



# 推動盛事經濟

## Promoting Mega Event Economy

財政司副司長  
Deputy Financial Secretary  
21 May 2024

# 大力推動盛事經濟

Strive to promote mega event economy

- 政府加強統籌協調，成效顯著
- 充分展示香港作為盛事之都活力和魅力
- 吸引旅客
- 帶動旅遊、酒店、餐飲、零售等行業
- The Government has strengthened coordination and achieved remarkable results
- Fully demonstrate the vibrancy and energy of Hong Kong as a premier hub for mega events
- Attract tourists
- Driving businesses of tourism, hotel, catering, retail and other sectors

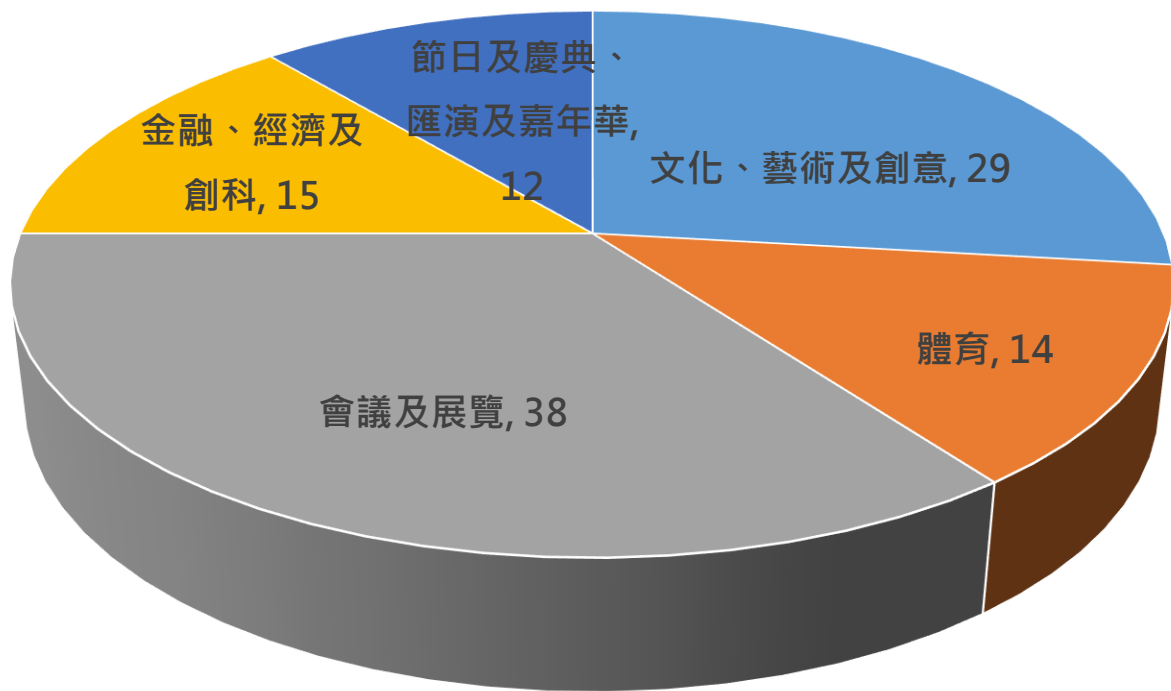




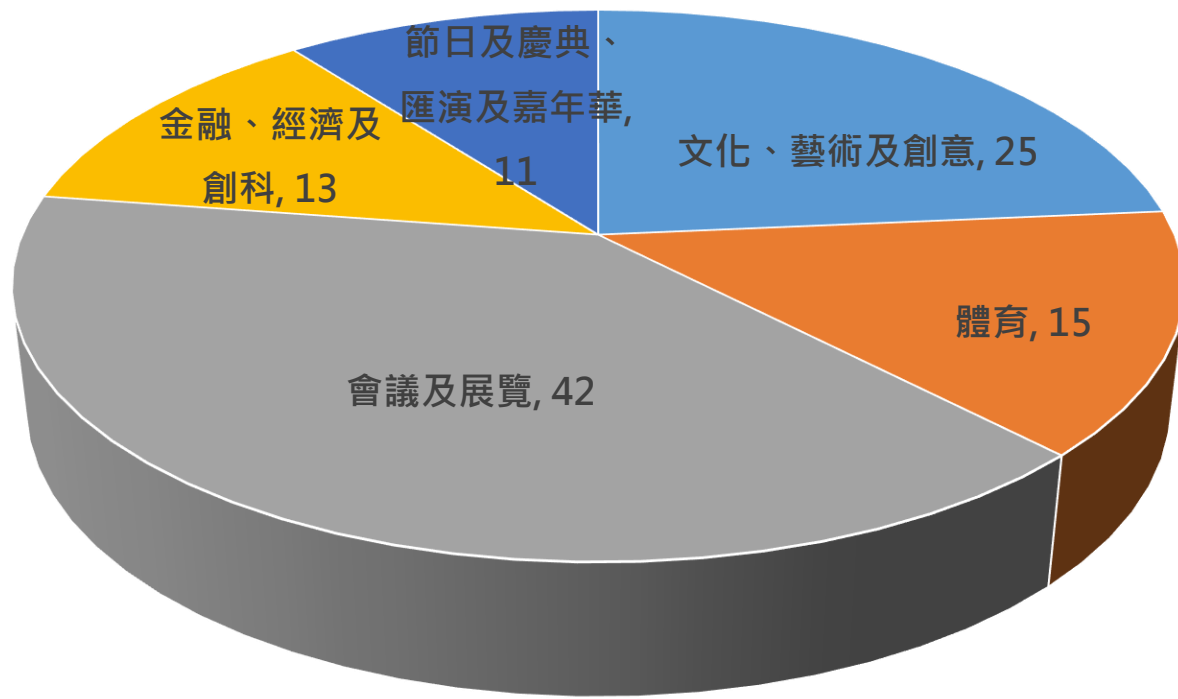
# 盛事項目總數

2024上半年 (108項) + 下半年 (106項) = 214項

## 上半年



## 下半年



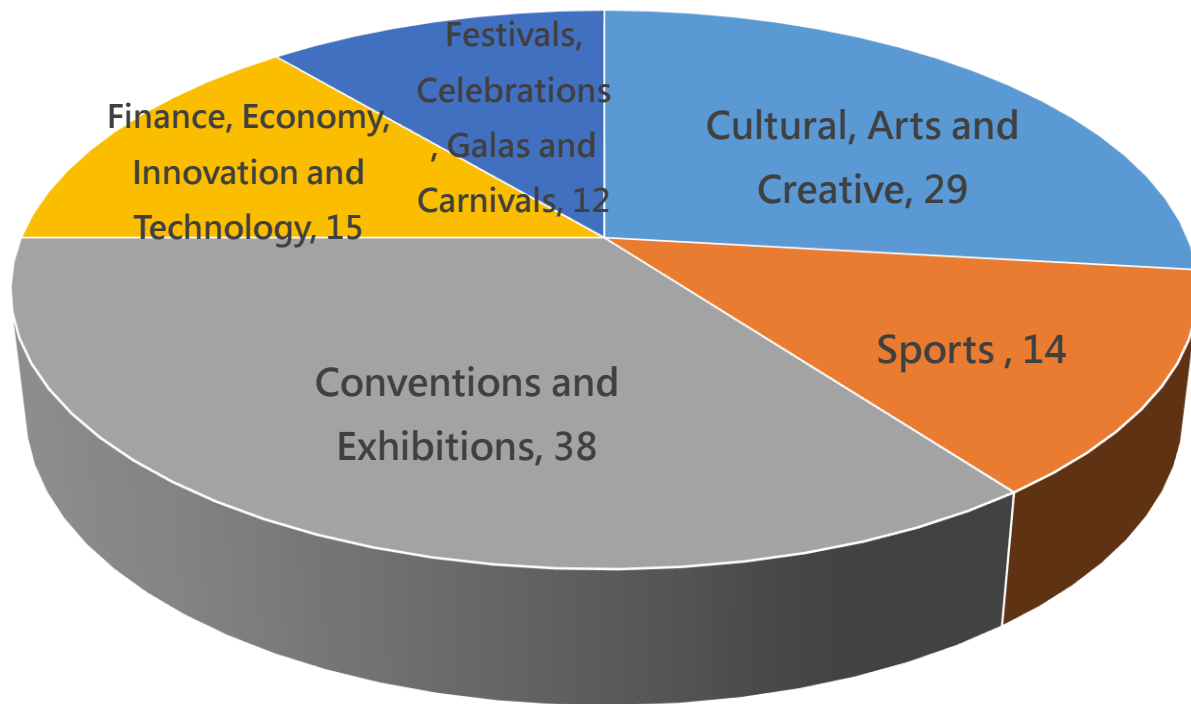
- 文化、藝術及創意
- 體育
- 會議及展覽
- 金融、經濟及創科
- 節日及慶典、匯演及嘉年華



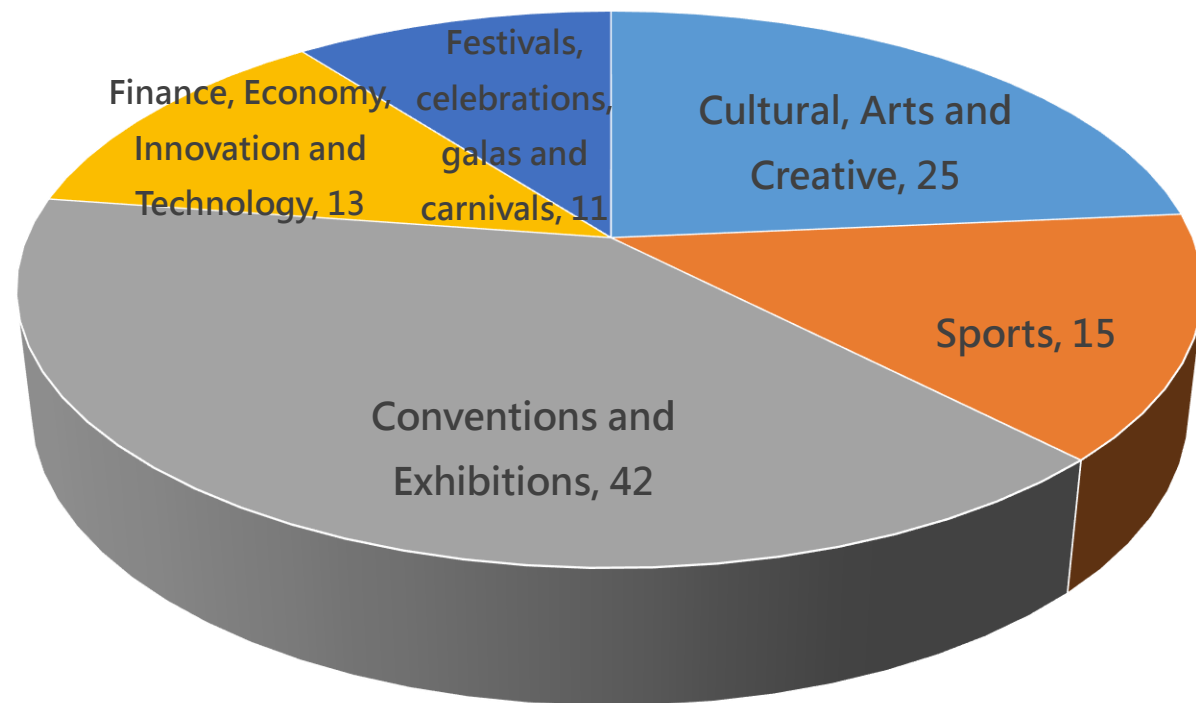
# No. of mega events

1<sup>st</sup> half of 2024 (108 items) + 2<sup>nd</sup> half of 2024 (106 items) = **214 items**

1st half of the year



2nd half of the year



- Cultural, Arts and Creative
- Sports
- Conventions and Exhibitions
- Finance, Economy, Innovation and Technology
- Festivals, Celebrations, Galas and Carnivals

# 下半年盛事

## Mega Events in the Second Half of the Year

- 今年下半年將有不少重要和全新的盛事
  - 全新項目有超過15個
  - 有大受好評、載譽歸來的項目
- 
- There will be a number of major and new mega events in the second half of the year
  - More than 15 brand new events
  - Also events which have received great acclaim and returning for another year.





# 下半年焦點

Highlights in the Second Half of the Year

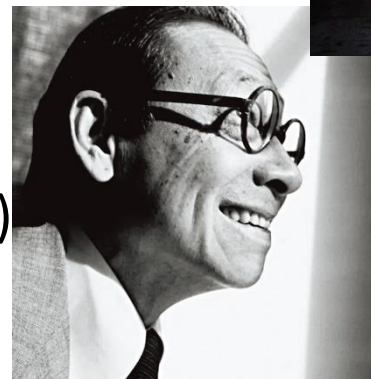
## 文藝創意

- 武林盛舞嘉年華\*
- 貝聿銘大型回顧展\*
- 香港演藝博覽\*
- 時尚設計盛事系列  
(包括全新旗艦項目-香港時裝設計周\*)

## Cultural, Arts and Creative events

- Chinese Kungfu x Dance Carnival\*
- “I.M. Pei: Life is Architecture” exhibition\*
- HK Performing Arts Expo\*
- Design-related Mega Event Series  
(Including new flagship event - Hong Kong Fashion Design Week\*)

\*首次舉辦的全新項目 \*Brand new events to be held for the first time



# 下半年焦點

Highlights in the Second Half of the Year

## 體育

- 2024女子世界棍網球U20錦標賽\*
- WBSC棒球5世界盃\*
- 飛越大嶼
- 樂施毅行者
- 香港街馬

## Sports

- 2024 World Lacrosse Women's U20 Championship\*
- 2024 WBSC Baseball5 World Cup\*
- TransLantau by UTMB
- Oxfam Trailwalker
- Hong Kong Streetathon



# 下半年焦點

## Highlights in the Second Half of the Year

### 節日及慶典、匯演及嘉年華

- 中華人民共和國成立七十五周年展覽\*
- 大坑舞火龍
- 香港繽紛冬日巡禮
- 香港跨年倒數
- 美酒佳餚巡禮
- 「亞洲50最佳酒吧」頒獎典禮



### Festivals, Celebrations, Galas and Carnivals

- Exhibition for the 75th Anniversary of the Founding of the People's Republic of China\*
- Tai Hang Fire Dragon Dance
- Hong Kong WinterFest
- New Year Countdown Celebrations
- Wine & Dine Festival
- Asia's 50 Best Bar Ceremony





# 下半年焦點

Highlights in the Second Half of the Year

## 金融、經濟及創科

- 香港金融科技周
- 國際金融領袖投資峰會
- 創科旗艦活動-SmartCon 2024\*

## Finance, Economy, Innovation and Technology

- Hong Kong FinTech Week
- Global Financial Leaders' Investment Summit
- Flagship Innovation and Technology event-SmartCon 2024\*



# 下半年焦點

Highlights in the Second Half of the Year

## 會議及展覽

- 超級樞紐博覽會\*
- 每年品牌活動 (例如：書展、動漫電玩節)
- 大型國際展覽 (例如：珠寶、鐘錶、電子、燈飾)



## Conventions and Exhibition

- Super Terminal Expo\*
- Annual signature events (e.g. Hong Kong Book Fair, Ani-com & Games Hong Kong)
- Large-scale international exhibitions (e.g. Jewelry, Watch and Clock, Electronics, Lighting)



# 帶動經濟收益

## Driving economic benefits

- 全年盛事吸引約**170萬**旅客參與
  - 他們會為香港帶來約**72億元**消費額
  - 經濟增加價值約**43億元**
- Approximately 1.7 million tourists will participate in the mega events in 2024.
  - Their spending is estimated to be about \$7.2 billion, bringing value-added of about \$4.3 billion to the Hong Kong economy.



# 啟德體育園

## Kai Tak Sports Park

- 佔地面積約28公頃
- 50 000個座位的主場館
- 10 000個座位的室內體育館
- 5 000個座位的公眾運動場
- 約14公頃園景休憩空間及其他配套設施
- 今年落成，**2025年啟用**

- With an area of around 28 hectares
- 50 000-seat Main Stadium
- 10 000-seat Indoor Sports Centre
- 5 000-seat Public Sports Ground
- About 14-hectare landscaped open space and other ancillary facilities
- To be completed this year, **for opening in 2025**



# 西沙SPORTS PARK、西沙GO PARK

## SPORTS PARK SAI SHA, GO PARK SAI SHA

- 佔地面積約130萬平方呎
- 提供室內及室外多項體育設施
- 例如高爾夫球、網球、足球、棍網球、滾軸溜冰、游泳、攀石場等
- 與學校、社區組織、非牟利團體等合作舉辦活動
- 下月底開始分階段試運



- Over 1,300,000 sq.ft.
- Provides multiple indoor and outdoor sports facilities
- e.g. golf, tennis, football, lacrosse, roller skating, swimming, rock climbing, etc.
- Work with schools, community organizations, non-profit groups to organise activities
- Soft launch **by the end of next month**



# 航天城 SKYCITY

- 毗鄰香港國際機場客運大樓
- 其中「11 SKIES」引入**800間**零售餐飲店舖
- 有佔地**57萬平方呎**的室內娛樂設施
- **2025年下半年第四季**分階段開業
- 無人駕駛運輸系統連接
- 連接航天城與東涌港鐵站



- Adjacent to Hong Kong International Airport Passenger Terminal Building
- “11 SKIES” will have **800** retail and catering outlets
- **570,000 sq.ft.** of indoor entertainment facilities
- Opening in phases **starting the 4th quarter of 2025**
- Autonomous transport system
- Linking SKYCITY and Tung Chung MTR Station



# 馬灣公園二期

## Ma Wan Park Phase two

- 文化藝術村 • 新旅遊景點
  - 佔地面積約46萬平方呎
  - 項目將保留約60間舊村屋
  - 翻新成有藝術特色及風格的村屋建築組群
  - 邀請藝術家舉辦文藝創作活動
  - 預計**今年內**落成開放
- 
- Cultural and Art Village • New tourist attraction
  - About 460,000 sq. ft.
  - The project will preserve about 60 old village houses
  - To be revitalised into an arts village
  - Invite artists to organise cultural activities
  - To be opened within **this year**

馬灣公園二期(今年內啟用)



馬灣公園一期(已啟用)





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