

2013 南區旅遊文化節活動內容總結
Programme Results of 2013 Southern District Tourism and Culture Festival

2013 南區旅遊文化節於 2013 年 2 月至 12 月期間舉行，包括 20 項不同類型的活動，內容分為「推動旅遊及地區經濟」與「推動文化及藝術」兩大範疇，其中節慶燈飾部分較難量化受惠人數，故未有計算在內。以下為 19 項活動的簡報。

The 2013 Southern District Tourism and Culture Festival was held from February to December 2013. During the Festival, 20 programmes of two categories, namely “promotion of tourism and local economy” and “promotion of culture and arts”, were launched. Among the programmes, the “Festive Lightings” is one that hard to quantify the number of beneficiary, hence not included in this report. A summary of the programmes is appended below.

活動 Event	合辦機構 Co-organiser(s)	受惠人數（約數） No of beneficiaries (ballpark figure)	開支* Expenditure*	傳媒價值 Media Value
推動旅遊及地區經濟：				
創意展藝坊暨開幕禮 [2 月 7-9 日] Winter Fiesta cum Opening Ceremony [7-9 February]	南區青少年及社區工作服務 單位聯席 The Joint Committee of Southern District Youth & Community Service	135 000	\$205,000	\$667,376

活動 Event	合辦機構 Co-organiser(s)	受惠人數（約數） No of beneficiaries (ballpark figure)	開支* Expenditure*	傳媒價值 Media Value
「鳥語花言在春日」淺水灣文學之夜及公共藝術展覽 [3 月 23 日至 4 月 22 日] Literature Gala at Sunset and Public Art Exhibition in Repulse Bay [23 March to 22 April]	香港青年藝術協會 Hong Kong Youth Arts Foundation 香港電影資料館 Hong Kong Film Archive	10 000	\$450,000	\$2,536,436
南區飯局巡禮 [3 月至 12 月] Southern District Gourmet Tour [March to December]	飯局製作公司 Fancook Production Company	1 000	\$25,000	
南區漁民大笪地 [7 月 6-7 日] Southern District Fishermen's Bazaar [6-7 July]	合和地產代理有限公司 Hop Woo Property Agency Co. Ltd.	80 000	\$238,000	
漁民學神工作坊 [6 月至 9 月] Fisherman Apprentice Workshop [June to September]	合和地產代理有限公司 Hop Woo Property Agency Co. Ltd.	500	\$62,000	

活動 Event	合辦機構 Co-organiser(s)	受惠人數（約數） No of beneficiaries (ballpark figure)	開支* Expenditure*	傳媒價值 Media Value
赤柱國際啤酒嘉年華 [10 月 1、6、13、20 日] Stanley International Beer Carnival [1, 6, 13, 20 October]	領匯管理有限公司 – 赤柱廣場 The Link Management Limited – Stanley Plaza	180 000	\$440,000	\$1,683,615
「翠綠南區」－ 遊山玩水生態遊 [9 月至 11 月] Southern District Eco Tour [September to November]	無 Nil	3 000	\$42,000	\$3,931,759
首屆香港南區沙灘運動會及國際海上水球公開賽 [10 月 19-20 日] The 1st Hong Kong Southern District Beach Games & International Beach Water Polo Tournament [19-20 October]	英皇集團(國際)有限公司–The Pulse Emperor International Holdings Limited – The Pulse Ocean Recovery Alliance Open Water Asia	12 000	\$310,000	
南區海濱長跑 [11 月 17 日] Southern District Shore Run	南區長跑會 Southern District Harriers	1 000	\$50,000	

活動 Event	合辦機構 Co-organiser(s)	受惠人數（約數） No of beneficiaries (ballpark figure)	開支* Expenditure*	傳媒價值 Media Value
[17 November]				
推動文化及藝術：				
南區大戲棚粵劇展光輝社區巡禮 [3 月至 4 月] Southern District Cantonese Opera Bamboo-Theatre Celebration and Community Parade [March to April]	紫荊匯藝軒 Bauhinia Academy of Arts	4 000	\$350,000	\$1,842,329
香港三藩市海洋電影節暨海洋藝術展 [4 月 14 日至 5 月 20 日] Hong Kong-San Francisco Ocean Film Festival and Ocean Art Walk [14 April to 20 May]	Ocean Recovery Alliance 香港護鯊會 Hong Kong Shark Foundation	15 000	\$110,000	\$812,769
淺水灣小龍競賽 [4 月 14 日] Repulse Bay Small Dragon Boat Race [14 April]	南區龍舟競渡委員會 Southern District Dragon Boat Race Committee	9 000	\$50,000	\$437,859
香港賽馬會社區藝術雙年展	香港青年藝術協會	6 000	\$47,000	\$597,966

活動 Event	合辦機構 Co-organiser(s)	受惠人數（約數） No of beneficiaries (ballpark figure)	開支* Expenditure*	傳媒價值 Media Value
－薄扶林村 [4 月 20 日至 5 月 20 日] The Hong Kong Jockey Club Community Arts Biennale: Pok Fu Lam Village [20 April to 20 May]	Hong Kong Youth Arts Foundation			
香港仔龍舟競渡大賽 [6 月 12 日] Aberdeen Dragon Boat Race [12 June]	香港仔龍舟競渡大賽委員會 Aberdeen Dragon Boat Race Committee 南區龍舟競渡委員會 Southern District Dragon Boat Race Committee	10 000	\$450,000	\$6,865,360
中秋火龍節 [9 月 19 日] Mid-autumn Fire Dragon Festival [19 September]	薄扶林村街坊福利會 Pok Fu Lam Village Kai Fong Welfare Association 吳江南國術體育會 Ng Kwong Nam Martial Art Gymnasisum	80 000	\$225,000	\$10,118,268

活動 Event	合辦機構 Co-organiser(s)	受惠人數（約數） No of beneficiaries (ballpark figure)	開支* Expenditure*	傳媒價值 Media Value
「乘風而行」－ 數碼港風箏 同樂日 [9月18日至10月10 日(展覽)；10月13-14日(工 作坊及同樂日)] "Go Fly a Kite @ Cyberport" Kite Flying Community Art Event [18 Sep-10 Oct (Exhibition); 13-14 October (Workshop and Art Fun Day)]	香港青年藝術協會 Hong Kong Youth Arts Foundation	55 000	\$460,000	\$1,542,133
第十一屆香港武術名家匯演 [12月1日] The 11th Hong Kong Martial Art Master Performance [1 December]	南區武術會 Southern Martial Art Union	3 000	\$50,000	\$718,049
龍獅國粹耀南區 [12月8日] Southern District Dragon and Lion Dance Carnival [8 December]	無 Nil	4 500	\$300,000	

活動 Event	合辦機構 Co-organiser(s)	受惠人數（約數） No of beneficiaries (ballpark figure)	開支* Expenditure*	傳媒價值 Media Value
閉幕慶典－藝趣赤柱 X 美味家宴 [12 月 29 日] Grand Closing Ceremony - Stanley Art Fun Day X Gourmet Family Banquet [29 December]	領匯管理有限公司－赤柱廣場 The Link Management Limited – Stanley Plaza	30 000	\$612,000	\$1,202,597
整體宣傳(包括公關服務及各式宣傳品) Overall Publicity(including PR service and various publicity items)	不適用 N/A	不適用 N/A	\$900,000	
總數 Total		639,000	\$5,376,000	\$37,712,904

* 已扣除活動的非贊助收入如攤位租金、比賽的報名費等。

Net of non-sponsor revenue of the programmes e.g. rental charges for booths, enrollment fees of tournaments.

Southern District Tourism and Culture Festival 2013

Media Coverage Report Summary

Introduction:

The Southern District Tourism and Culture Festival 2013 showcased an array of exciting events between February and December 2013, offered an opportunity for locals and visitors to experience the unique Southern District. The festival featured a series of activities, including “Winter Fiesta cum Opening Ceremony”, “Southern District Gourmet Tour”, “Southern District Cantonese Opera Bamboo-Theatre Celebration and Community Parade”, “Love in Spring Literature Gala at Sunset and Public Arts Exhibition in Repulse Bay”, “Repulse Bay Small Dragon Boat Races”, “Hong Kong-San Francisco Ocean Film Festival cum Floating Art Exhibition”, “The Hong Kong Jockey Club Community Arts Biennale: Pok Fu Lam Village”, “Aberdeen Dragon Boat Races”, “Fishing Fair and In-depth Tour into Fishermen Culture”, “Shek O Challenge”, “Mid-autumn Fire Dragon Festival”, “Celebration of the 64th Anniversary of the founding of the People’s Republic of China cum Stanley International Beer Carnival”, “Southern District Eco Tour”, “Go Fly a Kite @ Cyberport” Kite-flying Fun Day”, “The 1st Hong Kong Southern District Beach Games and International Beach Water Polo Tournament”, “Southern District Sand Sculpture Competition 2013”, “Southern District Shore-run”, “The 11th Hong Kong Martial Art Master Performance”, “Southern District Dragon & Lion Dance Carnival” and “Festive Lighting Decorations and Closing Ceremony”.

As the lead agency coordinating public relations activities for Southern District Tourism and Culture Festival 2013, Strategic Communications Consultants (SCC) developed specific key messages and a strategic media plan to promote each events of Southern District Tourism and Culture Festival 2013 to both local media. SCC was tasked with local media outreach, producing all of the media materials including press releases, fact sheets and briefing kits as well as providing on-site guidance and support, organizing and facilitating interviews.

To date, over 60 media hits have been captured from Hong Kong media outlets, spanning print, broadcast and online news outlets. The total equivalent advertising value (EAV) of the coverage gained is HK\$37,712,904 and the total PR value is HK\$113,138,712.

Media Coverage and Value:

1. Winter Fiesta cum Opening Ceremony (7 – 9 Feb 2013)

Total No. of Clippings :	21
Total Advertising Value (HKD) :	667,376

2. Love in Spring Literature Gala at Sunset and Public Arts Exhibition in Repulse Bay (23 Mar 2013)

Total No. of Clippings :	40
Total Advertising Value (HKD) :	2,536,436

3. Southern District Cantonese Opera Bamboo-Theatre Celebration and Community Parade (29 – 31 Mar, 7 Apr 2013)

Total No. of Clippings :	18
Total Advertising Value (HKD) :	1,842,329

4. Repulse Bay Small Dragon Boat Races (14 Apr 2013)

Total No. of Clippings :	21
Total Advertising Value (HKD) :	437,859

5. Hong Kong-San Francisco Ocean Film Festival cum Floating Art Exhibition (14 Apr 2013)

Total No. of Clippings :	25
Total Advertising Value (HKD) :	812,769

6. The Hong Kong Jockey Club Community Arts Biennale: Pok Fu Lam Village (20 Apr - 20 May 2013)

Total No. of Clippings :	15
Total Advertising Value (HKD) :	597,966

7. Aberdeen Dragon Boat Races (12 Jun 2013)

Total No. of Clippings :	136
Total Advertising Value (HKD) :	6,865,360

8. Fishing Fair and In-depth Tour into Fishermen Culture (Jun – Jul 2013)

Total No. of Clippings :	89
Total Advertising Value (HKD) :	4,756,388

9. Highlights for Water and Land Activities (Jul to Nov 2013)

Total No. of Clippings :	66
Total Advertising Value (HKD) :	3,931,759

10. Mid-autumn Fire Dragon Festival (19 Sept 2013)

Total No. of Clippings :	111
Total Advertising Value (HKD) :	10,118,268

11. Celebration of the 64th Anniversary of the founding of the People's Republic of China cum Stanley International Beer Carnival (1, 6, 13, 20 Oct 2013)

Total No. of Clippings :	39
Total Advertising Value (HKD) :	1,683,615

12. Go Fly a Kite @ Cyberport Kite-flying Fun Day (14 Oct 2013)

Total No. of Clippings :	28
Total Advertising Value (HKD) :	1,542,133

13. The 11th Hong Kong Martial Art Master Performance (1 Dec 2013) & Southern District Dragon & Lion Dance Carnival (8 Dec 2013)

Total No. of Clippings :	16
Total Advertising Value (HKD) :	718,049

14. Festive Lighting Decorations and Closing Ceremony (29 Dec 2013)

Total No. of Clippings :	39
Total Advertising Value (HKD) :	1,202,597

Total No. of Clippings as at 10 Jan 2014: 664 clipping
(Including 29 TV and Radio media clipping)

Total Equivalent Advertising Value (EAV) as at 10 Jan 2014: HK\$37,712,904

Total Public relations multiplier effect (PRV) as at 10 Jan 2014: HK\$113,138,712*

** We employed a multiplier of 3, as is the current industry standard for higher credibility of third-party endorsement through editorial coverage versus paid advertisements.*