
Hong Kong Disneyland Resort Achieves Record Revenue and EBITDA

*International guest attendance hits record high for second consecutive year
as overall attendance grows 8% to 6.7 million*

February 18, 2019, HONG KONG – Today, Hong Kong Disneyland Resort (HKDL) reported record high revenue and earnings before interest, taxes, depreciation and amortisation (“EBITDA”) for fiscal year 2018.

Revenue rose 18% to HK\$6.0 billion for the year ending September 29, 2018. EBITDA jumped 48% to HK\$1.4 billion. The robust growth in revenue and EBITDA was attributed to increases in occupied room nights at the resort hotels, park attendance and guest spending.

Annual attendance reached 6.7 million, up 8% from prior year. Across-the-board growth was seen in local, mainland China and international markets, which accounted for 40%, 34% and 26% of total attendance, respectively.

International attendance hit a record high for the second year in a row, mainly fuelled by strong visitation from Japan, South Korea and the Philippines. The continued growth in international guests underscores HKDL’s contribution to bolstering Hong Kong as a top tourist destination in the region, both in the family and young adult segments. Since park opening in 2005, total cumulative attendance has reached more than 77 million.

During the year, per capita spending increased 6%, representing nine years of continuous growth. Hotel occupancy was up six percentage points to 75%. Disney Explorers Lodge, which opened in April 2017, contributed to 44% growth in occupied room nights.

Record revenue and EBITDA reduced net loss by HK\$291 million to HK\$54 million, an 84% improvement from fiscal 2017.

HKDL is the ideal destination for events and staycations

“This past year HKDL continued to strengthen its appeal as the ideal vacation destination. Our strong entertainment lineup throughout the year, coupled with the launch of ‘Moana: A Homecoming Celebration’ and the global debut of Cookie as a new character in the highly popular Duffy the Bear family, have enticed guests from all markets,” said Stephanie Young, managing director of Hong Kong Disneyland Resort. “Additionally, innovative initiatives to capture new opportunities were launched, including the first-ever, large-scale outdoor concerts, and the signature 10K Weekend running events, which have broadened our guest base for the park and hotels.”

The series of six outdoor concerts by popular Taiwan band Mayday was a groundbreaking initiative using the resort's coach park to host 120,000 attendees from Hong Kong, as well as mainland China and the rest of Asia. Tailored packages of the resort's hotel room and park experience contributed to both hotel occupancy and park visitation.

To capitalize on the business potential from increased connectivity brought by two mega transportation projects, namely Hong Kong-Zhuhai-Macao Bridge and the High Speed Rail (Hong Kong Section), HKDL increased promotion of the resort as the preferred choice for a staycation and launched tailored products in the connected markets in the Greater Bay area as well as central and western regions of mainland China.

Momentum continues with new attractions and increased connectivity

2019 will be another amazing year with incredible new experiences and offerings for Disney fans.

"The launch of a new Marvel-themed attraction as part of a multiyear expansion and the addition of year-round entertainment offerings and products, along with the opening of the Hong Kong-Zhuhai-Macao Bridge and the High Speed Rail (Hong Kong Section), will allow us to continue our positive momentum," said Young.

In addition to the unique year-round seasonal events for Christmas, Chinese New Year, spring, summer and Halloween, HKDL has launched the "World's Biggest Mouse Party!", which runs through February 24, 2019, to celebrate the 90th anniversary of Mickey Mouse.

On March 31, 2019, HKDL will open "Ant-Man and The Wasp: Nano Battle!" to the enjoyment of Marvel fans from around the world. This all-new interactive experience is the second instalment in the expansion project that will continue to build HKDL's Marvel-themed area into an ultimate hub in Asia of thrilling Marvel experiences. This new ride will extend the success of "Iron Man Experience" as guests fight alongside Ant-Man and The Wasp (played by Paul Rudd and Evangeline Lilly, respectively, from the popular blockbuster film). Guests enter the world of Marvel in Tomorrowland at the S.H.I.E.L.D. Science and Technology Pavilion in the Stark Expo. After boarding a state-of-the-art vehicle at S.H.I.E.L.D.'s research and design facility, guests will join Ant-Man and The Wasp in an epic battle against Arnim Zola and his army of evil Hydra Swarm-bots.

Also part of the expansion project, the new Bibbidi Bobbidi Boutique in HKDL's castle area will be unveiled in summer of 2019. Young guests can make their dreams come true as they transform into princesses. The boutique offers an array of gorgeous dresses and accessories, which include Disney Princess favourites such as Cinderella, Snow White, Aurora, Belle, Elsa, Tiana and Jasmine. This new location gives guests an even more royal experience, thanks to the interactive Magic Mirror, which tells the stories of everyone's favourite princesses in a highly-immersive royal setting.

To complement existing offerings at the resort hotels, Disney Explorers Lodge will add a

new children’s playroom named “Nemo’s Recreation Reef”, inspired by the popular Disney•Pixar film “Finding Nemo”. Opening in the summer of 2019, young guests can have fun in the world of Nemo and unleash their creativity during arts and crafts sessions.

Continuous positive contribution to the Hong Kong community

HKDL is committed to contributing to and serving the Hong Kong community. In fiscal year 2018, the resort brought approximately HK\$8.9 billion of value added to Hong Kong, equivalent to around 0.34% of the city’s overall GDP. Additionally, 19,000 jobs (in terms of man-years) were created during the fiscal year, benefiting Hong Kong’s overall economy.

On average, HKDL employed more than 5,200 full-time and 2,300 part-time cast members during the year, remaining one of the city’s largest employers in the tourism and family entertainment industry. The resort provided cast with nearly 400,000 hours of professional and technical training during the year.

Among its various community efforts, HKDL is particularly dedicated to bringing happiness to children with illnesses and special needs and fulfilling their dreams. A key initiative this year was the “Dress Well” project launched with Hong Kong Children’s Hospital to fund, design and produce tailor-made clothing for in-patient children. This first-of-its-kind collaboration with a public hospital takes children’s emotional and treatment needs into account in the design of the clothing, with an aim to reducing the stress of sick children, their families and the caretakers. The project is funded through a HK\$4.1 million donation from The Walt Disney Company.

The resort continued to fund Playright’s “Hospital Play” programme in the Princess Margaret Hospital Nephrology Ward and supported Make-A-Wish Foundation to grant over 20 special wishes to children with life-threatening illnesses. It also activated the #ShareYourEars social campaign to help promote Make-A-Wish Foundation in Hong Kong.

In fiscal year 2018, HKDL donated more than 100,000 complimentary park admission tickets to over 400 charitable organisations who organise park visits for people in need.

Note to Editors:

Stephanie Young, managing director of HKDL, will attend the Legislative Council Panel on Economic Development meeting on February 25, 2019.

Hong Kong Disneyland is owned by Hongkong International Theme Parks Limited, which is a joint venture between the Hong Kong Special Administrative Region Government and a subsidiary



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of The Walt Disney Company. As of the end of fiscal year 2018, the Hong Kong Special Administrative Region Government owned a 53% majority interest in the joint venture, with The Walt Disney Company owning the remaining 47%.

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, boost creativity among children and youth, encourage the protection of the environment and inspire healthier living.

For information on attractions and vacations at Hong Kong Disneyland Resort, visit hongkongdisneyland.com, hongkongdisneyland.tmall.com, download the Hong Kong Disneyland mobile app or call (852) 3550-3388.

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