

Government announces calendar of mega events in Hong Kong (second half of 2024) (with photos)

The Deputy Financial Secretary, Mr Michael Wong, together with the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, and the Executive Director of the Hong Kong Tourism Board (HKTB), Mr Dane Cheng, announced the calendar of mega events in Hong Kong (second half of 2024) today (May 21).

Mr Wong said, "At least 210 mega events will be held throughout 2024, with over 100 events both in the first and second halves of the year. Similar to the first six months, different types of mega events in the second half of the year cover various areas including cultural, arts and creative events; sports; conventions and exhibitions; finance, economy, innovation and technology related events; as well as festivals, celebrations, galas and carnivals. There will be more than 15 new events, and return of popular events. The distribution of types of mega events in the first and second halves are generally similar, which reflects Hong Kong's year-round offering of diverse events for all to choose from and participate in."

Mr Wong said that mega events would bring substantial economic benefits. It is estimated that approximately 1.7 million tourists would participate in the mega events in 2024. Their spending is estimated to be about HK\$7.2 billion, bringing value-added of about HK\$4.3 billion to the Hong Kong economy."

Mr Yeung said, "To fully exploit the stimulating effect of tourism on various industries, we will strengthen our liaison with industries related to mega events, so that these events may attract more tourists and generate more business opportunities and boost the economic gains of tourism, hotel, catering, retail and other sectors. We believe that the industries can make reference to the upcoming events, and plan, design, and launch cross-sector promotion and tourism products that connect different sectors and events. This will create comprehensive and immersive travel experiences for tourists, making them the best ambassadors to tell good stories of Hong Kong."

Mr Yeung said the Culture, Sports and Tourism Bureau (CSTB) will continue to fully explore and utilise Hong Kong's rich tourism resources through thematic tours. At the same time, the CSTB will continue to extend warm hospitality, with a view to reinforcing and strengthening Hong Kong's position as "the best tourism destination".

The HKTB has established the "Mega Events Development and Advancement Division" (MEDA), which has started operating as the first point of contact for mega events. Over the past two months, MEDA has proactively reached out to different event organisers and has received a number of inquiries.

Currently, they are handling a total of over 40 projects. Based on the current assessment, five projects have been preliminarily confirmed, with the majority of them planned to take place within this year. The events cover a wide range of fields including ball games, sports tournaments, entertainment performances, and art and cultural activities.

The Government has compiled a calendar of mega events in Hong Kong to keep the public and the relevant industries apprised of the mega events held in Hong Kong. The Government will continuously update the calendar of mega events to inform members of the public and visitors of the mega events to be held in Hong Kong in advance. With a view to promoting Hong Kong's status as an Events Capital of Asia, the Government also hopes to foster cross-sector collaboration among different industries and mega events, and encourages the tourism, hotel, catering, retail and other sectors to make plans on promotion and design tourism products beforehand.

The calendar of mega events in Hong Kong (second half of 2024) is in the Annex. The public can also browse it through the website for Brand Hong Kong (www.brandhk.gov.hk).

