

**Invitation for Expression of Interest for
Developing Designated Beaches of
the Leisure and Cultural Services Department into
Recreational, Leisure and Aquatic Venues under
a Market-based Business Model**

就為康樂及文化事務署轄下指定泳灘
採用市場營運模式發展
成為康樂休閒及水上活動場地
邀請提交意向書

Reply Form
回覆表格

This Reply Form should be duly completed and submitted to the Aquatic Venues Unit of the Leisure and Cultural Services Department by email (avu@lcsd.gov.hk), or by post or by hand to 15/F, Leisure and Cultural Services Headquarters, 1-3 Pai Tau Street, Sha Tin, New Territories, Hong Kong ON or BEFORE 18 June 2026 5:00 p.m. (Hong Kong time). The postmark date on the envelope will be regarded as the date of reply, if applicable. You are encouraged to include a proposal with supporting information including but not limited to presentation, drawings, plans and explanatory statements along with your submission.

請將填妥的本回覆表格於 2026 年 6 月 18 日下午 5 時（香港時間）或之前，透過以下方式交回康樂及文化事務署水上活動場地小組：電郵至 avu@lcsd.gov.hk，或郵寄或親身遞交至香港新界沙田排頭街 1 至 3 號康樂及文化事務署總部 15 樓。如以郵寄方式提交，信封上的郵戳日期將視為回覆日期。有興趣人士在提交建議書時宜附上輔助資料，包括但不限於簡報、圖紙、計劃書及說明文件。

I. Information of the Interested Party 有興趣人士的資料

1. Name of company/organisation 公司 / 機構名稱

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|----------------------|--|
| (In English) (英文) | |
| (In Chinese) (中文) | |

2. Contact person 聯絡人資料

| | |
|------------------|--|
| Name 姓名 | |
| Post title 職位 | |

| | |
|--|--|
| Correspondence address 通訊地址 | |
| Telephone no. (Work) (Mobile) 電話號碼 (辦公室) (手機) | |
| Email 電郵 | |

3. Core business (Please include concise history and years of experience of your company/organisation. A brochure introducing your company/organisation is welcome)

核心業務（請簡介貴公司／機構的歷史和業務範圍。歡迎附上貴公司／機構的簡介小冊子）

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4. Details of projects/operations your company/organisation has conducted which may be of reference to those being proposed in this submission

貴公司／機構曾推展並與是次建議相關的項目／工作

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5. Company/organisation's website and social media

貴公司／機構網站及社交媒體

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| |
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II. Submission of Proposals 提交建議

A. Overall 總覽

6. Is your company/organisation capable of/interested in operating the three designated beaches?

貴公司／機構是否有能力／興趣經營三個指定泳灘？

Yes 是

No 否

If **NOT**, for which designated beach(es) is your company/organisation capable of/interested in providing the Services, and what are the reasons?

若否，貴公司／機構有能力／興趣為哪一個／哪些指定泳灘提供有關服務？原因為何？

7. How does your company/organisation propose to develop the designated beaches into recreational, leisure and aquatic venues under a market-based business model?

貴公司／機構建議如何以市場營運模式發展指定泳灘，以成為康樂休閒及水上活動場地？

8. Who are the target customers/clients/beneficiaries? What is the anticipated number of users that the proposed businesses and services (including recreational, leisure and aquatic activities) may attract? What are the strategies for attracting more users?

目標顧客／受益對象為何？建議的業務及提供的服務（包括康樂休閒和水上活動）預期可吸引多少使用者？有何策略以吸引更多使用者？

9. Please explain in detail how the proposed businesses can: (a) create synergy with the designated beaches and/or nearby facilities; and (b) enhance the utilisation rate of the designated beaches, as well as visitation and vibrancy of the vicinity, thereby promoting local tourism and benefiting the local community.

請詳細說明建議的業務如何能：(a)與指定泳灘及／或附近設施產生協同效應；(b)增加指定泳灘的使用率及周邊地區的訪客量和活力，以推動地區旅遊，惠及區內居民。

10. What opportunities and potential development will the proposed business model bring to the designated beaches?

建議營運模式可為指定泳灘帶來什麼機遇和潛在發展？

11. What are the major challenges that your company/organisation foresees in operating the designated beaches? Are there any facilities/services/support that you would like the Government to provide to facilitate your operation?

貴公司／機構預期營運指定泳灘會有什麼主要挑戰？希望政府提供哪些設施／服務／支持以支援營運？

12. What is the development timeframe of your company's/organisation's proposal? Will a phased approach be adopted for early implementation?

貴公司／機構推行建議的時間表為何？會否分階段實施以提早落實建議？

B. Designated beaches/facilities 指定泳灘／設施

13. As regards the designated beaches listed in Appendix I for organising leisure/aquatic activities, does your company/organisation consider them appealing?

就附錄 I 所列用作舉辦休閒／水上活動的指定泳灘，貴公司／機構認為是否具吸引力？

Yes 是

No 否

If **NO**, please select the beach(es) that is/are considered not appealing.

若否，請選出欠缺吸引力的泳灘。

Butterfly Beach 蝴蝶灣泳灘

Ma Wan Tung Wan Beach 馬灣東灣泳灘

Big Wave Bay Beach 大浪灣泳灘

What are the main reasons for the lack of appeal?

欠缺吸引力的主要原因為何？

14. Are there any alternative beaches/facilities that your company/organisation considers more suitable for organising leisure/aquatic activities?

貴公司／機構認為是否有其他更合適的泳灘／設施可用作舉辦休閒／水上活動？

Yes 是

No 否

If **YES**, please suggest alternative beaches/facilities and provide the reasons.

若是，請建議其他泳灘／設施，並提供原因。

C. Service Period and Financial Considerations 服務年期及財務安排

15. Is the duration of the Licence period (i.e. three years plus another three years' extension) considered appropriate?

經營權年期（即三年，可延期三年）是否合適？

Yes 是

No 否

If **NO**, please propose an alternative duration and provide reasons.

若否，請建議其他期限，並提供原因。

16. What is the earliest possible date that your company/organisation can sign the contract?

貴公司／機構最早何時能簽約？

17. Which of the following payment mode of Licence Fee does your company/organisation consider more suitable? Why?

貴公司／機構認為以下哪一種支付經營權費用的模式較合適？原因為何？

- Monthly Guarantee Lumpsum
每月保證金
- A Certain Percentage of Gross Monthly Income
每月總收入的若干百分比

18. What is/are the other fee mechanism(s) that your company/organisation considers more appropriate, and provide the reasons.

貴公司／機構認為有什麼其他繳費機制更合適，並說明原因。

19. Any other proposed conditions/arrangements?

是否有其他建議條件／安排？

D. Others 其他意見

20. Any other views and suggestions to the Government on enhancing the operational efficacy of the designated beaches and developing them into recreational, leisure and aquatic venues?

對政府提升指定泳灘的營運效能，將其發展為康樂休閒及水上活動場地有何其他意見和建議？

Acknowledgement 聲明

We understand that the invitation is non-binding and is not part of the tender exercise. We agree that all information provided in the EOI invitation document (“Invitation Document”) is for reference only. We acknowledge that nothing in the Invitation Document shall constitute a warranty, statement or representation, expressed, implied or imputed, by the Government as to the accuracy, reliability, completeness or usefulness of the information contained therein. We understand that the Government does not accept liability to any person howsoever caused by the use of or reliance on the information provided in the Invitation Document. We understand that the Government reserves the right, without prior consultation or notice, to change the content of this Invitation Document, and shall not be liable for any costs, expenses or losses incurred or sustained by us in undertaking preparatory work and submitting proposals, information or documents in response to this invitation.

我們明白是次邀請不具約束力和並非招標程序的一部分。我們同意本邀請提交意向書文件（「邀請意向書」）中提供的所有資料僅供參考。我們確認邀請意向書不構成任何政府關於其內容之準確性、可靠性、完整性或有用性的明示、暗示或推測的保證、聲明或陳述。我們明白，政府對因使用或依賴邀請意向書提供的資料而引起的任何損害，不承擔任何責任。我們明白，政府保留在不經諮詢或提前通知的情況下更改本邀請意向書內容的權利，以及政府概不負責我方就是次邀請所進行的準備工作以及提交建議、資料或文件所衍生或承擔的任何費用、開支或損失。

Our information –

我們的資料 –

Name of
Company/Organisation:

公司／機構名稱：

Name and Signature of
Authorised Representative
(with Company Chop):

獲授權代表的姓名和簽署

（附公司印章）：

(Name 姓名: _____)

Telephone Number:

電話號碼：

Fax Number:

傳真號碼：

Email Address:

電郵地址：

Date 日期：

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