

## Effective Exchange Rate Index

The effective exchange rate index for the Hong Kong dollar on Wednesday, December 11, 2024 is 106.5 (up 0.1 against yesterday's index).

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## Postal services to Ireland subject to delay

Hongkong Post announced today (December 11) that, as advised by the postal administration of Ireland, due to the impact of severe weather, mail delivery services to Ireland are subject to delay.

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## LCQ6: Promoting development of district tourism

Following is a question by Dr the Hon Ngan Man-yu and a reply by the Secretary for Culture, Sports and Tourism, Miss Rosanna Law, in the Legislative Council today (December 11):

Question:

The Government has indicated in the latest Policy Address that it will make better use of Hong Kong's rich and unique resources to instil the concept of "tourism is everywhere in Hong Kong". In this connection, will the Government inform this Council:

(1) in order to realise the tourism potential of various districts in Hong Kong, whether the Government will co-operate with different government departments and district organisations in the planning for the coming year and provide various policy incentives to jointly promote the development of district tourism; if so, of the details;

(2) whether the Government will co-operate with various organisations and merchants in Lei Yue Mun to design characteristic tourism programmes by leveraging elements such as Lei Yue Mun's fishing village culture, traditional customs and seafood delicacies; if so, of the details; and

(3) whether it will consider promoting the development of tourism in Lei Yue Mun through publicity and enhanced ancillary transport facilities, e.g. organising activities in collaboration with popular social media platforms and travel influencers to boost the appeal and popularity of Lei Yue Mun, launching new ferry routes of cultural tourism plying between Lei Yue Mun and Sai Kung and Tsim Sha Tsui respectively to promote sightseeing boat tours of Hong Kong, as well as conducting tourism activities with Lei Yue Mun as the base; if so, of the details?

Reply:

President,

Tourism is one of the major driving forces of Hong Kong's economy. Following the resumption of normal cross-boundary travel starting from February 2023, Hong Kong's tourism industry began to recover at full speed with a steady growth in visitor arrivals. From January to October 2024, some 36.7 million arrivals were recorded, representing a year-on-year increase of about 37 per cent. As announced by the Chief Executive in the Policy Address this year, the Government will develop Hong Kong into a premier tourism destination through innovative thinking and making better use of our rich and unique resources, developing tourism products and initiatives with local and international characteristics, and consolidating the attractiveness of traditional tourism to instill the concept of "tourism is everywhere in Hong Kong".

In respect of the question raised by Dr the Hon Ngan Man-yu, in consultation with the Home and Youth Affairs Bureau as well as the Transport Department (TD), the reply is as follows:

(1) Joint efforts by different sectors through active collaboration and co-ordination among one another and optimising the use of district resources to explore more tourism products with characteristics are essential to promoting tourism development and implementing "Tourism is everywhere in Hong Kong" concept. The Chief Executive announced in the Policy Address that a Working Group on Developing Tourist Hotspots (Working Group), led by the Deputy Chief Secretary for Administration (DCS), will be set up to strengthen cross departmental co-ordination and leverage community efforts, identify and develop tourist hotspots of high popularity and with strong appeal in various districts. The objective of the Working Group is to co-ordinate, through high-level steering, projects that require inter-departmental, industry and community collaboration, and to identify and build new hotspots for regional tourism with innovative ideas.

The Working Group is led by the DCS and comprised of 10 bureau secretaries and directors of departments as members, and has held its first meeting on November 8 this year to discuss how to identify and develop tourist hotspots of high popularity and with strong appeal in various districts, as well as the subsequent work plan which includes collecting proposals on tourism hotspots in the districts through the 18 District Offices, with a view to selecting suitable development projects. The Working

Group will continue to follow up on the recommendations and is expected to formulate projects for implementation in the first half of 2025.

In 2024, the Home Affairs Department and the District Councils at the 18 districts have also jointly launched the "Day x Night Vibes @ 18 Districts" to roll out an array of activities with district characteristics and traditional cultural connotations across the city, including bazaar carnivals, artwork exhibitions, musical performances and sports experiences, so as to create a buoyant mood in the community and support the local economy.

(2) and (3) Lei Yue Mun (LYM) is one of Hong Kong's popular tourist spots. The Tourism Commission (TC) under the Culture, Sports and Tourism Bureau (CSTB) is taking forward the LYM Waterfront Enhancement Project since December 2020 which will improve the facilities along LYM waterfront and enhance its connectivity with a view to further enhancing the attractiveness of LYM as a popular tourist attraction. The works under the project include the construction of a public landing facility, and the development of a waterfront promenade and related improvement works. The first and second phases of the works, including the construction of a new viewing platform, improvement works to facilities in the existing LYM Rest Garden, as well as beautification works to the existing viewing platform and five lookout points along LYM waterfront, were completed and the facilities have been open to the public. The remaining works, including a public landing facility, a breakwater and a promenade, are expected to be completed by end of January 2025. By then, the three existing leisure venues in close proximity to the LYM Waterfront and Sam Ka Tsuen Typhoon Shelter area, namely LYM Waterfront Sitting-out Area, LYM Typhoon Shelter Breakwater Sitting-out Area, and LYM Rest Garden, together with LYM's unique village character and seafood delicacy, will offer visitors a scenic and unique route. The venues also facilitate the organisation of events by district organisations so as to further promote the development of local tourism.

The CSTB has also launched a new phase of the CITY IN TIME augmented reality tourism project in LYM in June 2024, bringing back to life the historical landscape of certain locations in the district through a mobile application, thereby enhancing visitors' experience.

Furthermore, district organisations hold from time to time tourism programmes and traditional cultural celebration activities with local characteristics in LYM, such as the LYM Seafood Festival and celebrations for the Tin Hau Festival. The Kwun Tong District Office has been maintaining close liaison with the relevant groups and providing appropriate assistance in organising and arranging these activities.

On transport arrangement, in the vicinity of the LYM Seafood Bazaar, there are several on-street coaches parking. During the TD's recent site observations, these parking spaces could meet the parking demand. The TD would continue to closely monitor their utilisation and provide more parking spaces when necessary. Besides, there are three pick-up/drop-off points for coaches at LYM Path. To address the parking needs, there are about 500

parking spaces in nearby public car parks located at the LYM Municipal Services Building, No. 1 LYM Path, No. 8 Yan Yue Wai, and on roadside, including about 30 parking spaces for coaches.

At present, the locals and visitors can take the public transport services to/from LYM. Land transport services include Kowloon Motor Bus Route No. 14X to/from Yau Tong and Tsim Sha Tsui, Green Minibus Route No. 24 to/from Lam Tin and Sam Ka Tsuen Ferry, and three Red Minibus routes to/from Kwun Tong, Mong Kok and Jordan Road, and Yau Tong/LYM. For waterborne transport services, there is a licensed ferry service to and from Sai Wan Ho and Sam Ka Tsuen. The TD would closely monitor the demand of these services and review the arrangements with the operators whenever necessary.

On promotion aspect, the Hong Kong Tourism Board (HKTB) has been promoting LYM's diversified tourism features and unique experiences to visitors through various channels, such as its website, Visitor Centers and Visitor Hotline. The HKTB's website lists in detail the attractions and hotspots in LYM, including the Old LYM Quarry, Tin Hau Temple, Murals Village, LYM Lighthouse, Observation Deck, Jockey Club LYM Plus, and LYM Seafood District, as well as a map detailing the locations of the various attractions and the transportation to LYM.

President, in collaboration with relevant bureaux/departments, the CSTB will continue to promote the development of tourism with local characteristics. The HKTB will continue to promoting and showcasing Hong Kong's multifaceted charm, telling the world the good stories of Hong Kong and thereby promoting tourism development.

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## [LCQ10: Mega events](#)

Following is a question by the Hon Jeffrey Lam and a written reply by the Secretary for Culture, Sports and Tourism, Miss Rosanna Law, in the Legislative Council today (December 11):

Question:

As indicated in the Budget announced in February this year, more than 80 mega events in a variety of themes and genres will be staged in Hong Kong in the first half of this year, and the Government has set up a Mega Events Coordination Group (the Coordination Group) to reach out proactively for more mega events to be staged in Hong Kong. In this connection, will the Government inform this Council:

(1) among the mega events held in the first half of this year, of the respective numbers and proportions of exhibitions, conferences/seminars, trade events, sports games, arts and cultural events, as well as festive

events, and the number of visitors attracted by various mega events, the duration of stay of these visitors in Hong Kong, as well as their spending;

(2) whether the Coordination Group has developed strategies focusing on popular mega events and improved the supporting arrangements such as venues and transportation, so as to further enhance the attractiveness of such mega events and the economic benefits brought about by them; if so, of the details; for less popular mega events, how the Government steps up its publicity efforts and enhances the attractiveness of these events; and

(3) given that it is also proposed in the aforesaid Budget to earmark \$100 million to boost mega event promotions over the next three years, of the details and progress of such work, and the expected benefits to be brought about?

Reply:

President,

Mega events bear strategic significance. Mega events in Hong Kong not only bring business opportunities and economic benefits to different industries, including hotel, catering, retail, transportation, but also generate positive publicity for Hong Kong in the globe to showcase the city's position as a liberal cosmopolitan with rich cultural heritage. We will continue to strive for mega events with both quality and quantity to attract tourists to experience Hong Kong, understand the diversity and vitality of Hong Kong, and make them the best ambassadors to tell the good stories of China and the city in their places.

In consultation with the Transport and Logistics Bureau, the Security Bureau, the Information Services Department (ISD) and the Radio Television Hong Kong (RTHK), my reply to the question raised by the Hon Jeffrey Lam is as follows:

(1) The Government compiles and continuously updates the calendars of mega events taking into account the readiness of mega events. The calendar of the first half of 2024 consists of 110 events of various areas, amongst which 31 are cultural, arts and creative events (28 per cent); 14 are sports events (13 per cent); 38 are conventions and exhibitions (34 per cent); 15 are finance, economy, innovation and technology related events (14 per cent); and 12 are festivals, celebrations, galas and carnivals (11 per cent). According to estimates, the mega events in the first half of 2024 attracted around 550 000 tourists to participate. They brought around \$2.4 billion of spending and a value add of about \$1.4 billion.

(2) and (3) The Mega Events Coordination Group (the Group) chaired by the Deputy Financial Secretary, with the Secretary for Culture, Sports and Tourism, as deputy, is responsible for the high-level steer in relation to mega events, strengthening the communication and collaboration amongst relevant bureaux/departments (B/Ds) and statutory bodies, and enhancing the culture of promoting, supporting and facilitating mega events to successfully

take place in Hong Kong. The support required for different mega events varies. Relevant B/Ds and statutory bodies would closely communicate and co-operate in respect of mega events, and provide interdepartmental assistance depending on the actual situation and need.

For example, the Hong Kong Tourism Board (HKTB) serves as the first point of contact for mega events, and liaises with stakeholders, especially event organisers, to render various kinds of support, including reviewing and assessing proposals from organisers, helping organisers to search for venues, arranging site recces, advising on event planning such as date and content and assisting in publicity. On crowd management and traffic arrangements, relevant government departments, including the Police and the Transport Department (TD), will perform estimates and risk assessments, with regard to the information provided by the organisers of large scale events and/or the relevant responsible B/Ds, as well as the nature and scale of the event, to formulate appropriate special crowd management and traffic arrangements, such as routes for crowd dispersal, road closures and traffic diversions, accordingly. With reference to the temporary traffic arrangements, the TD will also co-ordinate various public transport (PT) operators to arrange service enhancements or provision of special PT services, based on the anticipated passenger flow and travelling demand, to facilitate crowd dispersal. Adjustment or curtailment of the routes, service suspension, etc, will also be arranged. Information will be disseminated to the public through appropriate means and channels to facilitate their advance planning of journeys.

On the information and publicity of mega events, one of the Government's key purposes of compiling the calendars of mega events is to allow members of the public and tourists to learn about the various mega events in Hong Kong early, foster collaboration between different industries and mega events, and facilitate industries of tourism, hotel and catering to plan and design promotional activities and tourism products early. The RTHK has launched the newly-produced multimedia magazine-style information programme "Mega Events Mega Hong Kong", which provides daily updates on events in town through TV, radio and online platforms to keep the public abreast of upcoming events in Hong Kong. "Mega Events Mega Hong Kong" is broadcast daily on RTHK TV 31 and TV 32, with announcements broadcast on Radio 1, Radio 2, Radio 3, Radio 5 and a Putonghua channel in different programmes daily. The hosts will introduce the event details to engage the entire community and the public to enjoy the joy and lively ambience brought about by the mega events. The ISD has set up a dedicated page titled Mega Events on the website for Brand Hong Kong, allowing the public to browse the calendars of mega events in Hong Kong and relevant information. The ISD also utilises the social media platforms for Brand Hong Kong and invites media from the Mainland and other countries to cover these events in Hong Kong. Efforts are made to promote the events on the Mainland's social platforms such as Xiaohongshu to enhance external publicity and promotion. Furthermore, the ISD produces monthly TV Announcements in the Public Interest (APIs) and social media video clips to let a wider public learn about the mega events happening in Hong Kong.

The HKTB has leveraged the global network to carry out publicity in the

Mainland and overseas. The HKTB shares information about mega events on social media platforms, including YouTube, Facebook, Instagram and the Mainland social media accounts, such as Xiaohongshu, Douyin and other official channels. The HKTB also invites the trade, the media, influencers (KOL), etc, to experience Hong Kong's mega events in person to help establish the reputation and enhance publicity through their network. For example, riding on Art Basel Hong Kong and other mega arts events held in March this year, the HKTB stepped up global publicity through its Arts in Hong Kong year-round promotional platform, boosting the city's arts atmosphere and fervour. As for Hong Kong Sevens, the HKTB supported the organiser to bring in new elements and turn the event into a star-studded mega party with entertainment, food and beverage, and sports game all rolled into one. The HKTB and Hong Kong, China Rugby jointly invited Oliver Phelps and James Phelps, who played the twins in the "Harry Potter" films, to enjoy the rugby game in Hong Kong and promote the city. Representatives of seven top-tier sports media firms from Korea were also invited to watch the game, experience outdoor events like horse racing in Hong Kong, and immerse in Hong Kong's charm as the Events Capital.

The HK\$100 million is earmarked in the 2024-25 Budget for accommodating the Group's work in boosting mega event promotions over the next three years. The Government will review and, in response to ongoing developments and updates of the planning of mega event, optimise resources to enhance the publicity effort of mega events.

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## [Inspection of aquatic products imported from Japan](#)

In response to the Japanese Government's plan to discharge nuclear-contaminated water at the Fukushima Nuclear Power Station, the Director of Food and Environmental Hygiene issued a Food Safety Order which prohibits all aquatic products, sea salt and seaweeds originating from the 10 metropolis/prefectures, namely Tokyo, Fukushima, Ibaraki, Miyagi, Chiba, Gunma, Tochigi, Niigata, Nagano and Saitama, from being imported into and supplied in Hong Kong.

For other Japanese aquatic products, sea salt and seaweeds that are not prohibited from being imported into Hong Kong, the Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department will conduct comprehensive radiological tests to verify that the radiation levels of these products do not exceed the guideline levels before they are allowed to be supplied in the market.

As the discharge of nuclear-contaminated water is unprecedented and will continue for 30 years or more, the Government will closely monitor and step

up the testing arrangements. Should anomalies be detected, the Government does not preclude further tightening the scope of the import ban.

From noon on December 10 to noon today (December 11), the CFS conducted tests on the radiological levels of 246 food samples imported from Japan, which were of the "aquatic and related products, seaweeds and sea salt" category. No sample was found to have exceeded the safety limit. Details can be found on the CFS's thematic website titled "Control Measures on Foods Imported from Japan" ([www.cfs.gov.hk/english/programme/programme\\_rafs/programme\\_rafs\\_fc\\_01\\_30\\_Nuclear\\_Event\\_and\\_Food\\_Safety.html](http://www.cfs.gov.hk/english/programme/programme_rafs/programme_rafs_fc_01_30_Nuclear_Event_and_Food_Safety.html)).

In parallel, the Agriculture, Fisheries and Conservation Department (AFCD) has also tested 50 samples of local catch for radiological levels. All the samples passed the tests. Details can be found on the AFCD's website ([www.afcd.gov.hk/english/fisheries/Radiological\\_testing/Radiological\\_Test.html](http://www.afcd.gov.hk/english/fisheries/Radiological_testing/Radiological_Test.html)).

The Hong Kong Observatory (HKO) has also enhanced the environmental monitoring of the local waters. No anomaly has been detected so far. For details, please refer to the HKO's website ([www.hko.gov.hk/en/radiation/monitoring/seawater.html](http://www.hko.gov.hk/en/radiation/monitoring/seawater.html)).

From August 24, 2023, to noon today, the CFS and the AFCD have conducted tests on the radiological levels of 104 703 samples of food imported from Japan (including 67 732 samples of aquatic and related products, seaweeds and sea salt) and 23 666 samples of local catch respectively. All the samples passed the tests.