



Hong Kong Disneyland Resort and Ngong Ping 360 jointly unveil new promotion offers to contribute to Lantau tourism

(Hong Kong, 28 March, 2011) Hong Kong Disneyland Resort and Ngong Ping 360, the two attractions on Lantau Island, jointly announce the launch of the Lantau "Journey in the Air" joint-promotion packages, providing attraction tickets, hotel accommodations as well as Lantau guided tours for Hong Kong residents. The promotion aims to attract more guests and promote the tourism development of Lantau Island.

The two special Lantau "Journey in the Air" promotion packages will be offered from April 1 and last for about eight weeks. With the Lantau "Journey in the Air" Ticket Combo, adult guests can visit the two major attractions of Lantau Island for HK\$365 during the promotion period. Guests can enjoy the Ngong Ping 360 cable ride in the morning and visit Hong Kong Disneyland in the afternoon.

While the "Lantau Disney's Hotel Package" consists of two nights of hotel accommodation, Hong Kong Disneyland park tickets, Ngong Ping 360 Round trip Cable Car tickets and a Culture and Heritage Tour of Lantau for guests to enjoy. The offer aims to provide Hong Kong residents with a unique travelling experience on Lantau Island with their friends and families.

Andrew Kam, Managing Director of Hong Kong Disneyland Resort, said, "The Hong Kong Disneyland Resort shares the same viewpoint as the other attractions of Lantau Island, the tourism sector and the community. All of us are committed to exploring various forms of cooperation for Lantau tourism. It is the first time our Resort and Ngong Ping 360 have launched joint-promotion offers. We believe that the promotion offers can draw more visitors to island and broaden the visitor base."

Y T Li, Managing Director of Ngong Ping 360, remarked, "Ngong Ping 360 is devoted to develop tourism of Lantau. We are pleased to work closely with the Hong Kong Disneyland Resort to present these first-ever promotion offers and specially design the multi-fun itineraries for guests. We believe that the sustainable collaboration among the attractions will bring out the synergy and make Lantau Island a 'must visit' tourist attraction."

Hong Kong Disneyland Resort and Ngong Ping 360, bringing together representatives of the tourism sector and the community, held a Lantau Tourism Forum last October to exchange ideas on strategies to market Lantau as a diverse tourism cluster and explore cooperation opportunities. After the Forum, the sector organized a Lantau Tourism Working Group to continue researching cooperation possibilities.

Additionally, during the exhibition period of the "Animated Version of the Riverside Scene at Qingming Festival" hosted by The Leisure and Cultural Services Department last November, Ngong Ping 360, Hong Kong Disneyland Resort, AsiaWorld-Expo and Noah's Ark jointly introduced attraction ticket offers. The Resort also launched a pilot bus route for visitors to travel between Hong Kong Disneyland and AsiaWorld-Expo, enhancing the existing support facilities for Lantau tourism.

For more information, please visit:

http://park.hongkongdisneyland.com/hkdl/en_US/special/listing?name=LantauTicketComboPage or
http://www.np360.com.hk/html/eng/visitor/promotion_detail.asp?id=88



Hong Kong Disneyland Resort and Ngong Ping 360 jointly announce the launch of the Lantau "Journey in the Air" joint-promotion packages. In photo: (right) Andrew Kam, Managing Director of Hong Kong Disneyland Resort and Y T Li, Managing Director of Ngong Ping 360.