



6

**Promote Integrated
Development of Culture,
Sports and Tourism and Foster
Economic Diversification**



Background

The Culture, Sports and Tourism Bureau was established by the current-term Government to promote the integrated development of culture, sports and tourism. Cultural and sports activities offer visitors rich and diversified experiences, attracting more arrivals and spurring tourism. And through tourists, we are able to showcase the multifaceted cityscape of Hong Kong and the profound heritage of the Chinese culture to the world. Tourism also expands our audiences for cultural and sports activities, promoting the growth of our cultural and sports industries.

The Cultural and Creative Industries Development Agency, announced in last year's Policy Address, was established in June to promote arts, culture and the creative industries under an industry-oriented approach. Given the outstanding and encouraging results, in recent years, achieved by Hong Kong athletes in major international competitions, the Government will continue to support sports development along five key policy objectives: promoting sports in the community, supporting elite sports, maintaining Hong Kong as a centre for major international sports events, enhancing professionalism, and developing sports as an industry.

We have set up the Mega Events Coordination Group to attract visitors and generate income for Hong Kong by co-ordinating mega-events spanning various sectors. We welcomed some 32.6 million arrivals in the first nine months of 2024, a year-on-year increase of about 40%, according to the Hong Kong Tourism Board.

The Government is also diversifying our local economy. Apart from helping small and medium enterprises upgrade and restructure their business operations, the Government has deepened the work of the Advisory Panel on Silver Economy, which was set up to promote the silver economy given our ageing population.

6

Promote Integrated Development of Culture, Sports and Tourism and Foster Economic Diversification

Developing the East-meets-West Centre for International Cultural Exchange

Promoting the development of the cultural and creative industries

- Consult and consolidate the views of the Culture Commission on the Blueprint for Arts and Culture and Creative Industries Development before publication by end-2024. (CSTB)
- Provide funding support for and incubate more cultural and creative projects with potential for industrialisation through the CreateSmart Initiative, strengthen cross-sectoral collaboration, and leverage market resources. (CSTB)
- Facilitate more local and non-local cultural and creative products to register on the Asia IP Exchange Portal, thereby fostering cross-sectoral exchange, collaboration and business matching, and promoting transaction and transformation of cultural intellectual property. (CSTB)
- Support Hong Kong design industries to proactively perform a platform role and become a key node in the design industry chains in the Mainland and foreign countries. (CSTB)
- Develop the Hong Kong Fashion Design Week as an annual signature event in order to develop Hong Kong into a fashion design hub in Asia. (CSTB)

West Kowloon Cultural District

- The West Kowloon Cultural District Authority (WKCDA) will leverage the advantages of the West Kowloon Cultural District (WKCD) to promote the establishment of an industry chain of the arts and culture and creative industries and the creation of an art trading ecosystem in Hong Kong to build up the strengths of Hong Kong in art trading, including proactively attracting major auction houses and art galleries in and outside Hong Kong, and organisations providing relevant investment, insurance and other professional services to establish presence in WKCD; and build storage, restoration and exhibition facilities for high-end private art collections. (CSTB)
- The WKCDA will step up efforts to secure the hosting of more international cultural, creative and commercial events to be held in WKCD, so as to make good use of the world-class hardware to enhance the international status of WKCD and attract more inbound visitors, thereby stimulating local spending and promoting WKCD as a prime destination for major international cultural, creative and commercial events. (CSTB)
- The WKCDA will organise and curate performing arts programmes and exhibitions to be staged as long-run events locally, in the Mainland and overseas on a commercial basis, and expand the sales channels for cultural and creative merchandise for promoting the development of arts and culture as an industry. (CSTB)

- The WKCD will roll out more special experience activities and collaborate with the Hong Kong Tourism Board (HKTB) to step up worldwide promotion with a view to branding WKCD as a landmark for cultural and creative tourism. (CSTB)

Centre for Mega International Sports Events

Promoting sports development

- Continue to foster sports development through promoting sports in the community, supporting elite sports, maintaining Hong Kong as a centre for major international sports events, enhancing professionalism, and developing sports as an industry. (CSTB)
- Complete the review of the mechanism for providing direct financial support for athletes and the study on the enhancement of the training system in the first half of 2025. (CSTB)
- Explore with the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) the possibility of establishing a standard accreditation scheme for coaches of different sports. (CSTB)
- Set up a committee in the Hong Kong Sports Institute to oversee the development of sports medicine and sports science, and step up the publicity of the Sports Science and Research Funding Scheme for helping athletes strive for excellence in international sports events. (CSTB)
- The SF&OC will complete the review of the governance and operation of national sports associations (NSAs) by end-2024, and make recommendations to improve their governance. (CSTB)

- Continue to take forward the 10-Year Development Blueprint for Sports and Recreation Facilities and dedicate resources to provide sports and recreation facilities, including the construction of a swimming pool facility suitable for hosting international competitions as well as an arena with fencing training and competition facilities, so as to promote the continued development of sports in the community. (CSTB)

- Regularise the Pilot Scheme on Subvention for New Sports for promoting new sports and raise the maximum subvention level. (CSTB)
- Review the supply of and demand for the existing community recreation and sports programmes, with a view to re-deploying resources to organise about 100 promotional activities on new sports for the general public. (CSTB)
- Starting from the 2026/27 school year, include Physical Education in the primary school internal assessments, encourage student participation in physical activities on a regular basis, and strengthen the promotion of physical activities such as fencing to schools. (EDB)

Utilise the Kai Tak Sports Park and other venues

- Continue to support our athletes' participation in competitions of various kinds, and make full use of the Kai Tak Sports Park (KTSP) and other existing venues for organising more large-scale international sports competitions, so that Hong Kong teams can contest in their own turf and build their own audience. These are conducive to the long-term development of the sports industry. (CSTB)

- Through the Inter-departmental Task Force on Kai Tak Sports Park led by the Chief Secretary for Administration and the stakeholders to promote KTSP as the preferred destination for local and international large-scale sports, culture and entertainment events, thereby ensuring that KTSP can facilitate sports development and bring impetus to the development of industries such as recreation, entertainment and tourism, and mega event economy. (CSTB)
- Review afresh the redevelopment of the Hong Kong Stadium to ensure that it can achieve synergy with KTSP. (CSTB)

Strengthening sports exchanges with the Mainland

- The Government has established National Games Co-ordination Office (Hong Kong) for the 15th National Games to be co-hosted by Guangdong, Hong Kong and Macao in 2025. The Office is working in full steam to roll out preparatory work to ensure smooth running of the games. (CSTB)
- The Leisure and Cultural Services Department (LCSD) will relax the Sports Subvention Scheme to allow NSAs of sports for which the Government is currently not providing relevant sports facilities for using their existing venue rental subsidies to rent sports facilities in the Greater Bay Area (GBA) for organising training courses and competitions. (CSTB)
- Explore the feasibility of allowing and encouraging the NSAs of popular sports including badminton, table tennis and baseball as a trial to use their funding provisions to rent venues in the GBA for training purpose. (CSTB)

Creating Fresh Impetus for Hong Kong's Tourism Industry

Overall strategy

- Publish the Development Blueprint for Hong Kong's Tourism Industry 2.0 (Blueprint 2.0) by end-2024 to formulate forward-looking strategies and specific measures in such key areas as developing a diversified portfolio of visitor source markets, establishing tourism products and initiatives with local and international characteristics, developing mega event tourism economy, consolidating the attractiveness of traditional tourism, promoting the development of smart tourism and upgrading the service quality of tourism industry, focusing on directions such as culture, sports, ecology and mega events, with a view to developing Hong Kong into a premier tourism destination. The Action Plan on Cruise Tourism Development will also be published together with the Blueprint 2.0, with a view to enhancing the role of the Kai Tak Cruise Terminal as a homeport and a venue for conventions, exhibitions and other events. (CSTB)
- Set up the Working Group on Developing Tourist Hotspots, led by the Deputy Chief Secretary for Administration, to strengthen cross-department coordination and foster community participation, and to identify and develop in districts popular tourist hotspots that have strong appeal. (DCSO, CSTB and relevant bureaux)

Further developing signature tourism products

- Invite expressions of interest in the development of the South Lantau Eco-recreation Corridor in the first quarter of 2025. (DEVB)

- Make recommendations on the direction of development, land use, and development model and parameters of the ex-Lamma Quarry site by end-2024, and invite expressions of interest in the first quarter of 2025. (DEVB)
- Invite expressions of interest in the proposed development of Tsim Bei Tsui and Pak Nai into eco-tourism nodes in the first quarter of 2025. (DEVB)
- Organise island hopping tour(s) under the theme of “Countryside Festival: Sound-Sight-Taste Fusion” at Yan Chau Tong to promote a new in-depth eco-tour experience, enhance public awareness of nature conservation and generate economic benefits, thereby facilitating urban-rural symbiosis. (EEB)
- Conduct detailed design for the expansion of Aberdeen Typhoon Shelter, including the integration of public landing facilities with the proposed breakwater at Tai Shue Wan to create synergies. (DEVB, CSTB)
- Explore the feasibility of the early provision of food and beverage facilities at the Aberdeen Wholesale Fish Market with a view to fostering diversification of the industries. (EEB, DEVB)
- Study the feasibility of providing a pier at Repulse Bay to help develop marine tourism linking up the attractions in the Southern District and the islands nearby. (DEVB)
- Promote yacht tourism by inviting the private sector to explore the construction and operation of marinas in the Aberdeen Typhoon Shelter expansion area, the Ex-Lamma Quarry area, and the development of the waterfront site in the vicinity of the Hung Hom Station. (DEVB, TLB, CSTB)
- Continue to promote cultural and eco-tourism itineraries and products of Sha Tau Kok. (CSTB)
- After reviewing the implementation of the plan to open up Sha Tau Kok (except Chung Ying Street) and consulting the local community, increase the daily quota for visitors to 3 000 on weekends and holidays by end-2024. (SB)
- Launch a pilot scheme on “contactless channel” for access to Chung Ying Street in end-2024 to allow people living and working in Chung Ying Street to enter and leave the Street unimpeded via a “contactless” mode on a pilot basis through the adoption of facial recognition technology for verification of identity. (SB)
- Actively promote panda tourism and horseracing tourism to strengthen Hong Kong’s attraction as a fascinating city. (CSTB)

Developing a mega event tourism economy

- The Mega Events Coordination Group led by the Deputy Financial Secretary will continue to take a proactive role in attracting different types of mega events to take place in Hong Kong, so as to boost the retail and hotel industries. (DFSO, CSTB and relevant bureaux)
- Require the operators of the Central Harbourfront Event Space and the other harbourfront event spaces to organise diverse and large-scale outdoor activities. (DEVB)
- Drive the development of the site above the Exhibition Centre Station in Wan Chai North as well as the waterfront and pier sites in the vicinity of the Hung Hom Station into new landmarks which will incorporate the provision of event spaces. (DEVB)

Consolidating attraction of traditional tourism

- The HKTB will draw up a gourmet guide covering the 18 districts, organise gastronomic events, and promote gourmet food in districts. (CSTB)
- The LCSD will upgrade some of the light refreshment kiosks to specialty light refreshment restaurants to create vibrant leisure spaces, including the Victoria Park and Kwun Tong Promenade, by integrating elements of public leisure space and tourism. (CSTB)

Developing visitor sources and facilitating visitors

- The HKTB will strengthen its efforts in the development and promotion of tourism products with Hong Kong characteristics to both locals and visitors, and make use of technologies, such as artificial intelligence, to provide one-stop assistance and attraction recommendations. (CSTB)
- Promote the enhancement of relevant tourism facilities to create a friendly environment for visitors from the Middle East and the Association of Southeast Asian Nations (ASEAN), including providing information at the airport in Arabic, encouraging taxi fleets to provide fleet service information in Arabic, consolidating a list of restaurants providing halal food, encouraging more commercial premises to provide appropriate facilities, in particular for providing praying facilities in hotels, and stepping up hospitality training for visitors with diversified cultural background. (CSTB and relevant bureaux)
- Relax the criteria for nationals of Cambodia, Laos, and Myanmar applying for multiple-entry visas to Hong Kong for business and travel purposes with effect from 16 October 2024, and extend the validity period of the multiple-entry visas for visitors from the above three countries and Vietnam from a maximum of two years to three years. (SB)
- Provide priority processing service for visa applications submitted by group visitors from the above countries through local travel agents. (SB)
- Provide self-service immigration clearance to invited persons from ten member states of ASEAN, and one-stop handling of their applications for self-service immigration clearance and visa through a dedicated desk. Invited persons include those recommended by relevant bureaux who would bring substantial contributions to Hong Kong's economic development, and those who are invited to attend major events in Hong Kong. (SB)

- Starting from 16 October 2024, the Immigration Department will cancel the requirement for visitors to furnish an arrival or departure card, with a view to further streamlining immigration procedures and providing visitors with faster and more convenient services. (SB)
- Adopt a “cross-river construction” approach in the redevelopment of Sha Tau Kok Control Point which, upon redevelopment, will only retain passenger clearance function, and implement the “collaborative inspection and joint clearance” mode to bring greater convenience for visitors. (SB)
- Introduce a new outstanding service award scheme to deepen the implementation of the Hospitality Campaign, thereby enhancing the quality of service. (CSTB)

Fostering Economic Diversification

Supporting small and medium enterprises (SMEs)

- Allow borrowing enterprises to apply for the principal moratorium for up to 12 months under the SME Financing Guarantee Scheme, and offer the option of partial principal repayment for new loans under the 80% and 90% guarantee products. (FSO, CEDB)
- The Hong Kong Monetary Authority is actively considering to allow flexibility in banks' capital requirement to facilitate their lending to SMEs. (FSO, FSTB)
- Inject \$1 billion into the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) to assist SMEs in upgrading their business operation, as well as developing new markets, including expanding the geographical coverage of “E-commerce Easy” to the ten member states of ASEAN and fostering more green transformation projects. (CEDB)
- Continue to organise the Hong Kong Shopping Festival (HKSF) to help SMEs tap into the Mainland e-commerce sales market, and launch HKSF for the ASEAN market in due course. (CEDB)

- Expand the coverage of the Cyberport’s Digital Transformation Support Pilot Programme to include tourism and personal services sectors, etc. on top of the retail and food and beverage sectors, and subsidise SMEs on a one-to-one matching basis to undergo digital transformation. (ITIB)
- The Hong Kong Trade Development Council (HKTDC) will formulate plans and set up more Hong Kong Pavilions in Mainland and overseas exhibitions, with a view to further promoting Hong Kong brands. (CEDB)
- The Trade and Industry Department and the HKTDC will enhance support for SMEs to develop brands and expand the sales networks of e-commerce through organising mentorship programmes and providing consultation services. (CEDB)
- Re-structure the organisation and functions of the Hong Kong Design Centre, with a view to assisting SMEs in the design industries to enhance their product design and promotion, and strengthening collaboration and interface among local designers, start-ups and Mainland enterprises operating in Hong Kong. (CSTB)
- Allocate \$500 million for launching the Incentive Scheme for Recurrent Exhibitions 2.0, targeting new and international exhibitions of large scale with a view to further promoting mega event economy and the development of the convention and exhibition industry. (CEDB)
- Commence phase two expansion of the AsiaWorld-Expo which will provide a multi-purpose indoor arena with a seating capacity of 20 000, and continue with the Wan Chai North Redevelopment Project with a view to increasing significantly the provision of large-scale convention and exhibition facilities in Hong Kong. (CEDB)
- The Hong Kong Housing Authority (HKHA) will enhance the application procedures for inclusion in the list of building maintenance contractors and rearrange the scales of lump sum contracts for maintenance and improvement works, so as to assist the SMEs in the construction industry by increasing the tendering opportunities for contractors of different scales. (HB)
- The HKHA will actively consider expanding the scale of its “Well Being · Start-Up” Programme subject to the effectiveness of the pilot programme, and will encourage private shopping arcades and landlords in the commercial sector to provide more shops for young people to start their business. It will also allow main contractors to employ subcontractors to carry out renovation works of the relevant shops. (HB)
- The Government has introduced The Construction Industry Security of Payment Bill to the Legislative Council for scrutiny. It prohibits the use of unfair payment terms, such as “conditional payment”, and introduces an adjudication mechanism to resolve payment disputes. Implementing these measures would alleviate the payment problems faced by the construction industry, thus enhancing efficiency and cost-effectiveness of the industry. (DEVB)

Developing silver economy

- Set up the Working Group on Promoting Silver Economy, led by the Deputy Chief Secretary for Administration, to implement measures in five aspects such as boosting “silver consumption”, developing the “silver industry”, promoting “quality assurance of silver products”, enhancing “silver financial and security arrangements” and unleashing “silver productivity”, to develop new products and services to meet the needs of the elderly and improve their quality of life, thereby further creating business opportunities. (DCSO, CEDB and relevant bureaux)

Promoting the sustainable development of agriculture and fisheries industries

- Progressively issue marine fish culture licences for Wong Chuk Kok Hoi and Mirs Bay new fish culture zones and provide fish farmers with five units of deep-sea cages for lease in phases within 2025; and provide necessary financial and technical support for mariculturists to assist the industry in developing deep-sea mariculture by intensification of production. (EEB)
- Conduct preparatory work for Agri-Park Phase 2 First Stage development; and continue to take forward the Modernised Techno-Agricultural Park project through public-private partnership. (EEB)
- Promote the development of urban farming by launching pilot projects on modern urban farming at other suitable locations subsequent to the one in Ma On Shan Sai Sha Road Garden; and set up modern hydroponic farms-cum-stalls in suitable public markets, including Tin Shui Wai and Kwu Tung North Public Markets, to promote the concept of “harvest-to-sale”. (EEB)
- Complete site formation works within 2026 for the land reserved for the industry to construct the first multi-storey modernised and environmental-friendly livestock farm, and provide financial and technical support for the industry to introduce technologies and automation equipment to effectively address environmental issues associated with livestock farming, so as to enhance farming efficiency and optimise the use of land resources, thereby achieving sustainable development. (EEB)