



演出業協會(香港)有限公司  
Performing Industry Association (Hong Kong) Ltd.



## Hong Kong Concert Tourism Development Assessment Summary of Findings

### 1. Economic Contribution Assessment for the Development of Concert Tourism in Hong Kong

- The assessment was conducted by Professor Haiyan Song, Associate Dean and Chair Professor, School of Hotel and Tourism Management at The Hong Kong Polytechnic University and Assistant Professor Dr. Stephen Pratt in 2014.
- According to industry data, ticket sales in 2013 brought in revenue totaling HK\$ 800 million.
- According to The Hong Kong Tourism Board, 4% of overnight visitors on vacation attended in Hong Kong watched movies or concerts in 2013.
- In a conservative scenario that estimates 1% of overnight visitors (542,988 visitors) attended a concert in Hong Kong, the international tourist share of concert attendance is 21.7%.
- Based on the circumstances of the Hong Kong performing industry in 2013, the current state of the performing industry brings in HK\$2.162 billion to Hong Kong's GDP.
- Since other Asian cities have been developing giant performance venues (capacity: 40,000-60,000 audience), the projected economic benefits in this economic assessment report is based on after building a giant indoor performance venue that can seat an audience of 35,000:
  - Overnight visitors are forecast to comprise 31.03% of the share of traffic for the new facility.
  - The new facility will bring HK\$1.4 billion (HK\$1,400,000,000) in annual ticket revenue.
  - With this new facility, GDP generated will be over HK\$5.2 billion (HK\$5,202,300,000).
  - The new facility will create 16,397 full-time equivalent (FTE) jobs.
  - 31.03% of economic contribution will be generated from tourists:
    - Ticket Expenditure : Over HK\$1 billion (HK\$1,044,000,000)
    - GDP : Over HK\$1.6 billion (HK\$1,614,000,000)

	<b>Total Contribution to GDP by Hong Kong Residents</b>	<b>Total Contribution to GDP by Overseas Tourists</b>
Existing Facilities	HK\$1,693,000,000	HK\$469,200,000
New Stadium (Capacity: 35,000 audience)	HK\$3,588,000,000	HK\$1,614,300,000

## **2. Inbound Tourists Survey (February 2014)**

- Sampling: 250 inbound tourists
- Origin of Tourists:
  - Mainland China (69%)
  - Asia (14%)
  - Europe & America (13%)
  - Other countries (4%)
- Age :
  - 20-25 (35%)
  - 26-30 (29%)
  - 31-35 (16%)
  - 36-40 (9%)
  - 41 and above (11%)
- Gender :
  - Male (42%)
  - Female (58%)
- No. of visits:
  - Once (55%)
  - 2-5 times (38%)
  - 6-9 times (2%)
  - 10 times or above (5%)

### Summary of Survey Results:

- 89% of interviewed tourists consider “Hong Kong” as one of their favourite cities in which to watch concerts, followed by Mainland China (68%) and Taiwan (52%).
- 24% of interviewed tourists have been to Hong Kong or other cities in Asia to watch concerts in the past 24 months.
- 48% of interviewed tourists who choose to watch concerts out of their home-cities said they can also go shopping and sightseeing.
- 78% of interviewed tourists said they’re interested to watch concerts by international performers in Hong Kong.
- 18% of interviewed tourists said they are willing to pay for a ticket of HK\$1,000 or more to watch a concert in Hong Kong.

### **3. Hong Kong Public Opinion on the Development of Performing Industry**

- This opinion poll was conducted by the Public Opinion Programme at the University of Hong Kong in February of 2014 to understand Hong Kong people's experience of attending concerts and live music festivals, and opinions on performing industry in Hong Kong.
- Sample size: 512 successful cases
- Target population: Cantonese-speaking citizens in Hong Kong of age 18 to 55 years

#### Summary of Survey Results :

- 30% of respondents (which equals to a projected population of 1.15 million to 1.40 million) have attended a concert or a live music festival in Hong Kong in the past year.
- Nearly 20% (which equals to a projected population of 600 thousand to 800 thousand) have attended a concert or a live music festival outside Hong Kong.
- More than 40% of respondents agree that the performing industry in Hong Kong led the development of all Chinese performers around the world.
- Nearly half of respondents agree that Hong Kong was in the leading position in terms of advanced technology and entertainment business productions.
- Almost 65% of respondents agree that organizing concerts in Hong Kong could promote the local tourism and stimulate domestic consumption.
- Nurturing talent, organizing more various music festivals and concerts as well as government support are crucial to maintain Hong Kong's leading position in the performing industry.
- If the performing industry is blooming in Hong Kong, more than 85% of respondents agree that the population aged between 20 to 39 would benefit the most.
- If a new performance venue which is larger than the current one would be built in Hong Kong, most of respondents agree that better transportation options and more government support must be readily available.

#### **4. Survey on Performing Industry Practitioner**

- The Performing Industry Association conducted a survey in the February-to-March period of 2014 to primarily understand the views of industry practitioner in developing Hong Kong's performing industry.
- Sampling: 114 performing industry practitioner

#### Summary of Survey Results :

- 71% of interviewed industry practitioner was involved in producing seven or more concerts in the past 12 months.
- 62% of interviewed industry practitioner was involved in producing concerts or music festivals outside of Hong Kong.
- 48% of interviewed industry practitioner agrees that the performing industry in Hong Kong led the development of all Chinese performers around the world
- 53% of interviewed industry practitioner agrees that Hong Kong was in the leading position in terms of advanced technology and entertainment business productions.
- 72% of interviewed industry practitioner agrees that Hong Kong's experienced concert producers make up the largest competitive edge when faced against overseas markets.
- 93% of interviewed industry practitioner agrees that Hong Kong should boost concert tourism.
- A large percentile of interviewed industry practitioner (73%/79%) agrees that the biggest challenges the performing industry currently faces are the lack of government support as well as inadequate facilities made available to existing concert venues.