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Promote the Integrated Development of Culture, Sports and Tourism





Background

Arts and culture, the creative industries, sports and tourism complement and reinforce one another in their development. With the establishment of the Culture, Sports and Tourism Bureau, the current-term Government is promoting the integrated development of culture, sports and tourism, while boosting Hong Kong's position as an East-meets-West centre for international cultural exchange, injecting new momentum into the economy and boost Hong Kong's global appeal.

The Government published the Blueprint for Arts and Culture and Creative Industries Development last November, setting out a clear vision, principles and strategic directions for the long-term development of arts and cultural policies. It encourages various sectors to work together to leverage Hong Kong's diversified cultural characteristics with an international flair. We will continue to consolidate and enhance the arts trading market in Hong Kong, foster the development of the West Kowloon Cultural District, support the diversified development of local culture and the creative industries, and promote mega performing arts events.

On sports development, the Kai Tak Sports Park, opened in March this year, has rapidly developed into a bridgehead for the mega-event economy, complementing the strengths of Hong Kong's other existing facilities. We will proactively promote the five key policy objectives: supporting elite sports, maintaining Hong Kong as a centre for major international sports events, enhancing professionalism, developing sports as an industry, and promoting sports in the community. We are also committed to successfully staging the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games, which will be held later this year.

In tourism development, the Government promulgated the Development Blueprint for Hong Kong's Tourism Industry 2.0 in December last year, proposing forward-looking and pragmatic targets and development strategies for our tourism industry. Established as announced in the last Policy Address, the Working Group on Developing Tourist Hotspots announced in May this year the implementation of nine appealing and feasible projects with Hong Kong characteristics that can be implemented in the short term, each offering tourists a better experience. As of August this year, Hong Kong's tourism industry made impressive achievements with overall visitor arrivals reaching 33.2 million, up a significant increase of 12% over the same period last year, underlining the ever-growing charisma and appeal of the city's East-meets-West tourism elements. Riding on this foundation, the Government will ramp up planning efforts and adopt more targeted strategies to enhance publicity of various thematic tourism, realising the concept of "tourism is everywhere" in Hong Kong.

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East-meets-West Centre for International Cultural Exchange

Develop a premium arts trading hub

- Develop Hong Kong into a global premium arts trading hub, and attract more international auction houses, art galleries, and professional talents to establish their presence in the city. (CSTB)
- Establish an arts ecosystem in the Airport City, housing arts studios, galleries and dealers under one roof, and construct large-scale arts storage and supporting facilities. (TLB)
- Enhance the international art trading platform, and deepen collaboration with Art Basel to reinforce Hong Kong's status as the exclusive host city in the region. (CSTB)
- Engage the sector to conduct studies on areas related to taxation, financing and talents of art trading to explore policy measures suitable for Hong Kong. (CSTB)

- The West Kowloon Cultural District Authority (WKCDA) will take multiple measures in 2026 to build an arts trading ecosystem, including discussing the leasing strategies with the developer of Artist Square Towers, which are scheduled for completion in 2026-27, to attract more enterprises in the arts trading industry chain, such as galleries, insurance companies, family offices to reside in the towers; establishing an international collaboration network for arts conservation and providing professional training and internship opportunities; and systematically expanding training in professional fields such as curation, conservation and arts administration. (CSTB)

Diverse development of the West Kowloon Cultural District

- The WKCDA will host more high-profile and large-scale international events, including the second Hong Kong International Cultural Summit in March 2026 and the Association of Asia Pacific Performing Arts Centres Annual Conference 2026 in October 2026. (CSTB)
- The WKCDA will stage exhibitions around the world and in the Mainland to showcase exhibitions and collections of M+ and the Hong Kong Palace Museum, while M+ will also co-curate and co-organise exhibitions with internationally-renowned museums. More tours will be planned for "The Impossible Trial—a musical" in the Mainland to develop the musical into a long-running classic. (CSTB)

- The WKCDA will export more arts, cultural and creative projects, curating or co-organising showcases in the Mainland and overseas, for example, touring the M+ exhibition “I.M. Pei: Life Is Architecture” to Doha in October 2025, in order to bring its footprints to the Middle East. (CSTB)
- The WKCDA will strengthen the synergistic development of arts and culture, entertainment consumption and tourism, as the accessibility of the West Kowloon Cultural District is enhanced through the commissioning of the WestK Quay by end-2025. (CSTB)
- The WKCDA is preparing for the official establishment of the WestK Academy scheduled in 2026 in order to provide professional training for local, Mainland and overseas arts and cultural organisations and practitioners. (CSTB)
- The WKCDA will continue to develop a new ticketing and customer service platform as well as a big data hub. (CSTB)
- Continue to maintain close communication with the industry, make good use of the Film Development Fund to support Hong Kong’s film development, ride on the new trends of the global film market and movie-going habits of audience, and strengthen publicity, exchanges and business matching overseas and in the Mainland. (CSTB)
- Actively promote cross-sectoral and cross-cultural collaborations, assist local talents in cultural design to create more cultural and creative products featuring both Chinese and Hong Kong cultural characteristics, thereby promoting the incubation of local cultural intellectual property, and also continue to support the enhancement of the Asia IP Exchange Portal by providing more information on market transactions, and strengthen support for local original works to explore business opportunities by tapping into the Mainland and international markets. (CSTB)
- Select no more than two outstanding projects under the Signature Performing Arts Programme Scheme based on the principle of developing the “icon of Hong Kong”, and announce the results and relevant details within 2025. (CSTB)

Foster the development of local cultural and creative industries

- Continue to take forward the annual flagship signature event of the Hong Kong Fashion Fest to make it a major regional and international fashion design event, thereby fostering the development of Hong Kong’s fashion and textile design brands, as well as promoting Hong Kong as a prime destination for hosting major cultural and creative events. Collaborations will be made with the Paris Fashion Week and the Milan Fashion Week during the Hong Kong Fashion Fest 2025 to promote the trend of digital fashion and sustainable fashion. (CSTB)
- Leverage the international exchange platform of the Business of Design Week to collaborate with Italy, the partner country for 2025, to bring inspiration to the design sector, thereby fostering exchanges and innovation among the sector while facilitating business development. (CSTB)

Refocus the performance venues and promote performing arts mega events

- Optimise the functional positioning of performance venues, with the East Kowloon Cultural Centre promoting long-running performances and arts technology, the Auditorium of Sha Tin Town Hall featuring prominently Cantonese opera, and the Hong Kong Coliseum shifting the priority from sports events to concerts, thereby strengthening Hong Kong’s concert economy and positioning as a “capital of pop culture”. (CSTB)

Develop signature arts and cultural flagship projects and strengthen the promotion of intangible cultural heritage

- Continue to organise signature events (such as Hong Kong Pop Culture Festival, Asia+ Festival, Chinese Culture Festival, Hong Kong Performing Arts Expo, Hong Kong Intangible Cultural Heritage Month, etc.), and strengthen the promotion of intangible cultural heritage (ICH) characteristics in the community to achieve “ICH Around Town”. (CSTB)

Introduce market-based business models to enhance LCSD services

- Introduce commercial operation models to provide more diversified value-added activities, including leasing out museum venues on their closing days for organising commercial or private events, opening up more venues for hire, introducing paid guided tours, and developing more cultural and creative products for improving experience and operational efficacy. (CSTB)
- Explore to engage the market in enhancing the operation of the Lei Yue Mun Park holiday camp and at designated pilot beaches, with a view to developing recreational, leisure and aquatic activity hotspots. (CSTB)

“Tourism is Everywhere”

Develop the yacht economy

- Provide about 600 additional yacht berths under the ex-Lamma Quarry, Aberdeen Typhoon Shelter (ATS) expansion and Hung Hom Station waterfront projects. (DFSO, DEVB)
- Firm up the development parameters and requirements for the ex-Lamma Quarry area, including yacht berthing facilities, having regard to the expressions of interest (EOI) received from the market, and launch a call for tender in the second half of 2026 the earliest. (DEVB)

- Firm up the feasible development scenario(s) for the construction and operation of marinas at the expansion area of ATS having regard to the EOI received from the market, carry out relevant technical assessments, and launch a call for tender by the first half of 2027. (DEVB)
- Drive the development of the sites around Hung Hom Station and its waterfront areas with a view to transforming the areas into a new harbourfront landmark complemented by yacht berthing facilities, and commence the relevant statutory procedures in the second half of 2026. (DEVB)
- Take forward the development of the yacht bay at the Airport City to provide over 500 additional berths, including berths which can accommodate superyachts over 80 metres in length. Invitation for the EOI for participation in the development will be extended to the market in early 2026 and the project is expected for completion by phases starting from 2028. (DFSO, TLB)
- Relax the requirements imposed on visiting yachts and develop the Dynamic Yacht Monitoring System, so as to allow visiting yachts to navigate in Hong Kong in a safe and orderly manner and anchor within waters designated by the Government without having to reserve berths at privately-operated marinas or piers. (DFSO, TLB)
- Enhance the Electronic Business System to allow one-stop pre-submission of arrival information by visiting yachts, so as to facilitate relevant departments to conduct preliminary screening, customs clearance and risk assessment. (TLB, SB)
- Authorise relevant Mainland institutions (such as the Maritime Safety Administration of the Ministry of Transport) to conduct exams and provide short-term training courses for local yacht masters as facilitation measures for Mainland yacht masters of visiting yachts to obtain qualifications for navigation in Hong Kong waters. This initiative will be extended to overseas regions in due course. (TLB)

- Foster the system development for the Guangdong-Hong Kong-Macao Individual Yacht Travel Scheme, enhance the facilitation measures for the entry, exit, navigation and berthing of yachts from Hong Kong and Macao, and engage the Guangdong Provincial Government in discussion on facilitation measures for “northbound travel for yachts from Hong Kong” and “southbound travel for yachts from the Mainland”. (TLB)

Develop “Mega Events + Tourism”

- Attract visitors to extend their stay in Hong Kong and make multiple revisits through offering curated packages featuring various cultural festivals, tourism products and mega events, thereby promoting the development of “mega events + tourism”. (CSTB)
- The Hong Kong Disneyland will upgrade its facilities to enrich the experience of visitors. (CSTB)
- Continue to lead the Ocean Park to sustain the craze for giant pandas by launching more giant panda-themed events and products in collaboration with the Hong Kong Tourism Board (HKTb). (CSTB)
- The Hong Kong Jockey Club will line up horse-themed celebrations and performances to promote horse-racing tourism to ring in the Year of the Horse in 2026. (CSTB)
- The Fire Services Department will introduce a measure to facilitate event organisers by conducting compliance inspections of fire safety requirements for the Temporary Places of Public Entertainment Licence via video conferencing for venues with lower safety risks. (SB)

Develop cruise tourism

- Review the terms and conditions of the tenancy agreement with the operator of the Kai Tak Cruise Terminal, and commence the tender exercise by end-2025, with a view to enhancing the attractiveness and competitiveness of the Kai Tak Cruise Terminal. (CSTB)

Develop “Ecology + Tourism”

- Take forward “Four Peaks” tourism as proposed by the Working Group on Developing Tourist Hotspots by enhancing supporting facilities in country parks, and construct new facilities such as tree-top adventure, open museums of historical relics and new types of camping facilities, enhance facility management, and promote hiking etiquette. (DCSO, EEB)
- Explore appropriate ways to link up rural attractions such as traditional villages and fields, ancestral halls and study halls, as well as folk activities, etc., allowing strolling and cycling, thereby enriching rural eco-tourism experience. (DEVB)
- Riding on the opportunities brought about by the newly amended Protection of the Harbour Ordinance (Cap. 531), explore to further connect harbourfront sections along both sides of the Victoria Harbour that are not yet accessible and consider providing additional facilities such as landing steps at suitable locations. (DEVB)
- Promote countryside revitalisation by launching new in-depth cultural and eco-tour activities in the rural area around Yan Chau Tong through the Countryside Conservation Funding Scheme. (EEB)

Promote local thematic immersive tours

- Create thematic parks and areas in the 18 districts of Hong Kong to enhance the city’s appeal while providing the public with relaxing and enjoyable living spaces and enhancing their sense of well-being. (DCSO, HYAB, CSTB)
- Promote various thematic in-depth tourism projects such as Hong Kong industrial brand tourism, Old Town Central, Kowloon City, Victoria Park Bazaar and the opening up of the former Yau Ma Tei Police Station. (CSTB)

- Open up the frontier closed areas (FCAs) of Mai Po and the Starling Inlet in mid-2026 to facilitate visitors. After implementation, all FCAs will be opened up except for boundary-crossing facilities and boundary patrol roads. (SB)
- The HKTb will stage an upgraded version of the Hong Kong Wine & Dine Festival and step up publicity worldwide about the city's diverse bar and restaurant landscape as well as its appeal as an international culinary hub. (CSTB)
- Beautify Lan Kwai Fong and the surrounding streetscape by phase to promote "community engagement". (DEVb)
- The Home Affairs Department is refining the Guide to Licence Application for Guesthouse (Holiday Camp) and will issue a new Guide to Licence Application for Guesthouse in Village House, which will set out the flexible building and fire safety requirements for holiday camp sites and villages formulated in light of actual situations, and will include clearer and more specific requirements and measures to facilitate the operation of holiday camps and home-stay lodgings in rural areas. The Development Bureau will also facilitate village houses to transform into guesthouses, restaurants or cafés, etc. to promote urban-rural integration. (HYAB, DEVb)
- Open the special event space at the former Hung Hom Railway Yard Pier in the first quarter of 2026. (DEVb)
- Study the proposal to provide a pier at Repulse Bay to help develop marine tourism linking up the attractions in the Southern District and the islands nearby. (DEVb)

Invigorate Island South

- Explore the feasibility of constructing new facilities in the area around the Aberdeen Wholesale Fish Market for food and beverage, retail and processing of fisheries products, etc.. (EEB, DEVb)

- Take forward the Expansion of Aberdeen Typhoon Shelter project, including the integration of public landing facilities with the proposed breakwater at Tai Shue Wan to create synergies. (DEVb, CSTB)
- Continue to progressively enhance the open spaces on both sides of ATS by way of minor works while improving pedestrian connectivity and the local environment. (DEVb)

Establish Hong Kong as the most sought-after destination for premium visitors

- The HKTb will co-operate with various departments and organisations to attract the staging of more conventions and exhibitions in Hong Kong. It will also collaborate with the travel trade to offer sophisticated itinerary planning, concierge services and premier experience, and provide tailor-made luxurious tours for high-spending visitors. (CSTB)

Increase the number of visitors to Hong Kong

- Relax the criteria for applications from Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan for multiple-entry visas to Hong Kong for business and travel purposes to promote economic and trade as well as tourism development between Hong Kong and Central Asia. (SB)

Proactively develop the Middle East and ASEAN tourism markets and facilitate halal certification

- With a view to further promoting Muslim tourism, push forward the strategy of "accreditation, education and promotion", and encourage the industry to provide more facilities and food options that are Muslim-friendly. (CSTB)
- The HKTb will launch a subsidy scheme for restaurants applying for halal certification, under which restaurants having successfully obtained the certification between the delivery day of the 2025 Policy Address and end-2026 will be subsidised for half of the certification fee, capped at \$5,000. (CSTB)

Enhance immigration experience

- Basically complete the construction of the new Huanggang Port building by end-2025 and strive to ensure that the port meets the conditions for completion and commissioning within the current term of the Government, enabling the implementation of the “collaborative inspection and joint clearance” mode. (SB)
- Sha Tau Kok Control Point, which will be redeveloped into a passenger clearance-only control point under a “cross-river construction” approach, will implement the “collaborative inspection and joint clearance” mode. The engineering feasibility study of its redevelopment project will be completed within 2025. (SB)
- Enhance the e-Channel services, including to install additional and replace existing e-Channels at the Arrival Hall of the Hong Kong International Airport (HKIA) starting from the first quarter of 2026, and relax the eligibility criteria for frequent visitors to enrol for the e-Channel service to having visited Hong Kong via the HKIA for no fewer than two times in the past 24 months, thereby further enhancing clearance efficiency. (SB)
- Establish Hong Kong’s first “contactless clearance” pilot at the Hong Kong-Zhuhai-Macao Bridge Hong Kong Port in the second quarter of 2026, achieving unimpeded immigration clearance using facial recognition technology. The pilot will first open for use by eligible Hong Kong residents and further expansion will be considered subject to operational effectiveness. (SB)

Take forward a new “Outstanding Services Award Scheme”

- Take forward a new “Outstanding Services Award Scheme” covering a number of tourism-related service industries to commend merchants and industry practitioners for their outstanding products and services, and promote the hospitable culture in our society through the mass media. (CSTB)

Promote Sports Development

Ensure the successful delivery of the National Games

- Co-host the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games with Guangdong and Macao with all-out efforts, and launch publicity campaigns through diverse online and offline channels, with a view to fostering city-wide participation. (CSO, CSTB)
- Join hands with the industry to launch various relevant tourism products, and have arranged for the relay of competitions by domestic free television broadcasters, so that members of the public can cheer for athletes. (CSO, CSTB)
- The Organising Committee, under the supervision of the Chief Executive and the leadership of the Chief Secretary for Administration, will continue to steer the work relating to the National Games to ensure that the event will be successfully held and bring world-class experience to participants and audience. (CSO, CSTB)

Promote synergy among sports venues

- Leverage the strengths of the Kai Tak Sports Park (KTSP) as an essential infrastructure for maintaining Hong Kong as a centre for major international sports events and developing sports as an industry to boost the development of “sports + mega events”. (CSTB)
- Review the positioning of the Hong Kong Stadium (HKS) to achieve synergy with the KTSP, including making good use of existing facilities of the HKS to support sports development, such as enabling the use of these facilities by “national sports associations” (NSAs) as office space, organising matches and related training, and hosting large-scale sports events. (CSTB)

- Agreed on a multi-year partnership with the world-class men's professional golf tournament, LIV Golf, to host LIV Golf League in Hong Kong. Hosting the tournament, which will showcase the exceptional skills of top international golfers, will attract high-end overseas visitors and bring economic benefits to Hong Kong. (CSTB)
- Continue to take forward the preparatory work for the construction of a swimming complex suitable for hosting international competitions as well as a sports arena with fencing training and competition facilities. (CSTB)

Promote “Sports for All” and urban sports

- To encourage the public to work out regularly, the Government will organise a wide variety of sports and recreational activities across the city, hold thematic sports days, and provide funding support for schools and training programmes. (CSTB)
- Continue to collaborate with the sports sector, schools and relevant sectors to promote urban sports, including 3-on-3 basketball, futsal, sport climbing, skateboarding and breaking, so as to provide students and youths with more opportunities for participation and training in schools and the community. (CSTB)

Enhance the governance of NSAs and strengthen support for athletes

- Through the recently reviewed “direct financial support for elite athletes”, the Government will continue to provide a more financially stable environment for elite athletes to concentrate on their training, and enhance training efficacy through the R&D outcomes of sports medicine. (CSTB)
- The Sports Federation & Olympic Committee of Hong Kong, China will expedite the implementation of the Code of Governance by using those NSAs with relatively well-developed governance regimes as good examples for the rest to follow. (CSTB)
- Support Asian and international sports associations to set up their headquarters in Hong Kong through NSAs, encourage NSAs to actively participate in the work of Asian and international sports associations, so that the discourse power and influence of Hong Kong's sports sector can be strengthened in the international arena. (CSTB)