

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1045)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 27 of the Budget Speech that “the Hong Kong Tourism Board (HKTB) will spend over \$250 million to sustain its efforts in organising or helping promote major tourism events, including the Hong Kong Pop Culture Festival to be held for the first time”. In this connection, would the Government advise this Committee of the following:

1. The amount of funding that the HKTB will earmark for its expenditure on the “Hong Kong Pop Culture Festival”;
2. Regarding the “Hong Kong Pop Culture Festival”, what will be (a) its expected duration; (b) the number of events to be organised under the Festival; (c) the number of celebrities or groups from the cultural sector to be invited as guests; and (d) the numbers of local residents and visitors expected to be attracted to the Festival?

Asked by: LUK Chung-hung (LegCo internal reference no.: 18)

Reply:

1. The Hong Kong Tourism Board (HKTB) will assist in the promotion of the “Hong Kong Pop Culture Festival” (Culture Festival) organised by the Leisure and Cultural Services Department (LCSD). The relevant expenditure has been subsumed under a funding provision of \$250 million for the HKTB to organise or help promote major tourism events, and cannot be quantified separately.
2. The Culture Festival is scheduled to be launched in April 2023, featuring an array of exciting events throughout the year. About 20 programmes are expected to be held during the Culture Festival. Apart from a rich diversity of programmes including concerts, thematic exhibitions and film screenings, there will also be a series of extension and educational outreach activities, such as outdoor music performances, talks and meet-the-artists sessions. Apart from holding events at its performing arts venues and museums, the LCSD will also collaborate with other organisations/venues with a view to widening the audience base and promoting Hong Kong’s pop culture. The estimated production costs will be about \$20 million. It is expected that about 30

performing groups and around 120 performers will participate in the festival with an audience of over 140 000 people, including local residents and visitors.

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