



中華人民共和國香港特別行政區 行政長官2025年施政報告

《行政長官2025年施政報告》 文化、旅遊及體育措施

The Chief Executive's Policy Address 2025 Culture, Tourism and Sports Initiatives



中外文化藝術交流中心 East-meets-West centre for international cultural exchange

- 打造高端藝術品交易樞紐
- Develop a premium arts trading hub



中華人民共和國香港特別行政區政府
文化體育及旅遊局

Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China

中外文化藝術交流中心 East-meets-West centre for international cultural exchange

- 西九文化區多元發展
- Diverse development of the
West Kowloon Cultural District



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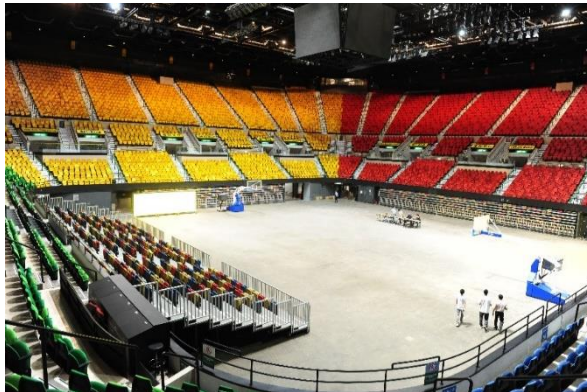
中外文化藝術交流中心 East-meets-West centre for international cultural exchange

- 推動本地文創產業發展
- Foster the development of local cultural and creative industries



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- 重塑表演場地布局功能
推展演藝盛事
- Refocus the performance
venues and promote
performing arts mega events



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中外文化藝術交流中心

East-meets-West centre for international cultural exchange

- 弘揚中華文化
- Promote Chinese culture



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- 康文署引入市場營運模式
- LCSD to introduce market-based business models



「無處不旅遊」 “Tourism is Everywhere”

- 發展遊艇經濟
- Develop the yacht economy



- 積極開拓中東及東盟旅遊市場
- Proactively develop the Middle East and ASEAN tourism markets



- 發展郵輪旅遊
- Develop cruise tourism



- 打造高端客首選旅遊目的地
- Establish Hong Kong as the most sought-after destination for premium visitors



「無處不旅遊」 “Tourism is Everywhere”

- 發展「盛事+旅遊」
- Develop "Mega Events + Tourism"



- 推行特色地方主題深度遊
- Promote local thematic immersive tours



- 發展「生態+旅遊」
- Develop "Ecology + Tourism"



- 提升旅客體驗
- Enhance visitors' experience



推動體育發展

Promote Sports Development

- 全力辦好全國運動會 Ensure the successful delivery of the National Games
- 善用體育基建 Make good use of sports infrastructure
- 提升體育總會管治 Enhance the governance of NSAs
- 更大發揮香港體育界在國際或亞洲體育組織的影響力
- Strengthen the influence of Hong Kong's sports sector in Asian and international sports associations

