

**For discussion on  
28 May 2024**

**Legislative Council Panel on Home Affairs, Culture and Sports**

**Integrated development of culture, sports and tourism**

**Purpose**

This paper briefs on the work on promoting the integrated development of culture, sports and tourism of the Culture, Sports and Tourism Bureau (CSTB).

**Background**

2. The current government has established CSTB to consolidate the culture, sports and tourism portfolio. In addition to strengthening the supervision and promotion of the development of these three sectors, it is even more important to foster mutual support among the three areas and enhancing the synergy. We aim to attract tourists through the cultural and sports content, while stimulating the cultural and sports industries through tourism and expanding the audience for cultural and sports activities in Hong Kong. We also hope that when tourists participate in cultural and sports events, they can experience the tradition and profound foundation of the Chinese culture, thereby telling the good stories of China and Hong Kong.

**Culture and tourism development plan**

3. The Ministry of Culture and Tourism, the Office of the Leading Group for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area and the People's Government of Guangdong Province jointly promulgated the Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (the Plan), setting out the directions for the overall cultural and tourism development of the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) and guides the development of the Greater Bay Area into an exchange hub for culture of the East and the West and a world-class tourism destination. It also helps strengthen the positions of Hong Kong as an international cultural metropolis and an international tourism hub. Since the promulgation of the Plan, the Government has been actively taking forward multiple initiatives of different types based on the guiding directions of the Plan and the principle of "shaping tourism with cultural activities and promoting culture through tourism".

4. The Development Blueprint for Hong Kong Tourism Industry (Blueprint) promulgated in 2017 well echoed the guiding directions laid down in the national planning documents. The current-term Government has made structural arrangements to foster the in-depth integration and collaboration of culture, sports and tourism. The Government announced in the 2023 Policy Address the formulation of Blueprint 2.0 for making enhancements in various aspects to complement tourism development. The Blueprint 2.0 will be published in 2024 after consultation with the trade. In the process of updating Blueprint 2.0, the Government will consult the trade with a view to implementing more measures to foster collaboration among culture, sports and tourism for promoting the development of the tourism industry.

5. The Blueprint for Arts and Culture and Creative Industries Development to be promulgated will outline the visions and initiatives for the development of the arts, culture and creative industries, providing clear direction for the arts and culture sector to promote the integrated development of culture and tourism.

#### **Collaborative mechanisms, strategies and measures of culture, sports and tourism**

6. Established in the current-term Government for consolidating the policies of culture, sports and tourism, CSTB is gradually putting in place more comprehensive mechanisms and strategies as well as optimising measures to better integrate the resources of culture, sports and tourism and strengthen the synergy of the three sectors. In respect of mechanisms, we have been closely engaging the industries and consulting them on relevant policy areas through different advisory and statutory bodies, such as the Sports Commission, Advisory Committee on Arts Development and the Hong Kong Tourism Board (HKTB), etc., in order to actively promote the integrated development of the cultural, sports and tourism sectors. Moreover, the Government has newly established high-level bodies to develop strategies and further foster the development of arts and cultural sectors as industries, to enhance the speed and quality of the development of Hong Kong's tourism industry, and to enhance the collaboration among stakeholders of the industries. These high-level bodies include the Culture Commission established last year, chaired by the Secretary for Culture, Sports and Tourism, and the Tourism Strategy Committee (TSC) formed earlier this year with the Secretary for Culture, Sports and Tourism as chairman and other members including prominent figures and key leaders from the tourism and other related sectors such as culture, sports, retail and catering, etc. In addition, we will convene tourism-related high-level coordination meetings or other cross-sectoral meetings as necessary to drive tourism-related coordination and integrated development.

7. As for strategies, CSTB has been sparing no efforts in promoting culture, sports and tourism-related mega events in a comprehensive manner, as one of the important strategies since its establishment, to give full play to the strengths of integration of culture, sports and tourism. Specific measures include compiling and publishing the calendar of mega events in Hong Kong (the calendar of first half of 2024 has been published). Members of the public can browse the latest updates on various mega events through the calendar. We will continue to update the calendar and strive for the early publication of the new calendar, with a view to allowing members of the public and tourists to learn about the various mega events in Hong Kong early. We also hope to facilitate related industries of tourism, hotel, catering, retail and etc. to design promotion plans and tourism products in a timely manner. This also demonstrates Government departments' support to accomplishing mega events.

8. CSTB also convenes meetings and encourages active participation of the mega event organisers, tourism, hotel, catering, and retail industries, with a view to promoting collaboration and cross-industry cooperation amongst different sectors and mega events, to create synergy. Such practice was adopted during the preparation of "Art March". In the future, CSTB and the Leisure and Cultural Services Department (LCSD) will organise meetings or exchange sessions as needed during the preparation of events or programmes, with a view to encouraging the collaboration and cross-industry cooperation.

9. CSTB has been actively cooperating with the travel trade to encourage more tourists to participate in Hong Kong's cultural and sports mega events through different channels, including co-operation with the Travel Industry Council of Hong Kong (TIC) for disseminating information on cultural and arts programmes to travel agents since last year. Among which, information of the first "Hong Kong Pop Culture Festival" (Pop Culture Festival) organised in 2023 by the LCSD and that of the "Art@Victoria Harbor 2024" held this year also by the LCSD were disseminated to travel trade through the TIC. As at 27 March 2024, 40 tour groups have registered to visit the "A Path to Glory – Jin Yong's Centennial Memorial, Sculpted by Ren Zhe" exhibition which is held from 16 March 2024. In order to further facilitate the travel trade in arranging tourists to participate in cultural and arts programmes and other mega events, CSTB is exploring with TIC to take forward regular mechanism for facilitating travel agents and other tourism-related organisations in obtaining information on the LCSD's programmes and other mega events which are suitable for tourists to participate, as well as reserving tickets for group tourists. This can facilitate the travel trade to develop and incorporate relevant programmes and events into their tourism products and itineraries. Relevant services are expected to be launched by phases within this year.

## **Enhancing the utilisation of cultural, sports and touristic content and for cross-sectoral collaboration**

### Promoting the tourism development through cultural content

10. The Government is committed to showcasing Hong Kong's cultural and artistic vitality to the world by creating distinctive and unique cultural activities that attract visitors. This also illustrates the principle of "shaping tourism with cultural activities and promoting culture through tourism". Specific examples are set out in the below paragraphs.

11. The new-term HKSAR Government is committed to fostering the cultural development of Hong Kong. LCSD successfully launched the first Hong Kong Pop Culture Festival (Pop Cultural Festival) in 2023 with various programmes, including pop concerts, exhibitions, film screenings, outdoor activities and outreach events. The Pop Cultural Festival served to express wholehearted respect to the legendary masters of Hong Kong pop culture, inspire creativity of the young generation and encourage them to strive for success like the previous generations. The Pop Cultural Festival also showcased our Hong Kong appeal and influence in playing with cultural elements of the East and the West with attraction to visitors from the Mainland and around the world. To cater the interests of the Mainland and other Asian visitors, we incorporated elements with broad appeal, such as retrospectives on the achievements and influence of iconic stars Leslie Cheung and Anita Mui on Hong Kong pop culture. This has successfully attracted visitors from different regions. The "Miss You Much Leslie Exhibition" held by the Hong Kong Heritage Museum attracted over hundreds of thousands of attendees. Among them, the one hundred thousandth visitor to the exhibition around one month since its commencement is a tourist born in 2000s from Sichuan, who has a deep appreciation for Hong Kong popular culture, particularly Leslie Cheung's films and songs. This visitor specifically came to visit the exhibition. Additionally, the Hong Kong Museum of Art under LCSD has welcomed its three millionth visitors since its renovation in 2019. The three millionth visitor is a tourist from Seoul, Korea.

12. In 2024, LCSD has made persistent efforts in organising the Pop Culture Festival and themed its second edition as "Arts & Action", aiming to explore Hong Kong cultural origins, especially to promote the unique appeal of Chinese martial arts. It also shares the target to encourage cross-disciplinary and cross-generational collaborations and continue telling good stories of Hong Kong. The Pop Culture Festival kicked off with the opening programme "ImagineLand" held at the Central Lawn of Victoria Park from 6 to 7 April 2024. This programme integrates elements of music, film, fashion, and art technology. There will also be a variety of activities

curated around the themes of Joseph Koo, James Wong, and Jin Yong, designed to attract both local residents and visitors of different ages.

13. The Victoria Harbour of Hong Kong is a world-renowned tourist attraction. The Hong Kong Philharmonic Orchestra presents large-scale outdoor concert “Symphony Under The Stars” at Central Harbourfront every year. The concert combines music with the night view of the Victoria Harbour, offering a memorable experience for tourists from all over the world.

14. In addition to combining the Victoria Harbour with music, LCSD joins hands with international art collective teamLab and Hong Kong artists, the First Initiative Foundation, K11 Group and Sino Group to present a large-scale outdoor art project, the second edition of “Art@Harbour” from 25 March to 2 June. Multiple outdoor art installations and digital art façades featuring the integration of art, science and technology curate the Victoria Harbour as an outdoor gallery that brings the citizens and tourists a new inspirational and sensory experience at Victoria harbourfront.

15. Besides, the annual Asia+ Festival (Asia+) presented by CSTB and organised by LCSD in autumn celebrates the cultural diversity of Asia and the Belt and Road regions. With the support of consulates and overseas cultural organisations in Hong Kong, the inaugural edition of Asia+ was successfully held in 2023, encompassing a variety of events including stage performances, exhibitions and an outdoor carnival from 23 countries to showcase their unique arts and cultures. Asia+ will become an annual festival from September to November, sustainably serving as an exchange platform between countries as well as a brand for promoting cultural and performing arts collaborations, immersing tourists in the extraordinary charm of diverse cultures of different regions and Hong Kong.

16. Traditional Chinese culture appeals to the masses worldwide. LCSD presents Lunar New Year and Mid-Autumn Lantern Carnivals every year, featuring a variety of large-scale lantern display and stage performances etc., attracting tourists to experience the vibrant and joyful atmosphere of traditional festivals and feel the charm of traditional Chinese culture. Furthermore, from this year onwards, LCSD will organise Chinese Culture Festival between June and September annually to present to the public, the Mainland visitors and overseas tourists a series of programmes of traditional Chinese culture in various art forms, in order to foster cultural innovation and inheritance and create more opportunities for both citizens and tourists to enjoy traditional Chinese cultural programmes.

17. Hong Kong will host the fourth edition of “Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival” for the first time from 19 October to

late November 2024. Over 100 performances and networking events will take place in parallel in Hong Kong and other Greater Bay Area cities. We believe this will enrich the tourists' travel experience.

18. Hong Kong will launch the Inaugural Hong Kong Performing Arts Expo from 14 to 18 October 2024 to form a platform for excellent Mainland and Hong Kong performing arts to explore overseas opportunities and drive the development of the arts and culture sectors as industries. The Hong Kong Performing Arts Expo will bring to Hong Kong multiple world-class performance programmes, attracting tourists to join.

19. With the completion of the two world-class museums in the West Kowloon Cultural District (WKCD), namely M+, Asia's first global museum of contemporary visual culture, and Hong Kong Palace Museum (HKPM), WKCD have become the new cultural destination of choice in Hong Kong and attracted large number of visitors from the Mainland and overseas. The two museums have been promoting cultural exchange between the East and West by collaborating with cultural institutions worldwide. For example, "Yayoi Kusama: 1945 to Now" and "Botticelli to Van Gogh: Masterpieces from the National Gallery, London" have attracted a large crowd of visitors to Hong Kong. As at February 2024, M+ and the HKPM had received 5.35 million and 2.15 million visitors respectively since their openings, over 60% of which were tourists visiting Hong Kong. WKCD has become an international cultural landmark earning worldwide acclaim and a vital contribution to promote Hong Kong as an East-meets-West centre for international cultural exchange and a cultural tourism destination

20. Create Hong Kong will also provide funding support through the CreateSmart Initiative to PMQ for organising different design events to promote Hong Kong's design and creative culture to local, Mainland and overseas visitors. The Sham Shui Po Design and Fashion Base (the Base), which is anticipated to commence its operation in the fourth quarter of 2024, will provide new highlights for the deeper integration of cultural and creative offerings with tourism. The Base will not only provide emerging design talents and fashion designers with a platform for nurturing and networking, but will also take the lead in promoting fashion and other different projects and activities in relation to design. The Base will also accommodate a design museum, a design book library and a material library, etc. It will cooperate with the tourism industry to develop unique cultural, creative and tourism projects with a view to positioning the Base as an attractive landmark for local and international tourists.

21. Furthermore, the Government plans to organise the "Hong Kong Fashion Design Week" (Fashion Week) by consolidating fashion design events currently held in different times, injecting new elements and adding affiliate activities as appropriate from 2024 onwards. By coordinating promotions and enhancing the content of the events,

we aim to enhance synergies and establish the Fashion Week as a flagship initiative for Hong Kong's cultural, creative and tourism industries, fostering the development of the fashion design industry while boosting the local economy, retail and tourism sectors.

22. Looking ahead, CSTB will launch the Signature Performing Arts Programme Scheme, providing direct subsidy and matching fund to local arts groups for their production of long-run, high-quality, world-class and large-scale performing arts that can represent Hong Kong. These performances will serve as another cultural icon and international cultural brand for Hong Kong. We expect these exceptional long-run performances to become another element that attracts visitors to Hong Kong, promoting the integrated development of culture and tourism.

#### Promoting the cultural and tourism development through sports

23. Hosting large-scale international sports events can not only promote sports development and demonstrate Hong Kong's ability to host world-class sports events, but also enrich the experience of tourists visiting Hong Kong; as well as showcase the characteristics of Hong Kong to overseas athletes, live and online audiences, attract more overseas visitors and enhance Hong Kong's status as a centre for major international sports events.

24. Occupying an area of about 28 hectares, the Kai Tak Sports Park will provide a one-stop sports, leisure, entertainment and shopping experience upon completion. It is envisaged that the Sports Park will become a new landmark for local and overseas tourists. In addition, the Sports Park will provide modern and multi-purpose sports and recreation facilities, including a 50 000-seat Main Stadium, a 10 000-seat Indoor Sports Centre, a 5 000-seat Public Sports Ground as well as an approximately 14 hectares of landscaped open space and other ancillary facilities. Among which, the Main Stadium, equipping with a retractable roof, offering different stage position and seating configurations as well as adopting a flexible turf system, provides more options for hosting different types of large-scale cultural and entertainment activities such as concerts. We believe that it will attract the staging of more international sports, entertainment and cultural mega events to be held in Hong Kong, thereby boosting the development of tourism in Hong Kong.

25. We have been stepping up efforts in promoting sports mega events. In 2023/24, the Government's "M" Mark System supported a record high of 18 sports mega events in total. Among which, LIV Golf Hong Kong 2024, the highly anticipated international golf event, took place in March this year at the Fanling Golf Course. The organisers specially arranged a Poon Choi feast and a face-changing performance for the participating golfers at the Tang Ancestral Hall, which is declared as a historical

building in Hong Kong. It offered the golfers an experience of Hong Kong's unique traditional culture and Chinese arts. By leveraging the effect of the brand, the event let participants experience the charisma of the blend of Chinese and Western cultures in Hong Kong in person and tell the good stories of Hong Kong when returning to their home countries.

#### Tourism products with cultural content

26. To develop more tourism products relating to “in-depth travel”, the Government launched the three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) in October 2022 for incentivising the travel trade to develop more tourism products and itineraries with cultural and heritage elements. Around 1 000 travel agents participated and offered over 18 000 tourism itineraries with cultural and heritage elements for receiving around 1.2 million local and inbound visitors. With the Government support, the TIC also organised the “CHIS - Deeper into Hong Kong: Creative Itinerary Design Competition”, which received enthusiastic response from the trade and successfully selected high-quality “in-depth travel” signature tourism itineraries.

27. To further encourage the trade to develop more thematic tours, including national history, green ecology, marine, traditional culture, pop culture, intangible cultural heritage experiences, night time adventure, etc., the Government transformed CHIS into the Characteristic Local Tourism Incentive Scheme to provide more in-depth itinerary design and training, etc. starting from January 2024.

28. We launched the City in Time tourism project in 2021 which deploys augmented reality and creative multimedia technology through mobile application to bring back to life the history of individual landmarks of Hong Kong. We are preparing to launch phase two of the project in 2024, and will make use of relevant technology to display some iconic Hong Kong movie scenes with a view to enhancing visitors’ experience.

29. Furthermore, the Tourism Commission has launched two well-received signature creative arts and cultural tourism projects. The Sai Kung Hoi Arts Festival features an integration of arts with the island, allowing visitors to experience its natural landscape, history, culture and heritage, while the Design District Hong Kong (#ddHK) leads visitors to embark on journeys to discover the local culture and characteristics of Hong Kong through design. The 2024-25 Budget has allocated additional funding to continue the two projects over the next few years. We will continue to inject more different arts and cultural elements to tourism to allow visitors to deeply explore the unique charm of Hong Kong and its cultural diversity where East meets West.



30. Hong Kong Disneyland Resort (HKDL) has also rolled out cross-sectoral storytelling collaboration and promoted integration of culture, entertainment, sports and tourism sectors. Following the success of the first-ever in-park live orchestra performance “A Magical Nighttime Symphony” held in collaboration with the Hong Kong Philharmonic Orchestra in December 2021, HKDL continued with the momentum to hold “Disney Live in Concert!” series in Christmas 2022 and 2023, “Disney Classic Live in Concert Presents Lang Lang” in January 2024, as well as the seasonal exclusive show “StellaLou’s Wonderful Wishes Ballet” curated in collaboration with Hong Kong Ballet in April 2023 and April to May 2024.

## **Resources**

31. For culture, the Government set up the Mega Arts and Cultural Events Fund (Mega ACE Fund) in April 2023. The Mega ACE Fund aims to attract and support international and large-scale arts and cultural events to be held in Hong Kong. It targets mega arts and cultural events organised by the private sector or non-governmental organisations in Hong Kong, with a view to developing Hong Kong into an East-meets-West centre for international cultural exchange. As at late March 2024, 37 applications have been received. 15 Applications (consist of six arts expo, three exhibitions, four music/ pop culture festival and performance, and two large-scale arts installation projects) have been successfully approved. 12 of which have completed or are currently underway, including Art Basel Hong Kong and Art Central recently held.

32. The Government actively promotes Hong Kong as a centre for major international sports events. In 2004, the “M” Mark System was introduced to support the staging of major international sports events in Hong Kong through provision of matching fund and direct grant. In April 2023, the Government launched various measures to optimise the “M” Mark System. The enhancement measures have been effective, with a record-high number of 18 major international sports events took place in Hong Kong in FY 2023-24. Among these events are the Aramco Team Series Hong Kong, the FIA World Rallycross Championship, the WDSF Breaking for Gold World Series, LIV Golf Hong Kong and World Triathlon Cup - Hong Kong, etc., which were staged in Hong Kong for the very first time.

33. In terms of tourism, the Tourism Commission and HKTb have been making use of the \$100 million earmarked in the 2023-24 Budget to actively secure more mega events that are attractive to visitors and highly effective in tourism promotion to be held in Hong Kong. The Government proposed in the 2024-25 Budget to allocate additional funding to continue to secure more international mega events to be held in Hong Kong. HKTb also organises mega events such as Hong Kong International Dragon Boat Races,

Harbour Chill Carnival, Hong Kong Cyclothon, Hong Kong Wine & Dine Festival and Taste Around Town, Hong Kong WinterFest, Hong Kong New Year Countdown Celebrations and International Chinese New Year Night Parade. Moreover, HKTB supports the promotions of cultural and sports events around the world, with a view to consolidating Hong Kong's role as an "East-meets-West centre for international cultural exchange" and realising the integration of cultural, sports and tourism development, showcasing Hong Kong's diverse appeal to visitors worldwide, and attracting visitors as well as enriching their travelling experience.

### **Stepping up publicity**

34. HKTB will continue to enhance Hong Kong's exposure in visitor source markets through various publicity and marketing programmes, including partnering with international media to curate the Hong Kong stories from an innovative and professional perspective. The campaign will also ride on the network and influence of partnering media to broadcast Hong Kong's appeal to visitor source markets, thereby attracting visitors to Hong Kong. HKTB will identify suitable themes for promotion in parallel with different events and festivals, including arts from both Chinese and Western culture, pop culture, water and harbour experiences, traditional festivities, gastronomy, outdoor fun, winter festivities and sport excitement, to target segments of different tastes and interests and stimulate their interest in visiting Hong Kong. HKTB have promoted various international art events held in town through its "Arts in Hong Kong" year-round promotional platform, and fully supported the promotion of "Art March" organised by CSTB to showcase Hong Kong's art appeal to the world. HKTB will partner with Mainland art connoisseurs and media to promote these large-scale art events and consolidate the city's role as an East-meets-West centre for international cultural exchange. HKTB will also recommend and produce contents for art and cultural maps and photo hotspots on its Mainland social media accounts, such as WeChat, Xiaohongshu, Douyin and Weibo, and work in partnership with Xiaohongshu. HKTB will invite KOLs on these platforms to visit Hong Kong in person to experience and jointly promote the city's art and cultural tourism appeal. Various airlines and Mainland travel agents also target the young affluent Mainland segment with high spending power and roll out travel packages with hotel and attraction tickets to attract them to Hong Kong. HKTB will also continue to fully support and assist in the promotion of various international events and activities in town, boosting the city's sports atmosphere and fervour. Besides, in response to the increasing demand for in-depth experiences by visitors, HKTB will encourage the travel trade to launch characteristic tourism products targeting visitors with spending power and promote the products on different social platforms to enhance publicity. Examples of these products include visits to Michelin star-rated restaurants, award-winning bars, and immersive workshops.

35. Information of various cultural programmes will be uploaded onto the websites of the HKSAR Government Offices in the Mainland and overseas Hong Kong Economic and Trade Offices (ETOs) and available to tourists. LCSD has also set up websites and social platform accounts on Instagram for individual arts and cultural festivals. Arrangement has been made on the Mainland social media such as Xiaohongshu to recommend these websites and accounts to the Mainland users, with a view to strengthening the online publicity for boosting cultural tourism.

36. Radio Television Hong Kong (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, as well as related publicity efforts to keep the public abreast of upcoming events in Hong Kong. The TV programme is to be broadcast daily on RTHK TV 31 and TV32, with announcements to be broadcast on Radio 1, Radio 2, Radio 3, Radio 5 and a Putonghua channel in different programmes daily, in order to engage the entire community and citizens to enjoy the joy and lively ambience brought about by the mega events.

37. The Information Services Department (ISD) has set up a dedicated page titled “Mega Events” on the website for Brand Hong Kong, allowing the public to browse the calendar of mega events in Hong Kong and relevant information. 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, starting from November 2022, ISD produces monthly video clips that highlight the exciting moments of the major international mega events taking place during each month. TV Announcements in the Public Interest about mega events have been airing on both free and paid TV channels as well as on the ISD online platforms since February 2024, with a view to letting more citizens learn about the mega events happening in Hong Kong.

38. Every March in Hong Kong, many international and local arts and cultural events converge in the city. This year for the first time, CSTB launched “Art March” as a brand to promote multiple events organised, funded, or supported by the Government, which allows the citizens and tourists to enjoy an unforgettable experience immersed in the artistic vibe of Hong Kong during March every year. The extensive coverage of activities in Art March 2024 ranges from arts and culture, pop, TV and entertainment to art exhibitions, film events and a cultural summit. To encourage citizens and tourists to participate and enjoy the feast of arts and culture, CSTB also arranged various promotional activities, such as free ice cream, tram rides and Star Ferry rides, at different times in March to promote “Art March” and its programmes.

## **Way forward**

39. To further promote the integration of tourism with the cultural and sports industries, CSTB will continue to explore and roll out policy measures to drive the synergistic development of these three sectors. We will review and optimise various funding schemes, such as the Mega ACE Fund, the “M” Mark System, and subsidy for signature tourism events. These initiatives aim to attract and support the international and mega events to host in Hong Kong, enrich Hong Kong’s quality of life, promote development of industries and provide visitors with more exciting tourism experience, thereby further consolidating Hong Kong’s status as the Events Capital of Asia.

## **Advice Sought**

40. Members are invited to note the content of this paper and give their views on the above work.

**Culture, Sports and Tourism Bureau**  
**April 2024**