

CONTROLLING OFFICER'S REPLY**HAB253****(Question Serial No. 1058)**Head: (95) Leisure and Cultural Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (3) Heritage and MuseumsControlling Officer: Director of Leisure and Cultural Services (Ms Michelle LI)Director of Bureau: Secretary for Home AffairsQuestion:

- (1) Please tabulate below the top 10 exhibitions organised by the Leisure and Cultural Services Department in 2016-17 together with information on their attendance and expenditure incurred.

Top 10 Exhibitions	Attendance	Expenditure

- (2) What publicity initiatives targeting tourists have been undertaken in relation with these exhibitions? What is the expenditure incurred?

Asked by: Hon YIU Si-wing (Member Question No. 13)Reply:

- (1) Information on the top 10 exhibitions in terms of attendance organised by the Leisure and Cultural Services Department (LCSD) in 2016-17 is at **Annex**.
- (2) The LCSD has launched a series of promotional activities targeted at tourists, including publicising museum exhibitions at the Hong Kong International Airport; featuring museum programmes on the Hong Kong Tourism Board's (HKTb's) digital platforms; advertising promotion videos in websites in the Mainland including Youku and Tudou; publishing Museum Guide booklets *Enchanting Museums*, *Travellers' Map* and pictorial book *In Dialogue with Curators* for distribution at the HKTb's visitor centres, hotels, cultural facilities, bookstores and tourist spots; and linking the LCSD's one-stop Museum Portal to the websites of various Hong Kong Economic and Trade Offices. The expenditure in 2016-17 for the above promotion initiatives was around \$1.2 million.

Top 10 exhibitions organised by the Leisure and Cultural Services Department (LCSD) in 2016-17

Exhibition Title	Exhibition Period	Exhibition Venue	Expenditure ⁽¹⁾ (\$'000)	Attendance
Animal Grossology	1 July to 2 November 2016	Hong Kong Science Museum	4,360	287 957
Claude Monet: The Spirit of Place	4 May to 11 July 2016	Hong Kong Heritage Museum	7,871 ⁽²⁾	240 962
T-Rex Revealed – The Augmented + Virtual Reality Experience	2 December 2016 to 1 March 2017	Hong Kong Science Museum	2,492	239 254
Fashion + Paper, Scissors and Rock	24 September 2016 to 6 February 2017	Hong Kong Heritage Museum	1,999	170 137
Lost Treasures of the <i>Shiqu Baoji</i> in Hong Kong – Selection of Chinese Paintings and Calligraphies from the Xubaizhai Collection, Hong Kong Museum of Art	30 November 2016 to 20 March 2017	Hong Kong Heritage Museum	500	137 893 ⁽³⁾
Collider: Step inside the World's Greatest Experiment	18 March to 25 May 2016 ⁽⁴⁾	Hong Kong Science Museum	3,200	129 567
Ceremony and Celebration – The Grand Weddings of the Qing Emperors	30 November 2016 to 27 February 2017	Hong Kong Heritage Museum	16,700	108 664
<i>Mare Nostrum</i> : Roman Navy and Pompeii	8 June to 29 August 2016	Hong Kong Museum of History	9,500	104 462
From Son of Heaven to Commoner: Puyi, the Last Emperor of China	26 August 2016 to 13 February 2017	Hong Kong Museum of Coastal Defence	1,850	96 210
Montage Express	19 August 2016 to 2 January 2017	Oil Street Art Space	650	69 696

Notes

- (1) Representing the actual or estimated expenditure borne or to be borne by LCSD (including funding from sponsorship).
- (2) Representing the expenditure borne by LCSD.
- (3) Attendance as at 28 February 2017.
- (4) Exhibition opened in 2015-16 with display period mainly in 2016-17.

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