

**Press Release**  
CA06/2023

Photos Download: <http://bit.ly/NP360AnnualVisitation2022>

**Ngong Ping 360 weathered the pandemic by thinking outside the box**  
**Crystal+ Cabin service is a big hit with visitors**  
**Average number of daily visitors in 2022 increased by 20.6%**  
**Numbers of visitors during the Labour Day holiday in 2023**  
**reached a new high after the pandemic**  
**Cable car reliability reached an historic high of 99.97%**

(Hong Kong, 5 May 2023) Hong Kong is charting a path to normalcy as the COVID-19 pandemic ("the pandemic") fades away. In 2022, Ngong Ping 360 organised a series of creative marketing campaigns to weather the pandemic. Coupled with the launch of the brand new "Crystal+" cabin at the end of last year, the average number of daily visitors to Ngong Ping 360 increased by 20.6% year-on-year in 2022. In addition, our maintenance team continues to be committed to maintaining the stability and reliability of our cable car system. The average reliability of the cable car system reached 99.97% in 2022, the highest it has ever been.

**Mr Andy Lau, Managing Director of Ngong Ping 360**, said "Our team has always been committed to maintaining the safety and reliability of the cable car service while seeking breakthroughs during the pandemic. We have launched a number of innovative projects and campaigns to cope with external challenges. In early December 2022, we launched the 'Crystal+' project, which provides an extraordinary travel experience to our guests. The daily number of local visitors to Ngong Ping 360 in 2022 was almost doubled the number as compared with the pre-pandemic period <sup>1</sup>, demonstrating the success of our efforts with support from local guests.



<sup>1</sup> Pre-pandemic period: 2018 and 2019

“In addition, on 1 May, which was the first Labour Day holiday after the border reopening – the number of visitors was the highest since the beginning of the pandemic, an 8.2% increase over the pre-pandemic period, which exceeded our expectations.

As a unique tourist attraction in Hong Kong, Ngong Ping 360 will continue to strive to create unforgettable travel experiences for our guests and contribute to the revitalisation of the Hong Kong economy.”

Ngong Ping 360 endeavours to maintain its operations while ensuring the safety of guests and staff and providing a unique outdoor experience for guests. Due to the fifth wave of the pandemic early last year and the regular maintenance of the cable car system, the Ngong Ping Cable Car operated for only 226 days in 2022. In compliance with the government’s preventative measures, the indoor attractions in Ngong Ping Village were closed in the first quarter of 2022, and the passenger capacity of cable car cabins was significantly reduced to allow physical distancing to be maintained. In addition, the travel bans on global tourism in the first half of 2022 resulted in a substantially reduced number of visitors to Hong Kong. All these factors largely impacted the number of guests visiting Ngong Ping 360. Nevertheless, in 2022, the total number of visitors to Ngong Ping 360 was approximately 390,000, with an average daily visitor number of 1,724, a year-on-year increase of 20.6%.

### **Crystal+ provides 360° panoramic views of Lantau Island First-ever cable-car live concert in Hong Kong well received by the market**

With the fifth wave of the pandemic gradually receding at the end of 2022, Ngong Ping 360 launched its new "Crystal+" cabin on 10 December 2022. This service allows guests to enjoy unobstructed views of Lantau Island in nearly transparent cable-car cabins – an experience akin to flying over the mountains and the sea, 360° viewing of Lantau scenery.

Ngong Ping 360 also invited popular artists, such as Min-Chen Lin and Jeffrey Ngai, to shoot promotional photos and a microfilm about “Crystal+”. In addition, we invited singers Joyce Cheng and Jay Fung to hold the first-ever cable-car live concert, “Live under the Sky”, inside a “Crystal+” cabin, and at Ngong Ping Village, which received positive feedbacks. As a result, following the launch of the Crystal+ cabin in that month, December recorded the highest monthly visitor numbers of 2022, with a year-on-year increase of 16.2%.

The popularity of the “Crystal+” cabins remained high during the public holidays of the Chinese New Year, Easter and Golden Week in 2023 as the visitation of Ngong Ping Cable Car remained high, proving that this new cabin has been well

received by the public.

The “Crystal+” cabins were developed in France and Italy over the past 3 years, and are believed to be the largest cabins of their kind in the world. All four sides and the bottom of “Crystal+” cabin are made of fully transparent tempered glass, allowing guests to enjoy an unprecedented 360° view of Lantau Island. As mentioned, this cabin has been popular since its launch, and the number of cable car cabins has increased from 7 to 10, to maximize the number of guests to enjoy this unique visual experience.

## Innovative events resulted in breakthrough achievements Garnered 61 marketing awards

Ngong Ping 360 seized the opportunity to collaborate with a technological start-up company to organise a time-limited event, “360 Metaverse,” in June and July 2022. This event combined online and offline interactive experiences and allowed guests to travel between virtual and physical worlds. In September, we held a “Ngong Ping Mid-Autumn Lantern Festival,” which allowed guests to celebrate the festival in the traditional cultural atmosphere of Ngong Ping Village. In October, we collaborated for the first time with the classic Japanese stationery character “Fueki kun” and launched a traditional stationery exhibition. These creative activities have attracted guests of different ages, creating a win-win situation for our tourism and retail activities. Furthermore, for the second year in a

row, Ngong Ping 360 supported the “Ultimate Song Chart Awards Presentation 2022” run by Commercial Radio Hong Kong. We held a press conference and created a “Fans Cheering Hall” at Ngong Ping Village, accompanied by a lucky draw campaign, which attracted many music lovers to visit.



The above-described highly creative breakthrough projects and themed events created by Ngong Ping 360 were fully appreciated by the industry. As such, the projects and events garnered 61 international and local marketing awards, breaking the record number of awards for Ngong Ping 360. These attest to our team’s impressive efforts and achievements in marketing communications and publicity.

## **Building a safe travel environment**

### **Cable car system reliability breaks record**

Our maintenance team has diligently maintained the stability and reliability of the cable car system. Accordingly, the cable car system reliability in 2022 was 99.97%, the highest average system reliability we have ever achieved. This is equivalent to an average delay of less than 1 minute over 8 hours of operation. Cable car safety is always our top priority, and Ngong Ping 360 will continue to maintain the reliability and stability of the cable car system.

## **Starting afresh in the post-pandemic period**

### **Continuing to send positive energy to the community**

In addition to providing guests with a unique travel experience that combines nature and relaxation, Ngong Ping 360 is committed to fulfilling its corporate social responsibilities by giving back to the community in various ways.

In 2022, Ngong Ping 360 was a strategic partner of the Hong Kong Society for the Blind (HKSB) and organised a series of activities to raise public awareness of people who are visually impaired and people with multiple disabilities. Visually impaired artists from HKSB were invited to create their own non-fungible tokens and to publish them on the global Metaverse online platform to demonstrate their artistic potential and showcase the spirit of arts without boundaries. In addition, the 360 Caring team organised a real-time virtual tour of "The Factory of the Blind," which dismantled and redeveloped in last October after serving the community for 60 years. This tour was held in July and provided the public with a glimpse into the operation of a traditional factory.

In keeping with the gradual resumption of normal activity, the 360 Caring Team started to organise physical activities in the fourth quarter of 2022. In late October, we collaborated with Pei Ho Counterparts, a social enterprise to supply free boxed meals to the grassroots elderly and homeless in Sham Shui Po district.

In addition, the 360 Caring Team partnered with the Neighbourhood Advice-Action Council of the Support Service Centre for Ethnic Minorities, to organise a Christmas party for ethnic minority children in late December. Around 50 kids joined the Christmas party. We hope to bring ethnic minorities together and use their strengths to build close-knit neighbourhoods and a caring community.

In 2022, to celebrate the 25th anniversary of the establishment of the HKSAR and to sustain the positive energy of the community, Ngong Ping 360 gave away more than 2,500 Ngong Ping 360 round-trip cable car tickets to grassroots families and people-in-need, to share joy and give back to the community. In the future,

Ngong Ping 360 will devote itself to showcasing the beautiful nature of Lantau Island and that positive energy can be spread throughout the community.

-End-

**Photo captions:**



Ngong Ping 360 launched its new "Crystal+" service on 10 December 2022.



The number of daily visitors on 1 May 2023 was a record high since the pandemic.





360 Caring Team partnered with the Neighbourhood Advice-Action Council of the Support Service Centre for Ethnic Minorities, to organise a Christmas party for ethnic minority children in December 2022.

### **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.

The Ngong Ping Cable Car is a rare example of a bi-cable gondola circulating lift system, and is 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 Cable Car experience and itinerary of Tai O culture tour, along with the Big Buddha and Po Lin Monastery, ranked second in the "Top 10 experiences in Asia" category of the Travellers' Choice Awards for Experiences announced by the world-renowned travel website TripAdvisor in 2018. Meanwhile, it is also one of the "Top 25 experiences in the World", ranked by TripAdvisor. In the same year, Ngong Ping 360 also received the "Certificate of Excellence 2018" presented by TripAdvisor. In 2017, the Company was recognised as one of "The world's 10 best cable cars" by 2/2 USA Today. Besides, it was also selected as amongst "10 of the world's best cable car rides" by CNN.com in the USA in 2015. In 2014, Ngong Ping 360 received the CILT Award 2013 – Enterprise Award presented by the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK). It was also selected as one of the "Cable cars: 10 amazing rides around the world" by The Daily Telegraph in the UK.