
Travel Trade Press Release

Hong Kong Disneyland announces new pricing for admission and special offers

(November 10, 2014, HONG KONG) Hong Kong Disneyland today announces the resort's new admission ticket prices and various special offers for the travel trade industry with effect from November 11, 2014 (Tuesday).

Under the new pricing, a 1-Day Ticket for General Admission (ages 12–64) will be HK\$499 and a Child Ticket (ages 3–11) will be HK\$355, whereas a 2-Day Ticket for General Admission and Child will be HK\$680 and HK\$480, respectively. Pricing for Seniors (ages 65 or above) for all types of admission tickets will remain unchanged.

The resort will be offering a two-month grace period to the travel trade to enjoy the old ticket prices from now until January 10, 2015, and the tickets will be valid until the same date.

A Hong Kong Disneyland spokesperson said, "The resort evaluates and adjusts pricing based on a variety of factors including the value of the resort's attractions and entertainment offerings as well as future development needs."

Hong Kong Disneyland is committed to continuously enriching its attractions and entertainment offerings. Following the opening of the three new themed areas in 2012-13, the resort just launched the brand new "Disney Paint the Night" parade in October. In late 2015, the resort is set to launch a number of special events to celebrate its 10th anniversary. New initiatives will also be rolled out including the launch of a new attraction, namely the "Iron Man Experience" in 2016 and the opening of the third hotel in 2017.

The spokesperson continued, "Hong Kong Disneyland Resort is committed to offering diverse attractions to create magical and memorable experiences for our guests. Moving forward, we will continue to work closely with the travel trade industry to explore business opportunities and achieve a win-win partnership."

Details of the new pricing are available at the Hong Kong Disneyland travel trade dedicated website: www.hkdtravelagents.com.

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About Hong Kong Disneyland

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 46 million guests from around the globe. Through the unique product offering and the world-class service provided by the 7,000 strong Cast at the theme park and



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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 www.hongkongdisneyland.com for more information.

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