



[For Immediate Release]

HKAAPA Celebrates 4th Anniversary Milestone

Association continues to promote Hong Kong tourism as industry leaders work hand in hand

(20 January 2017 – Hong Kong) Today, the Hong Kong Association of Amusement Parks and Attractions (HKAAPA) celebrated its 4th anniversary at the Hong Kong Disneyland Hotel, commemorating four years of efforts to support and unite the amusement parks and attractions throughout Hong Kong and the region. The Association strives to promote the development of local tourism and bring industry players together for mutual success and continued growth.

The Association marked the occasion at an anniversary luncheon. Cathy Chu, Commissioner for Tourism, joined as the Officiating Guest and shared insights into Hong Kong's tourism outlook with the attending members and guests. The anniversary occasion was attended by representatives from the association's founder members and board members, namely: AsiaWorld-Expo, Hong Kong Disneyland Resort (HKDL), Madame Tussauds Hong Kong, Ngong Ping 360, Noah's Ark Hong Kong, Ocean Park Hong Kong, sky100 Hong Kong Observation Deck, the Hong Kong Jockey Club and The Peak Tram & The Peak Tower, as well as other members and industry partners.

Hong Kong's tourism industry has experienced ups and downs in the past few years, and industry players continue to strategically respond to the changing, competitive landscape by working together to boost Hong Kong's appeal. An important part of HKAAPA's work was networking and market insight sharing. During the year, the Association has organised forums and education platforms for members to capture new business insights, such as a digital marketing sharing session from executives from the Hong Kong Broadband Network and Yahoo. The Association also connected members with industry-related conferences including the annual IAAPA Asian Attractions Expo 2016 in Shanghai.

"The year 2016 continued to be a year of challenge for the tourism industry in Hong Kong and Macau, but as key players of the sector, we have spared no effort in enhancing our competitiveness and making us a more attractive and hospitable destination for guests from different origins", said Linda Choy, president of HKAAPA, at the anniversary celebration.

HKAAPA keeps members connected with industry leaders, including the Travel Industry Council, the government's Tourism Commission and the Hong Kong Tourism Board. The Association has submitted views to the government's consultation for the Policy Address and Budget, outlining suggestions to enhance Hong Kong's tourism image and competitiveness.

“We are confident and excited about the future of Hong Kong’s tourism development, especially with the opportunities brought about by upcoming tourism infrastructure such as the Hong Kong- Zhuhai-Macao Bridge. The Association looks forward to a great year of growth hand in hand with its members and increasing cooperation with industry leaders and professionals to meet challenges head on,” Choy added.

The continuous development of the tourism industry is crucial for Hong Kong. HKAAPA supports talent training to bolster the industry’s sustainable development. We also back the establishment of a Tourism Industry Authority (TIA) by the government as soon as possible. We have high expectations that the future TIA will serve as the industry’s regulatory body to maintain the healthy development of Hong Kong’s tourism and to enhance the service quality of the industry as a whole.



Photo 1: Founder members and board members of HKAAPA commemorate the year at the 4th anniversary celebration.



Photo 2 – Linda Choy, President of HKAAPA, honors Cathy Chu Commissioner for Tourism, with a special souvenir at the ceremony.



Photo 3 – HKAAPA members assembled at the 4th anniversary pose for a group photo.

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About HKAAPA

Founded in 2012, the Hong Kong Association of Amusement Parks and Attractions (HKAAPA) is an association with a mission to unite amusement parks and attractions in Asia, working closely together to promote tourism, 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 and board members of HKAAPA include AsiaWorld-Expo, Hong Kong Disneyland Resort, Madame Tussauds Hong Kong, Ngong Ping 360, Noah's Ark Hong Kong, Ocean Park Hong Kong, sky100 Hong Kong Observation Deck, the Hong Kong Jockey Club and The Peak Tram & The Peak Tower.

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