

CONTROLLING OFFICER'S REPLY

CSTB239

(Question Serial No. 1104)

Head: (95) Leisure and Cultural Services Department

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

Programme: (4) Performing Arts

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

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Government will organise the inaugural Pop Culture Festival to promote Hong Kong's pop culture. Please inform this Committee of:

1. the details, date, organisers and co-organisers of the Pop Culture Festival;
2. the estimated expenditure on and revenue from the Pop Culture Festival;
3. any specific plan the Government might have to promote the Pop Culture Festival to the Mainland and overseas countries in collaboration with the tourism industry; and
4. the estimated number of visitors that will be attracted to Hong Kong by the Pop Culture Festival.

Asked by: Hon YIU Pak-leung (LegCo internal reference no.: 11)

Reply:

1. The inaugural Hong Kong Pop Culture Festival (Culture Festival) is scheduled to be launched in April 2023, featuring an array of exciting events throughout the year. Apart from a rich diversity of programmes including concerts, thematic exhibitions and film screenings, there will also be a series of extension and educational outreach activities, such as outdoor music performances, talks and meet-the-artists sessions. The Culture Festival will introduce the iconic figures of Hong Kong's pop culture in the areas of music and film, covering such colossuses as the late Leslie Cheung and Anita Mui, with whom we have witnessed the development of Hong Kong and the Hong Kong spirit. It will also introduce new horizons in appreciating the uniqueness of Hong Kong's pop culture. In order to attract young audiences to the activities of the Culture Festival, the programming will incorporate many elements currently popular with young people. Examples include concerts of all-time pop favourites re-rendered in unplugged, jazz, a cappella or other styles, and concerts with singers from various eras singing pop songs together on stage. It is hoped that such a diversity of performance styles and cross-generation combinations with younger artists led by senior ones will

contribute to the perpetual preservation of cultural heritage, and inspire the younger generation to pursue their dreams and stimulate their vitality for continuous innovation. Apart from holding events at its performing arts venues and museums, the Leisure and Cultural Services Department (LCSD) will also proactively explore opportunities for co-operating with industry practitioners to organise joint events for the Culture Festival, with a view to widening the audience base and promoting Hong Kong's pop culture.

2. The estimated production costs for the Culture Festival will be about \$20 million. Revenue will come mainly from ticket proceeds, while some programmes and events will be offered free of charge to encourage public participation and promote Hong Kong's pop culture.
3. The Hong Kong Tourism Board (HKTB) will collaborate with the LCSD and the tourism industry to promote the Culture Festival in the Mainland and overseas through various publicity strategies and channels, including introducing Mainland and overseas audiences to the Culture Festival through online platforms, social media and overseas offices of the HKTB.
4. The Culture Festival is expected to attract an audience of over 140 000 people. Since it is the first edition of the Culture Festival, we are unable to make any estimate on the number of visitors that will be attracted to Hong Kong for the activities of the Culture Festival.

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