

The Pilot Scheme for Characteristic Local Tourism Events – Assessment Criteria

Criteria		Scoring Guidelines	Maximum Score
1	Event's technical feasibility, financial viability, event management, and recurring potential	The implementation schedule and plan of the proposed Event is practical and reasonable	30%*
		Sound justification for the proposed Event's income and expenditure items	
		The Applicant has a clearly articulated vision regarding the future of the proposed Event in Hong Kong and its improvement plan	
		The Applicant's capability to manage and execute the proposed Event in such a way as to generate positive onsite survey ratings	
2	The capability to showcase Hong Kong's local characteristics	The capability to showcase Hong Kong's local characteristics or unique attributes	25%*
		The potential to become Hong Kong's signature event	
		The capability to contribute to a better understanding and impression of Hong Kong	
3	The capability to create an effective branding impact	The potential to create a positive branding impact for Hong Kong	20%
		The capability to generate good publicity value	
		The proposed Event carries very low risks of negative publicity	
		Sound, reasonable and creative marketing and promotion plan	
		The capability to enhance and reinforce Hong Kong's position as the Events Capital of Asia and an East-meets-West centre for international cultural exchange	
4	The capability to attract visitors and enrich the travel experience of in-town visitors	The proposed Event has tourism appeal	15%
		The capability to diversify the tourism offerings in Hong Kong and enrich the travel experiences of in-town visitors through their participation in the proposed Event	
		The capability to attract non-local (i.e. the Mainland and overseas) spectators	
		The capability to generate positive word-of-mouth publicity on social media platforms	

		Incorporation of smart tourism elements would be an advantage	
5	The applicant's related experience and profile	The Applicant's past performance	10%
		The Applicant's organisational background and track record in handling events of a similar scale	
		Other applications for Government funding or other public funding sources	
	TOTAL:		100% #

Note:

- * Applicants must obtain from the Evaluation Panel at least 50% of the maximum score in the first criterion “Event's technical feasibility, financial viability, event management, and recurring potential” and the second criterion “The capability to showcase Hong Kong's local characteristics”.
- # Applicants must obtain from the Evaluation Panel at least 50% of the maximum score for all criteria.