

The hedonic well-being of events: Evidence from Hong Kong

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Background

The study explores the impact of event Cheung Chau Bun Festival participation on hedonic well-being in Hong focusing on two Kong major events: the Cheung Chau Bun Festival (cultural/religious) and the Hong Kong Sevens (sporting). Hong Kong's reputation as the "Events Capital of Asia" Hong Kong Sevens underscores the significance of these events in fostering tourism, community engagement, and cultural preservation. While Western literature has examined event-related wellbeing, this research addresses a gap by analyzing an Asian urban context.

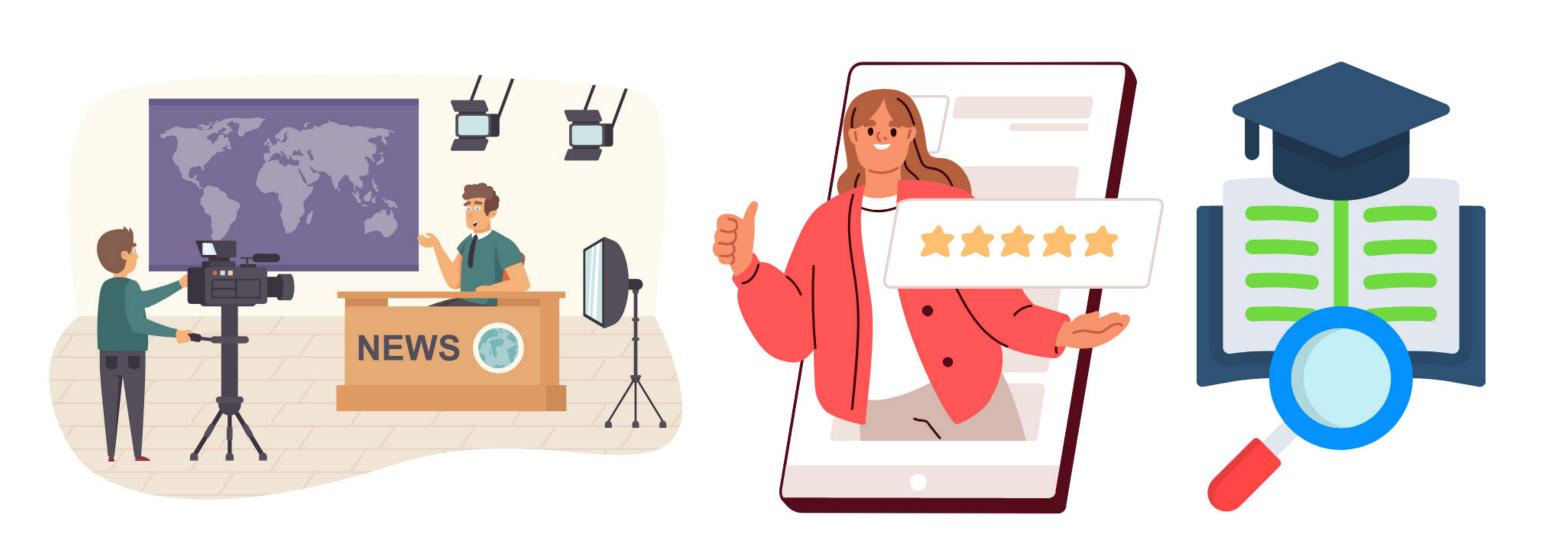
Research Objectives

- Investigate Hong events Kong how enhance attendees' hedonic well-being.
- 2) Compare the effects of cultural-religious vs. sporting events on well-being.

Methodology

reviews, literature (2015–2025).

- > Video news reports (TVB, HOY TV, SCMP).
- > Participant reviews (Tripadvisor, Trip.com).
- > Scholarly articles (e.g., Lau & Li, 2015; Chan, 2015).



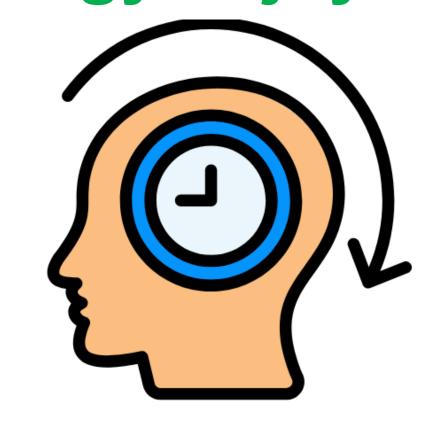
Findings

Comfort (family reunions, cultural pride) and pleasure (emotional fulfillment). Attendees valued traditions, community bonding, and nostalgic experiences (e.g., "returning home for reunions").

Fun (carnival-like atmosphere) and pleasure (excitement, social interaction).

Highlights included international crowds, costume parties, and the thrill of competition.

Cultural events foster long-term emotional connections (e.g., pride, belonging). Sporting events prioritize immediate, highenergy enjoyment and global camaraderie.





Conclusion

Qualitative content analysis of attendee Both events significantly enhance hedonic news reports, and academic well-being but through distinct mechanisms: Cultural events deepen emotional and social ties.

> Sporting events excel in dynamic and interactive enjoyment.

Hong Kong's dual role as a cultural and sporting hub demonstrates how diverse events strategically enhance happiness in density urban environments.