

CONTROLLING OFFICER'S REPLY

HAB255

(Question Serial No. 1060)

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) Will the Department describe its work on the development of souvenirs in the past 3 years? What are their sales outlets and annual sales volumes?
- (2) Does the Department have any plan to promote the development, sales and publicity of these souvenirs?

Asked by: Hon YIU Si-wing (Member Question No. 15)

Reply:

- (1) In the past 3 years, the Leisure and Cultural Services Department (LCSD) has produced a number of souvenirs to brand-build and promote the image of the LCSD museums and to complement the special exhibition “Bring me home – the story of Hong Kong culture, art & design” held from 18 April to 31 May 2015. These souvenirs are put on sale at the LCSD museum shops and cultural venues, local bookstores and gift shops, branch shops of the Hong Kong Trade Development Council Design Gallery, outlets and online platform of the Hongkong Post.

The total sales volume of the souvenirs produced since April 2014 is 5 243 as at December 2016.

- (2) To build the repertoire of the LCSD museum souvenirs, a wider range of souvenir categories will be produced targeting both local people and overseas tourists. Leveraging on the opening of the Jin Yong Gallery at the Hong Kong Heritage Museum in March 2017 and the public art project “City Dress Up: Blossoming Stairs” organised by the Hong Kong Museum of Art, a series of housewares, accessories, stationery products will be produced and rolled out to the market by phases. Wide publicity will be arranged through various channels to promote their sale at different outlets.