



Travel Trade Press Release

Hong Kong Disneyland Resort presents Good Neighbor Hotel Program Collaborating with nearby hotels to create countless business opportunities



(Hong Kong, January 10, 2014) Hong Kong Disneyland Resort is delighted to announce the launch of **Good Neighbor Hotel Program** in Hong Kong, through which the Resort will collaborate with hotel partners to create a more convenient and enjoyable experience for more guests. Auberge Discovery Bay Hong Kong became the first partner to join the Program, committing to a closer

collaboration with the Resort to design new travel products and explore countless business opportunities ahead.

Since its launch at Disney Parks and Resorts over 17 years ago, Good Neighbor Hotel Program has been very well received by the travel trade industry and guests in the U.S., Europe and Japan. More than 70 hotels across the globe have joined the Program, creating a well-established network which offers quality and flexible travel and accommodation packages to guests who visit Disney Parks and Resorts.

“The launch of Good Neighbor Hotel Program marks a big step forward in the cooperation between the Resort and hotels in Hong Kong. It will benefit both the Resort and partner hotels in close proximity by bringing more guests to each other. In addition to the leisure guests, both parties can also extend the reach of business opportunities to MICE and incentive activities together,” said **Terruce Wang, Vice President, Sales and Distribution Marketing, Hong Kong Disneyland Resort**. “Moreover, the Program can enhance guest experience by enabling them to purchase Park tickets from hotel partners in the Program and enjoy shuttle bus service to and from the Park. These will provide guests with more flexibility in planning their itineraries and thus, enhancing their magical experience at the Resort.”



Good Neighbor Hotel Program is reputable around the world, with all participating hotels being credible. Hotel partners in the Program are awarded with the Good Neighbor Hotel logo to enable guests to easily identify partners and, therefore, enhance their brand image. The Resort will also offer various sales and marketing support to hotel partners, which will create an effective synergy for both parties to reach new heights.

Auberge Discovery Bay Hong Kong is the first member of the Resort’s Good Neighbor Hotel Program. “We are honored to be Hong Kong Disneyland Resort’s first ‘Good Neighbor Hotel’. Located on picturesque shores of Lantau Island, our hotel guests can reach Hong Kong Disneyland via shuttle bus in just 20 minutes. Guests can also explore nearby tourist attractions to experience the other side of Hong Kong. We will work closely with Hong Kong

Disneyland Resort to ensure guests enjoy the Lantau Island's unique entertainment experience," said **Anne Busfield, General Manager of Auberge Discovery Bay Hong Kong**.

Terruce Wang added, "The Good Neighbor Hotel Program is the first new chapter we unfold in 2014. The Resort will further develop the Program and partner with more hotels to launch different promotion schemes. We hope to take our business to new levels this year with the support of our partners and create a win-win situation for all involved."

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About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers immersive, unique Disney experiences for all families, generations and ages to enjoy. Hong Kong is one of only five locations in the world that is home to a Disney themed park and the many Disney characters that are beloved the world over, such as Mickey, Minnie, Donald, Stitch and Buzz Lightyear. Since the Grand Opening in September 2005, Hong Kong Disneyland has received more than 38 million guests from around the globe. Through the unique product offering and the world-class service provided by the 5,000 strong Cast at the theme park and the two hotels, the Resort has received outstanding guest satisfaction ratings and a range of awards from the hospitality and entertainment sectors.

If you want to know more about us and want to enjoy a unique magical experience, visit us or click on to <http://www.hongkongdisneyland.com> for more information

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