

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	The implementation schedule and plan of the proposed Event is practical and reasonable	30%*
		The total budget for the proposed Event is not less than HK\$2 million, with sound justification for the proposed income and expenditure items	
		The applicant's capability to manage the proposed Event	
2	The capability to showcase Hong Kong's uniqueness	The capability to showcase Hong Kong's unique characteristics or attributes, in terms of Hong Kong traditions and cultural heritage	25%
		The capability to enhance and reinforce Hong Kong as the <i>Events Capital of Asia</i>	
3	The capability to raise Hong Kong's international profile and create an effective branding impact	The potential to raise Hong Kong's international profile and create a positive branding impact for Hong Kong	20%
		The publicity value expected to be generated in and outside of Hong Kong	
		There is a sound, reasonable and creative marketing and promotion plan for both local and overseas markets	
4	The capability to enrich the travel experience of in-town visitors	The capability to diversify the tourism offerings in Hong Kong and enrich the travel experience of in-town visitors through their participation in the proposed Event	15%
		The capability to attract non-local (i.e. the Mainland and overseas) spectators and increase visitors' length of stay in Hong Kong	

		The capability to generate positive word-of-mouth publicity on social media platforms, positive ratings on onsite survey reports, etc.	
5	The applicant's related 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 for all criteria.