

CAN NIGHT MARKET SAVE HK?

METHODOLOGIES

survey, observational studies, social listening analysis, etc.

IS YOUR NIGHT VIBING?

POSITIVE EFFECT

1. Recovery of tourism generated an **increase** in traffic number
2. **Sales figures** on restaurant receipts showing an increase

SOCIAL LISTENING

The buzz trend was high during the first announcement, but it **dropped** over time. Residents demonstrate **less** enthusiasm and more ambivalence towards the night market's development on forums.

NEGATIVE EFFECT

1. Adding **financial burden** to the government
2. Head-to-head **competition** creating unfavourable business environment
3. Causing **disturbance** to the citizens nearby
4. Creating solid waste and **pollution**

