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### Reply to supplementary question raised by Finance Committee Members in examining the Estimates of Expenditure 2021-22

Director of Bureau : Secretary for Commerce and Economic Development

Session No. : 11

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Reply Serial No.	Question Serial No.	Name of Member	Head	Programme
<a href="#">S-CEDB(CIT)01</a>	SV005	CHENG Chung-tai	152	(7) Subvention: Hong Kong Tourism Board

**CONTROLLING OFFICER'S REPLY****S-CEDB(CIT)01****(Question Serial No. SV005)**

Head: (152) Government Secretariat: Commerce and Economic Development Bureau (Commerce, Industry and Tourism Branch)

Subhead (No. & title): (-) -

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer: Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) (Miss Eliza LEE)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

The expenditures for organising activities and promotions for the two events, namely the Hong Kong Winterfest and New Year Countdown, were about \$9.5 million and \$9 million respectively. Please provide a detailed breakdown of the above expenditures.

Asked by: Hon CHENG Chung-tai

Reply:Hong Kong WinterFest (4 December 2020 – 3 January 2021)

In view of the development of epidemic at the time, the Hong Kong Tourism Board (HKTB) had cancelled the physical staging of Christmas Town, giant Christmas tree and festive decorations and changed to “online” format of launching a virtual Christmas Town with interactive functions and promoting various festive events organised by attractions and organisations in the city. This innovative virtual Christmas Town won the Bronze Award in the “Best Virtual Event Experience” category at Event Marketing Awards 2021, a regional award renowned in Asia.

The breakdown of the actual expenditure for the event is as follow:

<b>Item</b>	<b>Expenditure (HK\$)</b>
Set up a Christmas Town, giant Christmas tree and festive decorations (although the physical Hong Kong WinterFest was not staged in 2020, the relevant decorations will be used in future events.)	3.1 million

<b>Item</b>	<b>Expenditure (HK\$)</b>
Production of the virtual Christmas Town and recommended festive Christmas itineraries for replacing physical activities (including a voice-guided tour by Key Opinion Leader and the production of online Christmas handicraft workshops, etc.)	2 million
Marketing and global promotion in source markets worldwide (including promotions through digital platforms as well as major local districts and transportation networks to enhance festive ambience, promote physical activities and the subsequent replacement online and virtual activities.)	4.44 million
<b>Total</b>	<b>9.45 million</b>

#### New Year Countdown Celebrations (31 December 2020)

In view of the development of epidemic at the time, HKTb had decided to cancel the physical fireworks countdown event and changed it to online format with a pre-produced video, which was broadcast live or rebroadcast by many major media organisations worldwide, including CNN, BBC, Dragon TV, Phoenix TV, Channel 8 in Singapore and TBS in Korea, etc., to maintain Hong Kong's international exposure.

The breakdown of the actual expenditure for the event is as follow:

<b>Item</b>	<b>Expenditure (HK\$)</b>
Expenditure on the physical fireworks display (the expenditure was incurred for the preparatory work of the physical fireworks display prior to the decision of cancellation, including the procurement cost of imported fireworks)	4.72 million
Design and production of a short video (running time of 2 minutes) for replacing the physical fireworks display	1.5 million
Marketing and global promotion of the physical fireworks display and the subsequent replacement short video in source markets worldwide through digital platforms and arranging international media organisations for live broadcast or rebroadcast	2.12 million
<b>Total</b>	<b>8.34 million</b>

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