

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

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Background

The study explores the impact of event participation on hedonic well-being in Hong Kong focusing on two 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" underscores the significance of these events in fostering tourism, community engagement, and cultural preservation. While Western literature has examined event-related well-being, this research addresses a gap by analyzing an Asian urban context.

Research Objectives

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

Methodology

Qualitative content analysis of attendee reviews, news reports, and academic 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

Cheung Chau Bun Festival

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

Hong Kong Sevens

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, high-energy enjoyment** and global camaraderie.



Conclusion

Both events significantly enhance hedonic 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 high-density urban environments.