

Press Release
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(Photo Download Link: <https://bit.ly/NP360AML2024>)

**Ngong Ping 360 Recovered Robustly in 2023
YOY Guest Numbers Increased by Over 2.5 Times &
Returned to Over 90% of Pre-COVID-19 Levels
2024 Chinese New Year YOY Average Spending Raised by Nearly 30%
10 New Crystal+ Cabins to be in Service by the end of 2024**

(Hong Kong, 27 February 2024) Ngong Ping 360 has experienced a robust recovery since the borders reopened early last year. In 2023, Ngong Ping 360 welcomed 1.38 million guests, representing a remarkable increase of 255% compared with 2022. On average, over 4,200 guests visited Ngong Ping 360 daily, indicating a growth of 148% compared with 2022. Overall, the guests number has recovered to approximately 95% of the pre-COVID-19* level.

Since the borders reopened in February 2023, the number of overseas guests has gradually recovered to near pre-COVID-19* levels in various markets. Comparing the average daily guest numbers from February to December 2023 with those for the whole of 2019 shows that the overall number of overseas guests has returned to approximately 92% of the 2019 level. For example, the number of mainland Chinese guests exceeded pre-COVID-19* levels by approximately 30%. In addition, the number of guests from the short-haul Asian market has also recovered to approximately 97% of the 2019 level. Overall, the recovery situation is satisfactory.

In addition to attracting overseas guests, Ngong Ping 360's ongoing promotional efforts have successfully attracted local guests. As a result, the number of local guests in 2023 increased by 23% compared with 2019. The number of 360 Annual Pass members in 2023 also increased by 29% compared with 2019. This indicates that although local residents have traveled overseas frequently since the borders reopened, Ngong Ping 360 continues to remain a top travel destination for local guests.

During the recent Chinese New Year holiday from the first to the eighth day of the lunar calendar (February 10 to 17 2024), the number of guests increased by 26% compared to the same period in 2023. The number has also returned to approximately 98% of the pre-COVID-19* level. The increased footfall has also driven spending at Ngong Ping Village, with the average spending per person during this period increasing by 29% compared to 2023 and by 27% compared to the pre-COVID-19* level.



“Since the borders reopened in February last year, overseas guests have gradually returned to Ngong Ping 360, with marked recoveries in the mainland China and short-haul Asian markets. Ngong Ping 360's total number of guests has recovered to over 90% of pre-COVID-19 levels, and the number of guests over this year's Chinese New Year holiday has also seen a 26% increase compared with the previous year. Alongside the stable recovery of overseas guests, the number of local guests has increased by 23% compared with pre-COVID-19 levels,” said Mr. Andy Lau, Managing Director of Ngong Ping 360.

“In response to the growing number of guests and support from overseas and local guests for the Crystal+ cabin experience, we have purchased 10 additional Crystal+ cabins. This will allow more guests to enjoy unobstructed panoramic views through the transparent glass sides and bottom of these cabins. Furthermore, safety has always been our top priority. We are committed to conducting comprehensive cable car maintenance and repair work and achieved an average reliability of 99.98% last year. Overall, we strive to provide guests with reliable and stable cable car journeys,” said Mr. Lau.

Crystal+ Cabins Achieved 100% Utilization during Chinese New Year

Ngong Ping 360's Crystal+ cabins, launched in December 2022, have been well-received. During the past Chinese New Year holiday from the first to the fourth day of the lunar calendar (February 10 to 13 2024), the utilization rate reached 100%, and during mainland China's Golden Week holiday in 2023, the utilization rate reached nearly 100%. Responding to the high demand, Ngong Ping 360 has purchased 10 additional Crystal+ cabins. These cabins are expected to arrive in Hong Kong in the fourth quarter of 2024 and will be in operation in December, following safety tests and approval from relevant government departments.



Record-High Cable Car System Reliability

In addition to introducing new initiatives, Ngong Ping 360 continues to prioritize safety and stability. Regular maintenance and drills are conducted to ensure that the team is well-prepared to respond to different circumstances. The efforts of the engineering team enabled Ngong Ping 360 to achieve a record-high average cable car reliability rate of 99.98% in 2023, equivalent to a delay of less than 1 minute for every 8 hours of operation.

Creative Marketing Approaches and Thoughtful Customer Service Win Nearly 70 Awards



After returning to normal operations post COVID-19, Ngong Ping 360 launched various marketing campaigns that attracted the attention of domestic and international guests.

These campaigns included "Double Ducks@Ngong Ping 360" in June 2023, which coincided with the installation of giant rubber duck art-works in Victoria Harbour. During this campaign, rubber

duck decorations and installations were placed in cable cars and all over Ngong Ping Village and a flash mob was organized in which nearly 5,000 rubber ducks were placed on the steps of the Big Buddha. In December 2023, Ngong Ping 360 collaborated with the camera brand Polaroid to create a Y2K retro Christmas atmosphere in the cable cars and Ngong Ping Village. Popular singer Wan Kwong and actress Lin Minchen were invited to perform at the opening ceremony to kick off this event.

These marketing campaigns were well received by guests and also gained recognition from top industry organizations. For example, Ngong Ping 360 received two gold awards, two silver awards, and one bronze award from Marketing Magazine at the Marketing Events Awards 2023. In addition, Ngong Ping 360 won three gold and three silver awards at the PR Awards 2023.

Ngong Ping 360's unique creativity has also attracted national and even global attention in 2023. In a nationwide public relations industry competition organized by the China International Public Relations Association, Ngong Ping 360 won the Silver Award in the Tourism PR and City Brand Promotion category. In a global competition organized by MerComm Inc., Ngong Ping 360 won the Marketing Innovation Award. Furthermore, Ngong Ping 360 received four gold, one silver, and four bronze awards at the Galaxy Awards 2023, as well as five gold, three silver, and three bronze awards at the 2023 Questar Awards.

Ngong Ping 360's performance in customer service is also commendable. Thanks to the attentive services of the frontline staff, Ngong Ping 360 won Certificates of Merit in the Retail Excellence Award from the Hong Kong Retail Management Association and Merit Awards in the Program Award and the Outstanding Customer Service Award from the Hong Kong Association for Customer Service Excellence. In total, Ngong Ping 360 received 69 local and international awards in 2023.

Participated in 16 Volunteering Activities and Provided Over 1,400 Free or Discounted Tickets, Spreading Love and Care in Society

Ngong Ping 360 is proud to actively attend to its social responsibilities. For example, in 2023, Ngong Ping 360's volunteering team, the 360 Caring Team, organized or participated in a total of 16 volunteer activities.

These activities included volunteering at the Hong Kong Special Olympics district athletics competition in February; arranging a day trip to Lantau Island for autistic children and ethnic minority families in April, in collaboration with the Heep Hong Society; conducting a charity fundraising sale of 1,000 rubber ducks in June in partnership with the Neighbourhood Advice-Action Council; and hosting a Christmas party in December with Hong Kong Sheng Kung Hui Welfare Council to celebrate the festive season with children from families in need.

To further give back to society, Ngong Ping 360 provided 1,406 free or discounted cable car tickets to 58 charitable organizations and non-profit groups in 2023. This allowed individuals in need to board the cable car and enjoy the magnificent views of Lantau Island through the glass windows, and have a wonderful time at Ngong Ping.

*Pre-COVID-19 refers to 2019

About Ngong Ping 360

As a major tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers guests an exciting and unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping and is the longest bicable cable car system in Asia. It offers a visually spectacular 25-minute journey with panoramic views of the flora and fauna of North Lantau Country Park, Tung Chung Bay, the Hong Kong–Zhuhai–Macao Bridge, and Hong Kong International Airport.

In 2022, Ngong Ping 360 launched "Crystal+", a new type of cabin developed in France and Italy. All sides and the bottom of the "Crystal+" cabin are made of fully transparent tempered glass, providing our guests with 80% visibility and an unobstructed 360° panoramic view of Lantau Island, to create an extraordinary travel experience.

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Appendix 1: Guest Numbers Year-over-Year Comparison

Category	2023 and 2022 whole year comparison
Total guest numbers	Increased by 255%
Average daily guest numbers	Increased by 148%

Category	2023 and 2019 whole year comparison
Total guest numbers	Recovered to 95%
Average daily guest numbers	Recovered to 96%

Appendix 2: Overseas Markets Recovery

Category	2023 February to December and 2019 whole year comparison
Average daily overseas guest numbers	Recovered to 92%
Mainland Chinese guest numbers	Increased by 30%
Short-haul Asian market guest numbers	Recovered to 97%

Appendix 3: Chinese New Year Recovery

Year	Guest numbers
Comparing the first to the eighth day of the lunar calendar of 2024 and 2023	Increased by 26%
Comparing the first to the eighth day of the lunar calendar of 2024 and 2019	Recovered to 98%

Year	Ngong Ping Village average spending per person
Comparing the first to the eighth day of the lunar calendar of 2024 and 2023	Increased by 29%
Comparing the first to the eighth day of the lunar calendar of 2024 and 2019	Increased by 27%

Photo:

1. Mr. Andy Lau, Managing Director of Ngong Ping 360, said Ngong Ping 360 has experienced a robust recovery since the borders reopened early last year. The year-over-year guest numbers increased by over 2.5 times and returned to over 90% of pre-COVID-19 levels.



2. Comparing the average daily guest numbers from February to December 2023 with those for the whole of 2019, the number of mainland Chinese guests exceeded pre-COVID-19 levels by over 30%. The number of guests from the short-haul Asian market has also recovered to approximately 97% of the 2019 level. Overall, the recovery situation is satisfactory.



3. During the past Chinese New Year, Ngong Ping 360 experienced a significant increase in guest numbers, with a rise of 26% compared to the same period in 2023. The average spending per person also increased by nearly 30%.



4. Crystal+ cabins have been well-received. During the past Chinese New Year holiday, the utilization rate reached 100%. Ngong Ping 360 has purchased 10 additional Crystal+ cabins. These cabins are expected to arrive in Hong Kong in the fourth quarter of 2024.



5. The marketing campaigns launched by Ngong Ping 360 in 2023, including "Double Ducks@Ngong Ping 360", attracted the attention of domestic and international guests, and gained recognition from over 60 domestic and international awards.

