

Navigating the Challenges and Opportunities of Kai Tak Sports Park: Elevating Hong Kong's "Sportainment" Experience



Source: Wikimedia Commons (2024)

Background

After 20 years in the making, Kai Tak Sports Park officially opened on 1 March, 2025 (SCMP, 2025a). As Hong Kong's largest sports and entertainment complex, it is home to world-class sporting facilities, restaurants and shops (TimeOut, 2025). Featuring its state-of-the-art crown jewel, the Kai Tak Stadium, the park is poised to meet the standards of major international events and elevate Hong Kong's 'Sportainment' experience to an unprecedented level (Kai Tak Sports Park, n.d.).

The Kai Tak Stadium, with a seating capacity of 50,000 and a retractable roof, took on its first major assignment by hosting the world-famous band Coldplay during their "Music of the Spheres" tour from April 8 to 12, 2025 (TimeOut, 2025). The tour was "nothing short of magic" as fans praised the seamless crowd control and atmosphere, with many calling it one of the city's best concert experiences yet (Tatler Asia, 2025). While the concert concluded on a high note and left fans ecstatic over four unforgettable nights, it also revealed areas for improvement as the stadium prepares to take on the international stage (The Standard, 2025).

Despite the overall success, some issues emerged that tempered the otherwise magical experience. Key concerns included sound quality problems, with fans reporting scattered audio and difficulty hearing the singer's voice at the start of the concert (SCMP, 2025b). Overseas fans and visitors from mainland China were also disappointed by the closed roof, which meant no fireworks—an iconic feature displayed at other stops of the tour (SCMP, 2025b). Additionally, confusion arose due to a policy allowing plastic bottles inside the stadium but prohibiting their caps, which frustrated attendees and highlighted the need for clearer

communication (Dim Sum Daily, 2025). These issues demonstrate areas for improvement as the stadium continues to host major events.

Additionally, the Hong Kong Sevens rugby tournament was held in April 2025, bringing over 110,000 visitors to Kai Tak Stadium over the course of three days (HKFP, 2025). This marked a significant milestone for the event, as it was the first time it was held at the new stadium, with the capacity increased by 10,000 compared to the Hong Kong Stadium where the Sevens were previously held (China Daily Asia, 2025).

Challenges

While the larger venue allowed more fans to attend, it also exposed the stadium's inexperience in handling such a massive crowd. Food vendors quickly ran out of meals, and long queues at food and beer stands left many fans frustrated (HKFP, 2025). Such shortcomings in crowd management and catering emphasize the need for better planning and sufficient resources for future events.

Apart from stadium facilities and catering services, transport arrangements during both events also proved problematic. Despite special public transport services from the MTR and bus companies, many attendees faced challenges with taxi arrangements at the park. Some waited up to 45 minutes for a taxi or were rejected by Uber drivers unfamiliar with the stadium's location (SCMP, 2025c). Moreover, residents near Kai Tak raised complaints about noise from fans (RTHK, 2025). These issues highlight the importance of improving accessibility for visitors while balancing the needs of the local community.

While the successful hosting of Coldplay's concert and the Hong Kong Sevens marks a promising start for Kai Tak Sports Park, much improvement is needed to fulfill its potential. Suggestions include refining logistics, enhancing visitor experiences, and hosting at least 150 events annually to remain commercially viable (Hong Kong Business, 2025). With these adjustments, the park has the potential to transform Hong Kong into a global hub for sports and entertainment.

Discussion Questions

1. What transportation solutions can be developed to improve accessibility to future venues, considering the challenges faced at Kai Tak Sports Park?
2. What steps can be taken to balance the excitement of hosting major events at Kai Tak Sports Park with the needs and concerns of the surrounding community?
3. What key factors will enable Kai Tak Sports Park to transform Hong Kong into a global hub for sports and entertainment, and how can these be effectively implemented?
4. What lessons can be learned from the opening of Kai Tak Sports Park that can be applied to the development of future event venues?

5. How can future venues improve communication with attendees regarding policies, such as the plastic bottle cap policy at Kai Tak Stadium?
6. How can future venues ensure they host a diverse range of events to remain commercially viable and culturally relevant?

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Keywords:

- Event
- Sport entertainment
- Concert
- Sports and Event Tourism
- Crowd Management
- Guest Experience

应对启德体育园的挑战与机遇：提升香港的"体育娱乐"体验



Source: Wikimedia Commons (2024)

背景

历经 20 年筹划，启德体育园于 2025 年 3 月 1 日正式开幕（SCMP,2025a）。作为香港最大的体育及娱乐综合体，它拥有世界级的体育设施、餐厅和商店（TimeOut,2025）。体育园的皇冠明珠——配备开合式顶盖的启德体育馆，有望满足大型国际活动的标准，并将香港的“体育娱乐”体验提升至前所未有的水平（Kai Tak Sports Park, n.d.）。

拥有 5 万个座位和开合式顶盖的启德体育馆，其首个重大任务是在 2025 年 4 月 8 日至 12 日举办世界著名乐队 Coldplay 的“Music of the Spheres”巡回演唱会（TimeOut,2025）。这场演唱会被誉为“堪称魔法”，粉丝们称赞其流畅的人群管理和现场气氛，许多人称这是香港迄今为止最棒的演唱会体验之一（Tatler Asia,2025）。尽管演唱会在高潮中圆满结束，为乐迷留下了四个难忘的夜晚，但也暴露出体育馆在准备迎接国际舞台方面有待改进之处（The Standard,2025）。

尽管整体成功，但仍出现了一些问题，给原本神奇的体验打了折扣。主要问题包括音质问题，有粉丝报告称演唱会开始时声音分散，难以听清歌手的声音（SCMP,2025b）。海外及来自中国内地的观众也对关闭顶盖感到失望，这意味着无法看到烟花——这是该巡演其他站点的标志性环节（SCMP,2025b）。此外，允许携带塑

料瓶入场但禁止携带瓶盖的政策引发了困惑，让参与者感到沮丧，并凸显了更清晰沟通的必要性（Dim Sum Daily,2025）。这些问题表明，体育馆在持续举办大型活动方面仍有改进空间。

此外，香港国际七人榄球赛于 2025 年 4 月举行，在三天内为启德体育馆带来了超过 11 万名观众（HKFP,2025）。这对该赛事而言是一个重要的里程碑，因为这是它首次在新体育馆举行，与之前举办七人赛的香港大球场相比，容量增加了 1 万个（China Daily Asia,2025）。

挑战

虽然更大的场地允许更多球迷入场，但也暴露出体育馆在处理如此大规模人群方面经验不足。食品摊位很快售罄餐食，购买食物和啤酒的长队让许多球迷感到沮丧（HKFP,2025）。人群管理和餐饮服务方面的这些不足，强调了未来活动需要更好的规划和充足的资源。

除了体育馆设施和餐饮服务，这两项活动期间的交通安排也存在问题。尽管港铁和巴士公司提供了特别的公共交通服务，但许多参与者在园区内安排出租车方面遇到了困难。有些人等候出租车长达 45 分钟，或者遭到不熟悉体育馆位置的优步司机拒载（SCMP,2025c）。此外，启德附近的居民抱怨球迷产生的噪音（RTHK,2025）。这些问题凸显了在平衡本地社区需求的同时，改善访客交通便利性的重要性。

尽管成功举办 Coldplay 演唱会和香港七人榄球赛标志着启德体育园一个充满希望的开端，但要发挥其潜力，仍需大量改进。建议包括优化物流、提升访客体验，以及每年至少举办 150 场活动以保持商业可行性（Hong Kong Business,2025）。通过这些调整，体育园有潜力将香港转变为全球体育和娱乐中心。

讨论问题

1. 考虑到启德体育园面临的挑战，可以制定哪些交通解决方案来改善未来场地的可达性？
2. 可以采取哪些步骤来平衡在启德体育园举办大型活动的热烈气氛与周边社区的需求和关切？

3. 哪些关键因素能使启德体育园将香港转变为全球体育和娱乐中心？如何有效实施这些因素？
4. 从启德体育园的开幕中可以吸取哪些经验教训，并应用于未来活动场馆的开发？
5. 未来的场馆如何改善与参与者关于政策的沟通，例如启德体育馆的塑料瓶盖政策？
6. 未来的场馆如何确保举办多元化活动，以保持商业可行性和文化相关性？

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关键词：

- 活动
- 体育娱乐
- 演唱会
- 体育与活动旅游
- 人群管理
- 宾客体验

應對啟德體育園的挑戰與機遇：提升香港的"體育娛樂"體驗



Source: Wikimedia Commons (2024)

背景

歷經 20 年的籌劃，啟德體育園於 2025 年 3 月 1 日正式開幕 (SCMP, 2025a)。作為香港最大的體育及娛樂綜合體，它擁有世界級的體育設施、餐廳和商店 (TimeOut, 2025)。體育園的皇冠明珠——配備開合式頂蓋的啟德體育館，有望滿足大型國際活動的標準，並將香港的"體育娛樂"體驗提升至前所未有的水平 (Kai Tak Sports Park, n.d.)。

擁有 5 萬個座位和開合式頂蓋的啟德體育館，其首個重大任務是於 2025 年 4 月 8 日至 12 日舉辦世界著名樂隊 Coldplay 的"Music of the Spheres"巡迴演唱會 (TimeOut, 2025)。這場演唱會被譽為"堪稱魔法"，粉絲們稱讚其順暢的人群管理和現場氣氛，許多人稱這是香港迄今為止最棒的演唱會體驗之一 (Tatler Asia, 2025)。儘管演唱會在高潮中圓滿結束，為樂迷留下了四個難忘的夜晚，但也暴露出體育館在準備迎接國際舞台方面有待改進之處 (The Standard, 2025)。

儘管整體成功，但仍出現了一些問題，給原本神奇的體驗打了折扣。主要問題包括音質問題，有粉絲報告稱演唱會開始時聲音分散，難以聽清歌手的聲音 (SCMP, 2025b)。海外及來自中國內地的觀眾也對關閉頂蓋感到失望，這意味著無法看到煙火——這是該巡演其他站點的標誌性環節 (SCMP, 2025b)。此外，允許攜帶塑膠瓶入場但禁止攜帶瓶蓋的政策引發了困惑，讓參與者感到沮喪，並凸顯了更清晰溝通的

必要性 (Dim Sum Daily, 2025)。這些問題表明，體育館在持續舉辦大型活動方面仍有改進空間。

此外，香港國際七人欖球賽於 2025 年 4 月舉行，在三天內為啟德體育館帶來了超過 11 萬名觀眾 (HKFP, 2025)。這對該賽事而言是一個重要的里程碑，因為這是它首次在新體育館舉行，與之前舉辦七人賽的香港大球場相比，容量增加了 1 萬個 (China Daily Asia, 2025)。

挑戰

雖然更大的場地允許更多球迷入場，但也暴露出體育館在處理如此大規模人群方面經驗不足。食品攤位很快售罄餐食，購買食物和啤酒的長隊讓許多球迷感到沮喪 (HKFP, 2025)。人群管理和餐飲服務方面的這些不足，強調了未來活動需要更好的規劃和充足的資源。

除了體育館設施和餐飲服務，這兩項活動期間的交通安排也出現問題。儘管港鐵和巴士公司提供了特別的公共交通服務，但許多參與者在園區內安排計程車方面遇到了困難。有些人等候計程車長達 45 分鐘，或者遭到不熟悉體育館位置的 Uber 司機拒載 (SCMP, 2025c)。此外，啟德附近的居民抱怨球迷產生的噪音 (RTHK, 2025)。這些問題凸顯了在平衡本地社區需求的同時，改善訪客交通便利性的重要性。

儘管成功舉辦 Coldplay 演唱會和香港七人欖球賽標誌著啟德體育園一個充滿希望的開端，但要發揮其潛力，仍需大量改進。建議包括優化物流、提升訪客體驗，以及每年至少舉辦 150 場活動以保持商業可行性 (Hong Kong Business, 2025)。透過這些調整，體育園有潛力將香港轉變為全球體育和娛樂中心。

討論問題

1. 考慮到啟德體育園面臨的挑戰，可以制定哪些交通解決方案來改善未來場地的可達性？
2. 可以採取哪些步驟來平衡在啟德體育園舉辦大型活動的熱烈氣氛與周邊社區的需求和關切？
3. 哪些關鍵因素能使啟德體育園將香港轉變為全球體育和娛樂中心？如何有效實施這些因素？

4. 從啟德體育園的開幕中可以吸取哪些經驗教訓，並應用於未來活動場館的開發？
5. 未來的場館如何改善與參與者關於政策的溝通，例如啟德體育館的塑膠瓶蓋政策？
6. 未來的場館如何確保舉辦多元化活動，以保持商業可行性和文化相關性？

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關鍵詞：

- 活動
- 體育娛樂
- 演唱會
- 體育與活動旅遊
- 人群管理
- 賓客體驗