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***Hong Kong Disneyland Resort Delivers  
Consecutive Years of Exceptional Results  
Robust performance reinforces the resort's position  
as a Greater Bay Area tourism leader***

*Innovative experiences will be rolling out, including robotic character Olaf starting early May and Pixar Summer Fest from June 12, and continued expansions with new Pixar entertainment experience in 2027 and Marvel-themed experience*



**April 28, 2026, HONG KONG** – Hong Kong Disneyland Resort (HKDL) today shared its business results for the fiscal year 2025 and the latest resort developments. (Note: FY25 began on September 29, 2024 and ended on September 27, 2025)

FY25 marked a milestone year for HKDL as the resort celebrated its 20th anniversary (20A). Building on compelling 20A offerings and effective product and commercial strategies, HKDL delivered consecutive years of top financial performance, achieving near-record revenue, earnings before interest, taxes, depreciation and amortisation (EBITDA) and net profit in the resort's history.

Park attendance totalled 7.5 million while overall hotel occupancy was around 80%.

**Key financial highlights in FY25**

- HKDL recorded strong financial results with net profit at HK\$536 million, revenue at HK\$8,694 million, and EBITDA at HK\$1,989 million. These accomplishments are especially notable given the rapid resumption of Hong Kong's outbound travel, ongoing macroeconomic uncertainty, as well as the extreme weather conditions in Hong Kong in 2025, all of which have influenced travel patterns and visit intent.
- Total attendance was 7.5 million. Per capita guest spending reached historic high with an increase of 2% over prior year.
- Hotel performance remained solid, with overall occupancy increasing six percentage points to 79%.

- By the end of FY25, HKDL had fully repaid the outstanding balance of term loans from its shareholders and is now free of loan for the first time in its history, underscoring the resort's solid financial position.

**Tim Sypko, Managing Director, Hong Kong Disneyland Resort**, said “Our steady performance is a testament to the resort’s resilience and timeless appeal. These results reflect the power of the Disney brand and our successful business strategy, including sustained investment in regional marketing activations, innovative offerings and enhanced seasonal events, many of which can only be found at HKDL. Anchored by the launch of our 20th anniversary celebration, the milestone further captivated guests and reinforced our positioning as an international tourism leader in the region.



“This achievement, more than 20 years in the making, is made possible by the passion and dedication of our cast members, as well as the deep and enduring connection our guests share with Disney.”

### Other Key Accomplishments in FY25

- **Captivating worldwide tourists through 20th anniversary:** HKDL launched “The Most Magical Party of All!” in June 2025, featuring its largest and most spectacular parade, “Friendtastic!”, the daytime castle show “Disney Friends Live: Party at the Castle!”, and nighttime spectacular “Momentous: Party in the Night Sky.” The year-long celebration, complemented by exclusive merchandise, food and beverage offerings, delivered even more exciting experiences to local and inbound guests.



Integrated marketing campaigns were launched across Chinese Mainland and other key markets, inviting guests to join in on the celebration. Travel trade events were also hosted in targeted markets including Tokyo, Singapore, Seoul and Manila, to further strengthen HKDL’s regional appeal.

- **Driving “+Tourism” through mega events and citywide collaboration:** In alignment with the Development Blueprint for Hong Kong’s Tourism Industry 2.0, HKDL capitalised on opportunities to host mega events and created synergy to boost tourism by collaborating with major local attractions and enterprises. In addition to 20A celebration, another HKDL’s annual mega run event, 10K Weekend, which was held in November 2024, reached a then record-high participation of nearly 20,000 runners, drawing participants from near and far with one in four runners coming from outside Hong Kong.

On citywide collaboration, HKDL worked with the tourism industry to introduce “concert + HKDL” bundled tickets with world-renowned artists, which were well received by guests. Outreach of 20A marketing campaigns also extended to local tourism icons such as Kai Tak Sports Park, Ngong Ping 360, and Hong Kong International Airport, creating citywide tourism synergy.

- **Enhancing guest experience with innovative offerings:** HKDL elevated overall guest experience ratings to a historic high and stimulated repeat visitation by enhancing existing

attractions and immersive interaction to bring Disney stories to life. The “Jungle River Cruise” was reimagined with cast-driven storytelling to interact with guests, generating considerable social buzz. “Mickey’s PhilharMagic” was re-opened with enhanced technology and introduction of a new scene inspired by beloved Disney and Pixar film “Coco”. The enhancement enabled HKDL to host film premieres such as Disney’s “Lilo & Stitch” and “The Fantastic Four: First Steps” in FY25 and even MICE events in the future.

Another new experience was the debut of “Wayfinders’ Table” which enhanced with details from the popular Disney Animation film “Moana”. Aligned with Hong Kong’s tourism strategy, the reimagined restaurant also features Halal-certified options.

- **Maintaining strong appeal through seasonal events:** HKDL has established itself as a unique tourism anchor for Hong Kong — positioned as the destination for celebrating festivities such as Halloween, Christmas, and New Year’s Eve. The first snowy Christmas in World of Frozen was unveiled in FY25, alongside the drone show at Tree Lighting Ceremony and “Disney Christmas Live in Concert!”, resulting in a record number of non-local guests in December 2024.

**Growing Together for 20 Years: Commitment to Tourism, Economy, and Community**

Deeply rooted in Hong Kong, HKDL continues to contribute to the city’s economy and community. As part of its 20A celebration, HKDL introduced a series of community initiatives, and a total of over HK\$10 million donations — including HK\$5 million in cash to support children in hospitals and youth development, as well as gift-in-kind contributions to individuals in need. The resort also provided more than 200,000 complimentary park tickets to the community — doubling the resort’s average annual ticket donation in the past.

- **Key pillar of Hong Kong’s tourism and economy:** Taking the past 20 years of operation together, the total value-added to Hong Kong generated by HKDL amounted to HK\$167.5 billion. A total of 342,100 jobs were also created for frontline workers and the travel industry, benefiting Hong Kong’s overall economy. In 2025, HKDL continued to be the top paid attraction in Hong Kong.
- **Job creator for magic makers:** HKDL employed approximately 9,000 full-time and part-time staff during FY25, remaining as one of Hong Kong’s largest employers in the tourism and family entertainment industry.
- **Continued community services:** Over the past 20 years, HKDL has contributed close to 130,000 Disney VoluntEARS hours (i.e. HKDL cast members participating in organised volunteer activities), delivering joy, assistance, and comfort throughout the community.
- **Highlights of community work include:**

<b>Supporting Children in Hospitals</b>	<ul style="list-style-type: none"> <li>○ During FY25, HKDL announced a donation exceeding HK\$2.5 million to expand “PlayWell with Disney” Hospital initiative for approximately 15,000 beneficiaries across eight local public hospitals. This award-winning programme is set to expand to Shenzhen in this summer.</li> <li>○ Disney VoluntEARS provided regular visits and emotional support to children in hospitals and their families, reinforcing our</li> </ul>
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	commitment to inclusive care and well-being.
<b>Youth Empowerment and Creativity</b>	<ul style="list-style-type: none"> <li>○ HKDL announced another HK\$2.5 million donation to support youth development and empowerment. A signature programme, the “Hong Kong Disneyland Dance-off Party” was launched, and invited youth to showcase their talents on the HKDL stage. Benefitting from the donation were four local NGOs that provide free dance workshops for children and youth to explore the joy of movement.</li> <li>○ Additionally, a new scholarship for creative university students was introduced through an illustration contest and design competition.</li> </ul>
<b>Caring for the Environment</b>	<ul style="list-style-type: none"> <li>○ HKDL is committed to environmental protection through new and ongoing initiatives including developing Hong Kong’s first and largest car park solar canopy. In total, we have more than 7,500 solar panels throughout the resort currently.</li> <li>○ We have also donated 160 tonnes of food for those in need since park opening.</li> </ul>
<b>Standing with the Community</b>	<ul style="list-style-type: none"> <li>○ HKDL has long stood with the community, especially in moments of need. HKDL, together with The Walt Disney Company, have committed to make HK\$10 million in cash and in-kind donations to provide immediate assistance and ongoing support for those affected in the Tai Po fire in FY26.</li> </ul>

**More Magic in the Making: One-of-a-kind Pixar Entertainment Experience Launching Next Year**

While “The Most Magical Party of All!” 20<sup>th</sup> anniversary celebrations will continue until June 7, seize the final opportunity to experience the anniversary-limited celebration before the party ends, including “Disney Friends Live: Party at the Castle!”, the resort’s largest-ever parade, “Friendtastic!” and the nighttime spectacular, “Momentous: Party in the Night Sky”. Join us and be part of a magical finale, while more Disney magic continues to unfold at HKDL.

Starting early May, guests can look forward to an all-new, enchanting encounter when they chance upon Olaf in World of Frozen at HKDL. Magically brought to life by Walt Disney Imagineering Research & Development through next-generation robotics utilizing reinforcement learning, the self-walking, free-roaming robotic character will delight guests with surprise greetings as a special ambassador for the kingdom of Arendelle.



From the way he moves to the way he looks, it is as if Olaf has stepped straight out of the films — alive, curious, and unmistakably himself. Guests can explore the kingdom of Arendelle and encounter Olaf, in World of Frozen, where every moment is worth melting for.

Starting from June 12, get ready for a Pixar-filled summer at Pixar Summer Fest! Come meet and play with beloved Pixar pals as they fill the park — get splashed and cheer on the "Pixar Water Play Street Party!", and experience the all-new Pixar Pals Spectacular, lighting up the night just before the “Momentous” nighttime spectacular, celebrating friendship through beloved Pixar stories. A bigger world of Pixar awaits, filled with familiar faces and heartwarming moments from day to night.



Riding the wave of excitement for the upcoming Disney and Pixar film “Toy Story 5” and Pixar’s 40th anniversary, this will sustain the momentum for the resort’s upcoming one-of-a-kind Pixar entertainment experience.

Construction is well underway on the park’s exciting expansion, bringing new Pixar-themed and Marvel-themed experiences to life. The Pixar entertainment experience will debut next year as an immersive theatrical adventure, where guests will join beloved Pixar characters on a fun and magical journey that blends real and digital environments, celebrating the power of play and the joy of friendship.

Unique to Hong Kong, the new Marvel-themed experience features an all-new attraction alongside immersive entertainment and distinctive retail offerings. Inspired by Tony Stark’s vision for a better future, the area brings together brilliant minds from the Avengers and their allies in Hong Kong, working collaboratively to showcase their most cutting-edge inventions and technologies.



**Tim Sypko, Managing Director of Hong Kong Disneyland Resort**, said, “Supported by a growing base of Disney fans across key markets and a strong pipeline of new and innovative offerings, HKDL is optimistic about its long-term prospects and confident in its important role as an international travel destination for Hong Kong and the Greater Bay Area.”

**HONG KONG DISNEYLAND**  
**FY25 Annual Business Review**

**HKDL Delivers Consecutive Years Of Exceptional Results**

<b>8,694 million</b> Revenue (HK\$)	<b>1,989 million</b> EBITDA (HK\$)	<b>536 million</b> Net Profit (HK\$)
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**Near-record Financial Results**      **Free Of Loan For The First Time**

<b>PARK</b>	<b>HOTELS</b>
<b>7.5 million</b> Total Attendance	<b>Overall Occupancy 79% ↑ 6ppt</b>
<b>Per Capita Spending ↑ 2%</b> <b>Guest Satisfaction Rating 98%</b>	<b>Guest Satisfaction Rating 94%</b> <b>RECORD HIGH</b>
<b>Guest Mix</b> <b>36% Local</b> <b>64% Inbound Guests</b>	

**EXPERIENTIAL TRAVEL**

- Signature Seasonal Events
- Innovative Offerings
- 20A Citywide Collaboration
- "Events + HKDL" Bundled Packages

**HONG KONG DISNEYLAND**  
**FY25 Contribution to HK**

**2025 HK Top Paid Single Attraction**

<b>167.5 billion</b> Increase In Hong Kong's GDP (HK\$)	<b>342,100</b> Jobs Created SINCE 2005
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**Community Efforts During 20th Anniversary**

<b>10 million</b> Cash and In-kind Donations (HK\$) for Youth Development Children in Hospitals	<b>200K</b> Park Tickets Donation
<b>8+1</b> Hospitals in HK & GBA Undergo Magical Transformation	<b>160 Tonnes</b> Food Donation
<b>7500+</b> Solar Panels Across Resort Hong Kong's <b>First And Largest</b> Car Park Solar Canopy	

**CAST**      **One Of The Largest Employers In The Industry**  
**Hospitality Talent Training Hub**

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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 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.

## **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>

## **Media Enquiry**

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