

The Pilot Scheme for Characteristic of Local Tourism Events – Assessment Criteria

Criteria		Scoring Guidelines	Maximum Score
1	Event's technical feasibility, financial viability and event management	<p>The implementation schedule and plan of the proposed Event is practical and reasonable</p> <p>The budget for the total cost of the proposed Event is not less than HK\$3 million, with sound justification for the proposed income and expenditure items</p> <p>Applicant's capability to manage the proposed Event</p>	30%*
2	The ability to showcase Hong Kong's uniqueness	<p>The ability to showcase Hong Kong's unique characteristics or attributes, in terms of Hong Kong traditions and cultural heritage</p> <p>The ability to enhance and reinforce Hong Kong as the <i>Events Capital of Asia</i></p>	25%
3	The ability to raise Hong Kong's international profile and create an effective branding impact	<p>The likelihood of raising Hong Kong's international profile and creating a positive branding impact for Hong Kong</p> <p>The number of media reports and coverage expected to be generated in and outside of Hong Kong and their publicity value</p> <p>There is a sound, reasonable and creative marketing and promotion plan for both local and overseas market</p>	20%
4	The ability to enrich the travel experience of in-town visitors	The ability to diversify the tourism offerings in Hong Kong and enrich the travel experience of in-town visitors by their participation in the proposed Event	15%

		The ability to attract non-local (i.e. the Mainland and overseas) spectators and increase visitors' length of stay in Hong Kong	
		The ability to generate positive word-of-mouth publicity on social media platforms, positive ratings on onsite survey reports, etc.	
5	Applicant's relevant experience and profile	Applicant's past performance	10%
		Applicant's organisation background and track record in handling events of a similar scale	
		Accountability and transparency in procurement activities and willingness to adopt the suggested procurement procedures	
		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 and event management”

Applicants must obtain from the Evaluation Panel at least 50% of the maximum score from all criteria.