Culture, Sports and Tourism Bureau
文化體育及旅遊局

ComplexCon Hong Kong 2024
ComplexCon 香港2024

22 - 24/03/2024

32 000 participants
參與人數 32 000

Hong Kong Performing Arts Expo
香港演藝博覽

14 - 18/10/2024

香港演藝博覽 Hong Kong Performing Arts Expo

HKPAX

800 – 1 000 arts and culture practitioners from outside of Hong Kong
800 – 1 000 位來自香港以外藝術人員

500 local arts and culture practitioners
500 位本地藝術人員

An audience of 30 000
吸引 30 000 人觀賞節目

Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival
粵港澳大灣區文化藝術節

From October to November 2024
2024年10月至11月

Over 40 programmes, exhibitions and activities in Hong Kong.
超過 40 節目、展覽及活動在香港上演。

Chinese Culture Festival
中華文化節

From June to September 2024
2024年6月至9月

SAI KUNG HOI 西貢海藝術節 ARTS FESTIVAL

《天磊石陣》Stone and Shrine Circle
陳少華, 周穎聰 Match Chen, Wich Chau

《日光下的月影》Moonrise in Daylight
Breakthrough Art Studio

《帆》Sails
林嘉裕 Inkgo Lam

《動聽校園。糧船灣》Rhythmic LANE
納設計及建築事務所, 香村
Napp Studio & Architects, Fragrant Village

#ddHK
design district Hong Kong
設計#香港地

「荃灣山水間」 **Tsuen Wan: Into the Landscape - 青花工作室 Seika Studio**

《七彩棱瓏》 **Prismatic - Craig & Karl**

Promote In-depth Travel with Local Characteristics
推廣特色深度遊

- **Promote in-depth travel with local characteristics through utilising Hong Kong's rich tourism resources.**
  善用香港豐富的旅遊資源，積極推動具特色深度遊。
- **For example, rolling out the Characteristic Local Tourism Incentive Scheme (CTIS) and sponsoring Creative Itinerary Design Competition to develop itineraries with different characteristics.**
  例如推出「本地特色旅遊鼓勵計劃」，贊助「創意·深度遊」行程設計比賽，發掘不同特色的旅遊路線。

Effects of Mega Events
盛事效應

- **To boost the economic gains of tourism, hotel, food & beverage, retail, and other sectors**
  帶動旅遊、酒店、餐飲、零售等行業

- **To design and launch cross-sector promotion and tourism products**
  設計和推出聯動推廣計劃和旅遊產品

- **Best ambassadors to tell the good stories of Hong Kong**
  說好香港故事的最佳大使

City-wide Courtesy Campaign
全城禮貌運動

- **Cover 18 districts, all schools in Hong Kong, large and small merchants, transportation and all walks of life**
  覆蓋18區、全港學校、大小商戶、交通運輸、各行各業

- **HKTB will launch new series of promotion and strengthen promotion and training for the industry**
  旅發局推出嶄新的宣傳工作，以及向業界加強推廣及培訓

- **Mobilise regional resources and networks in the 18 districts to promote publicity at the regional level**
  動員18區的地區資源及網絡，在地區層面進行宣傳

- **Work with schools to strengthen the promotion of courtesy education**
  與學校合作，加強推廣禮貌教育

Thank you
謝謝