



Press – For Immediate Release

Hong Kong Association of Amusement Parks and Attractions Celebrates 2nd Anniversary with 27% Growth in Membership

(Hong Kong – 22 January 2015) The Hong Kong Association of Amusement Parks and Attractions (HKAAPA) celebrated its 2nd anniversary yesterday at a ceremony held at Ocean Park, in the presence of Miss Cathy Chu, Commissioner for Tourism. Also attending the special occasion were representatives of the eight founder members, namely AsiaWorld-Expo, Hong Kong Disneyland Resort, Madame Tussauds Hong Kong, Noah’s Ark Hong Kong, Ngong Ping 360, Ocean Park Hong Kong, sky100 Hong Kong Observation Deck and The Peak Tram & The Peak Tower, as well as other members of the Association and other industry peers.

The past 12 months marked a year of growth and development for HKAAPA, evidenced by its 27% growth in membership on the back of strong tourism development in Hong Kong and the region. The number of company members now totals 23. New joiners this year include MTR Airport Express, Hong Kong Tramways, The Link Management Limited, Hong Kong 3D Museum, The Hong Kong Observation Wheel and Connect Media Company Limited.

Leveraging on the strong alliance amongst its new and existing members, HKAAPA has in the past year built good connection with Hong Kong Tourism Board and other industry associations, and acted as an advocate to promote public understanding on the industry’s values. The Association has also conducted various staff training services for its members and employees with the aim of enhancing safe operations, professional growth and commercial success of the attractions industry in Hong Kong.

Mr. Paul Pei, President of HKAAPA, said, “2014 was a year filled with surprises and opportunities. Despite challenges with inbound frequent independent travellers (FITs) due to the recent Occupy Movement, and a significant drop in tour groups from mainland China from late 2013 as a result of the introduction of the New China Tourism Law, the industry has proved its resilience by rebounding strongly. We have seen a particular strong surge in tour group business over the past few months, as well as a gradual recovery of the FIT segment.”

Paul continued on to describe the plan for the Association in the coming year, “We expect one of the main challenges of the industry will be the demand for manpower, as a number of new attractions are coming online, such as The Hong Kong Observation Wheel this year, the West Kowloon Cultural District developments, as well as hotels and other tourism related facilities. In order to cater to the industry’s growing demand for talent, maintaining a manpower pool that is stable and mature will be key. In this regard, we will continue to provide staff training services to our members and their frontline staff. We will also strengthen our voice in the community in order to attract more talent for the industry.”

Working hand-in-hand with the Hong Kong Tourism Board as well as attractions and hotels in Hong Kong, the Association will continue to enthusiastically support Hong Kong tourism.



Photo 1: Mr. Paul Pei, President of HKAAPA, described the plan for the Association in the coming year, including the development of staff training services for its members and their frontline staff, with the desire to continually improve service standard for tourism



Photo 2: Mr. Paul Pei, President of HKAAPA (left), presented a certificate of recognition to Miss Cathy Chu, Commissioner for Tourism (right)



Photo 3: Members of HKAAPA took a group photo together against the backdrop of Ocean Park's Ocean of Light, an indoor Chinese New Year lighting spectacle

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About HKAAPA

The Hong Kong Association of Amusement Parks and Attractions (HKAAPA) is an association with a mission to unite amusement parks and attractions in Hong Kong, working closely together to promote safety, connect members with manufacturers and suppliers, develop young professionals and ensure the continued success of the attractions industry and Hong Kong tourism. We serve as ambassadors to promote a positive image of the industry and be a voice to the government and public on industry matters. Founder members of HKAAPA include AsiaWorld-Expo, Hong Kong Disneyland Resort, Madame Tussauds Hong Kong, Noah's Ark Hong Kong, Ngong Ping 360, Ocean Park Hong Kong, sky100 Hong Kong Observation Deck and The Peak Tram & The Peak Tower.

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