

PR024/2009

Ngong Ping 360's new promotions and ticket prices

(Hong Kong, 18 November 2009) Ngong Ping 360 will introduce a unified price structure effective 1 December 2009, which means the same ticket prices will be valid for all days of the week. Currently, fares are differentiated by normal days and special days.

At the same time, Ngong Ping 360 will launch a fun "Lucky 360" Promotion for an exclusive group of Hong Kong residents. From 1 to 31 December 2009, Hong Kong Identity Card holders whose card shows the numbers "3" "6" and "0" consecutively and in sequence (including the check digit) will enjoy a free round-trip cable car ride in a Standard Cabin on showing his/her ID card at the Ngong Ping 360 Ticketing Offices.

For Hong Kong Identity Card showing "3" "6" and "0" but not in sequence (including the check digit), the holder will enjoy a 25% discount for one ticket of any type.

"Unified price structure is used by all tourist attractions in Hong Kong and is very common overseas as well. With less information to digest, it prevents confusion for visitors," said Mr Wilson Shao, Head of Commercial and Business Development of Ngong Ping 360.

For enquiries, visitors are welcome to browse Ngong Ping 360's website at www.np360.com.hk, or call its Hotline at 3666 0606.

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Current marketing promotions of Ngong Ping 360

<u>Promotions</u>	<u>Details</u>
<p>“Lucky 360” Promotion</p>	<p>Effective period: 1 – 31 December 2009</p> <p>During the promotion period, Hong Kong Identity Card holders whose card shows the numbers “3” “6” and “0” consecutively and in sequence (including the check digit) will enjoy a free round-trip cable car ride in a Standard Cabin on showing his/her ID card at the Ngong Ping 360 Ticketing Offices.</p> <p>For Hong Kong Identity Card showing “3” “6” and “0” but not in sequence (including the check digit), the holder will enjoy a 25% discount for one ticket of any type.</p>
<p>Joint promotion with Ocean Park and Wetland Park</p>	<p>Effective period: through to 31 January 2010</p> <p>10% discount on admission tickets will be offered for guests when presenting a ticket of the other two partner attractions.</p>
<p>Joint promotion with Hong Kong International Airport</p>	<p>Effective period: through to 31 January 2010</p> <p>Ngong Ping 360 and the Hong Kong International Airport jointly launch the “Sky Ride and Game Pass” at a discounted rate. The price of the Pass is \$198. Visitors with the Pass can enjoy a round-trip Ngong Ping Cable Car journey, and the entertainment facilities of SkyPlaza at Terminal 2 in Hong Kong International Airport, including 4D Extreme Screen Cinema, Aviation Discovery Centre, “Asia Hollywood” Movie-themed Interactive Exhibition Hall, i-Sports Interactive Sports Games.</p>
<p>Experience dynamic HK with the Sea, Land, Sky ride savers</p>	<p>Effective period: through to 31 December 2009</p> <p>Special discounts for visitors to enjoy sight-seeing attractions in Hong Kong - Ngong Ping 360, Harbour Cruise-Bauhinia and Big Bus.</p>

Ngong Ping 360

Ticket prices

[Effective from 1 December 2009]

	Standard Cabins <small>[Note 1]</small>			Crystal Cabins <small>[Note 2]</small>		
	for all days			for all days		
	Adult	Child (aged 3-11)	Senior Citizen (Hong Kong citizen aged 65 or above)	Adult	Child (aged 3-11)	Senior Citizen (Hong Kong citizen aged 65 or above)
Ngong Ping Cable Car - Round Trip	107	54	85	157	104	135
Ngong Ping Cable Car - Single	74	38	60	109	73	95
Journey of Enlightenment Package	169	86	128	219	136	178

Note 1: For Standard Cabins, prices on weekends and holidays remain unchanged.

Note 2: All prices for Crystal Cabins remain unchanged.