



For Immediate Release

Inauguration of Hong Kong Association of Amusement Parks and Attractions

A milestone in Hong Kong's tourism industry

HONG KONG (1 November 2012) – In a concerted effort to promote Hong Kong tourism and the attractions industry, nine major attractions, namely *AsiaWorld-Expo*, *Future Leisure*, *Hong Kong Disneyland Resort*, *Noah's Ark Theme Park*, *Madame Tussauds Hong Kong*, *Ngong Ping 360*, *Ocean Park*, *sky100 Hong Kong Observation Deck* and *The Peak Tram & The Peak Tower* have joined hands today to form a representative tourism body, Hong Kong Association of Amusement Parks and Attractions (HKAAPA).

The mission of HKAAPA is to unite amusement parks and attractions in Hong Kong, work closely together to promote safety, connect members with manufacturers and suppliers, develop young professionals and ensure the continued success of the attractions industry. It also aims to promote the positive image of the territory's tourism sector and bolster Hong Kong's position as a major travel destination in the world.

HKAAPA is honoured to have Mr. Vincent Fung, Assistant Commissioner for Tourism and Ms. Xu Huifang, Director of Asia Tourism Exchange Centre Ltd, China National Tourism Administration (CNTA) to be the officiating guests of the inauguration ceremony. Also present at the ceremony to announce the establishment of HKAAPA were the president of HKAAPA Mr. Paul Pei, Executive Director of Sales and Marketing of Ocean Park, and representatives of the nine founding members, namely Mr. H.W. Lau, Chief Operating Officer of AsiaWorld-Expo; Mr. Anthony Williams, Chief Operations Officer of Future Leisure; Mr. Andrew Kam, Managing Director, Hong Kong Disneyland Resort; Mr. Matthew Pine, Administration Manager of Noah's Ark Theme Park; Ms. Kelly Mak, General Manager of Madame Tussauds Hong Kong; Mr. Wilson Shao, Managing Director of Ngong Ping 360; Mr. Tom Mehrmann, Chief Executive of Ocean Park; Ms. Josephine Lam, Managing Director of sky100 Hong Kong Observation Deck and Ms. May Tsang, General Manager of The Peak Tram & The Peak Tower .

“Over the last decade, Hong Kong has seen a boom in the number and variety of attractions to meet the surge in visitor arrivals. With the groundwork laid through the building of tourism infrastructure, it is now the opportune time to establish an association focusing on the betterment of attractions and theme parks in Hong Kong,” said Mr. Paul Pei, president of HKAAPA. “We are confident that HKAAPA will mutually benefit the members and strengthen the position of Hong Kong as an ideal travel destination. We look forward to serving the public and the industry.”

Serving as the industry representative body, HKAAPA aims to achieve sustained growth in the tourism business through identifying opportunities, and sharing expertise. Aside from attractions located in Hong Kong, members of the association

will include businesses related to the industry such as manufacturers, suppliers, vendors, etc. Another objective of HKAAPA is to provide a platform and opportunities for members to meet and to network with each other to facilitate interaction and business opportunities. HKAAPA enables members to easily source goods and services, as well as enjoy economies of scale.

Harnessing the unique strength of its members, HKAAPA is collaborating with higher education institutions to support the training and development of young professionals and leaders for the future growth of the industry. Member companies can provide internship and recruitment opportunities for students in higher education to experience the attractions and the business first hand. These initiatives will help ensure a sustainable and skilled workforce to meet the growing needs of amusement parks and attractions, and ultimately, of the tourism industry of Hong Kong. The first training course focusing on Sales and Marketing, Retail and Operations will be launched shortly.

HKAAPA and all its members are very socially responsible and caring to the welfare of Hong Kong citizens. To share the joy of the establishment of the association, HKAAPA also announced it will contribute HK\$1 million worth of admission tickets or other benefits in kind of the member attractions to the underprivileged in the coming year.

The formation of the association is attributable to the help and support of the nine attractions in Hong Kong as founding members and representatives of each attraction has contributed much of their time and valuable input.



Pic 1 : The president of HKAAPA Paul Pei hopes that the Association can further boost local tourism

Pic 2 : Vincent Fung, Assistant Commissioner for Tourism

Pic 3 : (From left) Kelly Mak, General Manager of Madame Tussauds Hong Kong; Wilson Shao, Managing Director of Ngong Ping 360; May Tsang, General Manager of



The Peak Tram & The Peak Tower; Tom Mehrmann, Chief Executive of Ocean Park; Vincent Fung, Assistant Commissioner for Tourism; Paul Pei, the president of HKAAPA; Xu Huifang, Director of Asia Tourism Exchange Centre Ltd, China National Tourism Administration (CNTA); Andrew Kam, Managing Director, Hong Kong Disneyland Resort; Anthony Williams, Chief Operations Officer of Future Leisure; Matthew Pine, Administration Manager of Noah's Ark Theme Park; H.W. Lau, Chief Operating Officer of AsiaWorld-Expo; Josephine Lam, Managing Director of sky100 Hong Kong Observation Deck

Pic 4 : Mickey and Minnie Mouse to celebrate with representatives from different attractions

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HKAAPA Members

President – Mr. Paul Pei, Ocean Park

Ocean Park, known as the Hong Kong People's Park, is a world-class attraction connecting people with nature, featuring a unique blend of animal encounters, exhibits, aquariums, shows, and amusement rides. The Park welcomes over 7 million visitors each year.

Vice President – Mr. BC Lo, Hong Kong Disneyland Resort

Hong Kong Disneyland Resort is one of the most popular attractions in Hong Kong, and has received more than 31 million guests from around the world since its opening in September 2005. Hong Kong is one of the only five locations in the world that is home to a Disney theme park and the many adorable Disney characters.

Second Vice President – Mr. Anthony Williams, Future Leisure

The 15-minute-ride on the Hong Kong Balloon offered guests a once-in-a-lifetime experience to catch a glimpse of Hong Kong as they floated 100 metres above the hustle and bustle of the city. The balloon will hopefully be back soon in a new location, and with a much improved model be able to fly in nearly all weather conditions

Treasurer – Mr. Matthew Pine, Noah's Ark Theme Park

Noah's Ark Theme Park hosts the world's only full-sized replica of the legendary biblical ark and features live animals, gardens, 4D movies and the newly opened Solar Tower. Not only does it offer wholesome activities but it also showcases the unique culture and history of Hong Kong, making it an ideal destination for families.

Secretary – Ms. Kelly Mak, Madame Tussauds Hong Kong

Madame Tussauds Hong Kong, housing over 100 incredibly life-like wax figures, is a celebrity-inspired attraction that connects guests with famous people, famous events and famous times. Guests are also offered unique interactive experiences with the A-list celebrities at the attraction as they enjoy a close encounter with their idols.

Founding Member – Mr. H.W. Lau, AsiaWorld-Expo

AsiaWorld-Expo, Asia's leading EXPOtainment venue, offers over 70,000 square



metres of rentable space including 10 state-of-the-art, ground-level and column-free halls. Established in 2005 and located at the centre of an extensive and efficient air, land, and marine transport network which connects Hong Kong to China's Pearl River Delta and the world's business capitals, AsiaWorld-Expo is ideally suited to hosting world-class exhibitions, conventions, concerts, sports, and entertainment events.

Founding Member – Ms. Bertha Chan, Ngong Ping 360

Ngong Ping 360 is your gateway to a Sky-Land-Sea Lantau adventure, and is the perfect escape from the hustle and bustle of the city. The full day experience begins with a 25-minute cable car journey surrounded by panoramic vistas of Lantau Island, which brings you up to the cultural showpiece of Ngong Ping village. From there, tour buses and sightseeing boats take you to explore Lantau's wonders: a tranquil fishing village, rare wildlife, sandy beaches and thrilling water sports.

Founding Member – Ms. Josephine Lam, sky100 Hong Kong Observation Deck

Developed by Sun Hung Kai Properties, sky100 Hong Kong Observation Deck is located on the 100th floor of ICC, the tallest building in Hong Kong, offering a 360-degree unobstructed view of Victoria Harbour.

Founding Member – Ms. May Tsang, The Peak Tram & The Peak Tower

The Peak Tram, Asia's oldest and most famous funicular railway, brings visitors on an unforgettable journey to the Peak, Hong Kong's most popular attraction. The Peak Tram terminates at The Peak Tower, one of Hong Kong's most striking landmarks with great shopping, dining, and entertainment. At the rooftop, the Sky Terrace 428 offers a stunning 360-degree panoramic view across the Hong Kong skyline.

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About HKAAPA

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. Founding members of HKAAPA include AsiaWorld-Expo, Future Leisure, Hong Kong Disneyland Resort, Noah's Ark Theme Park, Madame Tussauds Hong Kong, Ngong Ping 360, Ocean Park, sky100 Hong Kong Observation Deck and The Tram & The Peak Tower.

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