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“Pilot Scheme for Characteristic Local Tourism Events” opens for applications

The Government announced in the 2017-18 Budget that it would provide additional funding of HK\$12 million to the Hong Kong Tourism Board (HKTb) to launch a “Pilot Scheme for Characteristic Local Tourism Events” (the Scheme). The initiative will support events showcasing local characteristics with the potential to enhance Hong Kong's tourism appeal. The Scheme is open for applications from today (18 January, 2018), and the deadline for applications is 14 February 2018.

Each event that is selected will be eligible for up to HK\$2 million in funding. The funds must be used on event promotion targeting visitors, appointing a qualified survey company to conduct an independent onsite survey, and appointing a Hong Kong certified accounting firm to conduct an event audit.

The eligibility criteria include the following:

- 1) Applicant must be Hong Kong registered non-profit-making organisation planning to organise an arts, cultural, sports, festive or dining event in Hong Kong within the period of 1 April 2018 to 31 March 2019.
- 2) The event should incorporate local characteristics and unique attributes of Hong Kong.
- 3) The overall event budget should be no less than HK\$3 million.
- 4) The event should have total attendance of 7,000 or more, at least 10% of whom are visitors.
- 5) The event should attract local and international media coverage.

The applications will be assessed by an independent evaluation panel comprising Hong Kong Tourism Board members, representatives of the Tourism Commission, and professionals from different sectors.

For details about the “Pilot Scheme for Characteristic Local Tourism Events” and the related application procedure, please refer to the following website:

www.discoverhongkong.com/LocalEventsPilotScheme/en.

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