

Government announces calendar of mega events in Hong Kong (first half of 2025) (with photos)

â€‹The Deputy Financial Secretary, Mr Michael Wong, together with the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, and the Executive Director of the Hong Kong Tourism Board (HKTB), Mr Dane Cheng, announced the calendar of mega events in Hong Kong for the first half of 2025 today (November 19).

Mr Wong said the Government will continue to take a proactive role in promoting and attracting different mega events to Hong Kong with an emphasis on quality and quantity. The calendar of mega events in Hong Kong for the first half of 2025 announced today includes information on 93 events that cover various areas. The Government strives for the early publication of the new calendar, with a view to allowing members of the public, tourists and related industries to learn about the mega events in Hong Kong, facilitating the early planning of visits to Hong Kong, or seizing business opportunities by designing and launching activities and products in collaboration with the mega events.

Mega events will contribute to economic benefits for Hong Kong. Based on the current data, it is estimated that approximately 840 000 tourists would participate in the mega 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.

Mr Yeung said that in addition to the integrated development of culture, sports and tourism, the Culture, Sports and Tourism Bureau (CSTB) is also committed to promoting the development of industries in these three areas through mega events and assisting in driving a diversified economy. The CSTB aims to showcase Hong Kong's soft power and the charm of Hong Kong as an international metropolis to the world. So far in 2024, the CSTB has participated in and supported a number of culture, sports and tourism-related mega events by different means, including organisation of events by the CSTB and its departments and organisations, provision of financial support by various funding schemes of the CSTB, as well as co-ordination and facilitation of event arrangements. Looking ahead in the first half of 2025, Hong Kong will continue to welcome international and local mega events of culture, sports and tourism.

Mr Cheng said the Mega Events Development and Advancement Division (MEDA) of the HKTB actively serves as the first point of contact for event organisers. Since its formation in March 2024, MEDA has handled inquiries from close to 100 events. The HKTB also proactively reaches out to local, Mainland and international event organisers, as well as major music and entertainment brands, to introduce MEDA's work and available support with a

view to bringing potential mega events to Hong Kong, further solidifying Hong Kong's reputation as the "Events Capital of Asia".

Regarding the updating of the calendar of mega events, at present the calendar, which covers the coming half year, is announced every half year. The CSTB will update the calendar of mega events more frequently by way of rolling updates, with a view to enabling the general public and tourists to access the latest information.

The calendar of mega events in Hong Kong (first half of 2025) is in the Annex. The public can also browse it through the website for Brand Hong Kong (www.brandhk.gov.hk).

