

**CONTROLLING OFFICER'S REPLY**

**CSTB342**

**(Question Serial No. 1955)**

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:

1. Please provide the details of the “Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival” (Festival) in 2024 and the budget for its activities.
2. What are the estimated attendance of the Festival and the percentage of tourists among it?
3. Does the Government have any plan for collaboration with the tourism industry to make good use of the Festival to boost visitor arrivals?

Asked by: Hon YIU Pak-leung, Perry (LegCo internal reference no.: 21)

Reply:

1. The 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival), co-organised by the Ministry of Culture and Tourism of the People’s Republic of China, the People’s Government of Guangdong Province, the Government of the Hong Kong Special Administrative Region (HKSAR) and the Government of the Macao Special Administrative Region, will be hosted by the HKSAR for the first time in 2024. The Festival is scheduled to be held from October 19 to November with more than 100 performances and exchange activities to take place in Hong Kong and other cities in the GBA. It is stated in the 2023-24 Budget that the HKSAR Government would allocate \$20 million to support the hosting of the Festival in 2024. Work in this regard includes planning the opening programme, supporting arts groups of Hong Kong and other GBA cities in the co-production of touring programmes during the Festival, guest reception, programme promotion and publicity campaigns.
2. The Festival, which lasts for more than a month, will integrate high-quality cultural and artistic resources from Guangdong, Hong Kong and Macao, and present a colourful variety of outstanding artistic works in the 9+2 Cities of the GBA through co-operation among cities. It is expected to see the participation of 5 000 local and Mainland arts practitioners and attract an attendance of 140 000, with an estimated total of more than

10 000 visiting tourists participating in the programmes and activities to be held in Hong Kong.

3. The Leisure and Cultural Services Department will collaborate closely with the Hong Kong Tourism Board (HKTB) and the tourism industry at all times in various ways, including actively promoting the Festival to Mainland and overseas tourists through the HKTB's network and platforms, and leveraging on different social media platforms such as Facebook, WeChat, Xiaohongshu and other channels to step up publicity. In addition, information about the Festival will be shared through the platforms of the Mainland Offices and the overseas Economic and Trade Offices of the HKSAR Government to attract tourists to Hong Kong to enjoy performances and participate in cultural activities during the Festival.

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