

PR027/2010

Ngong Ping 360's new promotions and ticket prices

(Hong Kong, 19 November 2010) Ngong Ping 360 today announced a series of new promotions to attract visitation and ticket price adjustments to take effect from 1 December 2010 (Wednesday).

The new promotions to be launched in December will be family-oriented for the festive season. From 1 December 2010 to 31 January 2011, each paying adult visitor will receive up to two free tickets for their accompanying children (aged below 12). The new promotion aims at encouraging families to visit Ngong Ping 360 and explore the "blue and green" environment at Ngong Ping 360.

A Christmas Snow Festival in December will bring a blanket of snow to Ngong Ping Village, giving visitors the opportunity to experience a white Christmas.

To celebrate the festive Chinese New Year of Rabbit in 2011, Ngong Ping 360 will launch the "360 Year of the Rabbit Pass" offering unlimited trips on Standard Cabin for holders of the Pass from 3 February 2011 to 22 January 2012. At a special price of \$360, the "360 Year of the Rabbit Pass" will be available for sale from 3 to 17 February 2011.

Effective on 1 December 2010, the prices of the cable car tickets will also be adjusted. An Adult round trip cable car ticket will be \$115 for Standard Cabins, and \$169 for Crystal Cabins.

"To create memorable stays for all its visitors, Ngong Ping 360 has organised a wide array of promotions and activities in 2010," said Mr Wilson Shao, Head of Commercial and Business Development of Ngong Ping 360. "In the coming year, we will be stepping up our promotional efforts in both local and overseas markets and already, the team has put a number of exciting projects in the pipeline to maintain Ngong Ping 360 as one of the must-visit attractions for tourists to Hong Kong."

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

Promotions	Details
“Buy 1 Get 2 Free” Promotion	<p>Effective period: 1 December 2010 – 31 January 2011</p> <p>During the promotion period, each paying adult will receive up to two free tickets for their accompanying children.</p>
“360 Year Of the Rabbit Pass”	<p>Effective period: 3 February 2011 – 22 January 2012 Purchase period: 3 to 17 February 2011</p> <p>Unlimited trips on Standard Cabin will be offered for holders of the “360 Year of the Rabbit Pass” during the Year of Rabbit. The “360 Year of the Rabbit Pass” will be available for purchase at \$360 during the first two weeks of Chinese New Year.</p>
Joint-attraction Ticket Offer	<p>Effective period: through to 30 November 2010</p> <p>Ngong Ping 360, Noah's Ark and Hong Kong Disneyland launched a joint-attraction ticket offer for the first time. Visitors with a ticket stub of any of the three attractions will enjoy a 10% discount when purchasing one-day admission tickets for any of the other two attractions.</p> <p>From now until 29 November 2010, visitors with a ticket stub of the animated version of the Riverside Scene at Qingming Festival exhibition held at AsiaWorld-Expo can also enjoy a 10% discount when purchasing admission tickets at the three tourist attractions.</p>
10% off Round Trip Cable Car Ticket	<p>Effective period: through to 31 December 2010</p> <p>Visitors can enjoy 10% special discount if they purchase round trip cable car ticket (one way crystal cabin and one way standard cabin) via online booking.</p>

Current marketing promotions of Ngong Ping 360 (cont'd)

Promotions	Details
<p>Hong Kong Attractions Fun Deals</p>	<p>Effective period: through to 31 December 2010</p> <p>Special 10% discount to visit the four major Hong Kong attractions – Ngong Ping 360, Hong Kong Wetland Park, Ocean Park and Madame Tussauds Hong Kong.</p>
<p>Experience dynamic HK with the Sea, Land, Sky ride savers</p>	<p>Effective period: through to 31 December 2010</p> <p>Special discounts for visitors to enjoy sight-seeing attractions in Hong Kong - Ngong Ping 360, Harbour Cruise-Bauhinia and Big Bus.</p>
<p>Explore nature with your senses and enjoy 10% discount</p>	<p>Effective period: through to 31 December 2010</p> <p>Visitors are entitled to a 10% discount upon the presentation of a valid ticket of Dialogue in the Dark Exhibition at the ticketing office of Ngong Ping 360 and vice versa.</p>
<p>Buy MTR Tourist Value Pack get 10% off cable car</p>	<p>Effective period: through to 31 December 2010</p> <p>Holders of MTR's Tourist Day Pass or Tourist Cross-boundary Travel Pass or Airport Express Travel Pass can enjoy 10% off Ngong Ping 360 cable car ticket of Journey of Enlightenment Package.</p>
<p>Joint promotion with Hong Kong International Airport</p>	<p>Effective period: from now until 31 March 2011</p> <p>Ngong Ping 360 and the Hong Kong International Airport jointly launched the "Sky Ride and Game Pass" at a discounted rate. The adult price of the Pass is \$169 and child price (aged 3 to 11) is \$123.</p> <p>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 and Aviation Discovery Centre. One selected meal set and HK\$60 shopping cash coupon at selected shops in Skyplaza Terminal 2 will also be offered.</p>

Ngong Ping 360

Ticket prices

[Effective from 1 December 2010]

	Standard Cabins for all days			Crystal Cabins for all days		
	Adult	Child (aged 3-11)	Senior Citizen (Hong Kong citizens aged 65 or above)	Adult	Child (aged 3-11)	Senior Citizen (Hong Kong citizens aged 65 or above)
Ngong Ping Cable Car - Round Trip	115	58	91	169	112	145
Ngong Ping Cable Car - Single Trip	80	41	65	118	79	103