

For information
on 26 May 2003

**Legislative Council
Panel on Economic Services**

Avenue of Stars

INTRODUCTION

This paper presents for Members' information a new tourism project in Tsim Sha Tsui – the Avenue of Stars. (This paper will be supplemented by a Power Point presentation.)

BACKGROUND

2. The Avenue of Stars was initiated by the Hong Kong Tourism Board (HKTB) to create a new icon attraction in Hong Kong in response to visitors' interest in Hong Kong movies, and also to recognize the contribution of the film industry to the tourism and economic development of Hong Kong.

3. Hong Kong is a film centre in Asia and one of the largest film exporters in the world. Its celebrities both front-stage and back are gaining widespread attention around the world. In particular, feedback from overseas and the then Hong Kong Tourist Association (HKTA)'s study on development of tourist attractions and facilities in Hong Kong confirmed that movie-related attractions such as the "Avenue of Stars" would have a strong appeal to visitors and would help consolidate Hong Kong's leading image as a film centre in Asia.

4. In 1998, the then HKTA proposed and the Tourism Development Steering Committee, which comprised representatives from HKTA, relevant government bureaux, the then Municipal Councils, professional associations and other public bodies, approved a proposal to undertake a study to plan and design the Avenue of Stars project. Initial funding of HK\$1.05 million was allocated by HKTA to plan and design this project,

while project implementation would be carried out by means of commercial donation/ sponsorship.

5. In this connection, the HKTB approached the private sector to fund and implement the project. The New World Development Company Limited (NWD) agreed to donate the project and be responsible for its design enhancement and construction to the satisfaction of the Government. As part of the package, the Leisure and Cultural Services Department (LCSD) will entrust the management, maintenance and operation of the Avenue of Stars to NWD at a nominal consideration of \$1 for 20 years.

SCOPE OF AVENUE OF STARS

6. The Avenue of Stars is located in an easily accessible section along the Tsim Sha Tsui Promenade stretching from the southern end of Salisbury Garden to the New World Centre. The site is currently managed by LCSD. It will remain as a public open space and a government facility open to members of the public.

7. The Avenue of Stars is a landmark paving feature along a central section of the promenade to showcase the history and stars of the Hong Kong movie industry. The project includes -

- (a) star-shaped paving patterns at the entrance and along the promenade;
- (b) sculptures;
- (c) milestones portraying the local movie history;
- (d) floor plaques with handprints and autographs of movie stars and workers;
- (e) special lighting effect creating a galaxy along the promenade;
- (f) refreshment and souvenir kiosks;
- (g) seating with shelter and planters.

A master layout plan is at **Annex**.

8. The floor plaques to be placed along the promenade will honour movie industry workers who have contributed to the success of the Hong Kong film industry. The list of people to be included will be drawn up on the basis of the recommendation of the Hong Kong Film Awards Association through voting by its member organisations. New names will be added from time to time.

CONSULTATION

9. The Working Group for the Promotion of Tourist Industry and Local Community Economy in Yau Tsim Mong District of the Yau Tsim Mong District Council was briefed on 22 May 2003 and supported the proposal.

IMPLEMENTATION

10. Construction of the Avenue of Stars is expected to commence in June 2003 and will take about 10 months to complete. The project will form the first phase of the Tsim Sha Tsui Promenade Beautification Project championed by the Tourism Commission to re-energise the waterfront.

CONCLUSION

11. The Avenue of Stars, which will be constructed and then managed and maintained by NWD on behalf of the Government for 20 years, sets a good example of public-private partnership in taking forward tourism projects. We will explore other opportunities for such joint venture with the private sector in future.

Tourism Commission
Economic Development and Labour Bureau
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