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Hong Kong Disneyland Resort and Goodbaby (Hong Kong) announce resort alliance to launch brand new in-park strollers

HONG KONG, Nov 21, 2022 – Hong Kong Disneyland Resort announced today that Goodbaby (Hong Kong) has entered a multi-year agreement as a new alliance with the resort. Under the alliance, tailor-made strollers designed and produced by Goodbaby (Hong Kong) will be made available for guests to rent in the Hong Kong Disneyland park.



Goodbaby Group is a multinational corporation well-known for its children's products, providing trusted choices for families around the globe. For a truly immersive Disney experience, Goodbaby has worked closely with Hong Kong Disneyland Resort to design new strollers, in a Mickey Mouse and Minnie Mouse theme, specifically for the resort. The strollers contain features aimed to provide an even smoother and more enjoyable experience for families with children, as the resort gears up to welcome more guests from outside of Hong Kong, including South East Asia and the Greater Bay Area of China.

Tailored toward children aged six months to seven years old, the strollers have been made available for guests to rent in the park since mid-Oct, 2022. The stroller contains new features designed with family usage in mind, striving to bring a better experience for little ones and their guardians.

- The breaks have been relocated to the handles, allowing for better control over the stroller for enhanced safety.
- Larger wheels make pushing easier and effortless.
- An adjustable seat with expanded seating space has been designed to better fit children of different ages and sizes.
- The basket located underneath the stroller is bigger, allowing for a more enjoyable and hassle-free experience for guardians when handling belongings.



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“As a family-friendly theme park, we are constantly looking for new ways to improve and enhance all of our park’s offerings,” said Michael Moriarty, managing director, Hong Kong Disneyland Resort. “With this resort alliance with Goodbaby (Hong Kong), we are excited to launch strollers that are specifically designed for Hong Kong Disneyland’s park guests. The new stroller service delivers an elevated park experience for guests visiting us with young children. We hope Goodbaby’s strollers will enhance their experience in the park and enable them to have an exceptional time here.”



Goodbaby Group has expressed its love through technology and craftsmanship throughout its 33 years of history. “We are committed to creating the safe and fashionable products of high quality for children,” said Song Zhenghuan, Founder and Chairman of the Group. “The cooperation between Goodbaby and Disney is one of shared vision and complementary value, an integration of product supply chain and entertainment service chain, and a collaboration benefiting multiple parties. I believe that our cooperation will provide a brand-new experience and high-quality services to customers.”

Committed to green development, Goodbaby implements a sustainable development model from top down to promote the green revolution of global children’s products. Goodbaby’s stroller in Hong Kong Disneyland Resort is truly non-toxic and recyclable throughout its full life cycle based on processes from the selection of recycled materials to green production. Goodbaby and Hong Kong Disneyland Resort are working together to protect the environment and create a better future for children.

Hong Kong Disneyland Resort believes that every little detail impacts a guest’s experience. With the launch of this stroller, the resort will continue to introduce user-friendly products and services in the hope of further meeting guests’ needs and providing the most magical journey for guests visiting the resort.

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About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. Filled with your favorite Disney stories and characters, Hong Kong Disneyland offers guests the opportunity to explore seven diverse lands that are home to award-winning, unique attractions and entertainment. 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 wellbeing, Hong Kong Disneyland Resort spreads its magic through community service programs that help families in need, boost creativity among children and families, encourage the protection of the environment and inspire healthier living.

The Hong Kong Disneyland mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Reserve your park visit and get Disney Standby Pass to meet Disney friends inside the park. Use the GPS-enabled map to find your way around the park or make reservations for park and hotel restaurants, and make every moment count with wait times for each attraction.



Magic Access members can also view block-out calendars and membership privileges, designed to make your visit even more magical. Download the Hong Kong Disneyland mobile app for free:

iOS users: <https://itunes.apple.com/app/id1077550649>; Android users: <https://goo.gl/ZbHHbP>

About Goodbaby

The "Goodbaby 好孩子" brand was created by Mr. Song Zhenghuan in 1989. Goodbaby Group is headquartered in Kunshan, Jiangsu Province. After 33 years of development supported by innovation, standard-setting and high quality, Goodbaby has grown from a 4-in-1 multifunctional stroller to a global leading juvenile products company of multiple brands with a full range of products covering travel, home textile, nursing, personal care and clothing sold through its distribution and retail networks.

Goodbaby Group is committed to providing parenting solutions for families around the globe.

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