
Hong Kong Disneyland announces new pricing and special offers for annual passes

HONG KONG (Dec 15, 2016) – Hong Kong Disneyland (HKDL) today announced new prices for admission tickets and Magic Access Memberships (annual passes) along with special offers for Hong Kong residents and Magic Access members. The Magic Access program is a Hong Kong resident favorite and represents the majority of local admissions to the resort.

From December 16, 2016 until further notice, existing Magic Access members will enjoy a renewal offer at a 20% discount on new prices, which puts renewal prices below the previous rates for Gold Magic Access. Hong Kong residents can also enjoy 15% off for group purchases of three or more Magic Access Memberships on previous prices through March 16, 2017¹.

Prices will remain unchanged for all Senior (aged 65 or above) tickets and Magic Access Memberships, all Gold Magic Access Memberships as well as the 30% discount for Hong Kong people with disabilities.

While new pricing for admission and Magic Access will take effect on December 16, 2016, Hong Kong residents will enjoy a three-month grace period for purchasing 1-Day admission tickets and Magic Access Memberships at the previous rates through March 16, 2017.

The new price for a 1-Day Ticket for General Admission (aged 12–64) is HK\$589 while a Child (aged 3–11) is HK\$419. Also, a 2-Day Ticket for General Admission and Child are priced at HK\$759 and HK\$539, respectively².

The cost of a Silver Magic Access Membership will be set at HK\$1,178, a Gold Magic Access Membership will be unchanged at HK\$1,888, while Platinum Magic Access Memberships will be set at HK\$3,348. All members can also take advantage of new benefits, including various special discounts on dining or other privileges.

“We are committed to providing world-class experiences and high-quality services for our guests,” said an HKDL spokesperson. “We’ve continued to add new experiences and new reasons to visit Hong Kong Disneyland, including the exciting new Iron Man Experience that will open to our guests next month. Many of our guests visiting us again and again purchase Magic Access Memberships, which provide unmatched value and privileges as well as additional savings.”

Hong Kong Disneyland is committed to continuously enriching its attractions and entertainment with new offerings, like the “*Star Wars: Tomorrowland Takeover*,” the “Mickey and the Wondrous Book” show and the Fairy Tale Forest attraction. Disney Parks’ first

¹ These two offers are inapplicable to Senior guests.

² The current price of a 1-Day Ticket for General Admission is HK\$539 while a Child is HK\$385 and a Senior is HK\$100.

Marvel-themed ride, the Iron Man Experience, will be officially launched on January 11 and the resort's third hotel, Disney Explorers Lodge, will open in 2017.

At the same time, HKDL will continue to launch different promotions for Hong Kong residents and overseas guests throughout the year.

As a responsible corporate citizen, the resort will continue to sponsor more than 100,000 park tickets for people in need through the resort's Community Involvement Program.

For details about ticket types and prices, please go to:
<https://www.hongkongdisneyland.com/tickets/#>

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About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers an unforgettable, culturally distinctive Disney experience for guests of all ages and nationalities. In the magical kingdom theme park — filled with your favorite Disney stories and characters — explore seven diverse lands that are home to award-winning, first-of-its-kind attractions and entertainment experiences. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal well-being, Hong Kong Disneyland spreads its magic through community service programs that help families in need, inspire creativity among children and youth and encourage the protection of the environment and healthier living.

For information on attractions and vacations at Hong Kong Disneyland Resort, visit hongkongdisneyland.com, hongkongdisneyland.tmall.com or call (852) 3550-3388 or download the mobile app (iOS users: <https://itunes.apple.com/app/id1077550649>; Android users: <https://goo.gl/ZbHHbP>).

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