

**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**

Leisure and Cultural Services Department  
The Government of the Hong Kong Special Administrative Region  
24 April 2026

## **Table of Contents**

### **Table of Contents**

- I. Glossary of Terms
- II. Introduction
- III. Background Information
- IV. Purpose of the Expression of Interest Exercise
- V. Specific Areas to Invite Expression of Interest
- VI. Submission of Expression of Interest
- VII. Personal Data of the Respondent
- VIII. Intellectual Property Rights
- IX. Disclaimer

### **Appendix**

- Appendix I Overview of the Designated Beaches
- Appendix II Information of Facilities at the Designated Beaches
- Appendix III Reply Form
- Appendix IV Enrolment Form for Briefing

## I. Glossary of Terms

1. The terms and expressions used in this Invitation for Expression of Interest (“EOI”) Document (“Invitation Document”) shall, unless the context requires otherwise, have the meaning ascribed thereto in this Glossary of Terms.

**“Intellectual Property Rights”** means patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights whether now known or created in future (of whatever nature and wherever arising) and in each case whether registered or unregistered and including applications for the grant of any such rights.

**“Licence”** means the right to provide venue management, facility management and routine maintenance, lifesaving services, and event planning at the designated beaches listed in Appendix I and Appendix II.

**“Monthly Licence Fee”** means either the monthly minimum guarantee lumpsum or an amount based on the percentage of gross monthly income arising from the provision of facility hiring, event planning and commercial value-added services at the designated beaches in Appendix I, payable to the Government by the engaged commercial entities/groups on a monthly basis.

**“Respondent”** means any individual, company or entity/group (or authorised representative) who submits a response to this invitation .

**“Services”** means venue management, facility management and routine maintenance, lifesaving services, and event planning.

2. For the purpose of this invitation, all references to the male shall also mean the female and to the female shall also mean the male, and all references to the plural shall also mean the singular and to the singular shall also mean the plural.
3. This invitation has been translated into Chinese. If there is any inconsistency or ambiguity between the English version and the Chinese version, the English version shall prevail.

## II. Introduction

4. The Chief Executive announced in the 2025 Policy Address that the Leisure and Cultural Services Department (“LCSD”) will engage the market to operate selected beaches and develop them into recreational, leisure and aquatic hotspots.
5. The LCSD issues this invitation to invite interested commercial entities/groups to submit proposals for operating Butterfly Beach, and/or Ma Wan Tung Wan Beach, and/or Big Wave Bay Beach (“the designated beaches”) under a market-based business model, with the aim of developing the beaches into recreational, leisure and aquatic hotspots.

## III. Background Information

### *Introduction of market-based business models at designated beaches of the LCSD*

6. The LCSD manages 42 public beaches across Hong Kong. Located in Southern, Islands, Sai Kung, Tsuen Wan, Tuen Mun, and Tai Po districts, these public beaches provide a safe and comfortable environment with comprehensive facilities, making them popular spots for relaxation and swimming, and ideal venues for diverse leisure activities that attract both locals and tourists. Over the past three years, they recorded over seven million annual visits on average.
7. The Government believes that the introduction of market-based business models at designated LCSD beaches will further enhance their appeal and inject new impetus into Hong Kong’s tourism and related sectors. Details of the designated beaches and their facilities are set out in Appendix I and Appendix II.
8. To take forward the initiative, the LCSD plans to engage one or more than one operator by way of a grant of Licence for a period of not less than three years, which may be extended for another three years subject to satisfactory performance of the operator.
9. The operator is required to leverage its venue management experience, marketing knowledge and commercial operation skills for –

- (a) organising water/beach sports, recreational and leisure activities, or expanding venue uses (e.g. swimming, canoeing, beach volleyball, sand play, camping, stargazing) at the designated beaches;
  - (b) providing additional land/aquatic facilities at the designated beaches; and
  - (c) providing commercial value-added services/facilities/activities (e.g. retail, catering, commercial marketing programmes, corporate events, fan meetings/fansign events, beer festivals, mini-concerts, beach carnivals) at the designated beaches.
10. While the three designated beaches will operate under a market-based model, the existing beach facilities (including swimming zones, shower facilities, changing rooms and toilets) will remain free for public use. The LCSD will be responsible for the maintenance of the existing shark prevention net facilities and the related expenses, while the operator will maintain the daily operation of the beaches, covering:
- (a) provision of lifesaving and first-aid services at the designated beaches during specified months;
  - (b) management of the beach areas listed in **Appendix I** and the ancillary facilities listed in **Appendix II**; and
  - (c) routine operation of the beaches, including cleansing, security and horticultural services, etc.

***Service Requirements and Specifications***

11. When devising their proposals, interested commercial entities/groups are invited to take due regard to the followings –
- (a) The proposal should align with the purposes and scope of the measures stated in paragraphs 9 to 10 above;
  - (b) The proposed operation or uses should be financially viable, environmentally sustainable and acceptable to the community;
  - (c) The proposed operation or uses should observe and comply with all applicable laws of Hong Kong;

- (d) The Government will retain ownership of the designated beaches. Upon expiry of the existing operating permit, the Government may grant it together with the Licence for the operation of the beaches for a period it deems fit; and
  - (e) It is the Government's intention to set up a continual monitoring system to ensure that the beaches are being operated and managed in the public interests. Key performance indicators for monitoring and maintaining high performance could be introduced.
12. The operator will be responsible for the installation (e.g. land/aquatic facilities), dismantling (including during adverse weather conditions/inclement weather warning signals in force), maintenance, application for licence and insurance associated with the necessary services/facilities/installations for the Services/facilities provided in the designated beaches, reinstating the converted facilities upon the expiry of the contract of the Licence, and bearing all expenses incurred. The operator will also be responsible for consulting the relevant departments (e.g. Architectural Services Department, Electrical and Mechanical Services Department, Food and Environmental Hygiene Department and Marine Department) and obtaining their approval in relation to such installations/dismantling, if necessary.
  13. For routine operation of the designated beaches, all events to be organised or land/aquatic facilities to be added/converted are subject to prior approval by the LCSD.
  14. All operating costs (e.g. electricity and water charges, various operation costs of the venue and others) in relation to the provision of the Services will be borne by the operator. In addition, the operator is required to pay to the Government a Monthly Licence Fee for providing the Services at the designated beaches.
  15. Among the designated beaches, Big Wave Bay Beach currently has a fast food kiosk operated by a contractor, with the operating permit expiring on 31 March 2027.

#### **IV. Purpose of the Expression of Interest Exercise**

16. The purpose of this invitation is to invite market feedback on a non-committal basis, for taking forward the provision of the Services under a market-based business model at the designated beaches. The EOI

exercise will enable the Government to –

- (a) ascertain market interest in operating the designated beaches; and
  - (b) on the basis of the feedback from the market, finalise the detailed arrangements for carrying out the Services at the designated beaches.
17. The particulars in this invitation are subject to adjustments by the Government without prior notification. For the avoidance of doubt, any submission received will serve as a reference only and may or may not be considered or taken into account by the Government when considering the way forward for the provision of the Services.
18. This invitation is not a tender exercise, nor part of the tender exercise, but a structured way to obtain market feedback. The ideas and suggestions received through this invitation may be used by the Government, in the original form or in a modified form as may be considered appropriate by the Government. The Respondent has no claim whatsoever against the Government relating to any subsequent use of the ideas and suggestions. Neither the Government nor any Respondent will be bound by any response to this invitation.
19. This invitation is not a pre-qualification exercise to shortlist or pre-qualify any interested party. Interested parties who do not submit an EOI in response to this invitation will not be barred from taking part, or prejudiced against, in the subsequent tender exercise.
20. The Respondent should make its own independent assessment of the information contained in this invitation after making such investigation and taking such professional and other advice as may be prudent in order to assess the risks and benefits and to prepare its response for this invitation. The Respondent should not construe the contents of this invitation, or any other communication by or on behalf of the Government or any of its officers, agents or advisors, as financial, legal, tax or other advices. The Respondent should consult its own professional advisors as to financial, legal, tax or other matters concerning the invitation.
21. The Respondent shall be solely responsible for the fees, costs and expenses incurred in preparing for and responding to this invitation, or subsequent responses or initiatives on the part of any Respondent. The Government will under no circumstances be liable to any

Respondent for any such fees, costs, expenses, loss or damage whatsoever arising out of or in connection with this invitation.

22. The Government reserves all its rights, without prior consultation or notice, not to proceed further with this invitation and/or the subsequent tender exercise (if any) at the Government's absolute discretion without giving the reason for such action.

**V. Specific Areas to Invite Expression of Interest**

23. Interested commercial entities/groups are invited to submit proposals with details of their market-based business models to demonstrate the technical feasibility and financial viability of their proposals. Amongst others, information on the following aspects shall be provided –

- (a) Does the Respondent consider the designated beaches feasible for market-based operation? If so, what are the reasons? If not, what are the reasons?
- (b) Is the Respondent interested in/capable of operating the designated beaches and providing the services described in paragraphs 9 to 10? If yes, would all beaches be selected or which beach would be selected? What are the reasons? In addition to the services described in paragraphs 9 to 10, will the Respondent propose any other services? If so, what are the reasons?
- (c) How would the Respondent operate the designated beaches under a market-based business model to develop them into recreational, leisure and aquatic hotspots?
- (d) Apart from the designated beaches, which LCSD public beach(es) does the Respondent consider suitable for operation under a market-based business model, and what are the reasons?
- (e) Whether the proposed duration of service period is considered appropriate. If not, what is the suitable duration of service period and why? What is the lead time required for preliminary work (such as developing marketing strategies and planning service provision) before commencing the Services?

- (f) In terms of Monthly Licence Fee, does the Respondent consider the proposed fee mechanism appropriate? What is the indicative range of Monthly Licence Fee that the Respondent would offer for taking up the Services? If not, what is/are the other fee mechanism(s) that the Respondent considers more appropriate for the Services?
- (g) What are the other views and suggestions to the Government on enhancing the operation of beaches and developing them into recreational, leisure and aquatic hotspots?

## **VI. Submission of Expression of Interest**

24. Any interested party must return two copies of the prescribed **REPLY FORM** attached hereto (“Reply Form”) in **Appendix III**, and duly signed together with the required information and documents stated therein. The submission could be made by email ([avu@lcsd.gov.hk](mailto:avu@lcsd.gov.hk)), or by post or by hand to the Aquatic Venues Unit on 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). In case it is submitted by post or by hand, it shall be placed in envelope(s) to be marked “**Confidential**” and labelled “**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**”.
25. A briefing will be arranged **on 26 May 2026 2:00 p.m.** at Audio-visual Room, 1/F, Leisure and Cultural Services Headquarters, 1-3 Pai Tau Street, Sha Tin, New Territories to help interested parties to better understand this invitation to facilitate their preparation of the EOI. To attend the briefing, please complete the enrolment form in **Appendix IV** and return it to the LCSD by email ([avu@lcsd.gov.hk](mailto:avu@lcsd.gov.hk)) no later than **14 May 2026 5:00 p.m.** (Hong Kong time).
26. For any matter relating to this invitation, please write to the LCSD by email ([avu@lcsd.gov.hk](mailto:avu@lcsd.gov.hk)). Interested parties should note that the LCSD will only answer enquiries of a general nature, and any statements, whether oral or written, made and any action taken by any Government officer or employee in response to any enquiry made by the Respondent shall be for guidance and reference purposes only.

27. By making a submission in response to this invitation, the Respondent shall be taken to have accepted all the terms of this invitation. The Respondent shall also undertake, represent and warrant that it shall comply with all applicable laws, including but not limited to the Law of the People's Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region and the Safeguarding National Security Ordinance, for the purpose of or in connection with this submission.

## **VII. Personal Data of the Respondent**

28. Supply of personal data is purely voluntary. However, failure to provide sufficient data may hamper the Government from considering the submissions further. The personal data of the Respondent and of any individual provided as part of the EOI exercise (collectively referred to as "personal data" in this paragraph) will be used by the Government for the purposes of this invitation, and all other purposes necessary for or directly related to the said purposes including but not limited to the resolution of any dispute arising from this invitation.
29. By making a submission in response to this invitation, the Respondent acknowledges and consents and has ensured that the individuals who are the subject of personal data have acknowledged and consented that the personal data provided in the submission may be disclosed to other Government bureaux and departments, the Legislative Council, the District Councils, the Area Committees, non-governmental organisations and data access applicants under the Code of Access to Information.
30. The Respondent and the individuals who are the subject of personal data have the right of access and correction with respect to personal data as provided for in Sections 18 and 22 of and Principle 6 of Schedule 1 to the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong).
31. Enquiries concerning the personal data collected by means of this invitation, including the making of access and corrections, should be addressed to the Access to Information Officer of the LCSD at 13/F, Leisure and Cultural Services Headquarters, 1-3 Pai Tau Street, Sha Tin, New Territories, Hong Kong.

## **VIII. Intellectual Property Rights**

32. All submissions shall be the original works of the Respondent and shall not contain any materials infringing any party's Intellectual Property Rights. The Respondent shall indemnify and keep the Government fully and effectively indemnified against any damage of whatsoever nature arising from or incurred by any such infringement or alleged infringement.
33. In making the submission, the Respondent shall be deemed to have granted to the Government a freely transferable, exclusive, perpetual, worldwide, royalty-free and irrevocable licence (and sub-licensable) to use, adapt and modify the ideas and submissions and all Intellectual Property Rights subsisting in the submissions for all purposes in respect of or in connection with this invitation. The Respondent shall, if required by the Government, do all things and execute all instruments or documents for the purpose of conferring the rights and interest on the Government.

## **IX. Disclaimer**

34. Whilst the information contained in this invitation has been prepared in good faith, it does not claim to be comprehensive or to have been independently verified. Neither the Government nor any of its employees, agents or advisors accepts any liability or responsibility as to, or in relation to, the adequacy, accuracy or completeness of the information contained in this invitation or any other written or oral information which is, has been or will be provided or made available to any company or consortium; nor do they make any statement, declaration or warranty, expressed or implied, with respect to such information or to the information on which this invitation is based. Any liability in respect of any such information or inaccuracy in, or omission from this invitation is expressly disclaimed. Photos and location maps enclosed with this invitation are for the purposes of illustration and identification only and are subject to change.
35. This invitation is not intended to provide the basis of any investment decision and should not be considered as a recommendation by the Government or any of its employees, agents or advisors to any company or consortium to make a submission. The Respondent should make its own independent assessment of the information contained in this invitation and must satisfy itself of the development

and business potential of its submission and the accuracy, completeness or meaning of any information and/or statement contained in the submission. No statement or warranty is given as to the achievement or reasonableness of any future projections, estimates, prospects or returns contained in this invitation.

36. Neither this invitation nor any submission received by the Government in response to this invitation should be taken to constitute or form part of any invitation to tender or tender or contract or binding agreement or understanding by or with the Government. The Government reserves its right to amend, add or delete any information contained in this invitation at any time without prior notification and without giving any reasons.
37. This invitation is for seeking ideas, views and suggestions only and does not create any legal obligations on the Government. Nothing in this invitation constitutes any commitment by the Government to any Respondent in respect of responses which may be submitted, nor does it guarantee that participation of external organisations will be implemented in any manner or form.
38. The Government does not have any obligation to enter into any negotiations or discussions with any Respondent in relation to this invitation on an exclusive or non-exclusive basis.
39. The Government reserves the right, without prior consultation or notice, to change the content of this invitation. The Government is not obliged to inform the Respondent of any update or change of any of the information in this invitation made or that comes to its knowledge after the issue of this invitation. Nothing in this invitation or any activities in connection therewith shall result in any legal obligation or liability on the part of the Government.

Leisure and Cultural Services Department  
The Government of the Hong Kong Special Administrative Region  
24 April 2026