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**Hong Kong Disneyland Resort Will Soon
Launch the World's First and Largest "Frozen" themed land
World of Frozen on November 20**

Through its stories, characters, landscapes, culture, music and cutting-edge technology, Disney Imagineers have realized the "Frozen" story from movies to a must-visit travel destination



HONG KONG, SEPTEMBER 12, 2023 — Hong Kong Disneyland Resort is getting ready for the opening of World of Frozen, the world's first and largest "Frozen" themed land, on November 20. Inspired by the Walt Disney Animation Studios' films, "Frozen" and "Frozen 2," which are among the biggest animated films of all time, World of Frozen will transport guests to the cinematic and living land - Arendelle. Guests will delve into this immersive travel destination, with its captivating stories, beloved characters, culture, stunning landscapes, enchanting music, and cutting-edge technology for the first time in forever by celebrating Summer Snow Day and enjoying the fun-filled attractions such as **Frozen Ever After** and **Wandering Oaken's Sliding Sleighs**.

Michael Moriarty, managing director of Hong Kong Disneyland Resort, said: "Today, on the 18th anniversary of Hong Kong Disneyland Resort, we're thrilled to be sharing more details on World of Frozen. World of Frozen is an integral part of the park's latest expansion and growth, and with the launch on November 20, we look forward to welcoming even more guests from around the world. We are committed to continually delivering new and innovative offerings so that our guests can enjoy a magical experience with each and every visit to the resort — we can't wait from them to explore the kingdom of Arendelle."

Explore the living land of Arendelle and celebrate Summer Snow Day



Summer Snow Day commemorates the day that Anna saved Elsa and the kingdom with an act of true love. Guests are invited to visit this whimsical realm and rejoice in the lively festivities!

World of Frozen puts a number of iconic scenes in the “Frozen” movies to life. Some of its signature spots include the **North Mountain**, with its peak as the highest point in Arendelle; the **Ice Palace** where Elsa unleashes her icy powers freely for the first time; **Arendelle Castle**, home of the royal family; the **Bay of Arendelle**, featuring the small fishing boat that Anna fell on when she met Prince Hans; **Clock Tower** where Anna danced with Prince Hans; and **Friendship Fountain** where Elsa uses her



magical powers to freeze its water into beautiful snowflake ornamentalions. Guests can also immerse themselves in the joy of the Summer Snow Day celebration by taking a **Frozen Ever After** journey to meet Elsa at her Ice Palace that is open to all for the first time, embarking on a wondrous adventure on **Wandering Oaken’s Sliding Sleighs**, enjoying a unique interactive play experience with Anna and Elsa at **Playhouse in the Woods**.

To prepare for the Summer Snow Day celebration, guests can immerse in the enchanting festivities with a special outfit. Wear rosemaling patterned clothes, add glittering ice-inspired face paint, and style the hair like Elsa or wear a cape like Anna to show the love for the royal sisters.



No visit to Arendelle would be complete without indulging in its exquisite cuisine and exploring its charming shops, which are deeply rooted in Nordic history and culture. Do not miss **Golden Crocus Inn** and **Bayside Wharf** for a taste of local delicacies inspired by traditional Nordic dishes, grab a bite at **Forest Fare** or sweet treats

at **Northern Delights**. Visit **Tick Tock Toys & Collectibles** and **Traveling Traders** for a delightful shopping experience, where guests can find the perfect souvenirs to bring home cherished memories. Complete the magical Arendelle journey by staying at one of the enchanting resort hotels and participate in themed recreation activities that will make the Arendelle experience truly unforgettable.



Pushing the boundaries of creativity to bring “Frozen” to life

World of Frozen is the next level of immersive storytelling like never before. The world-class expertise of Walt Disney Imagineering pushed the boundaries of creativity to bring Arendelle, the home of Anna and Elsa, to life through extensive research with inspiration from Norway.

Michel Den Dulk, executive creative director at Walt Disney Imagineering, stated: “I am excited to see this project come to life. This idea started as a sketch seven years ago and has since transformed into a beautiful land that will enchant guests with magical experiences! The collaborative efforts across disciplines have made World of Frozen a reality, creating unforgettable memories that will last for a lifetime.”

- **Perfectly blends the unique natural landscape of Hong Kong** - World of Frozen seamlessly integrates with Lantau Island's natural landscape and the design of North Mountain, providing guests with expansive views of both. The seamless transition between artificial landforms and natural surroundings embraces guests entirely in World of Frozen.

- **Integrates inspiration from Norway to create a must-visit travel destination** - Inspired by Norway the themed land features a town that allows guests to discover Arendelle. The scenery, architectural design, clothing and cuisine, are all infused with rich Norwegian elements, including “dragestil” (dragon style) architectural style, Balestrand's asymmetrical architecture, and rosemaling floral decorative paintings.



- **Dances between reality and magic through enchanting music** - The team worked with award-winning composer, Andrew Cottey, to rearrange the iconic music from the movies for World of Frozen, with various tunes played in different locations throughout the land, to tell stories with strong emotional connections. The

cinematic music builds the perfect ambience for guests to feel the story of “Frozen” with different senses.

- **Re-creates cinematic features with meticulous craftsmanship and extensive research** - Disney Imagineers spent over three years in concept and design, working in partnership with artists and storytellers from Walt Disney Animation Studios, to accurately depict cinematic features in World of Frozen. The team analyzed ice textures, colors, and how these relate to Elsa's emotions to recreate her Ice Magic. Attention was paid to every detail including various forms of ice and snow, and different materials were studied and experimented to truly represent the Ice Palace and icy ornaments.
- **Brings “Frozen” characters to life through advanced technology** - Frozen Ever After at Hong Kong Disneyland features Walt Disney Imagineering’s most advanced, fully-electric Audio-Animatronics® figures, which bring to life characters like Anna, Elsa and Kristoff with amazing realism.



Amanda Chiu, senior producer at Walt Disney Imagineering Asia, stated: “Bringing our characters to life, featuring our unique, state-of-the-art Audio-Animatronics® figures, is a thrilling aspect of this project. It is a great testament to the amazing talents at Walt Disney Imagineering who made the impossible possible. We share the same goal with Walt Disney Animation Studios to create incredible entertainment for people of all ages, using innovative technology to tell a compelling, heartfelt story like never before.”

To promote the enchanting beauty of Arendelle, Hong Kong Disneyland Resort is delighted to announce today that renowned local travel guru Dodo Cheng has been designated as the Arendelle travel ambassador for Hong Kong! With a wealth of travel experiences, Dodo will be able to share her enchanting journey in Arendelle and travel tips to the guests. Meanwhile, Olaf is appointed as the global ambassador by Anna and Elsa to extend a heartfelt invitation to all corners of the globe for the Summer Snow Day celebration in Arendelle!

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Hong Kong Disneyland asks for guests’ kind understanding and compliance with the following requirements when visiting the park. Guests must:

1. purchase their tickets in advance and make park visit reservations up to 90 days in advance of their visit, via the Hong Kong Disneyland reservation website; and
2. Comply with the latest visit arrangements at <https://www.hongkongdisneyland.com/guest-services/health-and-safety/>.

* Wearing face mask is optional for guests and cast members across the resort.

[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.

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>

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