

CONTROLLING OFFICER'S REPLY

HAB190

(Question Serial No. 0989)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not specified

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Ms Michelle LI)

Director of Bureau: Secretary for Home Affairs

Question:

Please provide a breakdown of the attendance figures of the 14 museums and heritage and art centres in Hong Kong for the past five years by senior citizens, adults, students and children. What are the estimated expenditures and manpower resources to be earmarked to attract students, children and tourists to visit the museums in the future? What are the details?

Asked by: Dr Hon LAM Tai-fai (Member Question No. 58)

Reply:

The total attendance of the 14 museums and heritage and art centres under the purview of the Leisure and Cultural Services Department (LCSD) for the past five years is set out below:

Year	Total attendance
2011	5 183 638
2012	5 795 426
2013	6 139 448
2014	6 527 900
2015	4 858 129 (Note)

Note

The decrease in the attendance in 2015 was mainly due to the temporary closure of the Hong Kong Museum of Art since August 2015 and the Hong Kong Space Museum since November 2015 for renovation, and the overwhelming responses to the "Legends of the Giant Dinosaurs" and "Studio Ghibli Layout Designs" exhibitions in 2014.

There is no breakdown of visitors' profile by age. Based on the findings of an exit survey on museum services conducted by the LCSD in 2013, about 27.9% of the museum visitors interviewed were children and teenagers, 66.5% were adults whereas 5.6% were senior citizens. The survey also indicated that 73.1% of museum visitors interviewed were local residents whereas 26.9% were tourists.

The LCSD organises a diversified and balanced mix of year-round public programmes, including exhibitions, education and extension activities as well as festivals for the enjoyment of various audience segments. Amongst them, some programmes are specifically designed for particular target groups. For example, the MuseKids programme of the Hong Kong Heritage Museum is dedicated to providing fun and exciting activities for children from kindergarten through primary 6; the HK SciFest, Muse Fest, the School Culture Day and Jockey Club “Museum of Art on Wheels” Outreach Learning Programme offer special programmes for the participation of youth and students; and various thematic displays are showcased at the Hong Kong International Airport to attract tourists from all over the world. The cost and manpower incurred for these annual or on-going programmes are absorbed by existing resources.

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