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# Cathay and Hong Kong Disneyland Resort join hands to enhance in-bound tourism offerings

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Promoting Hong Kong as a world-leading travel destination by bringing together exceptional flight experiences and magical theme park adventures

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*Cathay and HKDL held an MoU signing ceremony at Hong Kong Disneyland Hotel, hosted by Cathay Group Chief Executive Officer Ronald Lam (second from left) and HKDL Managing Director Michael Moriarty (first from right). Beloved Mickey Mouse was also present to commemorate this special moment.*

Cathay and Hong Kong Disneyland Resort (HKDL) are delighted to announce the signing of a Memorandum of Understanding (MoU), which aims to unite two

iconic brands and sets the stage for exciting offerings that bring magic and wonder to travellers' journeys.

The planned collaboration aims to unlock synergy opportunities, stimulate inbound tourism, and reinforce Hong Kong's position as a premier global travel destination and regional transit hub.

Cathay and HKDL held an MoU signing ceremony at Hong Kong Disneyland Hotel, hosted by Cathay Group Chief Executive Officer Ronald Lam and HKDL Managing Director Michael Moriarty. Beloved Mickey Mouse was also present to commemorate this special moment.

Under the MoU, Cathay and HKDL will explore opportunities for continued collaboration, including a product for travellers transiting in Hong Kong that is targeted to be launched in 2026.

Cathay's Ronald Lam said: "At Cathay, our purpose is to move people forward in life so we are thrilled to collaborate with Hong Kong Disneyland Resort, a brand that shares our passion for delivering memorable experiences that delight and inspire. By combining world-class air travel with Disney experiences, we will create unforgettable journeys that celebrate the very best of Hong Kong. Together, we aim to inspire travellers from around the world to come to our home city and experience all that it has to offer."

Hong Kong Disneyland Resort's Michael Moriarty said: "As we mark Hong Kong Disneyland's 20<sup>th</sup> anniversary, this strategic collaboration with Cathay exemplifies our shared commitment to elevating Hong Kong's global tourism appeal. Together, we aim to drive inbound visitation and solidify Hong Kong's position as a world-class tourism and transit hub. We look forward to enchanting

more tourists with immersive, experiential experiences that reflect the evolving aspirations of today's travellers.”

Looking ahead, Cathay and HKDL will continue to explore new opportunities for cooperation, with the shared goal of delivering even more memorable travel experiences.



*Cathay Group Chief Executive Officer Ronald Lam (fifth from left), Cathay Chief Customer and Commercial Officer Lavinia Lau (third from left), Cathay Director Customer Travel Erica Peng (second from left), beloved Mickey Mouse, HKDL Managing Director Michael Moriarty (sixth from right), HKDL Vice President and Chief Financial Officer Lesz Banham (fifth from right), along with other leadership members from both parties, attended the MoU signing ceremony to celebrate this milestone.*



*The MoU signing ceremony at Hong Kong Disneyland Hotel marked the official launch of the collaboration.*

## About Cathay

Cathay is a premium travel lifestyle brand that brings together all that we love about travel with everyday lifestyle. The range of products and services includes flights, holidays, shopping, dining, wellness and payment. All our travel lifestyle offerings are designed to bring customers exciting offers, rewards, and experiences with hand-picked partners.

Flights are provided by Hong Kong's home carrier Cathay Pacific, a premium full-service airline and a founding member of the **oneworld** global alliance. Cathay also includes the Group's cargo division Cathay Cargo, and low-cost carrier HK Express. We are a member of the Swire Group and are listed on the Hong Kong Stock Exchange (HKSE) as a public company.

For nearly eight decades, Cathay Pacific has been connecting our home city of Hong Kong to the world. Now we are bringing that connection to more of our customers' lives. The new era of Cathay elevates their every bite, tap, step, stay and flight to greater heights. For more information, please visit [www.cathay.com](http://www.cathay.com).

## About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and backgrounds. Filled with your favorite Disney stories and characters, Hong Kong Disneyland Resort offers guests the opportunity to explore eight diverse lands that are home to award-winning, one-of-a-kind 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.

## Media Enquiry

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