



For Immediate Release

HKAAPA Celebrates its 1st Anniversary

*Membership doubles and
Closer ties forged among Hong Kong tourist attractions*

HONG KONG (23 January 2014) – With a mission of uniting amusement parks and attractions throughout Hong Kong, connecting members and developing young professionals, the Hong Kong Association of Amusement Parks and Attractions (HKAAPA) celebrated its first anniversary at the Hong Kong Disneyland Hotel yesterday.

Several new attractions and organizations from both Macau and mainland China joined the association since its establishment one year ago, while membership numbers have now doubled. Events and education programs for young professionals organized by HKAAPA also received great support and positive responses from the industry. HKAAPA is dedicated to continuing efforts to serve the territory's tourism sector in the coming year, which will bolster Hong Kong's position as a major international travel destination.

At its one year celebration, HKAAPA was honoured to have Philip Yung, Commissioner for Tourism, and Daisy Lui, Deputy Executive Director of the Hong Kong Tourism Board, in attendance with the nine founder members of the Association, namely ***AsiaWorld-Expo, Future Leisure, Hong Kong Disneyland Resort, Noah's Ark Hong Kong, Madame Tussauds Hong Kong, Ngong Ping 360, Ocean Park, sky100 Hong Kong Observation Deck*** and ***The Peak Tram & The Peak Tower***, as well as the remaining members of the Association and other industry peers.

Paul Pei, President of HKAAPA and Executive Director, Hotel and Hospitality at Ocean Park, said, "The amusement park and attractions industry in the region has been growing rapidly in recent years. To maintain the competitiveness of Hong Kong tourism, the entire industry should work together to sustain growth. We are pleased to see the strong momentum of local tourism growth in the past year, which continues to contribute to the overall economy of Hong Kong."

Pei expects the number of visitors to continue to increase in the coming years. In order to sustain the growth of HK tourism, local theme parks and attractions are preparing and implementing expansion plans or launching promotion campaigns that will increase their overall capacity and attractiveness. HKAAPA spares no effort to maintain its leading role in connecting and collaborating with different attractions, suppliers and manufacturers. A closer working relationship helps independent members work together more efficiently and creates added economic benefits for the industry itself.

Led by HKAAPA, Hong Kong has strengthened its bonds with attractions,

manufacturers and suppliers in Macau and mainland China. Synergy between these parties helps create mutual benefits for the industry and their respective country's economies.

The number of members in HKAAPA has doubled in the past year, with new members including Cotai Strip Macao, MGM Macau, The Hong Kong Jockey Club and more.

Last year, HKAAPA successfully acted as a communication platform and network for the entire tourism industry. The association organized different events for professionals, attracting both members and non-members to participate. Events included backstage visits, which provided an opportunity for participants to learn more about the operations of different attractions like Ocean Park, AsiaWorld-Expo and Ngong Ping 360. Moreover, HKAAPA organized different sharing and training programs from executives, giving young professionals great opportunities to develop their careers. HKAAPA believes the development of young professionals and industry leaders will ensure sustainable growth in amusement parks and attractions, and ultimately in Hong Kong's tourism industry.



Photo 1: Philip Yung, Commissioner for Tourism (right of Mickey Mouse) and Daisy Lui, Deputy Executive Director of the Hong Kong Tourism Board (left of Minnie) celebrate HKAAPA's first anniversary at the Hong Kong Disneyland Hotel.



Photo 2: Paul Pei (right), President of HKAAPA and Executive Director, Hotel and Hospitality at Ocean Park, presents Philip Yung, Commissioner for Tourism, a certificate of appreciation for his support of HKAAPA.

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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, Future Leisure, Hong Kong Disneyland Resort, Noah's Ark Hong Kong, Madame Tussauds Hong Kong, Ngong Ping 360, Ocean Park, sky100 Hong Kong Observation Deck and The Peak Tram & The Peak Tower.

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