

**CONTROLLING OFFICER'S REPLY**

**CSTB341**

**(Question Serial No. 1954)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

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

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government launched the first edition of the Hong Kong Pop Culture Festival in April 2023 to promote Hong Kong's pop culture. Please inform this Committee of:

1. the attendance figures with percentages of tourists and actual expenditures of the different programmes of the Hong Kong Pop Culture Festival 2023;
2. the details, date, organisers, co-organisers and estimated expenditure of the Hong Kong Pop Culture Festival 2024; and
3. the estimated number of tourists that will be attracted to Hong Kong by the Hong Kong Pop Culture Festival 2024.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 20)

Reply:

1. There were a total of 21 programmes organised/sponsored by the Leisure and Cultural Services Department (LCSD) in the inaugural Hong Kong Pop Culture Festival (Culture Festival), which attracted an attendance of around 530 000 and an online audience of about 75 000 in total. The total production costs were around \$25 million. The programmes concerned are set out at **Annex I**. Questionnaire surveys for the audience show that the percentage of visiting tourists over the total attendance is around 15%.
2. The second edition of the Culture Festival is set to be held from April to July 2024, themed "Arts & Action". It features around 20 programmes curated by the LCSD, including thematic exhibitions, film screenings, stage performances and outreach activities, which will showcase all aspects of Hong Kong's vivacious pop culture. Apart from organising/sponsoring programmes, the Department will also collaborate with various industry stakeholders and include programmes that match the theme in the Culture Festival for enhanced synergy. The estimated production costs for the programmes under the ambit of the LCSD are around \$25 million, and the programme details are set out at **Annex II**.

3. The LCSD has strengthened its collaboration with various stakeholders and disseminated information about the Culture Festival to tourists and the public via the Hong Kong Tourism Board and different online platforms, with a view to attracting tens of thousands of tourists to participate in the Culture Festival.

**Annex I to Reply Serial No. CSTB341**

**List of Programmes of the “Hong Kong Pop Culture Festival 2023”  
Organised/Sponsored by the Leisure and Cultural Services Department**

<b>Programme Name</b>		<b>Venue/Date</b>
<b>Performances</b>		
1.	Pre-Festival Programme: Pop Unplugged	Arena, Queen Elizabeth Stadium 7 – 8 April 2023
2.	Outdoor Music x Film Marathon	Piazza C, Hong Kong Cultural Centre 23 April 2023
3.	SENZA x Lucky 6: Pop Grooves	Concert Hall, Hong Kong City Hall 29 April 2023
4.	Indie Pop Concert – Indie Debut	Black Box Theatre, Kwai Tsing Theatre 26 – 28 May 2023
5.	Summer Vibes – Youth Band Marathon	Arena, Queen Elizabeth Stadium 9 July 2023
6.	Festive Korea 2023 – K-Drama OST Live Concert	Concert Hall, Hong Kong Cultural Centre 18 November 2023
<b>Thematic Exhibitions</b>		
7.	Pre-Festival Programme: Miss You Much Leslie Exhibition	Open Space, 2/F, Hong Kong Heritage Museum 29 March – 9 October 2023
8.	Out of Thin Air: Hong Kong Film Arts & Costumes Exhibition	Thematic Galleries 1 & 2, 1/F, Hong Kong Heritage Museum 3 May – 4 September 2023
9.	Tango Between Images – Hong Kong Films & Comics	Exhibition Hall, Hong Kong Film Archive 24 February – 8 October 2023
10.	Cinderella and her Qipao Exhibition	Exhibition Hall, Hong Kong Film Archive November 2023 – May 2024
<b>Thematic Film Screenings</b>		
11.	Opening Programme: When Leslie & Anita Meet Hei & Gin	Grand Theatre, Hong Kong Cultural Centre 22 April 2023
12.	Revisiting the Glory Days – The Legacy of Leslie and Anita	Grand Theatre, Hong Kong Cultural Centre 23 April 2023 Cinema, Hong Kong Film Archive 29 April – 30 December 2023
13.	From Panel to Big Screen – Panorama of Hong Kong’s Comics – Inspired Films	Hong Kong Film Archive 6 May – 2 September 2023
14.	Restored Treasures – Farewell to My Concubine (1993) 4K Restored Version	Grand Theatre, Hong Kong Cultural Centre 30 September 2023
<b>Outreach Programmes</b>		
15.	Public Art Displays for the Hong Kong Pop Culture Festival 2023 and the	Hong Kong Coliseum Hong Kong Cultural Centre

<b>Programme Name</b>		<b>Venue/Date</b>
	40th Anniversary of Hong Kong Coliseum	Hong Kong Film Archive Hong Kong Heritage Museum April – June 2023
16.	My Stage@HKCC 2023/24 – Saturday Music Live by The Hong Kong Federation of Youth Groups	Foyer, Hong Kong Cultural Centre 29 April, 10 June, 8 July, 12 August, 16 September, 14 October and 18 November 2023
17.	Movie Tram	Sheung Wan/Causeway Bay 6 May – 11 June 2023 (Every weekend)
18.	Busking Go Round	Sha Tin Town Hall 7 May 2023 Tsuen Wan Town Hall 14 May 2023 Kwai Tsing Theatre 21 May 2023 Tuen Mun Town Hall 28 May 2023
19.	Culture Café	Catering venue, Hong Kong Cultural Centre 20 May, 17 June, 22 July, 26 August, 23 September, 21 October, 25 November and 16 December 2023
20.	BUSKING@MUSEUM	G/F, Hong Kong Heritage Museum 3, 10, 17 and 24 September 2023
<b>Others (Television/Online Programmes)</b>		
21.	Pop Hong Kong! (The first 4 episodes) (Produced by Radio Television Hong Kong)	Television Broadcast Dates 25 June and 2, 9 and 16 July 2023

**Annex II to Reply Serial No. CSTB341**

**List of Programmes of the “Hong Kong Pop Culture Festival 2024”  
Organised/Sponsored by the Leisure and Cultural Services Department**

<b>Programme Name</b>	<b>Venue</b>	<b>Date</b>
<b>Performances</b>		
1. Opening Programme – ImagineLand	Central Lawn, Victoria Park	6 – 7 April 2024
2. 2024 Fiesta of Music Office Bands, Choirs and Orchestras – Chinese Orchestras Martial Arts • Heroes	Auditorium, Sha Tin Town Hall	21 April 2024
3. The Godfather of Cantopop – Joseph Koo	Theatre, Ngau Chi Wan Civic Centre	17 – 18 May 2024
4. ART!ON POP Concert	Concert Hall, Hong Kong Cultural Centre	21 – 22 July 2024
<b>Thematic Exhibitions</b>		
5. Pre-Festival Programme: Donation of the Bust of Dr. Louis Cha	Jin Yong Gallery, Hong Kong Heritage Museum	16 March 2024
6. Pre-Festival Programme: A Path to Glory – Jin Yong’s Centennial Memorial, Sculpted by Ren Zhe	Thematic Gallery 5, Courtyard and Lobby, Hong Kong Heritage Museum	16 March – 7 October 2024
7. Coming to a Theatre Near You – Gems of Hong Kong Film Trailers	Exhibition Hall, Hong Kong Film Archive	31 May – 3 November 2024
8. A Laugh at the World: James Wong	Thematic Galleries 1 & 2, Hong Kong Heritage Museum	17 July 2024 – 10 February 2025
<b>Thematic Film Screenings</b>		
9. Pre-Festival Programme: Of Fists and Swords – Kaleidoscope of Hong Kong Martial Arts Films	Grand Theatre, Hong Kong Cultural Centre Cinema, Hong Kong Film Archive	27 March and 22 June 2024 6 April – 16 June 2024
<b>Library Activities</b>		
10. Book Display on Martial Arts Novels	Hong Kong Central Library	1 March – 31 August 2024

<b>Programme Name</b>	<b>Venue</b>	<b>Date</b>
11. The Hong Kong Musicians Series: Music Document Highlights of Joseph Koo & James Wong	Arts Document Reading Room, 10/F, Hong Kong Central Library	1 April – 31 July 2024
12. Exhibition on Dr. Louis Cha Collection	Rare Book Reading Room, 8/F, Hong Kong Central Library	1 May – 31 August 2024
13. Subject Talk on Jin Yong's Works	Lecture Theatre, G/F, Hong Kong Central Library	5 July 2024
<b>Outreach Activities</b>		
14. Hong Kong Pop Culture Festival 2024: The Opening Screening of "Of Fists and Swords – Kaleidoscope of Hong Kong Martial Arts Films" Zu: Warriors from the Magic Mountain (1983) (4K Digitally Restored Version) Prelude Programme – Wushu Performance cum Demonstration	Foyer, Hong Kong Cultural Centre	27 March 2024
15. Arts or Action, Why Not Both? Classic Martial Arts Drama Costumes and Props Exhibition	Foyer, Hong Kong Cultural Centre Hong Kong Heritage Museum	17 April – 5 May 2024 8 May – 7 October 2024
16. Arts or Action, Why Not Both? From Arts to Action Music Concert	Foyer, Hong Kong Cultural Centre Theatre, Hong Kong Heritage Museum	20 April and 22 June 2024 19 May 2024
17. Arts or Action, Why Not Both? ICH Extraordinary: Chinese Martial Arts and Films	Foyer, Hong Kong Cultural Centre Theatre, Hong Kong Heritage Museum	20 April and 22 June 2024 26 May 2024
18. My Stage@HKCC 2024/25 – Saturday Music Live	Hong Kong Federation of Youth Groups	27 April, 25 May, 29 June, 6 July and 3 August 2024
19. Fame in a Flash – A Tour of AVON Recording Studios	Avon Recording Studios	8, 15, 22 and 29 June 2024
<b>Online Programme</b>		
20. How are Classic Cantonese Songs Developed?		