

LCQ19: Measures attracting travellers to visit Hong Kong

Following is a question by the Hon Benson Luk and a written reply by Acting Secretary for Culture, Sports and Tourism, Mr Raistlin Lau, in the Legislative Council today (Mar 20):

Question:

In the Budget announced last month, the Government proposed various mega-events to attract more travellers, including holding pyrotechnic and drone shows every month, as well as revamping the light-and-sound show, "A Symphony of Lights". In this connection, will the Government inform this Council:

(1) whether it has estimated the growth in the number of travellers and the amount of spending value for Hong Kong to be brought by the holding of pyrotechnic and drone shows every month;

(2) as the Government announced in the aforesaid Budget that a Mega Events Coordination Group had been set up, of the scope of work of such coordination group, and whether the Government has formulated performance indicators for the work of such coordination group; if so, of the details; if not, the reasons for that;

(3) whether it will provide travellers with one-stop tour packages by linking up different tourist attractions, so as to extend the number of days and the time spent by travellers in Hong Kong; if so, of the details; if not, the reasons for that;

(4) as the authorities of Macao have, since the 1st of last month, provided a special offer of free bus and ferry tickets from Hong Kong to Macao for international visitors in Hong Kong, whether the authorities will draw reference from such practice and provide similar special offers to travellers visiting the Mainland cities of the Guangdong-Hong Kong-Macao Greater Bay Area (including Macao), with a view to attracting them to visit Hong Kong; if so, of the details; if not, the reasons for that; and

(5) whether it will draw reference from foreign light shows (e.g. the architectural mapping light extravaganza of Casa Batlló by Gaudí in Spain), and hold immersive light shows which integrate media arts into large open buildings on both sides of the Victoria Harbour, so as to enhance the attractiveness and artistic value of "A Symphony of Lights"; if so, of the details; if not, the reasons for that?

Reply:

President,

In respect of the question raised by the Hon Benson Luk, the reply is as follows:

(1), (3) and (5) "A Symphony of Lights" light and sound show (SoL) is one of the attractions for visitors. There are currently 43 buildings and two attractions along Victoria Harbour participating in SoL with interactive lights and musical effects to showcase the vibrancy and glamorous night vista of Victoria Harbour. The lighting effects on participating buildings include searchlights, lasers, beam lights, LED screens and facade lighting.

The Tourism Commission is working with the Hong Kong Tourism Board (HKTb) to revamp SoL with a view to presenting the splendid night views of Victoria Harbour to visitors with a fresh look and enhanced beauty, thereby bringing new experiences to visitors. The HKTb will invite tenderers to select a contractor to re-conceptualise the content and design of SoL. It is expected that the revamped SoL will be launched within the first half of 2025.

Before the launch of the revamped SoL, the HKTb will, in conjunction with festivals and major events, regularly organise pyrotechnics and drone shows with different themes and designs. These shows will add vibrancy and create a joyful atmosphere in the evening to attract locals and visitors to enjoy the shows. Furthermore, leveraging on the show, the HKTb will encourage the travel trade to introduce more tourism products and packages, such as harbour cruises and pyrotechnics-themed dinners for locals and visitors. This will bring business opportunities for the catering, retail and other related sectors, stimulating consumption and generating economic benefits.

Together with the HKTb, we will also promote new thematic travel experiences anchoring seasonal, festival and mega events as well as integrating Chinese and Western arts, pop culture, wine and dine experiences, outdoor explorations, active sports and more to cater for the interest of wide-ranging visitor segments while developing immersive in-depth tourism activities in the light of the new travel trends. We will also encourage the travel trade to launch a more diversified portfolio of tourism products.

(2) The Government has set up the Mega Events Coordination Group (the Group) chaired by the Deputy Financial Secretary, with the Secretary for Culture, Sports and Tourism as deputy. Members include representatives from relevant bureaux/departments (B/Ds), the HKTb and other statutory bodies.

The Group is responsible for the high-level steer in relation to mega events, including steering various relevant B/Ds and statutory bodies to reach out and solicit proactively mega events to be staged in Hong Kong, and strengthening the communication and coordination amongst departments in terms of event organisation. As the first point of contact, the HKTb will focus on liaising with event organisers alongside relevant B/Ds and conducting preliminary assessments on event proposals. The assessments, such as the benefits of hosting relevant events in Hong Kong and the necessary supporting arrangements, will be submitted to the Group. The Group will ensure that mega

events hosted in Hong Kong receive sufficient inter-departmental support.

In addition, the Group provides steer on the publicity of mega events, as well as the launching or consolidation of promotion. The Group will also offer advice for different B/Ds on stepping up the promotion of mega events with a view to creating an atmosphere of citywide involvement and enjoyment.

(4) The HKTB will join hands with the local trade to launch various travel packages taking into account the preferences and trends of different source markets to attract visitors to Hong Kong. For example, riding on the expansion of the Individual Visit Scheme to Xi'an and Qingdao, the HKTB will collaborate with airlines, travel agencies and online travel platforms to offer various packages of air tickets, hotel accommodation, and attractions, enticing visitors from these two cities to visit Hong Kong.

To develop Hong Kong into an international tourism hub and promote multi-destination travel, the HKTB will continue to strengthen co-operation with Macao and other Greater Bay Area cities to participate in overseas promotions, as well as to collaborate with the travel trade to develop and promote multi-destination themed itineraries and tourism products that cater for the different interest and preferences of visitors with a view to attracting more overseas visitors to Hong Kong.