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Immediate Release

**Seizing Opportunities from the Guangzhou-Shenzhen-Hong Kong Express Rail
and Hong Kong-Zhuhai-Macao Bridge
Ngong Ping 360 Actively Begins Promotion with Special Offers and Packages**

(Hong Kong, 22 August 2018) Following the opening of the Guangzhou-Shenzhen-Hong Kong Express Rail and the Hong Kong-Zhuhai-Macao Bridge this year, Ngong Ping 360 will enhance its promotions based on these 2 new infrastructures, integrating travel experiences in Lantau in the Greater Bay Area, to attract guests from China.

Dr Stella Kwan, Managing Director of Ngong Ping 360, said, "Guests from Mainland China has always been our important customers. The percentage of guests from China that visited us was about 25% of total guests in the first half of this year. As guests from China can visit Lantau more easily and conveniently after the opening of the Guangzhou-Shenzhen-Hong Kong Express Rail and the Hong Kong-Zhuhai-Macao Bridge, we estimate that Ngong Ping 360 will see an almost double-digit increase in guests from China following our special offers and promotional strategies. This will also stimulate consumption in Ngong Ping Village."

Promotional Activities for the Guangzhou-Shenzhen-Hong Kong Express Rail

Link

From 1 October 2018 to 31 March 2019, guests can enjoy a 12% discount on presenting their railway receipts. Discounts will apply to all types of cable car tickets, packages and guided tours under 360 Holidays. On purchasing any discounted product mentioned above, guests can enjoy unlimited cable car rides (Standard Cabin) for only HK\$88 over the following 6 months.

Dr Kwan explained, "The Guangzhou-Shenzhen-Hong Kong Express Rail Link builds a strong railway network, benefiting areas within the 4-hour railway living circle including Western Guangdong Province, Fujian and Central China. In addition, the company will participate in the Guangzhou-Shenzhen-Hong Kong Express Rail promotional activities organised by the Hong Kong Tourism Board, which will be crucial for us to embrace the Central China market."

Furthermore, the company will offer promotional packages to some travel agencies who sell the Guangzhou-Shenzhen-Hong Kong Express Rail Link tickets, which includes the MTR Tourist Day Pass or other special offers to attract guests boarding the Guangzhou-Shenzhen-Hong Kong Express Rail Link. There will also be promotional activities on different E-Commerce platforms, including free cabin upgrades, free attraction tickets and snack coupons.

Promotional Activities for the Hong Kong-Zhuhai-Macao Bridge

Dr Kwan stated that “Guests from Guangdong Province mainly come from Guangzhou and Shenzhen. Generally speaking, guests from Guangdong Province account for about 40% of the total number of guests from China. We believe the opening of the Hong Kong-Zhuhai-Macao Bridge will encourage guests from cities in Western Guangdong to visit Hong Kong via the Bridge. Some of the guests from Guangzhou and Foshan will also visit Hong Kong via the bridge.”

“Ngong Ping 360 is working with our cross-border bus partners to explore the most convenient routes and travel products for our guests from the Greater Bay Area, who will arrive at various times across the day. In addition, taxis and various franchised buses will be available on the artificial island. Indeed, Ngong Ping 360 is one of the routes’ first stop – this bus route is very frequent and is only 10 minutes from the destination, which will be really convenient for guests. We hope that Ngong Ping 360 will become their first stop on their itinerary in Hong Kong,” Dr Kwan said.

The development of the Greater Bay Area has also increased the demand for student exchange tours. To take advantage of this, Ngong Ping 360 will enhance its education products for travel agency partners, costing between HK\$300 and HK\$400. In order to provide an exhilarating journey in Lantau to our guests, Ngong Ping 360 is communicating with other Lantau attractions about selling travel products to travel agency partners from cities in Western Guangdong, which would be suitable for day-trippers and overnight visitors.

About Ngong Ping 360

As an important tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers an exciting opportunity for guests to experience a unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping. Guests can visit the Chinese architecturally designed Ngong Ping

Village, where they can enjoy a wide range of dining, shopping and entertainment options and culturally themed attractions, including VR 360, Stage 360, Motion 360 and Walking with Buddha.

The Ngong Ping Cable Car is a rare example of a bi-cable gondola circulating lift system, and is also the longest aerial cable car system of its kind 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 and the Hong Kong International Airport.

Ngong Ping 360 received the CILT Award 2013 – Enterprise Award presented by the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) in 2014. It was also selected as one of the “Cable cars: 10 amazing rides around the world” in the same year by The Daily Telegraph in the UK and named as amongst “10 of the world's best cable car rides” by CNN.com in the USA in 2015 and 2017. It was also recognised as one of “The world's 10 best cable cars” by USA Today in 2017. Ngong Ping 360 has also received a Certificate of Excellence and ranked second in “Top Ten Experiences in Asia” together with Big Buddha and Po Lin Monastery by TripAdvisor in 2017 and 2018.

Photos:



Dr Stella Kwan, Managing Director of Ngong Ping 360, estimates that Ngong Ping 360 will see an almost double-digit increase in guests from China after the opening of the Guangzhou-Shenzhen-Hong Kong Express Rail and the Hong Kong-Zhuhai-Macao Bridge.