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Hong Kong Disneyland Resort and ChargeSpot Announce Strategic Alliance with In-Park Power Bank Rental Service

Collaboration activated with “The Power of Magic Never Runs Out” Campaign

HONG KONG, September 15, 2023 – Hong Kong Disneyland Resort (HKDL) is proud to announce its new, multi-year corporate alliance with ChargeSpot, a leading shared power bank rental service company.



This strategic collaboration signifies a notable milestone for both organizations, facilitating an enhanced guest experience at the resort. To commemorate the alliance, ChargeSpot is launching two special HKDL-edition power banks via an extensive commercial campaign titled “The Power of Magic Never Runs Out”. Local singer Jay Fung attended the unveiling ceremony, adding a touch of magic to the event.



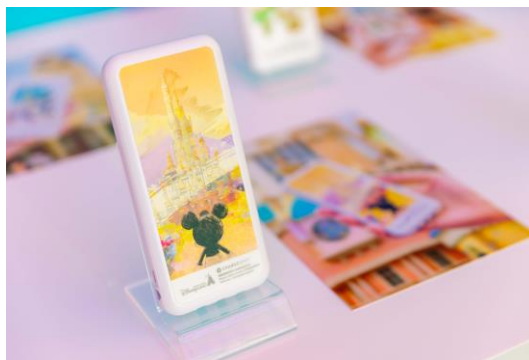
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“Enriching our guest experience with portable rental charging banks aligns with our ongoing efforts to provide convenience and guest-centric solutions,” said Michael Moriarty, managing director, HKDL. “With ChargeSpot’s technology, our guests will enjoy seamless connectivity throughout their magical journey at HKDL by knowing that the power of magic will never run out on them.”



Stephen Chan, representative director, president & CEO of Inforich, said: “We are thrilled to collaborate with HKDL. Our portable rental mobile charging banks will be a great addition to the services offered by HKDL and will help strengthen the alliance between the two companies.”

Lesz Banham, vice president and chief financial officer, HKDL, said: “This collaboration with ChargeSpot is part of HKDL's ongoing commitment to integrate the latest technology into our guest experience,” he said. “From leveraging AR filters to enriching the Duffy Playhouse experience, to facilitating constant connectivity with on-demand portable charging solutions, each step we take is in line with Disney's DNA of leveraging technology to tell captivating stories and deliver superior service.”



The charging station located at the main entrance is currently the world's largest ChargeSpot charging station, providing up to 420 power banks for guests to rent. Iconic HKDL elements such as the Castle of Magical Dreams and various Disney characters are incorporated into the power banks, allowing guests to enjoy a magical experience with a fully charged device at all times. A new Frozen-themed power bank will also be available for rental to celebrate the opening of the first and largest Frozen-themed land, World Of

Frozen, at HKDL this coming November. The power banks, adorned with captivating designs, seamlessly blend the magical essence of ChargeSpot and HKDL. Guests can be prepared to embrace the whimsical charm of Anna, Elsa, and Olaf as they accompany guests on their charging experience. Starting today, the full suite of services offered by ChargeSpot will be available to guests in 12 locations across the resort's park and three hotels.

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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 themed 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.

Mobile app gives the latest updates & helps plan your visit



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 ChargeSpot

Founded in Hong Kong in 2017, ChargeSpot is the largest local power bank rental service provider with over 5,000 rental stations covering convenience stores, shopping malls, theme parks, hotels, restaurants, bars, retail shops and entertainment places in Hong Kong. As the world's 1st transnational power bank rental company, we also support cross-countries rental services in Japan, Thailand and Taiwan with over 35,000 stations worldwide. ChargeSpot always keeps your life and trips fully charged!

Media Enquiry

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