

CONTROLLING OFFICER'S REPLY

HAB523

(Question Serial No. 4022)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (000) Operational Expenses

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) The temporary closure of the Hong Kong Museum of Art and the Hong Kong Space Museum should have been taken into account when the attendance at museums in 2016 was estimated at 4.9 million last year. Why did the actual attendance figure of 2016 eventually fall short by 300 000?
- (2) The 5 museums have been opened to all free of charge since 1 August 2016 and it was estimated that the attendance would rise by 30%. Please provide this Committee with monthly attendance figures of each of these 5 museums between 1 August 2016 and 1 February 2017, and the monthly attendance figures between 1 August 2015 and 1 February 2017.

Asked by: Hon LAU Siu-lai (Member Question No. 1042)

Reply:

- (1) The actual attendance at museums in 2016 is 4 651 777, which is around 5% below the estimated attendance. We normally take into account various factors, such as the number of exhibitions planned to be held in the year; the theme, duration and attractiveness of each exhibition, etc. in estimating the attendance figures. A small deviation between the actual and estimated attendance is possible.
- (2) With effect from 1 August 2016, all visitors enjoy free admission to the permanent exhibitions of five museums including the Hong Kong Heritage Museum, Hong Kong Museum of History, Hong Kong Museum of Coastal Defence and Dr Sun Yat-sen Museum as well as the Hong Kong Museum of Art (HKMA). Full-time students enjoy free admission to the permanent exhibitions of the Hong Kong Science Museum and Hong Kong Space Museum (HKSpM).

The total attendance of the above museums (excluding the HKMA and HKSpM which have been temporarily closed for renovation since August 2015 and November 2015 respectively) for the period from 1 August 2016 to 28 February 2017 is around 27%

higher than that for the period from 1 August 2015 to 28 February 2016. The monthly attendance figures of these museums in the two periods are at **Annex**.

Museum attendance before and after free admission initiative

Museums	AFTER free admission							Sub-total	BEFORE free admission							Sub-total	Percentage change
	2016					2017			2015					2016			
	Aug	Sep	Oct	Nov	Dec	Jan	Feb		Aug	Sep	Oct	Nov	Dec	Jan ⁽¹⁾	Feb		
Hong Kong Museum of History	110 244	50 520	72 612	70 325	77 487	72 834	68 090	522 112	96 915	62 543	51 506	41 547	44 379	101 428	49 612	447 930	+16.56%
Hong Kong Heritage Museum	49 522	40 706	43 952	40 818	64 627	66 238	64 366	370 229	38 125	29 520	30 132	28 165	26 994	65 340	31 054	249 330	+48.49%
Hong Kong Science Museum	194 631	60 111	99 778	63 994	118 697	106 881	118 257	762 349	189 764	88 914	62 029	48 169	59 252	126 372	59 866	634 366	+20.17%
Hong Kong Museum of Coastal Defence	17 375	14 907	19 747	18 595	16 561	13 308	13 674	114 167	10 244	8 784	10 728	11 516	7 400	15 351	8 399	72 422	+57.64%
Dr Sun Yat-sen Museum	9 586	6 713	9 467	10 789	9 799	9 380	9 504	65 238	5 274	3 988	4 753	6 952	4 046	9 133	4 600	38 746	+68.37%
Sub-total	381 358	172 957	245 556	204 521	287 171	268 641	273 891	1 834 095	340 322	193 749	159 148	136 349	142 071	317 624	153 531	1 442 794	+27.12%

Note

(1) Free admission was offered to all visitors to the permanent exhibitions of these museums in January 2016 under the “Appreciate Hong Kong” Campaign.

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