

**CONTROLLING OFFICER'S REPLY**

**CSTB241**

**(Question Serial No. 1111)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (-) Not Specified

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

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

In the Budget Speech, the Financial Secretary mentioned Hong Kong's positioning in the country as an "East-meets-West centre for international cultural exchange", and stated that the Government will continue to enhance the ecosystem for the relevant industries to attract more artists and audience. In this connection, would the Government inform this Committee of the following:

1. What are 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 the past year?
2. What are the attendance figures, the percentage of tourists over the total attendance and the proportions of overseas and Mainland tourists at the M+ Museum and the Hong Kong Palace Museum respectively in the past year?
3. Has the Government compiled statistics on the attendance by tourists at arts and cultural venues under the LCSD and the museums and venues in the West Kowloon Cultural District? If yes, what are the proportions of overseas and Mainland tourists? If no, what are the reasons?
4. Does the LCSD have any plan to discuss with the tourism sector matters relating to the collaboration in ticketing services at arts and cultural venues and the museums and venues in the West Kowloon Cultural District to promote local arts and cultural programmes to the world in a more effective manner? If yes, what are the details? If no, what are the reasons?

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 18)

Reply:

In 2022-23 (as at 28 February 2023), the total attendance at the museums and art spaces under the Leisure and Cultural Services Department (LCSD) amounted to about 3.96 million, and the programmes at the 16 performance venues recorded a total attendance of over 2.4 million.

Currently, audience members admitted to the cultural venues of the LCSD, whether holding tickets or admitted free, are not required to provide information on their place of origin. Hence, no statistics on the numbers of visitors from the Mainland and overseas are available.

As at 28 February 2023, the attendance at M+ since its opening in November 2021 was 2.79 million, while the attendance at the Hong Kong Palace Museum, opened in July 2022, was about 850 000. Since both museums were opened during the epidemic, their initial visitors were mainly Hong Kong residents. With the number of tourists visiting Hong Kong gradually increasing, the West Kowloon Cultural District Authority (WKCDA) is using questionnaire surveys and other methods to estimate the respective numbers of overseas and Mainland tourists visiting the two museums.

The LCSD is discussing co-operative ticketing with the Tourism Commission and the Hong Kong Tourism Board (HKTB), with the details yet to be finalised. Besides, to facilitate tourists visiting Hong Kong to purchase tickets for the cultural facilities in the West Kowloon Cultural District, the WKCDA has provided additional channels of ticket purchase for overseas and Mainland tourists. WKCDA will also continue to negotiate opportunities for promotion and collaboration (e.g. package tickets for tourist attractions) with the tourism sector, including the HKTB, the Travel Industry Council of Hong Kong, operators of tourist attractions, hotels and travel agents.

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