 was due to the organisation of “Art@Harbour 2024”.
- (6) No relevant exhibitions were organised.

Recurrent Expenditures (Excluding Staff Salaries) of Museums and Art Spaces under the Leisure and Cultural Services Department from 2022-23 to 2024-25

| Museum/Art Space | | 2022-23 (Actual Expenditure) (\$ million) | 2023-24 (Actual Expenditure) (\$ million) | 2024-25 (Revised Estimate) (\$ million) |
|-------------------------|---|--|--|--|
| 1 | Hong Kong Museum of Art and its Flagstaff House Museum of Tea Ware | 133.99 ⁽¹⁾ | 107.5 | 114.16 |
| 2 | Hong Kong Museum of History and its Dr Sun Yat-sen Museum, Fireboat Alexander Grantham Exhibition Gallery, Hong Kong Museum of the War of Resistance and Coastal Defence ⁽²⁾ , Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum | 121.45 | 112.30 | 119.26 |
| 3 | Hong Kong Heritage Museum and its Hong Kong Railway Museum and Sheung Yiu Folk Museum | 84.54 | 82.10 | 91.61 ⁽³⁾ |
| 4 | Hong Kong Science Museum and its Hong Kong Space Museum | 142.72 | 157.84 ⁽⁴⁾ | 132.75 |
| 5 | Intangible Cultural Heritage Office and its Sam Tung Uk Museum | 21.98 | 19.60 | 22.04 |
| 6 | Art Promotion Office and its Hong Kong Visual Arts Centre and Oi! | 47.71 | 69.01 ⁽⁴⁾ | 49.67 |
| 7 | Hong Kong Film Archive | 57.65 | 52.02 | 61.43 |

Notes

- (1) The increase in the expenditure in 2022-23 was due to the organisation of various exhibitions and activities by the Hong Kong Museum of Art in 2022 in celebration of its 60th anniversary.
- (2) The Hong Kong Museum of Coastal Defence was temporarily closed from 17 September 2018 to 23 November 2022 for major repair and renovation, and was converted into the Hong Kong Museum of the War of Resistance and Coastal Defence on 3 September 2024.

- (3) The increase in the revised estimated expenditure for 2024-25 was due to the organisation of “A Path to Glory – Jin Yong’s Centennial Memorial, Sculpted by Ren Zhe” and “Multiverse – Hong Kong International Poster Triennial 2024”.
- (4) The increase in the expenditure in 2023-24 was due to the organisation of “Art@Harbour 2024”.

- End -

CONTROLLING OFFICER'S REPLY

CSTB302

(Question Serial No. 3798)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: Not Specified

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

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; and
- 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.: 88)

Reply:

- a) The Leisure and Cultural Services Department (LCSD) is responsible for the management of 42 gazetted public beaches within Hong Kong waters, and does not keep information on the waters where members of the public can swim legally apart from public beaches under the LCSD.
- b) & c) The LCSD manages gazetted public beaches under the Public Health and Municipal Services Ordinance (Cap. 132) and the Bathing Beaches Regulation (Cap. 132E). Under Section 11(1) of the Bathing Beaches Regulation, save with the permission in writing by the LCSD, no person shall bring into or use in, the waters of any bathing beach set aside for the 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, in a bid to safeguard the public's safety.

There have been no records of collision accidents involving vessels and swimmers on the public beaches under the LCSD over the past 3 years.

- End -

CONTROLLING OFFICER'S REPLY

CSTB303

(Question Serial No. 1457)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

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. 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 the past 12 months. Please specify any additions or removals to the list of subvented NSAs during this period.
2. What were the sports programmes, competitions and trainings organised by the subvented NSAs? Were these NSAs required to account for the estimates of expenditure and financial situation of these activities?
3. How many athletes under each subvented NSA are receiving subsidies? What are the changes in the number of subsidised athletes as compared with those in the past 3 years?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 16)

Reply:

The Leisure and Cultural Services Department (LCSD) provides subvention to national sports associations (NSAs) through the Sports Subvention Scheme (the Scheme) to support the promotion and development of sports in Hong Kong. The subvention may be used to cover the expenses on programmes promoting sports development, personnel and offices. 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 NSAs are required to submit annual plans (including those on sports development) for applying for sports subvention to the LCSD. They are also required to submit quarterly reports on their programmes and annual audit accounts prepared by certified public accountants. The amount of subvention granted to individual NSAs and those granted for sports programmes in 2024-25 are at **Annex**.

The number and list of subvented NSAs for 2024-25 remain the same as that of the previous financial year. The LCSD does not keep the number of athletes of subvented NSAs.

**Subvention to National Sports Associations (NSAs)
under the Sports Subvention Scheme in 2024-25**

| | NSA | Total Subvention Amount (\$'000) | Subvention Amount for Sports Programmes (\$'000) |
|-----|--|---|--|
| 1. | Archery Association of Hong Kong, China | 7,382 | 4,924 |
| 2. | Hong Kong, China Association of Athletics Affiliates Limited | 11,366 | 6,271 |
| 3. | Badminton Association of Hong Kong, China Limited | 25,576 | 19,751 |
| 4. | The Baseball Association of Hong Kong, China Limited | 12,607 | 8,790 |
| 5. | Basketball Association of Hong Kong, China Limited | 17,506 | 12,677 |
| 6. | Billiard Sports Council of Hong Kong China Limited | 7,234 | 3,771 |
| 7. | Hong Kong China Bodybuilding and Fitness Association | 4,465 | 1,963 |
| 8. | The Boxing Association of Hong Kong, China Limited | 5,548 | 3,063 |
| 9. | Hong Kong China Canoe Union Limited | 9,993 | 6,301 |
| 10. | Chinese Martial Arts Dragon and Lion Dance Association of Hong Kong, China Limited | 4,799 | 2,343 |
| 11. | Cricket Hong Kong, China Limited | 8,948 | 5,767 |
| 12. | The Cycling Association of Hong Kong, China Limited | 17,821 | 12,284 |
| 13. | DanceSport Association of Hong Kong, China Limited | 11,123 | 7,607 |
| 14. | Hong Kong China Dragon Boat Association | 6,951 | 3,887 |
| 15. | The Equestrian Federation of Hong Kong, China | 6,821 | 2,391 |
| 16. | Fencing Association of Hong Kong, China | 10,983 | 6,025 |
| 17. | Flying Disc Federation of Hong Kong, China Limited | 4,727 | 2,465 |
| 18. | The Football Association of Hong Kong, China Limited | 24,500 | 17,965 |
| 19. | Hong Kong, China Gateball Association Co. Limited | 3,805 | 2,296 |
| 20. | Golf Association of Hong Kong, China Limited | 6,227 | 3,493 |
| 21. | The Gymnastics Association of Hong Kong, China | 12,199 | 7,016 |
| 22. | Handball Association of Hong Kong, China Limited | 13,527 | 9,495 |
| 23. | Hockey Hong Kong, China | 6,598 | 4,226 |
| 24. | Hong Kong, China Ice Hockey Association Limited | 7,164 | 5,134 |
| 25. | The Judo Association of Hong Kong, China | 8,303 | 4,433 |
| 26. | The Karatedo Federation of Hong Kong, China Limited | 6,459 | 2,930 |
| 27. | Karting Association of Hong Kong, China Limited | 5,198 | 2,536 |
| 28. | The Kendo Association of Hong Kong, China Limited | 3,830 | 1,638 |
| 29. | Hong Kong China Korfball Association Limited | 4,986 | 3,002 |
| 30. | Hong Kong, China Lacrosse Association Limited | 4,609 | 2,626 |
| 31. | Lawn Bowls Association of Hong Kong, China | 8,201 | 5,468 |
| 32. | Hong Kong China Life Saving Society | 10,509 | 7,480 |
| 33. | Hong Kong, China Mountaineering and Climbing Union Limited | 10,333 | 6,821 |
| 34. | Muaythai Association of Hong Kong, China Limited | 3,839 | 1,601 |

| | NSA | Total Subvention Amount (\$'000) | Subvention Amount for Sports Programmes (\$'000) |
|-----|--|---|---|
| 35. | Netball Hong Kong, China Limited | 4,480 | 2,306 |
| 36. | Orienteering Association of Hong Kong, China Limited | 8,746 | 4,914 |
| 37. | Hong Kong China Federation of Roller Sports and Skateboarding Limited | 5,789 | 3,215 |
| 38. | Hong Kong, China Rowing Association | 13,485 | 7,656 |
| 39. | Hong Kong, China Rugby | 12,255 | 7,310 |
| 40. | Sailing Federation of Hong Kong, China | 4,765 | 2,082 |
| 41. | The Schools Sports Federation of Hong Kong, China | 12,268 | 6,499 |
| 42. | Hong Kong, China Shooting Association | 8,304 | 5,358 |
| 43. | Shuttlecock Association of Hong Kong, China Limited | 6,503 | 4,345 |
| 44. | Hong Kong China Skating Union Limited | 5,026 | 2,803 |
| 45. | Hong Kong China Softball Association | 7,093 | 4,766 |
| 46. | Hong Kong, China Sports Association of the Deaf Company Limited | 5,197 | 2,470 |
| 47. | Hong Kong, China Sports Association for Persons with Intellectual Disability | 15,743 | 9,757 |
| 48. | Sports Association for the Physically Disabled of Hong Kong, China | 13,031 | 6,553 |
| 49. | Squash Association of Hong Kong, China | 22,254 | 16,014 |
| 50. | Hong Kong China Swimming Association | 19,179 | 13,520 |
| 51. | Hong Kong, China Table Tennis Association Limited | 23,103 | 16,579 |
| 52. | Hong Kong, China Taekwondo Association Limited | 6,790 | 3,460 |
| 53. | The Hong Kong, China Tennis Association Limited | 23,875 | 19,168 |
| 54. | Hong Kong, China Tenpin Bowling Congress Limited | 6,115 | 2,129 |
| 55. | Triathlon Association of Hong Kong China Limited | 7,661 | 3,927 |
| 56. | Hong Kong China Underwater Association Limited | 2,516 | 1,034 |
| 57. | The University Sports Federation of Hong Kong, China Limited | 4,857 | 2,302 |
| 58. | Volleyball Association of Hong Kong, China Limited | 25,815 | 21,111 |
| 59. | Hong Kong, China Waterski Association Limited | 3,743 | 1,606 |
| 60. | The Hong Kong, China Weightlifting and Powerlifting Association Limited | 3,254 | 1,834 |
| 61. | Windsurfing Association of Hong Kong, China | 14,834 | 9,009 |
| 62. | Hong Kong, China Wushu Union Limited | 8,501 | 3,351 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB304

(Question Serial No. 3097)

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 (Manda CHAN)

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 were the details of the expenditures, publicity work, staffing arrangements and attendances of the concerts, film screenings, thematic exhibitions, performances and other activities of the second edition of the "Hong Kong Pop Culture Festival" (HKPCF) in 2024?
2. Based on the experience gained from the last 2 editions, what criteria does the Government adopt for evaluating the effectiveness of the activities of the HKPCF? Have any resources been devoted to monitoring different channels such as online platforms so as to gauge reactions to and views about the activities for review purposes?
3. What were the publicity work and expenditures for promoting the last 2 editions of the HKPCF worldwide in the past 2 years? In the future, will there be any timely review and optimisation of the work plan and estimated expenditure for promoting Hong Kong's pop culture both nationally and internationally with a focus on enhancing the image of Hong Kong's pop culture on the global stage?
4. The Government mentioned in 2024 that it was conducting long-term planning for the setting up of the "Pop Culture Centre" in terms of the location and site area, and had commenced consultation on such aspects as the collection and curatorial approach. What is the latest progress in the planning and consultation?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 40)

Reply:

1. There were over 20 programmes organised/sponsored by the Leisure and Cultural Services Department (LCSD) in the second edition of the “Hong Kong Pop Culture Festival” (HKPCF), which attracted an attendance of around 640 000. The total production cost was around \$24.5 million. The LCSD promoted the HKPCF via both online and offline publicity channels, including the platforms of its own and its partners. In 2023-24, the LCSD created 3 permanent posts of the Cultural Services Manager Grade responsible for organising the HKPCF, and carried out such work as publicity and promotion with the use of existing resources.
2. The LCSD uses questionnaires to collect the audience’s opinions about various aspects of the HKPCF, such as programme nature, level of satisfaction and publicity channels. In addition, the LCSD has set up an official website and dedicated accounts on Instagram and Xiaohongshu for the HKPCF, and will review the effectiveness of its promotion and fine-tune its publicity strategies from time to time according to the data on audience engagement/responses logged by such dedicated social media accounts.
3. Since the inaugural HKPCF, the LCSD has collaborated with various stakeholders and government departments, 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 overseas, to promote the HKPCF extensively via their networks and platforms. Such work does not involve any additional expenditure on the part of the LCSD. In the future, the LCSD will continue to collaborate with different partners, and explore suitable new channels in different regions to strengthen publicity work.
4. Currently, the Pop Culture Centre is still at the stage of site search. The LCSD will engage in discussion and consultation with various stakeholders and expert advisers on matters related to the Pop Culture Centre, such as its long-term planning, curatorial approach and exhibition contents, with a view to formulating appropriate plans for developing it into a landmark for pop culture and a tourist hotspot.

- End -

CONTROLLING OFFICER'S REPLY

CSTB305

(Question Serial No. 3171)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Matters Requiring Special Attention in 2025-26 that the Government will continue to increase the provision of “Inclusive Park for Pets” in 18 districts in consultation with local community across the territory. Would the Government inform this Committee of the following:

1. Please list, by District Council district, the number of existing “Inclusive Park for Pets”, as well as the anticipated number of additional parks to be provided and the estimated expenditure; and
2. There are views that the location and design of “Inclusive Park for Pets” are not user-friendly, such as the uneven distribution of such parks and a lack of ancillary facilities inside the parks. Has the Department set any basic standards for “Inclusive Park for Pets”, such as the provision of shower facilities? If yes, what are the details? If no, what are the reasons?

Asked by: Hon KOON Ho-ming, Peter Douglas (LegCo internal reference no.: 38)

Reply:

1. At present, there are more than 170 “Inclusive Parks for Pets” under the Leisure and Cultural Services Department (LCSD) in the 18 districts. Please refer to the **Annex** for details. The LCSD takes an open and proactive approach to opening up its venues as “Inclusive Parks for Pets”, and will review public feedback on these parks in due course. If public feedback on “Inclusive Park for Pets” is positive, the LCSD will consider opening up more venues to pets. As the related work is absorbed by the Department’s existing resources and manpower, and the deployment and daily operation are part of the overall operation of the venues, no separate breakdown for “Inclusive Park for Pets” is available.
2. The concept of “Inclusive Park for Pets” is to allow members of the public to bring along their pets to the park or a designated area of the park and share the facilities with other users. Given the mixed views among the public on setting aside new venues as

“Inclusive Parks for Pets” or opening up existing venues to pets, the LCSD has been striving to strike a balance among the public’s various needs, while carefully considering such factors as environmental hygiene, public health and facility management. In addition, the LCSD will consult members of the local community and obtain support from the relevant District Councils before designating a venue as an “Inclusive Park for Pets”. Ancillary facilities such as dog excreta collection bins/dog latrines, hand-washing facilities and drinking fountains will be provided at the venues, where appropriate, to accommodate the needs of pets and their owners.

**“Inclusive Park for Pets” under the LCSD
(as at December 2024)**

| District | Number of “Inclusive Park for Pets” |
|-------------------------|-------------------------------------|
| Hong Kong Island | |
| Central and Western | 14 |
| Eastern | 7 |
| Southern | 12 |
| Wan Chai | 14 |
| Kowloon | |
| Kowloon City | 4 |
| Kwun Tong | 11 |
| Sham Shui Po | 11 |
| Wong Tai Sin | 9 |
| Yau Tsim Mong | 8 |
| New Territories | |
| Islands | 7 |
| Kwai Tsing | 9 |
| North | 8 |
| Sai Kung | 13 |
| Sha Tin | 13 |
| Tai Po | 11 |
| Tsuen Wan | 10 |
| Tuen Mun | 9 |
| Yuen Long | 7 |
| Total | 177 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB306

(Question Serial No. 1756)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

A new Smart Library System being developed by the Leisure and Cultural Services Department will adopt more information and communications technology. What are the expenditure on the research and development of the new system and the annual recurrent expenditure for its operation? Will the operating cost of each library be reduced upon commissioning of the new system (including the savings in manpower after automated upgrades)? Will the new system be rolled out in all public libraries in Hong Kong after the development process has completed? Please provide the names of the libraries that will be upgraded to the new Smart Library System, the planned completion time of upgrading, and the installation and operating costs involved.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 14)

Reply:

A new Smart Library System (the new system) is being developed by the Leisure and Cultural Services Department (LCSD) to replace the existing library systems. As an integrated library system, the new system supports the daily operation of all public libraries, including collection management, borrowing and return of library materials and online electronic resources. The new system will be implemented in phases, with the Digital Resources Management System, the Integrated Library Core System and multi-functional self-service equipment enabled with Radio Frequency Identification technology expected to be rolled out in 2025. Other systems including the event planning and management system and the business intelligence system are expected to commence operation in 2026. The estimated expenditure on the development of the new system is about \$591 million. Upon the implementation of the new system, the recurrent expenditure on the maintenance of computer systems is tentatively estimated to increase by about \$9 million. The LCSD will review the effectiveness of the new system on the overall operation of libraries, allocation of manpower resources and operating costs (including whether a reduction in manpower expenditure can be achieved) after its full implementation.

- End -

CONTROLLING OFFICER'S REPLY

CSTB307

(Question Serial No. 1757)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Please tabulate the estimated expenditures on daily operation and management of the 14 public museums on art, science and history; 2 art spaces and the Hong Kong Film Archive under Programme (3): Heritage and Museums.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 15)

Reply:

The estimated recurrent expenditures (excluding staff salaries) of the 15 museums and 2 art spaces under the Leisure and Cultural Services Department in 2025-26 are tabulated below:

| Museum/Art Space | Estimated Recurrent Expenditure (\$ million) |
|--|---|
| Hong Kong Science Museum and its Hong Kong Space Museum | 121.53 |
| Hong Kong Museum of Art and its Flagstaff House Museum of Tea Ware | 100.54 |
| Hong Kong Museum of History and its Dr Sun Yat-sen Museum, Fireboat Alexander Grantham Exhibition Gallery, Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum | 85.17 |
| Hong Kong Heritage Museum and its Hong Kong Railway Museum and Sheung Yiu Folk Museum | 82.62 |
| Hong Kong Film Archive | 55.30 |
| Chinese Culture Promotion Office and its Hong Kong Museum of the War of Resistance and Coastal Defence | 51.97 |
| Art Promotion Office and its Hong Kong Visual Arts Centre and Oi! | 31.34 |

| Museum/Art Space | Estimated Recurrent Expenditure (\$ million) |
|--|---|
| Intangible Cultural Heritage Office and its Sam Tung Uk Museum | 28.92 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB308

(Question Serial No. 1758)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned under Programme (1) Recreation and Sports that the Department will continue to organise urban sports and parent-child programmes as well as plan to organise new sports programmes. Could the Department provide a list of the names, brief introduction, proposed time of organisation, and estimates of expenditure of the sports activities and parent-child activities planned to be held?

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 16)

Reply:

The Leisure and Cultural Services Department (LCSD) strives to promote "Sport for All" to encourage members of the public of varying age and abilities to take part in recreation and sports activities to develop regular exercise habits. In addition to programmes of various family-friendly traditional sports such as badminton, table tennis and swimming, the LCSD plans to organise around 280 programmes of urban sports (3-on-3 basketball, futsal, sport climbing, breaking, skateboarding, etc.) in the form of training courses, fun days and competitions in 2025-26. The attendance of these programmes is estimated at about 9 800, and their estimated expenditure is around \$1.8 million. The LCSD also plans to organise around 480 parent-child activities (social dance, badminton, table tennis, flying disc, orienteering, etc.) and around 100 promotional activities for new sports (dodgeball, kin-ball, pickleball, tchoukball, etc.), with an estimated attendance of about 20 000 and a total estimated expenditure of around \$2 million.

- End -

CONTROLLING OFFICER'S REPLY

CSTB309

(Question Serial No. 0513)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2024-25, the Leisure and Cultural Services Department organised some large-scale exhibitions, such as the two exhibitions “teamLab: Continuous” and “Science in Art”. Please inform this Committee of the following:

1. What are the project expenditures and repair and maintenance costs of outdoor or indoor art installations and sculptures organised or undertaken by the Government in the past 3 years?
2. Has the Government reviewed the attendances at exhibitions of outdoor installations and sculptures and the relevant revenues in the past 3 years? If yes, what are the details?

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 30)

Reply:

1. From time to time, art installations have been incorporated into outdoor or indoor exhibitions held by museums and art spaces under the Leisure and Cultural Services Department (LCSD), combining various types of media and elements (such as sculptures, mixed media, multimedia and images) to present a holistically rich artistic experience. Since these elements were part of the exhibitions, the LCSD does not maintain a breakdown of the expenditure for them. The expenditures on artefacts and museum exhibitions held by the LCSD from 2022-23 to 2024-25 are tabulated below:

| | 2022-23 (Actual) | 2023-24 (Actual) | 2024-25 (Revised estimate) |
|-------------------------------------|-----------------------------|-----------------------------|---------------------------------------|
| Financial provision (\$ million) | 117.83 | 126.72 | 113.96 |

2. Art installations or sculptures set up in different public places and venues can optimise the living environment and urban space, and allow the general public to engage with and

appreciate artworks in public spaces for free. The LCSD does not maintain the visitor figures in that regard.

- End -

CONTROLLING OFFICER'S REPLY

CSTB310

(Question Serial No. 0514)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In 2025-26, the estimate for this programme will increase by 9.7%, with the target of “attendance at museums” being revised from 3.5 million to 6.5 million as from 2025. Please inform this Committee of the following:

1. What are the attendance figures and expenditures of the 15 museums and 2 art spaces under the Leisure and Cultural Services Department in the past 3 years?
2. Other than exhibition halls and exhibition galleries, what are the usage rates of such facilities as lecture halls, activity rooms and theatres of the museums in the past 3 years?
3. Has the Government examined any means to reduce the operating costs of museums with high expenditures and low attendances? If yes, what are the details?

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 31)

Reply:

1. The attendance figures and recurrent expenditures (excluding staff salaries) of the 15 museums and 2 art spaces under the Leisure and Cultural Services Department (LCSD) in the past 3 years are set out at **Annex I** and **Annex II** respectively.
2. Other than exhibition halls and exhibition galleries, the average usage rates of such facilities as lecture halls, activity rooms and theatres of the museums under the LCSD from 2022-23 to 2024-25 are 76.2%, 77.3% and 73.3% respectively.
3. Following the society's full return to normalcy after the COVID-19 epidemic, the attendance at museums under the LCSD has increased by around 18% from around 6.35 million in 2023 to nearly 7.5 million in 2024. Attendances at individual museums can be affected by a variety of factors, including location, area, collection, and the theme and duration of exhibition. The 15 museums and 2 art spaces under the LCSD differ in focus and theme, offering visitors a rich cultural experience. The LCSD will continue to review its priorities in resource allocation, and strive for more cost-effective

services by reducing operating costs through consolidating resources, streamlining procedures and leveraging technology.

**Attendances of Museums and Art Spaces
under the Leisure and Cultural Services Department from 2022-23 to 2024-25**

| Museum/Art Space | | 2022-23 | 2023-24 | 2024-25⁽¹⁾ |
|-------------------------|--|--------------------------------|------------------|------------------------------|
| 1 | Hong Kong Museum of Art | 583 537 | 1 558 365 | 1 572 300 |
| 2 | Hong Kong Museum of History ⁽²⁾ | 325 248 | 586 073 | 823 892 |
| 3 | Hong Kong Heritage Museum | 450 561 | 766 916 | 634 648 |
| 4 | Hong Kong Science Museum | 1 101 143 | 1 351 783 | 1 414 180 |
| 5 | Hong Kong Space Museum | 608 456 | 1 022 633 | 965 682 |
| 6 | Hong Kong Museum of the War of Resistance and Coastal Defence ⁽³⁾ | 84 953 ⁽⁴⁾ | 168 016 | 143 210 |
| 7 | Dr Sun Yat-sen Museum | 68 747 | 89 656 | 9 007 ⁽⁵⁾ |
| 8 | Fireboat Alexander Grantham Exhibition Gallery | 63 511 | 62 275 | 55 298 |
| 9 | Flagstaff House Museum of Tea Ware | 78 135 | 94 888 | 86 370 |
| 10 | Hong Kong Railway Museum | 168 518 | 246 098 | 206 270 |
| 11 | Law Uk Folk Museum | 9 331 | 18 260 | 12 306 |
| 12 | Lei Cheng Uk Han Tomb Museum | 21 845 | 29 191 | 24 009 |
| 13 | Sam Tung Uk Museum | 57 387 | 103 718 | 127 757 |
| 14 | Sheung Yiu Folk Museum | 17 380 ⁽⁶⁾ | 37 273 | 30 371 |
| 15 | Hong Kong Visual Arts Centre | 44 147 | 49 706 | 47 583 |
| 16 | Oi! | 623 175 ⁽⁷⁾ | 719 109 | 815 588 |
| 17 | Hong Kong Film Archive | 64 354 | 96 407 | 87 697 |
| Total | | 4 370 428⁽⁸⁾ | 7 000 367 | 7 056 168 |

Notes

- (1) As at 28 February 2025.
- (2) The permanent exhibition has been temporarily closed for revamp since 19 October 2020. The first phase was launched since 27 November 2024.
- (3) The Hong Kong Museum of Coastal Defence was converted into the Hong Kong Museum of the War of Resistance and Coastal Defence on 3 September 2024.
- (4) The Hong Kong Museum of Coastal Defence was temporarily closed from 17 September 2018 to 23 November 2022 for major repair and renovation.
- (5) Temporarily closed from 1 May 2024 for upgrading the permanent exhibition galleries to enhance the design and presentation, as well as for maintenance and renovation works.
- (6) Temporarily closed from 1 December 2021 to 22 December 2022 for repair.

- (7) It 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 2022-23 to 2024-25

| Museum/Art Space | | 2022-23 (Actual Expenditure) (\$ million) | 2023-24 (Actual Expenditure) (\$ million) | 2024-25 (Revised Estimate) (\$ million) |
|-------------------------|---|--|--|--|
| 1 | Hong Kong Museum of Art and its Flagstaff House Museum of Tea Ware | 133.99 | 107.50 | 114.16 |
| 2 | Hong Kong Museum of History and its Dr Sun Yat-sen Museum, Fireboat Alexander Grantham Exhibition Gallery, Hong Kong Museum of the War of Resistance and Coastal Defence, Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum | 121.45 | 112.30 | 119.26 |
| 3 | Hong Kong Heritage Museum and its Hong Kong Railway Museum and Sheung Yiu Folk Museum | 84.54 | 82.10 | 91.61 |
| 4 | Hong Kong Science Museum and its Hong Kong Space Museum | 142.72 | 157.84 | 132.75 |
| 5 | Intangible Cultural Heritage Office and its Sam Tung Uk Museum | 21.98 | 19.60 | 22.04 |
| 6 | Art Promotion Office and its Hong Kong Visual Arts Centre and Oi! | 47.71 | 69.01 | 49.67 |
| 7 | Hong Kong Film Archive | 57.65 | 52.02 | 61.43 |

- End -

CONTROLLING OFFICER'S REPLY

CSTB311

(Question Serial No. 0804)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department provides 3 “self-service library stations”, 1 each on Hong Kong Island, in Kowloon and in the New Territories, rendering round-the-clock services such as borrowing, return, payment and pickup of reserved library materials. In this connection, would the Government inform this Committee of the following:

1. What was the usage of these self-service library stations in terms of borrowing, return, payment and pickup of reserved library materials in each of the past 3 years?
2. What was the expenditure for operating self-service library stations in each of the past 3 years?
3. What measures are in place to promote the services of self-service library stations?
4. Whether the Government has conducted reviews on the effectiveness of self-service library stations? If yes, what are the details?
5. Whether the Government plans to increase the number of self-service library stations? If yes, what are the details?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 14)

Reply:

1. The Leisure and Cultural Services Department (LCSD) provides self-service library stations, 1 each on Hong Kong Island (Island East Sports Centre Sitting-out Area), in Kowloon (Hong Kong Cultural Centre) and in the New Territories (Tsuen Nam Road, Tai Wai) at convenient locations with heavier pedestrian flow but far from existing libraries, rendering round-the-clock services such as borrowing, return, payment and pickup of reserved library materials. The usage of the 3 self-service library stations from 2022 to 2024 is tabulated below:

Hong Kong Island

| Usage (number of)/Year | 2022 | 2023 | 2024 |
|-------------------------------|---------------|---------------|---------------|
| Loans | 16 382 | 8 454 | 10 624 |
| Returns | 39 570 | 38 361 | 45 964 |
| Payments | 4 197 | 2 455 | 2 398 |
| Pickups of Reserved Materials | 5 978 | 3 151 | 3 514 |
| Total | 66 127 | 52 421 | 62 500 |

Kowloon

| Usage (number of)/Year | 2022 | 2023 | 2024 |
|-------------------------------|---------------|---------------|--------------|
| Loans | 11 336 | 4 539 | 2 679 |
| Returns | 12 586 | 7 190 | 4 663 |
| Payments | 2 539 | 1 104 | 417 |
| Pickups of Reserved Materials | 4 305 | 1 490 | 567 |
| Total | 30 766 | 14 323 | 8 326 |

New Territories

| Usage (number of)/Year | 2022 | 2023 | 2024 |
|-------------------------------|---------------|---------------|---------------|
| Loans | 18 305 | 10 204 | 6 045 |
| Returns | 68 407 | 78 033 | 70 672 |
| Payments | 5 709 | 5 442 | 1 992 |
| Pickups of Reserved Materials | 7 281 | 6 309 | 2 466 |
| Total | 99 702 | 99 988 | 81 175 |

Note:

Enhancement works were carried out in phases at the 3 self-service library stations between October 2023 and October 2024, during which only returning services were provided.

2. The annual operating expenditure of the 3 library stations in 2022-23, 2023-24 and 2024-25 (up to February 2025) were \$6.38 million, \$5.87 million and \$5.52 million respectively.
3. The LCSD has put in place different measures to promote the services of self-service library stations, including arranging service ambassadors to assist the public in using the services and equipment at self-service library stations and distributing promotional pamphlets in libraries and showing promotional videos on the website and social media platforms of the Hong Kong Public Libraries, to attract more members of the public to make use of self-service library stations.
4. Since the commencement of operation of self-service library stations, the LCSD has been collecting usage data for analysing the utilisation of various library stations and has conducted opinion surveys to collect views from the public. Generally speaking, the services provided by self-service library stations have been well-received by the public.
5. To enhance the overall library services, the LCSD is now developing a Smart Library System (SLS), which includes a full application of radio frequency identification (RFID)

technology to enable the development of more diversified and user-friendly self-service facilities. Besides providing new-generation self-borrowing and returning equipment in libraries, the LCSD will also provide book drops and smart book pick-up lockers outside libraries where feasible, so that members of the public can return books and pick up reserved materials in a self-service manner beyond library opening hours. Upon commissioning of the SLS, the LCSD will review the overall operation of libraries and the provision of self-service, including the need of providing additional self-service library stations.

- End -

CONTROLLING OFFICER'S REPLY

CSTB312

(Question Serial No. 0805)

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 (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Hong Kong served as the host city of the 4th Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival (Festival) in 2024. In this connection, would the Government inform this Committee of the following:

1. What are the total amount and breakdown of the expenditure (including but not limited to expenditures on planning the opening programme, supporting the co-production of touring programmes, guest reception, programme promotion and publicity campaigns) for hosting the Festival?
2. How many local and Mainland arts workers/groups have participated respectively in the Festival as a whole, and how many of them have participated respectively in activities held in Hong Kong?
3. What measures has the Government taken to promote the Festival to local, Mainland and overseas people and attract them to the activities of the Festival held in Hong Kong?
4. What are the respective numbers of local, Mainland and overseas attendees of performances or activities held in Hong Kong during the Festival?
5. What is the Government's assessment of the effectiveness of hosting the Festival in promoting local culture and arts to other parts of the GBA and helping local culture and arts groups to open up markets in the GBA?
6. What is the Government's estimated expenditure for participating in the 5th Festival?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 15)

Reply:

1. The 4th Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival (Festival) was hosted by Hong Kong, which served as the host city for the first time. The expenditure was around \$20 million, of which \$17 million was used for planning and organising the opening programme, supporting the co-production of touring programmes by arts groups of Hong Kong and other GBA cities during the Festival and related expenses, while \$3 million was used for programme promotion and publicity campaigns.
2. Over 14 000 local and Mainland arts practitioners have participated in the Festival as a whole, and around 3 800 of them have participated in activities held in Hong Kong.
3. Apart from widely promoting the Festival in Hong Kong through different channels such as media coverage, large-scale outdoor displays and LED wall advertisements, websites and social media, the Leisure and Cultural Services Department (LCSD) has also collaborated closely with the Hong Kong Tourism Board (HKTB) and the tourism industry in various ways, including actively promoting the Festival to Mainland and overseas tourists through the HKTB's network and platforms. In addition, the LCSD has promoted the Festival in other GBA cities through the Hong Kong Economic and Trade Office in Guangdong to attract Mainland tourists to the activities held in Hong Kong.
4. The performances or activities held in Hong Kong during the Festival attracted an attendance of more than 980 000, with around 10% of them being Mainland and overseas tourists according to the audience survey.
5. The Festival has proved to be highly effective in promoting Hong Kong culture and arts to other GBA cities and helping Hong Kong's culture and arts groups to open up markets in the GBA. The LCSD organised and co-ordinated more than 770 live performances and cultural exchange activities that were held in Hong Kong and other GBA cities concurrently, and attracted over 2.16 million participants, as well as rolled out more than 70 online programmes with a viewership of over 46 million. The Festival has brought together over 14 000 local and Mainland cultural and arts practitioners.
6. The 5th Festival will be hosted by another GBA city, and the LCSD will participate in it using existing resources.

- End -

CONTROLLING OFFICER'S REPLY

CSTB313

(Question Serial No. 0807)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Leisure and Cultural Services Department (LCSD) is committed to promoting the development of diversified sports activities. Regarding the promotion of new sports, would the Government inform this Committee of the following:

1. Over the past 3 years, did the LCSD organise any training courses or programmes related to new sports? If yes, what were the number of courses or programmes held each year, the sports involved, the number of participants and the expenditure involved? If no, what are the reasons? Will the LCSD consider organising such training courses or programmes in the future?
2. Please list, by each new sport, the number of applications received and approved under the "Subvention Scheme for New Sports", the amount of subvention granted, the number of activities organised and the number of participants in each of the past 3 years;
3. Please list, by each new sport, the number of hours booked at each of the selected sports centres under the "Trial Scheme on Opening up the Arena of Selected Sports Centres for Booking by Individuals for New Sports Activities" in each of the past 3 years; and
4. Apart from the above, what measures will be taken to enhance public understanding of and participation in new sports, as well as to support sports organisations for the promotion of new sports?

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 16)

Reply:

1. 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. The LCSD has been providing subvention to eligible sports organisations on a project basis under the "Pilot Scheme on Subvention for New Sports" (the Pilot Scheme) over the past 3 years, in a bid to support and promote the development of new sports. In view of the increasing

popularity of new sports in recent years, the LCSD has planned to organise about 100 promotional activities on new sports in the community in 2025-26.

2. The LCSD launched the Pilot Scheme in May 2021. Details of the subvention under the Pilot Scheme from 2022-23 to 2024-25 are tabulated below:

| Year | Number of Applications Received | Number of Applications Approved | Total Amount of Subvention | Number of New Sports Activities Held | Attendance |
|---------|---------------------------------|---------------------------------|----------------------------|--------------------------------------|-------------------------|
| 2022-23 | 33 | 18 | About \$1.64 million | 157 | 5 793 |
| 2023-24 | 25 | 21 | About \$2.1 million | 246 | 8 659 |
| 2024-25 | 31 | 20 | About \$2.5 million | About 310 (Estimate) | About 13 000 (Estimate) |

3. The number of hours booked at sports venues under the “Trial Scheme on Opening up the Arena of Selected Sports Centres for Booking by Individuals for New Sports Activities” (the Trial Scheme) from 2022-23 to 2024-25 are tabulated below:

| Year | Dodgeball | Dodgebee | Kin-ball | Korfball | Pickleball | Tchoukball | Total Number of Hours Booked |
|-------------------------------------|-----------|----------|----------|----------|------------|------------|------------------------------|
| 2022-23 | 6 | 3 | 23 | 0 | 54 | 6 | 92 |
| 2023-24 | 55 | 31 | 35 | 26 | 567 | 6 | 720 |
| 2024-25 (Up to 28 February 2025) | 81 | 4 | 52 | 58 | 3 884 | 14 | 4 093 |

4. To promote and raise the awareness of new sports in the community, the LCSD has been sharing short videos and posts on its social media platforms about subvented new sports, such as tchoukball, standup paddle, pickleball, molkky, kin-ball, kyudo, sport stacking, kabaddi and dodgeball. In addition, videos and posts on subvented new sports, including cheerleading, kurash and health qigong, have been uploaded onto 101 Academy on the LCSD Edutainment Channel.

To further promote new sports and support their long-term development, the LCSD has regularised the Pilot Scheme and renamed it as “Subvention Scheme for New Sports” starting from 2025-26, with an earmarked subvention totalling \$5 million annually. The maximum amount of subvention granted to each eligible sports organisation will be raised from \$180,000 in 2024-25 to \$200,000 in 2025-26, or 85% of the total eligible expenditure of individual projects, whichever is lower.

In addition, starting from 15 January 2025, the time slots available for booking under the Trial Scheme have been extended from non-peak hours to cover all hours of the day,

and the number of sports centres arenas available for booking has been increased from 6 to 12. Starting from the same day, the LCSD has also opened, on a trial basis, 7 non-fee charging outdoor hard-surface badminton courts for members of the public to play pickleball.

- End -

CONTROLLING OFFICER'S REPLY

CSTB314

(Question Serial No. 3072)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Matters Requiring Special Attention in 2025-26 that the Government will continue to substantially increase the number of football pitches meeting international standards and expedite the replacement of artificial turf on football pitches by implementing a plan on upgrading football pitches over the 5 years from 2021-22 onwards. In this connection, would the Government inform this Committee of the following:

1. the respective numbers of 5-a-side and 11-a-side football pitches currently meeting international standards, broken down by District Council district;
2. the expenditure on the refurbishment of existing football pitches in each of the past 4 years and the estimated expenditure this year;
3. the names of the football pitches refurbished and details of the refurbishment works conducted in each of the past 4 years, and the names of the football pitches to be refurbished and details of the refurbishment works to be conducted this year, broken down by District Council district; and
4. the respective numbers of additional 5-a-side, 7-a-side and 11-a-side football pitches constructed by the Government and the expenditure involved in each of the past 4 years; and any plans by the Government to construct football pitches this year and the estimated expenditure.

Asked by: Hon LEE Tsz-king, Dominic (LegCo internal reference no.: 39)

Reply:

1. The two forms of competition currently recognised by the Fédération Internationale de Football Association (FIFA) are 11-a-side football and futsal. There are 61 11-a-side natural or artificial turf football pitches and 95 outdoor 5-a-side hard-surface football pitches managed by the Leisure and Cultural Services Department (LCSD), 59 and 83 of which respectively meet the FIFA's standards for sizes. For details, please refer to **Annex I**.

2. A list of the expenditure/estimated expenditure on the refurbishment of existing football pitches under the five-year plan for upgrading football pitches (five-year plan) from 2021-22 to 2025-26 is as follows:

| Financial year | Expenditure |
|----------------|------------------------------------|
| 2021-22 | \$5 million |
| 2022-23 | \$25 million |
| 2023-24 | \$75 million |
| 2024-25 | \$41 million (Revised estimate) |
| 2025-26 | \$86 million (Estimate) |

3. The projects completed, commenced and about to commence between 2021-22 and 2025-26 under the five-year plan are set out at **Annex II**.
4. The construction/reprovisioning projects of football pitches taken place in the past 4 years and those under planning are set out at **Annex III**.

**Number of 11-a-side turf football pitches and 5-a-side hard-surface football pitches
meeting international standards for size
under the Leisure and Cultural Services Department
(as at 28 February 2025)**

| District Council District | 11-a-side turf football pitch | 5-a-side hard-surface football pitch |
|--------------------------------------|--------------------------------------|---|
| Central and Western | 0 | 2 |
| Eastern | 1 | 5 |
| Southern | 3 | 6 |
| Wan Chai | 8 | 1 |
| Kowloon City | 6 | 3 |
| Kwun Tong | 3 | 12 |
| Sham Shui Po | 4 | 2 |
| Wong Tai Sin | 7 | 5 |
| Yau Tsim Mong | 2 | 0 |
| Islands | 0 | 4 |
| Kwai Tsing | 3 | 13 |
| North | 3 | 7 |
| Sai Kung | 3 | 3 |
| Sha Tin | 5 | 5 |
| Tai Po | 3 | 2 |
| Tsuen Wan | 2 | 4 |
| Tuen Mun | 3 | 3 |
| Yuen Long | 3 | 6 |
| Total | 59 | 83 |

**Completed improvement works projects
under the five-year plan for upgrading football pitches (9 projects)
(2021-22)**

| District | Name | Type of original pitch (5/7/11-a-side) | Type of pitch after conversion (5/7/11-a-side) |
|-----------------|-----------------------------|---|---|
| Southern | Tin Wan Estate Playground | 7-a-side | 5-a-side |
| Kwun Tong | Yau Tong Road Playground | 7-a-side | 5-a-side |
| | Sau Nga Road Playground | 5-a-side | 5-a-side [@] |
| Sha Tin | San Mei Street Playground | 5-a-side | 5-a-side [@] |
| Islands | Cheung Chau Sports Ground | 7-a-side | 5-a-side [*] /7-a-side |
| North | Kwu Tung Grass Soccer Pitch | 11-a-side | 11-a-side [#] |
| | Luen Wo Hui Playground | 7-a-side | 5-a-side |
| Kwai Tsing | Ching Hong Road Playground | 7-a-side | 5-a-side |
| Tuen Mun | Tin Ha Road Playground | 7-a-side | 5-a-side |

[@] Resurfacing works

^{*} Provision of additional line-markings for a 5-a-side football pitch

[#] Expansion into an 11-a-side football pitch meeting the standards

**Completed improvement works projects
under the five-year plan for upgrading football pitches (16 projects)
(2022-23)**

| District | Name | Type of original pitch (5/7/11-a-side) | Type of pitch after conversion (5/7/11-a-side) |
|-----------------|---|---|---|
| Southern | Wong Chuk Hang Recreation Ground (Pitches no. 1 and 4) | 7-a-side | 5-a-side |
| | Ap Lei Chau Bridge Road Playground | 7-a-side | 5-a-side |
| | Ap Lei Chau Park | 7-a-side | 5-a-side*/ 7-a-side |
| Eastern | Heng Fa Chuen Playground | 7-a-side | 5-a-side |
| Wan Chai | Moreton Terrace Temporary Playground | 7-a-side | 5-a-side |
| Kwun Tong | Sam Ka Tsuen Recreation Ground | 5-a-side | 5-a-side@ |
| | Ngau Tau Kok Park | 7-a-side | 5-a-side*/ 7-a-side |
| | Hong Ning Road Park | 7-a-side | 5-a-side |
| Wong Tai Sin | Tsz Wan Shan Estate Service Reservoir Playground | 7-a-side | 5-a-side*/ 7-a-side |
| | Muk Lun Street Playground | 7-a-side | 5-a-side |
| Sai Kung | Sha Kok Mei Playground and Garden | 7-a-side | 5-a-side*/ 7-a-side |
| Islands | Tung Chung North Park | 7-a-side | 5-a-side |
| North | Wo Muk Road Playground | 7-a-side | 5-a-side |
| Yuen Long | Shek Po Tsuen Playground | 7-a-side | 5-a-side |
| Kwai Tsing | Liu To Road Playground | 5-a-side | 5-a-side@ |
| Tuen Mun | Tsing Wah Soccer Pitch | 7-a-side | 5-a-side |

* Provision of additional line-markings for a 5-a-side football pitch

@ Resurfacing works

**Completed improvement works projects
under the five-year plan for upgrading football pitches (19 projects)
(2023-24)**

| District | Name | Type of original pitch (5/7/11-a-side) | Type of pitch after conversion (5/7/11-a-side) |
|---------------------|--|---|---|
| Central and Western | Sun Yat Sen Memorial Park | 7-a-side | 7-a-side** |
| Southern | Hong Fu Playground | 7-a-side | 5-a-side |
| Wan Chai | Happy Valley Recreation Ground (Pitch no. 6) | 11-a-side | 11-a-side** |
| Eastern | Hing Wah Estate Playground No. 1 | 7-a-side | 5-a-side |
| | Chai Wan Park (Pitch no. 1) | 7-a-side | 5-a-side*/ 7-a-side |
| Wong Tai Sin | Po Kong Village Road Park (Pitches no. 1 and 2) | 11-a-side | 11-a-side** |
| Yau Tsim Mong | Anchor Street Playground | 7-a-side | 5-a-side*/ 7-a-side |
| Sham Shui Po | Fa Hui Park | 7-a-side | 5-a-side |
| | Lai Chi Kok Park | 7-a-side | 5-a-side*/ 7-a-side |
| Sha Tin | Hin Tin Playground | 11-a-side | 11-a-side ⁺ |
| | Yuen Wo Playground | 7-a-side | 5-a-side |
| | Hung Mui Kuk Road Playground | 5-a-side | 5-a-side@ |
| Sai Kung | Po Hong Park | 7-a-side | 5-a-side |
| North | On Lok Tsuen Playground | 7-a-side | 5-a-side |
| Yuen Long | Tin Sau Road Park | 7-a-side | 5-a-side*/ 7-a-side |
| Kwai Tsing | Yip Shing Street Playground | 5-a-side | 5-a-side@ |
| | Kwai Chung Sports Ground (Pitch no. 2) | 7-a-side | 5-a-side |
| | Lai King Soccer Pitch | 5-a-side | 5-a-side@ |
| Tuen Mun | Wu Shan Recreation Playground | 11-a-side | 11-a-side** |

** Replacement of artificial turf systems

* Provision of additional line-markings for a 5-a-side football pitch

+ Conversion into an 11-a-side artificial turf football pitch meeting the standards

@ Resurfacing works

**Completed improvement works projects
under the five-year plan for upgrading football pitches (10 projects)
(2024-25)**

| District | Name | Type of original pitch (5/7/11-a-side) | Type of pitch after conversion (5/7/11-a-side) |
|-----------------|--------------------------------|---|---|
| Kwun Tong | Hiu Ming Street Playground | 7-a-side | 5-a-side |
| | Kwun Tong Recreation Ground | 7-a-side | 5-a-side* / 7-a-side |
| | Kowloon Bay Playground | 7-a-side | 5-a-side |
| Wong Tai Sin | Morse Park (Pitch no.3) | 11-a-side | 11-a-side** |
| Sha Tin | Ngau Pei Sha Street Playground | 7-a-side | 5-a-side* / 7-a-side |
| Tai Po | Tai Po Tau Playground | 7-a-side | 5-a-side |
| North | Pak Wo Road Playground | 7-a-side | 5-a-side |
| Yuen Long | Tin Yip Road Park | 11-a-side | 11-a-side** |
| Tuen Mun | San Hui Playground | 7-a-side | 5-a-side* / 7-a-side |
| | Nai Wai Soccer Pitch | 7-a-side | 5-a-side* / 7-a-side |

* Provision of additional line-markings for a 5-a-side football pitch

** Replacement of artificial turf systems

**Improvement works projects commenced/about to commence
under the five-year plan for upgrading football pitches (9 projects)
(2025-26)**

| District | Name | Type of existing pitch (5/7/11-a-side) | Type of converted pitch (5/7/11-a-side) |
|---|----------------------------------|---|--|
| Works projects commenced | | | |
| Eastern | Quarry Bay Park (Pitch no. 2) | 7-a-side | 7-a-side** |
| Kwun Tong | Kowloon Bay Park | 11-a-side | 11-a-side** |
| Kowloon City | Carpenter Road Park | 7-a-side | 5-a-side* / 7-a-side |
| Central and Western | Pok Fu Lam Road Playground | 7-a-side | 5-a-side |
| Yuen Long | Shui Pin Tsuen Playground | 7-a-side | 5-a-side |
| Works projects about to commence | | | |
| Kwun Tong | Shun Lee Tsuen Playground | 5-a-side | 5-a-side@ |
| Kwun Tong | Shun Lee Tsuen Playground | 7-a-side | 7-a-side** |
| Sham Shui Po | Wai Chi Street Playground | 7-a-side | 5-a-side |
| Kowloon City | Junction Road Park | 7-a-side | 5-a-side* / 7-a-side |

** Replacement of artificial turf systems

* Provision of additional line-markings for a 5-a-side football pitch

@ Resurfacing works

**The construction/reprovisioning projects of football pitches#
taken place in the past 4 years and those under planning**

| Project | Football pitch(es) | Project completion year/progress |
|---|--|---|
| Improvement of Hoi Bun Road Park and Adjacent Area | 1 new 5-a-side football pitch | 2021 |
| District Open Space Adjoining San Po Kong Public Housing Development | 2 new 5-a-side football pitches | 2021 |
| Reprovisioning of Tsun Yip Street Playground Facilities to Hong Ning Road Park and Ngau Tau Kok Fresh Water Service Reservoir | 1 reprovisioned 7-a-side football pitch | 2021 |
| Improvement of Lam Wah Street Playground and Adjacent Area | 1 new 5-a-side football pitch | 2022 |
| Sports Centre, 5-a-side Soccer Pitch and Public Library Facilities at Northwest Kowloon Reclamation Site 6, Sham Shui Po | 1 reprovisioned 5-a-side football pitch | 2022 |
| Sports Centre, Community Hall and Football Pitches in Area 1, Tai Po | 2 new 7-a-side football pitches | 2022 |
| Open Space at Hoi Fan Road, Tai Kok Tsui | 1 new 7-a-side football pitch | Under construction |
| District Open Space, Sports Centre and Public Vehicle Park at Sze Mei Street | 1 reprovisioned 7-a-side cum 5-a-side football pitch | Under construction |
| Construction of Playground at Open Space in Area 6, Tuen Mun | 1 new 7-a-side football pitch cum 2 new 5-a-side football pitches | Under construction |
| Quarry Park in Anderson Road Quarry | 2 new 5-a-side football pitches | Under construction |
| Amenity Complex in Area 103, Ma On Shan | 1 new 5-a-side football pitch | Under construction |

| Project | Football pitch(es) | Project completion year/progress |
|--|---|---|
| Reprovisioning of Portion of Ma Chai Hang Recreation Ground (a Shatin to Central Link Project) | 1 reprovisioned 11-a-side football pitch | Under construction |
| Development of New Campus of Vocational Training Council at Kowloon East (Cha Kwo Ling) | 2 reprovisioned 5-a-side football pitches | Under construction |
| Hoi Ting Road Joint User Complex | 2 new 5-a-side football pitches | Under planning |

The expenditure on construction of the pitches forms part of the project estimate, a breakdown of which is not available.

- End -

CONTROLLING OFFICER'S REPLY

CSTB315

(Question Serial No. 3918)

Head: (95) Leisure and Cultural Services Department

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

Programme: (3) Heritage and Museums, (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Supplement to the 2024 Policy Address sets out a number of items of specific work on promoting patriotic education. Please list the detailed plan, progress and estimated expenditure of each of the following tasks for promoting Chinese culture:

1. Continue to organise the Chinese Culture Festival in 2025 and establish it into an annual signature event in order to enhance national identity and cultural confidence of the public; and
2. Develop a mechanism and criteria in 2025 for recognising the bearers of the items on the Representative List of the Intangible Cultural Heritage of Hong Kong, and launch the Hong Kong Intangible Cultural Heritage Month to promote the safeguarding and passing on of intangible cultural heritage and deepen the public's understanding of such.

Asked by: Hon LEE Wai-king, Starry (LegCo internal reference no.: 3)

Reply:

1. The Chinese Culture Promotion Office under the Leisure and Cultural Services Department (LCSD) will once again organise the Chinese Culture Festival (CCF) from June to September 2025, and establish it into an annual signature event. The second edition of the CCF will present about 280 performances and activities, including the "Chinese Opera Festival", outstanding local works recognised by the China National Arts Fund, a diverse array of cultural programmes and activities (such as music, dance, drama and multi-arts stage performances, films, exhibitions, talks, meet-the-artists sessions and masterclasses) organised in collaboration with arts and cultural groups, as well as a carnival and the "Chinese Culture for All: A Special Performance Series", both of which are suitable for young people. All these activities will work together to promote the Chinese culture in a more holistic and multi-faceted manner. The expenditure involved will be subsumed under the \$20 million earmarked by the LCSD and its existing resources.

2. By making reference to the *Measures for Designation and Administration of National Intangible Cultural Heritage Bearers* endorsed by the Ministry of Culture and Tourism in 2019 and put into implementation in 2020, the Intangible Cultural Heritage (ICH) Office under the LCSD plans to develop a mechanism and criteria in 2025 for recognising the bearers of the items on the Representative List of the ICH of Hong Kong. In support of the Cultural and Natural Heritage Day designated by the nation in June each year, the LCSD will present the “Hong Kong ICH Month” in June annually starting from 2025. The inaugural edition will be launched in June this year on the theme of “ICH Around Town”, featuring an array of activities including ICH highlight tours, carnivals, fun days, exhibitions, dialogues and exchanges with ICH bearers, seminars, talks, field trips and workshops, which serve to facilitate the safeguarding and passing on of ICH, and promote unique and diverse ICH items to the public and tourists. The inaugural “Hong Kong ICH Month” will present around 40 activities with an estimated expenditure of about \$6 million.

- End -

CONTROLLING OFFICER'S REPLY**CSTB316****(Question Serial No. 2121)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): ()Programme: (2) Horticulture and AmenitiesControlling Officer: Director of Leisure and Cultural Services (Manda CHAN)Director of Bureau: Secretary for Culture, Sports and TourismQuestion:

Regarding maintaining plants in public parks and roadside amenity areas, would the Government inform this Committee of the following:

1. What is the expenditure involved? Please also provide the quantities of plants by type;
2. Regarding the cherry blossoms planted, what are their current distribution and varieties? Are there any statistics available on the number of visitors from home and abroad?
3. Has the Government assessed the adaptability of various cherry blossom varieties in Hong Kong? Which varieties are deemed more suitable for planting and viewing locally? Will the Government further expand the programme? If yes, what are the details? If no, what are the reasons?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 139)Reply:

1. The statistics on the plants being planted in leisure venues and roadside landscaped areas under the Leisure and Cultural Services Department (LCSD) in the past 3 years are tabulated below:

| Year | Trees | Shrubs | Herbs | Expenditure |
|--|-------|-----------|---------|-----------------|
| 2022-23 ^{Note} | 668 | 1 663 773 | 424 379 | \$53.24 million |
| 2023-24 | 2 450 | 1 397 307 | 427 377 | \$41.99 million |
| 2024-25 (As at 31 December 2024) | 3 020 | 1 437 535 | 863 869 | \$38.39 million |

Note: Due to the epidemic, fewer plants were planted in 2022-23. Expenditures increased due to higher costs.

2. The LCSD does not keep the statistics on the number of visitors from home and abroad. The major locations and varieties of cherry blossoms planted by the LCSD are tabulated below.

| Variety | Location |
|-------------------------|--|
| Bell-flowers Cherry | Hong Kong Velodrome Park Yuen Shin Park Quarry Bay Park Quarry Bay Promenade Lion Rock Park Hong Kong Zoological and Botanical Gardens Victoria Peak Garden Cherry Street Park Lai Chi Kok Park Ngong Ping Piazza Kai Tak Sky Garden Tai Po Waterfront Park |
| Guangzhou Cherry | Tai Po Waterfront Park Victoria Peak Garden Hong Kong Velodrome Park Ap Lei Chau Waterfront Promenade |
| Fuji Cherry | Tai Po Waterfront Park Hong Kong Velodrome Park On King Street Park Lai Chi Kok Park |
| Yoshino Cherry | Hong Kong Velodrome Park On King Street Park Lai Chi Kok Park |
| Double-flowering Cherry | Tai Po Waterfront Park Hong Kong Velodrome Park Ap Lei Chau Waterfront Promenade |
| Kawazu Cherry | Hang Ming Street Sitting-out Area Lai Chi Kok Park |

3. Hong Kong has a subtropical climate characterised by relatively high temperatures and humidity. Cherry blossoms, however, have specific environmental requirements, including air permeability and drainage of soil, local microclimates (such as exposure to wind and saline sea breezes), sunlight duration, and cool temperature ranges. As a result, only a few heat-tolerant varieties (such as Bell-flowers Cherry, Yoshino Cherry, and Kawazu Cherry) are currently able to adapt to the growing conditions in certain areas of Hong Kong. As the LCSD has only recently begun planting cherry blossoms, it is still monitoring how different varieties adapt to local conditions. The LCSD will take environmental suitability into consideration and proceed with the planting of cherry blossoms cautiously in accordance with the principle of “Right Plant Right Place” advocated by the Development Bureau.

- End -

CONTROLLING OFFICER'S REPLY

CSTB317

(Question Serial No. 3451)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Previously, there have been occasions of full or partial closure of the public swimming pool complexes under the Leisure and Cultural Services Department (LCSD) in various districts due to inadequate lifeguards on duty. In this connection, would the Government inform this Committee of the following:

1. How many days of full or partial closure of public swimming pools throughout the territory were there in the past 3 years due to inadequate lifeguards? (Please provide a breakdown by district and swimming pool.)
2. How many public swimming pool facilities had to be closed for over 3 days in the past year due to staff shortage?
3. What were the 3 public swimming pool facilities that had been closed for the longest durations in the past year? To which public swimming pools did they belong?
4. There has been an increasing demand for lifeguards as new public swimming pools are gradually commencing operation in recent years. However, certain pool facilities were unavailable on the first day of opening of the pool due to staff shortage. How does the LCSD address the problem of inadequate lifeguards, which resulted in facility closure and, in turn, wastage of public resources?
5. The LCSD provides annual subvention of over \$540,000 to Hong Kong China Life Saving Society (HKCLSS). Will the provision of additional subvention enable the HKCLSS to assist in increasing the supply of lifeguards at public swimming pools?

Asked by: Hon LEUNG Hei, Edward (LegCo internal reference no.: 22)

Reply:

1. The numbers of days on which public swimming pools under the Leisure and Cultural Services Department (LCSD) were opened in the past 3 years are set out at Annex. There had been no full closure of public swimming pools due to inadequate number of lifeguards.
2. & 3. 67 facilities in public swimming pools were closed for more than 3 days due to inadequate number of lifeguards in the past year. Among those facilities, the 3 that had been closed for the longest durations were the diving pool of Tuen Mun Swimming Pool, the water slides of The Jockey Club Yan Oi Tong Swimming Pool and the diving pool of Chai Wan Swimming Pool.
4. In recent years, the LCSD has been facing numerous challenges in the recruitment of seasonal lifeguards. The ever-increasing number of local private swimming pools also means that the demand for lifeguards in the labour market has been on the rise. In view of this, the LCSD will upgrade the remuneration package of seasonal lifeguards and optimise the relevant recruitment exercises to further secure a steady supply of manpower throughout the year. Moreover, the LCSD will step up publicity efforts to promote recruitment exercises, including continuing to organise open recruitment days and liaising with ethnic minorities-serving groups to attract more suitable job seekers to join the lifeguard profession.

Meanwhile, the LCSD will collaborate with the Employees Retraining Board to co-organise specific lifesaving training programmes and provide employment services to attract people with no lifesaving qualifications to join the lifeguard profession. Other measures, such as outsourcing lifesaving services on a trial basis at 6 public swimming pools, introducing artificial intelligence system to assist in the work of lifeguards, organising outreach activities on water safety promotion, and implementing the trial scheme of “Flexible Use of Public Swimming Pool Facilities”, will be adopted as well to keep swimming pool facilities open.

5. The LCSD will provide funding to Hong Kong China Life Saving Society (HKCLSS) in support of their organisation of promotional activities for lifesaving, assessment of lifesaving examinations, etc. After the epidemic, various services of the HKCLSS have resumed normal since 2023, and the number of people possessing lifesaving qualifications has gradually rebounded. The LCSD will also collaborate with the HKCLSS to organise different types of lifeguard training schemes and integrated certificates courses, and continue to explore ways to enhance lifeguard training courses and arrangements for examinations, so as to increase the supply of lifeguards in the labour market.

**Number of days of partial or full opening of
public swimming pools in the past 3 years
(some facilities were closed due to inadequate lifeguards)**

| Public Swimming Pool⁽¹⁾⁽²⁾ | | 2022⁽³⁾ | 2023 | 2024 |
|--|---|----------------------------------|-------------|-------------|
| Central and Western | | | | |
| 1 | Kennedy Town Swimming Pool | 240 | 360 | 363 |
| 2 | Sun Yat Sen Memorial Park Swimming Pool ⁽⁴⁾⁽⁵⁾ | 215 | 311 | 242 |
| Eastern District | | | | |
| 3 | Chai Wan Swimming Pool | 169 | 214 | 214 |
| 4 | Island East Swimming Pool | 130 | 311 | 312 |
| 5 | Siu Sai Wan Swimming Pool ⁽⁴⁾ | 174 | 315 | 318 |
| Southern District | | | | |
| 6 | Pao Yue Kong Swimming Pool | 169 | 214 | 214 |
| Wan Chai | | | | |
| 7 | Morrison Hill Swimming Pool | 240 | 360 | 363 |
| 8 | Wan Chai Swimming Pool ⁽⁴⁾ | 204 | 311 | 312 |
| 9 | Victoria Park Swimming Pool ⁽⁴⁾ | 240 | 301 | 302 |
| Kowloon City | | | | |
| 10 | Ho Man Tin Swimming Pool | 183 | 309 | 312 |
| 11 | Kowloon Tsai Swimming Pool ⁽⁶⁾ | undergoing re-provisioning works | | |
| 12 | Tai Wan Shan Swimming Pool | 199 | 242 | 244 |
| Kwun Tong | | | | |
| 13 | Jordan Valley Swimming Pool | 169 | 211 | 214 |
| 14 | Kwun Tong Swimming Pool | 201 | 312 | 315 |
| 15 | Lam Tin Swimming Pool ⁽⁴⁾ | 215 | 309 | 312 |
| Sham Shui Po | | | | |
| 16 | Lai Chi Kok Park Swimming Pool | 239 | 360 | 363 |
| 17 | Lei Cheng Uk Swimming Pool | 173 | 212 | 214 |
| 18 | Sham Shui Po Park Swimming Pool | 236 | 309 | 312 |
| Wong Tai Sin | | | | |
| 19 | Hammer Hill Road Swimming Pool | 236 | 360 | 363 |
| 20 | Morse Park Swimming Pool ⁽⁷⁾ | undergoing re-provisioning works | 285 | 363 |
| Yau Tsim Mong | | | | |
| 21 | Kowloon Park Swimming Pool | 236 | 311 | 311 |
| 22 | Tai Kok Tsui Swimming Pool ⁽⁴⁾ | 185 | 311 | 312 |

| Public Swimming Pool⁽¹⁾⁽²⁾ | | 2022⁽³⁾ | 2023 | 2024 |
|--|---|---------------------------|-------------|-------------|
| Islands | | | | |
| 23 | Tung Chung Swimming Pool | 240 | 360 | 363 |
| 24 | Mui Wo Swimming Pool ⁽⁴⁾ | 173 | 212 | 214 |
| Kwai Tsing | | | | |
| 25 | Kwai Shing Swimming Pool | 169 | 212 | 214 |
| 26 | North Kwai Chung Jockey Club Swimming Pool | 168 | 211 | 214 |
| 27 | Tsing Yi Swimming Pool | 169 | 212 | 214 |
| 28 | Tsing Yi Southwest Swimming Pool ⁽⁴⁾ | 185 | 309 | 312 |
| North District | | | | |
| 29 | Fanling Swimming Pool | 240 | 360 | 363 |
| 30 | Sheung Shui Swimming Pool | 169 | 212 | 214 |
| Sai Kung | | | | |
| 31 | Sai Kung Swimming Pool | 169 | 211 | 214 |
| 32 | Tseung Kwan O Swimming Pool | 236 | 357 | 363 |
| Sha Tin | | | | |
| 33 | Hin Tin Swimming Pool | 259 | 360 | 362 |
| 34 | Ma On Shan Swimming Pool | 173 | 214 | 214 |
| 35 | Sha Tin Jockey Club Swimming Pool | 259 | 360 | 362 |
| Tai Po | | | | |
| 36 | Tai Po Swimming Pool | 173 | 214 | 214 |
| 37 | Tung Cheong Street Swimming Pool ⁽⁴⁾⁽⁸⁾ | 132 | 309 | 241 |
| Tsuen Wan | | | | |
| 38 | Shing Mun Valley Swimming Pool | 236 | 360 | 363 |
| 39 | Tsuen King Circuit Wu Chung Swimming Pool | 169 | 214 | 214 |
| Tuen Mun | | | | |
| 40 | The Jockey Club Yan Oi Tong Swimming Pool | 169 | 213 | 213 |
| 41 | Tuen Mun North West Swimming Pool | 240 | 360 | 363 |
| 42 | Tuen Mun Swimming Pool | 236 | 360 | 362 |
| Yuen Long | | | | |
| 43 | Tin Shui Wai Swimming Pool | 169 | 213 | 214 |
| 44 | Yuen Long Swimming Pool | 236 | 360 | 363 |
| 45 | Ping Shan Tin Shui Wai Swimming Pool ⁽⁴⁾ | 185 | 310 | 312 |
| 46 | Tin Sau Road Swimming Pool ⁽⁹⁾ | Not applicable | | 126 |

Notes

- (1) Public swimming pools are closed on the first three days of the Lunar New Year every year.
- (2) Public swimming pools may close for various reasons such as annual maintenance works, inclement weather, or emergencies. Hence, the number of days of opening of public swimming pools varies.

- (3) In view of the COVID-19 epidemic, all public swimming pools were closed from 7 January to 11 or 15 May 2022. Having regard to the operational needs of the venue and the arrangements for pool water sample testing, public swimming pools were reopened in 2 phases on either 12 or 16 May.
- (4) They were not closed due to inadequate lifeguards in the past 3 years.
- (5) It was closed from 1 March to 29 June 2024 for installation of the artificial intelligence drowning detection system.
- (6) It has been closed since 2020 for re-provisioning works which are expected to be completed in mid-2025.
- (7) It had been partially closed for re-provisioning works by phases since 2018 and was reopened on 22 March 2023.
- (8) It was closed from 2 July to 31 October 2024 for urgent repair works.
- (9) It was opened since 28 August 2024.

- End -

CONTROLLING OFFICER'S REPLY

CSTB318

(Question Serial No. 1424)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (2) Horticulture and Amenities

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the Community Garden Programme in 18 districts, would the Government inform this Committee of:

- (1) the popularity of the programme in each district and the age distribution of participants (and subsidiary members) over the past 3 years;
- (2) the estimated expenditure and manpower involved this year; and
- (3) whether the Government has any plans to expand the programme, such as increasing quotas or community garden sites.

Asked by: Hon LEUNG Man-kwong (LegCo internal reference no.: 20)

Reply:

- (1) Currently, the Leisure and Cultural Services Department (LCSD) operates 31 community gardens in 18 districts. The number of participants in the Community Garden Programme and their age distribution in each district over the past 3 years are set out at **Annexes I** and **II** respectively.
- (2) The estimated expenditure on the Community Garden Programme for 2025-26 is approximately \$1.3 million, mainly covering the expenditures on employing part-time horticulture instructors and part-time casual helpers, as well as purchasing gardening materials and equipment. Each activity under the programme is manned by 2 part-time staff.
- (3) In 2025-26, the LCSD plans to set up 2 additional community gardens, comprising a total of about 100 planting plots, at Tsuen Wan Riviera Park and Hoi Fan Road Park in Yau Tsim Mong District.

**Number of participants in the Community Garden Programme
in 2022-2024**

| District | Venue | 2022 | | 2023 | | 2024 | |
|----------------------------|--|--------------------------|----------------------------------|--------------------------|----------------------------------|--------------------------|----------------------------------|
| | | Number of planting plots | Number of participants Note 1 | Number of planting plots | Number of participants Note 2 | Number of planting plots | Number of participants Note 2 |
| Southern District | Ocean Park Road Community Garden | 35 | 18 | 35 | 53 | 35 | 70 |
| | Ap Lei Chau Waterfront Promenade Community Garden Note 3 | - | - | 50 | 75 | 50 | 100 |
| Central & Western District | Sun Yat Sen Memorial Park Community Garden | 55 | 15 | 55 | 143 | 55 | 110 |
| Wan Chai District | Wan Chai Park Community Garden | 16 | 8 | 16 | 32 | 16 | 32 |
| | Dragon Road Garden Community Garden | 9 | 5 | 9 | 18 | 9 | 18 |
| | Moreton Terrace Activities Centre Community Garden Note 4 | - | - | 9 | 9 | 9 | 9 |
| Eastern District | Wai Tsui Crescent Community Garden | 55 | 27 | 55 | 112 | 55 | 109 |
| | Quarry Bay Park Community Garden | 91 | 45 | 91 | 227 | 91 | 182 |
| Sham Shui Po District | Fa Hui Park Community Garden | 50 | 50 | 50 | 100 | 50 | 90 |
| | Lai Chi Kok Park Community Garden | 80 | 40 | 80 | 160 | 80 | 220 |
| | Nam Cheong Park Community Garden | 38 | 38 | 38 | 76 | 38 | 76 |
| Yau Tsim Mong District | Man Cheong Street Park Community Garden | 90 | 46 | 90 | 180 | 90 | 180 |

| District | Venue | 2022 | | 2023 | | 2024 | |
|-----------------------|---|--------------------------|----------------------------------|--------------------------|----------------------------------|--------------------------|----------------------------------|
| | | Number of planting plots | Number of participants Note 1 | Number of planting plots | Number of participants Note 2 | Number of planting plots | Number of participants Note 2 |
| Kowloon City District | Kowloon Tsai Park Community Garden | 30 | 17 | 30 | 60 | 30 | 60 |
| | Kai Tak Station Square Community Garden Note 5 | - | - | - | - | 18 | 36 |
| Wong Tai Sin District | Lion Rock Park Community Garden | 55 | 24 | 49 | 98 | 49 | 89 |
| | Kai Tak East Park Community Garden | 38 | 19 | 38 | 76 | 38 | 76 |
| Kwun Tong District | Kowloon Bay Sports Centre Community Garden | 50 | 50 | 50 | 100 | 50 | 100 |
| | Sau Ming Road Park Community Garden | 30 | 30 | 30 | 60 | 30 | 60 |
| | Jordan Valley Park Community Garden | 45 | 20 | 45 | 90 | 45 | 90 |
| | Tsun Yip Cooked Food Market Roof Top Rest Garden Community Garden | 20 | 10 | 20 | 40 | 20 | 40 |
| Islands District | Tung Chung Community Garden | 75 | 38 | 75 | 150 | 75 | 150 |
| Tuen Mun District | Tsing Tin Playground Community Garden | 50 | 43 | 50 | 128 | 50 | 80 |
| | Tuen Fu Road Community Garden | 38 | 38 | 38 | 114 | 38 | 76 |
| Yuen Long District | Tin Yip Road Community Garden Note 6 | 30 | 30 | - | - | - | - |
| | Tin Sau Road Community Garden Note 6 | - | - | - | - | 60 | 60 |
| Tsuen Wan District | Tsuen Wan Park Community Garden | 53 | 31 | 53 | 106 | 53 | 159 |

| District | Venue | 2022 | | 2023 | | 2024 | |
|---------------------|---|--------------------------|----------------------------------|--------------------------|----------------------------------|--------------------------|----------------------------------|
| | | Number of planting plots | Number of participants Note 1 | Number of planting plots | Number of participants Note 2 | Number of planting plots | Number of participants Note 2 |
| Kwai Tsing District | Kwai Fuk Road Community Garden | 26 | 26 | 26 | 52 | 26 | 52 |
| North District | North District Park Community Garden | 60 | 30 | 60 | 120 | 60 | 170 |
| Tai Po District | Tung Tsz Nursery Community Garden | 40 | 15 | 40 | 80 | 40 | 78 |
| Sha Tin District | Che Kung Miu Road Playground Community Garden | 30 | 30 | 30 | 60 | 30 | 60 |
| Sai Kung District | Sheung Ning Playground Community Garden | 34 | 17 | 34 | 62 | 34 | 62 |
| | Yuk Nga Lane Community Garden | 76 | 38 | 76 | 152 | 76 | 152 |

Note 1 Due to the impact of the COVID-19 epidemic, the frequency of and the quota for participants and subsidiary members per class of the Community Garden Programme in 2022 were reduced to comply with the social distancing measures.

Note 2 Each successful applicant is allowed to bring along 4 subsidiary members to take care of their plants.

Note 3 It was closed between August and December 2022 for maintenance.

Note 4 It is managed by the Home Affairs Department and has been open since February 2023. The LCSD assists in organising 1 round of Community Garden Programme every year.

Note 5 It has been open since June 2024.

Note 6 Tin Yip Road Community Garden has been closed since November 2022 to facilitate district works. Tin Sau Road Community Garden has been open since December 2024 after the completion of the reprovisioning works.

**Age Distribution of Participants of the Community Garden Programme
in 2022-2024**

| District | 2022 | | | 2023 | | | 2024 | | |
|-------------------------------|------------|-------------|-----------|--------------|-------------|-----------|--------------|-------------|-----------|
| | 0-18 years | 19-59 years | 60+ years | 0-18 years | 19-59 years | 60+ years | 0-18 years | 19-59 years | 60+ years |
| Southern District | 1 | 7 | 10 | 0 | 61 | 67 | 1 | 64 | 105 |
| Central & Western District | 0 | 7 | 8 | 0 | 64 | 79 | 0 | 37 | 73 |
| Wan Chai District | 0 | 9 | 4 | 0 | 30 | 29 | 0 | 26 | 33 |
| Eastern District | 0 | 29 | 43 | 1 | 143 | 195 | 1 | 146 | 144 |
| Sham Shui Po District | 3 | 60 | 65 | 3 | 172 | 161 | 3 | 205 | 178 |
| Yau Tsim Mong District | 1 | 22 | 23 | 1 | 72 | 107 | 0 | 88 | 92 |
| Kowloon City District | 0 | 5 | 12 | 0 | 31 | 29 | 1 | 55 | 40 |
| Wong Tai Sin District | 0 | 22 | 21 | 0 | 98 | 76 | 0 | 73 | 92 |
| Kwun Tong District | 1 | 60 | 49 | 2 | 132 | 156 | 2 | 160 | 128 |
| Islands District | 0 | 22 | 16 | 2 | 57 | 91 | 0 | 73 | 77 |
| Tuen Mun District | 0 | 42 | 39 | 0 | 118 | 124 | 0 | 87 | 69 |
| Yuen Long District | 0 | 18 | 12 | 0 | 0 | 0 | 0 | 29 | 31 |
| Tsuen Wan District | 1 | 18 | 12 | 1 | 61 | 44 | 2 | 85 | 72 |
| Kwai Tsing District | 0 | 18 | 8 | 0 | 28 | 24 | 0 | 27 | 25 |
| North District | 0 | 13 | 17 | 1 | 66 | 53 | 1 | 81 | 88 |
| Tai Po District | 0 | 3 | 12 | 0 | 26 | 54 | 0 | 24 | 54 |
| Sha Tin District | 1 | 15 | 14 | 0 | 27 | 33 | 0 | 35 | 25 |
| Sai Kung District | 0 | 36 | 19 | 2 | 99 | 113 | 3 | 97 | 114 |
| Total of all districts | 8 | 406 | 384 | 13 | 1 285 | 1 435 | 14 | 1 392 | 1 440 |
| Percentage | 1% | 51% | 48% | 1% | 47% | 52% | 1% | 49% | 50% |
| Total | 798 | | | 2 733 | | | 2 846 | | |

Note: Information on the age of subsidiary members is not available.

- End -

CONTROLLING OFFICER'S REPLY

CSTB319

(Question Serial No. 2658)

Head: (95) Leisure and Cultural Services Department

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

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in the Programme that the Government would “continue to strengthen the promotion of urban sports in 2025-26 to encourage participation of more young people in sports and to identify and nurture more athletes with potential”. In this connection, would the Government inform this Committee of the following:

1. the Government’s progress in the past 2 years regarding the promotion of, training for and organisation of competitions for 5 urban sports, namely 3-on-3 basketball, breaking, futsal, skateboarding and sport climbing; the number of such activities targeted at young people; and the number of young people attracted to take part in or experience these urban sports;
2. the targeted training and funding for the relevant urban sports provided by the Government, and whether urban sports that are promising will be incorporated into elite sports in future so that more professional support can be obtained; and
3. whether the Government will promote more new sports that are suitable for the public, especially young people, in the community in future. If yes, what are the details and expenditure involved?

Asked by: Hon LEUNG Yuk-wai, Kenneth (LegCo internal reference no.: 10)

Reply:

1. To encourage young people to participate in sports activities and promote urban sports, the Leisure and Cultural Services Department (LCSD) organised a total of over 300 urban sports programmes (including training courses and fun days of 3-on-3 basketball, sport climbing, breaking, skateboarding and futsal) exclusively for young people in the community from 2023-24 to 2024-25, attracting more than 5 000 young participants. In the 9th Hong Kong Games (HKG) in 2023-24, the LCSD continued to organise futsal competition; introduced urban sports which were popular among young people (including sport climbing, breaking and skateboarding) as demonstration competition events; and replaced the 5-on-5 basketball competition with 3-on-3

basketball competition which was more popular among the youth, so as to further increase young people's opportunities of and interest in sports participation. The LCSD also organised "The Star-studded Classroom: Elite Athletes' Demonstration and Exchange Programmes" with play-in sessions for futsal, 3-on-3 basketball, sport climbing, breaking and skateboarding in 2023, during which elite athletes and experienced coaches interacted with young people, shared their experience, conducted skill demonstration and had play-in sessions with them. In the Corporate Games 2023, the 7-a-side soccer competition was also replaced by futsal competition.

To promote the 5 urban sports, the Culture, Sports and Tourism Bureau (CSTB) worked with The Schools Sports Federation of Hong Kong, China (HKSSF) to introduce the Urban Sports Funding Scheme in November 2023, under which funding was provided to primary and secondary schools for organising urban sports training courses. A total of 430 training courses were held in the 2023/24 school year, providing about 8 000 participants with an opportunity to take part in urban sports. Since the 2024/25 school year, apart from continuing to co-operate with the HKSSF to take forward the funding scheme in schools, the CSTB has also been working with the Sport for All Confederation of Hong Kong, China to extend the scheme beyond schools. A total of about 550 training courses are expected to be held, with the aim of providing about 10 000 students and young people with an opportunity to take part in urban sports.

2. Under the Sports Subvention Scheme, the LCSD provided subvention of approximately \$24 million in total to the national sports associations (NSAs) promoting urban sports (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) from 2023-24 to 2024-25 for organising some 1 000 urban sports activities (including local competitions, locally-hosted international events, participation in overseas competitions, sports training programmes, and staff and referee training, covering such sports as 3-on-3 basketball, futsal, sport climbing, breaking and skateboarding), with an estimated attendance of about 70 000.

In 2025-26, the LCSD will continue to provide subvention of approximately \$14 million to the aforesaid NSAs under the Sports Subvention Scheme in support of their organisation of about 700 urban sports events, with an estimated attendance of about 35 000.

Under the Elite Vote Support Scheme, the Hong Kong Sports Institute (HKSI) regularly selects high performance elite sports on behalf of the Government according to the scoring criteria, and provides professional and comprehensive support for these sports and their elite athletes. At present, dance sports (including breaking), roller sports (including skateboarding) and mountaineering (including sport climbing) are classified as Tier B sports by HKSI. These sports will be provided with an annual funding of \$2 million for training from HKSI.

3. New sports are gaining popularity in recent years. In 2025-26, the LCSD plans to organise around 100 promotional activities for new sports (including dodgeball, kin-ball, pickleball and tchoukball) in the community, with an estimated attendance of around 3 000 and an estimated expenditure of about \$400,000.

- End -

CONTROLLING OFFICER'S REPLY

CSTB320

(Question Serial No. 2244)

Head: (95) Leisure and Cultural Services Department

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

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will provide steer on the enhancement of public museum and library services in the future. Please provide the following information:

- (a) Please list in a table the usage rate of all public libraries in Hong Kong in the past 3 years;
- (b) Please provide in a table a breakdown on the overall utilisation of public libraries by the age of patrons in the past 3 years;
- (c) Please list in a table the staff establishment and staff costs of public libraries in the past 3 years;
- (d) Please provide the expenditure involved in acquiring books by public libraries in the past 3 years; and
- (e) Please provide details of future extension activities of public libraries, expenditure and staff establishment involved in such activities and expected number of participants.

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 5)

Reply:

- (a) The annual number of loans of public libraries under the Leisure and Cultural Services Department (LCSD) in the financial years from 2022-23 to 2024-25 is set out at **Annex**.
- (b) The number of loans of library materials by the age group of patrons in the financial years from 2022-23 to 2024-25 is tabulated below:

| Age Group | 2022-23 | | 2023-24 | | 2024-25 ⁽¹⁾ | |
|--------------|-------------------------|-------------------------------|-------------------------|-------------------------------|-------------------------|-------------------------------|
| | Number of Loans (items) | Proportion (%) ⁽²⁾ | Number of Loans (items) | Proportion (%) ⁽²⁾ | Number of Loans (items) | Proportion (%) ⁽²⁾ |
| 0 - 9 | 3 839 541 | 13.6 | 3 949 102 | 13.5 | 4 259 019 | 15.3 |
| 10 - 19 | 3 341 056 | 11.8 | 3 155 690 | 10.8 | 3 030 328 | 10.9 |
| 20 - 29 | 1 359 152 | 4.8 | 1 331 272 | 4.6 | 1 095 001 | 3.9 |
| 30 - 39 | 5 217 076 | 18.4 | 5 364 929 | 18.4 | 5 084 152 | 18.3 |
| 40 - 49 | 7 201 270 | 25.5 | 7 524 787 | 25.8 | 7 097 431 | 25.6 |
| 50 - 59 | 3 307 749 | 11.7 | 3 455 360 | 11.8 | 3 065 413 | 11.0 |
| 60 or above | 4 015 456 | 14.2 | 4 409 927 | 15.1 | 4 138 649 | 14.9 |
| Total | 28 281 300 | 100 | 29 191 067 | 100 | 27 769 993 | 100 |

Notes:

(1) Up to 28 February 2025.

(2) There may be a slight discrepancy between the sum of the proportions and the total owing to rounding.

- (c) The staff establishment and overall expenditure of libraries in the financial years from 2022-23 to 2024-25 are tabulated below:

| Financial Year | Staff Establishment (number of posts) | Expenditure (\$ billion) |
|----------------|---------------------------------------|------------------------------|
| 2022-23 | 1 666 | 1.4369 |
| 2023-24 | 1 659 | 1.4862 |
| 2024-25 | 1 654 | 1.5130 (revised estimate) |

- (d) The expenditure on the acquisition of books by public libraries in the financial years from 2022-23 to 2024-25 is tabulated below:

| Financial Year | Expenditure on the Acquisition of Books (\$ million) |
|----------------------------------|--|
| 2022-23 | 47.71 |
| 2023-24 | 47.50 |
| 2024-25 (up to February 2025) | 45.25 |

- (e) To promote reading and library services, the Hong Kong Public Libraries plans to organise about 22 000 activities of a wide variety in 2025-26, with an expected attendance of 14.5 million and an estimated expenditure of about \$25.86 million. No additional manpower is required. The major initiatives include:

- (1) organising large-scale reading events (such as Hong Kong Reading Week and Summer Library Festival) to promote reading for all;

- (2) offering library outreach services through visits of Library-on-Wheels to different communities with a view to providing reading activities and introducing library collections and resources;
- (3) making use of various channels (such as social media and online platforms) for introducing library e-resources, recommending popular e-books, posting information on library activities and sharing reading tips by invited guests, so that the public may obtain information on library collections and activities anytime; and
- (4) engaging with community groups and promoting reading through cross-sector partnership and collaboration, such as co-operating with the Education Bureau in encouraging students and teachers to utilise public library services and collections, as well as organising reading promotion activities with local features.

**Annual Number of Loans of Public Libraries
from 2022-23 to 2024-25**

| District | Library | Number of Loans (items) | | |
|-------------------|-----------------------------|-------------------------|---------|------------------------|
| | | 2022-23 ⁽¹⁾ | 2023-24 | 2024-25 ⁽²⁾ |
| Central & Western | City Hall | 514 566 | 532 510 | 466 426 |
| | Shek Tong Tsui | 244 066 | 239 509 | 240 864 |
| | Smithfield | 111 926 | 107 250 | 100 416 |
| Eastern | Chai Wan | 315 372 | 303 050 | 295 047 |
| | Electric Road | 105 071 | 122 568 | 127 881 |
| | North Point | 129 862 | 140 131 | 125 114 |
| | Quarry Bay | 303 303 | 297 215 | 278 772 |
| | Siu Sai Wan | 98 370 | 100 817 | 101 950 |
| | Yiu Tung | 78 823 | 95 651 | 113 754 |
| Southern | Aberdeen | 279 231 | 298 815 | 262 473 |
| | Ap Lei Chau | 111 917 | 112 730 | 114 701 |
| | Pok Fu Lam | 120 775 | 115 864 | 108 647 |
| | Stanley | 85 253 | 80 919 | 81 943 |
| Wanchai | Hong Kong Central Library | 860 061 | 893 568 | 813 994 |
| | Lockhart Road | 212 717 | 226 582 | 210 984 |
| | Wong Nai Chung | 68 508 | 70 818 | 66 729 |
| Kowloon City | Hung Hom | 154 873 | 154 459 | 158 342 |
| | Kowloon | 469 504 | 479 183 | 467 567 |
| | Kowloon City | 149 213 | 152 241 | 151 928 |
| | To Kwa Wan | 213 415 | 222 306 | 198 925 |
| Kwun Tong | Lam Tin | 326 722 | 307 521 | 276 799 |
| | Lei Yue Mun | 109 891 | 106 383 | 92 789 |
| | Ngau Tau Kok | 223 406 | 228 475 | 224 018 |
| | Sau Mau Ping | 155 972 | 146 872 | 159 949 |
| | Shui Wo Street | 228 247 | 222 073 | 206 551 |
| | Shun Lee Estate | 190 165 | 170 848 | 163 036 |
| Sham Shui Po | Lai Chi Kok | 400 760 | 302 236 | 267 372 |
| | Po On Road | 295 094 | 264 685 | 234 648 |
| | Sham Shui Po ⁽³⁾ | 10 454 | 559 282 | 487 093 |
| | Shek Kip Mei | 222 721 | 162 786 | 152 340 |
| | Un Chau Street | 90 799 | 85 218 | 78 929 |
| Wong Tai Sin | Fu Shan | 51 619 | 54 321 | 49 697 |
| | Lok Fu | 111 502 | 110 099 | 101 843 |
| | Lung Hing | 81 402 | 93 506 | 101 239 |
| | Ngau Chi Wan | 252 341 | 262 586 | 223 193 |
| | San Po Kong | 284 189 | 290 947 | 277 909 |
| | Tsz Wan Shan | 176 005 | 159 736 | 154 923 |
| Yau Tsim Mong | Fa Yuen Street | 214 073 | 215 687 | 204 608 |
| | Tai Kok Tsui | 206 676 | 180 451 | 165 047 |
| | Tsim Sha Tsui | 128 882 | 121 682 | 102 321 |
| | Yau Ma Tei | 395 444 | 365 360 | 334 886 |

| District | Library | Number of Loans (items) | | |
|-------------------|------------------------|-------------------------|---------|------------------------|
| | | 2022-23 ⁽¹⁾ | 2023-24 | 2024-25 ⁽²⁾ |
| Islands | Cheung Chau | 29 709 | 27 357 | 33 556 |
| | Mui Wo | 14 978 | 15 745 | 17 285 |
| | Peng Chau | 28 828 | 27 283 | 21 219 |
| | North Lamma | 14 487 | 11 320 | 12 837 |
| | South Lamma | 242 | 200 | 265 |
| | Tai O | 11 160 | 5 731 | 5 685 |
| | Tung Chung | 356 421 | 359 402 | 352 358 |
| Kwai Tsing | North Kwai Chung | 182 434 | 200 925 | 167 781 |
| | South Kwai Chung | 351 322 | 320 631 | 336 681 |
| | Tsing Yi | 331 812 | 316 141 | 293 474 |
| North | Fanling | 285 326 | 289 559 | 279 904 |
| | Fanling South | 115 478 | 110 075 | 100 391 |
| | Sha Tau Kok | 4 307 | 6 536 | 9 319 |
| | Sheung Shui | 239 084 | 252 518 | 237 069 |
| Sai Kung | Sai Kung | 151 651 | 129 563 | 112 992 |
| | Tiu Keng Leng | 569 686 | 553 242 | 518 129 |
| | Tseung Kwan O | 626 232 | 612 678 | 583 936 |
| Sha Tin | Lek Yuen | 42 547 | 44 438 | 45 015 |
| | Ma On Shan | 493 128 | 475 667 | 492 854 |
| | Sha Tin | 707 656 | 658 094 | 658 171 |
| | Yuen Chau Kok | 340 762 | 299 222 | 266 530 |
| Tai Po | Tai Po | 396 290 | 397 052 | 382 567 |
| Tsuen Wan | Shek Wai Kok | 39 093 | 31 522 | 34 528 |
| | Tsuen Wan | 605 774 | 586 178 | 612 437 |
| Tuen Mun | Butterfly Estate | 62 510 | 62 580 | 64 613 |
| | Tai Hing | 82 204 | 86 252 | 78 764 |
| | Tuen Mun | 886 387 | 798 001 | 729 409 |
| Yuen Long | Ping Shan Tin Shui Wai | 620 438 | 581 359 | 508 690 |
| | Tin Shui Wai North | 70 010 | 69 521 | 73 550 |
| | Yuen Long | 458 326 | 442 945 | 396 215 |
| Mobile Library 1 | | 48 177 | 49 398 | 37 841 |
| Mobile Library 2 | | 15 042 | 11 386 | 9 485 |
| Mobile Library 3 | | 17 480 | 15 801 | 14 982 |
| Mobile Library 4 | | 20 245 | 21 166 | 21 564 |
| Mobile Library 5 | | 13 237 | 14 384 | 8 381 |
| Mobile Library 6 | | 13 480 | 16 267 | 11 901 |
| Mobile Library 7 | | 35 824 | 34 569 | 31 515 |
| Mobile Library 8 | | 45 599 | 50 496 | 41 580 |
| Mobile Library 9 | | 52 206 | 55 222 | 42 848 |
| Mobile Library 10 | | 18 293 | 16 203 | 15 042 |
| Mobile Library 11 | | 14 156 | 13 568 | 14 359 |
| Mobile Library 12 | | 15 529 | 11 983 | 16 937 |

Notes:

- (1) Due to the impact of the COVID-19 epidemic, all public libraries under the LCSD were closed temporarily and intermittently between 2020 and 2022 to align with the Government's anti-epidemic measures.
- (2) Up to 28 February 2025.
- (3) Sham Shui Po Public Library commenced operation on 30 March 2023.

- End -

CONTROLLING OFFICER'S REPLY

CSTB321

(Question Serial No. 2000)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the targets, attendance at museums in 2024 has increased by around 18%, while exhibitions attendance outside museums has increased by 140%, and attendance at outbound exhibitions has decreased by around 16% in the same period. In this connection, would the Government inform this Committee of the following:

- a) The Leisure and Cultural Services Department (LCSD) explained that the increase in the attendance at museums was attributed to the high attendance of the Hong Kong Museum of Art, Hong Kong Science Museum and Hong Kong Space Museum. What are the reasons for the increases in attendance at the 3 museums?
- b) The LCSD explained that the higher number of the exhibitions attendance outside museums was due to the organisation of "Art@Harbour 2024". Would the LCSD explain why "Art@Harbour 2024" has caused such an increase in the attendance? What were the activities included in this event and their special features?
- c) What was the reason for the decrease in the attendance at outbound exhibitions?

Asked by: Hon LUK Hon-man, Benson (LegCo internal reference no.: 24)

Reply:

- a) The museums under the Leisure and Cultural Services Department (LCSD) are widely popular with the public and tourists alike. In particular, the Hong Kong Museum of Art (HKMoA) received many awards on various platforms in 2024, when it was once again listed as one of the 100 most popular art museums in the world by the international arts and culture magazine *The Art Newspaper*, and was listed as one of the top 10 most popular attractions of overnight visitors by the Hong Kong Tourism Board. In 2024, the HKMoA saw an attendance of more than 1.7 million, representing a 40% increase compared with 2023. According to the results of an online questionnaire survey conducted in 2024, the proportion of Mainland and overseas visitors to the HKMoA exceeded 60%. Driven by the visits to the HKMoA, the adjacent Hong Kong Space Museum also recorded an attendance of more than 1 million. In 2024, the Hong Kong

Science Museum also held some immensely popular exhibitions, such as the “China Manned Space Exhibition” and the “Glorious Voyage: Splendid Achievements of the People’s Republic of China in Its 75 Years” Exhibition Series, which attracted a vast number of visitors.

- (b) The “Art@Harbour 2024” was centred around both sides of Victoria Harbour, with the highlights being the exhibitions “teamLab: Continuous” and “Science in Art” held at Tamar Park in Admiralty and the Central and Western District Promenade (Central Section) respectively. The “teamLab: Continuous” exhibition, created by international art collective teamLab, has surpassed all of its creations over the years in terms of the number of works displayed and the scale of the exhibition. It showcased hundreds of colourful interactive luminous ovoid art installations, which spanned the lawns of Tamar Park and extended to Victoria Harbour. By fusing interaction with the effects of light and shadow, the exhibits harmonised with the night vistas of Victoria Harbour, allowing visitors to appreciate them at close range and from multiple angles for free. The exhibitions attracted more than 1.3 million visitors.

The “Art@Harbour 2024” also invited private partners, including K11 Group, Sino Group and the charitable First Initiative Foundation to set up large-scale outdoor art installations and digital art façades at the Tsim Sha Tsui waterfront and the Hong Kong Cultural Centre Piazza respectively. These integrations of elements of art, science and technology transformed the waterfront promenades on both sides of Victoria Harbour into a grand stage for cultural and artistic displays, bringing the public and tourists a new sensory experience.

- (c) Attendance at outbound exhibitions is affected by various factors, including the theme, period and venue location of an exhibition, and the number of visitors it can accommodate. The higher attendance at outbound exhibitions in 2023 compared with that in 2024 was mainly due to the “Hong Kong Talents and Arts – Hong Kong Intangible Cultural Heritage Exhibition” held in Guangzhou, which attracted about 360 000 visitors.

- End -

CONTROLLING OFFICER'S REPLY

CSTB322

(Question Serial No. 2486)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

To further combat touting of hired sessions of leisure venues, the Leisure and Cultural Services Department has spent over \$500 million to develop SmartPLAY, the intelligent sports and recreation services booking system, to replace the Leisure Link computerised booking system. Nevertheless, there has been a lot of feedback from the general public that even with the adoption of real-name registration and more convenient mobile application, touting of hired sessions of venues can still be frequently seen on social networking websites, and legitimate users of venues still need to buy the right of use from third parties at higher prices, which can fetch anywhere up to 3 to 6 times higher than the hire charges of venues. In this connection, would the Government inform this Committee of the following:

1. How effective are the measures concerning the system in the past financial year? Has the Government evaluated whether the existing system can truly reduce or stamp out touting of hired sessions of venues?
2. The Government stated that the system concerned had adopted a new generation of Web Application Firewall and anti-bot solution. However, many members of the public still cannot log in to the system during the "session-grabbing" period in the morning due to excessive traffic. Has the Government been regularly reviewing or updating the programs concerned in light of the circumstances to cope with, analyse and intercept bot access, so as to raise the legitimate usage rate? If yes, what is the situation? If no, will the Government put in place such mechanism later?
3. Will the Government consider conducting undercover operations in collaboration with other government or law enforcement departments to tackle law-breaking touts? If yes, what are the details? If no, why?

Asked by: Hon SHANG Hailong (LegCo internal reference no.: 3)

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 leisure venues. In recent years, the LCSD has adopted a multi-pronged approach to combating touting activities, including enhancing the booking system, imposing penalty arrangements and stepping up inspections, etc. To combat the touting of leisure venues 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; and
 - d) requiring hirers, when booking facilities via the SmartPLAY system and when checking in, to declare and undertake that they will be present during the use of relevant facilities and that the user permit will not be transferred by any means. Offenders may have committed the offence of fraud under the Theft Ordinance (Cap. 210) and be liable to imprisonment of up to 14 years upon conviction.

The LCSD will continue to monitor the effectiveness of the new measures, keep enhancing the SmartPLAY system, and implement more anti-touting measures.

2. To effectively stamp out the abuse of computer programs during the hiring of leisure venues, the SmartPLAY system has adopted a new generation of Web Application Firewall and anti-bot program since last year to closely monitor users' login. Artificial intelligence (AI) is also used to automatically monitor users' behaviour and the situation of the network in use. The auto-defence function is triggered where necessary to ensure smooth operation of the system. Once the AI detects any abnormal operation, such as unusual login, the system will automatically intercept suspicious access. The LCSD has worked with the contractor to closely monitor the operation of the system and adjust system settings from time to time. For example, the system had intercepted more than 2 million login attempts by suspected bots during peak periods in early 2025. The LCSD and the contractor will closely follow up by actively looking into more solutions for preventing booking of leisure venues by bots to enhance the facilities booking experience of users.
3. The LCSD reviews the existing legislation from time to time, so as to impose deterrent criminal penalties or fines on persons engaging in unauthorised transfer of the user permit of facilities. After the launch of the SmartPLAY system, when booking and checking in facilities, hirers are required to declare and undertake that they will be present during the use of relevant facilities and that the user permit will not be transferred by any means. Offenders may have committed the offence of fraud under

the Theft Ordinance (Cap. 210). In addition, the LCSD has long been paying attention to the fair use of recreation and sports facilities, and has adopted a multi-pronged approach to combating touting activities, including close liaison with relevant law enforcement agencies in planning and conducting joint operations to combat touting activities and cases involving other crimes.

- End -

CONTROLLING OFFICER'S REPLY

CSTB323

(Question Serial No. 2050)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the 16 works projects recommended for implementation in Phase 1 of the Ten-year Development Blueprint for Sports and Recreation Facilities (the Blueprint), would the Government inform this Committee of the following:

- (a) the progress of the Leisure and Cultural Complex in Tin Yip Road, Tin Shui Wai – Phase 2 (formerly Sports Centre in Area 109, Tin Shui Wai) and the Sports Centre in Area 12, Yuen Long, including (i) the commencement dates; (ii) the estimated expenditure; and (iii) the estimated completion dates of the projects;
- (b) as the Government had proposed to construct a sports centre at Kam Tin Pat Heung over a decade ago but did not include the project in the Blueprint, whether the Government has commenced the feasibility study and preparatory work for the project; if yes, the details, the estimated expenditure and the commencement date of the project; if no, the reasons for that.

Asked by: Hon TIEN Puk-sun, Michael (LegCo internal reference no.: 37)

Reply:

- (a) The Leisure and Cultural Services Department (LCSD) is now working with relevant departments (including Architectural Services Department and Transport Department) on the preliminary design of the Leisure and Cultural Complex in Tin Yip Road, Tin Shui Wai – Phase 2 and the Sports Centre in Area 12, Yuen Long. The two projects are still at the preliminary planning stage, and the commencement dates, estimated expenditure and expected completion dates are yet to be confirmed.
- (b) With regard to the Ten-year Development Blueprint for Sports and Recreation Facilities, the Government will, under the fiscal consolidation programme, review the order of priority, necessity and importance of the works projects under planning, such as identifying ways to use public resources more effectively and to enhance the cost-effectiveness of the projects. Progress of implementation of individual projects that are currently at the preliminary planning or conceptual stage will be adjusted in light

of the aforesaid considerations. The LCSD will duly adjust the planning progress of other projects (including the Kam Tin Pat Heung Sports Centre project) pursuant to the priority accorded.

- End -

CONTROLLING OFFICER'S REPLY

CSTB324

(Question Serial No. 3810)

Head: (95) Leisure and Cultural Services Department

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

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

While it is proposed in the Blueprint for Arts and Culture and Creative Industries Development (Blueprint) to reshape the function and design of public libraries and cultural facilities, there are views that the Government should turn libraries into “the third public space”, enhance the design of their hardware and build a landmark library of international standard in the Northern Metropolis. Would the Government inform this Committee of the following:

1. What are the specific targets and timetable set out in the Blueprint for reshaping the function of public libraries? What were the usage, number of loans and attendance of public libraries in various districts of Hong Kong in the past 5 years?
2. What are the specific implementation plans regarding the concept of transforming libraries into “the third public space” or “community living room”? How many existing libraries are eligible for such transformation?
3. What was the total investment amount in the digitisation of libraries and application of technology in the past 5 years? What was the share of such investment in the overall budget of libraries? Of the various smart facilities, such as self-borrowing and returning systems and electronic resources catalogues, what were their usage and effectiveness evaluation? What are the specific budget of and projects to be implemented by the Leisure and Cultural Services Department in upgrading the technological level of libraries in the coming 3 years?
4. What is the planning on libraries under the Northern Metropolis development plan? What is the expected size of population to be served? What are the site area and investment amount to be earmarked?

Asked by: Hon TIK Chi-yuen (LegCo internal reference no.: 50)

Reply:

1. The Leisure and Cultural Services Department (LCSD) will commence a review of the function and design of public libraries in 2025 to make further service enhancement and to address the public's demand for and expectation of library services. The LCSD will reshape the function of the Hong Kong Public Libraries (HKPL) by drawing reference from newly-built libraries in the Mainland and overseas, including their functional positioning, environmental design and the services and facilities provided, with a view to aligning with the public's way of life and meeting the needs of the community, such as adopting spatial design elements to enhance the spaciousness of libraries and designing different reading areas and multi-purpose activities room based on the usage patterns of various reader groups. In addition, new libraries will provide diversified self-service facilities enabled with radio frequency identification (RFID) technology through a new Smart Library System (SLS), providing the public with more convenient services (including 24-hour smart book drops and smart book pick-up lockers, allowing the public to return library materials and collect reserved materials in a self-service manner).

The annual number of loans and attendance of static libraries in various districts of Hong Kong in the past 5 years are set out at Annexes I and II respectively.

2. The LCSD will take into account the demographics and needs of different communities when planning the services and facilities of new libraries, with a view to ensuring that library services are targeted to the needs of the community so that residents of different age groups can enjoy the various library services. For example, considering the greater number of young families in the district, a parent-child reading corner and a game wall are specifically provided in the children's library of Sham Shui Po Public Library commissioned in 2023 where the facilities are tailor-made for paired reading by young readers and families. A leisure reading area is also set up in the adult library to provide a comfortable reading environment for patrons, and a create • info zone equipped with multimedia digital service facilities is provided for the youth. The library also caters for the needs of the elderly in the district by providing desktop video magnifiers in the newspapers and periodicals section to bring convenience to them when reading newspapers and magazines.
3. The HKPL has been applying information and digital technology to enable the public to search, reserve and renew library materials, access digitalised collections and e-resources via computers as well as the web portal and mobile app of the HKPL. The system maintenance cost in the application of technology in 2020-21, 2021-22, 2022-23, 2023-24 and 2024-25 (up to 28 February 2025) was \$40.55 million, \$43.11 million, \$41.23 million, \$38.92 million and \$38.75 million respectively, accounting for about 3% in the annual overall operating expenses of the HKPL.

The number of virtual visits (including using online library and electronic resources services) and number of loans of library materials via self-service facilities in the past 5 years are set out in the table below:

| Year | Virtual Visits (million times) | Number of Loans via Self-Service Facilities (million items) |
|------|-----------------------------------|--|
| 2020 | 18.51 | 3.36 |
| 2021 | 19.40 | 6.49 |
| 2022 | 17.14 | 5.05 |
| 2023 | 20.00 | 6.93 |
| 2024 | 19.63 | 7.61 |

Note:

All public libraries under the LCSD were closed temporarily and intermittently between 2020 and 2022 to align with the Government’s anti-epidemic measures.

To further enhance library services through the application of new technology, the new SLS is being developed by the LCSD to replace the existing library systems. As an integrated library system, the new SLS supports the daily operation of all public libraries, including collection management, borrowing and return of library materials and online electronic resources. The new SLS will be implemented in phases, with the Digital Resources Management System, the Integrated Library Core System and multi-functional self-service equipment enabled with RFID technology expected to be rolled out in 2025. Other systems including the event planning and management system and the business intelligence system are expected to commence operation in 2026. The estimated expenditure on the development of the new SLS is about \$591 million. Upon the implementation of the new SLS, the recurrent expenditure on the maintenance of computer systems is tentatively estimated to increase by about \$9 million.

4. The Government is planning to build a cultural complex in the Northern Metropolis, with a major library included in the initial proposal. The project is currently at the preliminary planning stage. The LCSD will plan library services and facilities appropriately having regard to the development and population size of the Northern Metropolis.

Annual Number of Loans of Static Libraries in Various Districts (2020-2024)

| District | Number of Loans | | | | |
|-----------------------------|---------------------|---------------------|---------------------|-----------|-----------|
| | 2020 ⁽¹⁾ | 2021 ⁽¹⁾ | 2022 ⁽¹⁾ | 2023 | 2024 |
| Central & Western | 650 854 | 881 065 | 753 778 | 883 181 | 882 503 |
| Eastern | 788 154 | 1 068 968 | 877 975 | 1 049 392 | 1 136 059 |
| Southern | 573 359 | 701 475 | 524 012 | 610 199 | 621 748 |
| Wanchai ⁽²⁾ | 773 746 | 1 107 948 | 915 743 | 1 195 834 | 1 192 150 |
| Kowloon City | 774 402 | 956 650 | 823 518 | 1 022 940 | 1 045 624 |
| Kwun Tong | 778 711 | 1 173 988 | 1 027 955 | 1 207 238 | 1 212 933 |
| Sham Shui Po ⁽³⁾ | 721 617 | 978 165 | 882 327 | 1 324 064 | 1 328 395 |
| Wong Tai Sin | 675 021 | 975 323 | 796 638 | 997 462 | 983 324 |
| Yau Tsim Mong | 665 497 | 1 006 883 | 791 740 | 914 614 | 885 006 |
| Islands | 321 851 | 488 279 | 400 929 | 448 521 | 474 038 |
| Kwai Tsing | 634 753 | 845 007 | 733 707 | 849 630 | 851 286 |
| North | 427 028 | 652 188 | 553 510 | 667 105 | 655 702 |
| Sai Kung | 1 086 755 | 1 480 918 | 1 205 258 | 1 286 725 | 1 337 463 |
| Sha Tin | 1 204 306 | 1 712 628 | 1 353 363 | 1 530 457 | 1 549 475 |
| Tai Po | 260 994 | 406 879 | 332 247 | 396 017 | 413 024 |
| Tsuen Wan | 551 988 | 705 246 | 531 903 | 618 798 | 679 161 |
| Tuen Mun | 761 297 | 1 048 919 | 883 458 | 968 525 | 953 313 |
| Yuen Long | 839 993 | 1 173 980 | 967 771 | 1 128 646 | 1 053 848 |

Notes:

- (1) Due to the impact of the COVID-19 epidemic, all public libraries under the LCSD were closed temporarily and intermittently between 2020 and 2022 to align with the Government's anti-epidemic measures.
- (2) Includes the Hong Kong Central Library.
- (3) Sham Shui Po Public Library (District Library) came into operation on 30 March 2023.

Annual Attendance of Static Libraries in Various Districts (2020-2024)

| District | Attendance | | | | |
|-----------------------------|---------------------|---------------------|---------------------|-----------|-----------|
| | 2020 ⁽¹⁾ | 2021 ⁽¹⁾ | 2022 ⁽¹⁾ | 2023 | 2024 |
| Central & Western | 369 150 | 615 822 | 617 618 | 1 053 854 | 1 128 890 |
| Eastern | 447 624 | 737 892 | 662 099 | 1 167 563 | 1 321 221 |
| Southern | 207 038 | 344 196 | 273 794 | 514 736 | 684 340 |
| Wanchai ⁽²⁾ | 849 644 | 1 699 965 | 1 223 751 | 2 430 750 | 2 735 721 |
| Kowloon City | 399 353 | 562 942 | 487 719 | 1 139 823 | 1 172 971 |
| Kwun Tong | 458 930 | 761 351 | 685 700 | 1 361 787 | 1 504 475 |
| Sham Shui Po ⁽³⁾ | 423 634 | 715 010 | 595 688 | 1 895 173 | 2 101 373 |
| Wong Tai Sin | 412 285 | 745 260 | 626 170 | 1 174 249 | 1 389 300 |
| Yau Tsim Mong | 317 204 | 622 436 | 596 056 | 988 297 | 1 073 651 |
| Islands | 184 852 | 323 142 | 259 955 | 417 545 | 497 044 |
| Kwai Tsing | 392 507 | 955 847 | 827 475 | 1 228 139 | 1 219 299 |
| North | 324 223 | 696 583 | 592 900 | 1 038 937 | 1 102 826 |
| Sai Kung | 398 743 | 950 456 | 775 502 | 1 155 838 | 1 202 105 |
| Sha Tin | 641 088 | 1 354 428 | 1 099 431 | 1 682 404 | 1 771 719 |
| Tai Po | 232 298 | 451 221 | 404 779 | 608 273 | 658 989 |
| Tsuen Wan | 283 781 | 549 997 | 409 735 | 641 623 | 759 106 |
| Tuen Mun | 452 479 | 832 709 | 709 465 | 1 145 958 | 1 192 206 |
| Yuen Long | 513 347 | 985 028 | 835 696 | 1 585 274 | 1 953 943 |

Notes:

- (1) Due to the impact of the COVID-19 epidemic, all public libraries under the LCSD were closed temporarily and intermittently between 2020 and 2022 to align with the Government's anti-epidemic measures.
- (2) Includes the Hong Kong Central Library.
- (3) Sham Shui Po Public Library (District Library) came into operation on 30 March 2023.

- End -

CONTROLLING OFFICER'S REPLY

CSTB325

(Question Serial No. 2592)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

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 2025-26.
2. Please list in a table the exhibitions as well as education and extension activities organised by the ICH Office in 2024-25, 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 2025-26 to drive cultural tourism?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 45)

Reply:

1. With an establishment of 24 civil service posts, the Intangible Cultural Heritage (ICH) Office has an estimated recurrent expenditure (excluding staff salaries) of \$28.92 million in 2025-26.
2. The ICH Office organises exhibitions on an on-going basis and 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 2024-25 and the expenditure involved are set out in the table below:

| | Number of activities (as at 28 February 2025) | Attendance (as at 28 February 2025) | Estimated Expenditure (\$ million) |
|---|--|--|---|
| Exhibitions ⁽¹⁾ | 23 | 1 802 443 | 3.95 |
| Education and extension activities ⁽²⁾ | 1 089 | 199 919 | 6.21 |

Notes:

- (1) Including exhibitions inside and outside museums as well as outbound exhibitions.
- (2) Including activities under the "ICH Funding Scheme – Partnership Projects".

According to the result of online questionnaire surveys conducted in 2024, the percentages of local, Mainland and overseas visitors to the Sam Tung Uk Museum were 76.5%, 10.3% and 13.2% respectively.

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 2025-26 is about \$400,000. The ICH Office also provides bearers and bearer organisations of ICH items with funding under the “ICH Funding Scheme” for organising such activities as cultural festivals and carnivals, and will co-operate with the Hong Kong Tourism Board on the publicity and promotion of ICH activities with a view to attracting tourists.

In addition, the LCSD will launch the inaugural “Hong Kong ICH Month” in June 2025 on the theme of “ICH Around Town”. The event will present an array of around 40 activities, including ICH highlight tours, carnivals, fun days, exhibitions, dialogues and exchanges with ICH bearers, seminars, talks, field trips and workshops, which serve to facilitate the safeguarding and passing on of ICH. The LCSD will make the event a cultural icon of Hong Kong for promoting the profound traditional Chinese cultural roots of local ICH items to the public and tourists, with a view to enhancing the appreciation of the richness and beauty of traditional Chinese culture amongst people of Hong Kong, and facilitating the integrated development of culture and tourism. The estimated expenditure is about \$6 million.

- End -

CONTROLLING OFFICER'S REPLY

CSTB326

(Question Serial No. 3237)

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 (Manda CHAN)

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 2024.
2. 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 as to inform the sector of these activities well in advance and facilitate the inclusion of such activities into the tourism products offered to tourists as a means to promote "Culture + Tourism" products?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 46)

Reply:

1. The attendance figures of the museums and art spaces under the Leisure and Cultural Services Department (LCSD) in 2024-25 are set out at **Annex I**. According to online questionnaire surveys conducted in this period, the percentages of local, Mainland and overseas visitors to the 7 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, the Hong Kong Space Museum, the Hong Kong Museum of the War of Resistance and Coastal Defence, as well as the Sam Tung Uk Museum) were 50.6%, 34.1% and 15.3% respectively.

The attendance figures of the performance venues under the LCSD in 2024-25 are set out at **Annex II**. The LCSD does not maintain information on the percentages of local, Mainland and overseas visitors. As regards individual large-scale programmes held at the LCSD's performance venues, including the "Chinese Culture Festival", "Asia+ Festival" and "Hong Kong Pop Culture Festival" in 2024, the results of the questionnaire surveys conducted by the LCSD showed that the percentages of local, Mainland and overseas visitors were 86.5%, 9.1% and 4.4% respectively.

2. The LCSD promotes its activities to tourists through its online platforms (e.g. Instagram, Facebook and Xiaohongshu) and regularly provides information on its major exhibitions and performances to the Hong Kong Tourism Board so as to inform the tourism sector of these activities well in advance. For programmes held in 2024 such as “Art@Harbour 2024”, “Chinese Culture Festival” and “Asia+ Festival”, the LCSD also released their information to the sector through the Travel Industry Council of Hong Kong (TIC). Furthermore, through the Tourism Commission and the TIC, the LCSD has recommended major cultural programmes to travel agents for ticket booking and organisation of cultural tourism projects. Such programmes include “Hong Kong Pop Culture Festival 2024: Fame in a Flash – A Tour of AVON Recording Studios” and multimedia music programme “After the Rain – Immersive Cavern Walks” of the “Asia+ Festival”, which were vastly popular with tourists.

**Attendance at Museums and Art Spaces
under the Leisure and Cultural Services Department in 2024-25**

| Museum/Art Space | | 2024-25 (as at 28 February 2025) |
|-------------------------|--|---|
| 1 | Hong Kong Museum of Art | 1 572 300 |
| 2 | Hong Kong Museum of History | 823 892 |
| 3 | Hong Kong Heritage Museum | 634 648 |
| 4 | Hong Kong Science Museum | 1 414 180 |
| 5 | Hong Kong Space Museum | 965 682 |
| 6 | Hong Kong Museum of the War of Resistance and Coastal Defence | 143 210 |
| 7 | Dr Sun Yat-sen Museum ⁽¹⁾ | 9 007 |
| 8 | Fireboat Alexander Grantham Exhibition Gallery | 55 298 |
| 9 | Flagstaff House Museum of Tea Ware | 86 370 |
| 10 | Hong Kong Railway Museum | 206 270 |
| 11 | Law Uk Folk Museum | 12 306 |
| 12 | Lei Cheng Uk Han Tomb Museum | 24 009 |
| 13 | Sam Tung Uk Museum | 127 757 |
| 14 | Sheung Yiu Folk Museum | 30 371 |
| 15 | Hong Kong Visual Arts Centre | 47 583 |
| 16 | Oi! | 815 588 |
| 17 | Hong Kong Film Archive | 87 697 |
| Total: | | 7 056 168 |

Note:

- (1) Temporarily closed from 1 May 2024 for upgrading the permanent exhibition galleries to enhance the design and presentation, as well as for maintenance and renovation works.

**Attendance at Performance Venues
under the Leisure and Cultural Services Department in 2024-25**

| Performance Venue | | 2024-25 (as at 28 February 2025) |
|--------------------------|--|---|
| 1 | Hong Kong Cultural Centre | 462 072 |
| 2 | Hong Kong City Hall | 250 203 |
| 3 | Sai Wan Ho Civic Centre ⁽¹⁾ | - |
| 4 | Sheung Wan Civic Centre | 72 477 |
| 5 | Ko Shan Theatre | 251 728 |
| 6 | Ngau Chi Wan Civic Centre | 45 226 |
| 7 | Yau Ma Tei Theatre ⁽¹⁾ | - |
| 8 | Sha Tin Town Hall | 215 178 |
| 9 | North District Town Hall | 42 311 |
| 10 | Tai Po Civic Centre ⁽¹⁾ | - |
| 11 | Tsuen Wan Town Hall | 190 657 |
| 12 | Kwai Tsing Theatre | 131 374 |
| 13 | Tuen Mun Town Hall | 164 877 |
| 14 | Yuen Long Theatre | 77 042 |
| 15 | Hong Kong Coliseum | 777 658 |
| 16 | Queen Elizabeth Stadium | 183 326 |
| Total: | | 2 864 129 |

Note:

(1) Temporarily closed in 2024-25 for facility upgrading works.

- End -

CONTROLLING OFFICER'S REPLY

CSTB327

(Question Serial No. 3238)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Regarding the Astropark situated at the West Sea Cofferdam of the High Island Reservoir in Sai Kung, please tabulate the estimated expenditure, staff establishment, number of visitors, number of guided tours provided, and attendance at the guided tours in 2024-25.
2. Does the Government have any plan in 2025-26 to make optimal use of the Astropark through better collaboration with nearby facilities?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 47)

Reply:

1. The daily operation of the Astropark situated at the West Sea Cofferdam of the High Island Reservoir in Sai Kung is undertaken by the existing staff of the Hong Kong Space Museum (HKSpM), and no guided tours of the Astropark are available. The HKSpM organises site visits to the Astropark from time to time to introduce participants to ancient Chinese astronomical instruments there and give them an insight into astronomy from multiple perspectives. The recurrent expenditure for and attendance at the Astropark in 2024-25 are tabulated below:

| | 2024-25 |
|--|------------------------|
| Recurrent expenditure (Revised estimate) | \$307,000 |
| Attendance | 34 137 ^{Note} |

Note: As at 28 February 2025.

2. The Leisure and Cultural Services Department will continue to strengthen collaborations with nearby facilities to leverage the educational and recreational value of the Astropark. Specifically, the HKSpM will join hands with the neighbouring Chong Hing Water Sports Centre and the Lady MacLehose Holiday Village in Sai Kung in 2025-26 to co-organise astronomical activities such as seasonal stargazing, observation of meteor showers, and guided tours of ancient Chinese astronomical instruments for the public, students or teachers.

- End -

CONTROLLING OFFICER'S REPLY

CSTB328

(Question Serial No. 3239)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please list the attendances at the 5 water sports centres under the Leisure and Cultural Services Department (LCSD) in the past 2 years.
2. Please list the manpower of Chong Hing Water Sports Centre under the LCSD in the past 2 years.
3. Please list the attendance of each of the following services provided by Chong Hing Water Sports Centre in the past 2 years: (a) providing day camp/tent camp facilities and recreational craft for hire by campers; (b) organising regular water sports training courses and fun days; and (c) providing canoeing, sailing and windsurfing facilities for hire by eligible members of the public.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 48)

Reply:

1. The attendance at the 5 water sports centres under the Leisure and Cultural Services Department (LCSD) in the past 2 years is tabulated below:

| Venue | Attendance | |
|---|---------------|----------------|
| | 2023 | 2024 |
| Chong Hing Water Sports Centre | 16 909 | 19 656 |
| Stanley Main Beach Water Sports Centre | 21 640 | 22 983 |
| St. Stephen's Beach Water Sports Centre | 11 129 | 11 506 |
| Tai Mei Tuk Water Sports Centre | 26 749 | 30 168 |
| The Jockey Club Wong Shek Water Sports Centre | 13 680 | 16 807 |
| Total | 90 107 | 101 120 |

2. The manpower of Chong Hing Water Sports Centre in the past 2 years is listed below:

| Rank | Number of posts |
|---|------------------------|
| Assistant Leisure Services Manager I | 1 |
| Assistant Leisure Services Manager II | 2 |
| Assistant Clerical Officer | 1 |
| Clerical Assistant | 1 |
| Senior Artisan (Lifeguard at Water Sports Centre) | 1 |
| Artisan (Lifeguard at Water Sports Centre) | 7 |

3. The attendance of facilities and services of Chong Hing Water Sports Centre in the past 2 years is tabulated below:

| Facilities and services | | Attendance | |
|--------------------------------|--|-------------------|-------------|
| | | 2023 | 2024 |
| (a) | Day camp | 6 862 | 7 911 |
| | Tent camp | 3 616 | 4 709 |
| | Recreational crafts | 6 351 | 8 833 |
| (b) | Water sports training courses and fun days | 5 493 | 5 910 |
| (c) | Canoeing, sailing and windsurfing | 938 | 1 126 |
| | Total ^{Note} | 23 260 | 28 489 |

Note: As both day campers and tent campers may use recreational crafts during their stay, the total facility attendance may exceed the total number of visitors.

- End -

CONTROLLING OFFICER'S REPLY

CSTB329

(Question Serial No. 3292)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in Brief Description that the Department supports, through the grant of subvention, the activities of the Hong Kong Arts Festival Society. Would the Government provide information on the following:

1. The amounts of subvention granted by the Government to the Hong Kong Arts Festival Society in the past 3 years;
2. A table listing the contents, dates, expenditures, attendances, and percentages of tourists over the attendances in respect of the programmes in the Hong Kong Arts Festival (HKAF) 2024;
3. A table listing the contents, dates, estimated expenditures, estimated attendances, and estimated percentages of tourists over the estimated attendances in respect of the programmes in the HKAF 2025;
4. The Government's initiatives, if any, to leverage the HKAF to develop the "Culture+Tourism" products mentioned in the Development Blueprint for Hong Kong's Tourism Industry 2.0.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 49)

Reply:

1. The amounts of subvention granted by the Government to the Hong Kong Arts Festival Society from 2022-23 to 2024-25 are tabulated below:

| Year | Amount of subvention (\$ million) |
|-------------|--|
| 2022-23 | 58.33 |
| 2023-24 | 49.37 |
| 2024-25 | 52.11 |

2. Information on the 52nd Hong Kong Arts Festival (HKAF) in 2023-24 is tabulated below:

| Programme contents | Date | Expenditure (\$ million) | Attendance | Percentage of tourists |
|---|---|---------------------------------|-------------------|-------------------------------|
| <p>Over 1 400 outstanding international and local artists were invited to present 48 programmes, including 10 new works/world premieres, 5 Asia premieres and 2 co-productions, with a total of 143 fee-charging and 8 free performances.</p> <p>The performing arts programmes of the HKAF covered Western operas, Chinese operas, classical music, contemporary music, ballets, modern dances, musicals, dramas in Cantonese, English and other foreign languages, immersive performances and arts tech programmes.</p> <p>The HKAF also presented more than 340 “Festival PLUS” activities, “Young Friends” experience activities, as well as educational and outreach activities, including talks, masterclasses, workshops, backstage tours, meet-the-artists sessions, film screenings and exhibitions.</p> | <p>20 February to 24 March 2024 (Educational and outreach activities lasted until 30 June 2024)</p> | 137 | 314 625 | 10% |

3. Information on the 53rd HKAF in 2024-25 is tabulated below:

| Programme contents | Date | Estimated expenditure (\$ million) | Estimated attendance | Percentage of tourists |
|--|---|------------------------------------|--|------------------------|
| <p>Over 1 300 outstanding international and local artists were invited to present more than 45 programmes, including 4 new works/world premieres, 5 Asia premieres and 2 co-productions, with a total of over 125 performances. The performing arts programmes of the HKAF covered Western operas, Chinese operas, classical music, contemporary music, ballets, modern dances, musicals, dramas in Cantonese, English and other foreign languages, immersive performances and arts tech programmes.</p> <p>The HKAF also presented more than 300 “Festival PLUS” activities, “Young Friends” experience activities, as well as educational and outreach activities, including talks, masterclasses, workshops, backstage tours, meet-the-artists sessions, film screenings, exhibitions and an in-depth local tour.</p> | <p>19 February to 30 March 2025 (Note) (Educational and outreach activities will last until 30 June 2025)</p> | <p>144</p> | <p>280 000 (As at 10 March 2025)</p> | <p>10%</p> |

Note:

Including the Cantonese Opera – *Love in the Bamboo Grove* (Re-run) and the Greater Bay Area touring programmes from 12 to 22 October 2024.

4. Regarding the promotion of the HKAF, the Hong Kong Arts Festival Society has set up an official website for the HKAF, and made use of social media platforms (Facebook, Instagram, YouTube, LinkedIn, Xiaohongshu, Weibo, WeChat, etc.) for online publicity so as to increase the number of participants from different regions. To target tourists from the Mainland and overseas, the internet platform of the Hong Kong Tourism Board has also been utilised to promote the HKAF as one of the world-class events in “Hong Kong Super March”, with a view to providing more opportunities for tourists to experience the diverse arts and cultural vibes in Hong Kong, thereby actively promoting deeply integrated development of culture and tourism.

- End -

CONTROLLING OFFICER'S REPLY

CSTB330

(Question Serial No. 3526)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Would the Government please provide:

1. a table listing the contents, attendances, and percentages of tourists over the attendances in respect of the programmes in the Hong Kong Pop Culture Festival (HKPCF) 2024;
2. a table listing the contents, dates, organisers, co-organisers, estimated expenditures, estimated attendances, and estimated percentages of tourists over the estimated attendances in respect of the programmes in the HKPCF 2025;
3. a table listing the contents, attendances, and percentages of tourists over the attendances in respect of the programmes in the Chinese Culture Festival (CCF) 2024;
4. a table listing the theme, contents, dates, organisers, co-organisers, estimated expenditure, estimated attendance, and estimated percentage of tourists over the estimated attendance in respect of the CCF 2025;
5. the Government's initiatives, if any, to leverage the HKPCF and CCF to develop "Culture+Tourism" products mentioned in the Development Blueprint for Hong Kong's Tourism Industry 2.0.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 50)

Reply:

1. to 4. Details on the programmes of the Hong Kong Pop Culture Festival (HKPCF) and the Chinese Culture Festival (CCF) in 2024 and 2025 are tabulated below:

| Festival | Date | Organiser | Programme contents | Attendance |
|-----------------|------------------------|--|--|-----------------------|
| HKPCF 2024 | April to July 2024 | Presented by the Leisure and Cultural Services Department (LCSD) | Held on the theme of “Arts and Action”, it presented 20 programmes in different formats, with about 160 performances and activities, including concerts, outdoor music performances, thematic exhibitions and film screenings. | Over 640 000 (Actual) |
| CCF 2024 | June to September 2024 | Presented by the Culture, Sports and Tourism Bureau (CSTB) Organised by the Chinese Culture Promotion Office (CCPO) of the LCSD | To promote and advocate Chinese culture, it presented 38 programmes in different formats, with over 250 performances and activities, including the “Chinese Opera Festival” (COF), outstanding local works recognised by the China National Arts Fund, as well as music, dance, multi-arts performances, film screenings and exhibitions organised in collaboration with arts and cultural groups with Chinese cultural backgrounds and networks, with | Over 900 000 (Actual) |

| Festival | Date | Organiser | Programme contents | Attendance |
|-----------------|------------------------|--|--|--------------------------|
| | | | Shanghai being the City in Focus. | |
| HKPCF 2025 | April to July 2025 | Presented by the LCSD | Held on the theme of “More Than Joy”, it will present about 20 programmes in different formats, with about 120 performances and activities, including concerts, outdoor music performances, thematic exhibitions and film screenings. | About 300 000 (Estimate) |
| CCF 2025 | June to September 2025 | Presented by the CSTB Organised by the CCPO of the LCSD | To promote and advocate Chinese culture, it will present about 50 programmes in different formats, with about 280 performances and activities, including the COF, outstanding local works recognised by the China National Arts Fund, as well as music, dance, drama, multi-arts performances, film screenings and exhibitions organised in collaboration with arts and cultural groups with Chinese cultural backgrounds and networks, with Xi’an being the City in Focus and “Tea Culture” included in a special programme series. | About 900 000 (Estimate) |

According to audience questionnaire surveys, the numbers of Mainland and overseas tourists attending the HKPCF and CCF accounted for about 15% and 10% respectively over the total attendances. The expenditures for the HKPCF and CCF in 2025 will be subsumed under the \$20 million earmarked by the LCSD for each of the festivals and its existing resources.

5. Regarding the promotion of programmes under the HKPCF and CCF, the LCSD has set up official websites for both festivals, and made use of social media platforms (such as Facebook, Instagram, Xiaohongshu, Bauhinia Magazine and the channels of cultural tourism gurus) for online publicity so as to increase the number of participants from different regions. To target tourists from the Mainland and overseas, the LCSD will also promote the programmes of the HKPCF and CCF via other channels, including advertisements on the bodies of buses to and from the airport and control points, advertisements within Express Rail Link stations, train compartments and in the trip information, as well as English recreational and cultural platforms. In addition, the LCSD will collaborate 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 overseas, to promote the HKPCF and CCF via their networks and platforms, with a view to providing more opportunities for tourists to experience the unique cultural glamour of Hong Kong, appreciate the distinctiveness of aspects of the fine traditional Chinese culture, and enrich their journeys into arts and culture. This will help to achieve the goal of “shaping tourism with cultural activities and promoting culture through tourism”.

- End -

CONTROLLING OFFICER'S REPLY

CSTB331

(Question Serial No. 1501)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding Hong Kong Velodrome (the Velodrome), would the Government inform this Committee of:

1. the total number of opening hours of the Velodrome, the number of hours hired and the hiring rate of the cycling track by professional organisations, the number of hours hired and the hiring rate of the cycling track by members of the public with professional qualifications, and the number of hours hired and the hiring rate of other facilities in the Velodrome in each of the past 5 years;
2. the numbers of applications for "Track Pass" received and approved in each of the past 5 years, and the current number of "Track Pass" holders; and
3. the number of times of maintenance works carried out at the Velodrome, the details of such works, the relevant expenditure, and the number of days of temporary closure during each round of maintenance works in each of the past 5 years.

Asked by: Hon YUNG Hoi-yan (LegCo internal reference no.: 12)

Reply:

1. Hong Kong Velodrome (the Velodrome) is normally open for public use from 7 am to 11 pm, except for regular maintenance days (i.e. from 7 am to 1 pm on the first and third Tuesdays of each month) and the first 3 days of the Lunar New Year which are public holidays. Members of the public with professional qualifications usually opt to join the track cycling fun days or the shared-use sessions of the cycling track organised by the Velodrome. The total number of opening hours of the Velodrome and the figures regarding the hiring of the cycling track by professional organisations from 2020-21 to 2024-25 are tabulated as follows:

| Year | Total No. of Opening Hours of the Velodrome | Information about the Hiring of the Cycling Track by Professional Organisations* | |
|-------------------------------------|---|--|-------------|
| | | No. of Hours Hired | Hiring Rate |
| 2020-21 | 2 962 [@] | 994 [#] | 31% |
| 2021-22 | 4 354 [@] | 1 489 | 34% |
| 2022-23 | 5 310 [@] | 1 249 | 27% |
| 2023-24 | 5 626 | 1 352 | 32% |
| 2024-25 (up to 28 February 2025) | 5 152 | 1 067 | 31% |

* Since the cycling track had been closed due to the COVID-19 epidemic and the refurbishment works, the total number of hours available for hiring varied from year to year.

[@] Due to the COVID-19 epidemic, the Velodrome was closed during certain periods in the years concerned.

[#] During the closure of the Velodrome, the cycling track had been open under special arrangements for conducting professional training by professional organisations at their request.

The numbers of hours hired and the hiring rates of other facilities in the Velodrome are as follows:

| Year | Arena [@] | | Fitness Room [@] | | Activity Room and Dance Room [@] | | Table Tennis Tables [@] | | Children's Play Room [@] | |
|---------|--------------------|-------------|---------------------------|-------------|---|-------------|----------------------------------|-------------|-----------------------------------|-----------------------------|
| | No. of Hours Hired | Hiring Rate | No. of Hours Hired | Hiring Rate | No. of Hours Hired | Hiring Rate | No. of Hours Hired | Hiring Rate | No. of Hours Hired | Hiring Rate |
| 2020-21 | 16 326 | 76% | 31 327 | 44% | 5 616 | 50% | 13 915 | 81% | 0 | Not applicable [*] |
| 2021-22 | 30 680 | 88% | 53 464 | 43% | 12 976 | 75% | 23 669 | 91% | 1 761 | 100% |
| 2022-23 | 33 314 | 85% | 75 336 | 46% | 13 857 | 65% | 27 793 | 87% | 2 739 | 100% |
| 2023-24 | 28 631 | 85% | 79 933 | 37% | 14 217 | 64% | 28 473 | 85% | 2 723 | 100% |
| 2024-25 | 25 159 | 91% | 94 685 | 43% | 13 589 | 67% | 26 940 | 87% | 2 657 | 100% |

[@] Since various facilities had been closed due to the COVID-19 epidemic and the refurbishment works, the total number of hours available for hiring of each facility

varied from year to year. For example, in 2021-22, the total number of hours available for hiring of the arena was 34 784, and upon calculation of the number of hours hired, the hiring rate was 88%; in 2022-23, the total number of hours available for hiring of the arena was 39 004, and upon calculation of the number of hours hired, the hiring rate was 85%.

* The children’s play room was closed for the whole year due to the COVID-19 epidemic.

Up to 28 February 2025.

2. The numbers of applications for “Track Pass” received and approved in the past 5 years are as follows:

| Year | No. of New Applications | No. of Approved Applications |
|-------------|--------------------------------|-------------------------------------|
| 2020 | 89 | 89 |
| 2021 | 105 | 105 |
| 2022 | 216 | 215^ |
| 2023 | 223 | 223 |
| 2024 | 156 | 141^ |

^ Some of the applicants failed to submit the required certificate(s)/document(s) of recognised qualifications and their applications were therefore declined.

“Track Pass” holders have to renew their passes every year in order to keep the qualification valid. Currently, there are 252 valid “Track Pass” holders in total.

3. Apart from the routine facility maintenance carried out on regular maintenance days, repair of the cycling track and replacement of the flooring at the arena of the Velodrome were conducted from 22 September to 19 December 2023 (90 days in total), with a cost of around \$20 million. In addition, the closed-circuit television system, timers on track bikes, photo-finishing system, public address system, lighting system, etc. of the Velodrome were also renewed between 16 September and 31 December 2024 (107 days in total), with a cost of around \$20 million.

- End -

CONTROLLING OFFICER'S REPLY

CSTB332

(Question Serial No. 1502)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Manda CHAN)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the Music Office (MO), would the Government inform this Committee of the following:

1. The current number of staff of the MO and their ranks, number of permanent and supernumerary posts and their ratio, expenditure on salaries by rank and total expenditure on salaries;
2. Please list in a table, by musical instrument, the number and hours of training classes offered by the Instrumental Music Training Scheme at each level, number of instructors, number and age of enrolling trainees and expenditure involved in organising these training classes in each of the past 5 years;
3. Please list in a table the number and types of music activities organised by the MO in each of the past 5 years, as well as the number of hours, number and average age of participants and expenditure involved.

Asked by: Hon YUNG Hoi-yan (LegCo internal reference no.: 13)

Reply:

1. The Music Office (MO) of the Leisure and Cultural Services Department has a total of 100 permanent posts, including Music Officers and officers of other supporting grades (such as Executive Officers, Clerical Officers and Clerical Assistants). In 2024-25 (up to 28 February 2025), the expenditure on salaries was about \$49.1 million. There is no supernumerary post in the MO.
2. The Instrumental Music Training Scheme of the MO provides training in about 30 Chinese and Western musical instruments for over 4 000 trainees aged between 6 and 23, with more than 800 classes in total across different levels of performance each year. The relevant statistics from 2020-21 to 2024-25 are set out in the table below:

| Year | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 (Estimate) |
|---|----------------|----------------|----------------|----------------|-------------------------------|
| No. of Trainees | 4 500 | 4 268 | 4 343 | 4 405 | 4 470 |
| No. of Classes | 899 | 901 | 888 | 897 | 893 |
| No. of Hours | 34 162 | 34 238 | 33 744 | 34 086 | 33 934 |
| No. of Instructors | 99 | 96 | 101 | 109 | 104 |
| Expenditure Involved in Organising Training Classes (\$ million) | 5.283 | 6.402 | 7.343 | 8.076 | 7.951 |

3. The MO organises various types of music activities every year, such as concerts, Youth Music Interflows, Youth Music Camps, music exchange programmes, music workshops, exhibitions and online programmes, with participants generally in the age range of 35 to 44. The relevant statistics from 2020-21 to 2024-25 are set out in the table below:

| Year | 2020-21^{Note} | 2021-22^{Note} | 2022-23 | 2023-24 | 2024-25 (Estimate) |
|--|-------------------------------|-------------------------------|----------------|----------------|-------------------------------|
| No. of Activities | 71 | 258 | 371 | 425 | 370 |
| No. of Participants | 28 533 | 90 360 | 146 305 | 189 680 | 170 000 |
| Expenditure Involved (\$ million) | 0.336 | 1.596 | 1.228 | 3.605 | 4.6 |

Note: Due to the impact of the COVID-19 epidemic, a number of music activities could not be held as scheduled or were held online.

- End -