

CONTROLLING OFFICER'S REPLY

HAB224

(Question Serial No. 1539)

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:

- (1) Please tabulate below the attendances of the museums with free admission under the “Appreciate Hong Kong” Campaign for January 2016 and over the same period of previous years.

Museum with Free Admission	Attendance			
	January 2016	January 2015	January 2014	January 2013

- (2) How well was the initiative received? In view of its effectiveness, has the Government considered introducing further free admission initiatives and extending museum opening hours to attract more visits from local residents and tourists and thus boost the attendance?

Asked by: Hon YIU Si-wing (Member Question No. 308)

Reply:

- (1) As one of the highlight events of the “Appreciate Hong Kong” Campaign, the Leisure and Cultural Services Department (LCSD) offered free admission to all visitors to the permanent exhibitions of five of its fee-charging museums in January 2016. Information on the attendance of all LCSD museums in January 2016 and the corresponding period in previous three years is listed at Annex.
- (2) The initiative was well received by the public. The five fee-charging museums recorded a total attendance of 317 624 in January 2016, representing a 58.5% increase over that in January 2015. In particular, the Hong Kong Science Museum (HKScM) recorded an attendance of over 126 000 visitors, an increase of more than one-fold as compared to the attendance during the same period last year (i.e. the normal fee-charging period). To further promote culture as well as knowledge in history,

arts and science, and to encourage more visits to the museums for building a wider audience base, the Chief Executive had announced in his 2016 Policy Address to make free admission to LCSD museums a standing practice. Under the new initiative, the public will be offered free admission to the permanent exhibitions of five designated fee-charging LCSD museums (i.e. Hong Kong Museum of Art, Hong Kong Museum of History, Hong Kong Heritage Museum, Hong Kong Museum of Coastal Defence and Dr Sun Yat-sen Museum). As for the two remaining fee-charging museums (i.e. HKScM and Hong Kong Space Museum), full-time students will be offered free admission to their permanent exhibitions. It is expected that more local and overseas visitors will be attracted to the LCSD museums concerned upon the implementation of the free admission policy. The Government will review the impact of the free admission policy after its implementation and consider whether adjustments need to be made.

**Attendance Figures of the Museums of
the Leisure and Cultural Services Department**

Museum with Free Admission	Attendance			
	January 2016	January 2015	January 2014	January 2013
Fee-charging museums ^{Note 1}				
Dr Sun Yat-sen Museum	9 133	4 887	5 001	4 663
Hong Kong Heritage Museum	65 340	60 045	43 287	24 532
Hong Kong Museum of Coastal Defence	15 351	10 012	8 472	7 785
Hong Kong Museum of History	101 428	70 887	64 327	40 710
Hong Kong Science Museum	126 372	54 508	224 195 <small>Note 2</small>	105 718 <small>Note 2</small>
Sub-total	317 624	200 339	345 282	183 408
Free admission museums				
Fireboat Alexander Grantham Exhibition Gallery	5 568	7 451	6 495	5 207
Flagstaff House Museum of Tea Ware	13 615	18 746	16 889	15 062
Hong Kong Film Archive	13 517	15 503	12 107	15 884
Hong Kong Heritage Discovery Centre	18 316	16 722	14 564	15 838
Hong Kong Railway Museum	17 470	22 870	16 874	18 918
Hong Kong Visual Arts Centre	6 371	3 112	3 663	1 281
Law Uk Folk Museum	1 149	1 433	333	966
Lei Cheng Uk Han Tomb Museum	3 437	3 124	2 799	2 639
Oi!	17 058	19 113	7 765	N.A.
Ping Shan Tang Clan Gallery cum Heritage Trail Visitors Centre	6 118	5 200	5 320	6 064
Sam Tung Uk Museum	7 573	8 628	6 793	8 914
Sheung Yiu Folk Museum	2 700	4 298	3 509	3 407
Sub-total	112 892	126 200	97 111	94 180
Total	430 516	326 539	442 393	277 588

Notes

- (1) Excluding the Hong Kong Museum of Art and the Hong Kong Space Museum which were closed for renovation since August 2015 and November 2015 respectively.
- (2) The high attendance was due to the overwhelming response to the “Legends of the Giant Dinosaurs” exhibition in 2013-14 and “Julius Caesar: Military Genius & Mighty Machines” exhibition in 2012-13.

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