

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1959)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (3) Heritage and Museums, (4) Performing Arts

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

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

1. Please tabulate the attendance figures, the percentage of tourists over the total attendance and the proportions of overseas and Mainland tourists at various museums and art centres under the Leisure and Cultural Services Department (LCSD) in 2023.
2. Does the LCSD have any plan to discuss with the tourism sector the possibility of collaboration in ticketing services for various programmes of the LCSD to attract more tourists to Hong Kong for the programmes?
3. Does the LCSD have any plan to promptly brief the tourism sector on the major exhibitions or performances to be held in the year so that the tourism sector will be aware of these activities well in advance and thus be able to promote them to tourists?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 25)

Reply:

1. In 2023, the total attendance at the museums and art spaces under the Leisure and Cultural Services Department (LCSD) amounted to more than 6.3 million. The attendance figures of the museums and art spaces are set out at **Annex I**. According to the result of online questionnaire surveys conducted between October 2023 and January 2024, the percentages of local, Mainland and overseas visitors to the 5 major museums under the LCSD (namely the Hong Kong Museum of Art, the Hong Kong Museum of History, the Hong Kong Heritage Museum, the Hong Kong Science Museum, and the Hong Kong Space Museum) are 52%, 27.5% and 20.5% respectively.

The programmes at the performing arts venues under the LCSD recorded a total attendance of over 2.9 million. The attendance figures of fee-charging or free programmes at the performing arts venues are set out at **Annex II**. While programmes at performing arts venues under the LCSD are attended by quite a number of foreign visitors, audience members attending the programmes, whether fee-charging or not, are not required to provide information on their place of origin.

Hence, no specific information regarding the percentage of tourists is available. Notwithstanding that, the LCSD has conducted questionnaire surveys for large-scale programmes held at its performing arts venues, for instance the “New Vision Arts Festival” and “Hong Kong Pop Culture Festival” last year. The findings show that the percentages of local, Mainland and overseas audience members of these programmes are around 85%, 11.5% and 3.5% respectively.

2. & 3. The LCSD has been discussing with the tourism sector the possibility of attracting more tourists to Hong Kong for cultural and arts programmes held at venues under the LCSD through collaboration in, among others, ticketing services for various programmes of the Department. Prior to the launch of Art March, the LCSD had already held meetings with the retail and tourism sectors through the Culture, Sports and Tourism Bureau to promote cultural and arts programmes of the LCSD so that members of the sectors could draw up their plans of programmes suitable for tourists in advance. The LCSD will continue to promote its major exhibitions or performances of the year to Mainland and overseas tourists in advance through the Hong Kong Tourism Board, and recommend the LCSD’s programmes on its pages on such online platforms as Instagram, Facebook and Xiaohongshu to promote them to tourists, who can then book tickets for the programmes online in advance.

In the first edition of the “Hong Kong Pop Culture Festival” held last year, the LCSD collaborated with the Travel Industry Council of Hong Kong (TIC) on a trial basis by reserving tickets for one of the programmes “Movie Tram” for tourists and introducing the programme through the TIC’s electronic notification system to travel agents, who were invited to purchase the tickets for their tour groups. The programme took the form of a journey on the tram, during which docents introduced different filming locations of Hong Kong movies along the route and film specialists shared their film-making experiences. The LCSD also reserves daily registration quotas on the ongoing “teamLab: Continuous” exhibition under “Art@Harbour 2024” for travel agents through the TIC during the exhibition period to facilitate tourists’ visits. Currently, the LCSD is working with the TIC to examine the feasibility of systematically reserving the Department’s programme tickets for visiting tourists with the help of ticketing platform technologies.

Annex I to Reply Serial No. CSTB346

**Attendance at Museums and Art Spaces
under the Leisure and Cultural Services Department in 2023**

| Museum/Art Space | | January to December 2023 |
|------------------|--|--------------------------|
| 1. | Hong Kong Museum of Art | 1 257 411 |
| 2. | Hong Kong Museum of History | 550 323 |
| 3. | Hong Kong Heritage Museum | 724 011 |
| 4. | Hong Kong Science Museum | 1 151 546 |
| 5. | Hong Kong Space Museum | 931 782 |
| 6. | Hong Kong Museum of Coastal Defence | 187 008 |
| 7. | Dr Sun Yat-sen Museum | 84 170 |
| 8. | Fireboat Alexander Grantham Exhibition Gallery | 68 042 |
| 9. | Flagstaff House Museum of Tea Ware | 93 134 |
| 10. | Hong Kong Railway Museum | 233 011 |
| 11. | Law Uk Folk Museum | 18 202 |
| 12. | Lei Cheng Uk Han Tomb Museum | 28 148 |
| 13. | Sam Tung Uk Museum | 97 109 |
| 14. | Sheung Yiu Folk Museum | 41 128 |
| 15. | Hong Kong Visual Arts Centre | 49 514 |
| 16. | Oi! | 741 533 |
| 17. | Hong Kong Film Archive | 94 211 |
| Total: | | 6 350 283 |

Annex II to Reply Serial No. CSTB346

**Attendance at Performing Arts Venues
under the Leisure and Cultural Services Department in 2023**

| Performing Arts Venue | | January to December 2023 |
|-----------------------|---------------------------|--------------------------|
| 1. | Hong Kong Cultural Centre | 470 577 |
| 2. | Hong Kong City Hall | 265 943 |
| 3. | Sheung Wan Civic Centre | 77 693 |
| 4. | Ngau Chi Wan Civic Centre | 44 382 |
| 5. | Ko Shan Theatre | 280 618 |
| 6. | Sha Tin Town Hall | 184 000 |
| 7. | Kwai Tsing Theatre | 126 480 |
| 8. | Tsuen Wan Town Hall | 162 646 |
| 9. | Tuen Mun Town Hall | 149 477 |
| 10. | Yuen Long Theatre | 52 670 |
| 11. | North District Town Hall | 51 598 |
| 12. | Hong Kong Coliseum | 880 705 |
| 13. | Queen Elizabeth Stadium | 196 996 |
| Total: | | 2 943 785 |

Notes

- (1) The Sai Wan Ho Civic Centre has been closed from April 2022 for a period until 2025 for renovation and improvement works.
- (2) The Yau Ma Tei Theatre has been closed from September 2022 for a period until the first quarter of 2026 for construction of the Yau Ma Tei Theatre Phase 2.
- (3) The Tai Po Civic Centre has been closed from November 2021 for a period until 2025 for facility upgrading works.

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