

CONTROLLING OFFICER'S REPLY

HAB528

(Question Serial No. 4770)

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:

The work of the Leisure and Cultural Services Department in operating museums is to provide a balanced mix of programmes for enhancing public appreciation of arts and culture. Please inform this Committee of the following with a breakdown by fee-charging museums across Hong Kong:

- (a) What are the actual and estimated staff establishments of each museum in the 2015-16 and 2016-17 financial years?
- (b) What is the total expenditure of each museum in the 2015-16 financial year?
- (c) What is the estimated expenditure of each museum in the 2016-17 financial year?
- (d) What are the attendance figures for each museum on free admission days, weekdays and holidays in the 2015-16 financial year?
- (e) It is noted that the Department has launched in recent years a series of promotional activities targeted at tourists to promote the museums as tourist attractions. Please provide information on these activities including the details and expenditure involved.
- (f) According to the Reply (HAB237) made during last year's Examination of Estimates of Expenditure, the Department indicated that tourists accounted for 27% of the visitors to the museums in 2013-14. With the launching of the promotional activities targeted at tourists in recent years, is there any increase in the number of visits by tourists in 2014-15?

Asked by: Hon MA Fung-kwok (Member Question No. 73)

Reply:

- (a) to (c) The staff establishment and the estimated recurrent expenditure (excluding staff salaries) of the museums under the Leisure and Cultural Services Department (LCSD) in 2015-16 and 2016-17 are set out at **Annex**.

- (d) The attendance figures of the 7 fee-charging museums on free admission days, weekdays, weekends and public holidays in 2015-16 (as at 29 February 2016) are set out below:

Museum	Attendance in 2015-16 (As at 29 February 2016)		
	Free Admission Days <small>Note 1</small>	Weekdays	Weekends and Public Holidays
Dr Sun Yat-sen Museum	23 335	14 618	20 820
Hong Kong Heritage Museum	168 412	97 032	126 160
Hong Kong Museum of Art <small>Note 2</small>	41 992	32 352	43 239
Hong Kong Museum of Coastal Defence	44 176	26 412	45 533
Hong Kong Museum of History	319 337	193 516	197 551
Hong Kong Science Museum	364 321	302 502	393 510
Hong Kong Space Museum <small>Note 3</small>	131 576	154 293	230 361

Note 1: Including all Wednesdays, an annual international Museum Day, the anniversary of Dr Sun's birth (12 November 2015) and Fun Day (15 November 2015) for Dr Sun Yat-sen Museum as well as free admission in January 2016 under the "Appreciate Hong Kong" campaign.

Note 2: Closed from 3 August 2015 for renovation.

Note 3: Closed from 1 November 2015 for renovation.

- (e) The LCSD has been promoting its museums to tourists through a variety of channels, such as e-platforms, placing advertisements and displays at tourist spots, distribution of museum guides at hotels, etc. Thematic exhibitions have regularly been mounted at the Passengers Terminal of the Hong Kong International Airport in recent years. Promotional videos are also broadcast in Airport Express and YouTube channels. The LCSD has been maintaining close liaison with the Hong Kong Tourism Board (HKTB) to provide them with up-to-date museum attractions, and Travellers' Map for distribution at HKTB's Visitors Centres and local hotels. A series of museum souvenirs are also on sale and displayed at major tourist spots, trade fairs and online platforms for leisure and business travellers. The expenditure in 2015-16 for the above promotional initiatives was \$1.24 million.
- (f) The LCSD conducts large scale opinion survey on LCSD museum services every 3 to 4 years. The profile and characteristics of local and foreign visitors are gauged in the survey. The last survey was conducted in 2013-14 which indicated that tourist visitors accounted for 27% of the visitors to museums. The next survey will be carried out in 2017 and the result would be available by the end of 2017.

**Staff Establishment and Estimated Recurrent Expenditure (excluding staff salaries) of
the museums under the Leisure and Cultural Services Department in 2015-16 and 2016-17**

Museums	No. of Staff Establishment		Estimated Expenditure	
	As at 1 April 2015 (Actual)	As at 1 April 2016 (Projected)	2015-16 (\$ million)	2016-17 (\$ million)
Hong Kong Heritage Museum and its branch museums ^{Notes 1 and 2}	81	72	65.49	78.44
Hong Kong Museum of Art and its branch museum ^{Note 3}	90	90	48.37	43.90
Hong Kong Museum of History and its branch museums ^{Note 4}	91	102	78.94	83.34
Hong Kong Science Museum	77	92	62.02	74.57
Hong Kong Space Museum	68	69	34.40	36.98
Intangible Cultural Heritage Office and its museum ^{Notes 2 and 5}	N/A	16	10.07	15.06

Note 1: Including Hong Kong Heritage Museum, Hong Kong Railway Museum, Sam Tung Uk Museum (STUM) and Sheung Yiu Folk Museum.

Note 2: STUM has been put under the management of Intangible Cultural Heritage (ICH) Office with effect from November 2015.

Note 3: Including Hong Kong Museum of Art and Flagstaff House Museum of Tea Ware.

Note 4: Including Hong Kong Museum of History, Dr Sun Yat-sen Museum, Fireboat Alexander Grantham Exhibition Gallery, Hong Kong Museum of Coastal Defence, Law Uk Folk Museum and Lei Cheng Uk Han Tomb Museum.

Note 5: An ICH Office was established in May 2015 to take over the ICH Unit from the Hong Kong Heritage Museum.